

Where Do People Shop and Play in the Greater Downtown

Historic Districts and Sites

Retail Locations

Restaurants and Retail Corridors

Food and Beverage Establishments

Grocery Stores

Hotel

Entertainment and Cultural Assets

Local Attractions and Events

Educational Institutions

Parks

Open Space and Street Character

Connectivity Between Downtown and the Lakefront



Overview

Now is the time to create a **shared and inclusive vision** for Greater Downtown, supported by a strategic Action Agenda to make that vision a reality.

The **Greater Downtown** is the heart and “gateway to the city.” It is the largest employment and cultural center in the city and region. So if we care about generating more business, job and wealth creation opportunities for Milwaukeeans, we must care about how to retain and attract more inclusive growth back to the city center providing jobs, business, educational, recreational and cultural opportunities for all in the city and region. The neighborhoods immediately adjacent to the downtown core are the “gateway to the downtown.” Strengthening these communities as safe, affordable, inclusive and cultural authentic places to live, work, play and make enhances the Greater Downtown and the city and region.

MKE United will culminate with an **Action Agenda** that includes specific actionable recommendations, along with clearly assigned responsibilities, to ensure the new, shared vision becomes a reality. The goal is to produce a 10-year Action Agenda that outlines tangible and feasible outcomes that can be implemented as early actions (0-1 year), near-term (1-5 years) and long-term actions (5-10 years). With intention, benefits to Milwaukeeans and the Region can be realized and the change we want requires shared ownership of a shared vision.

PHASE 1: BUILDING THE GREATER DOWNTOWN STORY

Phase 1 of the project involves acknowledging, reviewing and analyzing all of the existing plans and studies created by the Greater Downtown Milwaukee community over the last 5-7 years. This work is a representation of stakeholder efforts to improve and preserve the neighborhoods of the Greater Downtown, surface critical issues and establish clear goals and recommendations for change.

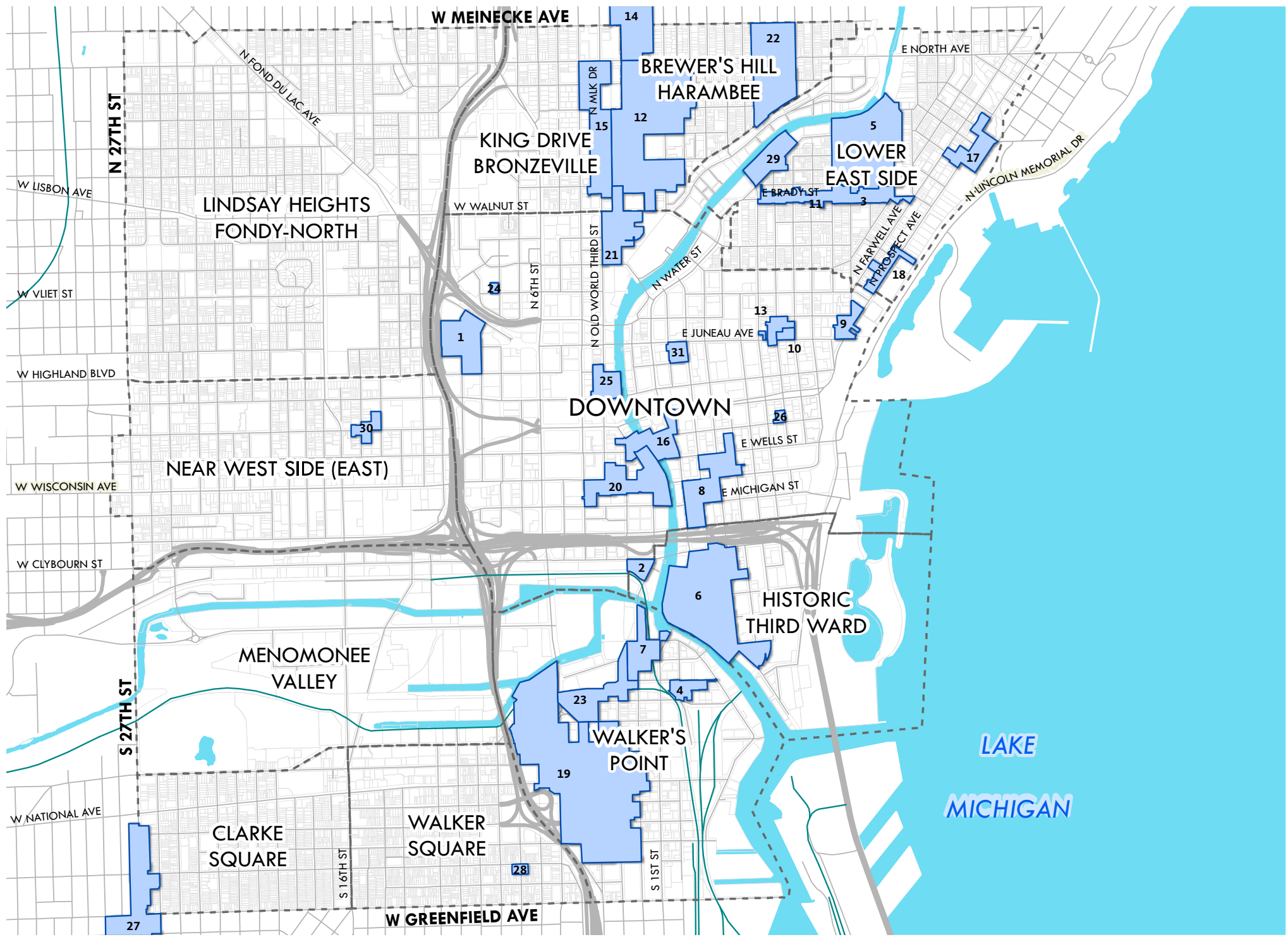
Our work starts where these plans left off, adding a comprehensive look at current trends that help to establish a data-driven perspective on how the Greater Downtown area is performing and what issues do we need to prioritize over the next 10 years. During this phase, we will supplement our data research with input from community workshops and open houses to help confirm our findings and surface any additional issues we may have missed.

This work will be used to help craft a proposed vision and set of target outcomes for the Greater Downtown, from which we will build an agenda for action in Phase 2.

Historic Districts

Greater Downtown Milwaukee is home to a diverse array of both local and national historic sites. These assets serve as both tourist attractions and community cornerstones.

- 1 Pabst Brewing Company Brewery Complex
- 2 Pritzladd Hardware Company
- 3 East Brady Street
- 4 East Oregon and South Barclay Industrial
- 5 East Village
- 6 Historic Third Ward
- 7 South First and Second Street
- 8 East Side Commercial
- 9 First Ward Triangle
- 10 All Saints Cathedral
- 11 Brady Street
- 12 Brewers Hill
- 13 Cass-Juneau Street
- 14 North First Street
- 15 North Third Street
- 16 Plankinton - Wells - Water Street
- 17 Prospect Avenue Apartment Buildings
- 18 Prospect Avenue Mansions
- 19 Historic Third Ward
- 20 West Side Commercial
- 21 Joseph Schlitz Company Brewery Complex
- 22 Kilbourn/Reservoir Park
- 23 Florida and Third Industrial
- 24 St. John's Evangelical Lutheran Church Complex
- 25 Old World Third Street
- 26 Cass-Wells Street
- 27 South Layton Boulevard
- 28 St. Peter's Lutheran Church Complex
- 29 Gallun Tannery
- 30 Kilbourn Avenue Row House
- 31 Blatz Brewery Complex



Source: Gensler, City of Milwaukee DCD

Historic Sites

There are 96 historic sites in Greater Downtown, mostly in Near West Side (East) and downtown.

