

MKE BLUEPRINT



Downtown Milwaukee's Changing Landscape

Summer 2018

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

What's Brewing at The Brewery?

After abruptly closing in 1996, the former Pabst Brewery site is undergoing a wave of revitalization that is resulting in the creation of a new neighborhood. The latest additions to the district, now known as The Brewery, include Milwaukee Brewing Co., John Ridley's No Studio film center, a new Hyatt Place hotel, Preservation Park and three new apartment projects.

Milwaukee Brewing Co. is nearing the completion of its new home at the former Pabst distribution center, renamed The Forty Two. Milwaukee Brewing Co. will feature a tasting room, rooftop bar called Raise and a restaurant called Glass + Griddle. The new complex will have the capacity to brew and package 30,000 barrels annually, which more than doubles their current capacity.

(continued on page 2)



Glass + Griddle is among the tenants in The Forty Two, 1150 N. 9th St., scheduled to open late summer/fall 2018.



THE FORTY TWO – Milwaukee’s newest destination experience will open late summer/early fall 2018 with Milwaukee Brewing Co. Brewery, a new restaurant, rooftop bar, entertainment deck, and event space with spectacular city views.

The Brewery (continued)

In addition to Milwaukee Brewing Co., Raise and Glass + Griddle, The Forty Two will also feature 50,000 square feet of office space called The Factory, rentable event space known as Venue 42, and 1,000 self-storage units in the lower level.

The Forty Two isn’t the only thing on the horizon for the district. Oscar winner John Ridley will soon open his filmmaking and arts center, No Studios, in the two historic buildings at 1037 W. McKinley Ave. The studio earned its name in a nod to the Japanese root word “NO,” which means skill, talent and artistic endeavor. The for-profit project will house a variety of tenants including: the Milwaukee Filmmaker Alliance, 371 Productions and Custom Reality Services, with educational access for students attending both UW-Milwaukee School of Film and Marquette University. Milwaukee Film has already relocated into the building.

Ridley, a Milwaukee native, wrote the script for *12 Years a Slave*, which won the 2014 Oscar for Best Picture. He hopes that the complex will become a creative hub that will connect and inspire Milwaukeeans. “The desire is to create a collaborative workspace and social community that offers an environment for artists and art lovers to come together,” said Ridley.



NO STUDIOS – John Ridley’s filmmaking and arts center in two historic Brewery buildings at 1037 W. McKinley Ave.

The Brewery will also soon be home to a second hotel. To complement the Brewhaus Inn & Suites, a new Hyatt Place hotel is set to open this summer at 800 W. Juneau Ave. Just in time to take advantage of the summer festival season, the six-floor, 150-room hotel is located just blocks from the new Bucks arena and overlooks Milwaukee’s scenic skyline. Coffee to Cocktails Bar will operate as the hotel’s first floor bar serving breakfast and coffee in the morning. It will then transition into a full-service bar and restaurant in the evening.

Finally, the residential population of The Brewery will increase significantly as three multi-family apartment projects

HYATT PLACE – The 150-room hotel overlooking the new Bucks arena and Milwaukee’s scenic skyline includes a bar serving breakfast that will later transition into a full-service bar and restaurant.



come online. Indiana-based Milhaus is building two new construction projects known as Vim + Vigor, adjectives that were commonly used to describe Pabst Brewing. The first building, located at 926 W. Juneau Ave., will bring 84 apartments to the market this summer. When the second building is complete next year, Vim + Vigor will add a combined 274 residential units and 7,000 square feet of new retail space to The Brewery.

To complement Milhaus' development, Whitestone Realty Capital, LLC has resumed work on the 118-unit historic redevelopment of the former malt house and elevator buildings that are easily recognizable as the southern host of the signature Pabst sign that spans over West Juneau Avenue. When the \$41 million redevelopment project is complete, it will bring the total number of residential units in The Brewery to nearly 800, which includes a mix of market rate, affordable, senior and student housing.

At the completion of these projects, over \$300 million will have been invested since work began in 2007, making The Brewery one of Milwaukee's newest, vibrant mixed-use neighborhoods.



VIM + VIGOR – 84 units will become available this summer, while another 190 units will be added next year.



