

Layton Boulevards West

New Business Guide



Prepared by PLACE Consulting, Inc.



Starting a New Business? Looking for a Second Location?

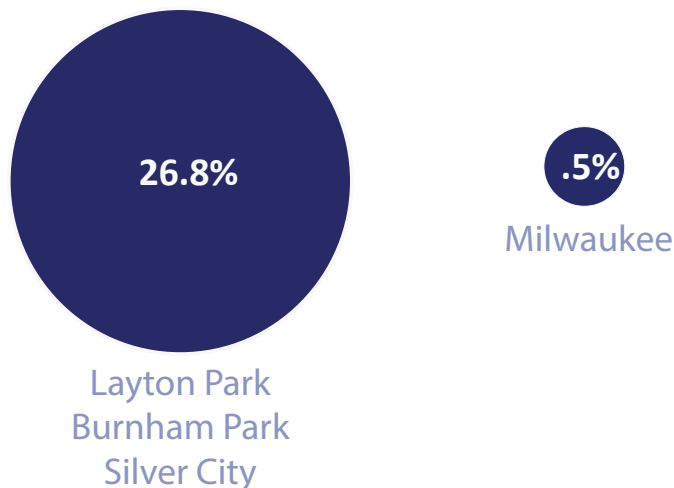
Everything You Need is in Layton Park, Burnham Park, and Silver City:

A High Growth Community.....

Layton Park, Burnham Park, and Silver City have a combined population of over 21,000 people and

A population density of 12,563 people per square mile to support robust retail business and

A dramatically higher growth rate compared to Milwaukee's overall growth rate:



.....with a Diverse Population:

- 66% Latinx
- 22% Caucasian
- 5% African American
- 4% Asian American
- 3% Other

A Great Location

Boundaries:

North: Three Bridges Park/Menomonee River

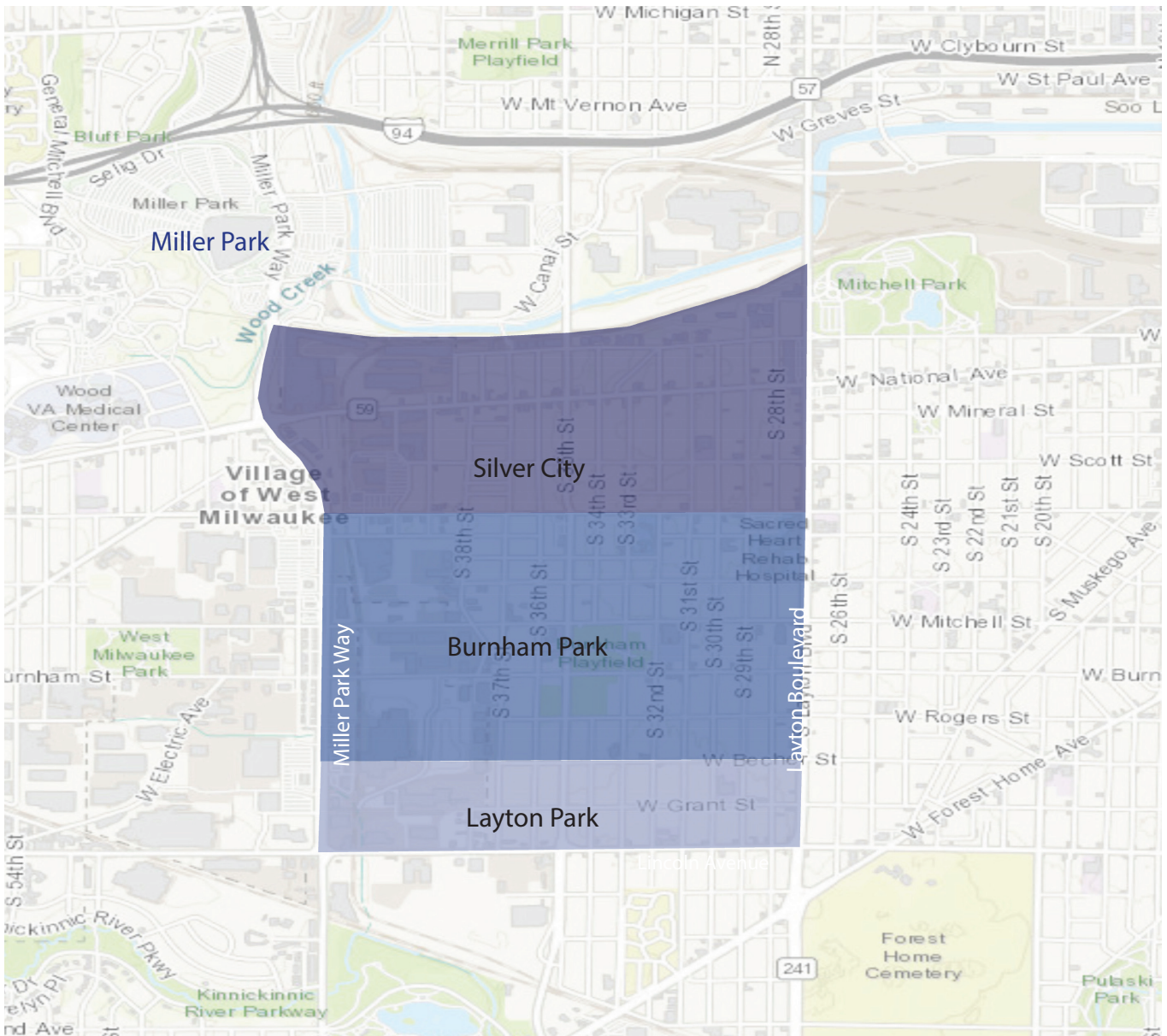
West: Miller Park Way

South: Lincoln Avenue

East: Layton Boulevard

Description:

Located directly southeast of Miller Park and less than three miles away from Downtown Milwaukee; Silver City, Burnham Park, and Layton Park are ideally located for your next business.



Our Neighborhoods

Silver City

Located just minutes from the Menomonee Valley, I-94, downtown Milwaukee, and amenities such as the Hank Aaron State Trail, the Urban Ecology Center, Three Bridges Park, Miller Park, and the Mitchell Park Domes, Silver City is one of Milwaukee's most diverse and exciting neighborhoods, blending historic architecture with exciting and new retail and international dining opportunities. In addition, Silver City offers a strong sense of community and collaboration, highlighted by annual festivals such as the Silver City International Festival and the Trick Or Treat Street on National Avenue.

There are two main commercial corridors in Silver City: National Avenue and Pierce Street. National Avenue best captures the neighborhood brand of an "InterNational Experience" with several ethnic restaurants and a variety of "mom and pop- owned" businesses. Buildings on National Avenue tend to be mixed-use and the commercial spaces are generally 1,000 to 2,500 square feet. There are several bus routes along National and there is ample street parking nearby.

Pierce Street is known as a hub of eco-friendly businesses and organizations, such as the Urban Ecology Center and the Wisconsin Bike Federation, due in part to the proximity to local recreation. Many buildings on the north side of Pierce Street have direct access and/or direct views of the Hank Aaron State Trail or Three Bridges Park. Buildings on Pierce Street vary in size and use including commercial and industrial, and tend to offer larger square footage than National Avenue.

Who Should Locate in Silver City?

Silver City is great for businesses that want to be a part of a diverse, collaborative community. Spending patterns show Silver City can accommodate family-friendly retail, restaurants, light industrial manufacturing and eco-friendly businesses.



Our Neighborhoods

Burnham Park

Among the gems located in the Burnham Park neighborhood are the one-of-a-kind Frank Lloyd Wright American-built homes that line an entire block on Burnham Street. Additional amenities include play and recreational opportunities at the Park, the El Rey supermarket complex and the newly renovated El Señorial Mexican Restaurant and Oscar's Winner's Circle.