- 1

Abbot Row
- 2

Charles Abresch House
- 3

Emanuel D. Adler House
- 4

All Saints' Episcopal Cathedral Complex
- 5

Charles Allis House
- 6

Astor on the Lake
- 7

Baumbach Building
- 8

Blatz Brewery Complex
- 9

Valentin Blatz Brewing Company Oce Building
- 10

Herman W. Buemming House
- 11

J. L. Burnham Block
- 12

Elias A. Calkins Doublehouse
- 13

Calvary Presbyterian Church
- 14

Michael Carpenter House
- 15

Cass-Juneau Street Historic District
- 16

Cass-Wells Street Historic District
- 17

Central Library
- 18

Chief Lippert Fire Station
- 19

Thomas Cook House
- 20

Desmond-Farnham-Hustis House
- 21

Eagles Club
- 22

Exton Apartments Building
- 23

Federal Building
- 24

First Church of Christ, Scientist
- 25

First Unitarian Church
- 26

Christian Foth House
- 27

Fourth Street School
- 28

Friedmann Row
- 29

German-English Academy
- 30

Germania Building
- 31

Gesu Church
- 32

Gimbels Parking Pavilion
- 33

Goodwill Industries Building
- 34

Graham Row
- 35

Grand Avenue Congregational Church
- 36

Highland Avenue Methodist Church
- 37

Holy Trinity Roman Catholic Church
- 38

Immanuel Presbyterian Church
- 39

Iron Block
- 40

Johnston Hall
- 41

Joseph B. Kalvelage House
- 42

Sanford R. Kane House
- 43

Frederick Ketter Warehouse
- 44

Kilbourn Masonic Temple
- 45

Knapp-Astor House
- 46

Knickerbocker Hotel
- 47

Lindsay-Bostrom Building
- 48

Lohman Funeral Home and Livery Stable
- 49

Robert Machek House
- 50

Mackie Building
- 51

Mayer Boot and Shoe Company Building
- 52

McIntosh-Goodrich Mansion
- 53

Milwaukee City Hall
- 54

Milwaukee County Courthouse
- 55

Milwaukee County Dispensary and Emergency Hospital
- 56

Milwaukee County Historical Center
- 57

Milwaukee Hospital
- 58

Milwaukee News Building and Milwaukee Abstract Association Building
- 59

Milwaukee Normal School-Milwaukee Girls' Trade and Technical High School
- 60

Milwaukee-Western Fuel Company Building
- 61

Mitchell Building
- 62

Alexander Mitchell House
- 63

Home Oce, Northwestern Mutual Life Insurance Company
- 64

Old St. Mary's Church
- 65

Joseph B. Oliver House
- 66

Oneida Street Station
- 67

Pabst Brewery Saloon
- 68

Pabst Brewing Company Complex
- 69

Pabst Theater
- 70

Frederick Pabst House
- 71

George W. Peck Row House
- 72

John Pritzla Hardware Company
- 73

Public Service Building
- 74

Pythian Castle Lodge
- 75

St. George Melkite Catholic Church
- 76

Saint James Court Apartments
- 77

St. James Episcopal Church
- 78

St. John's Evangelical Lutheran Church Complex
- 79

St. John's Roman Catholic Cathedral
- 80

St. Patrick's Roman Catholic Church
- 81

St. Paul's Episcopal Church
- 82

Salem Evangelical Church
- 83

Joseph Schlitz Company Brewery Complex
- 84

Victor Schlitz House
- 85

Shorecrest Hotel
- 86

Fred Sivyer House
- 87

Sixth Church of Christ, Scientist
- 88

Lloyd R. Smith House
- 89

South Branch Library
- 90

State Bank of Wisconsin
- 91

William Steinmeyer House
- 92

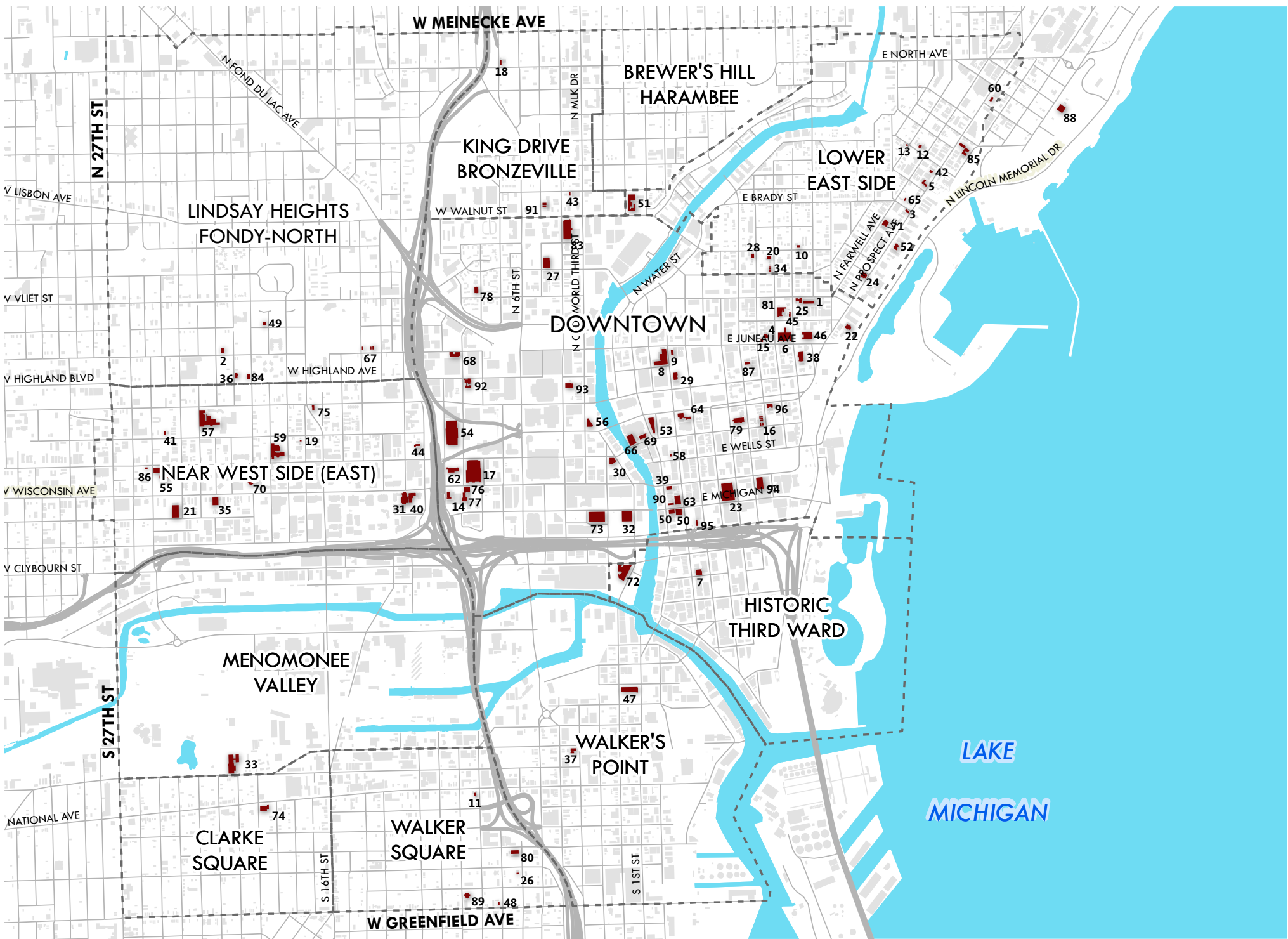
Trinity Evangelical Lutheran Church
- 93

Turner Hall
- 94

Wisconsin Consistory Building
- 95

Wisconsin Leather Company Building
- 96

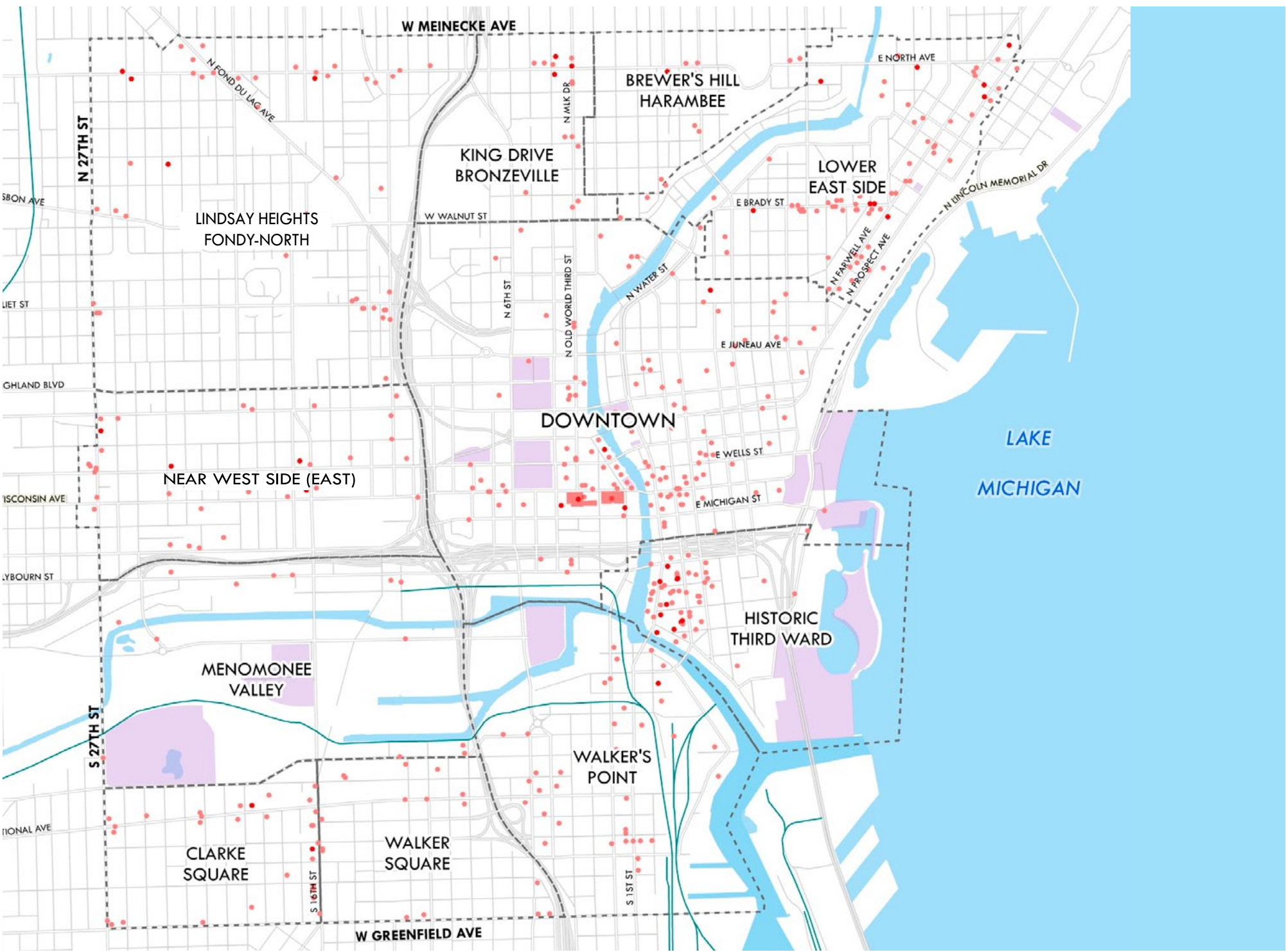
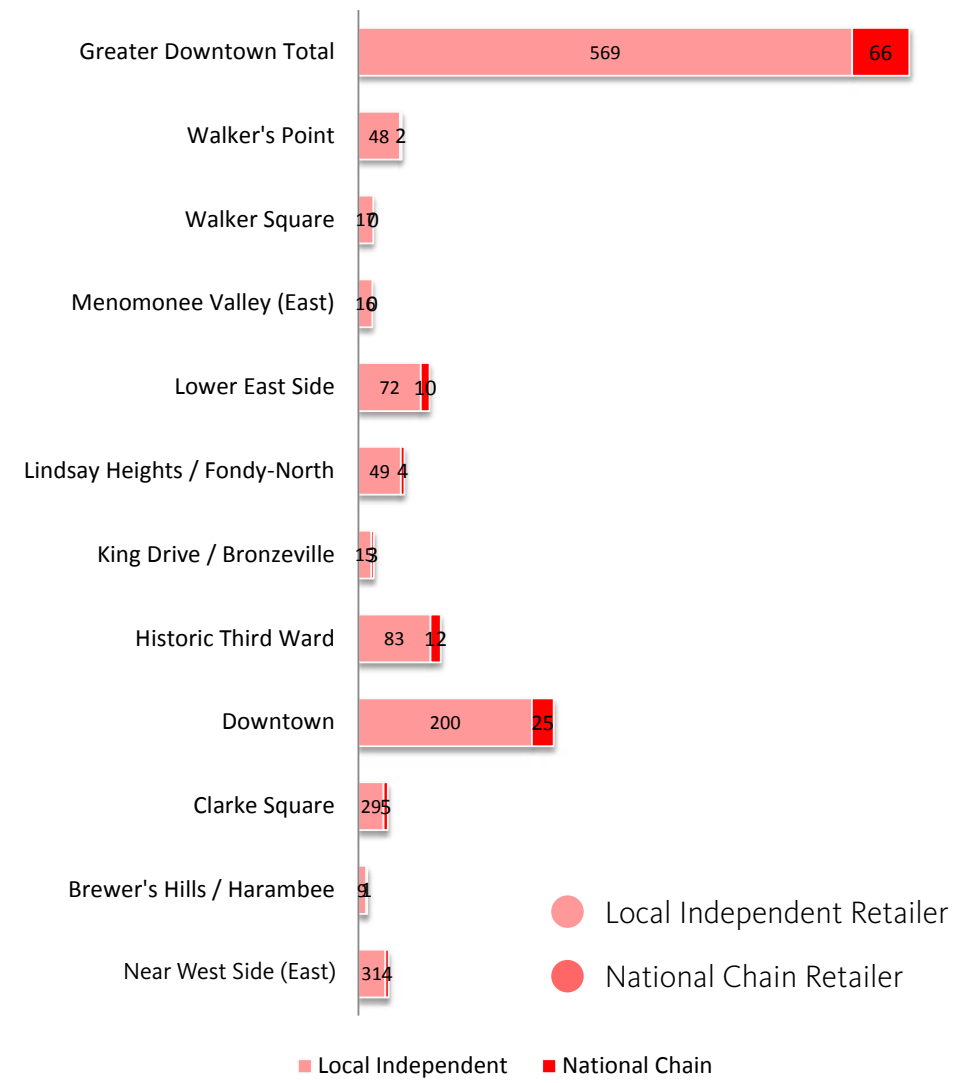
Woman's Club of Wisconsin



Source: Gensler, National Register of Historic Places listings in Milwaukee County, Wisconsin

Retail Locations

Nearly 90% of all retailers in the downtown are local independent retailers. The largest concentration of chain retail in the Downtown is at Grand Avenue Mall. Grand Avenue Mall in the downtown is slated for redevelopment that calls for office use(s) on the upper floors with national retailers continuing to have a presence on the street.



