



West National Avenue is an important thoroughfare linking Downtown with the communities of West Milwaukee and West Allis, and is an often-used route for baseball fans attending nearby Miller Park.

West National Avenue 17th to 39th Street

The West National Avenue business district is located in the heart of one of the most diverse neighborhoods in the City of Milwaukee. Located minutes from Downtown and adjacent to the Menominee Valley industrial area, West National Avenue caters to area

residents, commuters, employees, and people from throughout the area seeking Asian and Hispanic specialties. The district is home to "the Domes," one of Milwaukee's most visited tourist destinations. High traffic counts contribute to the district's vitality.

Residential Characteristics

From 27th & National	1/2 Mile	1 Mile	2 Miles
Population	10,167	26,945	112,563
Density	12,832	12,943	9,184
Households	3,470	9,221	40,466
Owner Occupant	78.7%	75.6%	72.2%
Under 25	43.1%	43.9%	45.4%
% 25-44	31.3%	30.4%	30.3%
% 45-64	16.2%	16.1%	16.0%
% Over 65	9.4%	9.6%	8.3%
Average Household Income	\$38,276	\$36,542	\$39,564
Total Household Income	\$132,243,600	\$335,602,800	\$1,598,422,200
% African-American	3.9%	6.9%	14.7%
% Asian	7.2%	7.0%	4.9%
% White	44.3%	40.4%	42.1%
% Hispanic Origin	39.3%	41.0%	34.6%



Employees and Visitors

MAJOR TRAFFIC GENERATORS

- Local Retail (representative)**
- Asian International Market
 - Borgwardt Funeral Home
 - Competition Cycle
 - Gold Coin Restaurant
 - Mitchell Novelty Co.
 - M&I Bank
 - Noodle House Restaurant
 - Pick N Save
 - Rice Palace Restaurant
 - Señor Speedy's Restaurant
- Clarke Square Family Health Center**

National Retail (representative)

- Advance Auto Parts
- Blockbuster
- Family Dollar
- McDonald's
- Payless Shoe Source
- Walgreen's

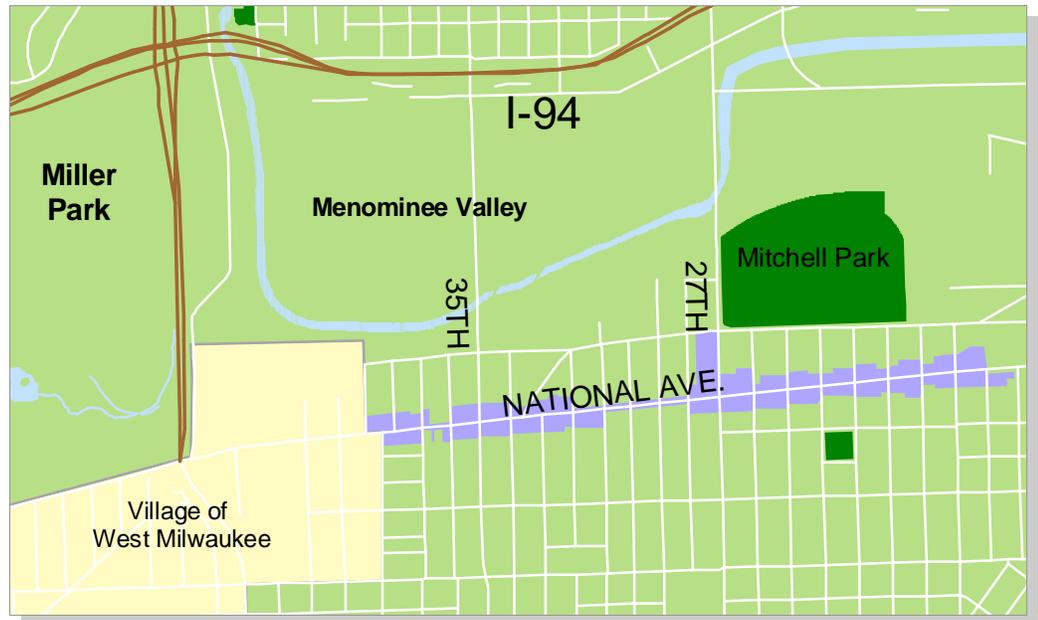
Hispanic Medical Center

Mitchell Park Conservatory (The Domes)
215,000 visitors in 2002

Miller Park
Seats 40,000

Traffic & Transportation

- 2 Miles from Downtown Milwaukee
- Easy access to I-94 at 16th Street, 27th Street and 35th Street
- 24 Hour Traffic Counts:
 - Layton Blvd. (27th Street) & National
NS 26,150 vehicles/day
EW 21,900 vehicles/day
 - 35th & National
NS 20,950 vehicles/day
EW 19,350 vehicles/day
- 7 Buslines with average weekday ridership of 28,429 passengers.



Businesses such as this video store and food market, (left) help make National Avenue a destination for customers seeking Asian specialties.

Noodle House (right) serves up authentic Southeast Asian cuisine.



Local Investments



- Noodle House restaurant
- \$490,000 renovation of Mitchell Park Plaza Shopping Center on 27th & National (above).
- Nearly \$700,000 in façade renovations since 2000.
- Rice Palace Restaurant

Retail Rents

\$8–\$12 nnn

This Pick N Save features a food court, bank and family health center.

