



DESTINATION LAND BRIDGE

Destination District, Madison, WI

Bridging Community

This project will reconnect southside neighborhoods cut off by historic investments and ensure new projects **increase opportunity, advance racial equity and environmental justice**, and **promote affordable access to community assets**

CONNECTING

- Many of Dane County's most **diverse neighborhoods to the Lake and Downtown**
- Our **largest convention center (Alliant Energy Center)** and **one of our largest lakefront parks (Olin-Turville Park)**
- City and County owned facilities that will expand public access and community use

IMPACT

- **Creates a safe pedestrian crossing** of a highway in a growing pedestrian- and bike-oriented District and during our major regional events
- **Expands local destination-oriented jobs and boosts tourism** by integrating the District and Downtown for our largest community events
- **Reduce auto congestion by seamlessly connecting our southside neighborhoods, convention center, and downtown**
- Provides southside residents **access to Lake Monona amenities**

IMPLEMENTATION

- **Expected Cost: \$12-15M**
- **Potential Cost share from City, County, State and Federal transportation grants**
- **Timeline:**

Planning & Design **2022/23**

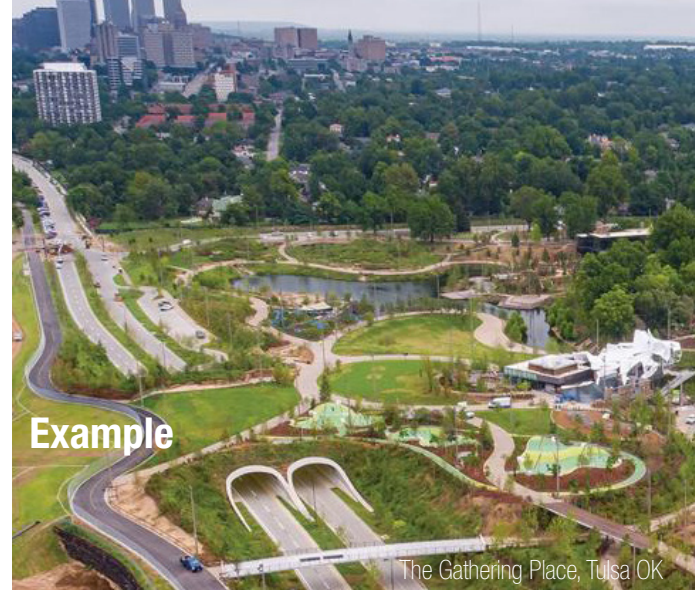
Construction **2024/25**



John Nolen Drive Today



What it could be...



Example