

Lakefront Brewery Expansion
Within the Riverwalk Site Plan Review Overlay Zone

Lakefront Brewery, Inc. proposes to purchase the vacant land at 1890 North Commerce Street and build a new, approximately 25,000sf brewery facility to serve as an expansion to its existing brewery located at the adjacent 1872 North Commerce Street property. The building will include production, packaging, storage, office, event space, and a green roof. The brewery will provide tours of the facility to the public as part of the company's existing tour business at the adjacent site.

The employee and visitor spaces of the new facility will be oriented in parallel with the river/riverwalk. The primary entrance will be at the southwest corner of the site along the river walk. This will be the access point for employees, visitors, and tour-goers. A rooftop space will line the river and will be available for visitors and employee use.

The existing river walk at 1890 North Commerce Street is 20' wide at the east corner of the site and narrows to 16' as you travel southwest along the river. The existing sidewalk, harp lights and cable railing will remain. A Main Entry Plaza will be built at the south corner of the site in front of the new building near the intersection of Holton Street and the Riverwalk. A Riverwalk Gateway is planned at the end of Holton Street and is proposed to be built from salvaged materials from the Schlitz Brewhouse building which was recently deconstructed. This plaza will serve as a gathering place for the public and for Lakefront Brewery visitors and will support alternate transportation within the neighborhood (bike racks). A series of benches are proposed to be built into the entry plaza providing seating for those wishing to enjoy the river experience.

Lakefront Brewery Inc. has received approval from the City of Milwaukee Board of Zoning Appeals for a Special Use Permit to operate a heavy manufacturing (brewery) at the site. Lakefront Brewery is seeking design approval from the Redevelopment Authority of the City of Milwaukee at their September 18 meeting.