



# JOINT COMMITTEE ON DOWNTOWN STREETCAR IMPLEMENTATION

January 15, 2016

Matt Dorner

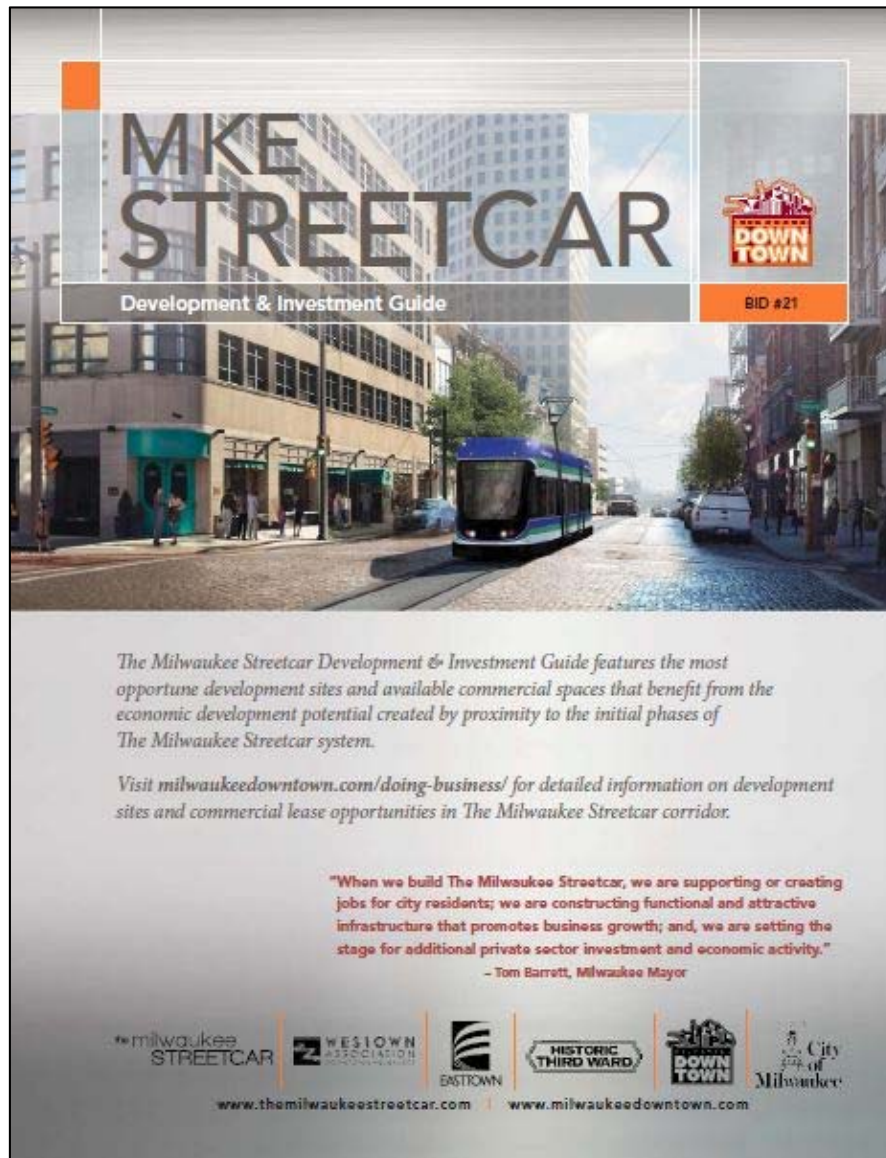
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[@RealResultsMKE](#)

