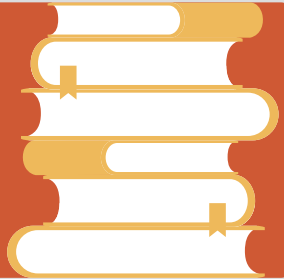


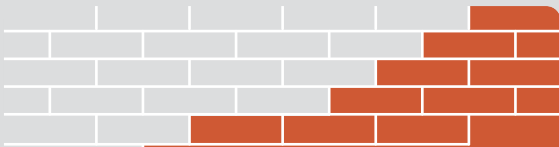


67,000+
higher education students



50,000+
VISITORS FOR 2020
DEMOCRATIC NATIONAL
CONVENTION

DEMOCRATIC NATIONAL
CONVENTION



1,995

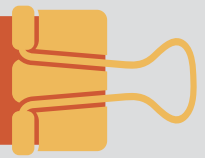
housing units completed in 2019
or currently under construction



90,700+

JOBS HELD DOWNTOWN

10.5% Q2 2019 OFFICE
vacancy rate



1,222



HOTEL ROOMS COMPLETED IN 2019
or currently under construction while
occupancy & rates continue to rise



\$3.5+
BILLION
DEVELOPMENT SINCE 2010

Downtown
workers
living within
one mile of
Downtown

31%

32,000+
Downtown
Residents
and Growing



\$3.7+
BILLION
tourism sales in
Milwaukee County



BublR Bikes
Stations

88

with 26 more
planned in 2020



**DOWNTOWN
MILWAUKEE
AREA INVESTMENT MAP**



www.milwaukeedowntown.com



\$212+
MILLION

sales generated by nighttime economy

**2.5
MILES**



Length of the Phase 1
& Lakefront Hop
Streetcar Routes



Downtown
Walk Score of

92



112 jobs
per acre = extremely
high job
density



22.6%
City's property
value within
Downtown's
2.7 square miles



UNPRECEDENTED INVESTMENT SPURRING GROWTH & BUILDING MOMENTUM

With more than \$3.5 billion in completed public and private projects since 2010, Downtown Milwaukee is experiencing record growth. This is further supported by an additional \$2 billion invested in projects from 2005 to 2010. While these figures are unprecedented, we remain poised for additional growth. Across all industry sectors, over \$2.5 billion in a varied list of public and private projects is currently under construction or slated to start soon. It's no wonder why Downtown Milwaukee has captured the national and international spotlight.

