The Grand Avenue, Wisconsin Ave. between the Milwaukee River and N. 4th Street (1982).

The Grand Avenue Mall was one of downtown Milwaukee's most significant development projects of the 1980s. Six existing historic buildings along four blocks of Wisconsin Ave. were selectively developed with a dramatic shift in public space to create a continuous complex of shops and restaurants. This successful venture was the result of a unique public-private partnership, and took on its name from the old name of West Wisconsin Ave. The mall opened in 1982 and sparked a retail renaissance in downtown Milwaukee. The major historic buildings that comprise the Grand Avenue are described below.


Hotel Wisconsin, 714 N. Old World 3rd St. (1912-13) Architect: Holabird & Root, Chicago. The Grand Avenue Mall was one of downtown Milwaukee's most significant development projects of the 1980s. Six existing historic buildings along four blocks of Wisconsin Ave. were selectively developed with a dramatic shift in public space to create a continuous complex of shops and restaurants. The most dramatic feature of the east wing features a series of angled setbacks that make room for a corner plaza with a dramatic shift in public space to create a continuous complex of shops and restaurants. This successful venture was the result of a unique public-private partnership, and took on its name from the old name of West Wisconsin Ave. The mall opened in 1982 and sparked a retail renaissance in downtown Milwaukee. The major historic buildings that comprise the Grand Avenue are described below.

Above: West Wisconsin Avenue looking west from Milwaukee River c. 1890.

Front cover: Wisconsin Avenue looking east from 7th Street c. mid-1920's. (Courtesy Milwaukee County Historical Society)

Brochures in this series include:

- Avenues West
- Juneau Town: The Heart of Old Milwaukee
- Juneau: The Heart of Old Milwaukee
- Preservation, Revitalization and Adaptive Reuse
- North Point Neighborhood
- Walker's Point: Residental Tour
- Walker's Point: Commercial and Industrial Buildings Tour
- West End
- Yankee Hill

Key to symbols:

NR National Register of Historic Places
ML Milwaukee Landmark
M Historic Preservation Commission of Milwaukee, successor to the Milwaukee Landmarks Commission

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W. HIGHLAND AVE.

W. WELLS ST.

W. LABELLE ST.

W. MILWAUKEE AVE.

W. STATE ST.

W. KOHLBERG ST.

N. MARKET ST.

N. 4TH ST.

N. 6TH ST.

N. 8TH ST.

N. 10TH ST.

N. 12TH ST.

N. 14TH ST.

N. 16TH ST.

33. W. STATES ST.

101. W. VICTORY PL.

25. S. 2ND ST.

8. S. 2ND ST.

2. S. 2ND ST.

500. W. WIS. AVE.

320. W. WIS. AVE.

440. W. WIS. AVE.

480. W. WIS. AVE.

470. W. WIS. AVE.

490. W. WIS. AVE.

510. W. WIS. AVE.

550. W. WIS. AVE.

800. W. WELLS ST.

820. W. WELLS ST.

840. W. WELLS ST.

860. W. WELLS ST.

880. W. WELLS ST.

900. W. WELLS ST.

920. W. WELLS ST.

940. W. WELLS ST.

960. W. WELLS ST.

980. W. WELLS ST.

MILWAUKEE COUNTY HISTORICAL SOCIETY

1.9 acre site commemorates the 1674 campsite of French Jesuit Missionary Pere Jacques Morquette, who, with Pierre Portelet and Jacques Largillier, explored Wisconsin. Sculptor Tom Quist prepared the damaged marble sculpture. The site is an important part of the Old World Third Ward's history and culture, as it contains some of the oldest buildings in the area.

Bradley Center, 1001 N. 4th St. (1988-89) Architects: Hollein, Olive & Roisman Inc., Kansas City, MO. A Vividly geometric landmark in Milwaukee's newest sports facility, dedicated to the memory of philanthropists George and William Mitchell. It is most distinguished by its dramatic profile, with a simple, clean, curved shape that maximizes visibility and creates a strong sense of place. The building's exterior is dominated by a series of glass panels that reflect the changing light and weather, making it a beacon of innovation and progress.

Empire Building, 710 N. Plankinton Ave. and 116 W. Wisconsin Ave. (1927) Architect: Kirchhoff & Rose. For over a century, on this site has stood the Empire Building, a testament to Milwaukee's rich architectural heritage. The building is a prime example of the Beaux Arts style, characterized by its grandeur and stateliness, and it has become an iconic symbol of Milwaukee's downtown area.

Empire Building/Riverside Theater, 710 N. Plankinton Ave. and 116 W. Wisconsin Ave. (1927) Architect: Kirchhoff & Rose. For over a century, on this site has stood the Empire Building, a testament to Milwaukee's rich architectural heritage. The building is a prime example of the Beaux Arts style, characterized by its grandeur and stateliness, and it has become an iconic symbol of Milwaukee's downtown area.

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