



30,000+

Downtown higher education students



45,000+

VISITORS &
\$200 MILLION
IN SPENDING
FOR 2024 REPUBLICAN
NATIONAL CONVENTION



9,500+

housing units completed since 2010 or
under construction in greater downtown



90,700+

JOBS HELD DOWNTOWN

540,000+ SF

Class A office
added since 2020



2,970+

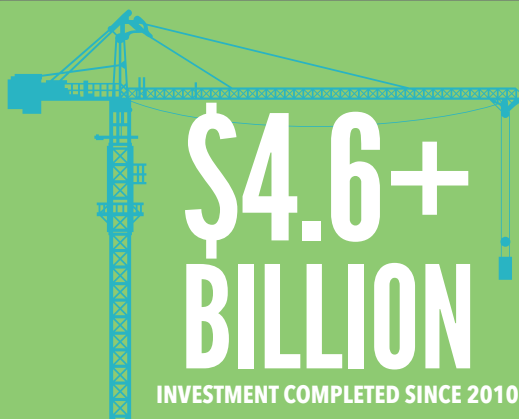


hotel rooms completed since 2010 or under
construction while occupancy & rates continue to rise



\$4.6+ BILLION

INVESTMENT COMPLETED SINCE 2010



Downtown
workers
living within
one mile of
Downtown

31%



42,000+

Greater
Downtown Residents
and Growing



\$3.3+ BILLION

Total Business Sales
in Milwaukee County
Related to Tourism



BublR Bikes Stations

106

with 725 bikes,
including 198 e-bikes,
and a growing system



DOWNTOWN MILWAUKEE AREA INVESTMENT MAP



www.milwaukeekeedowntown.com



\$71+ MILLION

sales generated by the downtown nighttime economy

2.5 MILES



Length of the Phase 1
& Lakefront Hop
Streetcar Routes



Downtown Walk Score =
"Very Walkable"

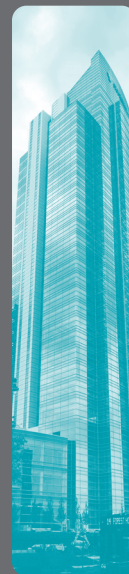


88



22.1%

City's property
value within
Greater Downtown's
2.7 square miles



112 jobs per acre

=

extremely
high job
density

UNPRECEDENTED INVESTMENT SPURRING GROWTH & BUILDING MOMENTUM

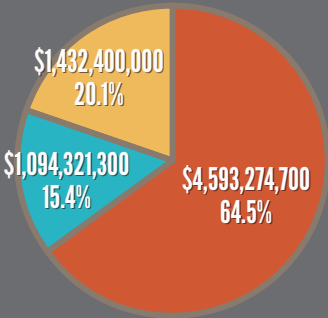
With more than \$4.6 billion in completed public and private projects since 2010, Downtown Milwaukee is experiencing record growth. This is further supported on the base of \$2 billion invested in projects completed between 2005 to 2010. While these figures are unprecedented, we remain poised for additional growth. Across all industry sectors, over \$2.5 billion in a varied list of public and private projects are currently under construction or slated to start soon. These projects and more continue to transform Downtown Milwaukee into a competitive city center.

COMPLETED (2010 - PRESENT)
\$4,593,274,700

UNDER CONSTRUCTION
\$1,094,321,300

PROPOSED
\$1,432,400,000

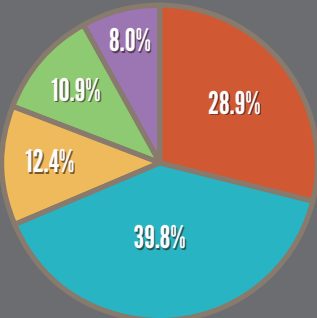
Total Downtown Investment
2010 to Present:
\$7.1 Billion



COMPLETED
UNDER CONSTRUCTION
PROPOSED

TOTAL: \$7,119,996,000

Percentage of
Total Projects Since 2010
by Industry Sector



COMMERCIAL
RESIDENTIAL
HOTEL
EDUCATION/CIVIC
INFRASTRUCTURE



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



Milwaukee Downtown



@MKEdowntown



@MilwDowntown
@RealResultsMKE

Market Trends Complement Soaring Investment

From the Lower East Side to Walker's Point, the greater downtown area has experienced significant growth over the last ten-plus years, validating a growing central business district, highlighted by:

- 21.2% population growth, to more than 42,275 residents
- 4.3+ million sq. ft. of new or renovated office space
- 9,500+ new housing units
- 2,750+ new hotel rooms
- 90,700+ estimated employees, a 12.1% increase since 2010
- 30.6% share of all jobs in the City of Milwaukee





