NOW IS THE TIME TO LEVERAGE THE MOMENTUM!

The West Wisconsin Avenue area is booming and people are taking note. There are still opportunities for you to leverage the momentum and be part of the vibrant Westown neighborhood. To get more information on available sites for your business, market data and more, contact Matt Dorner, Economic Development Director for Milwaukee Downtown, BID #21 at 414.238.2243 or mdorner@milwaukeedowntown.com.

WEST WISCONSIN AVENUE — MOVING MILWAUKEE FORWARD —

With active daytime and nighttime populations, Downtown Milwaukee is transforming into an 18-hour city and West Wisconsin Avenue is in the center of the mix. Workers, residents and visitors alike will soon enjoy new cultural venues such as the Milwaukee Symphony Orchestra center and, just across the street at The Avenue, a mixed-use redevelopment that will feature the 3rd Street Market Hall—a new hub for food and drink.

Complementing this ongoing redevelopment, West Wisconsin Avenue will soon be home to Milwaukee’s first Bus Rapid Transit line connecting downtown to the Regional Medical Center and Brown Deer Park in Wauwatosa. Plus, extensions to The Hop streetcar line are anticipated, bringing new connections to West Wisconsin Avenue and the neighborhoods north and south of downtown.

FAST-PACED CHANGE IS UNDERWAY

For a full range of development and lease opportunities, and potential incentive programs to make your project a reality, contact Matt Dorner, Economic Development Director for Milwaukee Downtown, BID #21 at 414.238.2243 or mdorner@milwaukeedowntown.com.

OPPORTUNITIES AWAIT IN THE HEART OF DOWNTOWN

The West Wisconsin Avenue corridor is a leader in Westown’s emergence as downtown’s hottest neighborhood. The corridor is home to new and established employers and retailers, as well as convention, cultural and entertainment venues that attract millions of people annually. Complemented by the fastest growing residential population of any downtown neighborhood, Westown has unmatched vibrancy that continues to build. This upward trajectory is mounting as several new catalytic projects are moving forward, setting another wave of revitalization into motion.
NOW IS THE TIME TO LEVERAGE THE MOMENTUM!

The West Wisconsin Avenue area is booming and people are taking note. There are still opportunities for you to leverage the momentum and be part of the vibrant Westown neighborhood. To get more information on available sites for your business, market data and more, contact Matt Dorner, Economic Development Director for Milwaukee Downtown, BID #21 at 414.238.2243 or mdorner@milwaukeedowntown.com.

WEST WISCONSIN AVENUE
MOVING MILWAUKEE FORWARD

With active daytime and nighttime populations, Downtown Milwaukee is transforming into an 18-hour city and West Wisconsin Avenue is at the center of the mix. Workers, residents and visitors alike will soon enjoy new cultural venues such as the Milwaukee Symphony Orchestra concert center and just across the street at The Avenue, a mixed-use redevelopment that will feature the 3rd Street Market Hall—a new hub for food and ideas. Complementing this ongoing redevelopment, West Wisconsin Avenue will soon be home to Milwaukee’s first Bus Rapid Transit line connecting downtown to the Regional Medical Center and Arrow 0 Park in Wauwatosa. Plus, extensions to The Hop streetcar line are anticipated, bringing new connections to West Wisconsin Avenue and the neighborhoods north and south of downtown.

FAST-PACED CHANGE IS UNDERWAY

For a full range of development and lease opportunities, and potential incentive programs to make your project a reality, contact Matt Dorner, Economic Development Director for Milwaukee Downtown, BID #21 at 414.238.2243 or mdorner@milwaukeedowntown.com.

WEST WISCONSIN AVENUE
THE HEART OF DOWNTOWN MILWAUKEE’S RENAISSANCE

Created in partnership with Milwaukee Downtown, BID #21, WAM DC, and Westown Association. Cover art: Westown Gateway Mural at James Lovell Street and Wisconsin Avenue by Emma Daisy Gertel.

WEST  
WISCONSIN 
AVENUE
THE HEART OF DOWNTOWN MILWAUKEE’S RENAISSANCE

Created in partnership with Milwaukee Downtown, BID #21, WAM DC, and Westown Association. Cover art: Westown Gateway Mural at James Lovell Street and Wisconsin Avenue by Emma Daisy Gertel.

NOW IS THE TIME TO LEVERAGE THE MOMENTUM!

The West Wisconsin Avenue area is booming and people are taking note. There are still opportunities for you to leverage the momentum and be part of the vibrant Westown neighborhood. To get more information on available sites for your business, market data and more, contact Matt Dorner, Economic Development Director for Milwaukee Downtown, BID #21 at 414.238.2243 or mdorner@milwaukeedowntown.com.
Welcome to West Wisconsin Avenue, a vibrant street anchoring the Westown neighborhood of downtown Milwaukee. With more than $1 billion in recently completed, under construction and proposed projects in its vicinity, West Wisconsin Avenue is once again the beating heart of downtown Milwaukee, jump-starting a series of new investments in commercial, residential, hospitality, cultural, and infrastructure projects. It’s time to experience the ongoing renaissance and unparalleled opportunities that exist on Milwaukee’s main street.