# MKE STREETCAR DEVELOPMENT & INVESTMENT GUIDE

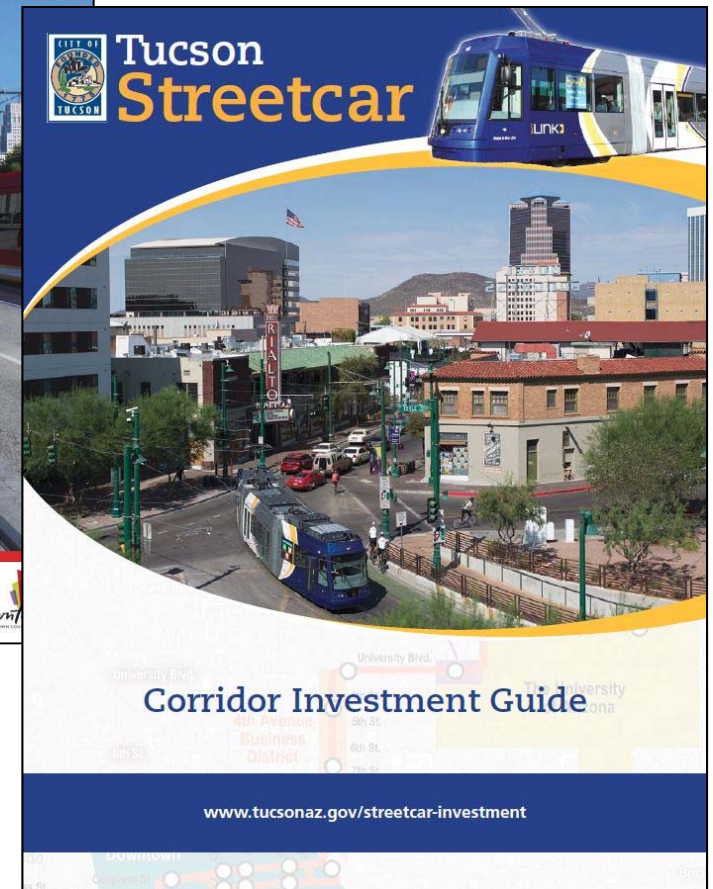


- Economic Development is a top priority since the onset of The Milwaukee Streetcar project.
- As proven in other cities with fixed-rail systems, The Milwaukee Streetcar is expected to be an economic development driver
- *MKE Streetcar Development & Investment Guide* is a tool to showcase the **new development and lease opportunities** that exist with walking distance to the initial phases of The Milwaukee Streetcar.

<http://www.milwaukeedowntown.com/site/list/3684>

**Building on Momentum, Enhancing Connectivity, Catalyst for Development & Economic Potential**

# MKE STREETCAR DEVELOPMENT & INVESTMENT GUIDE



## PEER STREETCAR CITY EXAMPLES

# MKE STREETCAR DEVELOPMENT & INVESTMENT GUIDE

**BUILDING ON OUR MOMENTUM**  
Hundreds of millions of dollars in new development is recently completed, under construction, or proposed adjacent to or near The Milwaukee Streetcar initial lines.



Colums Media Development



Northwestern Mutual West Lake Tower



Northwestern Mutual Tower



833 East Michigan



Marriott Milwaukee Downtown

## MKE STREETCAR

Catalyst for Economic Development & Enhanced Connectivity



Home to several major corporations, Milwaukee ranks 3rd among the 50 largest metros in the United States on a per-capita basis for Fortune 500® headquarters. Rich in culture and arts, the city also boasts renowned educational institutions and a rapidly evolving built environment.

Aside from its distinguished assets, Milwaukee will soon join other peer cities in offering a fixed-rail transit network. The world-class system will set the tone for future developments and position the city as a progressive urban center ready to welcome new investment, businesses and talent.

In addition to sending a message of growth and prosperity, The Milwaukee Streetcar will conveniently connect residents and downtown Milwaukee's 5.5+ million annual visitors to an array of transportation choices. Pedestrians, bus riders, train travelers, automobile drivers and bicyclists will soon choose the streetcar's easy-to-navigate routes and high-quality trips as a link to their destinations.