DOWNTOWN DEVELOPMENT LISTINGS BY CATEGORY

commercial | residential | hotel | education/civic | infrastructure

COMMERCIAL

COMPLETED PROJECTS SINCE 2015

01	1433 N. Water	\$33,000,000
02	310W	\$30,000,000
03	330 Kilbourn Renovation	N/A
04	3rd Street Market Hall	\$11,000,000
05	411 East Wisconsin Center	\$17,500,000
06	5th Street Parking Structure	\$43,000,000
07	833 East Michigan	\$101,500,000
08	Associated Bank River Center	N/A
09	Avenue, The	\$90,000,000
10	BMO Tower	\$137,000,000
11	Bucks Training Center	\$30,000,000
12	Central Standard Distillery	\$4,400,000
13	Central Waters Brewery	\$6,000,000
14	Chase Tower Upgrades	\$8,000,000
15	Direct Supply Innovation & Technology Center	\$14,000,000
16	Expansive Coworking	\$3,000,000
17	Fiserv Forum	\$524,000,000
18	Forty Two, The	\$11,600,000
19	Foxconn HQ	\$8,000,000
20	Froedtert & MCW McKinley Health Center	\$10,000,000
21	Huron Building, The	\$60,000,000

COMPLETED PROJECTS SINCE 2015 (continued)

22	Jennaro Brothers Building	N/A
23	Leinenkugel Brewery Expansion	\$50,000,000
24	Life Storage	N/A
25	Mercantile Building Expansion	N/A
26	MGIC Renovations	\$28,000,000
27	Milwaukee Athletic Club	\$62,000,000
28	Milwaukee Ballet Center	\$26,000,000
29	Mitchell Building	\$6,800,000
30	No Studios	N/A
31	North Shore Bank	N/A
32	Northwestern Mutual Headquarters	\$450,000,000
33	Palladium	\$30,000,000
34	Plant No. 4/ Bianco Room	N/A
35	Regal Rexnord	\$30,000,000
36	Schlitz Park (Badger Liquor)	\$20,000,000
37	St. James 1868	N/A
38	Summerfest Corporate Office	\$5,100,000
39	Two Fifty	\$8,500,000

\$1,858,400,000+

UNDER CONSTRUCTION

40	American Family Insurance	N/A
41	HUB640	\$26,600,000
42	Milwaukee Tool	\$30,000,000
43	Wells Building	\$17,000,000
44	Wisconsin Center Expansion	\$456,000,000

\$529,600,000+

PROPOSED PROJECTS

45	100 East Wisconsin Renovation	N/A
46	815 East Clybourn	N/A
47	830 N. Plankinton	\$7,000,000
48	Edison Place	\$119,000,000
49	Hardware Headquarters	\$10,000,000
50	Iron District MKE	\$160,000,000
51	Milwaukee News Building Rehab	N/A
52	One Catalano Square	\$43,000,000
53	Palladium, Phase 2	\$50,000,000

\$389,000,000+

RESIDENTIAL

COMPLETED PROJECTS SINCE 2015

01	700 Lofts	\$6,700,000
02	735 West	\$15,000,000
03	7Seventy7	\$100,000,000
04	Ascent MKE	\$80,000,000
05	Atelier, The	N/A
06	Avenir, Phase 1	\$20,700,000
07	Belay Apartments	\$11,000,000
08	Broadway Market Lofts	\$1,200,000
09	Buckler, The	\$30,600,000
10	Century Building	N/A
11	Domus Apartments	\$30,000,000
12	Easton Apartments, The	\$20,000,000
13	Encore	\$5,250,000
14	Five Fifty Ultra Lofts	\$17,500,000
15	Frederick Lofts	\$20,000,000
16	Germania Apartments	\$22,000,000
17	Haymarket Lofts	\$17,300,000
18	Hermann Viets Tower	\$37,000,000
19	InterLace	\$2,000,000
20	Jefferson & WE Energies Substation, The	\$101,800,000
21	Keystone on Brady	N/A
22	Mackie Flats	\$12,400,000
23	Malt House, The	\$41,000,000
24	Martin Building	N/A
25	Milwaukee Fortress	\$43,000,000
26	Mitchell On Water	\$8,500,000
27	MKE Lofts	\$23,500,000
28	Nine10 at Land Place	N/A
29	North End, The	\$190,000,000

COMPLETED PROJECTS SINCE 2015 (continued)

