

OFFERING MEMORANDUM

Bay View Redevelopment Opportunity
207 E Lincoln Ave
Milwaukee, WI 53207



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PROPERTY OVERVIEW

Address	207 E Lincoln Ave Milwaukee, WI 53207
Parcel Number	499-1401-100
Zoning	IO2
Structure SF (estimate)	98,725 SF
Lot Size	1.21 Acres



~~\$2,750,000~~ **\$2,250,000**
Asking Price

- **Prime Bay View infill location** offering exceptional walkability, proximity to Downtown Milwaukee, and strong long-term renter demand
- Test-fit **supports a 156-unit Class A multifamily development**, achieving market-supported density and efficient scale
- **Potential alignment for TIF support** and municipal incentives due to redevelopment of an underutilized industrial site
- **Limited supply of large-scale development parcels** in Bay View enhances long-term value and supports strong developer interest

The offering consists of a rare 1.21-acre infill multifamily development site located at 207 E Lincoln Avenue in Milwaukee's Bay View neighborhood. Positioned within one of the city's most sought-after residential districts, the site benefits from exceptional walkability, direct connectivity to Downtown Milwaukee, and immediate access to established retail, restaurants, and daily-needs services. Its IO2 zoning, strong surrounding demographics, and proximity to employment hubs support a clear highest-and-best-use as a high-density Class A multifamily development.

Based on Colliers' development underwriting, the site could support approximately 130-170 units of housing with a Zoning Map change, depending on the multifamily zoning district, consistent with recent submarket densities and aligned with current developer expectations in Milwaukee County. Market-supported rents, strong absorption trends, and robust demand for new product in Bay View position the site for accelerated lease-up and long-term operating stability.

The property's scale, location, and competitive rent profile create an opportunity for investors and developers to deliver a marquee multifamily community in a neighborhood with limited remaining large-parcel development sites.