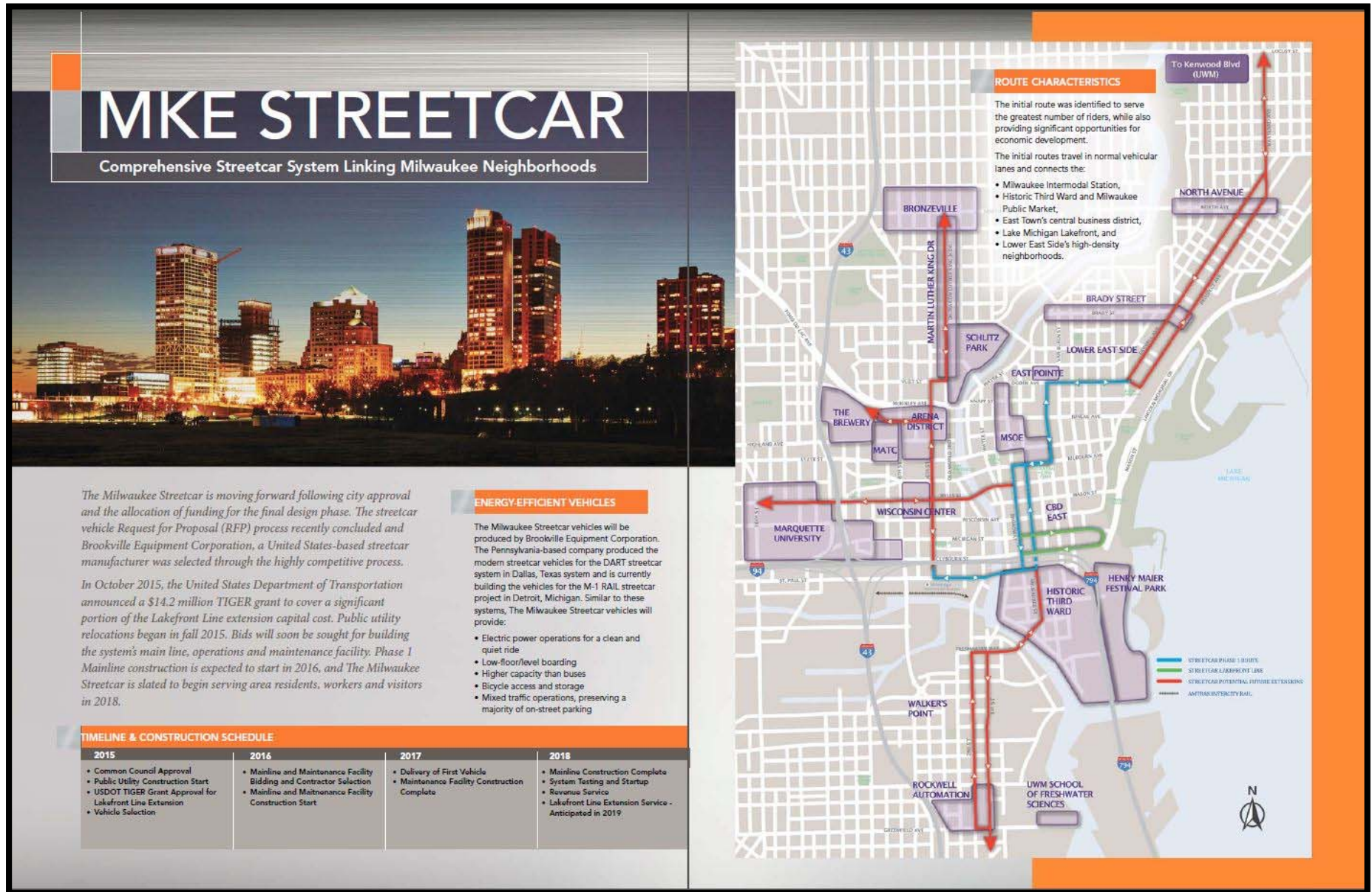
Streetcar systems are proven drivers of new and sustained economic development. To promote similar economic development opportunities in our city, Milwaukee Downtown, Business Improvement District #21 led the creation of the *MKE Streetcar Development and Investment Guide* to promote the many development, redevelopment and commercial lease opportunities that exist along or near the initial routes.

