



2023 Snapshot of Development: Momentum in Downtown Milwaukee

www.milwaukeedowntown.com

Prepared by:
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2023

Milwaukee is experiencing unprecedented investment.

Downtown Milwaukee is the economic hub of Southeastern Wisconsin. Since 2010, over \$4.6 billion has been invested in completed private and public projects. Meanwhile, more than \$3.1 billion is currently under construction or proposed to start soon, spurring significant momentum that has re-established Downtown as the vibrant economic center of Wisconsin.

This development adds to the more than \$2 billion invested between 2005 and 2010. The Downtown Area Investment map showcases where unprecedented growth is occurring.

Download the Greater Downtown Area Investment Map at
www.MilwaukeeDowntown.com



\$4.6 Billion +
COMPLETED PROJECTS SINCE 2010



\$3.1 Billion +
UNDER CONSTRUCTION OR PROPOSED



By The Numbers

THE GREATER DOWNTOWN AREA IS IN ONE OF ITS GREATEST GROWTH PERIODS, ADDING RECORD INVESTMENT OVER THE LAST DECADE

- 21.2% population growth since 2010, up to 42,275+ residents
- 4.5+ million SF of new/renovated office space
- 9,500+ new housing units
 - 6,200+ additional housing units in the pipeline
- 2,970+ new hotel rooms
- 90,700+ estimated employees (12.1% increase between 2010 to 2020)
 - **7,000+** new employees located or announced plans to grow downtown since 2020
 - **30.6%** of all jobs within the City of Milwaukee are located within Downtown



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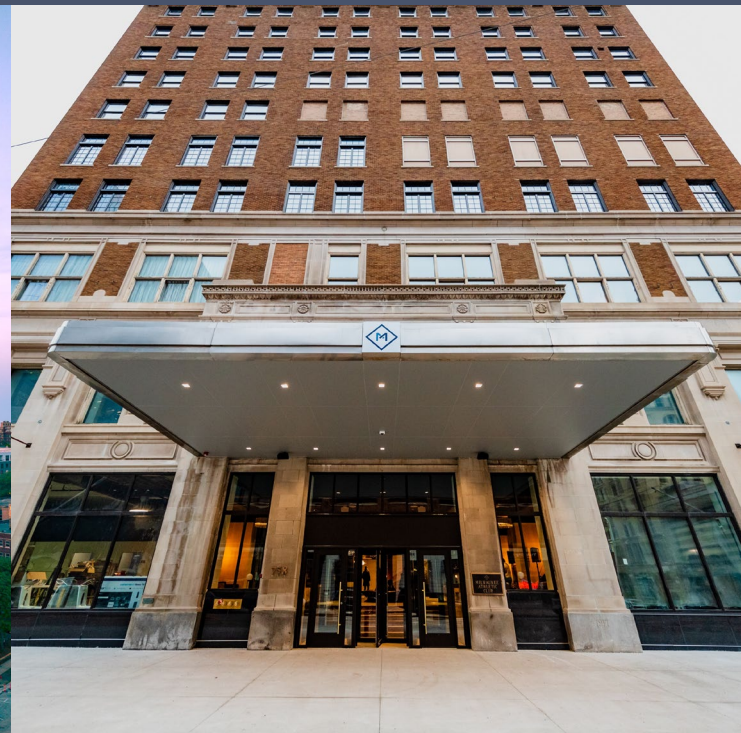


Care of Northwestern Mutual

**AND...significant
investment continues to
outpace peer cities,
positioning Downtown
Milwaukee as the premier
location for doing business.**



www.milwaukeedowntown.com



OFFICE | RESIDENTIAL | SPECIALTY MIXED-USE | HOTELS | ENTERTAINMENT | CIVIC | TRANSPORTATION | PUBLIC SPACE

Sample of Transformational Projects Recently Completed, Underway & Proposed in all Development Sectors

Projected renderings are included for some projects and are subject to change.

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OFFICE

- ▶ BMO Tower
- ▶ Northwestern Mutual
- ▶ The Huron Building
- ▶ Milwaukee Tool
- ▶ The Avenue
- ▶ HUB640
- ▶ Associated Bank River Center



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DOWNTOWN MILWAUKEE IS EXPERIENCING RECORD BUSINESS RECRUITMENT & EXPANSION SUCCESS

7,000+ new jobs have located or announced plans to grow employment in downtown Milwaukee since 2020 alone!

www.milwaukeekeepdowntown.com

Northwestern Mutual plans \$500 million upgrade to its HQ, will bring 2,000 Franklin employees downtown

Company will transform North Office Building at Milwaukee campus

By Andrew Weiland - Feb 2, 2023 7:15 am

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A rendering showing the Milwaukee skyline with updates to the north building on Northwestern Mutual's campus in downtown Milwaukee.