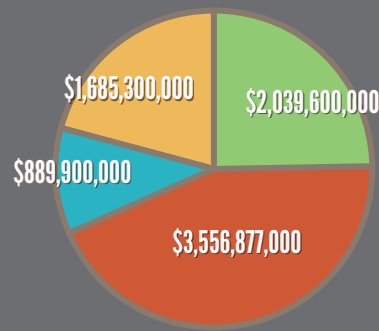
COMPLETED (2005 - 2010)
\$2,039,600,000

COMPLETED (2010 - PRESENT)
\$3,556,877,000

UNDER CONSTRUCTION
\$889,900,000

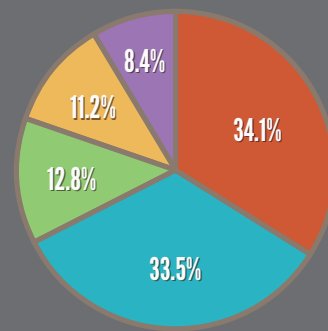
PROPOSED
\$1,685,300,000

Total Downtown Investment
2005 to Present:
\$8.1+ Billion



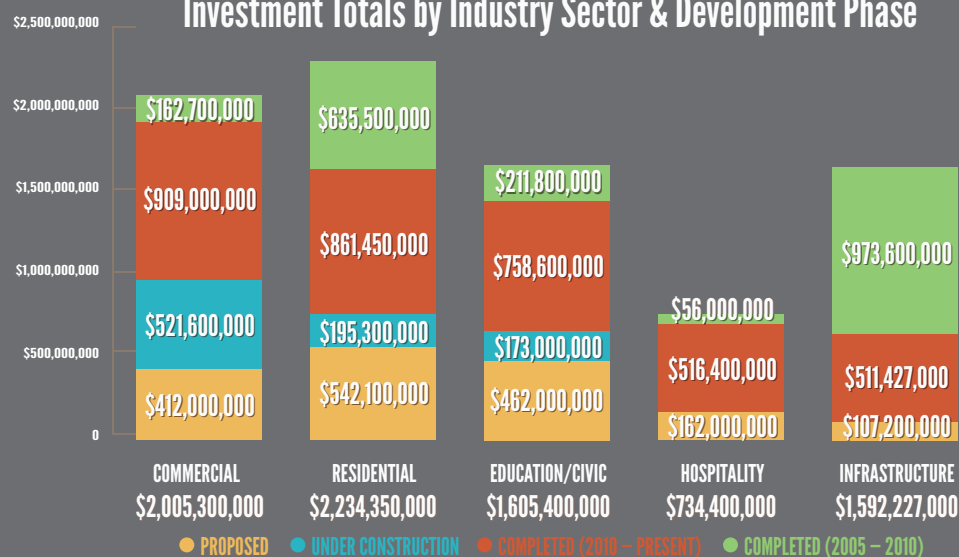
● COMPLETED (2005 - 2010)
● COMPLETED (2010 - PRESENT)
● UNDER CONSTRUCTION
● PROPOSED
TOTAL: \$8,171,677,000

Percentage of
Total Projects by
Industry Sector



● COMMERCIAL
● RESIDENTIAL
● HOSPITALITY
● EDUCATION/CIVIC
● INFRASTRUCTURE

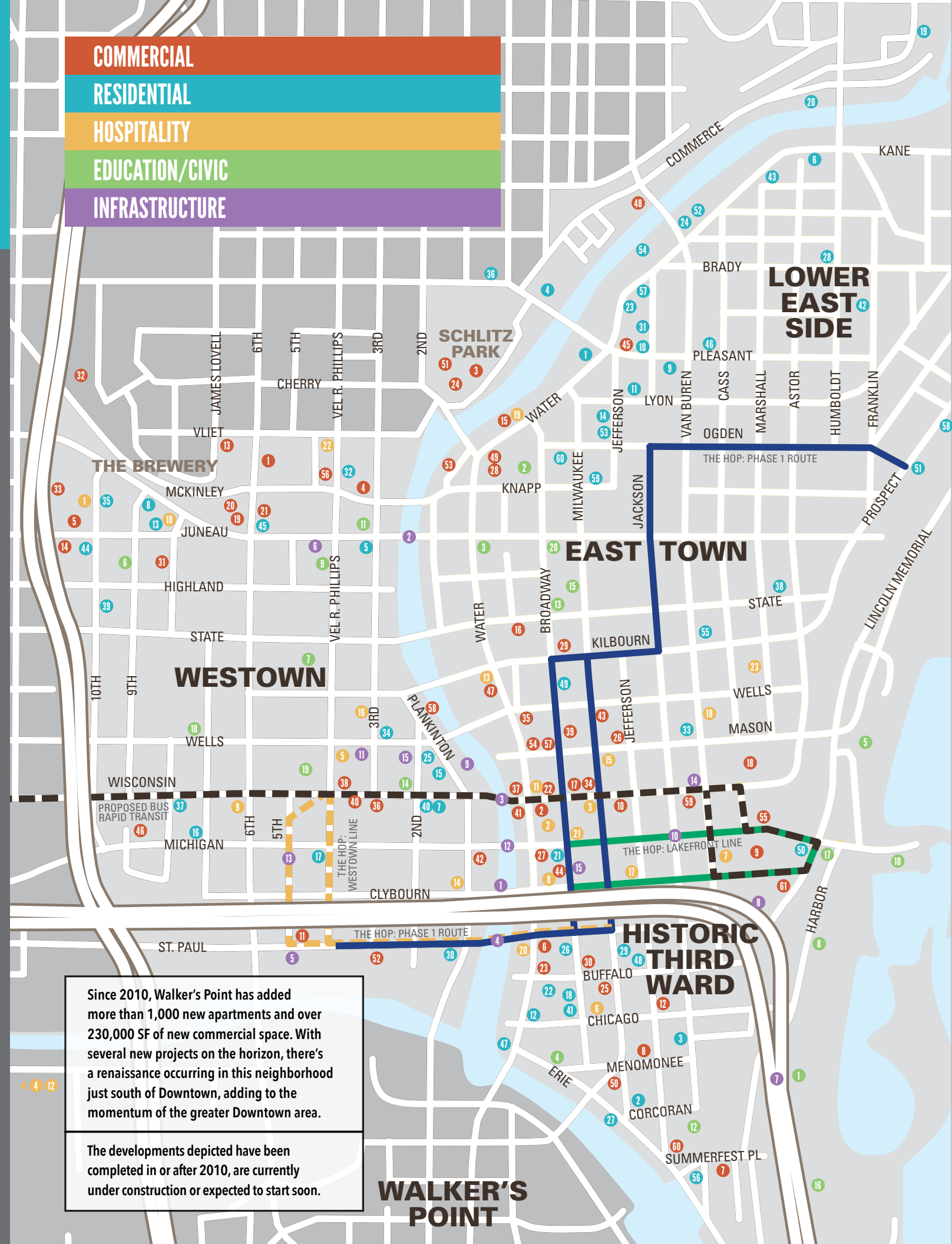
Investment Totals by Industry Sector & Development Phase



