

# Lincoln Avenue I-94 to 20th Street



The recently renovated Basilica of St. Josaphat is a social and physical landmark and the only Polish basilica in the United States.

Lincoln Avenue began as a dense commercial street catering to the neighborhood's Eastern European residents. Today, the street is a lively mixture of local and national retail drawing customers from neighboring Hispanic, Asian and Polish communities.

Lincoln Avenue has been honored by being the only street in the City of Milwaukee designated a "Main Street" under Wisconsin's state-wide Main Street program. Active community and business organizations have led the revitalization of Lincoln Avenue's storefronts.

## Residential Characteristics

From 9th & Lincoln	1/2 Mile	1 Mile	2 Miles
<b>Population</b>	14,667	42,941	112,031
<b>Density</b>	19,921	17,287	8,754
<b>Households</b>	4,373	13,238	38,426
<b>Owner Occupants</b>	69.3%	68.1%	76.5%
<b>Under 25</b>	50.0%	48.8%	43.4%
<b>% 25–44</b>	30.4%	30.5%	31.3%
<b>% 45–64</b>	13.4%	13.9%	15.8%
<b>% Over 65</b>	6.2%	6.8%	9.4%
<b>Average Household Income</b>	\$34,439	\$34,043	\$36,858
<b>Total Household Income</b>	\$148,225,400	\$447,630,700	\$1,418,282,500
<b>% African-American</b>	4.6%	5.3%	4.7%
<b>% Asian</b>	2.9%	3.0%	3.3%
<b>% White</b>	30.0%	31.9%	43.2%
<b>% Hispanic Origin</b>	58.5%	55.7%	45.1%

## Employees and Visitors



### MAJOR TRAFFIC GENERATORS

#### Local Retail (representative)

A&J Polish Deli  
Ben's Cycle and Fitness  
Benny's Pizza  
BMR Design  
Fiesta Garibaldi  
Lincoln Art Pottery  
Lincoln State Bank  
M&R Hardware  
Old Town Serbian Restaurant  
Stefan's Soccer Supply  
Studio One Signs  
Tres Hermanos Restaurant

#### National Retail (representative)

H&R Block  
Paul Mitchell Signature Salon

#### Employers

Klement's Sausage Plant and  
Corporate Office  
350 Employees

#### Kosciuszko Community Center

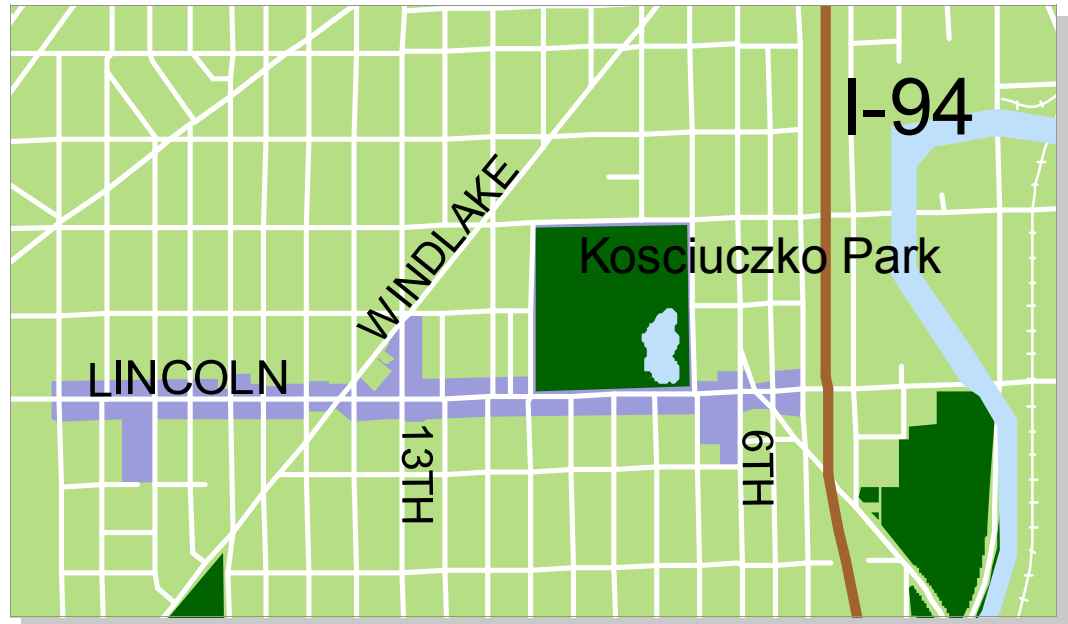
Adult and youth recreation and  
craft classes  
Family Aquatic Center

#### Basilica of St. Josaphat

Spiritual center for area Catholics  
Visitor center and gift shop

# Traffic & Transportation

- 3 Miles from Downtown Milwaukee
- Easy access to I-94 at Lincoln Avenue
- 24 Hour Traffic Counts:
  - 6th & Lincoln  
NS 12,850 vehicles/day  
EW 11,900 vehicles/day
  - 13th & Lincoln  
NS 12,500 vehicles/day  
EW 15,200 vehicles/day
  - 20th & Lincoln  
NS 4,300 vehicles/day  
EW 15,250 vehicles/day
- 4 Buslines with average weekday ridership of 26,439



Lincoln Avenue received the special distinction of becoming a Wisconsin Main Street in 2002. (left)

A neighborhood with as many cultures as Lincoln Avenue naturally has a wide array of dining options. Old Town Serbian Restaurant (right) is the only restaurant of its kind in Milwaukee.



# Local Investments



- Over \$180,000 in façade renovations since 2001. Renovated properties include Lincoln Pottery, Stefan's Soccer (above) Auri's Café, and Lincoln State Bank.
- Tres Hermanos Restaurant expansion
- Fiesta Garibaldi Restaurant
- Phase one of Lincoln Theater restoration

# Retail Rents

\$4-\$8 nnn

Ben's Cyclery Offers the Best in bicycles and gear.