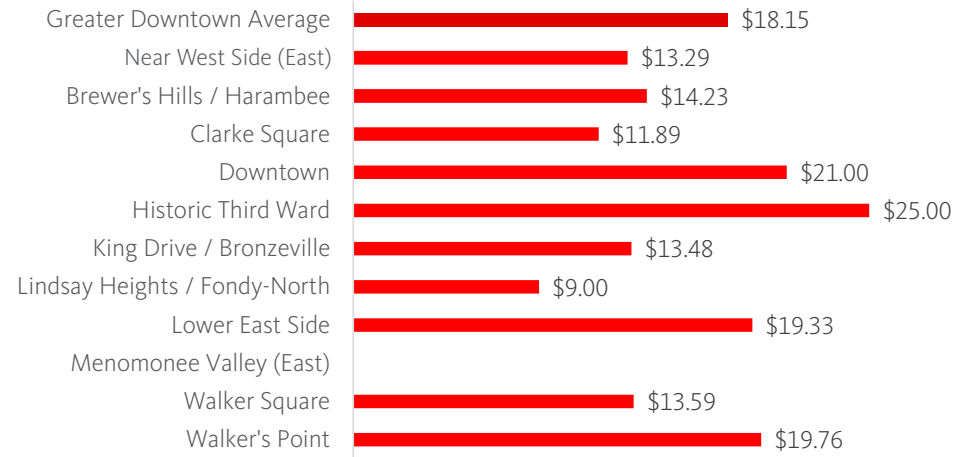
Source: CoStar, City of Milwaukee, ESRI, SB Friedman

Restaurant and Retail Corridors/Districts

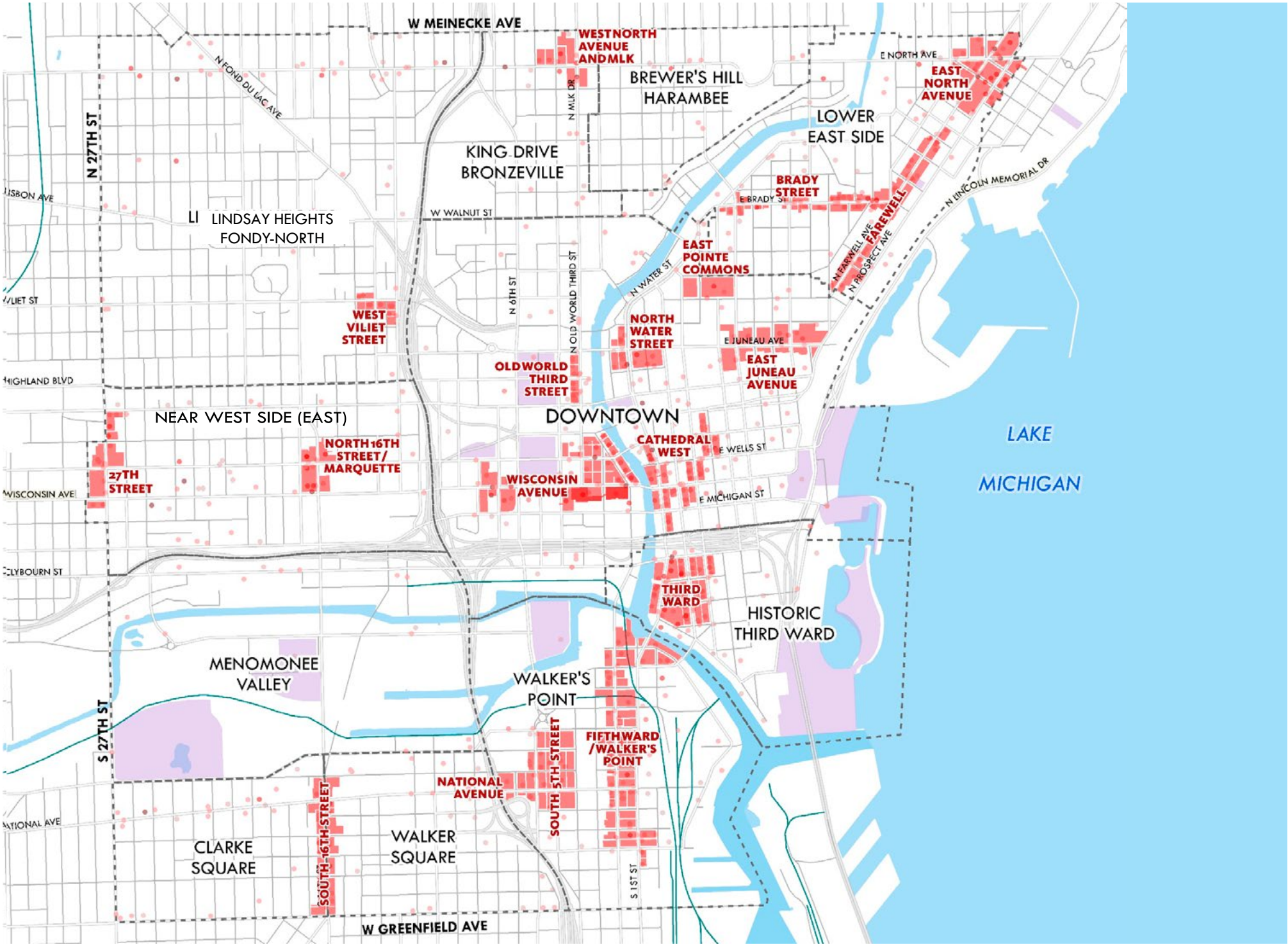
Downtown has historic and emerging corridors/districts such as Brady Street, 2nd Avenue and North Water Street that have unique character with authentic retailers and restaurants. Historic Third Ward has become the center of upscale national retailers in the Greater Downtown and includes tenants such as Anthropologie, West Elm, Design Within Reach and Lululemon. Third Ward also commands the highest rents in the market. Some historic retail corridors (e.g. Wisconsin Ave west of the highway and MLK Drive) have become less concentrated.

Retail Corridor / Districts

Retail Rents (Average per square foot by neighborhood)



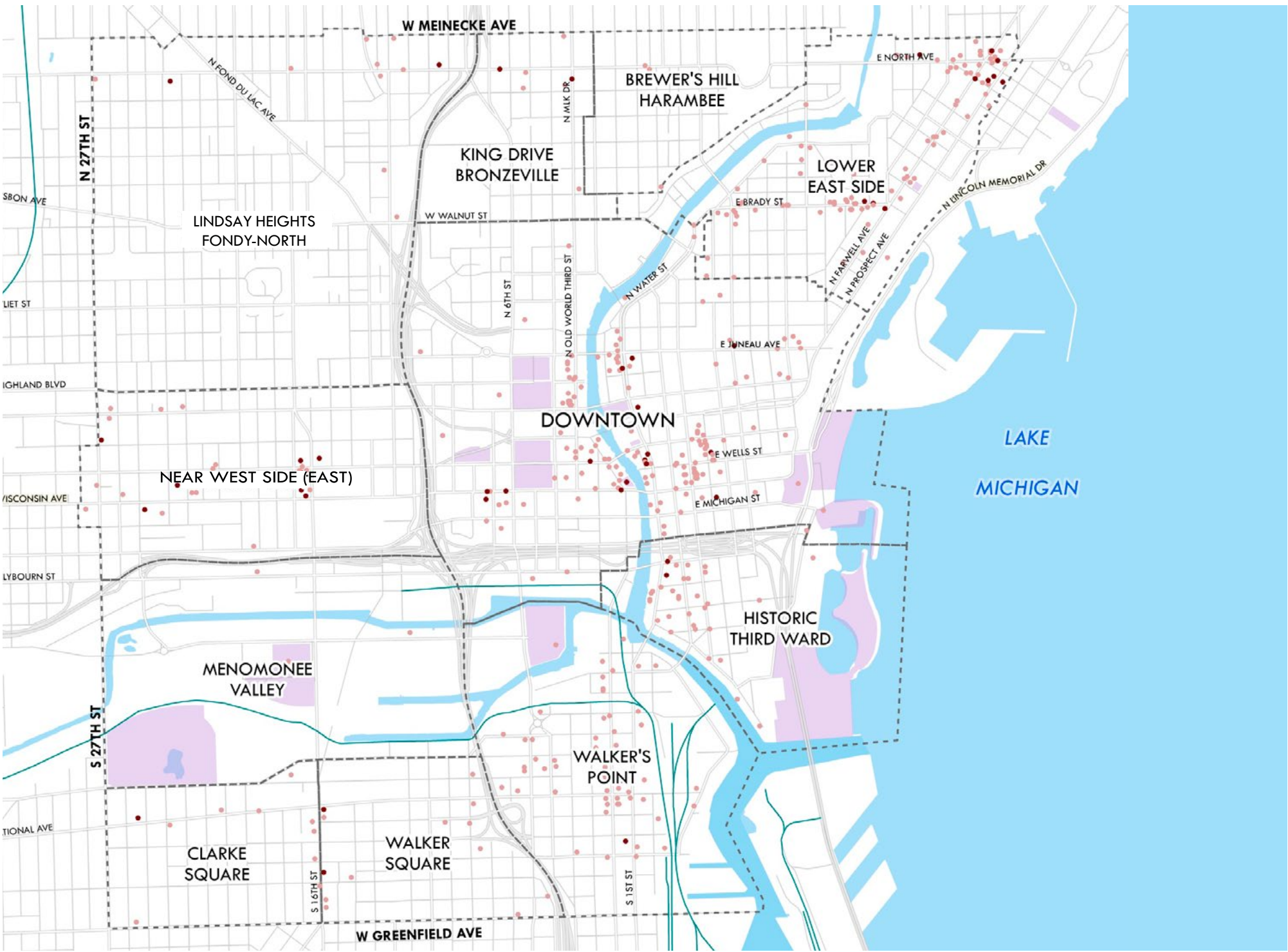
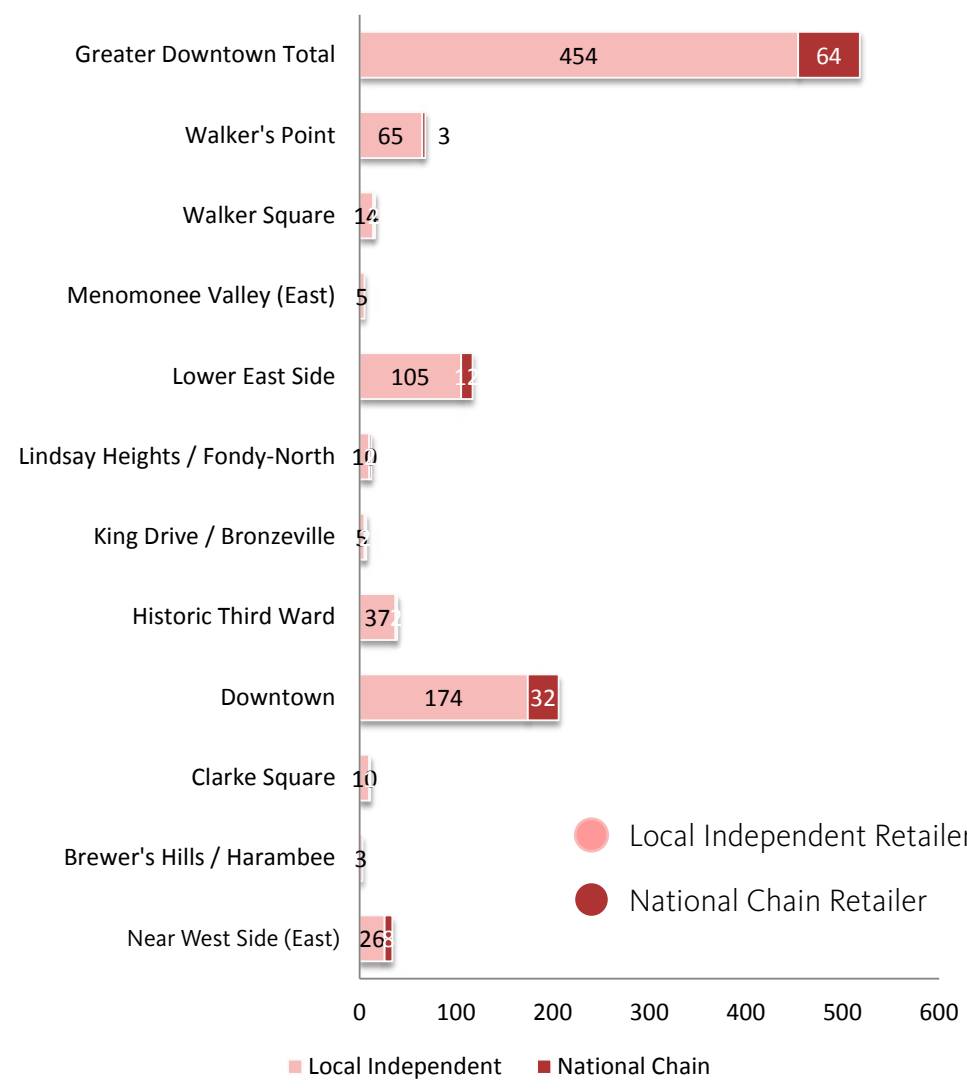
Note: Restaurant and retail corridors/districts were delineated by selecting contiguous parcels from City blocks that include a cluster of restaurant and/or retail establishments. Clusters were identified spatially as three or more contiguous City blocks with at least two restaurant and/or retail establishments in each block.