The Heart of Downtown Milwaukee’s Renaissance

THE PROOF IS IN THE NUMBERS
32,000+ Downtown Residents and Students
50+ New Residential Units since 2015 makes Westown the fastest growing downtown neighborhood
85,489+ Employees working downtown
61,000+ College Students in the greater downtown area
2.3+ Million Annual Visitors to downtown Milwaukee
2.4+ Million Annual Trips made downtown
The Proof is in the Numbers

Re-energizes the heart of Milwaukee’s downtown
A living lab for the future of American cities and neighborhoods
A transportation hub
A renaissance in its own right
A gateway and a destination

WEST WISCONSIN AVENUE
"Wow, times have changed! Just a few short years ago, it was difficult to get businesses and investors to look west of the River. Now Westown is one of the hottest markets in town. With large businesses like GBF and Reinsor, and new investors committed to Westown, this underdeveloped area is poised to change."
Lyle Landowski, Director and Executive Director, Milwaukee Symphony Orchestra

"Rarely does an opportunity come along to take over a building like the Grand Warner Theater that has been considered a cultural landmark like it once was. Having the new building in downtown Milwaukee will catalyze the momentum in the area and add significantly to downtown’s entertainment and nightlife." 
John Kieswetter, President, WE Energies

"When Time Equities was analyzing the opportunities in downtown Milwaukee, we were naturally drawn to Westown. It was an obvious choice. We wanted to be part of something bigger and the momentum was already established in Westown. Even before ground was broken on a few blocks to the north, the HUB Project and others, Westown Avenue and 2nd Street is at the epicenter of downtown."
David Cote, Co-Founder, Time Equities
Tone Equities Inc. & 360 Owner

LEGEND
SITES SUSCEPTIBLE TO CHANGE
COMMERCIAL & HOTEL
WEST WISCONSIN AVENUE
SPORTS ATTRACTION
PARK/BASEBALL
HOTEL/DORMITORY RESIDENTIAL
PROPOSED STREETCAR EXPANSION
SATELLITE DEVELOPMENT OPPORTUNITIES

To download this guide and for information on lease opportunities, visit www.wisconsinave.com.
Welcome to West Wisconsin Avenue, a vibrant street anchoring the Westown neighborhood of downtown Milwaukee. With more than $1 billion in recently completed, under construction and proposed projects in its vicinity, West Wisconsin Avenue is once again the beating heart of downtown Milwaukee. With more than $1 billion in recently completed, under construction and proposed projects in its vicinity, West Wisconsin Avenue is once again the beating heart of downtown Milwaukee.

To download this guide and for information on lease opportunities, visit www.WisconsinAve.com.

"Wow, times have changed! Just a few short years ago, it was difficult to get businesses and investors to look west of the River. Now Westown is one of the hottest markets in town. With large businesses like GHD and Reinsor, and new investors committed to Westown, this urban trajectory is poised to stay.

Tom Battles Jr.
Director, Colliers International

"Rarely does an opportunity come along to take over a building like the Grand Warner Theater that has been vacated for years and re-purpose it into a cultural landmark like it once was. Having the new MSO project and others a few blocks to the north, the MSO project and others.

John Kissinger
Partner, Colliers International

"We realized early on in our search for a new headquarters location for our engineering, planning and design firm that we wanted to be part of something truly transformational. We are thrilled to be the first office tenant committed to the re-development of the "Shops of Grand Avenue" and "The Avenue." Our move will certainly take us moving downtown and we know that this will be the right location for GRAEF’s next chapter.

Mark Niehaus
Partner, GRAEF Engineering, Planning & Design, LLC

"When Time Equities was analyzing the opportunities in downtown Milwaukee, we were naturally drawn to Westown and the Westown neighborhood. We wanted to be part of something bigger and the momentum was already established with Fiserv Forum a few blocks to the north, the MSO project and others. Westown Avenue and 3rd Street is at the epicenter of downtown.

Bradley Gordon
Rental Manager, Time Equities Inc. & 310W Owner

To the northeast, we added a new element to downtown’s entertainment and nightlife.

John Kinieser, senior vice president of downtown events at Marquette University, said the makeover could mean more space for beer gardens to expand. "The area is going to be transformed. You’re going to see more..."
NOW IS THE TIME TO LEVERAGE THE MOMENTUM!

The West Wisconsin Avenue area is booming and people are taking note. There are still opportunities for you to leverage the momentum and be part of the vibrant Westown neighborhood. To get more information on available sites for your business, market data and more, contact Matt Dorner, Economic Development Director for Milwaukee Downtown, BID #21 at 414.238.2243 or mdorner@milwaukeedowntown.com.

WEST WISCONSIN AVENUE
— MOVING MILWAUKEE FORWARD —

FAST-PACED CHANGE IS UNDERWAY

With active daytime and nighttime populations, Downtown Milwaukee is transforming into an 18-hour city and West Wisconsin Avenue is at the center of the mix. Workers, residents and visitors alike will soon enjoy new cultural venues such as the Milwaukee Symphony Orchestra center and live across the street at The Avenue, a mixed-use redevelopment that will feature the 3rd Street Market Hall—a new hub for food and drink. Complementing this ongoing redevelopment, West Wisconsin Avenue will soon be home to Milwaukee’s first Bus Rapid Transit line connecting downtown to the Regional Medical Center and Brenan Park in Wauwatosa. Plus, extensions to The Hop streetcar line are anticipated, bringing new connections to West Wisconsin Avenue and the neighborhoods north and south of downtown.

For a full range of development and lease opportunities, and potential incentive programs to make your project a reality, contact Matt Dorner, Economic Development Director for Milwaukee Downtown, BID #21 at 414.238.2243 or mdorner@milwaukeedowntown.com.

3rd Street Market Hall
501 W Michigan

WISCONSINAVE.COM

WEST WISCONSIN AVENUE
THE HEART OF DOWNTOWN MILWAUKEE’S RENAISSANCE
Created in partnership with Milwaukee Downtown, BID #21, WAM DC, and Westown Association.

Cover art: Westown Gateway Mural at James Lovell Street and Wisconsin Avenue by Emma Daisy Gertel.