Potawatomi Business Development Corp. opening downtown office

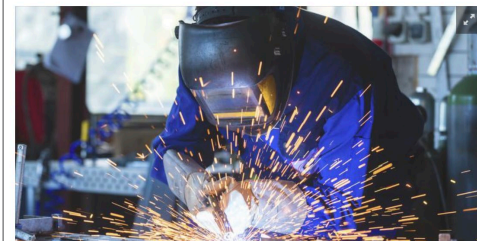
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Miller Electric Mfg. opens downtown Milwaukee office in pursuit of engineering talent

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Fiserv moving headquarters to downtown Milwaukee from Brookfield. 800 jobs are involved.

Tom Daykin
Milwaukee Journal Sentinel

Published 8:21 a.m. CT Oct. 27, 2022 | Updated 8:36 p.m. CT Oct. 27, 2022

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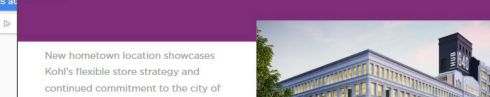


Fiserv will lease around 160,000 square feet at HUB640, the redeveloped former Boston Store building on N. Phillips Ave. Photo: Chris / Milwaukee Journal Sentinel

Drumroll, Please: Kohl's is Coming to Downtown Milwaukee!

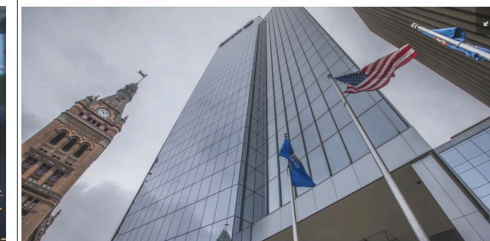
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07/15/2022



Fiduciary Management plans new office at BMO Tower in downtown Milwaukee

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Milwaukee Tool to expand corporate offices to downtown Milwaukee, add up to 2,000 jobs

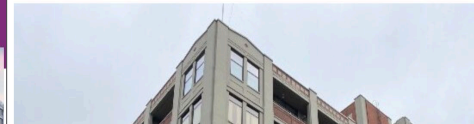
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SoftwareONE to move U.S. HQ from Waukesha County to Milwaukee's Third Ward

By Ashley Smart - Apr 15, 2022 12:17 pm

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Here's CBRE's plans at BMO Tower, which continues to land more tenants

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RESIDENTIAL

- ▶ Ascent MKE
- ▶ 333 North Water Street
- ▶ The Couture
- ▶ Nova
- ▶ 1550 Prospect
- ▶ Renaissance Place
- ▶ Kaeding Third Ward Apts.
- ▶ 1333 N. Milwaukee Apts.
- ▶ Eighteen87 on The River



