

The City of Milwaukee - Park East



Two-dimensional model
of the Park East Corridor,
developed by Planning and Design Institute
(above)

Scope of Service: Planning

Location: Milwaukee, WI

Project Cost: \$150,000

Completed: March 2003

In early 2002, demolition began on a section of the former Park East Freeway. When completed, it will re-create approximately 26 acres of clear land to the immediate north of downtown Milwaukee. Prior to that, the City of Milwaukee commissioned a team of planners, engineers and economists to prepare a project plan to maximize new private investment in the 26 blocks while preserving existing investment in the remainder of downtown.

Services Provided:

- Market Analysis
- Market-based Design Guidance
- Estimates of Tax Base Created by New Development