



Press Release

FOR IMMEDIATE RELEASE

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Silver City Catalytic Project Taking Shape

"Sneak Peek" of Commercial Corridor Project Underway on West National Avenue

(Milwaukee, WI) - Layton Boulevard West Neighbors (LBWN) invites you to a "Sneak Peek" of the West National Catalytic Site located at 3514 W. National Avenue in the Silver City neighborhood on the near South side of Milwaukee.

West National Catalytic Site "Sneak Peek"

Thursday, February 16th from 3:30-4:30pm

3514 W. National Ave, Milwaukee, WI 53215

Note: Hard-soled, closed-toed shoes are required.

The Silver City catalytic redevelopment project will spur private investment, increase economic vitality, and improve National Avenue as a safe and enjoyable source for sustainable local job growth. LBWN is working in collaboration with community partners to purchase this city-owned property to further the vision for this catalytic site.

The complete catalytic site (on the 3500 block of West National Avenue) was identified as part of the 2014 community-guided Charette process for its proximity and access to the nearby Menomonee Valley industrial hub and Hank Aaron State Trail and currently underutilized or vacant commercial spaces. The community vision, as defined by the charette, is to redevelop the site as a cohesive project focused on activating the commercial space with uses such as retail and food service and to add unique amenities such as a shared courtyard and parking lot.

The full catalytic vision and its anticipated benefits will be realized through a combination of targeted public, private and foundation investments. LBWN plans to redevelop 3514 W. National Ave. into a mixed-use building with a commercial restaurant space and residential unit(s) and will implement additional strategies to ensure revitalization of the remaining parcels per the charette vision. LBWN has secured 50% of the necessary funds from the Zilber Family Foundation for redevelopment and is currently seeking interested investors to support the estimated \$140,000 gap. The finished overall Catalytic Site will be redeveloped cohesively as a mixed-use retail, business incubation, and restaurant center that will promote interaction from residents and users of the nearby Menomonee Valley. **Experienced restaurateurs and other entrepreneurs are strongly encouraged to attend and learn why locating in Silver City might be the best decision your business makes!**

National Avenue is a vital commercial corridor in the Silver City neighborhood, and offers the incredible opportunity for local job growth. Please join us for the "Sneak Peek" to learn more.

After the "Sneak Peek," LBWN also invites you to meet the staff and board members, including LBWN's newly appointed Executive Director, Brianna Sas-Pérez and new Board Chair, Marjorie Rucker, Executive Director of The Business Council. Other staff will be present to share about the West National Catalytic site as well as LBWN's overall collaborative work in the Silver City, Burnham Park and Layton Park neighborhoods.

"Meet and Greet" LBWN

Thursday, February 16 from 4:30-6:00pm

Kochanski's Concertina Bar (1920 S 37th St, Milwaukee, WI 53215)

Layton Boulevard West Neighbors, founded in 1995 and sponsored by the School Sisters of Saint Francis, stabilizes and revitalizes the Silver City, Burnham Park and Layton Park neighborhoods of Milwaukee through a variety of strategies including promoting small business development, job creation, and strengthening commercial corridors. For more information, visit www.lbwn.org.

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