



**WEST BEND, WISCONSIN  
Downtown West Bend Association**

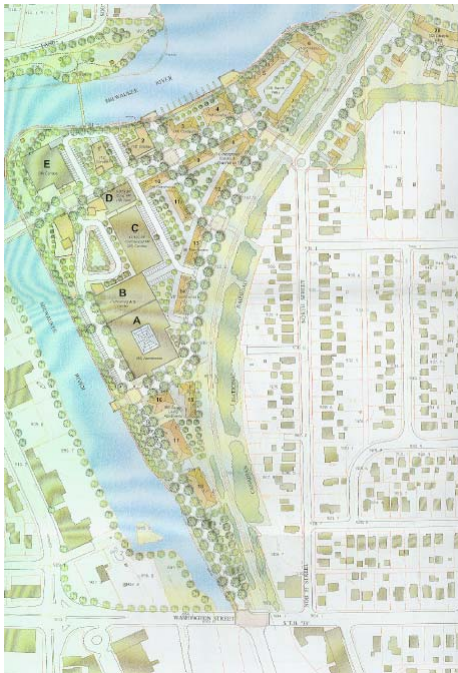
128 S. Sixth Avenue, Suite One  
West Bend, WI 53095  
Phone: 262.338.3909 Fax: 262.338.0635

www.downtownwestbend.com

Downtown West Bend is poised for dynamic growth. With the residential development of the 22-acre River Shores project, a proposed River East banquet/restaurant facility, additional commercial retail, and the revitalization of the Train Depot for the Rails to Trails project, Downtown West Bend will be **the place** to invest for the future.

*Downtown is the heart of West Bend. It is the hub that connects retail and service businesses with cultural, entertainment, residential, and healthy recreational opportunities. It is vibrant and progressive, serving visitors and residents alike.*

*Downtown is alive with people strolling, shopping, sitting, eating, conversing – enjoying life on Main Street and along our beautiful river walkway.*



*Conceptual Plan of the River Shores Development adjacent to Downtown West Bend*

**BUILDING (sale or lease)**

- New commercial opportunities are available through the Downtown West Bend Association. Contact us for more information at (262) 338-3909 or visit our website at [www.downtownwestbend.com](http://www.downtownwestbend.com)

**RECENT INVESTMENTS**

- \$550,000, 255 South Main Street, restaurant/microbrewery
- \$120,000, Zeigler Building 20,000 square feet renovated for office suites
- \$75,000, 109 South Main Street; retail rehab project
- \$80,000, 137 South Main Street; 2<sup>nd</sup> floor business expansion rehab project
- \$60,000, 277 South Main Street, retail rehab project
- \$60,000, 229 South Main Street, retail rehab project

**DOWNTOWN REPRESENTATIVE MARKET**

- Januli's Pizzeria & Italian Deli
- St. Somewhere Café A Coffee House
- Mountain Outfitters
- Ziegler
- Ruth-Anne's Gourmet Market
- Husar's House of Fine Diamonds

Others are posted on our website.

**NATIONAL REPRESENTATIVE MARKET**

Texas Roadhouse	Elder-Beerman
Kohl's Dept. Stores	Hobby Lobby
Home Depot	Ace Hardware

Others are posted on our website.

**ASSETS & SPECIAL FEATURES**

- An inviting combination of retail, services and restaurants.
- Unique historical architecture.
- Cultural/Educational Resources including the West Bend Art Museum, Washington County Historical Museums, Moraine Park Technical College and UW-Washington County.
- Outdoor/Recreational/Activities including parks, golf courses, indoor ice arena, Riverwalk, YMCA and nearby lakes.
- Plans/Reports including a 2001 Market Analysis & Consumer Focus Report and a 2002 Parking Study & Plan.

## ACCESS & TRAFFIC

West Bend, Wisconsin, a Main Street Community, is located midway between Milwaukee and Fond du Lac. West Bend became a convenient stopping spot along a well-traveled road between the two settlements. The city is 32 miles north (35 minutes) of Milwaukee, 73 miles east (1 1/2 hour) of Madison, and 118 miles north (2 hours) of Chicago, Illinois.

### Daily Average Automobile Counts

- Main Street & Highway 33 – 22,200 cars per day (CPD).
- South Main Street & Decorah Road - 19,900 cars per day (CPD).

## DEMOGRAPHICS

Range	5 Miles	10 Miles
Population	46,450	70,296

Since 1990, the population of the West Bend defined trade area has increased 15.9% (Wisconsin increased at 7.2%). Projected growth of 7% over the next five years with more than 1,500 new housing starts.

The current population of West Bend is 29,612.

It is estimated that the trade area will encompass over 152,000 people by 2005.

**Households (HHS)** 11,375 (2000 Census)

### Housing (2000 Census)

% Owned	62.2%
% Rented	37.8%

### Owner-occupied units 5,940

Number	Percent	Home Value
1,634	27.51%	\$150,000-\$500,000
3,744	63.03%	\$100,000-\$149,999
538	09.06%	\$50,000- \$99,000
24	00.40%	<\$50,000

Median HH value \$132,500

### Renter-occupied units 4,314

Number	Gross Rent	Percent
98	>\$1,000	02.20%
602	\$750-\$999	13.95%
2,551	\$500-\$749	59.13%
859	\$200-\$499	19.91%
140	<\$200	03.25%

Median rent \$603/month

### Income & Wealth

Median HH income \$48,315  
Average HH wealth \$167,494

