

**PRIME DEVELOPMENT SITE**  
**I-94 & HWY 11 (DURAND AVE)**  
**VILLAGE OF YORKVILLE, RACINE COUNTY**

**BERKSHIRE** | Epic  
**HATHAWAY** | Real Estate  
HomeServices  
COMMERCIAL DIVISION

**3323 S. Sylvania Ave. Yorkville, Racine County**



Anthony J. DeBartolo, CCIM  
President/Co-Owner

Office: 262-605-1504

Cell: 262-818-8669

Email: [tony@epicmidwest.com](mailto:tony@epicmidwest.com)

600 52nd Street, Ste 333

Kenosha, WI 53140

[www.epicmidwest.com](http://www.epicmidwest.com)

**PRIME DEVELOPMENT SITE**  
**I-94 & HWY 11 (DURAND AVE)**  
**VILLAGE OF YORKVILLE, RACINE COUNTY**

**BERKSHIRE** | Epic  
**HATHAWAY** | Real Estate  
HomeServices

COMMERCIAL DIVISION



**Sale Price:** \$1,250,000

**Acres:** 2.06

**Zoning:** B-3 (Commercial)

**Parcel #:** 194-03-21-25-005-000

**Traffic Counts:** 90,200 VPD: I-94

10,500 VPD: Hwy 11

**I-94 Interchange**

Anthony J. DeBartolo, CCIM

President/Co-Owner

Office: 262-605-1504

Cell: 262-818-8669

Email: [tony@epicmidwest.com](mailto:tony@epicmidwest.com)

600 52nd Street, Ste 333

Kenosha, WI 53140

[www.epicmidwest.com](http://www.epicmidwest.com)

	1 mile	3 miles	5 miles
<b>Population</b>			
2010 Population	120	3,192	21,067
2020 Population	113	3,248	21,754
2024 Population	112	3,286	22,835
2029 Population	163	3,648	24,044
2010-2020 Annual Rate	-0.60%	0.17%	0.32%
2020-2024 Annual Rate	-0.21%	0.27%	1.15%
2024-2029 Annual Rate	7.79%	2.11%	1.04%
2020 Male Population	51.3%	51.3%	53.1%
2020 Female Population	48.7%	48.7%	46.9%
2020 Median Age	48.6	44.0	42.2
2024 Male Population	51.8%	52.0%	53.1%
2024 Female Population	48.2%	48.0%	46.9%
2024 Median Age	48.8	44.4	42.5

In the identified area, the current year population is 22,835. In 2020, the Census count in the area was 21,754. The rate of change since 2020 was 1.15% annually. The five-year projection for the population in the area is 24,044 representing a change of 1.04% annually from 2024 to 2029. Currently, the population is 53.1% male and 46.9% female.

### Median Age

The median age in this area is 42.5, compared to U.S. median age of 39.3.

### Race and Ethnicity

2024 White Alone	89.3%	85.2%	80.0%
2024 Black Alone	0.9%	3.7%	8.2%
2024 American Indian/Alaska Native Alone	0.9%	0.5%	0.5%
2024 Asian Alone	0.9%	1.1%	1.6%
2024 Pacific Islander Alone	0.0%	0.0%	0.0%
2024 Other Race	1.8%	2.3%	2.4%
2024 Two or More Races	6.2%	7.0%	7.3%
2024 Hispanic Origin (Any Race)	7.1%	8.5%	9.1%

Persons of Hispanic origin represent 9.1% of the population in the identified area compared to 19.6% of the U.S. population. Persons of Hispanic Origin may be of any race. The Diversity Index, which measures the probability that two people from the same area will be from different race/ethnic groups, is 45.5 in the identified area, compared to 72.5 for the U.S. as a whole.

### Households

2024 Wealth Index	120	106	97
2010 Households	41	1,268	7,577
2020 Households	39	1,293	7,986
2024 Households	39	1,311	8,637
2029 Households	53	1,490	9,323
2010-2020 Annual Rate	-0.50%	0.20%	0.53%
2020-2024 Annual Rate	0.00%	0.33%	1.86%
2024-2029 Annual Rate	6.33%	2.59%	1.54%
2024 Average Household Size	2.87	2.44	2.45

The household count in this area has changed from 7,986 in 2020 to 8,637 in the current year, a change of 1.86% annually. The five-year projection of households is 9,323, a change of 1.54% annually from the current year total. Average household size is currently 2.45, compared to 2.47 in the year 2020. The number of families in the current year is 5,601 in the specified area.

