North 35th Street  
I-94 to Vliet

Located two miles west of Downtown Milwaukee, the North 35th Street Commercial District serves residents of its surrounding high density neighborhoods, and lies adjacent to two of Milwaukee’s most well-known businesses: Miller Brewing and Harley-Davidson Motor Company. These two businesses employ many of the 18,000 people who work within one mile of the district, and bring hundreds of thousands of tourists per year to the neighborhood. Residents in the neighborhood spend $846 million annually on retail.

Residential Characteristics

<table>
<thead>
<tr>
<th>From 35th &amp; State</th>
<th>1/2 Mile</th>
<th>1 Mile</th>
<th>2 Miles</th>
</tr>
</thead>
<tbody>
<tr>
<td>Population</td>
<td>8,874</td>
<td>28,466</td>
<td>110,124</td>
</tr>
<tr>
<td>Density</td>
<td>12,058</td>
<td>11,113</td>
<td>8,983</td>
</tr>
<tr>
<td>Households</td>
<td>3,812</td>
<td>10,675</td>
<td>38,854</td>
</tr>
<tr>
<td>Owner Occupant</td>
<td>62.7%</td>
<td>62.5%</td>
<td>67.0%</td>
</tr>
<tr>
<td>Under 25</td>
<td>41.0%</td>
<td>49.5%</td>
<td>49.1%</td>
</tr>
<tr>
<td>% 25–44</td>
<td>30.5%</td>
<td>28.2%</td>
<td>28.4%</td>
</tr>
<tr>
<td>% 45–64</td>
<td>20.1%</td>
<td>16.3%</td>
<td>15.5%</td>
</tr>
<tr>
<td>% Over 65</td>
<td>8.4%</td>
<td>6.0%</td>
<td>7.1%</td>
</tr>
<tr>
<td>Average Household Income</td>
<td>$24,651</td>
<td>$25,872</td>
<td>$338,245</td>
</tr>
<tr>
<td>Total Household Income</td>
<td>$91,824,300</td>
<td>$278,796,700</td>
<td>$1,308,329,900</td>
</tr>
<tr>
<td>% African-American</td>
<td>62.1%</td>
<td>58.6%</td>
<td>47.1%</td>
</tr>
<tr>
<td>% Asian</td>
<td>7.4%</td>
<td>11.9%</td>
<td>5.5%</td>
</tr>
<tr>
<td>% White</td>
<td>19.2%</td>
<td>18.4%</td>
<td>32.3%</td>
</tr>
<tr>
<td>% Hispanic Origin</td>
<td>7.6%</td>
<td>7.2%</td>
<td>11.9%</td>
</tr>
</tbody>
</table>

Sources: 2000 US Census, City of Milwaukee Assessor, Claritas Inc.

Contact

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

Employees and Visitors

MAJOR TRAFFIC GENERATORS

**National Retail (representative)**  
Burger King  
Family Dollar  
Hollywood Video  
Jackson Hewitt  
KFC  
McDonald’s  
Midas Muffler Shop  
Payless Shoe Source  
Simply Fashion  
Super America  
Walgreen’s

**Local Retail (representative)**  
Bob’s Custard Drive-In  
Community Financial

**Over 18,000 employees in Area:**

Harley Davidson Motor Company  
Over 1,000 employees

Miller Brewing Company  
Corporate and production facilities  
950 corporate and 845 factory employees  
Over 200,000 visitors annually.

VCY America, Inc.  
Christian broadcasting network

The Harley-Davidson Motor Company is one of the most recognizable brands in the world, and is headquartered adjacent to the 35th Street Commercial District.
Traffic & Transportation

- 2 Miles from Downtown Milwaukee
- Access from I-94 at 35th Street exit and US 41 at Wisconsin Ave. and Vliet Street exits.
- 24 Hour Traffic Counts:
  - 35th & Wisconsin
    - NS 18,000 vehicles/day
    - EW 18,250 vehicles/day
- 7 Buslines with average weekday ridership of 39,912 passengers.

The recently renovated Westside Marketplace (left) adds to the strong national retail presence on 35th Street.

This Walgreen's (right) stands at the busy intersection of 35th & Wisconsin.

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 and the new construction of eight single family homes (above).

Retail Rents

$5—$10/ sq. ft. nnn

Wisconsin Kitchen Mart (right) is one the State’s largest kitchen remodeling showrooms.