Source: CoStar, City of Milwaukee, ESRI, SB Friedman

Food and Beverage Establishments

There are over 500 restaurants in the greater downtown. Very few national chains exist, but nearly 90% are local restaurants. Restaurant clusters are concentrated in the eastern neighborhoods: Lower East Side, Downtown, Third Ward and Walker’s Point with most being at least half-a-mile from the core of cultural and entertainment venues.



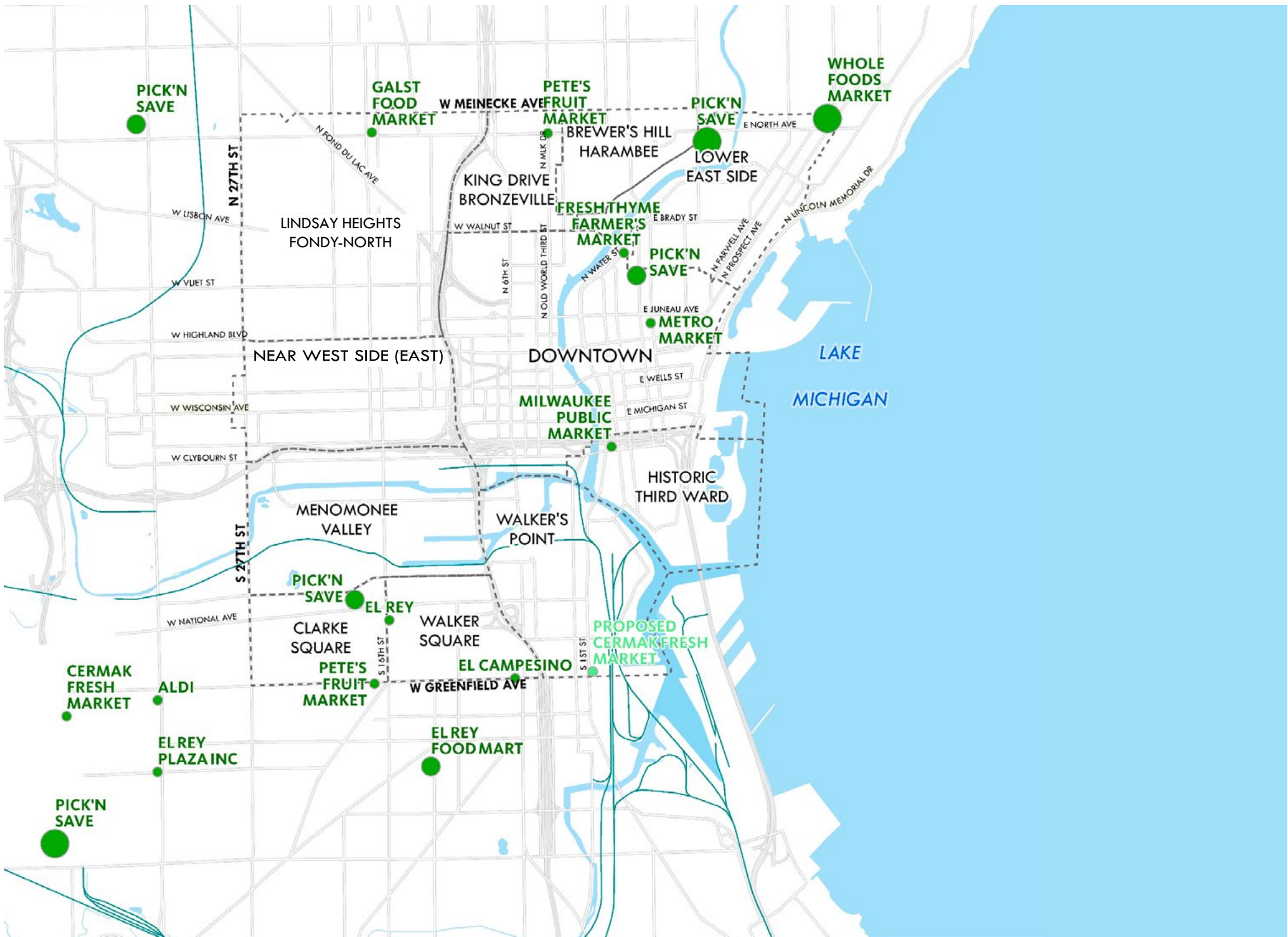
Source: CoStar, City of Milwaukee, ESRI, SB Friedman

Retail: Grocery Stores

Lindsay Heights/Fondy-North, Near West Side (East), and the west side of Downtown lack a full service grocery stores while the eastern neighborhoods have a variety of grocery options.

Grocery (by annual sales)

- Less than \$15 million
- \$15-\$30 million
- More than \$30 million
- Proposed



Source: CoStar, City of Milwaukee, ESRI, SB Friedman



Hotels

There are 24 Hotels in the Greater Downtown accounting for a total of 4,455 Hotel Rooms (Keys).

