



FOR IMMEDIATE RELEASE:

June 27, 2025

Media Contact:

Mueller Communications

(414) 390-5500, nwsp@muellercommunications.com

[MEDIA ASSETS HERE](#)

Community-Driven Development Concepts Unveiled for 35th Street Corridor

Renderings for potential advanced manufacturing center, grocery co-op and more shared with residents and stakeholders over a community meal

MILWAUKEE – Near West Side Partners (NWSP) brought neighbors together this week to plan for the future of Milwaukee's Near West Side. Community members launched a new tradition of breaking bread together at Concordia 27 and reviewed renderings and design concepts for sites along the 35th Street Corridor as a part of Near West Side Partners' (NWSP) 35th Street Charrette – a collaborative planning process.

"Revitalization in the Near West Side begins with community conversation," said Lindsey St Arnold Bell, Executive Director of NWSP. "We are so fortunate that this neighborhood is full of changemakers—people who care deeply and dream boldly. Their ideas, energy, and commitment are what drive meaningful progress. Over the past decade, we've seen how authentic community engagement can attract investments that reflect our shared vision. Tonight's conversations are the seeds of transformation, and I'm excited to see how they grow into the Near West Side's next chapter."

During the 35th Street Charrette Design Day in April, neighbors, business owners, elected officials and other stakeholders discussed ideas and opportunities for improvements with teams from EA, Engberg Anderson Architects, Galbraith Carnahan Architects, HGA Architects and Engineers, Michael Baker and Quorum Architects.

The resulting design concepts illustrate how community ideas could shape the redevelopment of several key sites, including the Mid-City Shopping Center, the former AT&T building and the intersection of 35th Street and Wisconsin Avenue. Concepts include an advanced manufacturing center, grocery co-op and recreation center, a food hall, green gathering spaces, and mixed-use developments featuring affordable housing and additional retail space.

"During our 35th Street Charrette Design Day in April, community members were enthusiastic to put their aspirations for our neighborhood on paper," said Carolyn Esswein, Owner of CE Planning Studio – the group hired to lead the charrette. "Between that day of collaboration and now, teams of architects and designers illustrated what they heard and created a roadmap for the development possibilities envisioned by the Near West Side community. Renderings and initial plans are now done, so we look forward to continuing conversations with neighbors and working to bring projects to fruition!"

The 35th Street Charrette builds on a strong foundation. In 2016, NWSP hosted a Community Charrette, bringing together urban planners, architects, and community members to envision the future of the Near West Side. That planning session identified key corridor sites for improvement, and ultimately led to the creation of Concordia 27, several other adaptive reuse projects and ongoing discussions for a new State office building. It also influenced infrastructure investments – including the pedestrian friendly amenities along North 27th Street, enhanced bikeways, and Bus Rapid Transit along Wisconsin Avenue.

- more -

For more information about the 35th Street Design Charrette and to stay updated on future initiatives, visit nearwestsidemke.org/news/ or [sign up for our newsletter](#).

About Near West Side Partners

Near West Side Partners, Inc. (NWSP) is a non-profit organization with a mission to revitalize and sustain the Near West Side as a thriving business and residential corridor, through collaborative efforts to promote commercial corridor development, improved housing, unified neighborhood identity and branding, and greater safety for residents and businesses. NWSP was founded through the support of business and civic leaders, including the organization's five anchor institutions – Aurora Health Care, Harley-Davidson, Marquette University, Molson Coors and Potawatomi Business Development Corp.

###