



WALK & ROLL 794 PRELIMINARY REPORT

Purpose

Walk & Roll 794 brings community members together to experience the corridor firsthand and see how the current freeway impacts people on the ground. The walk helps ground the removal alternative in real-world conditions and aims to open up conversations about how Milwaukeeans envision the future of this space.

Methods

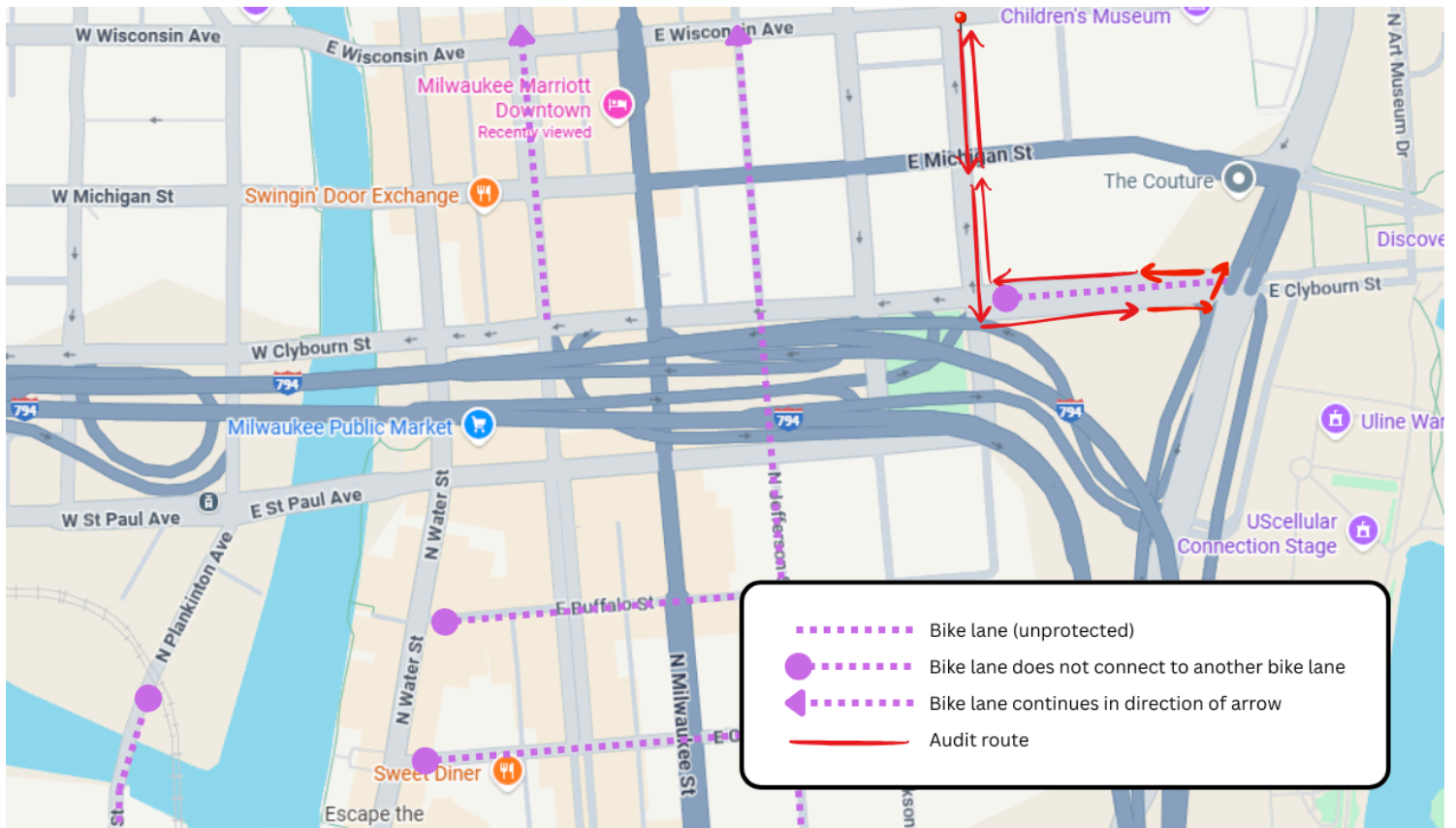
The second Walk & Roll 794 took place at 12 pm on Tuesday, March 31st, 2026 in cool and windy weather conditions. Participants used visual observation and utilized wheelchairs to gain perspective on navigating our streets with different mobility. Participants also completed post-walk-roll reflection to express the observations and inform discussion.

