



Milwaukee Downtown, Business Improvement District #21
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FOR IMMEDIATE RELEASE

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Public Engagement Session Announced for Red Arrow Park Redesign Initiative

*Community invited to provide feedback on preliminary design concepts on
Thursday, March 5 from 4 p.m. to 6:30 p.m. at City Hall*

MILWAUKEE (March 2, 2026) – Milwaukee Downtown, BID #21, the City of Milwaukee, and Milwaukee County are continuing to explore the design for future improvements to Downtown’s Red Arrow Park. The collaborative initiative is a goal of the *Connec+ing MKE: Downtown Plan 2040*, which identified the central space as a catalytic initiative.

The group will host a public engagement session on Thursday, March 5 from 4 p.m. to 6:30 p.m. in Milwaukee’s City Hall Rotunda. Members of the community are invited to attend this open-house-style session to review and provide feedback on preliminary design concepts that have been shaped by a public survey. The Kubala Washatko Architects (TKWA) and OLIN are collectively leading the re-design process, with public engagement support from P3 Development Group. Proposed enhancements in the *Connec+ing MKE: Downtown Plan 2040* called for improved park edges with more seating, places for congregation and performances, more opportunities for year-round activation, and the potential for public art.

“We are excited to explore the opportunities for future improvements to Red Arrow Park,” said Matt Dorner, CEO of Milwaukee Downtown, BID #21. “By engaging the community throughout this redesign process, we hope to achieve a vibrant and inclusive hub where residents, workers, and visitors can connect, gather, and celebrate year-round.”

The design process for the Red Arrow Park Redesign will rely heavily on community engagement. Concepts will be refined following the public input session. It is expected that a preferred design alternative will emerge later this year, culminating with plans sufficient to seek conceptual cost bidding to determine future fundraising needs and sources for implementation. Funding for the design services is being covered through TID #48.

The Red Arrow Park Redesign initiative began in the fall of 2024 with the issuance of a Request for Qualifications (RFQ), seeking teams that specialize in urban public space design and community engagement. Following an extensive review process, Milwaukee-based The Kubala Washatko Architects (TKWA) and Philadelphia-based OLIN were awarded the contract in January 2025, with community engagement being led by P3 Development Group. The project team also consists of representatives from Ring & DuChateau, B32° Engineering Group, KSingh, McEnroe Consulting Engineers, and Concord Group.

To learn more about the Red Arrow Park Redesign initiative, visit www.milwaukeedowntown.com.

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About Milwaukee Downtown, BID #21

Milwaukee Downtown, Business Improvement District #21, is an organization established in 1998 to support the interests of the downtown Milwaukee business community. Created through private sector leadership, Milwaukee Downtown is a management district organization that oversees 150 square blocks representing approximately 500 property owners in the center of downtown Milwaukee. The organization funds specific initiatives aimed at creating a clean, safe, welcoming, and economically vibrant downtown. More info available at www.milwaukeedowntown.com.