Market Trends Complement Soaring Investment

Downtown Milwaukee's development momentum is complemented by strong market indicators, which validate a growing central business district.

- 90,700+ Downtown employees
- 32,000+ Downtown residents
- \$3.7+ billion in Milwaukee County tourism spending
- 67,000+ higher education students
- 1,995 housing units completed in 2019 or currently under construction
- 1,222 hotel rooms under construction or completed in 2019 (while occupancy and rates continue to rise)



Since 2010, Walker's Point has added more than 1,000 new apartments and over 230,000 SF of new commercial space. With several new projects on the horizon, there's a renaissance occurring in this neighborhood just south of Downtown, adding to the momentum of the greater Downtown area.

The developments depicted have been completed in or after 2010, are currently under construction or expected to start soon.

VISIT WWW.MILWAUKEEDOWNTOWN.COM/DO-BUSINESS FOR MORE INFORMATION.





DOWNTOWN DEVELOPMENT LISTINGS BY CATEGORY

commercial residential hospitality education/civic infrastructure

COMMERCIAL

COMPLETED PROJECTS SINCE 2010

1. Bartolotta Headquarters	\$1,100,000
2. Iron Block Building	\$9,000,000
3. Schlitz Park	\$62,000,000
4. Associated Bank - Haymarket Square	N/A
5. Pabst Business Center	\$13,500,000
6. Mayer Building Redevelopment	N/A
7. Summerfest Office	\$5,100,000
8. Dohmen Co. Headquarters	\$10,000,000
9. 833 East Michigan	\$101,500,000
10. 411 East Wisconsin Center	\$17,500,000
11. Life Storage	N/A
12. Red Arrow Labs	N/A
13. Layer One Media	N/A
14. Pabst Milwaukee Brewery	\$6,000,000
15. Bader Rutter Headquarters	\$33,000,000
16. MGIC Renovations	N/A
17. Aloria Health Facility	\$2,000,000
18. Northwestern Mutual HQ	\$450,000,000
19. Bucks Training Center	\$30,000,000
20. Froedtert & MCW McKinley Health Center	\$10,000,000
21. WESC Parking Deck	\$43,000,000
22. Two-Fifty	\$8,500,000
23. Mercantile Building Expansion	N/A
24. Schlitz Park (Badger Liquor)	\$20,000,000
25. Plant No. 4/Bianco Room	N/A
26. Continuum Architects HQ	N/A

COMPLETED PROJECTS SINCE 2010 (continued)

27. Mitchell Building	\$6,800,000
28. Hammes Co. Headquarters	\$30,000,000
29. Plaza East Renovation	N/A
30. Jennaro Brothers Building	N/A
31. The Forty Two	N/A
32. Leinenkugel Brewery Expansion	\$50,000,000
33. No Studios	N/A

\$909,000,000+

UNDER CONSTRUCTION

34. Wells Building	\$17,000,000
35. BMO Harris Financial Centre	\$137,000,000
36. The Avenue	\$90,000,000
37. 100 East Wisconsin Renovation	N/A
38. 310W	\$30,000,000
39. Milwaukee Athletic Club Rehab	\$70,000,000
40. HUB640	\$26,600,000
41. Chase Tower	\$8,000,000
42. REXNORD HQ	\$30,000,000
43. Novel Coworking	\$3,000,000
44. The Huron Building	\$60,000,000
45. North Shore Bank	N/A
46. St. James 1868	N/A
47. The Milwaukee Center	\$50,000,000