- 1

Hyatt Regency Milwaukee
- 2

Courtyard by Marriott Milwaukee
- 3

Pfister Hotel
- 4

Knickerbocker on the Lake
- 5

The Hilton Milwaukee City Center
- 6

Park East
- 7

Homewood Suites
- 8

Hotel Metro
- 9

Westin
- 10

County Clare Inn & Pub
- 11

The Plaza Hotel & Apartments
- 12

The Astor Hotel
- 13

Kimpton Hotel
- 14

Residence Inn Marriott
- 15

Double Tree by Hilton
- 16

Marriott Milwaukee
- 17

Intercontinental Milwaukee
- 18

Ramada
- 19

Hampton Inn
- 20

Intercontinental Milwaukee
- 21

Fairfield Inn and Suites
- 22

The Iron Horse Hotel
- 23

Potawatomi Hotel & Casino
- 24

Ambassador Hotel
- 25

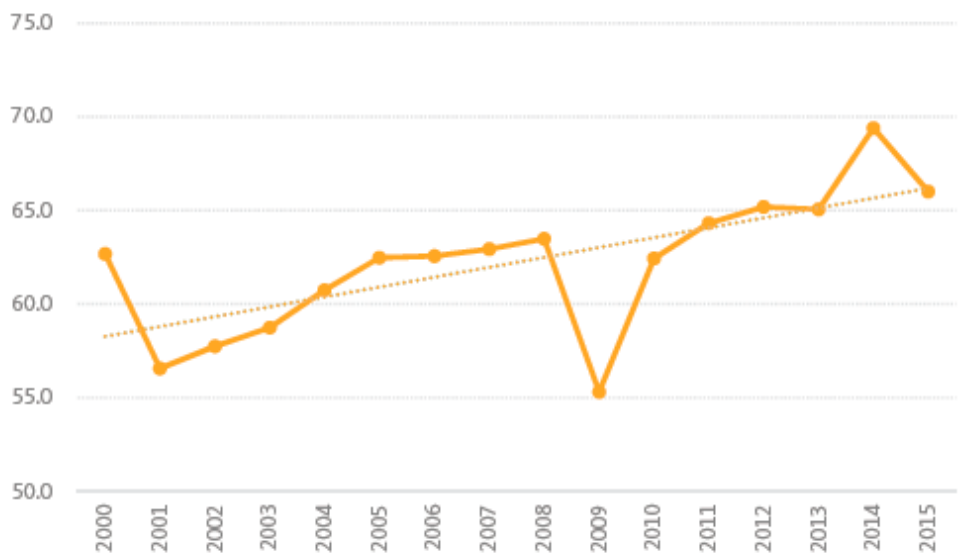
A Loft
- 26

The Brewhouse Inn & Suites
- 27

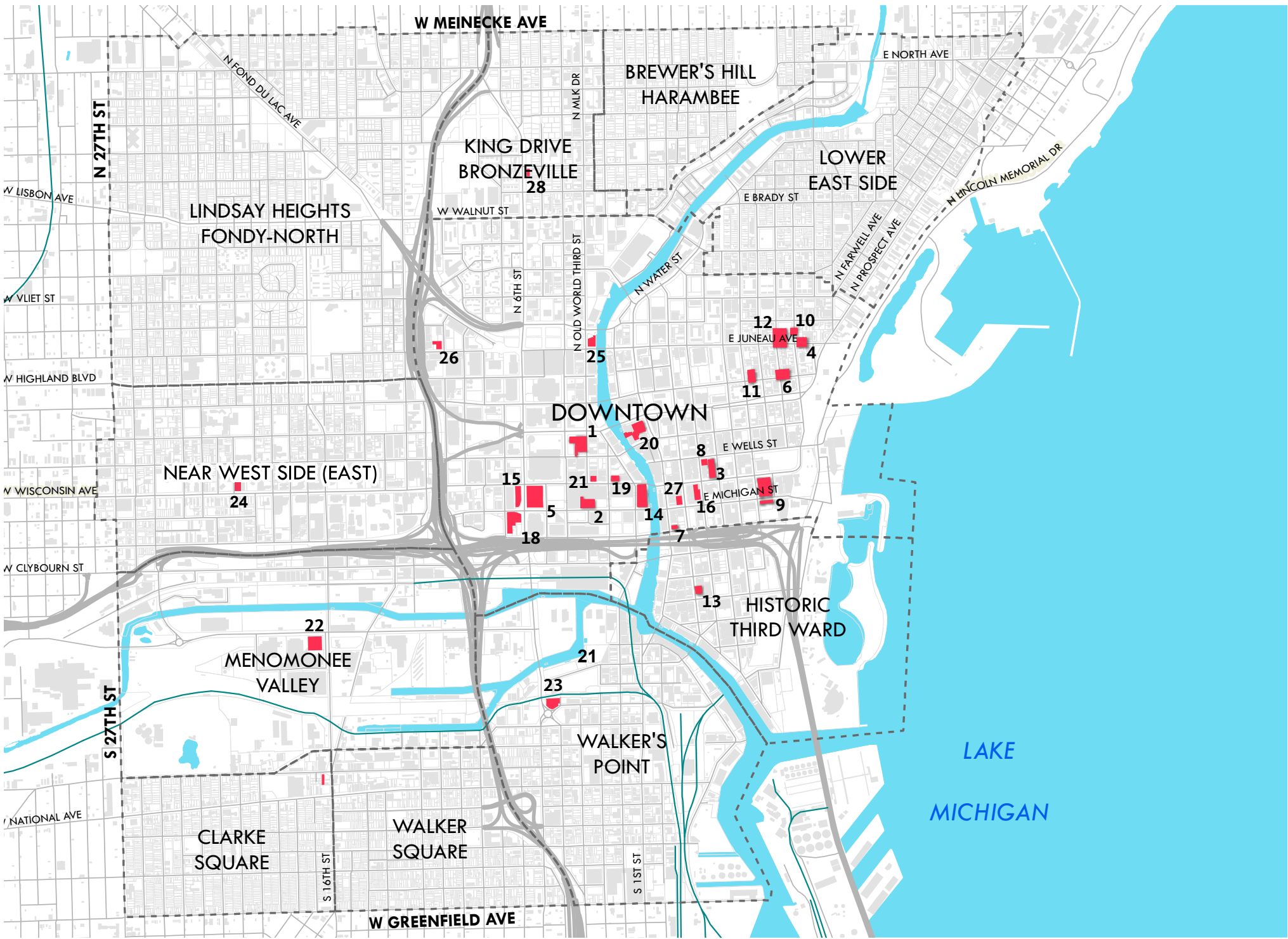
Hilton Garden Inn
- 28

Days Inn

ANNUAL AVERAGE HOTEL OCCUPANCY



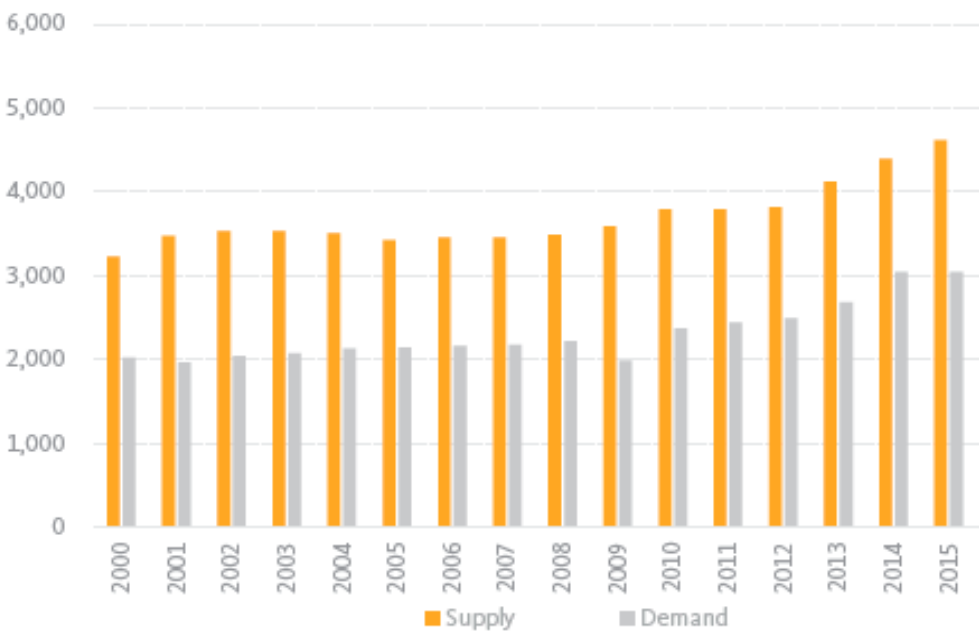
Source: City of Milwaukee DCD, STR Global



Hotels

627 new hotel rooms will come online in the Greater Downtown from 2016-2017.

ANNUAL AVERAGE DAILY SUPPLY VS. DEMAND



FUTURE/PLANNED

Choice Hotels International – Cambria
Schlitz Park Hotel – TBD

Source: CoStar, City of Milwaukee DCD, ESRI, NAICS



2016 DELIVERY

Spring Hill Suites– 155 Key
Kimpton Hotel – 158 Key



UNDER CONSTRUCTION

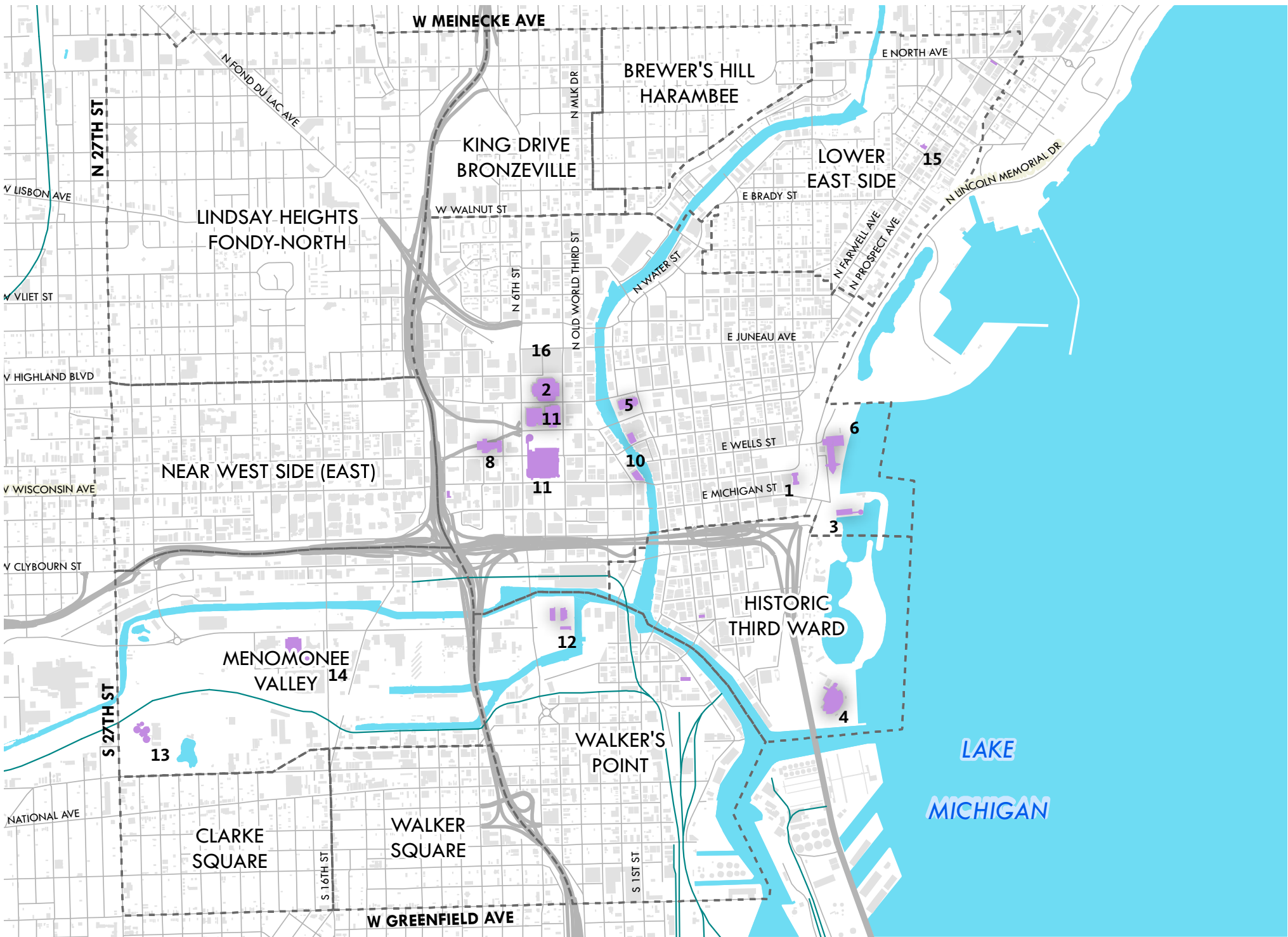
Westin Hotel – 220-Key
Homewood Suites – 94-Key

Entertainment & Cultural Anchors

Greater Downtown attracted over 1 million annual hotel stays in 2015. Potawatomi Casino is the most visited destination in Greater Downtown with over 6 million visitors in 2015. Visit Milwaukee hosted 527,320 convention attendees throughout 481 events in 2015.