S Kinnickinnic Ave

E Ward Street

Brown & Gibbs' Sports Bar

E Lincoln Ave

S Burrell Street

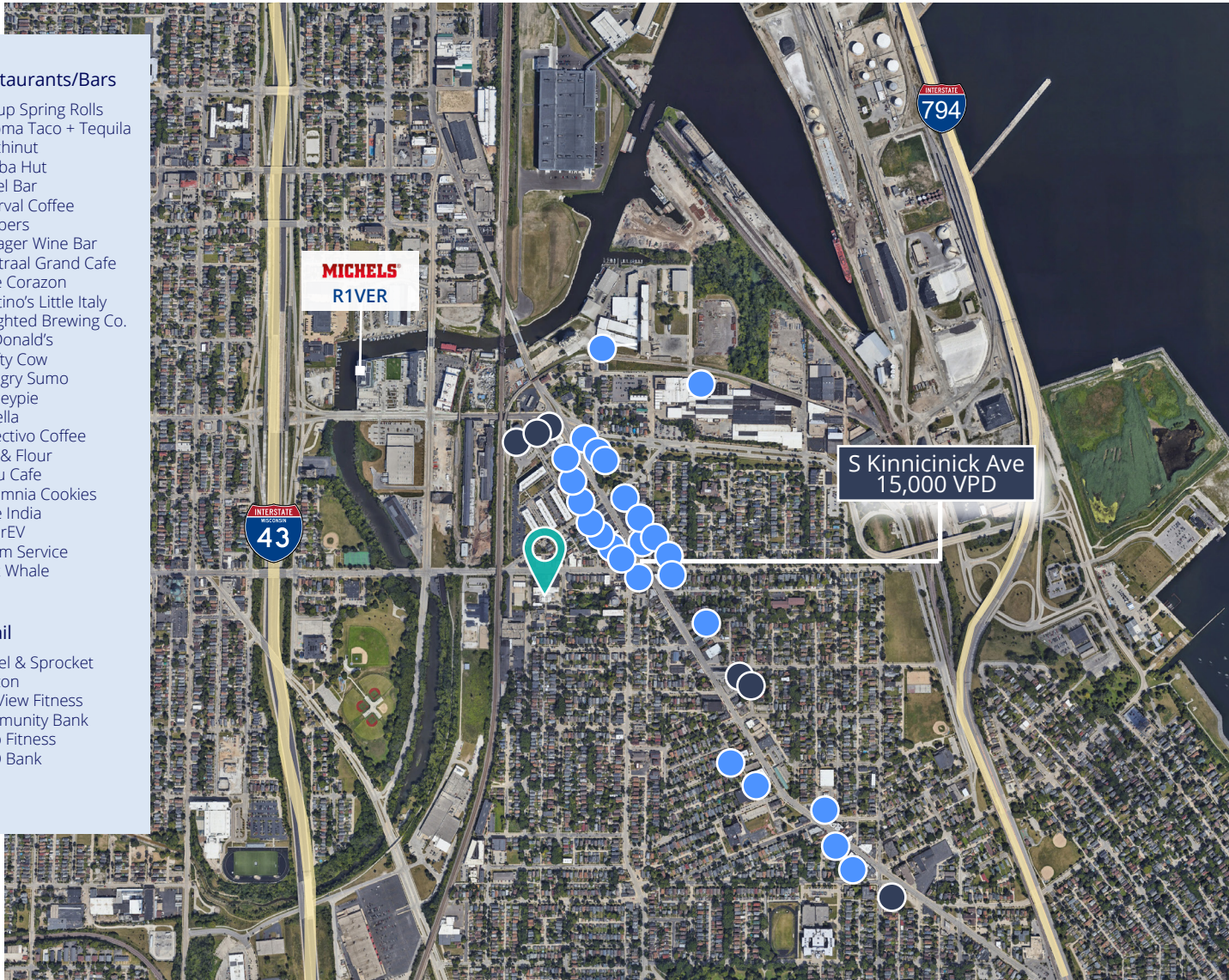
AREA AMENITIES

Restaurants/Bars

Rollup Spring Rolls
 Paloma Taco + Tequila
 Mochinut
 Cheba Hut
 Revel Bar
 Interval Coffee
 Toppers
 Voyager Wine Bar
 Centraal Grand Cafe
 Cafe Corazon
 Santino's Little Italy
 Enlighted Brewing Co.
 McDonald's
 Crafty Cow
 Hungry Sumo
 HoneyPie
 Sorella
 Colectivo Coffee
 Egg & Flour
 LuLu Cafe
 Insomnia Cookies
 Cafe India
 EsterEV
 Room Service
 Lost Whale

Retail

Wheel & Sprocket
 Verizon
 Bay View Fitness
 Community Bank
 Snap Fitness
 BMO Bank



Population

1 mi: 18,639
 3 mi: 165,873
 5 mi: 367,685



Daily Population

1 mi: 19,440
 3 mi: 207,625
 5 mi: 398,102



Households

1 mi: 7,960
 3 mi: 65,590
 5 mi: 157,320



Household Income

1 mi: \$53,536
 3 mi: \$51,268
 5 mi: \$50,838

LOCATION



**I-43 Access
@ W Becher Street**
0.9 Miles | 3 Minutes



**I-794 Access
@ W Carferry Drive**
1.6 Miles | 5 Minutes



**I-94 Access
via I-7894**
4.9 Miles | 7 Minutes



**Milwaukee Mitchell
International Airport**
7.1 Miles | 12 Minutes



Port of Milwaukee
1.3 Miles | 5 Minutes

Downtown Milwaukee
8 Minutes

Madison, WI
75 Minutes

Green Bay, WI
100 Minutes

WI/IL State Border
35 Minutes



BAY VIEW OVERVIEW

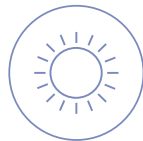
Bay View is a vibrant, walkable Milwaukee neighborhood known for its eclectic mix of restaurants, boutiques, and longstanding local businesses along Kinnickinnic Avenue, supported by strong residential demand, rising incomes, and a diverse population of young professionals and families. The neighborhood's accessibility is one of its defining strengths: located just south of downtown Milwaukee, Bay View offers easy connectivity to major highways and multiple public transit routes, making commuting to nearby employment centers straightforward whether by car, bus, or bike. Its walkability is among the highest in the city, with daily essentials, parks, and dining options reachable on foot, and excellent transit access for longer trips.