ENHANCED CONNECTIVITY	CATALYST FOR DEVELOPMENT	ECONOMIC OPPORTUNITY
<p>The Milwaukee Streetcar will better connect the Intermodal Station and its 1.5 million annual users to the Historic Third Ward, Central Business District, Lakefront and Lower East Side.</p> <p>In 2015, Hunden Strategic Partners conducted a study that determined "downtown would function more coherently as a single downtown area with a permanent transit service...In a city core that is as expansive as Milwaukee's, a system of intersecting transit lines ... or streetcar tracks set up as a downtown-area circulator ... appears to be a positive path to tie the city's attractions and people together, and to jump-start new urban development."</p>	<p>Fostering economic development is a primary goal that was established at the onset of The Milwaukee Streetcar project. Cities such as Portland, Seattle, Minneapolis and Cleveland have all seen billions of dollars in new development occur within close proximity to their fixed-rail systems. Milwaukee anticipates similar benefits and is taking steps to capture the streetcar's full economic development potential.</p> <p>What drives this economic boom is the attraction to permanency. Developers are drawn to fixed-rail routes because they know their investment will be serviced for the long-term. The Milwaukee Streetcar will create the same level of confidence and predictability to foster economic development, as have similar systems in other cities.</p>	<p>To demonstrate the economic potential near the streetcar system, the City of Milwaukee conducted a land use analysis of the area within a quarter-mile of the initial route and its extensions. Based on trends and construction currently underway, the analysis indicated the following economic activity could be generated by 2030:</p> <ul style="list-style-type: none"> <li>• 9,000 new housing units (63% increase)</li> <li>• 13,500 new residents (55% increase)</li> <li>• 1,000,000 sq. ft. of new occupied retail space (31% increase)</li> <li>• 4,000,000 sq. ft. of new occupied office/hotel space (28% increase)</li> <li>• 20,500 new jobs (23% increase)</li> <li>• \$3.35 billion of new development</li> </ul> <p>The Milwaukee Streetcar is expected to help unlock this development potential.</p>

Visit [milwaukeeke downtown.com/doing-business/](http://milwaukeeke downtown.com/doing-business/) to find details about investment opportunities.

**Building on Momentum, Enhancing Connectivity, Catalyst for Development & Economic Potential**

# MKE STREETCAR DEVELOPMENT & INVESTMENT GUIDE



The Guide highlights timeframes, route characteristics, and ability to link Milwaukee neighborhoods

# MKE STREETCAR DEVELOPMENT & INVESTMENT GUIDE



## MKE STREETCAR

Catalytic Project Districts Connected by the Streetcar Route

*The Downtown Area Master Plan builds on the vision and successes of the 1999 Plan. The planning process included feedback from community stakeholders who helped shape many of the recommendations. The planning goals established for Downtown included creating a:*

- Distinct, urban, vibrant center in downtown that forms a sense of gravity with wide draw,
- Sense of place that makes downtown a desirable location for new and existing residents, visitors, and businesses alike,
- Dense and intense downtown containing a high concentration of commercial and residential uses, and
- Connected downtown centered on the pedestrian and complemented by a wide range of transportation modes.

*The Milwaukee Streetcar was among several key catalytic projects identified to accomplish these goals. Further strengthening its impact on downtown, the system's initial routes link four other catalytic project areas - Station Plaza, the Broadway connection, Wisconsin Avenue and Lakefront Gateway.*



The Catalytic Project areas connected by the streetcar have significant development opportunities

**1 - STATION PLAZA**

Station Plaza envisions a new downtown district centered on the Milwaukee Intermodal Station, which serves as the gateway to downtown for hundreds of thousands of people annually. Sleek facility upgrades, a new public space and a Milwaukee Streetcar stop combine to create a grand first impression. The \$21 million investment in upgrading the Intermodal Station into a world-class facility is currently underway, setting the stage for several transit-oriented development opportunities on underutilized parcels and existing buildings.

**2 - BROADWAY CONNECTION**

The Broadway Connection public and private projects will improve automobile and pedestrian connectivity between downtown and the Historic Third Ward. A recently approved tax increment finance district will fund public improvements to support new private investment in rehabilitating several historic buildings. Broadway will also be opened up to two-way vehicular traffic. With recently completed projects and new investments about to begin, this District will capitalize on its location as the place where The Milwaukee Streetcar's Phase 1 and Lakefront lines converge.

**3 - WISCONSIN AVENUE**

The Wisconsin Avenue strategy focuses on revitalize Milwaukee's historic main street. Several historic buildings along the Avenue have recently been or are currently being restored, hundreds of new housing units are under construction, and signature events are attracting more people to the District. With The Milwaukee Streetcar's initial route crossing Wisconsin Avenue in multiple locations, the area is ripe with additional redevelopment opportunities and ready for businesses looking to locate on Milwaukee's main street.