Entertainment & Cultural Anchors

Attraction/Entertainment Anchor	Attendance
1 Betty Brinn Children's Museum	236,068
2 BMO Harris Bradley Center	1,100,000
3 Discovery World	300,000
4 Maier Festival Grounds (Summerfest)	1,197,357
5 Marcus Center for the Performing Arts	557,202
6 Milwaukee Art Museum	350,000
7 Milwaukee County Historical Society	28,000
8 Milwaukee Public Museum	500,000
9 Milwaukee Repertory Theater	225,000
10 Pabst Theater, Riverside Theater, Turner Hall Ballroom	498,400
11 Wisconsin Center District (UWM Panther Arena, Wisconsin Center, Milwaukee Theater)	650,000
12 Harley-Davidson Museum	250,000
13 Mitchell Park Horticultural Conservatory/The Domes	235,000
14 Potawatomi Bingo Casino	6,004,422
15 Charles Allis/Villa Terrace Art Museums	20,000
16 Future MKE Bucks Arena	TBD



Source: Downtown Milwaukee 2016 Market Profile, PUMA, STR Global, Visit Milwaukee 2015 Annual Report

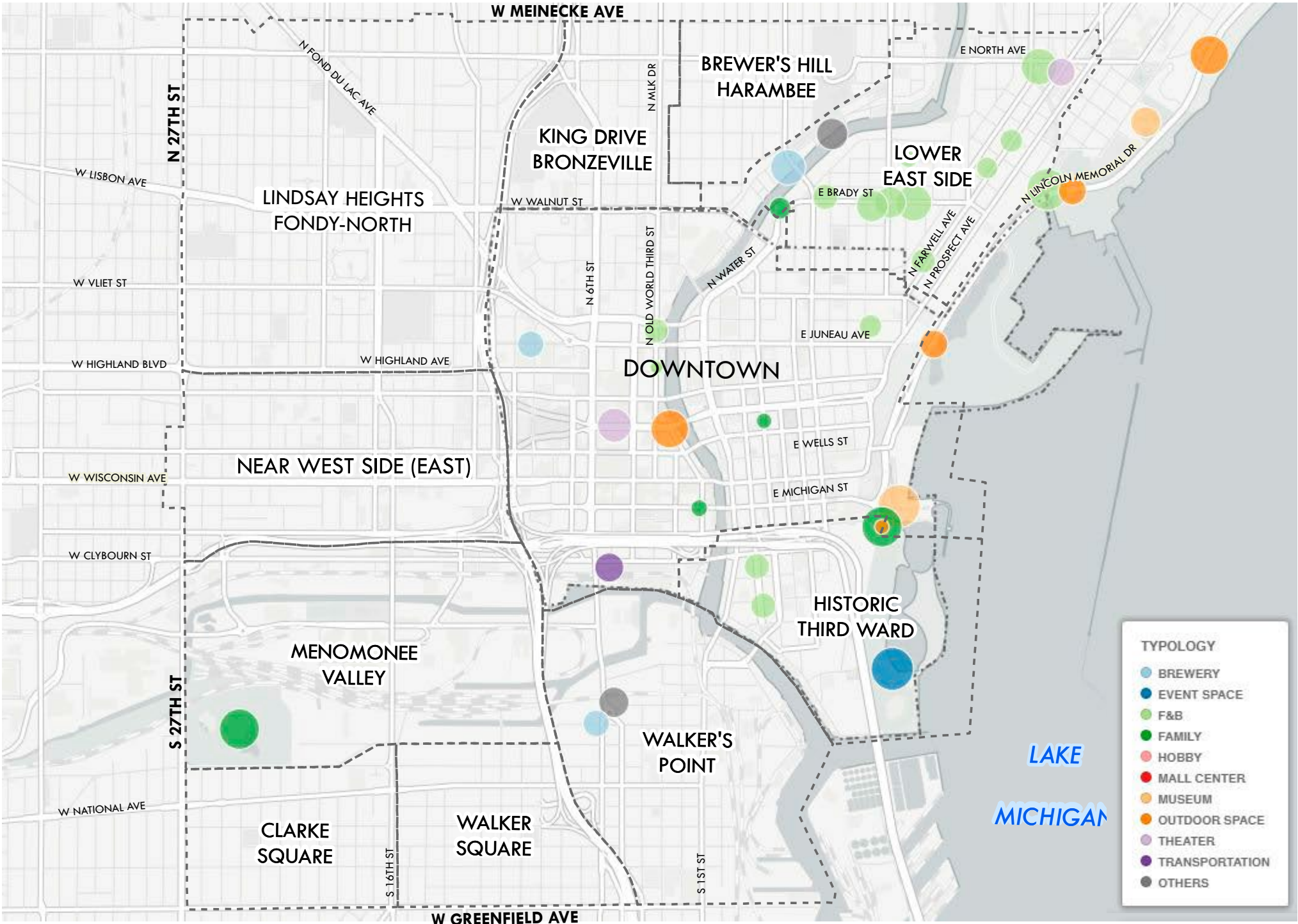


Milwaukee City Attractions

Of the top 100 attractions in Milwaukee, there is a significant cluster in the Downtown and Lower East Side.

Milwaukee Top 100 Local Attractions

Rank	Feature	Rank	Feature
1	Milwaukee Art Museum	51	Oriental Theater
2	Milwaukee Brewing Company	52	Times Cinema
3	Henry Maier Festival Park (Summerfest)	53	Boerner Botanical Gardens
4	Kopps Frozen Custard	54	Lynden Sculpture Garden
5	Miller Park	55	Great Lakes Distillery
6	Harley Davidson Museum	56	Best Place at the Historic Pabst Brewery
7	AJ Bombers	57	UW-Milwaukee Panter Area
8	Colectivo Coffee Roasters	58	Casablanca
9	Mitchell Park Horticultural Conservatory	59	The Wicked Hop
10	Milwaukee Public Market	60	The Retique
11	Discovery World	61	Pasta Tree Restaurant & Wine Bar
12	Milwaukee Public Museum	62	Le Reve Patisserie & Café
13	Grohmann Museum	63	Blue's Egg
14	Haggerty Museum of Art	64	Milwaukee Brat House
15	Urban Ecology Center	65	Beans & Barley
16	Bradford Beach	66	Milwaukee Ale House
17	Cathedral Square Park	67	Comet Café
18	Red Arrow Park	68	County Clare Irish Inn & Pub
19	Pere Marquette Park	69	Danceworks
20	Mayfair Mall	70	Pizza Shuttle
21	Bayshore Town Center	71	Milwaukee County Zoo
22	Hotch-A-Do	72	Palomino
23	BLU Milwaukee	73	South Shore Park
24	Cempazuchi Comida Brava	74	Riverwest Co-Op and Café
25	Brennan's Market	75	Alem Ethiopian Village
26	Lakefront Brewery	76	Basilica of St. Josaphat
27	Miller Brewing Company	77	Oak Leaf Trail - East Side
28	Sprecher Brewery	78	Riverside Theater
29	Wisconsin State Fair Park	79	Milwaukee Makerspace
30	The Pabst Theater	80	Riviera Maya Mexican Restaurant
31	Marcus Center for the Performing Arts	81	Mad Planet
32	Milwaukee Theater	82	North Point Water Tower
33	Milwaukee Repertory Theater	83	American Science and Surplus
34	The Safe House	84	Nessun Dorma
35	BMO Harris Bradley Center	85	Bryant's Cocktail Lounge
36	Turner Hall Ballroom	86	Foundation Bar
37	Bronze Fonz	87	Wolski's Tavern
38	Petit National Ice Center	88	Milwaukee Boat Line
39	Peter Sciortino's Bakery	89	Humboldt Park
40	Glorioso's	90	The Palm Tavern
41	Betty Brinn Children's Museum	91	The Stone Creek Coffee Factory
42	Villa Terrace Art Museum	92	Milwaukee Trolley Loop
43	The Iron Horse Hotel	93	John Hawks Pub
44	The Pfister Hotel	94	Distil
45	Riverwalk	95	Lakeshore State Park
46	Milwaukee Intermodal Station	96	North Point Lighthouse
47	General Mitchell International Airport	97	Lucille's Piano Bar & Grill
48	Pabst Mansion	98	Molly Cool's Seafood Tavern
49	Veteran's Park	99	Atwater Beach
50	McKinley Marina	100	Horny Goat Hideaway



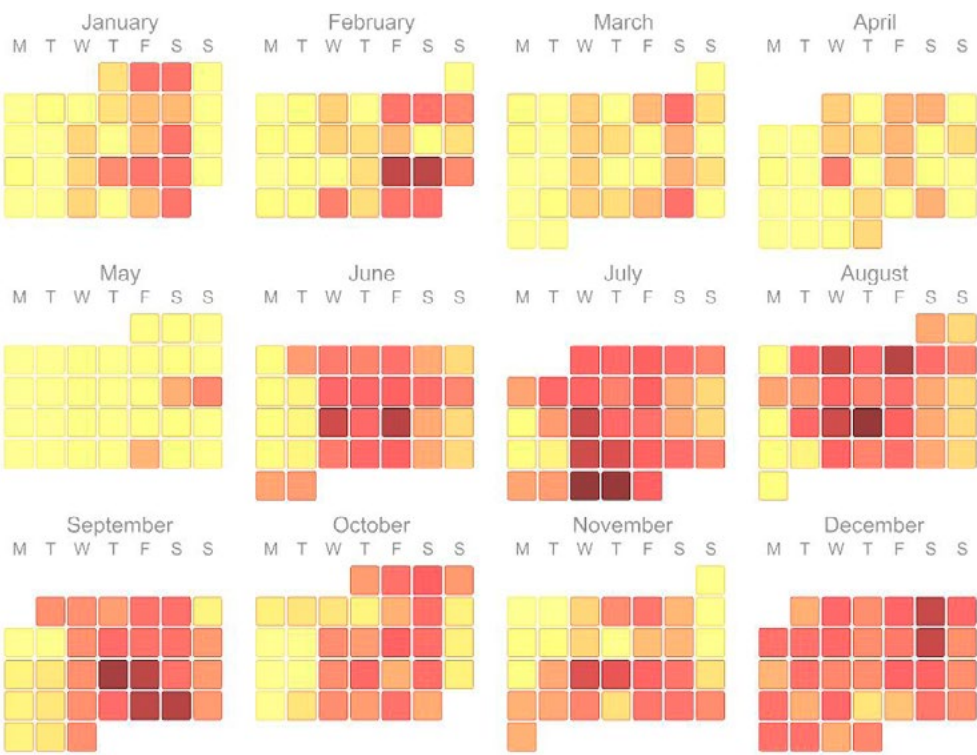
*Size of circle denotes relative ranking (larger = higher ranked)

Source: <https://foursquare.com/sunnycelly/list/milwaukes-best-spots>

Events

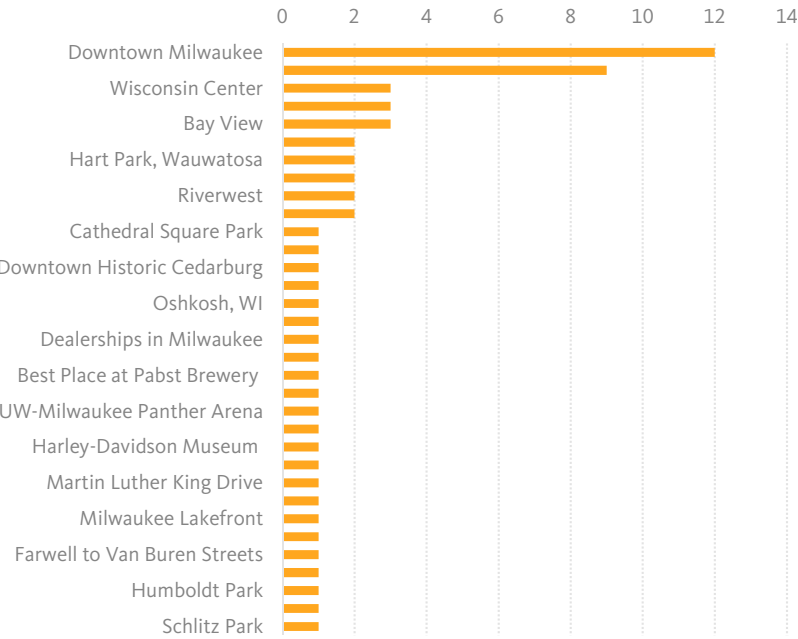
There are over 60 events in the calender year in the Greater Downtown. Site visitation is heavy through the winter months, driven by basketball and hockey events. Summer visitation is driven by concerts and non-sporting events. Friday and Saturdays have the highest frequency of events with the largest average visitor counts. Wednesdays and Tuesdays are the next highest performing days.

