Fond du Lac & North

FOND DU LAC 19TH to BURLEIGH,
NORTH AVENUE 24TH to 30TH

Fond du Lac and North is an important commercial node serving a densely populated neighborhood on Milwaukee’s North Side. A variety of local and national retailers benefit from locating in an area where over $168 million is spent annually on retail. The neighborhood has seen significant investment and interest in recent years. The recently completed Fond du Lac and North neighborhood plan emphasizes the district’s importance as a commercial center for area residents. Citing high traffic counts on Fond du Lac and North Avenue, and market demographics, the plan foresees even greater retail activity in the future at this prominent crossroads.

Residential Characteristics

<table>
<thead>
<tr>
<th>From 27th &amp; FDL</th>
<th>1/2 Mile</th>
<th>1 Mile</th>
<th>2 Miles</th>
</tr>
</thead>
<tbody>
<tr>
<td>Population</td>
<td>9,056</td>
<td>36,968</td>
<td>135,083</td>
</tr>
<tr>
<td>Density</td>
<td>11,243</td>
<td>11,718</td>
<td>10,755</td>
</tr>
<tr>
<td>Households</td>
<td>2,593</td>
<td>10,840</td>
<td>46,243</td>
</tr>
<tr>
<td>Owner Occupant</td>
<td>51.4%</td>
<td>53.9%</td>
<td>63.7%</td>
</tr>
<tr>
<td>Under 25</td>
<td>54.2%</td>
<td>53.6%</td>
<td>49.1%</td>
</tr>
<tr>
<td>% 25—44</td>
<td>25.4%</td>
<td>25.1%</td>
<td>26.6%</td>
</tr>
<tr>
<td>% 45—64</td>
<td>14.3%</td>
<td>14.7%</td>
<td>16.7%</td>
</tr>
<tr>
<td>% Over 65</td>
<td>6.1%</td>
<td>6.6%</td>
<td>7.5%</td>
</tr>
<tr>
<td>Average Household Income</td>
<td>$30,458</td>
<td>$28,747</td>
<td>$32,289</td>
</tr>
<tr>
<td>Total Household Income</td>
<td>$79,769,700</td>
<td>$311,880,300</td>
<td>$1,494,673,400</td>
</tr>
<tr>
<td>% African-American</td>
<td>94.3%</td>
<td>91.1%</td>
<td>79.7%</td>
</tr>
<tr>
<td>% Asian</td>
<td>0.2%</td>
<td>2.2%</td>
<td>3.3%</td>
</tr>
<tr>
<td>% White</td>
<td>2.0%</td>
<td>2.9%</td>
<td>12.0%</td>
</tr>
<tr>
<td>% Hispanic Origin</td>
<td>2.1%</td>
<td>2.1%</td>
<td>2.8%</td>
</tr>
</tbody>
</table>

Sources: 2000 US Census, City of Milwaukee Assessor

Contact

Dimitri Jordan
City of Milwaukee
Department of City Development
414-286-5662
Fax 414-286-5467
djorda@mkedcd.org

Please visit our website at: www.mkedcd.org/business

Employees and Visitors

MAJOR TRAFFIC GENERATORS

National Retail (representative)
- Citgo
- Checkers
- Checker Auto Parts
- Family Dollar
- Popeye’s

Local Retail (representative)
- Brew City Barbering
- Columbia Savings & Loan
- Gold Rush Chicken
- Jackson Hewitt Tax Service
- John’s Red Hots
- Legacy Bank
- Lena’s Foods

Mack’s Heating & Air Conditioning
M&I Bank
Schmidt Kil-bac Bar Supplies
Staples Brothers Paint & Hardware
Twins Butcher Shop
Woody’s Restaurant

Major Employers
- Milwaukee County Transit System Headquarters
  220 employees
- Master Lock
  300 employees
- Capitol Stamping Corp.
  160 employees

Lena’s provides full-service grocery to neighborhood residents.
Traffic & Transportation

- 1 Mile from Downtown Milwaukee
- Easy access from I-43 at North Avenue exit.
- 24 Hour Traffic Counts:
  Fond du Lac: 22,200 vehicles daily
  North: 17,750 vehicles daily
  Locust: 11,050 vehicles daily
  Burleigh: 13,400 vehicles daily
- 9 Buslines with average weekday ridership of 42,890 passengers.
- Daily bus transfers:
  FDL/North: 908
  FDL/Center: 1,759
  FDL/Burleigh: 1,891
  27th/North: 866

Retail Rents

$8-13/sq ft.

Local Investments

- $7.5 million Fondy Farmers Market expansion and food incubator
- $1 Million Fond du Lac Avenue streetscaping, including harp lamps
- $2.5 million Legacy Bank expansion and historic renovation of 1927 building.
- $4 million Fond du Lac Avenue reconstruction
- Columbia Savings & Loan, $1 million new construction
- Citgo
- Brew City Barbering
- Fond du Lac & North Neighborhood Plan, public participation process, $230,000