**4 - LAKEFRONT GATEWAY**

The Lakefront Gateway project will improve pedestrian connections, drive new development, and create a world-class public plaza. The Northwestern Mutual and 833 East Michigan office towers are under construction with several more developments planned. The Milwaukee Streetcar's Lakefront extension, a USDOT TIGER grant recipient, is a vital infrastructure investment necessary to promote additional private sector development on newly created or underutilized parcels near Milwaukee's evolving lakefront.

**MKE Streetcar is a key project in the Downtown Master Plan that links Catalytic Districts**

# MKE STREETCAR DEVELOPMENT & INVESTMENT GUIDE

## MKE STREETCAR

Phase 1 Serves as Catalytic Transportation Option Linking Neighborhoods



The initial route was identified to serve the greatest number of riders that also provides significant opportunities for economic development. It was also designed to complement bus routes. The initial route connects the Intermodal Station and its 1.5 million annual users, the Historic Third Ward, East Town's central business district, the Lakefront, and the lower east side's highest-density residential neighborhoods.

**"Historically, developers, especially residential [developers], have focus on sites along one of Downtown's incredible water assets. But now, The Milwaukee Streetcar will provide a new road map and another type of public amenity for developers to confidentially follow - similar to what has and continues to take place in other cities with fixed-rail transit systems.**

— Beth Weirick, CEO, Milwaukee Downtown, BID #21



The initial route and potential extensions would be within a quarter-mile (or about 4 blocks) of the following destinations:

- 100% hotels
- 90% occupied office
- 90% occupied retail
- 77% of parking
- 77% of housing
- 90% of major downtown attractions
- 100% of downtown's 20 largest employers



Intermodal Station



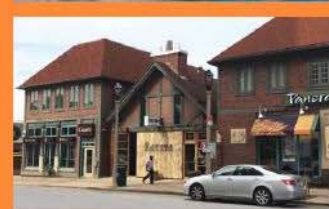
Historic Third Ward



East Town & West Town



Lakefront



Lower East Side

### Development Vision

#### DISTRICT IDENTITY

The Milwaukee Streetcar is a flagship project linking several unique and authentic neighborhoods. New development and redevelopment must complement the existing urban fabric of each district. Rehabilitation of existing buildings along with new infill projects should be appropriately scaled and designed to ensure district authenticity is preserved and enhanced.

#### RETAIL CHARACTER

Downtown Milwaukee's historic building stock and attractive streetscapes are a few reasons why retailers and restaurateurs call it home. The Milwaukee Streetcar will enhance commerce as it allows users to park once and expands the distance patrons are willing to travel, ultimately increasing retailers' customer base. In addition, housing density is expected to grow along the route, creating a higher demand for goods and services.

#### CONNECTIVITY & ACCESS

The Milwaukee Streetcar will be a new means of interconnecting downtown's working, living and visiting populations. The route will effectively link dispersed downtown neighborhoods, increase the tax base and strengthen the marketability of each district. It will also complement and enhance connections among existing bus and bicycle routes, automobile traffic patterns, parking facilities and pedestrian corridors.

#### HOUSING VARIETY & DENSITY

Thousands of new housing units of varying densities, sizes and price points are currently under construction or on the drawing board. This range in housing options is important in establishing a vibrant, diverse downtown neighborhood. Adding to downtown's current 25,000-person residential base is essential to creating the critical mass necessary to support retail and other desired services. With The Milwaukee Streetcar, 9,000 new housing units could be generated by 2030 in the areas serviced by the initial route and its potential extensions.

#### SUSTAINABILITY

With its electric powered operations, The Milwaukee Streetcar will provide an environmentally responsible transportation alternative that is energy-efficient, quiet, clean and comfortable. The service will be another public transportation option for residents, workers and visitors, that further promotes the City's sustainability initiatives by reducing heavy reliance of fossil fuel powered automobiles.

**MKE Streetcar will help unlock development potential, in areas between existing activity nodes**

# MKE STREETCAR DEVELOPMENT & INVESTMENT GUIDE



## MKE STREETCAR

A Proven Driver of Economic Development & Investment


● Streetcar Stops

Potential Development Opportunities


Sites represent approximately 50 acres that are susceptible to change within walking distance to the Phase 1 Route and Lakefront Line.

