

MKE BLUEPRINT



Milwaukee Downtown, BID #21's Economic Development Digest

SUMMER 2022

Milwaukee Downtown, BID #21 | 414.220.4700 | MilwaukeeDowntown.com

Downtown's Fur-st Public Dog Park Continues to Gain Momentum

Milwaukee Downtown, BID #21, along with our partners at Historic Third Ward, Business Improvement District #2, have set a goal to build a dynamic 12,000-square-foot space that will transform the west bank of the Milwaukee River on N. Plankinton Avenue and W. Clybourn Street into Downtown Milwaukee's first public, off-leash dog park.

The Milwaukee Admirals hosted us at their Dog Day event in March with a special, dog-friendly section to watch the action-packed hockey game together. Over 140 humans and 70 pups joined our group and enjoyed meeting the Admirals team dog Bender while cheering on our favorite hockey team. \$4 from each ticket sold in our section went to the MKE Dog Park.



To generate excitement and jump-start fundraising efforts, we've been partnering with local businesses and sports teams to bring us closer to our \$750,000 fundraising goal.

In October, we dressed up for a howling good time at The Cooperage. The Hall-o-weenie pet costume contest showcased dog owners and their companions dressed in looks that were awarded in four categories.

To ring in the winter season, we hosted our very own howl-iday photoshoot in front of the Historic Third Ward Christmas Tree in Catalano Square. Our photographer, Apurba Banerjee, snapped precious pictures of pooches and their families while everyone enjoyed sweet treats and warm drinks from Pete's Pops and Interval.

An exciting and on-going partnership with our pals at Drink Wisconsinly formed when they featured the downtown dog park project as the non-profit for their monthly yappy hour series. During Wag Wednesdays, 10% of all pub proceeds are donated to the MKE Dog Park. The event also includes dog apparel and pet-friendly treats from local businesses, plus dog-themed cocktails and food truck fare.

As a proud member of the Downtown and pet community, Riley's Sandwich Co. named the MKE Dog Park as their March non-profit in their Creatively Giving Back program. By donating \$5 through the online portal, participants were automatically entered into an end-of-the-month drawing

to win free sandwiches for a month. This fundraising effort brought in just over \$500 to support the MKE Dog Park.

As we look ahead to warmer months, dog park pals can sniff us out at a variety of events. Meet us at Wag Wednesdays at Drink Wisconsinly Pub, 320 W. Highland Ave., as they continue their monthly dog-friendly happy hour; or join us at the Tap Yard at Schlitz Park for a pop-up beer garden. Wine & Wag Around the Ward is Sunday, May 22 at Catalano Square. Taste some specially curated wines while your pups play. Proceeds from wine and T-shirt sales will benefit the MKE Dog Park.

Then in June, get ready for Milwaukee Brewers' Bark at the Park on June 7, where fans can bring their four-legged friends to the stands. We'll also join the Wisconsin Humane Society's annual Pet Walk on June 18 at Veterans Park, where vendors, entertainment, and lots of treats await at the finish line.

Continue to follow us at @MKEDogPark and visit us all summer long with other planned events at the Iron Horse Hotel patio and more. In September, we will return to one of our favorite events, the Fromm Pet Fest. Thank you for the ongoing support!



To stay informed on our progress, learn about upcoming events, or toss us a bone, visit mkedogpark.com.



Frame the Square Nears Completion

Cathedral Square, Milwaukee's original town square, will soon be ready to host summer events again. Construction in the park for the Frame the Square initiative is nearing completion.

Led by Cathedral Square Friends alongside Milwaukee Downtown, BID #21, the City of Milwaukee and Milwaukee County Parks, the Frame the Square streetscape project was designed to enhance the pedestrian zone around the park with new sidewalks, harp lighting, street trees, and amenities, as well as improve entry points and intersections.



Just before winter, construction crews were able to complete the underground wiring, new water and sewer service on Wells Street, street light removal and re-installation, the new curbing, repairing the street pavement, ADA corner ramps, tree wells, sidewalk foundation slabs and a rough grading of the adjacent lawn. A partial install of the pavers was also completed as part of Phase 1 of the project.

With our spring thaw, construction crews have resumed work. Accent walls at the southwest corner of Jefferson and Wells were completed and all access paths into Cathedral Square are now open, allowing users to traverse the entire space, side to side, without closures.

The remainder of the project is underway on the Jackson Street side, wrapping back on Kilbourn and Wells to the Phase 1 limits. The remaining pavers in the Phase 1 area have been installed. Traffic signal improvements will occur on the Wells Street corners, allowing finishing of both corners. Landscaping work will be done, which will include planting of new trees, installation of low-level plantings and final grading, and lawn restoration.