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SPECIALTY MIXED-USE

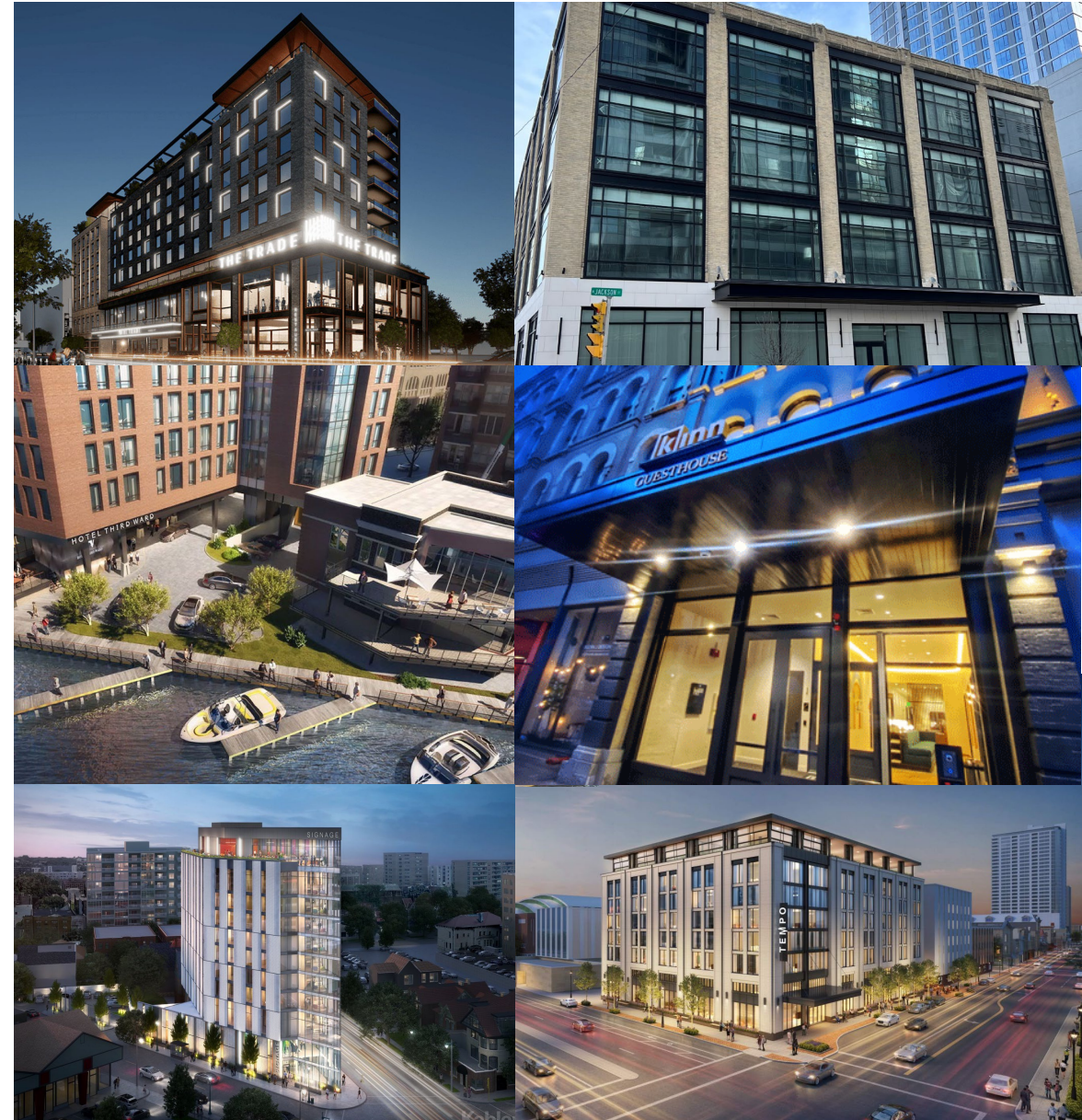
- ▶ Milwaukee Athletic Club
- ▶ 3rd Street Market Hall & The Avenue
- ▶ Journal Square



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HOTELS

- ▶ The Trade Milwaukee
- ▶ Tempo by Hilton
- ▶ Kinn Guesthouse
- ▶ Adams Hotel
- ▶ Brady Street Hotel
- ▶ Third Ward Marriott Tribute



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ENTERTAINMENT

- ▶ FPC Live
- ▶ The Iron District
- ▶ Foxtown Landing & Dog Park



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CIVIC

- ▶ Wisconsin Center District Expansion
- ▶ Bradley Symphony Center
- ▶ Milwaukee Repertory Theater
- ▶ Milwaukee Public Museum



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TRANSPORTATION

- ▶ Bus Rapid Transit
- ▶ The Hop Streetcar
- ▶ Bike Network Expansion



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PUBLIC SPACE

- ▶ “Brighten The Passage”
- ▶ “Frame the Square”
- ▶ Downtown Dog Park
- ▶ Vel R. Philips Plaza
- ▶ Light The Hoan



An aerial photograph of a city skyline, likely Chicago, featuring prominent skyscrapers like the Willis Tower. The image is overlaid with a semi-transparent blue filter. In the foreground, there are green spaces, parking lots with several yellow school buses, and a body of water.

Sample of Near to Downtown Transformational Projects

Projected renderings are included for some projects and are subject to change.

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CATALYTIC PROJECTS NEAR TO DOWNTOWN

- ▶ Rite-Hite
- ▶ Michels/ River1
- ▶ ThriveOn King
- ▶ Komatsu
- ▶ Marquette College of Business Administration



More Major Initiatives & Projects Moving Forward in 2023!

- “Connec+ing MKE 2040” – Downtown Plan Update
- Implementing Downtown Plan recommendations and goals
- Participating in the International Downtown Association’s 2023 *Value of Downtown Study*
- Groundbreaking for Downtown’s first dog park
- Opening several catalytic projects
- Bolstering the nighttime economy
- Enhancing of downtown’s quality of life programs
- Expanding public art throughout Downtown
- Activating additional third spaces
- Tracking post-pandemic trends nationally and implementing best practices locally
- Continuing to position Downtown Milwaukee as the premier destination to live, invest, do business, work, and socialize in the Midwest

40 Recommendations

The goals of Connecting MKE: Downtown Plan 2040 are intended to create a roadmap for city leaders over the next two decades. These goals were derived from a comprehensive public engagement strategy to ensure Downtown Milwaukee is a place where every resident, in every neighborhood, can feel welcome and connected to our city. The Plan includes 40 specific recommendations and related action strategies to achieve these goals.





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