Sites represented on the map are generally within 1/4 mile of the initial streetcar lines. (numbered sites highlighted on the right)

### SELECT DEVELOPMENT SITE PROFILES

- 

**1. 412-420 Plankinton Avenue**

This 1/2 acre site along the Milwaukee River is zoned for mixed use and can link the Third Ward and Station Plaza catalytic project areas. A Milwaukee Streetcar stop is planned adjacent to the site.
- 


**2. Historic Third Ward Gateway Site**

This 3/4 acre site is a prime mixed use opportunity for a new gateway at Water and St. Paul streets in the Historic Third Ward. The site is along the Milwaukee River and the streetcar route.
- 


**3. Broadway Connection Site**

This 1/2 acre site is along The Milwaukee Streetcar route and is a key link between the Third Ward and downtown. Plans call for flagship ground floor retail and a parking structure under an office tower.
- 

**4. Michigan & 2nd Streets**

This 3 acre mixed use development site features access to four streets. The site is adjacent to the Shops of Grand Avenue and a few blocks from the Wisconsin Center and The Milwaukee Streetcar route.
- 


**5. 4th Street & Wisconsin Avenue**

This City-owned 2 acre site is across from the Wisconsin Center, Hilton Hotel, and Shops of Grand Avenue. The future development could incorporate varying uses including public space and leverage its proximity to high visitor traffic.
- 

**6. Washington Square Site**

This site was previously proposed for a 300,000+ square feet, 20+ story office project. The site is across from the Pfister Hotel, near the Northwestern Mutual tower projects and a block from The Milwaukee Streetcar route.
- 

**7. 700 East Kilbourn Avenue**

This 1 acre site in East Town was previously approved for nearly 300 apartments with ground floor retail. The site is one block from Cathedral Square Park, a grocery store, and The Milwaukee Streetcar route.
- 

**8. Park East Block 22**

Block 22 is a Milwaukee County-owned 2.3 acre site in the rapidly developing Upper Water Street area of the Park East corridor. The mixed use site is two blocks from the East Pointe Marketplace streetcar stop.
- 

**9. 620 East Clybourn Street**

This 1.2 acre site is along the Lakefront line of The Milwaukee Streetcar, across Van Buren Street from the U.S. Bank Center, and adjacent to under construction and proposed developments that are redefining Milwaukee's skyline.
- 

**10. Lakefront Gateway Site**

Lincoln Memorial Drive ramps are being relocated during the I-794 reconstruction, resulting in a new 2.6 acre office site near Milwaukee's lakefront. City officials and Johnson Controls Inc. are reviewing the site as a possible future office location.

### DEVELOPMENT & INVESTMENT GUIDE WEBSITE

To direct developers, investors, brokers, and business owners to the opportunities in the streetcar corridor, Milwaukee Downtown, BID #21 and its partners created a webpage dedicated to providing detailed information on the:

- 1.) Approximately 50 acres** of underutilized sites, some currently being marketed and others not, that are well positioned for new development or redevelopment, using OppSites.com and
- 2.) Approximately 600,000 square feet** of available existing office and retail space located within walking distance to the streetcar stops.

[Visit \[mke.milwaukee.gov/milwaukee-downtown-bid-21\]\(http://mke.milwaukee.gov/milwaukee-downtown-bid-21\) to find details about these and additional investment opportunities.](http://mke.milwaukee.gov/milwaukee-downtown-bid-21)

If you have additional development sites or existing commercial space for lease within the corridor, please contact Matt Dörner, Milwaukee Downtown, BID #21 at [mdorner@milwaukee-downtown.com](mailto:mdorner@milwaukee-downtown.com).

*"The timing for the streetcar is perfect on so many levels. With significant new development including housing coming on line, the streetcar will be a huge benefit to residents, employees and visitors. As in other progressive cities that have leaped into the 21st century, the new streetcar will attract significant new investment near the route and help bring new development and jobs into downtown, Milwaukee neighborhoods and, eventually the region."*

— Barry Mandel,  
President of Mandel Group

*"Around the country, we are seeing that streetcars are spurring new development, which creates new jobs and builds the property tax base."*