The design of the new sidewalk area is intended to be a timeless classic look that will allow improved use of the Square and will blend well with both the existing neighborhood, as well as any new future changes to Cathedral Square.

The project is expected to be completed by early summer, just in time for a busy event season. East Town Association just announced the return of its signature events – Jazz in the Park, Cathedral Square Market and Bastille Days. The completion of the project will be realized with a grand opening celebration. For more info, visit cathedralsquarefriends.org/planning-frame-the-square.

Van Buren Street Improvements to Include Protected Bike Lane

Van Buren Street is a key corridor, connecting three vibrant neighborhoods – Downtown, Historic Third Ward, and Lower East Side. After concerns over pedestrian safety, improvements on Van Buren Street are moving forward with a reconfiguration of the roadway to include protected bike lanes and stronger crosswalks.

The City of Milwaukee – Department of City Development (DCD) is advancing a proposal to invest upwards of \$3.1 million into this project. The addition would extend along Van Buren Street from Wisconsin Avenue at the south to Brady Street at the north and include a bike lane shielded by a parking lane or other dividers to protect bicyclists.

With several options under review, The City of Milwaukee – Department of Public Works (DPW) will host community meetings for public input. Keep up to date with announcements on those meetings by signing up for our Real Results newsletter at milwaueedowntown.com.

The Van Buren corridor is also in the midst of unprecedented growth with hundreds of new apartment units and restaurants being added, including:

The Ascent Tower, which is set to open mid-summer 2022, sets a new world record as the tallest timber-frame building. This high-rise, located at 700 E. Kilbourn Ave., creates a lower carbon footprint than conventionally constructed buildings. The building will include apartments with exposed timber ceilings, a seventh-floor pool, rooftop cinema, golf simulator and fitness center.

Lupi & Iris, a fine dining restaurant, opened inside the 7SEVENTY7 building at 777 N. Van Buren St. The Mediterranean menu has been crafted by James Beard Award-winning chef Adam Siegel and includes fresh pasta, seafood, and a wood-burning grill and oven with shareable platters that are perfect for couples. Diners will enjoy an outdoor patio, bar, elevated lounge, a chef's counter, and private dining rooms to host intimate events.

Nova, a new nine-story apartment building at 1237 N. Van Buren St., is under construction. This 251-unit apartment building will include 2,400 square feet of street-level commercial space, a third-floor outdoor pool and 300-space parking structure. The development is under construction and anticipates opening in Spring 2023.





Old World Third Street Entertainment District celebrates new street name and arrival of new businesses

On Martin Luther King Jr. Day this year, a street sign unveiling ceremony celebrated the renaming of Old World Third Street to Dr. Martin Luther King Jr. Drive. With the name change, Dr. Martin Luther King Jr. Drive now extends from Wisconsin Avenue at the south to Capitol Drive at the north, bringing unity and continuity to Milwaukee.

As Downtown Milwaukee's most heavily concentrated area of bars and restaurants, the future is bright for this dynamic corridor. The return of Active Streets will also enhance opportunities and activation on Dr. Martin Luther King Jr. Drive, allowing businesses and restaurants to maximize outdoor seating for patrons.

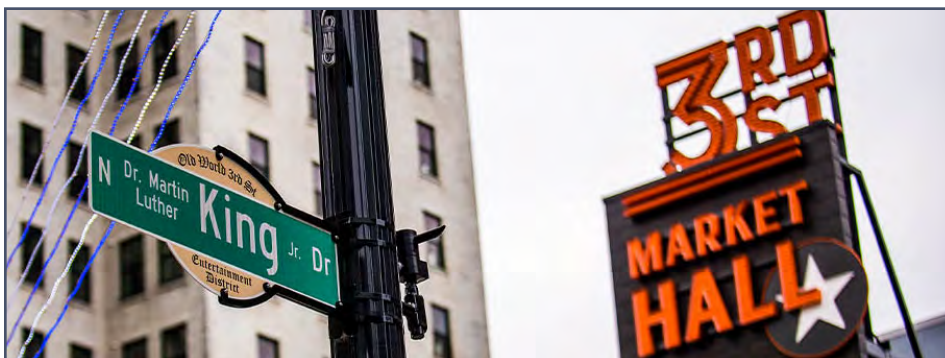
In addition, four new businesses have or will soon open their doors, bringing the storefront vacancy in the corridor to nearly zero. Please join us in welcoming the following new businesses:

Howl at the Moon – A live music venue featuring dueling pianos, drums, and guitars with jams from the '80s and '90s. Howl at the Moon opened in April 2022 at 1103 N. Dr. Martin Luther King Jr. Dr. Their signature drink menu includes mouth-watering bucket cocktails that will liven up any night out. More info at howlatthemoon.com.