There are two commercial streets in Burnham Park: Greenfield Avenue and Burnham Street. Burnham Street includes several iconic locations including entrances to Burnham Park, Rogers Park, the Frank Lloyd Wright homes, El Señorial, Oscar's Winners' Circle and the El Rey supermarket. Greenfield Avenue includes the Aldi supermarket, alongside commercial uses that are mainly neighborhood-based businesses and include a daycare and a karate school. In most cases, Burnham Park commercial properties cater to neighborhood-based businesses east of 35th Street, while west of 35th Street is appropriate for larger businesses with a regional focus.

Who Should Locate in Burnham Park?

Burnham Park east of 35th Street is great for smaller, neighborhood-based businesses that don't require high amounts of pedestrian and street traffic, such as a local coffee shop or sports store. West of 35th Street is appropriate for destination shopping and manufacturing.



Our Neighborhoods

Layton Park

Layton Park gems include the Forest Home Cemetery filled with famous Milwaukeeans, Jackson Park and the Aurora St. Luke's Medical Center. LBWN focuses on Lincoln Avenue commercial corridor within Layton Park, but Lincoln Avenue and 27th Street are the main commercial corridors in Layton Park and offer a variety of uses from bakeries to light industrial. Lincoln Avenue resides within two diverse moderate income neighborhoods and is located near the Aurora St. Luke's hospital and Miller Park Way, making it an appropriate location for both neighborhood-based businesses and businesses with a regional customer base.

Who Should Locate in Layton Park?

Lincoln Avenue mainly offers smaller, mixed-use buildings east of 35th street and caters to smaller retail and office space. East of 35th street is appropriate for light industrial and larger retail destinations. The intersection at Miller Park Way and Lincoln Avenue has space for large retail destinations.

