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Dr. Martin Luther King, Jr. Drive Redevelopment Strategy

A Five-Year Plan

Phase 1:

Years 1-5

Develop the District's primary retail node at the intersection of North Avenue and Dr. Martin Luther King, Jr. Drive with national retail chains.

The Dr. Martin Luther King, Jr. Drive trade area has \$140 million worth of annual consumer expenditures. The North Avenue and Dr. Martin Luther King, Jr. Drive intersection offers the best retail development opportunities. In three years, seven national retailers have been recruited including FootLocker, Trak Auto, Family Dollar, Athletic Attic, Blockbuster, Simply Fashions and One-Price Clothing.

Phase 2:

Years 1-5

Kick-start development activity between North Avenue and Schlitz Park with commercial office projects and destination retail.

This section of Dr. Martin Luther King, Jr. Drive possesses significant locational strengths including proximity to downtown, solid neighborhood anchors and access to a regional freeway system. In three-years, sixteen minority-owned businesses have opened in addition to North Shore Bank, State Farm Insurance and Marcus Corporation.

Phase 3:

Years 3-5

Push the development momentum of Phase 1 and 2 further north along Dr. Martin Luther King, Jr. Drive.

Phase 3 is a coordinated residential and commercial development initiative known as the Historic King Drive Cluster Strategy. In one year, thirty-five homes have been renovated, seven commercial properties have been improved and one large real estate project has been completed. Currently, several large real estate projects are moving from pre-development into construction including a family sit-down franchise restaurant and a community center.

Phase 4

Years 4-5

Connect The Dr. Martin Luther King, Jr. Drive Commercial District to Milwaukee's downtown.

The Historic King Drive commercial district is a downtown gateway neighborhood. The district's long-term sustainability depends on reinforcing this link with downtown. This requires removing Highway 145 and developing several large anchor projects including the old Wisconsin Electric power plant.