



HARBOR YARDS VISION STATEMENT

At the northern portal of Milwaukee's Harbor District, a transformational neighborhood is rising on the banks of the Milwaukee River. Land which was once the epicenter of fur trading, fishing and shipping economies was later dedicated to support the brewing industry with robust water and rail connections. After a prolonged period of dormancy, the evolution continues. We introduce **HARBOR YARDS**. Conceived as an intersection of creativity, innovation, commerce and lifestyle, **HARBOR YARDS** delivers a memorable experience within a thoughtful framework of strategic placemaking.

HARBOR YARDS connects and integrates the next generation of workstyles and lifestyles in Milwaukee, made possible through the infusion of advanced technology, cutting-edge design, and sustainable engineering. As a neighborhood gateway, Harbor Yards bridges the Harbor District, Historic Third Ward and Historic Walkers Point with pedestrian, bike, transit and automotive infrastructure that integrates with the city as a whole. Designed to respond to our way of life years from now as compared to years ago, Harbor Yards will be recognized for its adoption of the best practices that define the modern urban experience.

HARBOR YARDS readily leverages Milwaukee's water, music, dining and entertainment scenes due to its best-in-class location. A holistic and purposeful approach to curating the quality of setting, place, presence and experience combine to create a neighborhood unlike any other. An acknowledgement that quality is not an accidental outcome. Harbor Yards emphasizes sustainability, environmental sensitivity and personal wellness, that are seamlessly infused into technologically-enhanced living, working, entertainment and social settings. It's the way we envision our future. It is **HARBOR YARDS**.

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