\$521,600,000+

PROPOSED PROJECTS

48. Lakefront Brewery Expansion	\$7,000,000
49. Hammes Co. Phase 2	\$50,000,000
50. One Catalano Square	\$43,000,000
51. Schlitz Park Expansion	\$76,000,000
52. Post Office Redevelopment	N/A
53. Edison Place	\$119,000,000
54. 770 North	\$100,000,000
55. 875 South Tower 2	N/A
56. Hardware Headquarters	\$10,000,000
57. Milwaukee News Building Rehab	N/A
58. 830 N. Plankinton Offices	\$7,000,000
59. Foxconn HQ	N/A
60. Renner Third Ward Office	\$3,000,000
61. 815 E. Clybourn	N/A

\$412,000,000+

RESIDENTIAL

COMPLETED PROJECTS SINCE 2010

1. The North End (Five Phases)	\$190,000,000
2. Corcoran Lofts	\$12,000,000
3. Jackson Square	\$5,600,000
4. Beerline B Apartments	\$20,500,000
5. The Moderne	\$55,000,000
6. 1910 N Water	\$11,500,000
7. Plankinton Lofts	\$6,000,000
8. Brewery Point Apartments	\$8,400,000
9. East Terrace	N/A
10. Avante Apartments	N/A
11. Sage on Jackson	N/A
12. Chicago Street Lofts	N/A
13. Frederick Lofts	\$20,000,000
14. Avenir, Phase 1	\$20,700,000
15. MKE Lofts	\$23,500,000
16. 700 Lofts	\$6,700,000
17. The Buckler	\$30,600,000
18. Martin Building	N/A
19. Belay Apartments	\$11,000,000
20. Walker's Landing	\$19,500,000
21. Mackie Flats	\$12,400,000
22. Mitchell On Water	\$8,500,000
23. The Rhythm	\$10,000,000
24. River House, Phase 1	\$47,000,000
25. The Germania	\$22,000,000

COMPLETED PROJECTS SINCE 2010 (continued)

26. Broadway Market Lofts	\$1,200,000
27. Domus Apartments	\$30,000,000
28. Keystone on Brady	N/A
29. The Atelier	N/A
30. Pritzlaff Apartments	\$25,000,000
31. Encore	\$5,250,000
32. Haymarket Lofts	\$17,300,000
33. 7Seventy7	\$100,000,000
34. Century Building	\$10,000,000
35. Vim and Vigor	\$40,000,000
36. Fortress Apartments	\$43,000,000
37. 735 West	\$15,000,000
38. Vantage on the Park	N/A
39. St. Anthony Apartments	\$13,800,000
40. Plankinton Clover	N/A
41. InterLace Boutique Apartments	N/A
42. The Easton Apartments	\$20,000,000
43. Nine10 at Land Place	N/A

\$861,450,000+

UNDER CONSTRUCTION

44. The Brewery Lofts	\$41,000,000
45. Five Fifty Ultra Lofts	\$17,500,000
46. St. Rita's Square	\$20,000,000
47. Third Ward Fire House/ Hoffman Building	N/A
48. Electric Apartments & WE Substation	\$101,800,000
49. Streetcar Lofts	\$15,000,000

\$195,300,000+

PROPOSED PROJECTS

50. The Couture	\$122,000,000
51. The Portfolio	\$100,000,000
52. River House, Phase 2	N/A
53. Avenir, Phases 2 & 3	\$31,100,000
54. Wangard Condos	\$24,000,000
55. Ascent MKE	\$60,000,000
56. Hansen Storage Apartments	N/A
57. Ogden's Water/Jackson Apartments	N/A
58. Goll Mansion	\$55,000,000
59. Convent Hill South	\$150,000,000
60. Ravine Park Partners Apartments	N/A

\$542,100,000+

HOSPITALITY

COMPLETED PROJECTS SINCE 2010

1. Brewhouse Inn & Suites	\$19,000,000
2. Hilton Garden Inn	\$18,000,000
3. Marriott Hotel	\$54,000,000
4. Potawatomi Casino Hotel	\$150,000,000
5. SpringHill Suites	\$30,000,000
6. Kimpton Hotel	\$51,000,000
7. Westin Hotel	\$50,000,000
8. Homewood Suites	\$17,000,000
9. Double Tree Renovation	\$5,000,000
10. Hyatt Place at The Brewery	\$27,000,000
11. Drury Plaza Hotel	N/A
12. Potawatomi Hotel Expansion	\$80,000,000
13. Saint Kate Arts Hotel	N/A
14. Cambria Hotel	\$15,400,000