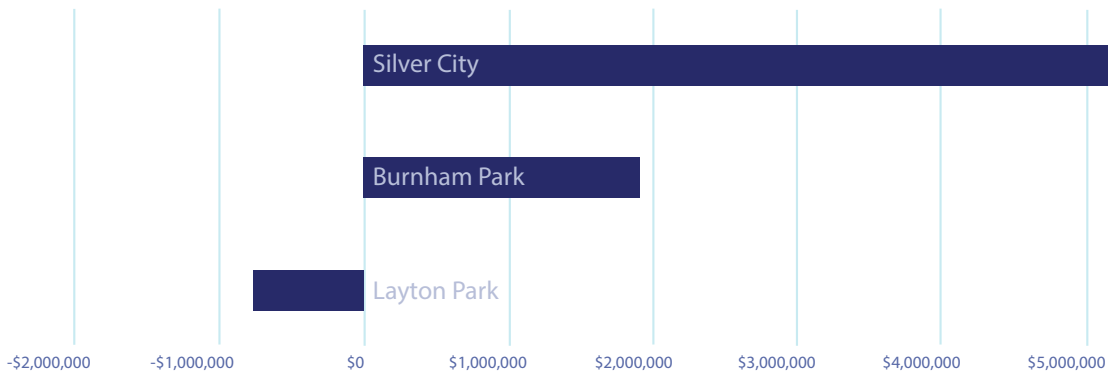


Retail Opportunities

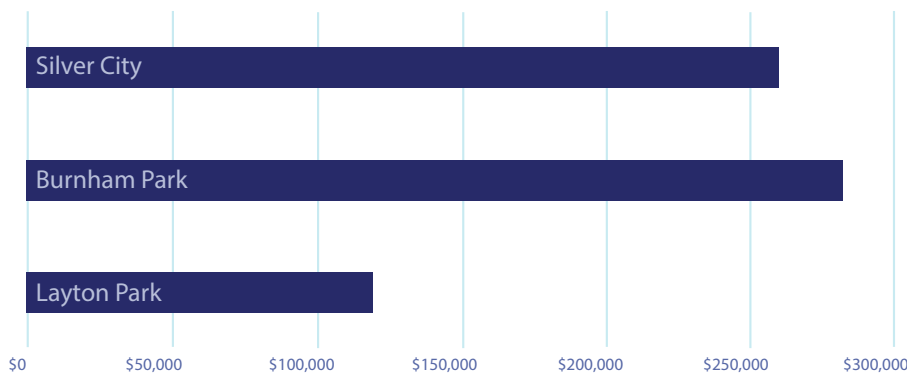
A Bar and Restaurant Destination

Silver City and Burnham Park have established themselves as dining destinations in Milwaukee, as evidenced by their annual retail surplus of over \$5,000,000 and \$3,000,000 respectively in restaurants. Layton Park has room for growth in restaurants, since there is retail gap of almost \$800,000. Silver City, Burnham Park, and Layton Park all have a retail surplus of over \$100,000 in drinking establishments. A retail surplus is when total retail expenditures for a trade area are in excess of the projected retail expenditures of the trade area population. Put more simply, a retail surplus in a category means that it is likely that people from outside the neighborhood shop in the Layton Boulevard area for that particular category. The retail surplus in bars and restaurants shows that people outside the Silver City, Burnham Park, and Layton Park neighborhoods visit them for eating and drinking.

Restaurant Retail Surplus



Drinking Establishments Retail Surplus



Source: ESRI Business Analyst



Retail Opportunities

Opportunities for Growth

While eating and drinking establishments are a destination in the area. Retail gaps in other sectors reveal untapped opportunities. Silver City has almost \$14,000,000 in combined retail opportunity for automobiles and parts dealers, and food and beverage stores.

Burnham Park has a combined retail opportunity of over \$13,000,000 in General Merchandise Stores and Department Stores.

Layton Park has a combined retail opportunity of almost \$6,000,000 in General Merchandise Stores and Department Stores.

