

# West Wisconsin Avenue — AT A GLANCE —

For a full range of lease and development opportunities, as well as potential incentive programs to make your vision a reality, contact Matt Dorner, Economic Development Director for Milwaukee Downtown, at 414.238.2243 or [mdorner@milwaukeedowntown.com](mailto:mdorner@milwaukeedowntown.com).

## Incentive Opportunities

These and other programs may be available to assist in your commercial revitalization project:

- Milwaukee Downtown Business Development Loan Pool Program
- White Box Grants
- Retail Investment Funds (RIF)
- Facade Grants
- Signage Grants
- Kiva 0% Interest Loans
- PACE Financing



Request for proposals now open for the West Wisconsin Avenue/4th Street development site.



NEWaukee Night Market



Marquette University Athletic Performance Research Center

"With all of the ongoing investment in the corridor, West Wisconsin Avenue is the epicenter of what will be Milwaukee's next great neighborhood. This is why we invested in the Grand Avenue. Our team is excited to begin implementing our vision for its reinvention and to be a big part of Westown's continued renaissance."

*Tony Janowiec,  
President of Aggero Group,  
and local investor/owner of  
The Shops of Grand Avenue*

"The Posner Building stood out to our team as a tremendous opportunity to do a unique adaptive reuse and give new life to one of the most iconic buildings on West Wisconsin Avenue. When the opportunity arose to convert the building into the MKE Lofts, we acted quickly. The rapid apartment lease-up surpassed our expectations and truly illustrates the desirability to be on the Avenue and in the heart of a walkable neighborhood."

*Joseph Klein,  
Principal,  
HKS Holdings, LLC*

"The Zilber Property Group has been a longtime supporter and believer in West Wisconsin Avenue. With several assets in the corridor, we are very excited to be part of the ongoing revitalization. There is more momentum and energy west of the Milwaukee River than we have seen in a long time and you can feel that it is only getting stronger."

*John Kersey,  
Executive Vice President,  
The Zilber Property Group*

SpringHill Suites



## Now is the time to take advantage of the opportunities!

The West Wisconsin Avenue corridor is filled with incredible potential, and people are taking note. Join in the numerous opportunities to

leverage the momentum and be part of creating a vibrant neighborhood. To get more information and market data, do not hesitate to reach out to

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



# WEST WISCONSIN AVENUE

## ANCHORING MILWAUKEE'S NEXT GREAT NEIGHBORHOOD

Created in partnership with Milwaukee Downtown, BID #21, WAM DC, and Westtown Association.

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

# WEST WISCONSIN AVENUE

## Anchoring Milwaukee's Next Great Neighborhood

Welcome to West Wisconsin Avenue — a vibrant street anchoring the Westtown neighborhood. With more than \$1 billion in recently completed, under-construction and proposed commercial, residential, hospitality and infrastructure projects in its vicinity, West Wisconsin Avenue is poised

to once again be the surging heart of downtown Milwaukee. Lifted by the momentum from a significant string of new investment, it's time to experience the ongoing renaissance, renewed energy, and unparalleled opportunity that exists on Milwaukee's main street.



## Why West Wisconsin Avenue?

— BY THE NUMBERS —

- **26,000+ Downtown Residents** and growing
- **83,490 Employees** working downtown daily
- **67,000+ College Students** in the greater downtown area
- **3.25+ Million Annual Visitors** to Westtown venues
- **2,687 Hotel Rooms** in Westtown
- **550,000+ SF** of obsolete office space repurposed to new uses
- **\$1+ Billion** of recently completed or under-construction investment in Westtown
- **504 New Apartment Units** recently completed or underway along the Avenue corridor
- **12+ Acres** of green space in Westtown
- **28 Years** is the average age for a Westtown resident, making it a young professional haven
- **\$49,341 Median Household Income** is \$15,000 more than the City as a whole
- **40,000+ Annual Attendees** to NEWaukee's Night Markets
- **0.75-Mile Streetcar Route** planned, linking West Wisconsin to the Arena and Intermodal Station
- **35+ Free Events** hosted by the Westtown Association
- **92 Walkscore** means Westtown is a "walker's paradise"
- **1.75-Mile Skywalk System** connecting Westtown attractions