\$516,400,000+

UNDER CONSTRUCTION

15. Hotel Metro, Autograph Collection	N/A
16. Hyatt Regency Renovation	N/A
17. Tru & Home2Suites by Hilton and Holiday Inn Express	N/A

N/A

PROPOSED PROJECTS

18. Scottish Rite Hotel	\$60,000,000
19. Former Laacke & Joys Hotel	N/A
20. St. Paul & Water Street Hotel	\$90,000,000
21. Kinn Hotel	\$10,000,000
22. Trademark Collection by Wyndham	N/A
23. Historic Koeffler Hotel	\$2,000,000

\$162,000,000+

EDUCATION/CIVIC

COMPLETED PROJECTS SINCE 2010

1. Summerfest Improvements	\$35,000,000
2. Viets Field	\$30,000,000
3. MSOE Grohmann Tower	\$25,000,000
4. Two50Two MIAD Dorms	N/A
5. Milwaukee Art Museum/ War Memorial	\$31,300,000
6. Eleven25 at Pabst	\$42,000,000
7. UWM Panther Arena Renovations	\$6,300,000
8. Summerfest North Gate/Plaza	N/A
9. Fiserv Forum	\$524,000,000
10. Discovery World Expansion	\$18,000,000
11. Deer District	\$12,000,000
12. Baumgartner Center for Dance	\$26,000,000
13. Direct Supply Innovation & Tech Center	\$9,000,000

\$758,600,000+

UNDER CONSTRUCTION

14. Milwaukee Symphony Orchestra	\$89,000,000
15. MSOE Computation Science Hall	\$34,000,000
16. American Family Amphitheater Upgrades	\$50,000,000

\$173,000,000+

PROPOSED PROJECTS

17. Lakefront Gateway Plaza	\$25,000,000
18. Milwaukee Public Museum	\$100,000,000
19. Wisconsin Center Expansion	\$300,000,000
20. MSOE Dorm Renovation	\$37,000,000

\$462,000,000+

INFRASTRUCTURE

COMPLETED PROJECTS SINCE 2010

1. Clybourn Street Bridge	\$4,300,000
2. Juneau Avenue Bridge	\$12,500,000
3. Wisconsin Avenue Bridge	\$12,500,000
4. St. Paul Street Bridge	\$8,700,000
5. Milwaukee Intermodal Station Train Shed	\$21,000,000
6. Park East Sewer Relocation	\$5,900,000
7. Hoan Bridge/ I-794 Reconstruction	\$193,000,000
8. I-794 Gateway Project	\$34,000,000
9. RiverWalk (Since 1988)	\$85,000,000+
10. The Hop — Milwaukee Streetcar Phase 1 & Lakefront Line	\$128,100,000
11. Wells Street Reconstruction	\$6,427,000

\$511,427,000+

UNDER CONSTRUCTION

12. Michigan Street Bridge	N/A
----------------------------	-----

N/A

PROPOSED PROJECTS

13. The Hop Extension & Planning	\$46,800,000
14. East-West Bus Rapid Transit	\$53,500,000
15. North Broadway & North 2nd Street Streetscape	\$6,900,000

\$107,200,000+

CATALYTIC PROJECTS TRANSFORMING DOWNTOWN MILWAUKEE



NORTHWESTERN MUTUAL HEADQUARTERS

Anchoring the lakefront redevelopment boom, the \$450 million, 32-story Northwestern Mutual headquarters is the largest office building in the state. The new tower and commons area now host community events, including an annual Sculpture Milwaukee installation.



FISERV FORUM & DEER DISTRICT

The \$524 million Bucks arena anchors a new neighborhood coined the Deer District. Phase 1 included a 1,200-stall parking structure, Bucks training facility, Froedtert Medical Center, the Five Fifty Ultra Lofts, and a new entertainment block featuring several local and national bar/restaurant concepts.