**Data Note:** Income is expressed in current dollars. Housing Affordability Index and Percent of Income for Mortgage calculations are only available for areas with 50 or more owner-occupied housing units. The Gini index measures the extent to which the distribution of income or consumption among individuals or households within an economy deviates from a perfectly equal distribution. A Gini index of 0 represents perfect equality, while an index of 100 implies perfect inequality.

**Source:** U.S. Census Bureau. Esri forecasts for 2024 and 2029. Esri converted Census 2010 into 2020 geography and Census 2020 data.

# Executive Summary

3323 S Sylvania Ave  
3323 S Sylvania Ave, Sturtevant, Wisconsin, 53177  
Rings: 1, 3, 5 mile radii

Prepared by Esri  
Latitude: 42.69562  
Longitude: -87.95776

	1 mile	3 miles	5 miles
<b>Mortgage Income</b>			
2024 Percent of Income for Mortgage	0.0%	24.1%	21.2%
<b>Median Household Income</b>			
2024 Median Household Income	\$81,117	\$83,852	\$92,796
2029 Median Household Income	\$97,728	\$99,736	\$104,658
2024-2029 Annual Rate	3.80%	3.53%	2.44%
<b>Average Household Income</b>			
2024 Average Household Income	\$108,915	\$108,468	\$110,892
2029 Average Household Income	\$130,775	\$124,561	\$126,305
2024-2029 Annual Rate	3.73%	2.81%	2.64%
<b>Per Capita Income</b>			
2024 Per Capita Income	\$44,631	\$42,342	\$42,546
2029 Per Capita Income	\$54,986	\$49,757	\$49,591
2024-2029 Annual Rate	4.26%	3.28%	3.11%
<b>GINI Index</b>			
2024 Gini Index	36.3	36.1	34.2
<b>Households by Income</b>			

Current median household income is \$92,796 in the area, compared to \$79,068 for all U.S. households. Median household income is projected to be \$104,658 in five years, compared to \$91,442 all U.S. households.

Current average household income is \$110,892 in this area, compared to \$113,185 for all U.S. households. Average household income is projected to be \$126,305 in five years, compared to \$130,581 for all U.S. households.

Current per capita income is \$42,546 in the area, compared to the U.S. per capita income of \$43,829. The per capita income is projected to be \$49,591 in five years, compared to \$51,203 for all U.S. households.

<b>Housing</b>			
2024 Housing Affordability Index	0	93	106
2010 Total Housing Units	46	1,355	8,004
2010 Owner Occupied Housing Units	36	1,050	5,697
2010 Renter Occupied Housing Units	5	218	1,880
2010 Vacant Housing Units	5	87	427
2020 Total Housing Units	43	1,375	8,417
2020 Owner Occupied Housing Units	34	1,062	5,948
2020 Renter Occupied Housing Units	5	231	2,038
2020 Vacant Housing Units	3	73	423
2024 Total Housing Units	43	1,392	9,272
2024 Owner Occupied Housing Units	34	1,090	6,080
2024 Renter Occupied Housing Units	5	221	2,557
2024 Vacant Housing Units	4	81	635
2029 Total Housing Units	59	1,572	9,730
2029 Owner Occupied Housing Units	34	1,110	6,262
2029 Renter Occupied Housing Units	19	381	3,062
2029 Vacant Housing Units	6	82	407

<b>Socioeconomic Status Index</b>			
2024 Socioeconomic Status Index	55.1	51.6	52.4

Currently, 65.6% of the 9,272 housing units in the area are owner occupied; 27.6% are renter occupied; and 6.8% are vacant. Currently, in the U.S., 57.9% of the housing units in the area are owner occupied; 32.1% are renter occupied; and 10.0% are vacant. In 2020, there were 8,417 housing units in the area and 5.0% vacant housing units. The annual rate of change in housing units since 2020 is 2.30%. Median home value in the area is \$314,474, compared to a median home value of \$355,577 for the U.S. In five years, median value is projected to change by 2.49% annually to \$355,542.

**Data Note:** Income is expressed in current dollars. Housing Affordability Index and Percent of Income for Mortgage calculations are only available for areas with 50 or more owner-occupied housing units. The Gini index measures the extent to which the distribution of income or consumption among individuals or households within an economy deviates from a perfectly equal distribution. A Gini index of 0 represents perfect equality, while an index of 100 implies perfect inequality.

**Source:** U.S. Census Bureau. Esri forecasts for 2024 and 2029. Esri converted Census 2010 into 2020 geography and Census 2020 data.