Proximity to major recreational anchors—such as South Shore Park, Humboldt Park, and the Lake Michigan waterfront—further enhances the appeal of the neighborhood's active, outdoor-oriented lifestyle. Ongoing planning initiatives, most notably the Bay View Neighborhood Plan 2040, continue to guide sustainable growth, prioritize infrastructure improvements, and reinforce the area's position as one of Milwaukee's most desirable mixed-use submarkets



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Prior to negotiating on your behalf the Brokerage firm, or an agent associated with the firm, must provide you the following disclosure statement:

Broker Disclosure to Customers

You are a customer of the brokerage firm (hereinafter Firm). The Firm is either an agent of another party in the transaction or a subagent of another firm that is the agent of another party in the transaction. The broker or a salesperson acting on behalf of the Firm may provide brokerage services to you. Whenever the Firm is providing brokerage services to you, the Firm and its brokers and salespersons (hereinafter Agents) owe you, the customer, the following duties:

- The duty to provide brokerage services to you fairly and honestly.
- The duty to exercise reasonable skill and care in providing brokerage services to you.
- The duty to provide you with accurate information about market conditions with a reasonable time if you request it, unless disclosure of the information is prohibited by law.
- The duty to disclose to you in writing certain Material Adverse Facts about a property, unless disclosure of the information is prohibited by law.
- The duty to protect your confidentiality. Unless the law requires it, the Firm and its Agents will not disclose your confidential information or the confidential information to other parties.
- The duty to safeguard trust funds and other property held by the Firm or its Agents.
- The duty, when negotiating, to present contract proposals in an objective and unbiased manner and disclose the advantages and disadvantages of the proposals.

Please review this information carefully. An Agent of the Firm can answer your questions about brokerage services, but if you need legal advice, tax advice or a professional home inspection contact an attorney, tax advisor, or home inspector. This disclosure is required by section 452.135 of the Wisconsin statutes and is for information only. It is a plain-language summary of the duties owed to a customer under section 452.133 (1) of the Wisconsin statutes.

Confidentiality Notice to Customers

The Firm and its Agents will keep confidential any information given to the Firm and its Agents in confidence, or any information obtained by the Firm and its Agents that a reasonable person would want to be kept confidential, unless the information must be disclosed by law or you authorize the Firm to disclose particular information. The Firm and its Agents shall continue to keep the information confidential after the Firm is no longer providing brokerage services to you. The following information is required to be disclosed by law:

1. Material Adverse Facts, as defined in section 452.01 (5g) of the Wisconsin Statutes.
2. Any facts known by the Firm or its Agents that contradict any information included in a written inspection report on the property or real estate that is the subject of the transaction.

To ensure that the Firm and its Agents are aware of what specific information you consider confidential, you may list that information below, or provide that information to the Firm and its Agents by other means. At a later time, you may also provide the Firm and its Agents with other information you consider to be confidential.

Confidential information: _____

Non-Confidential information: (The following information may be disclosed by the Firm and its Agents): _____
(Insert information you authorize to be disclosed, such as financial qualification information.)

Definition of Material Adverse Facts

A "Material Adverse Fact" is defined in Wis. Stat. 452.01 (5g) as an Adverse Fact that a party indicates is of such significance, or that is generally recognized by a competent licensee as being of such significance to a reasonable party, that it affects or would affect the party's decision to enter into a contract or agreement concerning a transaction or affects or would affect the party's decision about the terms of such a contract or agreement.

An "Adverse" fact is defined in Wis. Stat. 452.01 (1e) as a condition or occurrence that a competent licensee generally recognizes will significantly and adversely affect the value of the property, significantly reduce the structural integrity of improvements to real estate, or present a significant health risk to occupants of the property; or information that indicates that a party to a transaction is not able to or does not intend to meet his or her obligations under a contract or agreement made concerning the transaction.

Sex Offender Registry

Notice: You may obtain information about the sex offender registry and persons registered with the registry by contacting the Wisconsin Department of Corrections on the Internet at <http://offender.doc.state.wi.us/public/>