THE COUTURE

The Couture, a \$122 million, 44-story mixed-use tower, will feature 300 apartments, 50,000 SF of retail space, and an intermodal transit stop for The Hop streetcar and East-West bus rapid transit line. The development will be the tallest residential tower in Wisconsin and will also provide greater connections to the lakefront.



THE HOP PRESENTED BY POTAWATOMI HOTEL & CASINO

The \$128.1 million investment in the Phase 1 and Lakefront Lines connects the Intermodal Station with the Historic Third Ward, central business district, Lower East Side and, eventually, Milwaukee's lakefront with its 2.5-mile long route. The service began in November 2018 and is outperforming ridership projections. Route expansions are being planned.



THE HURON BUILDING

The \$60 million, 11-story Huron Building is strengthening the connection between the Historic Third Ward and central business district. Located along The Hop streetcar route and anchored by law firm Husch Blackwell, the Huron Building also features prime first-floor retail or restaurant space. The building is set to open in early 2020.



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 skywalk to the U.S. Bank Center and 833 East Michigan. The Westin opened in June 2017 and was the first flag of its kind in Wisconsin.



CONVENTION CENTER EXPANSION

The Wisconsin Center District is engaging with design and construction firms to explore a potential \$300 million renovation and expansion. A 2017 study suggested the convention center's exhibit hall space be expanded to 300,000 SF, meeting space doubled and ballroom space increased by 15,000 to 20,000 SF.



833 EAST MICHIGAN

This 18-story, 358,000-SF Class A building is anchored by Godfrey & Kahn, and is now over 90% leased. The building, constructed by Irgens, is connected via skywalk to the U.S. Bank Center and will be serviced by the future lakefront streetcar extension.



HAMMES CO. HEADQUARTERS

With a \$30 million investment into its new five-story, 94,000-SF Downtown headquarters, Hammes Co. completed the first of its two-phase project moving 100 employees Downtown. The colonial-style building activates a parcel along North Water Street that has been vacant since the removal of the Park East freeway in the early 2000s.



7SEVENTY7

West of its new headquarters, Northwestern Mutual completed a \$100 million, 34-story tower featuring 300 apartments, 1,400 parking stalls and approximately 10,000 SF of ground floor commercial space, which includes Maurer's Urban Market.



MSOE DWIGHT AND DIAN DIERCKS COMPUTATIONAL SCIENCE HALL

MSOE's \$34 million, 64,000-SF facility features a state-of-the-art datacenter with a GPU-accelerated supercomputer along with innovative laboratories, an auditorium, and space for collaborating companies. This addition positions MSOE as a national leader in artificial intelligence education.



MILWAUKEE SYMPHONY ORCHESTRA

The Milwaukee Symphony Orchestra purchased the former Warner Grand Theater and embarked on an \$89 million redevelopment that will create a new performance and rehearsal center, as well as administrative offices. The project will fill a void on West Wisconsin Avenue in a building that has been underutilized since 1995.



MILWAUKEE ATHLETIC CLUB REHAB

The \$70 million redevelopment of the 100-year-old Milwaukee Athletic Club (MAC) building is underway. The new MAC announced Sage Hospitality Group will manage the 96 new guest rooms. All-new food and beverage offerings, improved fitness facilities, a new rooftop lounge and reimagined event spaces are also planned.



BMO HARRIS FINANCIAL CENTRE

This new \$137 million, 25-story high-rise by Irgens will create new HQ space for BMO Harris Bank. Michael Best & Friedrich will also be a major tenant. Retail opportunities and 647 parking stalls are included in development plans. Completion is slated for late 2019.



THE NORTH END

The \$190 million, five-phase project on a former tannery site is now completely redeveloped with 649 apartments and 43,800 SF of retail space. The development incorporates Milwaukee's first Fresh Thyme Farmers Market, Denim Park and a significant RiverWalk extension.



THE AVENUE

The \$90 million investment in The Shops of Grand Avenue will reposition the property as a mixed-use hub featuring 120,000 SF of office space, the 3rd Street Market Hall, specialty retail and 50 housing units known as Plankinton Clover apartments. Anchor tenant GRAEF is expected to take occupancy in early 2020.



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 mdowner@milwaueedowntown.com, with additions, deletions or corrections. Updated Fall 2019.

Milwaukee Downtown, BID #21 | 301 W. Wisconsin Avenue | Milwaukee, WI 53203 | MilwaukeeDowntown.com