



Baird Center Earns LEED Gold Certification, Setting a New Standard for Sustainable Event Venues

Milwaukee, March 5, 2025 — Baird Center has earned LEED Gold Certification from the U.S. Green Building Council, a respected recognition that underscores EUA's commitment to sustainability and the Wisconsin Center District's (WCD) mission for a more resilient Milwaukee.

Designed to reflect Milwaukee's culture and landscape, the \$456 million expansion project introduced 673,000 square feet of new space, featuring floor-to-ceiling glass walls, outdoor terraces, a curated art collection and an array of sustainable design elements.

"Marty Brooks and the Wisconsin Center District were committed to sustainability from the project's inception," said Dave Hubka, EUA's sustainability practice leader. "By assembling the right team and exceeding WCD's initial goal of LEED Silver to achieve LEED Gold, we've contributed to a healthier Milwaukee and created a national model for sustainable event venues. It's been a privilege to collaborate with WCD, TVS, Henderson Engineers and Gilbane/Smith to deliver the iconic Baird Center.

Sustainable Design and Performance

LEED Gold certification is awarded to projects that surpass rigorous sustainability standards, improving energy efficiency, water conservation, material sourcing and indoor environmental quality. The Baird Center expansion achieved:

- 24% energy savings and 33% water savings compared to the LEED baseline
- 82% of demolition and construction waste diverted from landfills
- 32% of materials sourced from recycled content
- 17% reduction in greenhouse gas emissions through material reuse

High-performance Features

- A roof-mounted photovoltaic array that provides nearly 100,000 kWh of renewable clean energy every year
- High-efficiency mechanical, electrical and plumbing (MEP) systems
- LED lighting for reduced energy use
- Fritted (bird-friendly) glass to minimize bird collisions
- Low VOC-emitting finishes for improved air quality
- Water-saving plumbing fixtures
- On-site underground stormwater management system
- ORCA food digester capable of diverting 438 tons of food waste per year

The Baird Center expansion represents a forward-thinking approach to sustainable urban development and reinforces Milwaukee's reputation as a leader in environmentally responsible design.

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