The Buckler



700 Lofts



The Shops of Grand Avenue

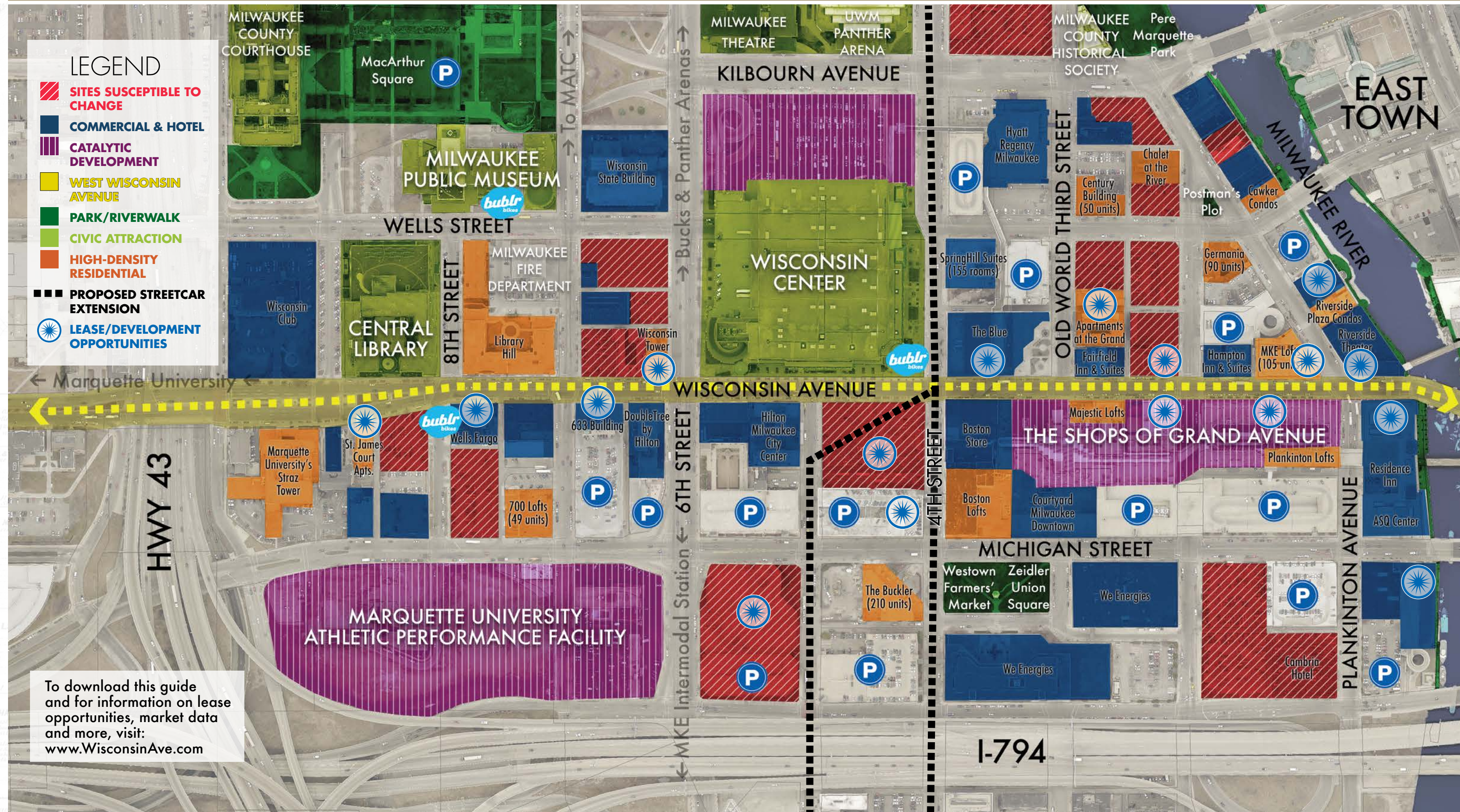


# BE PART OF SOMETHING BIGGER

There is no denying that the West Wisconsin Avenue corridor is leading Westtown's charge to be the next great neighborhood. The corridor is anchored with established employers, retailers,

and cultural, convention, and entertainment venues that attract millions of people. Coupled with the booming residential population, there is a renewed vibrancy that continues to build.

This momentum and optimism is mounting as several new catalytic projects are ready to launch forward, sending another wave of development and transformation into motion.



To download this guide and for information on lease opportunities, market data and more, visit: [www.WisconsinAve.com](http://www.WisconsinAve.com)