

Food & Lifestyle

Foxtown Landing to bring food, drink and history to riverfront



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The Foxtown Landing building would have three tiers, a beer taproom, and outdoor patio and boat docks.

STEPHEN PERRY SMITH ARCHITECTS



By Linda Spice – Reporter, Milwaukee Business Journal
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AT A GLANCE

- Foxtown Landing, which is slated to open in 2027, will feature a restaurant and nods to Milwaukee history.
- The project aims to create a welcoming gateway to downtown Milwaukee.
- Foxtown remains under construction as Milwaukee's first Downtown Dog Park opens nearby on Aug. 20.

As the [Downtown Dog Park readies to open](#), construction on the nearby [Foxtown Landing](#) – which will bring new food and beverage options to the area – is well underway.

"We're just about out of the ground now, which takes quite an undertaking," said Tom Nieman, CEO of Fromm Family Foods, who is behind the development. "And once we do that, then we go ahead and start to construct the rest of it, get the steel up and start getting it on its way."

The three-story Foxtown Landing, which looks to open on North Plankinton Avenue in the first quarter of 2027, will not only offer food and drinks but also a window into Milwaukee history, with decorations including stained glass, wrought iron pieces and terracotta, plus QR codes leading to information on their significance.

Honoring history is a topic important to Nieman, who leads a fifth-generation, family-owned company.

"We've been in southern Wisconsin since my family came over in 1852 (from Germany), so we have a pretty substantial legacy here," Nieman said.

The 28,000-square-foot Foxtown Landing will include a first-floor indoor/outdoor bar – serving the first floor pub and outside river terrace – restaurant, and café/pizzeria with walkup service windows for pet parents. The second floor will have an event space highlighting local history. A third floor ballroom and a cocktail bar will feature a 1920s art deco vibe and a view of the city's skyline, Nieman shared.

Foxtown Landing will also house a distillery and speakeasy in its basement, where it has plans for gin-making classes, Nieman said.

The site, on the shores of the Milwaukee River, will also have several boat slips.

The Milwaukee Foxtown Landing development will join several other brands under the Foxtown Hospitality Group, including event spaces, lounges, a market and restaurants such as Renard's, Interurban Coffeehouse Bakery & Juicery and Foxtown Brewing, whose beer will be served at Foxtown Landing.


Building Foxtown Landing has not come without challenges. The site had been vacant since the late 1980s when the Wallace & Smith Co. building was torn down after a century, requiring excavation of materials before Foxtown could build its own foundation.

As well as drawing on the area's history, building Foxtown Landing on the site near the dog park allows the two uses to complement each other, forming what organizers anticipate will be a welcoming gateway to downtown.

The dog park – of which Fromm Family Foods is the primary financial supporter – also provides a customer base for Foxtown Landing. An area under the first-floor balcony will be enclosed during the winter months to provide families and their dogs cover from the cold weather. During the warmer months, the area is not enclosed but is open to the outside river terrace.


[Paul Schwartz](#), executive director of the Milwaukee Public Market and the [Third Ward BID](#), who worked with BID #21 CEO Matt Dorner to help bring the dog park to fruition, said the combination of the two projects will "be an example probably for nationwide of how these things can be done."

He said the newly developed area will "reimagine the space and the greater downtown altogether."

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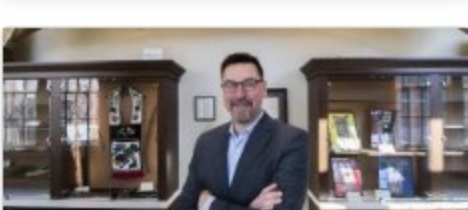
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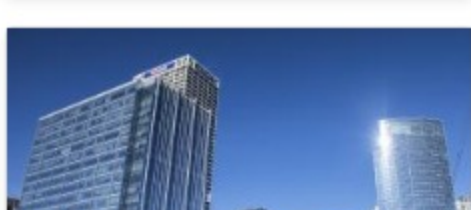
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