

MKE STREETCAR



Development & Investment Guide

BID #21



Colors shown do not necessarily represent the final color scheme of the vehicles.

The Milwaukee Streetcar Development & Investment Guide features development sites and available commercial spaces that benefit from the proximity to the initial phases of The Milwaukee Streetcar system.

Visit milwaueedowntown.com 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

the milwaukee
STREETCAR

 WESTOWN
ASSOCIATION
DOWNTOWN MILWAUKEE


EASTTOWN


HISTORIC
THIRD WARD


MILWAUKEE
DOWNTOWN


City
of
Milwaukee

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 system.



The Culture Milwaukee



Northwestern Mutual Mixed-Use Tower



Northwestern Mutual Headquarters



833 East Michigan



The Westin Milwaukee



Home to several major corporations, the Milwaukee region ranks 5th among United States cities 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 that welcomes new investment, businesses and talent.

In addition to sending a message of growth and prosperity, The Milwaukee Streetcar will conveniently connect residents, workers and downtown Milwaukee's 6+ million annual visitors to an array of transportation choices and attractions. 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.

MKE STREETCAR

Catalyst for Economic Development & Enhanced Connectivity



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 created the *MKE Streetcar Development and Investment Guide* to market the many development, redevelopment and commercial lease opportunities that exist along or near the route.

ENHANCED CONNECTIVITY

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.

Hunden Strategic Partners recently 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.”

CATALYST FOR DEVELOPMENT

Fostering economic development is a primary goal established at the onset of The Milwaukee Streetcar project. Cities such as Portland, Seattle and Minneapolis 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.

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 as have similar systems in other cities.

ECONOMIC OPPORTUNITY

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. The analysis indicated the following economic activity could be generated by 2030:

- 9,000 new housing units (63% increase)
- 13,500 new residents (55% increase)
- 1,000,000 sq. ft. of new occupied retail space (31% increase)
- 4,000,000 sq. ft. of new occupied office/hotel space (28% increase)
- 20,500 new jobs (23% increase)
- \$3.35 billion of new development

The Milwaukee Streetcar is expected to help unlock this development potential.

Visit milwaukeedowntown.com/doing-business to find details about investment opportunities.

MKE STREETCAR

Comprehensive Streetcar System Linking Milwaukee Neighborhoods



The Milwaukee Streetcar is building momentum! The Phase 1 route and Lakefront Line are fully approved, funded and construction has begun. Meanwhile, vehicles are being built by Pennsylvania's Brookville Equipment Corporation, and Kiewit Infrastructure is leading construction of the system. Utility relocation work is significantly complete. Rail delivery happened in March 2017 and guideway/track construction began in April 2017. The City is now seeking a partner to operate the system.

The Phase 1 route is slated to begin serving area residents, workers and visitors in late 2018 with the Lakefront Line extension launching service in 2019.

ENERGY-EFFICIENT VEHICLES

The Milwaukee Streetcar vehicles are being built by Brookville Equipment Corporation. The Pennsylvania-based company produced the modern streetcar vehicles for the DART streetcar system in Dallas, Texas and for the M-1 RAIL streetcar project in Detroit, Michigan. Similarly, The Milwaukee Streetcar vehicles will provide:

- Electric power operations for a clean and quiet ride
- Low-floor/level boarding
- Higher capacity than buses
- Bicycle access and storage
- Mixed traffic operations, preserving a majority of on-street parking

TIMELINE & CONSTRUCTION SCHEDULE

2015	2016	2017	2018
<ul style="list-style-type: none"> • Common Council Approval • Public Utility Construction Start • USDOT TIGER Grant Approval for Lakefront Line Extension • Vehicle Selection 	<ul style="list-style-type: none"> • Mainline and Maintenance Facility Bidding and Contractor Selection • City Awarded Federal Transit Oriented Development Planning Grant for King Drive and Walker's Point Extensions • MKE Streetcar Development & Investment Guide Unveiled 	<ul style="list-style-type: none"> • Mainline and Maintenance Facility Construction Start • Delivery of First Vehicle • Maintenance Facility Construction Complete • Streetcar Operator Selection 	<ul style="list-style-type: none"> • Mainline Construction Complete • System Testing and Startup • Revenue Service • Lakefront Line Extension Service - Anticipated in 2019

ROUTE CHARACTERISTICS

The initial route was identified to serve the greatest number of riders, while also providing significant opportunities for economic development.

The initial routes travel in normal vehicular lanes and connects the:

- Milwaukee Intermodal Station,
- Historic Third Ward and Milwaukee Public Market,
- East Town's central business district,
- Lake Michigan Lakefront, and
- Lower East Side's high-density neighborhoods.



