



Grow Milwaukee County

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Park East



27 acres of prime real estate located in the heart of downtown Milwaukee, along the Milwaukee River, waits for your office building, retail center, or corporate headquarters. Formerly part of the state freeway system, the **Park East** is now open and ready for development.

The **Park East** has been divided into three main districts. The **Upper Water Street District** will create a unique, high value downtown residential neighborhood, including opportunities for ownership and rental properties. This project should include a diversity of product types such as apartments, townhouses, and family units.

The **McKinley Avenue District** will become a major gateway to the downtown business district. Easy freeway access, high visibility, and nearby conference venues, such as the Midwest Airlines Convention Center, make this District conducive to corporate and multi-tenant office buildings. The District is part of the city's Renewal Community (RC) which allows companies locating in this area can receive up to \$1,500 in federal tax credit per year for each employee and new hire living and working within the District.

The **Lower Water Street District** will expand a few blocks of already established

entertainment and restaurant venues with new street level entertainment, making this one of the primary lynchpin in the downtown area. Entertainment uses, high levels of pedestrian activity, plus the amenity and visibility of river frontage are advantageous for office uses that will benefit from such a prestigious location. This would be a prominent and accessible setting for major corporate headquarters, new office buildings, shopping centers, and entertainment projects.



*The Congress for the New Urbanism selected the **Park East** project as one of 15 designs nationwide to receive its coveted Charter Award for responsible urban development.*

For additional information, please contact: Office of the Milwaukee County Executive. Call us at 414-278-4211 or send an email to countyexec@milwcnty.com. Be sure to visit our website, www.growmilwaukeecounty.com.