— Rick Barrett,  
Barrett Visionary Development

**Dozens of underutilized sites & approx. 1,000,000 SF of existing space within walking distance**

# MKE STREETCAR DEVELOPMENT & INVESTMENT GUIDE

Association – DNA MKE

WORKING HERE


- Career Opportunities
- Job Fairs
- Networking Opportunities
- Parking & Commuting

DOING BUSINESS

- Competitive Advantages
- Retail Strategy
- Business Fast Facts
- Investment Map
- Toolbox
- Emerging Projects
- Top 10 Global Trends Report
- Market Information
- Business Spotlight
- CEOs Discuss Downtown
- Communications


LOCAL SOLUTIONS TO ENDING CHRONIC HOMELESSNESS

Related Content



## THE MKE STREETCAR DEVELOPMENT & INVESTMENT GUIDE

To promote similar opportunities in our city, Milwaukee Downtown, BID #21 lead the creation of [The MKE Streetcar Development & Investment Guide](#) to promote the many development, redevelopment and commercial lease opportunities that exist along or within walking distance to the Phase 1 main line and Lakefront Line extension routes. *The MKE Streetcar Development & Investment Guide* features the most opportune development sites and available commercial spaces that benefit from the economic development potential that is being unlocked by the proximity to the initial phases of The Milwaukee Streetcar system.



Click the image above to download your copy of *The MKE Streetcar Development & Investment Guide*.

## DEVELOPMENT SITES AND COMMERCIAL LEASE OPPORTUNITIES

To direct developers, investors, brokers and business owners to the opportunities in the streetcar corridor, Milwaukee Downtown, BID #21 and its partners created this tool dedicated to provide detailed information on:

1. The approximately 50 acres of underutilized sites, some currently being marketed and others not, that are well positioned for new development or redevelopment. The detailed site profiles are hosted on [OppSites.com](#).
2. The approximately **1,000,000+ square feet** of existing office and retail space available for lease located within walking distance to the streetcar stops.

Webpage on [www.milwaukeedowntown.com](http://www.milwaukeedowntown.com) provides development sites & leasable space profiles

# MKE STREETCAR DEVELOPMENT & INVESTMENT GUIDE

UNFOLLOW CITY

REQUEST INFO

PROMOTE

EDIT

BACK TO MAP

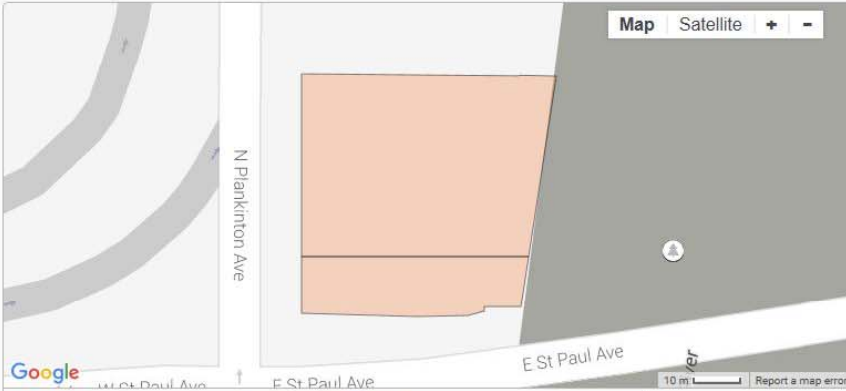
OppSites

Find > WI > Milwaukee > Milwaukee > 412 North Plankinton Avenue

412 North Plankinton Avenue

Milwaukee, WI

Map Satellite + -



Development Types

Residential

Mixed Use

Retail

Office

Hotel

Size

0.54 Acres

SITE INFO

FOR SALE OR LEASE

Contact Information

Milwaukee Downtown BID #21 - Matt Dornier

Site Description

This half-acre development site is located along the Milwaukee River, adjacent to the highly desirable Historic Third Ward with outstanding access and visibility from I-794. The Milwaukee Streetcar will cross this site along the St. Paul Avenue and will include a stop at the intersection with Plankinton Avenue. The site is zoned C9G Mixed Activity to allow for a varied mix of commercial and residential uses.