30	Plankinton Clover	N/A
31	Playbill Flats	\$23,000,000
32	Pritzlaff Apartments	\$25,000,000
33	Rhythm, The	\$10,000,000
34	River House, Phase 1	\$40,000,000
35	St. Anthony Apartments	\$13,800,000
36	St. Johns on the Lake	\$123,000,000
37	St. Rita Square	\$20,000,000
38	St. Rita's Square Senior Center	\$20,000,000
39	Third Ward Fire House	\$3,000,000
40	Three Leaf Apartments	\$1,000,000
41	Vantage on the Park	N/A
42	Vim and Vigor	\$40,000,000
43	Walker's Landing	\$19,500,000
44	Westown Green	\$29,100,000

\$1,223,850,000+

UNDER CONSTRUCTION

45	Couture, The	\$191,000,000
46	Eighteen87 on the River	\$21,000,000
47	Journal Square	\$60,000,000
48	Nova	\$35,000,000
49	Plankinton Lofts Phase II	N/A
50	RiverWalk Lofts	\$15,000,000
51	Street Car Flats	\$1,221,300
52	Three Leaf Brady	N/A
53	Three Thirty Three	\$140,000,000

\$463,221,300+

PROPOSED PROJECTS

54	770 North	\$100,000,000
55	1333 Milwaukee	N/A
56	Admiral's Wharf	\$41,000,000
57	Avenir Phase 2 & 3	\$31,100,000
58	Convent Hill South	\$150,000,000
59	Edison, The	\$15,000,000
60	Goll Mansion Apartments	\$55,000,000
61	Kaeding Third Ward Apartments	\$55,000,000
62	Masonic Apartments	N/A
63	McClendon Park East Development	\$40,000,000
64	Odgen's Apartment Project	N/A
65	Portfolio, The	\$100,000,000
66	River House Apartments, Phase 2	N/A
67	Sentinel Building	\$1,900,000
68	Three Leaf Palmer	N/A

\$589,000,000+

HOTEL

COMPLETED PROJECTS SINCE 2015

01	Cambria Hotel and Suites	\$15,400,000
02	Double Tree Renovation	\$5,000,000
03	Drury Plaza Hotel	N/A
04	Dubbel Dutch Hotel	\$2,000,000
05	Holiday Inn Express	\$15,000,000
06	Homewood Suites	\$17,000,000
07	Hotel Metro, Autograph Collection	N/A
08	Hyatt Place at The Brewery	\$27,000,000
09	Hyatt Regency Renovation	N/A
10	Journeyman Hotel, The	\$51,000,000
11	Kinn Guesthouse	\$15,000,000
12	Potawatomi Hotel Expansion	\$80,000,000
13	Saint Kate - The Arts Hotel	N/A
14	SpringHill Suites	\$30,000,000
15	Tru and Home2Suites by Hilton	\$15,000,000
16	Westin Hotel	\$50,000,000

\$322,400,000+

UNDER CONSTRUCTION

17	Adams Hotel	N/A
18	Trade, Autograph Hotel, The	\$45,000,000

\$45,000,000+

PROPOSED PROJECTS

19	Tempo by Hilton	\$48,000,000
20	Tribute by Marriott	N/A

\$48,000,000+

EDUCATION/CIVIC

COMPLETED PROJECTS SINCE 2015

01	American Family Insurance Ampitheater	\$53,000,000
02	Bradley Symphony Center	\$89,000,000
03	Deer District Plaza	\$12,000,000
04	Discovery World Expansion	\$18,000,000
05	Eleven25 at Pabst	\$42,000,000
06	Frame the Square	\$1,850,000
07	MATC Improvements	N/A
08	Milwaukee Art Museum/ War Memorial	\$31,300,000
09	MSOE Campus Green & Welcome Center	\$5,000,000
10	MSOE Diercks Hall	\$34,000,000
11	Northwestern Mutual Community Park	\$2,000,000
12	Summerfest North Gate Plaza	N/A
13	UWM Panther Arena Renovations	\$6,300,000

\$294,450,000+

UNDER CONSTRUCTION

14	MSOE Softball Stadium	\$3,000,000
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\$3,000,000+

PROPOSED PROJECTS

15	Milwaukee Public Museum	\$240,000,000
16	Milwaukee Repertory Theater	\$75,000,000
17	MKE Dog Park	\$1,500,000
18	Vel R. Phillips Plaza	\$6,000,000

\$322,500,000+

INFRASTRUCTURE

COMPLETED PROJECTS SINCE 2015

01	Hoan Bridge/ I-794 Reconstruction	\$193,000,000
02	Hop, The Phase 1 & Lakefront Lines	\$128,100,000
03	Michigan Street Bridge	N/A
04	Milwaukee Intermodal Station Train Shed	\$21,000,000
05	Park East Sewer Relocation	\$5,900,000
06	Riverwalk (Since 1988)	\$85,000,000
07	Wells Street Reconstruction	\$6,427,000