City-Wide Events

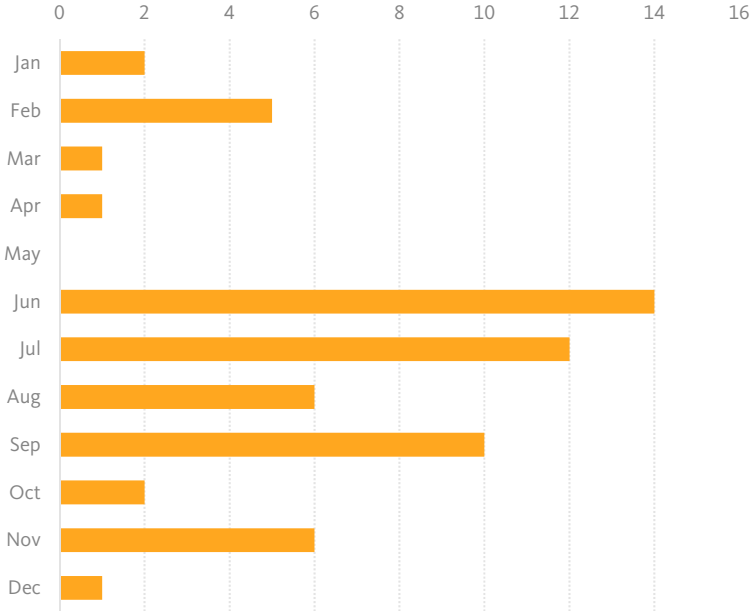


Source: Gensler, www.visitmilwaukee.org

Event Count (Location)



Event Count (Month)



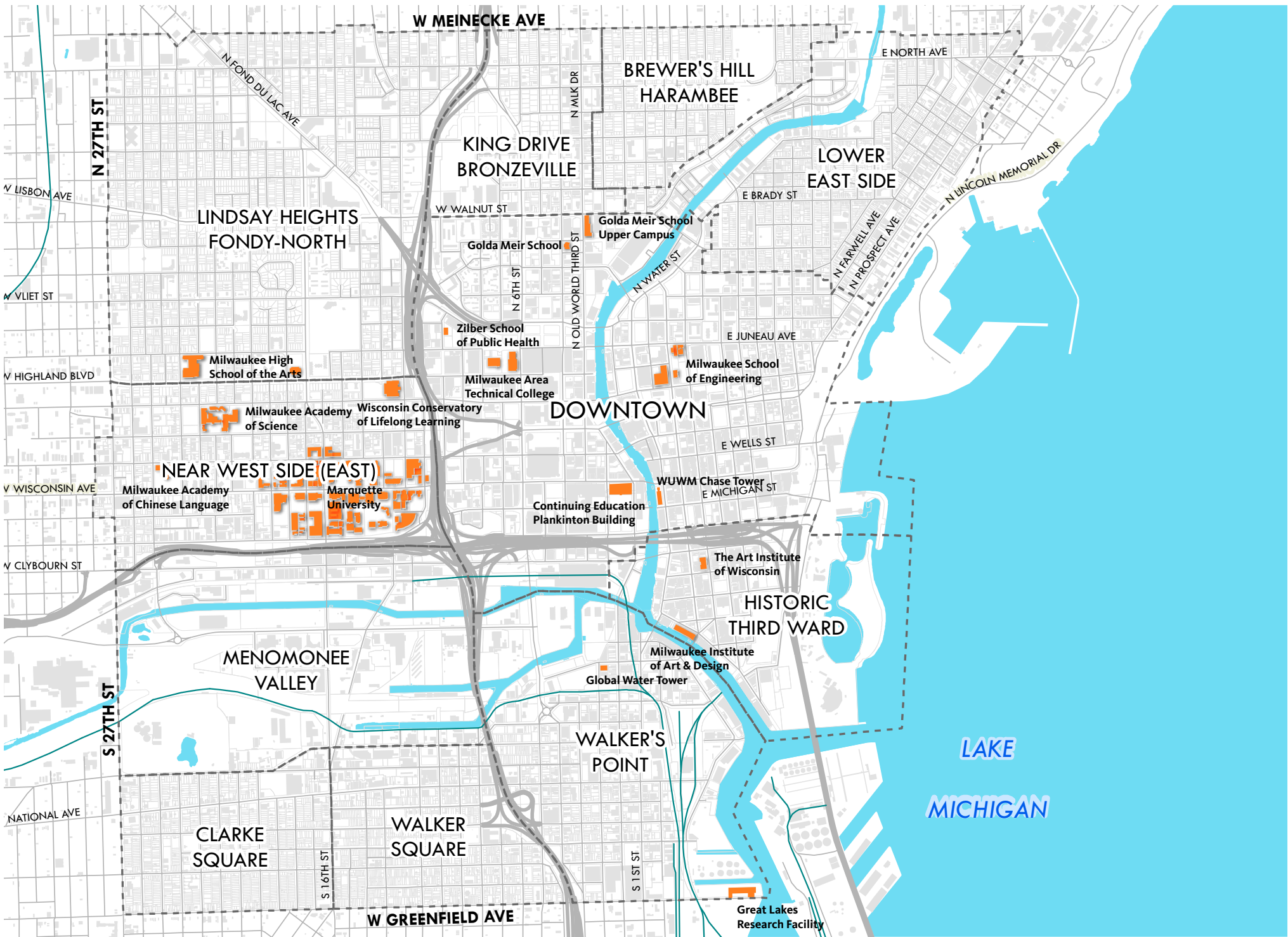
DATE	EVENT
Jun - Aug	River Rhythms (Wednesdays)
Jun - Aug	Tosa Tonight (Select Wednesdays)
Sep - Oct	Oktoberfest
Jun 29 - Jul 10	Summerfest
Jan 22 - Jan 23	Gallery Night and Day
Feb 20 - Feb 21	Cedarburg Winter Festival
Feb 20 - Feb 28	Greater Milwaukee Auto Show
Jun 2 - Sep 1	Jazz in the Park (Thursdays)
Jun 10 - Jun 12	Milwaukee Pride
Jun 17 - Jun 19	Lakefront Festival of Art
Jun 17 - Jun 19	Polish Fest
Jun 25 - Jun 26	Cedarburg Strawberry Festival
Jul 14 - Jul 17	Bastille Days
Jul 22 - Jul 23	Gallery Night and Day
Jul 22 - Jul 24	Festa Italiana
Jul 25 - Jul 31	EAA AirVenture
Jul 29 - Jul 30	Riverwest 24
Jul 29 - Jul 31	German Fest
Aug 4 - Aug 7	Milwaukee Comedy Festival
Aug 4 - Aug 14	Wisconsin State Fair
Aug 18 - Aug 21	Irish Fest
Aug 18 - Aug 21	Milwaukee A La Carte
Aug 26 - Aug 28	Mexican Fiesta
Sep 1 - Sep 5	Milwaukee Rally
Sep 9 - Sep 11	Indian Summer Festival
Sep 12 - Sep 21	10 Days in Tosa
Sep 17 - Sep 18	Cedarburg Wine & Harvest Festival
Sep 17 - Sep 18	Doors Open Milwaukee
Sep 22 - Oct 6	Milwaukee Film Festival
Sep 24 - Sep 25	Harvest Fair/Maker Faire
Oct 21 - Oct 22	Gallery Night and Day
Nov 5 - Nov 6	Wine & Dine Wisconsin
Nov 17 - Dec 30	Milwaukee Holiday Lights Festival
Nov 17 - Nov 20	Christkindlmarkt
Dec 2 - Dec 23	MillerCoors Holiday Lites
Oct 14 - Oct 16	Hunting Moon Pow Wow
Jan 1st	Polar Bear Plunge
Feb 6th	Burnhearts Mitten Fest
Feb 19th	Mama Tried Motorcycle Show
Feb 20th	Food and Froth Fest
Mar 12th	Shamrock Club of WI's St. Patrick's Day Parade
Apr 15th	Gallery Night and Day
Jun 1st	Bead & Button Show
Jun 2nd	Downtown Dining Week
Jun 4th	Scottish Fest/Milwaukee Highland Games
Jun 5th	UPAF Ride for the Arts sponsored by Miller Lite
Jun 11th	Summerfest Rock 'n Sole Run
Jun 12th	Locust Street Festival & Beer Run
Jun 19th	Juneteenth Day
Jun 26th	Garlic Fest
Jul 2nd	Pabst Street Party
Jul 3rd	Downtown Milwaukee Fireworks
Jul 16th	Garfield Avenue Blues, Jazz, Gospel & Arts Festival
Jul 23rd	Firkin Fest
Jul 30th	Brady Street Festival
Jul 30th	Milwaukee Brewfest
Aug 20th	India Fest
Sep 10th	Brewers Mini Marathon
Sep 17th	Bay View Bash
Sep 17th	Milwaukee River Challenge
Nov 5th	Veterans Day Parade
Nov 18th	Holiday Folk Fair International
Nov 19th	Milwaukee Holiday Parade



Educational Institutions

There are 15 Educational Institutions located in the Greater Downtown with Marquette University being the largest private University in the State of Wisconsin with an enrollment of 11,227 students. Also within the Greater Downtown is Milwaukee Area Technical College (MATC), the largest technical college in the State of Wisconsin with over 20,000 students in attendance.