“I’m pleased that another significant company is choosing Milwaukee.”

Rocky Marcoux – Commissioner of City Development | City of Milwaukee

Foxconn Locates North American Headquarters in Downtown Milwaukee

Foxconn Technology Group has chosen downtown Milwaukee as its new North American headquarters at the former Northwestern Mutual building, located at 611 E. Wisconsin Ave. After closing on the purchase in mid-June, Foxconn announced plans to employ more than 500 people at this location.

The 132,000-square-foot building, which will be renamed Foxconn Place, will also house the “Wisconn Valley Innovation Center” and serve as a launch pad for innovation, entrepreneurship and product development. The technology incubator is intended to be a hub for the robust 8K and 5G ecosystem that Foxconn expects to create in southeastern Wisconsin. The downtown Milwaukee investment complements the 20 million-square-foot campus Foxconn expects to construct in Racine County.

Northwestern Mutual is vacating the 611 E. Wisconsin building and shifting those operations into their new 32-story headquarters building, located just one block to the northeast. The new Foxconn location sits on a 2-acre site with a large surface parking lot that some speculate could provide space for future development.

The Foxconn move into Milwaukee is another boost to the unprecedented momentum underway in the greater downtown area. Having another corporate headquarters in downtown Milwaukee results in more job growth, more employees renting and owning residential real estate, more customers for downtown restaurants, and more demand for services overall. “I’m pleased that another significant company is choosing Milwaukee,” said Rocky Marcoux, commissioner of city development for the City of Milwaukee in an interview with *BizTimes*, “I welcome Foxconn to the center of our city.”



The Hop's first vehicle arrived to its new Milwaukee home in March.

Get Ready to Hop Around Milwaukee

Milwaukee residents and visitors are getting closer to hopping onto The Hop presented by Potawatomi Hotel & Casino. The second of five new streetcars arrived in May with the remaining three cars being delivered this summer.

Downtown-ers will see the streetcars on the tracks this summer as they complete the federally required 1,000 kilometers of testing before the public can hop on. The streetcars are expected to be open for all to ride in late 2018 with no fee. As part of their sponsorship, Potawatomi Hotel & Casino will finance all rides for the first year.

The streetcars will have the ability to transport 120-seated riders, with a maximum capacity of 150 riders. The vehicles weigh 83,000 lbs., are 67 feet long and 8.5 feet wide. They feature low ramps that will allow riders with wheelchairs, bicycles and strollers to transition on and off easily. In addition, the electric power operations from the overhead cable system will offer riders a clean and quiet journey.

"Every single time we talk to our residents or create a survey for residents..., we are constantly being asked by the millennial crowd to push the initiative of a more walkable community," said Milwaukee Mayor Tom Barrett in an interview with *BizTimes*. "What I'm thinking is that people...are having happy hour at The Couture and they jump on the streetcar very simply and they get dropped off at the right area."

Construction of the initial routes are nearly complete and will operate approximately 2.5 miles between Milwaukee's Intermodal Station,

Burns Commons on the Lower East Side and the Lakefront. Subsequent phases will connect to the Arena District, Bronzeville, North Avenue, Walkers Point, Marquette and the UWM neighborhoods.

The initial 2.5-mile long route keeps Milwaukee on par with other cities that began with a similar length system and added extensions in subsequent phases. Seattle's system began with only 1.3 miles, while Portland launched with just 2 miles of track. Both cities have much larger and widely used streetcar systems in operation today.

The Phase 1 and Lakefront Lines are designed to serve the greatest number of riders, as well as provide significant opportunities for economic development. The initial route connects the Milwaukee Intermodal Station and its 1.5+ million annual users, the Historic Third Ward, East Town's central business district, lakefront attractions, and the Lower East Side's highest density residential neighborhoods.

The initial route is also within a quarter-mile of most of downtown's hotels, the majority of museums, popular tourist attractions and Henry Maier Festival Park. As a result, downtown Milwaukee is about to get much more walkable, interconnected, and easier to get around without the dependency on individual automobiles.

For more information on The Hop presented by Potawatomi Hotel & Casino and construction information, visit www.themilwaukeestreetcar.com.