Retail Gap by Neighborhood



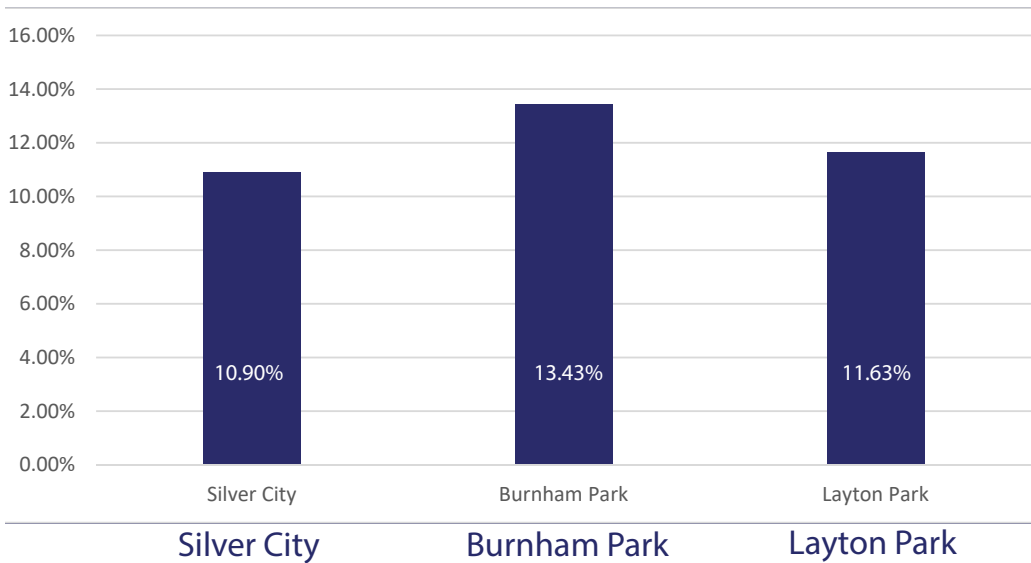
Source: ESRI Business Analyst

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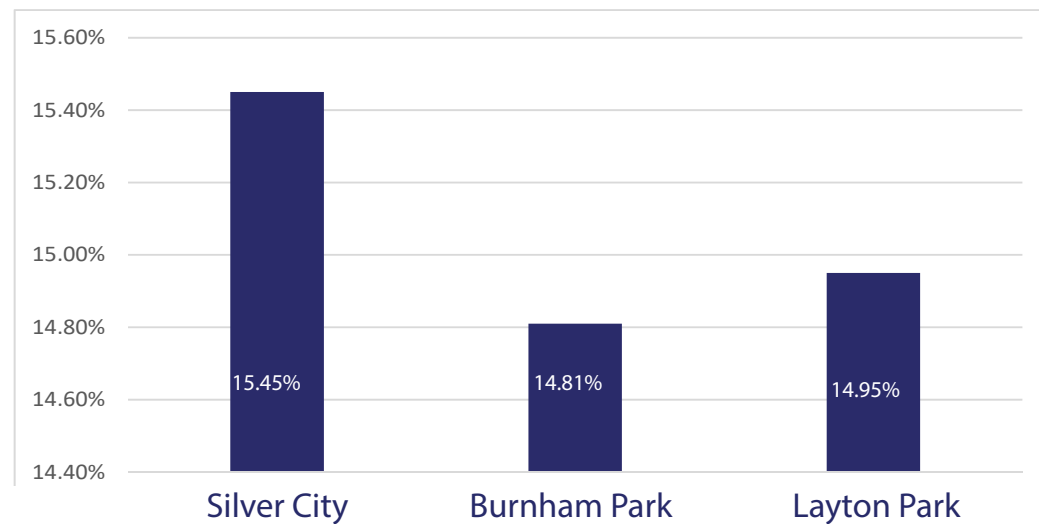
Income Growth

Silver City, Burnham Park, and Layton Park are all projected to have median household income and per capita income growth of over 10 percent from 2017-2022. Compared with the high population growth rate in the area, this creates ideal conditions for retail business growth.

Median Household Income Growth 2017-2022



Per Capita Income Growth 2017-2022



Source: ESRI Business Analyst

Working with Layton Boulevard West Neighbors

Support Services for Businesses and Property Owners

Layton Boulevard West Neighbors, Inc. (LBWN) offers FREE resources for your business!

Secure Façade and Signage Grants

LBWN has an excellent track record with helping neighborhood businesses secure City of Milwaukee façade, signage and Whitebox grants. To date, we have helped businesses secure over \$130,000 in grants. In addition, LBWN also has a limited amount of grants to help with commercial property improvements.

Navigate City Compliance

LBWN will work with you to understand City licenses and permits and efficiently complete the steps towards starting or expanding your business.

Business Planning

LBWN works with several local organizations to support new businesses and business expansion. Together, we can help you determine what your needs are and what the best resources are for securing these needs.

Brand Development

LBWN can help you strategize the development and marketing of your brand, connect to brand development services, and review key social media platforms relevant for your business. Moreover, LBWN can help you understand the value of your brand as an overall asset to the community and how by working with your business neighbors, you can add value to your commercial corridor and your business.

Promotion

LBWN supports our neighborhood businesses through several promotional outlets including press releases, social media promotion, neighborhood outreach and numerous promotional events including our annual Silver City International Fest.

Site Location Assistance

LBWN keeps track of available properties for rent or lease, and can help entrepreneurs negotiate the rental or real estate agreement.



Testimonials

Debra Study of Choice Midwife Collective
3920 W. National Avenue - Silver City

"We feel honored to serve such a close knit community, close to such businesses like Urban Ecology Center and Velobahn Coffee and Cycle. Relationships are always at the heart of Midwifery Care."

Amy Bluhm of The Womb Room
3920 W. National Avenue - Silver City

"I love the vibrancy of the community. I love that we are right in the city, accessible by public transport and to just about any community resource one could need. And, at the same time, the river and beautiful trail space are right here, too."



Jason Hyland of El Rey Foods
3524 W. Burnham Street - Burnham Park

"The people are what makes our business in Burnham Park so enjoyable. We have been in this location for almost 25 years. It is a very vibrant family oriented community just as we feel our business is."



Susi and Marcos Gamboa of Tu Casa
3710 W Lincoln Ave- Layton Park

"We like that Tu Casa is near our people, and that they come to try our food. We feel honored that our people have returned to try different dishes and that they speak well of our food - it gives us strength to keep moving forward."



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