

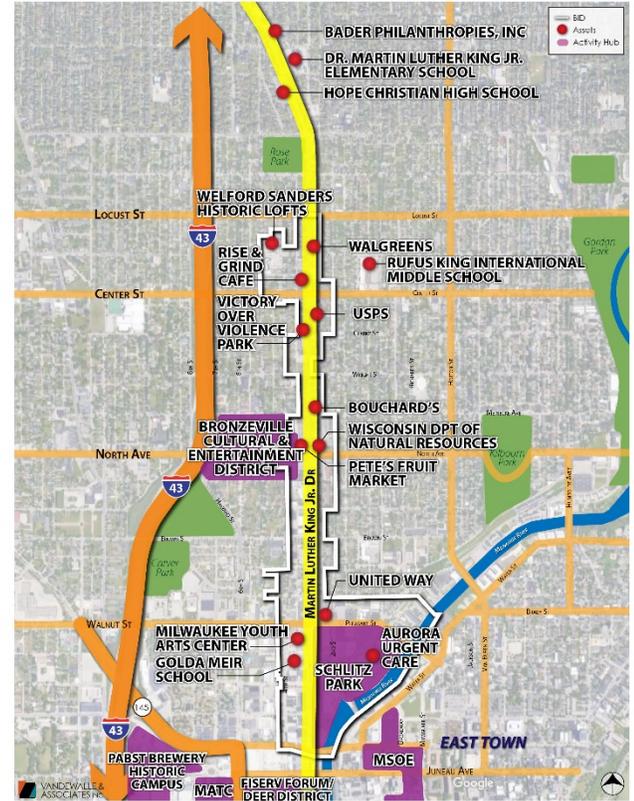


Historic King Drive Business Improvement District #8

Milwaukee, Wisconsin

QUICK FACTS

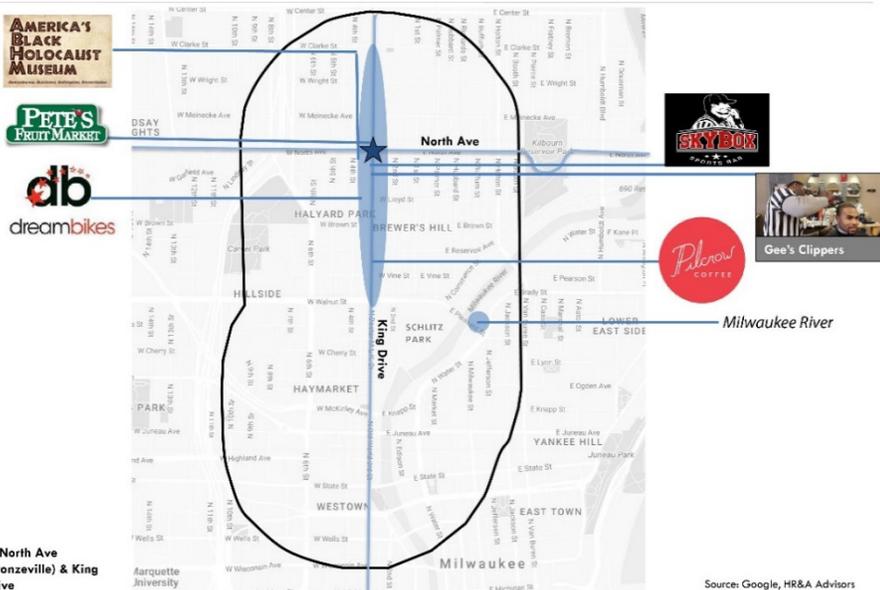
- Connected: **Less than five minutes to Downtown** and within the MKE United focus area
- **Accessible** to major transportation networks
- Home to over **14,000 residents and 6,700 households** within a half-mile of planned **The Hop streetcar expansion**
- Public and privately-owned residential and commercial **land available** for development for neighborhood-serving and **destination retail, food and beverage**, and a variety of housing types near streetcar stops (transit-oriented development)
- **Business support and marketing services** available through Historic King Drive BID #8
- Bronzeville TIF District 59 in place to **advance and support business growth** and area improvements
- Historic King Drive is a designated **Wisconsin Main Street**
- Home to **four federally-designated Opportunity Zone** census tracts
- Many residential rental units are **naturally affordable** (lower than prevailing citywide market rents), including larger units that are great for families
- Renter households account for about **80%** of occupied units
- Recently completed and pipeline multi-family developments averaging **170 units per year** from 2012 to 2017



RICH IN NEIGHBORHOOD ASSETS

The Historic King Drive corridor is a primary north-south connection linking downtown Milwaukee with many vibrant north side neighborhoods featuring strong community-based organizations, lively parks, and longstanding cultural institutions. Many businesses along King Drive are locally owned and operated and represent a wide variety of destination restaurants, retail, and services, as well as some of the region's major office and industrial parks.

