

# SOUTH MILWAUKEE DEVELOPMENT OPPORTUNITY

## EVERBRITE CAMPUS SITE 315 Marion Avenue

*Next to SM Yacht Club, Grant Park and walking distance to Downtown*

South Milwaukee is a smaller suburban community located along Lake Michigan, known for its walkable neighborhoods, growing downtown and outdoor recreational activities. Over a quarter of the community is parks and open spaces, home to Milwaukee County Grant Park and the Oak Creek Parkway.

### Zip Code 53172

Population 20,857  
#Establishments 265

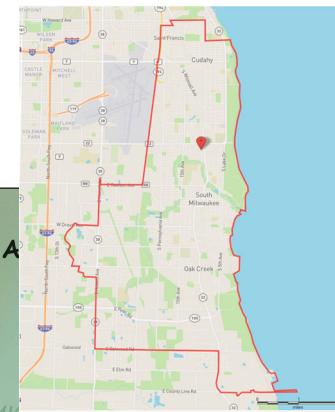
People/Sq Mile 4,408  
#Households 8,461

Employees 4,000  
Med HH Inc \$57,286

### Custom Trade Area

Estimated Population 66,421  
Proj Population 2026 67,372

Daytime Population 54,896  
Median HH Inc \$60,145



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## EVERBRITE CAMPUS SITE

### Options for Future Development

This almost 30-acre site offers many amenities not fully available to other locations in South Milwaukee. It offers nearly 1,000 feet of undeveloped Lake Michigan shoreline with close proximity to shoreline destinations like Grant Park and the South Milwaukee Yacht Club. New multi-family housing would be in character with neighboring residential land uses, while retail and restaurants could increase curb appeal. The site area offers a broad range of options with varying density and diverse housing as key components. There are opportunities to retrofit a key historic building, provide public places and recreation activities, and provide natural amenities and access to Lake Michigan.

Residential development drives this redevelopment opportunity which would attract new residents and younger families with its proximity to schools. The site's location along the minor arterial 5th Avenue makes higher density housing feasible; it should be implemented with lower density closer to 5th Avenue and transition to more homes per acre closer to Lake Michigan. There currently is limited connection to 5th Avenue and adjacent neighborhoods, and the potential development could benefit by connecting the site to those places.

The attached concept depicts new housing concepts with opportunities for commercial uses to accommodate the surrounding neighborhood:

1. Intersections must align with existing neighborhoods to create traffic and aesthetic compatibility.
2. One and two-story townhomes could provide medium-density housing options nearest to existing neighborhood homes (shown as the smaller rectangular orange buildings).
3. 5th Avenue could provide a location for a grocery store or supermarket that is easily accessible to the neighborhood.
4. Community greenhouses could be a neighborhood amenity and provide residents opportunities to grow and sell produce.

5. These could be 2 to 4-story mixed use buildings with ground level retail, restaurant, or small businesses and upper level apartments or condominiums (marked as buildings with both red and orange shading).
6. 4+ story apartments would offer residents great views of Lake Michigan (marked as orange rectangular and L-shaped buildings).
7. 5+ story, higher-density apartments would offer residents sweeping views of Lake Michigan and the rest of the neighborhood.
8. Public trails for accessing Lake Michigan should be used for recreation and connection to other trail systems and Grant Park.
9. A Lake Michigan promenade could have landmark features, like a pier, drawing people's attention to the lake and linking neighborhoods to the shoreline.
10. A community building could offer programming for South Milwaukee residents.
11. New public beaches could provide new recreational opportunities not previously available to this neighborhood. The beaches would also serve as erosion protection for the bluffs.
12. The existing brick building and smokestack are great legacy components that provide a connection to the site's industrial history. It could serve as a central gathering place.
13. Public places, public parks, and gardens should provide the site with natural, sustainable elements that enhance the connection to the wooded bluffs and the lake. These could serve many functions such as storm water management, wildlife habitat, shade, etc. Public places could be provided in many different locations such as lining the boulevard and/or in the areas between buildings (most areas adjacent to the lake and along Manitowoc Avenue could be considered).
14. A high-rise, high-density residential tower would provide a great viewscape of the lake atop the bluff. This location is more suitable for this use since it is adjacent to some non-residential land uses.