

QUICK FACTS:

- 5 minutes to major regional employment centers: Downtown Milwaukee, Menomonee River Valley, Milwaukee Regional Medical Center/Milwaukee County Research Park, and Harbor District
- One of Milwaukee's most diverse neighborhoods
- Home to 8,000 people / 2,400 households
- Over 47% of households with children
- Strong arts and cultural identity

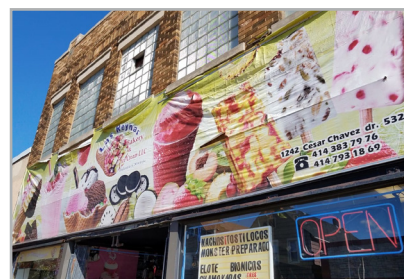
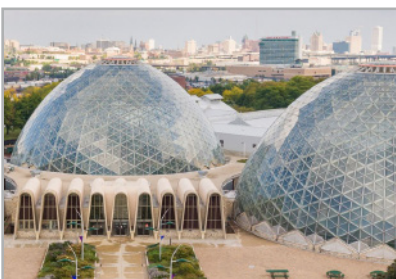
Clarke Square Neighborhood: Surrounded by Opportunity

Milwaukee, Wisconsin

Heart of city and culture: Situated at the core of a thriving region, the Clarke Square neighborhood offers real need and potential for meaningful reinvestment that benefits and honors a diverse mix of people, place, and culture. The area is surrounded by areas of significant reinvestment, and has quick and convenient access to major regional employment centers. Within the neighborhood, major corridors such as Cesar Chavez Drive, Layton Boulevard, National Avenue, and Greenfield Avenue characterize and connect the area physically and economically to surrounding neighborhoods.

Key neighborhood assets: Oscar's Pub & Grill, Mitchell Park Domes, Potawatomi

Hotel and Casino, Harley-Davidson Museum, El Rey, and other unique shops and restaurants on Chavez Drive. The Hank Aaron State Trail is a connecting recreational asset for the area.



High traffic counts:

- The intersection of **National and Layton** has annual average daily traffic (AADT) counts of **18,700** (comparable to Bluemound Road near the Zoo interchange).
- The intersection of **Greenfield and Layton** has **AADT of 21,400**.
- **Cesar Chavez Drive** just north of Greenfield has **AADT of 18,200**.

Recent Catalytic Projects and Momentum:

- **Rule Enterprises LLC** seeks to develop a four-story building, with just under 90 units, on city-owned parcels at 1313 and 1329-1331 W. National Ave.
- **El Rey Mexican Products, Inc.** is expanding its manufacturing building at 1520 Muskego Way. There may be potential for El Rey's suppliers/importers – many of which are from the Chicago market – to co-locate on or near the site.
- **Cardinal Capital** is working on an infill project on the former Dental Associates site on the 1100 block of Chavez Drive. It will include a 20,000-square-foot building and adjacent parking lot. Future uses and tenants are still to be determined.
- **Cristo Rey Jesuit High School**, which is set to open on National Avenue as early as Fall 2020, will generate a significant influx of student and parent traffic and provide opportunities to expand business offerings catering to families.

THE NEIGHBORHOOD IS RIPE FOR BUSINESSES SUCH AS:

- Pharmacy • Healthy, affordable food options
- Food truck, commercial kitchen and food business incubator
- Community-based home improvement warehouse (e.g. Habitat ReStore)
- Spanish-language bookstore/café



Three key focus areas:

1. Cesar Chavez Drive – Milwaukee's Latino Marketplace: Opportunities for the Chavez Drive BID and corridor include specialty businesses that cater to Latino heritage/culture. The success of the “public market” concept, both in Milwaukee and in other cities around the country, may be successful in Clarke Square specifically around Latino food, goods, clothing, gifts, and other distinctive offerings.

2. National Avenue – High-traffic Opportunities: Family-friendly businesses can cater to students and children living in/near Clarke Square. Potential niches may include: Restaurants and cafes with destination appeal that include activities for students and families, games, arcades, trivia, interactive multi-player games. There are also opportunities for adaptive reuse and site redevelopment to advance a niche of “maker-space” and other DIY businesses in this area along the National Avenue Corridor, as well as Latino-owned and focused businesses.

3. Greenfield Avenue – Walkable and Resident-Oriented Businesses: The prevalence of smaller retail and corner lot commercial spaces may be attractive to newer boutique and food uses (Hispanic bakeries, coffee shops, services, etc.), while larger opportunities are available for residential/mixed use development with potential for expanded spaces for community development non-profits and social service providers. Smaller settings are suited for boutique and food uses such as (Hispanic bakeries, coffee shops, services, while larger opportunities may be marketed for residential/mixed use development.