3323 Sylvania Ave. Yorkville WI



3323 Sylvania Ave. Yorkville WI



# Retail Demand by Industry

3323 S Sylvania Ave  
3323 S Sylvania Ave, Sturtevant, Wisconsin, 53177  
Ring of 1 mile



NAICS Code	Industry Summary	Spending Potential Index	Average Spent	Total
44-45, 722	Retail Trade, Food Services & Drinking Places	105	\$31,489.56	\$1,228,093
44-45	Retail Trade	107	\$27,521.03	\$1,073,320
722	Food Services & Drinking Places	90	\$3,968.54	\$154,773

  

NAICS Code	Industry Subsector & Group	Index	Average Spending	Total
441	Motor Vehicle & Parts Dealers	124	\$3,857.23	\$150,432
4411	Automobile Dealers	115	\$2,991.05	\$116,651
4412	Other Motor Vehicle Dealers	230	\$569.26	\$22,201
4413	Auto Parts, Accessories & Tire Stores	111	\$296.92	\$11,580
442	Furniture and Home Furnishings Stores	103	\$1,133.26	\$44,197
4421	Furniture Stores	101	\$722.36	\$28,172
4422	Home Furnishings Stores	108	\$410.90	\$16,025
443, 4431	Electronics and Appliance Stores	91	\$292.56	\$11,410
444	Bldg Material & Garden Equipment & Supplies Dealers	126	\$1,933.87	\$75,421
4441	Building Material and Supplies Dealers	126	\$1,751.38	\$68,304
4442	Lawn and Garden Equipment and Supplies Stores	129	\$182.51	\$7,118
445	Food and Beverage Stores	99	\$5,581.74	\$217,688
4451	Grocery Stores	99	\$5,244.54	\$204,537
4452	Specialty Food Stores	94	\$167.38	\$6,528
4453	Beer, Wine, and Liquor Stores	89	\$169.82	\$6,623
446, 4461	Health and Personal Care Stores	117	\$923.26	\$36,007
447, 4471	Gasoline Stations	111	\$4,016.72	\$156,652
448	Clothing and Clothing Accessories Stores	92	\$1,105.69	\$43,122
4481	Clothing Stores	91	\$877.56	\$34,225
4482	Shoe Stores	94	\$211.36	\$8,243
4483	Jewelry, Luggage, and Leather Goods Stores	91	\$16.79	\$655
451	Sporting Goods, Hobby, Musical Inst., and Book Stores	103	\$482.90	\$18,833
4511	Sporting Goods, Hobby, and Musical Inst Stores	105	\$397.72	\$15,511
4512	Book Stores and News Dealers	93	\$85.18	\$3,322
452	General Merchandise Stores	101	\$4,459.56	\$173,923
4522	Department Stores	92	\$352.90	\$13,763
4523	Merch. Stores, incl. Warehouse Clubs, Supercenters	102	\$4,106.69	\$160,161



Source: Esri 2024 Consumer Spending.

© 2024 Esri

# Retail Demand by Industry

3323 S Sylvania Ave  
3323 S Sylvania Ave, Sturtevant, Wisconsin, 53177  
Ring of 1 mile



NAICS Code	Industry Summary	Spending Potential Index	Average Spent	Total
453	Miscellaneous Store Retailers	117	\$704.46	\$27,474
4531	Florists	130	\$39.74	\$1,550
4532	Office Supplies, Stationery, and Gift Stores	96	\$92.54	\$3,609
4533	Used Merchandise Stores	118	\$95.21	\$3,713
4539	Other Miscellaneous Store Retailers	121	\$477.00	\$18,603
454	Nonstore Retailers	108	\$3,029.72	\$118,159
4541	Electronic Shopping and Mail-Order Houses	103	\$2,486.67	\$96,980
4542	Vending Machine Operators	100	\$39.62	\$1,545
4543	Direct Selling Establishments	143	\$503.41	\$19,633
722	Food Services & Drinking Places	90	\$3,968.54	\$154,773
7223	Special Food Services	91	\$14.38	\$561
7224	Drinking Places (Alcoholic Beverages)	93	\$98.44	\$3,839
7225	Restaurants and Other Eating Places	90	\$3,855.72	\$150,373

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100.



**Source:** Esri 2024 Consumer Spending data are derived from the 2019, 2020, and 2022 Consumer Expenditure Surveys Bureau of Labor Statistics; and industry estimates derived from 2017 Economic Census, U.S. Census Bureau.