 Educational Institutions



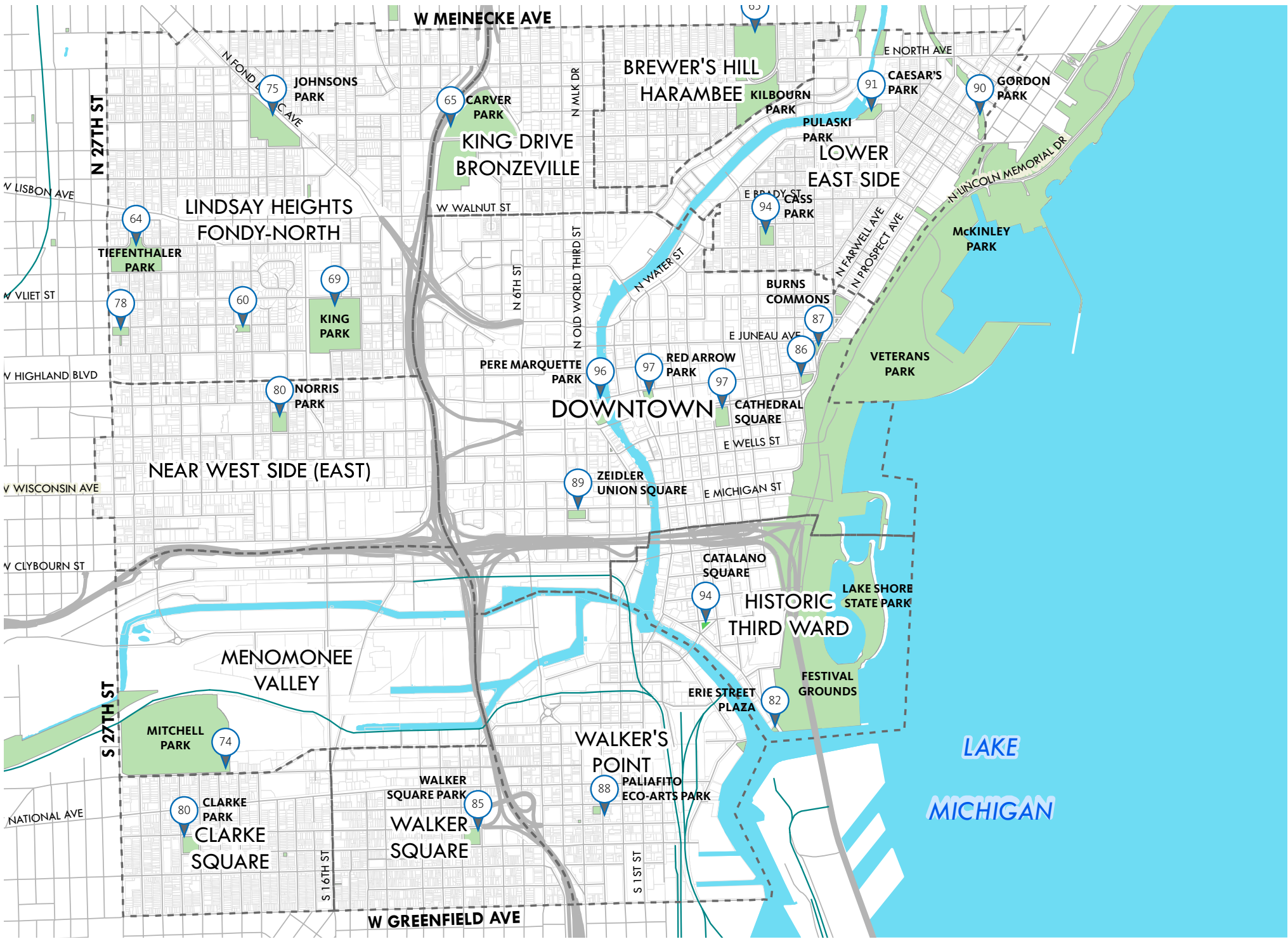
Parks

87% of the population in the Greater Downtown are within 1/4 mile of public open space. Greater downtown as a whole has good access to public open space, but some residents and neighborhoods are still undeserved by neighborhood parks.

	Acres of Public Open Space / 1,000 People	Acres of Neighborhood Parks / 1,000 People	% of Population within 1/4 Mile of Public Open Space
Lindsay Heights / Fondy North	4.2	4.2	94%
King Drive / Bronzeville	1.6	1.6	90%
Brewer's Hill / Harambee	14.7	14.7	69%
Lower East Side	11.6	1.6	99%
Near West Side (East)	0.2	0.2	64%
Downtown	8.3	1.4	80%
Historic Third Ward	12.0	0.2	100%
Clarke Square	0.3	0.3	100%
Walker Square	0.3	0.3	98%
Walker's Point	1.3	1.3	78%
Greater Downtown Total	6.0	2.8	87%



WALK SCORE



Source: Gensler, 2010 US Census Bureau, City of Milwaukee DCD



Open Space and Street Character

Clarke Square Park | Clarke Square - 2.1 acres

Clarke Square park is surrounded by single family homes and duplexes



King Park | Lindsay Heights/Fondy North - 20 acres

Dr. Martin Luther King Jr. Community Center is located in King Park, located in a predominantly residential area in Lindsay Heights/Fondy North



Open Space and Street Character

Cathedral Square | Downtown - 2 acres

Adjacent to St. John’s Cathedral, Cathedral Square is lined with restaurants and office building to the south and west, and is home to “Jazz in the Park” and other outdoor summer concert series.



Burns Commons | Downtown - 1.5 acres

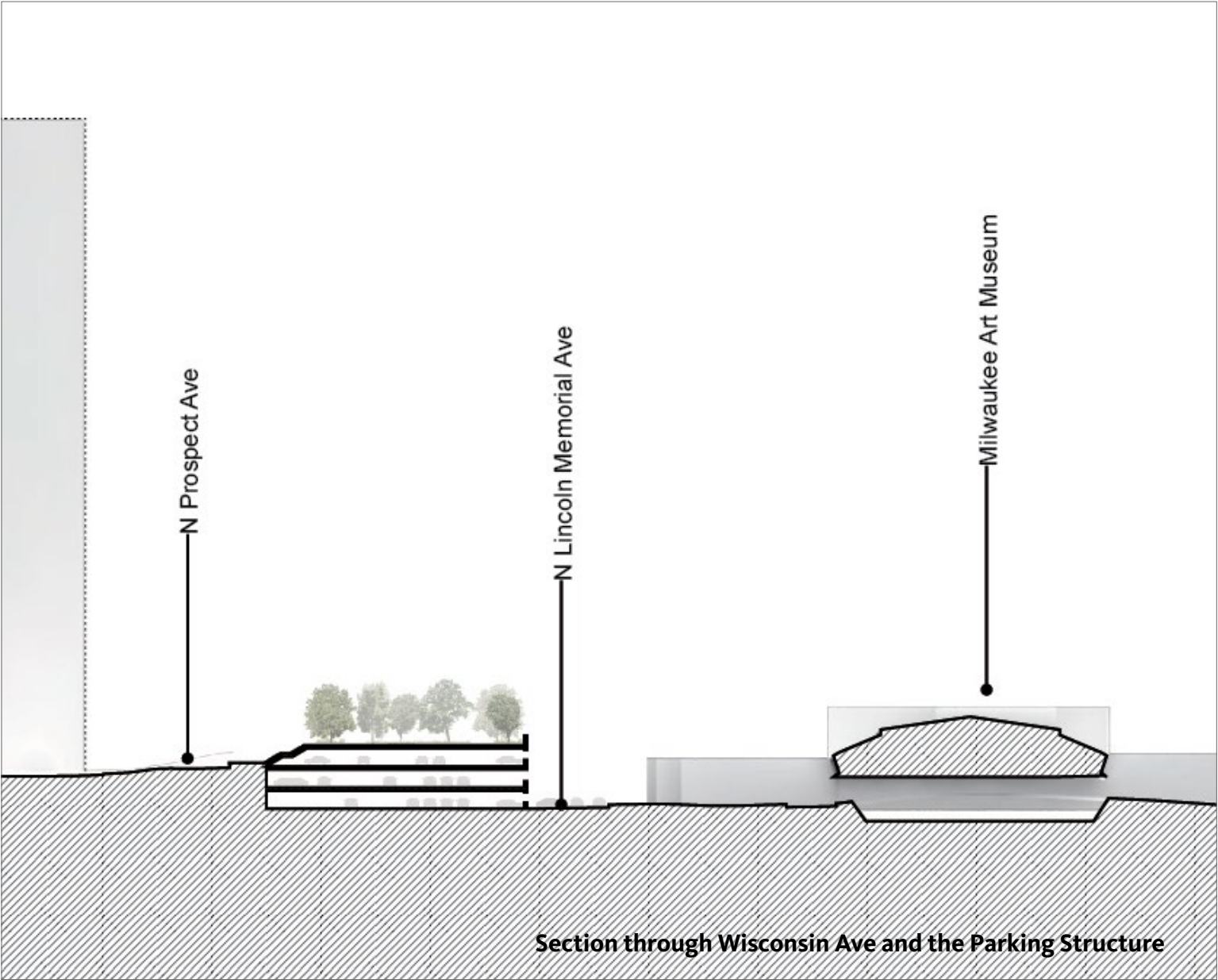
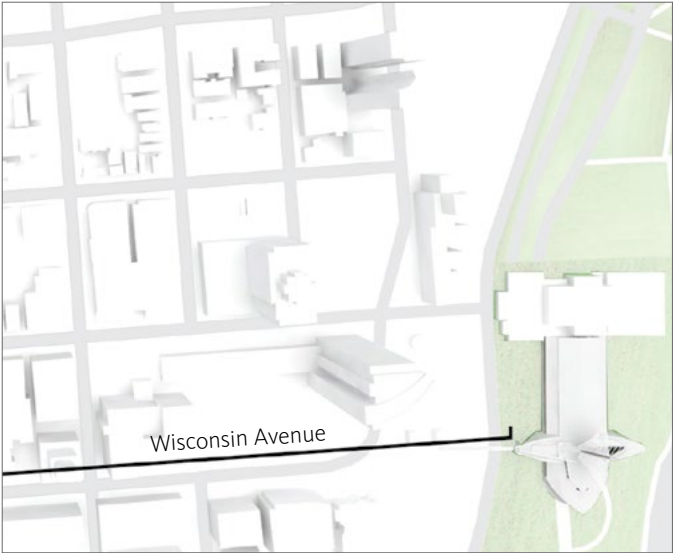
One of the oldest parks in the city, Burns Commons is framed by a mixture of medium and high density residential.



Connectivity Between Downtown and the Lakefront

A Disconnect between Downtown Milwaukee and the Lakefront

Although Milwaukee’s Downtown is adjacent to the Lakefront, there are limited and challenged pedestrian access points between the two. At the end of Wisconsin Avenue, a three-story parking garage that separates the City’s premier street from the waterfront



Connectivity Between Downtown and the Lakefront

The Bluff Along the Lower East Side

High density residential buildings sit on a bluff 70' feet higher than Lincoln Memorial Drive. While there are select pedestrian access points that lead to the lake, there is too much distance between them.

