

# THE BREWERY



№ MILW 01



## 2019 ANNUAL REVIEW

Established in 2009, The Brewery NID is the first neighborhood improvement district in the state of Wisconsin and a shining example of historic preservation and adaptive reuse nationwide.

# The Brewery Neighborhood Improvement District No. 1



*Formerly the site of Pabst Brewery, the 21-acre campus was destined to be reduced to rubble following the brewery's abrupt closing in 1996. Yet under the vision and leadership of real estate developer and philanthropist Joseph J. Zilber, the once-abandoned area has transformed into one of downtown Milwaukee's greatest neighborhoods.*

The sustainable and walkable district consists of 16 adaptively reused buildings, 14 historically preserved, totaling more than one million square feet; over 844,000 square feet of new construction; a phased streetscape reconstruction; and more than \$300 million in public and private investment. In addition, infrastructure projects such as Zilber Park and Preservation Park, as well as the district's commitment to sustainability have made The Brewery District a LEED Platinum Neighborhood Development.

Residential and commercial property owners within the district remain committed to the forward momentum of the neighborhood and, therefore, support an annual assessment to enhance city services and enrich the quality of life within the district.

Mission: To promote and sustain the development and operation of the former historic Pabst Brewery complex as a thriving mixed-use, safe and vibrant community in which to live, work, learn and play.

#### District Boundaries

The Brewery NID represents

approximately eight blocks and is bounded by Winnebago Street at the north, Highland Avenue at the south, I-43 to the west and 7th Street to the east.

#### Core Programs & Activities

The Brewery NID offers owner and occupants additional safety services, enhanced day portering activities, supplemental public space maintenance, Zilber Park and Preservation Park operations and maintenance, streetscape maintenance, storm-water management maintenance, public art maintenance, historic Pabst sign maintenance, holiday lighting, and integrated marketing and promotional services.



# Economic Development

*The Brewery District is continuing to enjoy growth as it nears completion with only the Malt House still under construction.*

The Brewery District celebrated the completion of several developments between September 2018 and August 2019. These developments include Hyatt Place Milwaukee Downtown a 150 room hotel, the grand opening of Glass + Griddle, a new restaurant, event venue (Venue 42) and beer hall, Milwaukee Brewing Co., and Rooftop MKE all within the development known as The 42. A new residential development called Vim + Vigor opened its second 164 unit residential apartment building called Vim, complimenting Vigor, a 110 unit residential development which was completed last year. NO Studios, a 40,000 sq. ft. destination arts hub featuring co-working space, a state-of-the-art screening room, performance stage, cafe bar, gallery and rooftop lounge completed in October 2018.



**+25%**

The Brewery District's property values increased 25% from 2018 to 2019.

**\$23.5M**

Total assessed property values increased \$23,506,500 from \$92,249,500 in 2018 to \$115,756,000 in 2019.

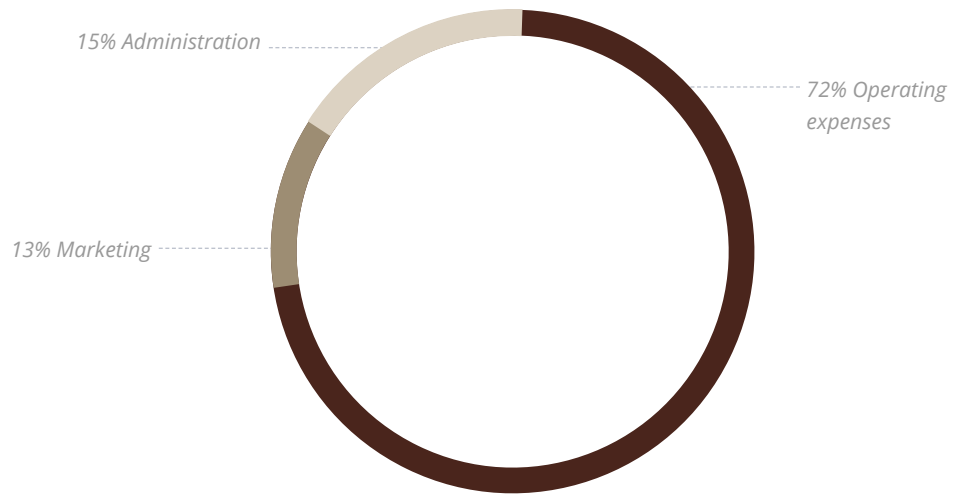
# Budget

The total assessed property valuation was \$115,756,000 in 2019.

The 2019 Operating Plan proposed spending \$200,000 in expenses, which included an increase in the District's public safety program and developing a branding and marketing campaign.

District operations include Day Porter Services, Public Safety, Park Maintenance, Stormwater Management, Landscaping, Winter Maintenance, Public Art Maintenance, Historic Pabst Sign Maintenance and a Holiday Lighting Program. More details on the operations are on the following page.

## OPERATING BUDGET AT A GLANCE



## \$200,000

In 2019, the Operating Budget was \$200,000, a \$12,500 increase from 2018 when the budget was \$187,500.

## 77

The Brewery District is categorized as very walkable given its high accessibility to dining and drinking, groceries, shopping, errands, parks, schools, culture and entertainment.



