Vliet Street
27th to 43rd Streets

Vliet Street is comprised of a commercial node of mostly national retail at the intersection of 35th & Vliet, and smaller local retail, including a bakery, hair salon and rug store. The district is anchored on the west end by Washington Park, one of Milwaukee’s most beautiful urban parks, and site of a variety of summer and winter activities. It is adjacent to the Harley Davidson Motor Company, one of Milwaukee’s most famous businesses, and a major investor in the neighborhood.

Residential Characteristics

<table>
<thead>
<tr>
<th>From 35th &amp; Vliet</th>
<th>1/2 Mile</th>
<th>1 Mile</th>
<th>2 Miles</th>
</tr>
</thead>
<tbody>
<tr>
<td>Population</td>
<td>11,122</td>
<td>34,927</td>
<td>110,416</td>
</tr>
<tr>
<td>Density</td>
<td>9,799</td>
<td>11,496</td>
<td>8,816</td>
</tr>
<tr>
<td>Households</td>
<td>3,611</td>
<td>12,311</td>
<td>38,893</td>
</tr>
<tr>
<td>Owner Occupant</td>
<td>57.4%</td>
<td>59.6%</td>
<td>64.6%</td>
</tr>
<tr>
<td>Under 25</td>
<td>51.9%</td>
<td>50.8%</td>
<td>49.7%</td>
</tr>
<tr>
<td>% 25—44</td>
<td>26.2%</td>
<td>28.2%</td>
<td>27.9%</td>
</tr>
<tr>
<td>% 45—64</td>
<td>14.9%</td>
<td>15.6%</td>
<td>15.6%</td>
</tr>
<tr>
<td>% Over 65</td>
<td>7.0%</td>
<td>5.5%</td>
<td>6.9%</td>
</tr>
<tr>
<td>Average Household Income</td>
<td>$27,277</td>
<td>$28,348</td>
<td>$33,339</td>
</tr>
<tr>
<td>Total Household Income</td>
<td>$97,404,600</td>
<td>$349,614,400</td>
<td>$1,291,469,200</td>
</tr>
<tr>
<td>% African-American</td>
<td>62.8%</td>
<td>65.1%</td>
<td>55.8%</td>
</tr>
<tr>
<td>% Asian</td>
<td>14.6%</td>
<td>9.2%</td>
<td>5.1%</td>
</tr>
<tr>
<td>% White</td>
<td>13.1%</td>
<td>16.8%</td>
<td>29.0%</td>
</tr>
<tr>
<td>% Hispanic Origin</td>
<td>5.3%</td>
<td>5.4%</td>
<td>7.2%</td>
</tr>
</tbody>
</table>

Sources: 2000 US Census, City of Milwaukee Assessor.

Employees and Visitors

MAJOR TRAFFIC GENERATORS

National Retail (representative)
- Family Dollar
- Jackson Hewitt
- KFC
- Shell

Local Retail (representative)
- Bahamian Rugs
- Eat Cake
- Hmong American Museum & Gift Shop
- J & D's Record & Gift Shop
- K-9 Professional Dog Grooming
- Milwaukee Nuts Company

Stoeman’s Variety Outlet
TM Fuchs Heating

Harley Davidson Motor Company
Over 1,000 employees

Washington Park
Designed by Frederick Law Olmsted
138 acres
Ice skating, swimming pool, bandshell concerts, community center.

Contact

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414-286-5662
Fax 414-286-5467
djorda@mkedcd.org

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

- 2 Miles from Downtown Milwaukee
- Access from US 41 at Lloyd Street and Garfield Avenue exits.
- 24 Hour Traffic Counts:
  - 35th & Vliet
    - NS: 14,450 vehicles daily
    - EW: 13,450 vehicles daily
  - Highland Blvd. & Vliet
    - NS: 7,000 vehicles daily
    - EW: 12,600 vehicles daily
- 6 buslines with average weekday ridership of 44,477 passengers.

Local Investments

A partnership between the City of Milwaukee, Habitat for Humanity, West End Development Corporation, Neighborhood Improvement Development Corporation, and Harley Davidson, Inc. has resulted in investment of nearly $1 million since March of 2002. Investments included wrought iron fencing near the Harley-Davidson campus (above) and the new construction of eight single family homes.

Retail Rents

$7—$12/ sq. ft. nnn

Eat Cake (right) is a new bakery/café across the street from Washington Park.

Vliet Street has several architecturally distinctive historic buildings. (left).

This gas station (right) serves customers who own many of the 12,000 registered vehicles in its zip code.