Destinations include: Bronzeville African-American Cultural and Entertainment District, Pete's Fruit Market, King Drive Commons Gallery and Studio, America's Black Holocaust Museum, Gee's Clippers, Dream Bikes, Skybox Sports Bar, Rise & Grind Café, Fein Brothers, and Crown Hardware.



★ North Ave (Bronzeville) & King Drive

Source: Google, HR&A Advisors



RECENT AND UPCOMING CATALYTIC PROJECTS

Recent developments have brought over \$22 million in new investment and focused energy within the King Drive corridor. These efforts provide a solid foundation for the next wave of projects and investments that can improve the market potential of this area. Notable recent and upcoming developments include:

Medical College of Wisconsin/Greater Milwaukee Foundation: A partnership of the Medical College of Wisconsin and the Greater Milwaukee Foundation selected the former Gimbels-Schuster's Department Store property at 2153 N. King Drive as the location for its new central city initiative. Owner Mike Coakley has been looking to redevelop the property from its recent use as a warehouse. Developed by Royal Capital Group, the location will be home to the Medical College's community engagement programs as well as the new headquarters for the Greater Milwaukee Foundation, which now is in Schlitz Park.

American Family Insurance: American Family Insurance will renovate the 110-year-old former Mandel Graphic Solutions plant at 1139 King Drive for its downtown Milwaukee offices. AmFam plans to fill its new office with about 400 employees who work in roles such as claims, technology and community partnerships.

Bronzeville Collective MKE: Initially a pilot in the Pop-UP MKE program, a 30-day run in brick and mortar locations has provided a springboard for a permanent collaborative and creative space at 339 W. North Avenue. Anchor brands include FlyBlooms, Papyrus & Charms, Distinctive Designs by Tomira and BeElegant, and the Collective features over 25 total local brands focusing on handmade goods and designs from black, brown, queer and ally creatives.

HIGH TRAFFIC COUNTS ALONG KING DRIVE CORRIDOR

Annual Average Daily Traffic (AADT):

- Locust Street: ~20,500-38,900
- Center Street: ~5,300-9,800
- North Avenue: ~17,600-24,300
- McKinley Avenue: ~23,600-25,900



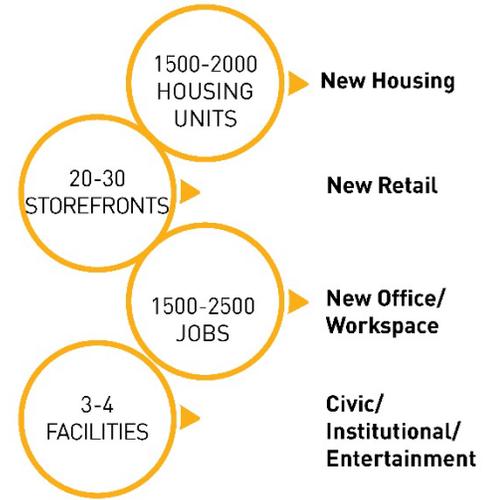
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THE CORRIDOR IS RIPE FOR BUSINESSES:

There are many opportunities to accommodate new development, whether through renovation, reuse, infill or redevelopment, with potential for new housing, businesses and cultural attractions.



LOOKING TO LOCATE HERE? Find opportunities in and around the Historic King Drive neighborhood. National retail and commercial market data suggest that there is unmet market demand and local interest in the following businesses types:

- Personal Services such as fitness, wellness, nails, waxing
- Home Décor and Accessories
- Garden and Building Supplies
- Arts and Crafts Supplies
- Electronics
- Sporting Goods



For more information please contact Historic King Drive BID #8:
Deshea Agee, BID Director
deshea@kingdriveis.com
Diana Wilkinson, Business and Outreach Coordinator
diana@kingdriveis.com