\$439,427,000+

UNDER CONSTRUCTION

08	Bus Rapid Transit	\$53,500,000
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\$53,500,000+

PROPOSED PROJECTS

09	Hop Westown Extension, The	\$46,800,000
10	I-794 Reconstruction	N/A
11	Lakefront Gateway Plaza	\$34,000,000
12	Van Buren Street Improvements	\$3,100,000

\$83,900,000+

CATALYTIC PROJECTS TRANSFORMING DOWNTOWN MILWAUKEE



BMO TOWER

This new \$137 million, 25-story high-rise by Irgens created new headquarters space for BMO Harris Bank. Michael Best & Friedrich, Kahler Slater, and several other firms have moved into Downtown Milwaukee's new office tower. The first floor space is activated by Fiddleheads Coffee's first Milwaukee location.



FISERV FORUM & DEER DISTRICT

The \$524 million Fiserv Forum anchors the Deer District. Phase 1 included a parking structure, practice center, Froedtert Medical Center, the Five Fifty Ultra Lofts, and several food and beverage establishments. Phase 2 includes The Trade Hotel and a proposed Frank Productions music venue.



THE COUTURE

The Couture, a \$191 million, 44-story mixed-use tower, will feature 322 apartments, 45,000 SF of retail space, public plazas, plus a 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 stronger 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, soon, Milwaukee's lakefront with its 2.5-mile long route. Route expansions to the north and south are being planned.



THE HURON BUILDING

The \$60 million, 11-story Huron Building helped strengthen the connection between the Historic Third Ward and central business district. Located along The Hop route and complemented by new streetscaping, lighting, and public art, The Huron Building is anchored by Husch Blackwell and the ground floor is activated by Wisconsin's first Tupelo Honey restaurant.



THE TRADE HOTEL

The \$45 million, 205-guestroom hotel is located in the Deer District, adjacent to Fiserv Forum, and will be part of the Marriott Autograph collection. The Trade will feature a rooftop restaurant provided by the Madison-based Food Fight Restaurant Group.



WISCONSIN CENTER EXPANSION

The Wisconsin Center District is in the midst of a \$456 million renovation that will double the convention center space to 445,000 SF, adding 24 meeting rooms, 400 indoor parking spaces, and a rooftop ballroom with outdoor terraces. The expansion will allow for the District to host multiple events simultaneously.



833 EAST MICHIGAN

This 18-story, 358,000-SF Class A building is anchored by Godfrey & Kahn, and largely leased. The building, constructed by Irgens, is connected via skywalk to the U.S. Bank Center and Westin Hotel and will be serviced by the soon-to-open Hop streetcar extension.



MILWAUKEE TOOL

Milwaukee Tool expanded its corporate operations into downtown with the purchase of a 350,000-SF office building in Westtown. Investing more than \$30 million to purchase and renovate this space, the redevelopment will provide increased space for the company's rapid growth, accommodating at least 1,210 employees within the next three years.



ASCENT MKE

At 25 floors, Ascent is the tallest timber structure in the world and brings Milwaukee to the forefront of innovation in building technology. The \$80 million Ascent features 275 residential units, a top floor amenity lounge and ground floor retail space.



MSOE DWIGHT AND DIAN DIERCKS COMPUTATIONAL SCIENCE HALL

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



BRADLEY SYMPHONY CENTER

The Milwaukee Symphony Orchestra purchased the former Warner Grand Theater and completed an \$89 million redevelopment that created the Bradley Symphony Center as a new home and venue. The project now welcomes thousands to enjoy world-class performances in a building that had been vacant since 1995.



MILWAUKEE ATHLETIC CLUB

The \$62 million historic rehabilitation of the 100-year-old Milwaukee Athletic Club (MAC) building is recently complete. The new MAC includes 50 market-rate apartment units and new food and beverage offerings, improved fitness facilities, and a new rooftop lounge.



NORTHWESTERN MUTUAL HEADQUARTERS

Anchoring the lakefront development boom, the \$450 million, 32-story Northwestern Mutual headquarters is the largest office building in the state and the second tallest. The commons area hosts community events, including annual Sculpture Milwaukee installations.



IRON DISTRICT MKE

The Iron District is a planned mixed-use development that would include a soccer stadium, music venue, apartments, and a hotel. The project would redevelop 10+ acres of highly visible land located between 10th and James Lovell streets on the south side of Michigan Street.



THE AVENUE & 3RD STREET MARKET HALL

The \$90 million redevelopment of the former Shops of Grand Avenue has repositioned the property as a mixed-use hub featuring 120,000 SF of office space, a food hall, specialty retail and several housing developments. The redevelopment was anchored by GRAEF and has since fully leased its office space to additional tenants.



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@milwaukee downtown.com, with additions, deletions or corrections. Updated Fall 2022.

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