

# MKE BLUEPRINT

Downtown Milwaukee's Changing Landscape



Spring/Summer 2017

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



Unprecedented investment reshapes city skyline.



# The Milwaukee Streetcar Builds Momentum

**By encouraging economic development, expanding the tax base, improving transit, and attracting business, talent and visitors, The Milwaukee Streetcar is helping to drive our renaissance as a world-class city.**



With utility work nearing completion and all of the rail for Phase 1 delivered, welded and starting to be installed, roadway construction for The Milwaukee Streetcar will continue to be

underway in earnest for the rest of 2017.

The work includes street excavation, laying of track, roadway finishing, drilling foundations for overhead contact system poles, construction of the operations and maintenance facility, and more. The project has been broken into six primary segments and phased with input from downtown stakeholders to accommodate major events such as Summerfest, Bastille Days and the Third Ward Arts Festival. Balancing the desire to get work completed quickly with the need to keep downtown open for business, the construction team's goal is to minimize lane closures and keep pedestrian access open. Eighty percent of track construction is expected to be completed by the end of 2017. Remaining work will continue in early 2018, followed by vehicle testing and a grand opening slated for late 2018.

The City of Milwaukee is working closely with associations, businesses, residents, and property owners to make travel and access as easy as possible during construction. Now and throughout construction, a streetcar communications team is in place to share information and updates, solicit feedback from those who live and work in the area, and answer any questions that may arise. There is a dedicated Streetcar Helpline you may call, 414.388.9418, as well as an email: [comments@themilwaukeeestreetcar.com](mailto:comments@themilwaukeeestreetcar.com). For more information about the project's status and to sign up to receive construction news updates, visit the streetcar's website at [www.themilwaukeeestreetcar.com](http://www.themilwaukeeestreetcar.com).

With the many exciting new public and private developments in the central business area, including The Milwaukee Streetcar, it's certain that downtown businesses will appreciate customers' continued patronage and support. A few extra moments of time to navigate roadway and parking inconveniences will mean the world to a downtown small business owner.

Finally, looking for a new office or store location? Check out our MKE Streetcar Investment & Development Guide at [www.milwaukeedowntown.com](http://www.milwaukeedowntown.com) to find all development and lease opportunities that will soon be able to leverage the positive impacts of The Milwaukee Streetcar.

After all, we are building momentum.



# Single-Family Subdivision Options Available for Downtown Workers

Complementing the thousands of new multi-family housing units that are recently completed or under construction in downtown Milwaukee, exciting single-family home opportunities are also now available in near-downtown neighborhoods.

The City of Milwaukee is currently marketing two new subdivisions less than 10 minutes from downtown. The developments combine high-quality custom home options with the convenience of family living in the heart of the city. For downtown employees, this means more time and resources to enjoy all of the benefits and conveniences that downtown has to offer.

Reflecting the city's commitment to environmental sustainability, Josey Heights, located in a historic urban neighborhood at 12th and Lloyd, is the first "green" subdivision in the area and region, with rain gardens and porous pavement in the streets. At 20th and

Walnut, Walnut Circle is a traditional Milwaukee subdivision located in a well-established neighborhood with a mix of new and older homes. Freeway access is also less than a half-mile away.

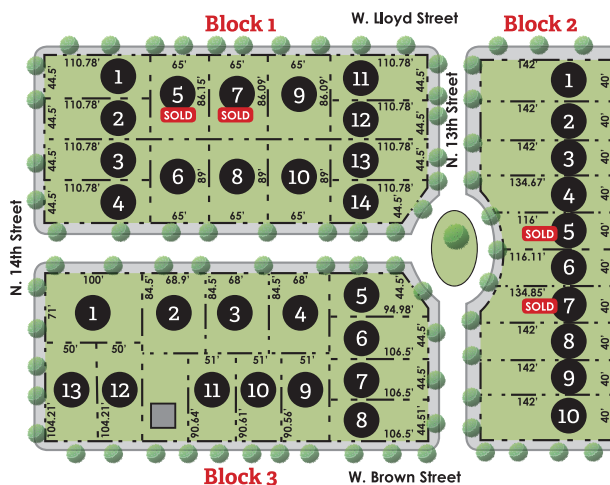
These subdivisions also represent an unparalleled value. The City is offering special incentives to early buyers, including fully improved lots, building grants and special WHEDA mortgage financing, which add upfront savings of over \$70,000 to homebuyers.