Starting point: Corner of Van Buren St. and Wisconsin Ave.

Route: South to Clybourn and Van Buren, East to Lincoln Memorial Drive (LMD)

Notable sites nearby the route:

- US Bank Center, The Couture
- Discovery World, Summerfest, Milwaukee Art Museum, Oak Leaf/Hank Aaron State Trail access



Engagement

A total of twenty-three were in attendance for the event, with diverse perspectives on the decision WisDOT will need to make regarding the deteriorating infrastructure. One staff from the City of Milwaukee DPW and Milwaukee County Parks outreach staff were also in attendance to listen and observe alongside participants. They also informed attendees about other opportunities to voice their ideas for improved multi-modal mobility in the city and county park activation.

Coverage from WISN-TV, Urban Milwaukee, OnMilwaukee

Summary of Observations

Who is interacting with this section of the corridor? How?

Key Themes

- *The corridor is dominated by cars, with some pedestrians on Van Buren and fewer toward Lincoln Memorial Drive, no cyclists present*
- *Safety concerns as pedestrian and cyclist activity may naturally increase in warmer months*

Participant Quotes

“Mainly drivers, very little pedestrian traffic or bicycles (today). But during warmer weather, probably more foot/bike traffic”

“Few people walking and biking, HOP and CN1 in the corridor, although access is at the couture (and doesn’t extend toward the lake)”

What does it feel like to walk along this corridor?

Key Themes

- *The design is car-centric*
- *The corridor is uninviting, isolating, and inactive*
- *Safe and accessible movement is restricted by short signal times, unintuitive transit access, and inconsistent bicycle infrastructure & sidewalk conditions*

Participant Quotes

“It felt fairly desolate...very much an ‘interim’ feeling space that doesn’t encourage lingering.”

“Totally inactivated corridor...hostile crossings for pedestrians, fast drivers.”

“Scary!”

“The sidewalk is busted and not safe for wheelchair users...not ADA compliant in some locations”

Summary of Future vision

Participants were asked to (1) envision the future of the activatable space that was observed on the route and (2) comment on what improved connections could look like:

Envision Activated Space

- A gateway to improve connections to the lake - a handful of participants referenced the [Lakefront Gateway Project](#)
- Intuitive multimodal connections including bikeways and transit stops
- A boulevard designed like a traditional city block
- A dog park without a ceiling
- Nature paths and garden space across from the Couture

Envision Connection; Attendees called for

- Human centered land use and design including amenities, business, greenery, and active community spaces
- Improved crossings with longer signal times and ADA compliant curb ramps
- Protected and connected bike infrastructure between districts and the lakefront
- Removal of I-794 to enable a cohesive street grid

How to remain involved

A more complete community report will follow and will be a summary of all walk & roll events. In the meantime, there are other ways to remain engaged in the WisDOT's Lake Interchange study and with Rethink 794.

1. Attend WisDOT's Lake Interchange Public Involvement meetings (scheduled for Spring 2026) or submit public comment through the Lake Interchange study [public comment form](#).
2. Engage your alders and county supervisors and let them know your vision for a removed or reconfigured I-794.
3. Sign up for the Rethink 794 e-mail list: rethink794.com/engage
4. Whether as an attendee at our events or in your own time, we invite all to walk & roll through the I-794 corridor at street level.
 - a. Observe who interacts with the corridor.
 - b. Take note of how it feels to walk or roll along Clybourn from 6th St. to the Lakefront.
 - c. Examine what exists and envision what's possible. Tell your friends and family about your vision.



Rethink 794 is a community-driven project sponsored by 1000 Friends of Wisconsin. www.rethink794.com



Walk & Roll 794 inventory

Walk Route: Clybourn and St. Paul Ave between 2nd St. and 5th St.

Time of day: 12pm – 1pm

Who is interacting with the corridor? How? For what possible reasons?

Walking, Biking, accessing transit, other?

What does it feel like walking along this corridor? How are pedestrians or cyclists prioritized? Is transit accessible?

In this corridor, what could improve the connections between Milwaukee's neighborhoods for all modes of transportation?

Additional comments?

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