Lucky Clover – An Irish bar slated to open at 1048 N. Dr. Martin Luther King Jr. Dr. this summer. Lucky Clover's menu will focus on drinks and cuisine with Irish flair in collaboration with Chef Adam Pawlak of Egg & Flour. Visit this spot for happy hour drinks before heading to a Bucks game at Fiserv Forum or a concert at Turner Hall Ballroom.

S'lush Daiquiri Lounge – A New Orleans-inspired cocktail bar serving up frozen drinks and Southern dishes. Their menu features an extensive list of over 20 cocktails including daiquiris, piña coladas and a drink that pays homage to the Milwaukee Bucks. Visit their second location at 1110 N. Dr. Martin Luther King Jr. Dr. when it opens this summer.

State Street Pizza Pub – Enjoy a quick-made, personal-sized pizza at the new State Street Pizza Pub. This sports bar will also spotlight two favorites for bar-hoppers – beer and wings. Stop in when they open their doors at 322 W. State St. in May 2022.



More and More Companies Continue to Commit to Downtown

Thanks to our unparalleled assets and amenities, Downtown Milwaukee continues to attract some of the most recognizable companies, large and small. Congratulations to all the companies that have recently relocated or will soon call Downtown Milwaukee home. Below is a sampling of some of our new neighbors.

Good Karma Brands is moving its home office and its four Milwaukee-based radio stations to The Avenue. The company is moving 130 employees into nearly 25,000 square feet on the 2nd floor. The radio stations will be on the first floor in the 3rd Street Market Hall.

Herzing University recently moved its national headquarters back from the western suburbs to The Avenue in Downtown Milwaukee. The school, which now has 10 campuses nationwide, was founded in Milwaukee in 1965. Herzing occupies almost 22,000 square feet with a space featuring a private balcony overlooking Wisconsin Avenue.

Milwaukee Tool, a global leader in delivering innovative solutions to the professional construction trades, expanded its corporate operations in Downtown Milwaukee. The company redeveloped the former Blue Cross

Blue Shield building at 501 W. Michigan St. Approximately 400 employees moved into the building in February 2022. The building is expected to house 1,200 workers in the near term with a potential expansion of up to 2,000 employees as the company grows. The company's current global headquarters in Brookfield, Wis. will remain the central location for corporate operations.



Regal Rexnord acquired the building at 111 W. Michigan St. and invested in an extensive renovation to house more than 400 employees

that work for the company's largest business unit. That business manufactures motion control products, including industrial gears, couplings, bearings and conveyors.

Rite-Hite, world-wide leaders in the development, manufacture, and sale of loading dock safety systems, is relocating its headquarters in Brown Deer to the Reed Street Yards business park in Walker's Point. The move will bring approximately 300 employees to a near-downtown facility adjacent to the Menomonee River. The campus will house the company's design, research, sales and management teams.

SoftwareONE, a cloud technology provider, is relocating its North American headquarters in Waukesha to the Historic Third Ward. Approximately 135 employees will occupy 20,000 square feet at 320 E. Buffalo St.

MKE'ing It Back Downtown

With more and more employees returning to the office, our Public Service Ambassadors have been visiting various office buildings to greet them with a warm welcome. Our welcome back tables feature an opportunity for downtown employees to spin the wheel for a chance to win fun prizes, gift cards and swag, while getting the scoop on upcoming summer happenings. From business owners and their employees to restaurateurs and retailers, the growing energy downtown is palpable and continues on an upward trajectory. Interested in hosting our Welcome Back table at your downtown building? Contact us at info@milwaukeedowntown.com.

"It's great to be back in the office and collaborating in-person with my coworkers. Our new building downtown has been a game-changer for work/life balance. There's so much to do within a walkable distance including great restaurants, shopping, entertainment venues and more – after a full workday our proximity to these places helps our teams unwind and take advantage of what this City has to offer!"

— **Apurba Banerjee**,
Principal Textile Engineer
Milwaukee Tool

"Spending much of my time on Wisconsin Avenue, I have certainly noticed that the energy downtown is building and it's great to see. The combination of returning to the office, events at the Convention Center, shows at the MSO, Bucks games, or afterwork networking, you can tell that people have missed the in-person interactions – and they are not wasting any time making up for it."

— **Omar Shaikh**,
Co-owner
3rd Street Market Hall

"At HNTB we flourish in an environment that fosters collaboration and being together. We've enjoyed the benefits of bringing our staff together at our new downtown location. As more employees, business travelers and tourists come back to Downtown Milwaukee, you can feel the renewed energy and excitement of our vibrant city. We love supporting our local small businesses (restaurants, etc.) and look forward to the summer of 2022!"

— **Ashley Booth**,
Wisconsin Office Leader
HNTB