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 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.*

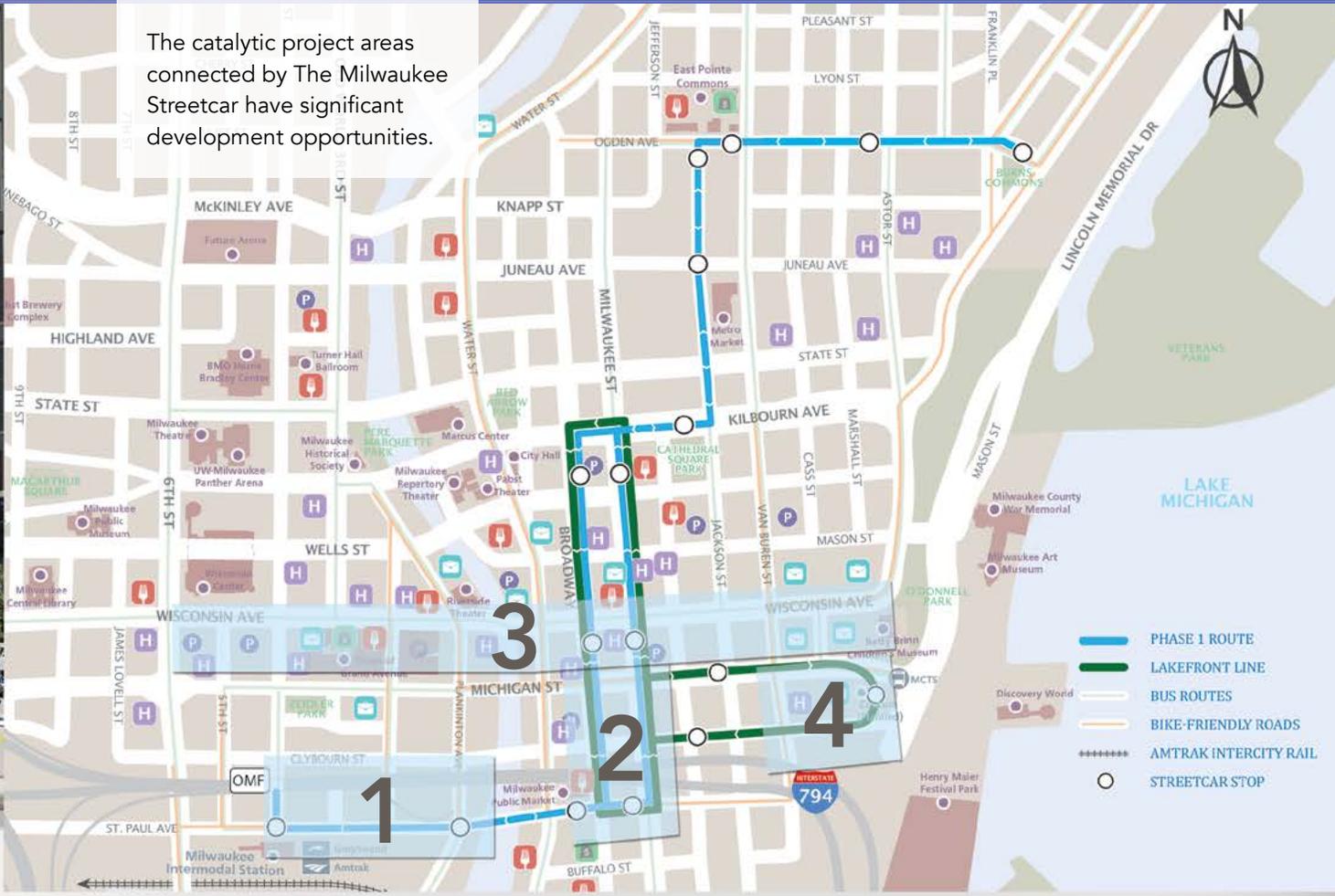
The Milwaukee Streetcar was among several key catalytic projects identified to accomplish these goals. Further strengthening its impact on downtown, the system's initial routes link four other catalytic project areas – Station Plaza, the Broadway Connection, Wisconsin Avenue and Lakefront Gateway.



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. A \$21 million investment in upgrading the Intermodal Station into a world-class facility was completed in 2016, setting the stage for several transit-oriented development opportunities in the district. As such, Chicago-based R2 Companies recently acquired the Post Office for a large-scale adaptive reuse project.

The catalytic project areas connected by The Milwaukee Streetcar have significant development opportunities.



2 – BROADWAY CONNECTION

Public and private projects are improving automobile, transit and pedestrian connectivity between downtown and the Historic Third Ward. New hotels, apartments, and office space have been created through the adaptive reuse of historic buildings and have added new vibrancy. Broadway Street was converted to allow two-way vehicle traffic. Underutilized parcels are being planned to capitalize on its location as the nexus where The Milwaukee Streetcar's main and lakefront lines converge.



3 – WISCONSIN AVENUE

Wisconsin Avenue is Milwaukee's historic main street. With several new investors, historic buildings have been or are currently being revitalized, adding hundreds of new housing units, hotels and updated office space. With The Milwaukee Streetcar crossing Wisconsin Avenue in multiple locations, the area is ripe with additional opportunities and ready for businesses looking to locate on Milwaukee's main street.



