



# MARKET & REDEVELOPMENT STUDY

Client | The East Side Business Improvement District, Milwaukee

## Plan Highlights

5 redevelopment site concepts

economic trends and strategies for recruiting new business and balancing the business mix

opportunity for nearly 200 market rate residential units, 1 to 2 bedrooms

space for more than 35,000 square feet of ground floor commercial uses — retail, shared entrepreneur space, or active commercial activities

on-site parking balanced with new development

gateway to The Business Improvement District from the west and enhanced identity for North Avenue

Building on recent investments, diversity of uses, traffic, and BID programs, the East Side is ripe for continued investment west of Oakland Avenue. Ce Planning Studio worked with Business Districts Inc. to analyze the market, determine housing opportunities, and identify development trends and gaps for the area. Redevelopment opportunities include individual parcels to full blocks and access to the bike trail. Concepts provide a starting point for discussion between the BID, property owners, and potential investors.

Local business owners and area developers were interviewed to understand the market challenges and opportunities, and supplement the market data for the area. An online survey was conducted to gather information about consumer shopping behaviors and desired uses. Market data supports opportunities for market rate housing, health and wellness, and a retail demand in the convenience market of more than \$570 million.

Action Strategies are recommended for filling vacant ground floor retail spaces, growing the daytime population, and expanding the retail experience for area residents. Redevelopment illustrations show how the western part of the BID can increase in density and enhance the neighborhood identity.



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