With Josey Heights and Walnut Circle, prospective dwellers have the opportunity to build a new single family home and still enjoy the close proximity to work, restaurants, entertainment, and all the

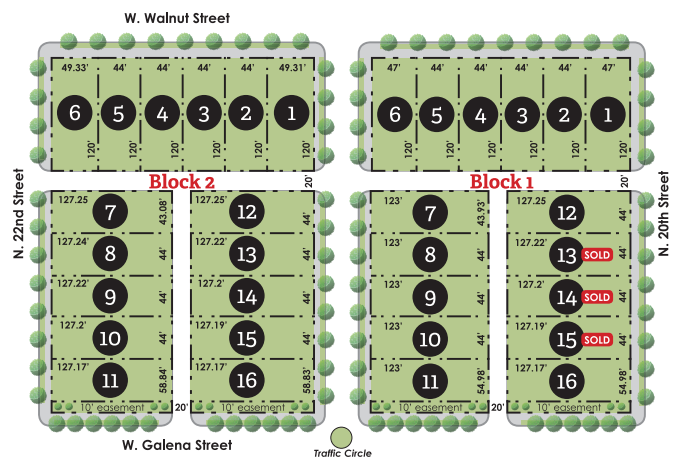
vibrancy that downtown offers! To learn more, contact the City of Milwaukee at 414.286.5762 or visit [www.milwaukee.gov/walnutcircle](http://www.milwaukee.gov/walnutcircle).

## MILWAUKEE'S NEAR-DOWNTOWN SINGLE-FAMILY BUILDING ADVANTAGES

- Easy 8-minute commute to downtown Milwaukee
- \$1 fully improved lots for early purchasers
- \$10,000 forgivable loans
- 100% financing with 0% interest during construction
- Customized home design to fit your needs



JOSEY HEIGHTS  
**JH**  
SUBDIVISION



WALNUT CIRCLE  
**WC**  
SUBDIVISION





## Unprecedented Investment Spurring Growth and Building Momentum

Downtown Milwaukee is the economic engine of the region and people are taking note! Since 2005, over \$3.5 billion has been invested in completed private and public projects, and more than another \$3.5 billion is currently under construction or expected to start soon. This record investment spans across all sectors from new hotels, office buildings and residential towers, to transformative projects like The Milwaukee Streetcar and the new Milwaukee Bucks arena.

To support public officials, city departments, the brokerage community and other stakeholders, Milwaukee Downtown, BID #21 created the Downtown Area Investment Map. Updated biannually, our tool visually highlights the projects that have been recently completed, are under construction or are about to begin. The Investment Map has become a go-to tool and has worked its way into city hall presentations and commercial broker marketing materials.

**“When you look at the map and see the more than \$7 billion worth of investment, it becomes staggering,” said Gary Grunau, president of Grucon Group. “Then you look out the window and see the cranes in the air transforming downtown, and it is truly remarkable!”**

Filled with key demographic and market statistics, as well as images of the numerous projects reshaping downtown Milwaukee, the Investment Map helps us tell the story about the unprecedented momentum that is underway downtown.

At less than 3% of the city's total landmass, but making up nearly 20% of the city's total property tax base, it is important to have a healthy downtown that supports services for the entire community and is attractive to residents, visitors and workers alike. The Downtown Area Investment Map and other tools can be found at [www.milwaukee downtown.com/doing-business](http://www.milwaukee downtown.com/doing-business).



## Key Partners Chosen for Lighting the Avenue

Inspired by the positive impact of decorative lighting at events like NEWaukee's Night Market and Wisconsin Avenue during the holiday season, Milwaukee Downtown, WAM DC,

and Westown issued a request for proposals for a unique lighting installation for West Wisconsin Avenue. In addition to being flexible and scalable, a main goal for the lighting project is to create a new experience and enhance the sense of place in the corridor.

A variety of teams and concepts came forward, and after careful deliberation, Latent Design of Chicago and RBLDI of St. Louis were chosen to work with stakeholders in developing a lighting installation for a key portion of the West Wisconsin Avenue corridor.

Stakeholders recently conducted on-site meetings with the design team to discuss the existing and changing environment on West Wisconsin Avenue. With new plans for The Shops of Grand Avenue, Warner Grand Theater and other sites along the corridor, it is important to understand how the lighting project will complement new and existing developments.

The design team is currently analyzing a variety of techniques and options that are available based on the existing infrastructure constraints. The selected lighting project may range from overhead street lighting to projectors that use light to create organic and changing designs on the sidewalk.

This lighting project was included in the latest tax increment financing district amendment approved for the area. Ideally, the selected project will be piloted during the summer of 2017 and could be scaled up as funding opportunities increase. More information on the lighting project and other developments in the West Wisconsin Avenue corridor can be found at [www.wisconsinave.com](http://www.wisconsinave.com).