4 – LAKEFRONT GATEWAY

Projects in the Lakefront Gateway district will improve pedestrian connections, drive more development, and create a world-class plaza linking the central business district and the lakefront. 833 East Michigan is filling with tenants and Northwestern Mutual is moving into their new headquarters. The Milwaukee Streetcar's Lakefront extension is a vital infrastructure investment promoting additional private sector development on underutilized parcels near Milwaukee's evolving lakefront.

MKE STREETCAR

Phase 1 Serves as Catalytic Transportation Option Linking Neighborhoods



The initial route was identified to serve the greatest number of riders as well as provide significant opportunities for economic development. It was also designed to complement bus routes. 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, the lakefront, and the Lower East Side's highest-density residential neighborhoods.

"Historically, developers have focused 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 confidently 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 will be within a quarter-mile (or about four blocks) of the following destinations:

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



Milwaukee Intermodal Station



Historic Third Ward



East Town & Westown



Lakefront



Lower East Side

Development Vision

DISTRICT IDENTITY

The Milwaukee Streetcar is a flagship project linking unique and authentic neighborhoods. New development and redevelopment will 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 that 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 us 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 downtown neighborhoods, increase the tax base and strengthen the marketability of each district. It will also complement and enhance connections with 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 have recently been completed, are currently under construction or on the drawing board. This range in housing options is important in enhancing vibrant and diverse downtown neighborhoods. Adding to downtown's 26,000+ residential base is essential to creating the critical mass necessary to support retail and 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 on fossil fuel powered automobiles.



1. Station District Development Site

This ½-acre site along the Milwaukee River is zoned for mixed use and will 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

A development team recently released preliminary plans for a landmark mixed-use development on this ¼-acre site. The corner lot is along the Milwaukee River and the streetcar route.



3. Broadway Connection Site

This ½-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 is south of The Shops of Grand Avenue and a few blocks from the Wisconsin Center and The Milwaukee Streetcar route. A development team recently announced hotel plans for a portion of the site.



5. Wisconsin Avenue & 4th Street

An RFP was issued for this City-owned 2-acre site across from the Wisconsin Center. A mixed-use transit oriented development that capitalizes on the proximity to high visitor volumes and the planned 4th Street extension of The Milwaukee Streetcar is expected.



6. Washington Square

This site was previously approved for a 300,000+ square foot, 20+ story office project. Located near The Pfister Hotel, Northwestern Mutual campus projects and a block from The Milwaukee Streetcar route, this underutilized parcel is poised for redevelopment.



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 Sites

With the new arena, parking structure, and other ancillary development underway, there are several adjacent development sites poised for investment that will create a new urban neighborhood. The area is also expected to be serviced by a future 4th Street extension of the streetcar route.



9. 620 East Clybourn Street

This 1.2-acre site is along the Lakefront Line, adjacent to the U.S. Bank Center and Johnson Controls Inc. The site features quick highway accessibility and is a key site to link the eastern portion of the central business district and the Historic Third Ward.



10. Lakefront Gateway Site

Lincoln Memorial Drive ramps were relocated during the I-794 reconstruction, resulting in a new 2.6-acre corporate office site near Milwaukee's lakefront. City officials and Johnson Controls Inc. continue to review 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.) **50+ acres** of underutilized sites, some currently being marketed and others not, that are well positioned for new investment, using OppSites.com and
- 2.) **600,000+ square feet** of available existing office and retail space located within walking distance to the streetcar stops.

Visit milwaukeedowntown.com to find details about these and other investment opportunities.

If you have additional development sites or commercial space for lease within the corridor, please contact Matt Dorner, Milwaukee Downtown, BID #21 at mdorner@milwaukeedowntown.com.

“The timing for the streetcar is perfect on so many levels. With significant new development, including housing coming online, 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**



Beth Weirick
Chief Executive Officer

Matt Dorner
Director of Economic Development
600 East Wells Street
Milwaukee, WI 53202
mdorner@milwaueedowntown.com
414.220.4700 ext. 4

Visit milwaueedowntown.com for detailed information on development sites and commercial lease opportunities in The Milwaukee Streetcar corridor.

All information contained within this document is based on data obtained before June 1, 2017 and is subject to change.

Since 2005, more than \$3.6 billion in private and public projects have been completed and over \$3.6 billion in additional investment is currently under construction or being proposed, spurring significant momentum that has re-established downtown Milwaukee as the vibrant economic center of Wisconsin. The Milwaukee Streetcar adds to this vibrancy and is a critical investment for the region to continue to build its competitive advantages and to leverage the unprecedented momentum underway.

the milwaukee
STREETCAR

WESTTOWN
ASSOCIATION
DOWNTOWN MILWAUKEE



HISTORIC
THIRD WARD

City
of
Milwaukee