# Brewery District Operations

2019 was a year of continuing the NID No. 1's property management and maintenance responsibilities.

## SERVICES PROVIDED

### Day Porter Services

To ensure the cleanliness of the neighborhood, the District's Day Porter Services remove on average, 240 gallons of trash each week.

### Public Safety

The Brewery District is committed to the safety of the neighborhood. Investment in a Security Officer and communication with the community are part of the strategic proactive measures implemented by the District.

### Park Operation

The Brewery District maintains and operates 20,650 sq. ft. of

green space, not including bioswales. Two parks, Zilber Park and Preservation Park further enhance the vibrancy of our neighborhood and sustainability commitments. The parks are used for wedding ceremonies and events.

### Stormwater Management

The Brewery District is designed to capture all stormwater from roof tops, and open areas before entering the combined sewer system. The stormwater is collected and purified through the implementation of underground detention reservoirs, porous pavement areas, 17 bioswales, and the

aggressive use of landscaping and native plantings. The Brewery District, once a 100% impervious site, infiltrates over 75% of the average annual rainfall and extracts 85% of its pollutants. The Brewery District is currently developing Stormwater BMPs to continue to maintain its stormwater management system and continue its LEED ND commitments.

### Annual Landscaping

The District maintains 21 bioswales, trees, seasonal flower beds, native plants, and the public right-of-way on Juneau Avenue as part of its landscaping maintenance plan.

Debris and trash are removed, shrubs and trees are pruned, landscaping beds are weeded, mulch is installed, and leaves are removed and each spring and fall under our Landscaping contract.

### Winter Maintenance

Each winter, snow is removed from public areas including Zilber Park, Preservation Park and a pedestrian walkway between the District's parking garage and 10th Street.

### Public Art Maintenance

The District's public art maintenance plan includes Zilber Park's bronze statue, a Gabion Ice Wall and the Preservation Park's Artifact Gallery.

### Historic PABST Sign Maintenance

The Brewery District conducts regular engineering inspections and maintenance of the historic PABST sign over Juneau Avenue to preserve the sign's structural integrity and ensure it remains as a iconic symbol of Milwaukee's brewing history for years to come.

### Holiday Lighting Program

The District's first holiday lighting program will be implemented in the 2018 season.

### Board Meetings

The Brewery District Board held 13 public meetings from September 2018 through August 2019 to insure the Operating Plan and its objectives are fully realized.

*The Brewery NID No. 1*

## Board of Directors

Michael Kelly  
Board Chair  
Blue Ribbon Management

Patrick Noonan  
Board Member  
Colliers International

Jim Haertel  
Board Treasurer  
Best Place at the Historic Pabst  
Brewery

Dan McCarthy  
Board Member  
Brewery Project LLC

Angel Rivera  
Board Member  
Hyatt Place

Erin Stenum  
Manager



# Magnificent Green Space

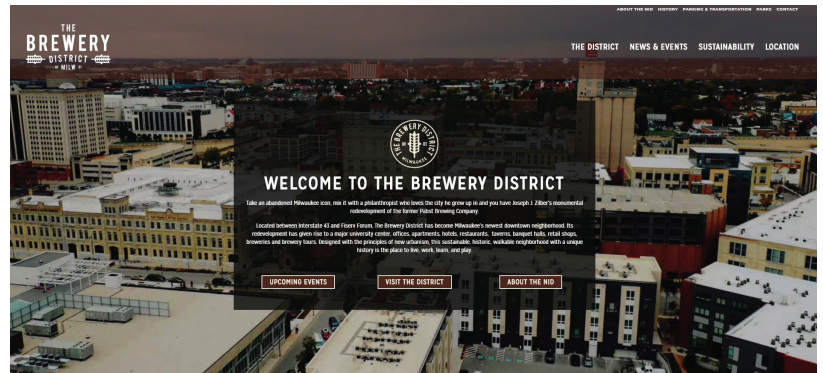
Zilber Park, one of two public parks owned and operated by the NID No. 1 has become a popular place for wedding ceremonies. It is a landmark to the legacy left by Joseph J. Zilber, and his commitment to the development of the Brewery District. The unique design of the park integrates trees, benches, brick pavers and seasonal gabion ice wall. The park contributes to the significant investment in the Brewery District's LEED Platinum Neighborhood Development certification with its pervious surface reducing, cleaning and storing stormwater runoff.

# District Promotion

## Marketing and Public Relations

The Brewery District developed a branding and marketing campaign which launched in 2019. The District worked with consultants to develop a brand, logo, and website. The marketing campaign also included social media, and public relations.

To commemorate the completion of the Brewery District, which has been under development since 2006, the neighborhood held Frühling Fest, its first inaugural celebration of spring on May 25th, 2019. The event featured two stages of music along with special craft and draft beer tapplings by Pabst Milwaukee Brewery & Taproom and Milwaukee Brewing Co., a Preservation Park Beer Garden, visual artists, Milwaukee Makers arts fair, Brewery District restaurants, and more. The event was a collaboration between neighborhood stakeholders and businesses.





MORE INFORMATION AVAILABLE AT | [www.thebrewery.org](http://www.thebrewery.org)

**CONTACT**

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