

# CATALYTIC PROJECTS RESHAPING DOWNTOWN MILWAUKEE



**NORTHWESTERN MUTUAL HEADQUARTERS**  
Anchoring the lakefront redevelopment boom, the \$450 million, 32-story Northwestern Mutual headquarters will be the largest office building in the state. The new tower preserves 1,100 jobs and will create 1,900 new jobs.



**MILWAUKEE BUCKS ARENA**  
The \$524 million Bucks arena will anchor a new entertainment district and neighborhood in the Park East corridor. Phase 1 will also include a 1,200-stall parking structure, 55,000-SF training facility and 50,000-SF live block.



**THE COUTURE**  
Redefining Milwaukee's lakefront skyline, The Couture, a \$122 million, 44-story mixed-use tower, will feature 300 apartments, 50,000 SF of retail space, and an intermodal transit hub for the streetcar and proposed bus rapid transit.



**THE MILWAUKEE STREETCAR**  
The \$123.9 million investment in Phase 1 will connect downtown neighborhoods with a 2.1-mile starter route. The \$28 million 0.77-mile-long Lakefront Line will extend the system through the base of The Couture and connect with the lakefront.



**GERMANIA BUILDING**  
A \$22 million conversion is underway to turn Class C office space into a multi-family building for mixed incomes in the blossoming Westown neighborhood. The building will feature 46 market-rate and 44 affordable rental units.



**WESTIN HOTEL**  
The \$50 million, 10-story Westin features 220 rooms, 9,000 SF of meeting space, 5,000 SF of ballroom space, and is connected via skyways to the U.S. Bank Center and 833 East Michigan. The Westin opened in June 2017.



**TWO-FIFTY EAST**  
New owners are investing \$8.5 million to reposition the 20-story office tower with premier, top-of-the-industry amenities and building systems. Two-Fifty East also offers proximity to The Milwaukee Streetcar.



**LAKEFRONT GATEWAY PLAZA**  
The \$25 million Lakefront Gateway Plaza will create stronger connectivity between the lakefront and central business district. Led by GRAEF, design elements include a new public plaza, water features and pedestrian bridges.



**LAACKE & JOYS REDEVELOPMENT**  
Formerly the site of Laacke & Joys, this \$33 million project boasts 113,000 SF of office space, anchored by the relocation of Brookfield-based Bader Rutter, an underground parking structure, and early plans for a 24 story hotel.



**NORTHWESTERN MUTUAL MIXED-USE TOWER**  
West of the new headquarters, Northwestern Mutual has begun construction on a \$100 million, 34-story tower featuring 308 apartments, 1,400 parking stalls and approximately 10,000 SF of ground-floor commercial space.



**MARQUETTE UNIVERSITY ATHLETIC PERFORMANCE RESEARCH CENTER**  
Collaboration between Marquette University and Aurora Health Care will deliver a \$120 million state-of-the-art athletic performance and research facility, and serve as a catalyst for Westown's continued revitalization.



**MACKIE BUILDING**  
A \$12.4 million historic restoration is underway to convert former office space in the 137-year-old Mackie Building into 25 luxury apartments, while maintaining the Grain Exchange event space and ground-floor commercial opportunities.



**HOMWOOD SUITES**  
The \$17 million adaptive reuse of the seven-story historic Button Block Building will feature 94 extended-stay hotel rooms and serve as a key connection between downtown and the Historic Third Ward. Homewood Suites will open in 2017.



**BMO HARRIS FINANCIAL CENTRE**  
This new \$137 million, 25-story high-rise will create new HQ space for BMO Harris Bank. Michael Best & Friedrich will also be a major tenant. Retail opportunities and 590 parking stalls are included in development plans. Completion is slated for late 2019.



**THE NORTH END - PHASES 4 & 5**  
The \$60 million, six-story North End - Phase 4 project features 155 apartments, a Milwaukee RiverWalk segment, and amenities such as an outdoor pool for tenants. Phase 5 recently started construction and will add 89 more units.



**THE SHOPS OF GRAND AVENUE**  
Under new ownership, The Shops of Grand Avenue's next chapter entails a revitalization that includes up to 120,000 SF of office space, a grocery store, brew pubs, restaurants, a retail marketplace, and a food hall.



**67,000+**  
higher education students



**7.1%**  
RETAIL SPACE  
vacancy rate  
down from 8.5% in 2012

**2,000+**  
housing units currently under construction

**83,490**  
JOBS HELD DOWNTOWN

**16.6%** OFFICE SPACE  
vacancy rate,  
down from 21.9% in 2012

**977**  
NEW HOTEL ROOMS  
SINCE 2016



**\$3.6+**  
BILLION  
DEVELOPMENT SINCE 2005

Downtown  
workers  
living within  
one mile of  
downtown  
**31%**

**26,000**  
Downtown  
Residents  
and Growing

**\$3.45**  
BILLION  
tourism sales for  
Milwaukee County



BublR Bikes  
Stations  
**58**



**2017 DOWNTOWN MILWAUKEE  
AREA INVESTMENT MAP**  
[www.milwaukeedowntown.com](http://www.milwaukeedowntown.com)

**\$240**  
MILLION  
revenue generated by nighttime economy

**2.87**  
MILES  
Length of the Phase 1  
& Lakefront Line  
Streetcar Routes

Walk Score of **86**

**112** jobs  
per acre = extremely  
high job  
density



**18%**  
City's property  
value within  
downtown's  
2.7 square miles



This ongoing list represents active and publicly announced projects in Downtown Milwaukee. This list is compiled and maintained by Milwaukee Downtown through a variety of independent sources. Please contact Milwaukee Downtown, 414.220.4700 or [mdorner@milwaukeedowntown.com](mailto:mdorner@milwaukeedowntown.com), with additions, deletions or corrections.

Milwaukee Downtown, BID #21 | 600 East Wells Street | Milwaukee, WI 53202 | [MilwaukeeDowntown.com](http://MilwaukeeDowntown.com)