Local Knowledge

This site is identified as a key parcel in the Station District Catalytic Project Area in the adopted Downtown Master Plan and is part of a growing downtown neighborhood across the Milwaukee River from the Historic Third Ward - one of Milwaukee's most sought after addresses. The site features Milwaukee River frontage on its eastern boundary and will benefit from direct access to a stop for The Milwaukee Streetcar. The Milwaukee Intermodal Station, which features approximately 1.5 million annual Amtrak train and bus users, is 4 blocks to the west of the subject site. Amtrak's Hiawatha Line offers 7 roundtrips daily to Chicago's downtown Union Station. The site also features unparalleled visibility from I-794 and has adjacent highway access. Zoned for mixed-use, the site is poised for new development.

[www.OppSites.com](http://www.OppSites.com)

# MKE STREETCAR DEVELOPMENT & INVESTMENT GUIDE

## COMMERCIAL LEASE OPPORTUNITIES



### Retail and Office Lease Opportunities

Share This +

#### Walking Distance to Streetcar Stops

The Milwaukee Streetcar will enhance commerce as it allows users to park once and expands the distance patrons are willing to travel, ultimately increasing retailers' customer base. In addition, housing density is expected to grow along with the route, creating a higher demand for goods and services.

The following listings are dedicated to existing street-level retail and office opportunities for new and existing businesses to locate. The commercial spaces are organized based on the streetcar stops that they are located within walking\* distance to.

*\*1/4 mile (3-4 blocks) is a general guideline used by transit planners nationwide for a distance people are willing to walk to access transit.*



#### Wells Street (Broadway and Milwaukee Streets)



##### MILWAUKEE CENTER

- Address: 111 E. Kilbourn Avenue
- Type: Office
- Size: 1,771 (minimum) - 19,427 (maximum) sq. ft.

View the property brochure [here](#).



##### 330 E. KILBOURN AVENUE

- Type: Office
- Size: 1,012 (minimum) - 101,335 (maximum) sq. ft.
- Other Walkable Streetcar Stops: Cathedral Square Park, Jackson & Juneau Streets



##### THE UNDERWRITER'S EXCHANGE BUILDING


- Address: 828 N. Broadway
- Type: Office
- Size: 1,000 (minimum) - 35,849 (maximum) sq. ft.
- Other Walkable Streetcar Stops: Cathedral Square Park, Wisconsin Avenue



##### KENNEDY II BUILDING


**Dozens of underutilized sites & approx. 1,000,000 SF of existing space within walking distance**

# MKE STREETCAR DEVELOPMENT & INVESTMENT GUIDE



**MKE STREETCAR**  
Development & Investment Guide

**DOWNTOWN**  
BID #21




*The Milwaukee Streetcar Development & Investment Guide features the most opportune development sites and available commercial spaces that benefit from the economic development potential created by proximity to the initial phases of The Milwaukee Streetcar system.*

*Visit [milwaukeeedowntown.com/doing-business/](http://milwaukeeedowntown.com/doing-business/) for detailed information on development sites and commercial lease opportunities in The Milwaukee Streetcar corridor.*

**"When we build The Milwaukee Streetcar, we are supporting or creating jobs for city residents; we are constructing functional and attractive infrastructure that promotes business growth; and, we are setting the stage for additional private sector investment and economic activity."**

**— Tom Barrett, Milwaukee Mayor**






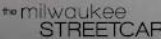


**Beth Weirick**  
Chief Executive Officer






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Visit: [milwaukeeedowntown.com/doing-business/](http://milwaukeeedowntown.com/doing-business/) for detailed information on development sites and commercial lease opportunities in The Milwaukee Streetcar corridor.

*Downtown Milwaukee is the economic hub of southeastern Wisconsin. Since 2005, more than \$2.8 billion in private and public projects have been completed and over \$2.3 billion in additional investment is currently under construction or being proposed, spurring a dramatic turnaround that has re-established downtown as the vibrant center of commerce. The Milwaukee Streetcar is a critical investment for the region to continue to build its competitive advantages and to leverage the unprecedented momentum underway.*



[www.themilwaukeeestreetcar.com](http://www.themilwaukeeestreetcar.com) | [www.milwaukeeedowntown.com](http://www.milwaukeeedowntown.com)



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[www.milwaukeeedowntown.com/doing-business/](http://www.milwaukeeedowntown.com/doing-business/)



# JOINT COMMITTEE ON DOWNTOWN STREETCAR IMPLEMENTATION

January 15, 2016

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