The Gateway District serves residents of the surrounding neighborhood as well as employees of the adjacent 30th Street Industrial Corridor, which includes businesses such as Harley-Davidson and WE Energies. The street is also a commuter route for residents of Milwaukee’s Northwest Side and neighboring suburbs.

Recent years have seen an upswing in Investment in the District. The formation of a Business Improvement District has helped bring about over $800,000 in streetscape improvements, including new harp lights and banners. Six thousand square feet of new and renovated retail space has been added, and over 100,000 square feet of additional space is planned.

### Residential Characteristics

<table>
<thead>
<tr>
<th>From 35th and North</th>
<th>1/2 Mile</th>
<th>1 Mile</th>
<th>2 Miles</th>
</tr>
</thead>
<tbody>
<tr>
<td>Population</td>
<td>10,877</td>
<td>37,039</td>
<td>134,187</td>
</tr>
<tr>
<td>Density</td>
<td>12,130</td>
<td>11,818</td>
<td>10,364</td>
</tr>
<tr>
<td>Households</td>
<td>2,933</td>
<td>10,396</td>
<td>47,536</td>
</tr>
<tr>
<td>Owner Occupants</td>
<td>46.7%</td>
<td>56.7%</td>
<td>65.3%</td>
</tr>
<tr>
<td>Under 25</td>
<td>59.7%</td>
<td>55.6%</td>
<td>48.6%</td>
</tr>
<tr>
<td>% 25–44</td>
<td>25.4%</td>
<td>26.1%</td>
<td>28.0%</td>
</tr>
<tr>
<td>% 45–64</td>
<td>11.6%</td>
<td>13.4%</td>
<td>16.4%</td>
</tr>
<tr>
<td>% Over 65</td>
<td>3.3%</td>
<td>4.8%</td>
<td>7.0%</td>
</tr>
<tr>
<td>Average Household Income</td>
<td>$32,046</td>
<td>$32,663</td>
<td>$34,298</td>
</tr>
<tr>
<td>Total Household Income</td>
<td>$95,080,100</td>
<td>$339,468,400</td>
<td>$1,630,419,400</td>
</tr>
<tr>
<td>% African-American</td>
<td>85.6%</td>
<td>81.2%</td>
<td>67.0%</td>
</tr>
<tr>
<td>% Asian</td>
<td>4.9%</td>
<td>6.0%</td>
<td>3.9%</td>
</tr>
<tr>
<td>% White</td>
<td>3.5%</td>
<td>7.1%</td>
<td>23.0%</td>
</tr>
<tr>
<td>% Hispanic Origin</td>
<td>3.3%</td>
<td>3.1%</td>
<td>3.5%</td>
</tr>
</tbody>
</table>

### Employees and Visitors

#### TRAFFIC GENERATORS

**Local Retail (representative)**
- Big Man’s House of Blues
- Bill the Butcher
- Deen’s Food
- Enchantment Formal Wear
- Fred’s Ornamental Outdoors
- Flip Side Records
- Liberty Bank
- Mikeandies Fish Market
- Milwaukee Paint
- Village Valet Cleaners
- Wild Image Graphics

**Todd Wehr Community Center**
- School for 500 children and Boys and Girls Club

**National Retail (representative)**
- E&M Citgo
- H&R Block
- Jewel Osco
- Rainbow Clothing
- Rent-a-Center
- Subway
- Walgreens

**30th Street Industrial Corridor**
- Manufacturing and corporate firms including Harley Davidson and WE Energies

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High traffic counts make the intersection of 35th and North an ideal location for this Subway franchise (above).
Traffic & Transportation

- 2 Miles from Downtown Milwaukee
- Access to US 41 at Lisbon and North
- 24 Hour Traffic Counts:
  - 35th & North
    - NS 15,650 vehicles daily
    - EW 18,100 vehicles daily
- 5 Buslines with average weekday ridership of 33,273

Local Investments

- 57,000 square foot Jewel Osco (above) — $7 million
- Urban League & Edison School — $1.5 million
- Streetscaping project
- Nearly $250,000 in façade renovations since 2000
- E&M Citgo — $600,000
- Subway

Retail Rents

- $6 to $14 nnn

New Covenant recently constructed 72 market rate and affordable townhomes and apartments in the Metcalfe Park neighborhood (left).

Enchantment Formal Wear (right) specializes in wedding and prom dresses, tuxedos, and accessories.

Mikeandes specializes in fresh meats and seafood.