

South Milwaukee



ECONOMIC DEVELOPMENT PROFILE



THE CITY OF
SOUTH
MILWAUKEE

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South Milwaukee & Mainstreet Downtown

The City has streamlined processes, built the downtown Bucyrus Commons outdoor event space, formed several new business incentive programs, and invested in streetscaping.

South Milwaukee is getting things done, attracting entrepreneurs, redevelopment, and community investment.

The growing number of new niche businesses, mixed-use, and multifamily development proposals, a new eight single-family subdivision, and murals in the downtown are just a few highlights of the momentum.

Tourists are coming from near and far to visit the Bucyrus Museum, snap some pictures with "Da Crusher" statue, and hike and enjoy Grant Park and Beach.

Natural Amenities & Downtown Connectivity

The City of South Milwaukee is located along Lake Michigan's shoreline. We are a smaller community offering big-city amenities along with having a quarter of the community dedicated to parkland. These natural assets are an envy of many in the region who can only wish for close proximity to nature in an urban setting.

Downtown South Milwaukee is walking distance to the 380-acre Grant Park and adjacent to the Oak Creek Parkway environmental corridor and 100-mile regional Oak Leaf Trail.

Ever-increasing summer visitors are coming to enjoy Grant Park, its beach, the bike trails, Seven Bridges, golf and more. The City is drawing park visitors to our Downtown with wayfinding signs, and of course, having an attractive downtown with desirable businesses.

Upcoming Development Projects

10th & Marquette

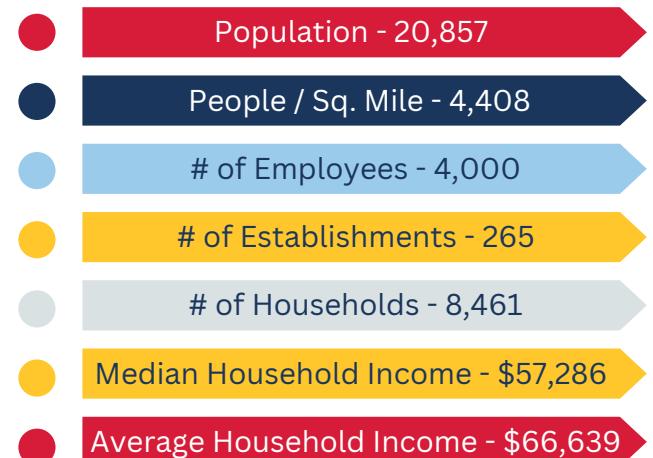


Approved
64-Unit
Mix Use in
Downtown

Bucyrus Campus Downtown

Approved 132-Unit Redevelopment
Repurposing 3 office buildings + new multifamily,
including a private elementary school

Zip Code 53172



Recent Downtown Investment

New
Downtown
Outdoor
Event
Space



Projected Growth

The 2025 updated City's Comprehensive Plan projects population growth by an additional 4,200 new residents based on infill opportunities and supporting redevelopment at higher densities.

The updated zoning code allows higher density developments through flexible setbacks, including height allowances, and removal of single-family-only districts.

30-Acre Lakefront Site Available

The privately-owned site is on the market that supports over 1,000 new residential units

25,000 Projected Population

53 vacant residential properties

Redevelopment opportunities of industrial properties

Market Analysis Custom Trade Area

The trade area combines a series of drive times, mobile data analysis, geographic boundaries and proximity to neighboring shopping destinations.

66,421 – Estimated Population, 2021

54,893 – Daytime Population

67,372 – Projected Population, 2026

1.4% – Projected growth rate 21-26

40 – Male Average Age

42 – Female Average Age



Trend Data 2021 – 22, Downtown Strategies

\$256,145 Average Housing Unit Value

\$60,804 MEDIAN Household Income

Opportunity Gap, Custom Trade Area

\$5,139,756 – Full Service Restaurants

Mobile Insights, 900 Milwaukee Ave Block Downtown

Estimated Annual Visits	125,312
Estimated Annual Visitors	58,721
Average Distance from Home	2.0 Miles
Average Dwell Time	154.6 minutes

Commute Profile Workers: 3 Miles



24,245 Workers
Age 16+



81.7% Drove Alone to Work



1,327 2020 Workforce
16+ Worked at Home

American Community Survey Data

Average Annual Daily Traffic Downtown

Milwaukee Ave., north of 10th	4,300
10th Ave., Milwaukee to Monroe Ave.	8,700
10th Ave., Michigan to Madison Ave.	7,600
Marquette Ave., S. Chicago to 10th Ave.	7,300
S. Chicago Ave., Montana to Marquette Ave.	8,700

MCTS Routes



Route 15 – Orange Line

Route 59 – new East-West, added 2025

Route 52 – Green Line

Local Incentives

Higher grants available for catalytic projects.

★ **New Business Grant**

Offering \$5,000 grants for new businesses located along Milwaukee Avenue.

★ **Facade Improvement Grant**

Up to \$15,000 matching grants for façade improvement in the Downtown District and \$7,500 in other commercial zones, 50% match for exterior improvements plus \$2,000 grant with 90% municipal match for design work. Municipal match 75% for projects under \$5,000.

★ **Commercial Interior Improvement**

A 50% matching grant, maximum \$20,000, available to commercial property owners and new business owners in the downtown.

★ **Tax Increment Financing**

TID #5 is active in the Downtown.

South Milwaukee Downtown District



Over 100
businesses in
the Downtown
District