



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

— MOVING MILWAUKEE FORWARD —

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.

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 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 Research 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.



3rd Street Market Hall



501 W Michigan

OPPORTUNITIES AWAIT IN THE HEART OF DOWNTOWN



310W Atrium

The West Wisconsin Avenue corridor is a leader in Westtown'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, Westtown 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.

WEST WISCONSIN AVENUE

The Heart of Downtown Milwaukee's Renaissance



Fiserv Forum and Deer District

Welcome to West Wisconsin Avenue; a vibrant street anchoring the Westtown 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-started by 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 Avenue



Convention Center



HUB640



310W



THE PROOF IS IN THE NUMBERS

- **32,000+ Downtown Residents** and growing
- **2,000+ New Residential Units** since 2015 makes Westtown the fastest growing downtown neighborhood
- **83,490+ Employees** working downtown daily
- **67,000+ College Students** in the greater downtown area
- **3.25+ Million Annual Visitors** to Westtown venues
- **2,814 Hotel Rooms** in Westtown
- **866,000+ SF** of obsolete commercial space repurposed to new uses
- **\$1+ Billion** of recently completed or under construction investment in Westtown
- **1.9+ Million SF** of commercial space under renovation for the modern marketplace
- **28 Years Old**, the average age for a Westtown resident, making it a young professionals haven
- **\$66,161 Median Household Income** in Westtown's main zip code is \$27,000 more than the city as a whole
- **60,000+ Annual Attendees** to NEWaukee's Night Markets
- **3.3-Mile Hop planned extension** puts West Wisconsin Avenue and Westtown attractions in the center of the Bronzeville to Walker's Point route
- **35+ Free Summer Events** in Westtown
- **88 Walkscore** means Westtown is a "walker's paradise"
- **66 BikeScore** means Westtown is "bikeable" and only getting better
- **68 TransitScore** means transit is good and convenient for most trips
- **1.75-Mile Skywalk System** connecting Westtown attractions

LEGEND

- ▨ **SITES SUSCEPTIBLE TO CHANGE**
- ▨ **COMMERCIAL & HOTEL**
- ▨ **WEST WISCONSIN AVENUE**
- ▨ **CIVIC ATTRACTION**
- ▨ **PARK/RIVERWALK**
- ▨ **HIGH-DENSITY RESIDENTIAL**
- **PROPOSED STREETCAR EXPANSION**
- ⊙ **LEASE/DEVELOPMENT OPPORTUNITIES**



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

Bradley Gordon,
Time Equities Inc. & 310W Owner

"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 redevelopment of the "Shops of Grand Avenue" into "The Avenue". Our people are excited to be moving downtown and we know that this will be the right location for GRAEF's next chapter."

John Kissinger,
CEO of GRAEF and Anchor Tenant at The Avenue



"Rarely does an opportunity come along to take over a building like the Grand Warner Theater that has been unoccupied for more than 20 years and return it to a cultural landmark like it once was. Having the new home of the Milwaukee Symphony Orchestra on West Wisconsin Avenue will catalyze the momentum in the area and add a whole new element to downtown's entertainment and nightlife."

Mark Niehaus,
President and Executive Director,
Milwaukee Symphony Orchestra

"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 Westtown is one of the hottest markets in town. With large businesses like GRAEF and Rexnord, and new investors committed to Westtown, this upward trajectory is poised to stay."

Lyle Landowski,
Partner, Colliers International



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



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WISCONSINAVE.COM

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 Westtown 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.



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