# Retail Demand by Industry

3323 S Sylvania Ave  
3323 S Sylvania Ave, Sturtevant, Wisconsin, 53177  
Ring of 3 miles



NAICS Code	Industry Summary	Spending Potential Index	Average Spent	Total
44-45, 722	Retail Trade, Food Services & Drinking Places	99	\$29,748.70	\$39,000,545
44-45	Retail Trade	100	\$25,674.45	\$33,659,200
722	Food Services & Drinking Places	93	\$4,074.25	\$5,341,345

  

NAICS Code	Industry Subsector & Group	Index	Average Spending	Total
441	Motor Vehicle & Parts Dealers	107	\$3,332.92	\$4,369,452
4411	Automobile Dealers	104	\$2,682.38	\$3,516,605
4412	Other Motor Vehicle Dealers	154	\$380.90	\$499,354
4413	Auto Parts, Accessories & Tire Stores	101	\$269.64	\$353,493
442	Furniture and Home Furnishings Stores	100	\$1,098.39	\$1,439,992
4421	Furniture Stores	99	\$711.20	\$932,384
4422	Home Furnishings Stores	102	\$387.19	\$507,608
443, 4431	Electronics and Appliance Stores	94	\$301.26	\$394,949
444	Bldg Material & Garden Equipment & Supplies Dealers	112	\$1,710.16	\$2,242,025
4441	Building Material and Supplies Dealers	112	\$1,554.09	\$2,037,406
4442	Lawn and Garden Equipment and Supplies Stores	111	\$156.08	\$204,618
445	Food and Beverage Stores	96	\$5,417.58	\$7,102,453
4451	Grocery Stores	96	\$5,076.14	\$6,654,814
4452	Specialty Food Stores	93	\$165.93	\$217,530
4453	Beer, Wine, and Liquor Stores	92	\$175.52	\$230,109
446, 4461	Health and Personal Care Stores	106	\$838.50	\$1,099,268
447, 4471	Gasoline Stations	100	\$3,639.78	\$4,771,746
448	Clothing and Clothing Accessories Stores	94	\$1,128.71	\$1,479,734
4481	Clothing Stores	94	\$900.53	\$1,180,596
4482	Shoe Stores	93	\$210.77	\$276,317
4483	Jewelry, Luggage, and Leather Goods Stores	95	\$17.41	\$22,820
451	Sporting Goods, Hobby, Musical Inst., and Book Stores	98	\$459.45	\$602,337
4511	Sporting Goods, Hobby, and Musical Inst Stores	99	\$373.85	\$490,116
4512	Book Stores and News Dealers	93	\$85.60	\$112,221
452	General Merchandise Stores	98	\$4,298.98	\$5,635,968
4522	Department Stores	94	\$360.70	\$472,884
4523	Merch. Stores, incl. Warehouse Clubs, Supercenters	98	\$3,938.28	\$5,163,084



Source: Esri 2024 Consumer Spending.

© 2024 Esri

# Retail Demand by Industry

3323 S Sylvania Ave  
3323 S Sylvania Ave, Sturtevant, Wisconsin, 53177  
Ring of 3 miles



NAICS Code	Industry Summary	Spending Potential Index	Average Spent	Total
453	Miscellaneous Store Retailers	104	\$624.56	\$818,795
4531	Florists	111	\$34.08	\$44,673
4532	Office Supplies, Stationery, and Gift Stores	96	\$92.46	\$121,212
4533	Used Merchandise Stores	104	\$83.52	\$109,497
4539	Other Miscellaneous Store Retailers	105	\$414.50	\$543,413
454	Nonstore Retailers	101	\$2,824.16	\$3,702,480
4541	Electronic Shopping and Mail-Order Houses	99	\$2,382.40	\$3,123,325
4542	Vending Machine Operators	97	\$38.45	\$50,410
4543	Direct Selling Establishments	115	\$403.32	\$528,746
722	Food Services & Drinking Places	93	\$4,074.25	\$5,341,345
7223	Special Food Services	93	\$14.68	\$19,251
7224	Drinking Places (Alcoholic Beverages)	95	\$99.73	\$130,748
7225	Restaurants and Other Eating Places	93	\$3,959.84	\$5,191,346

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100.



**Source:** Esri 2024 Consumer Spending data are derived from the 2019, 2020, and 2022 Consumer Expenditure Surveys Bureau of Labor Statistics; and industry estimates derived from 2017 Economic Census, U.S. Census Bureau.

# Retail Demand by Industry

3323 S Sylvania Ave  
3323 S Sylvania Ave, Sturtevant, Wisconsin, 53177  
Ring of 5 miles



NAICS Code	Industry Summary	Spending Potential Index	Average Spent	Total
44-45, 722	Retail Trade, Food Services & Drinking Places	99	\$29,626.13	\$255,880,913
44-45	Retail Trade	99	\$25,412.17	\$219,484,933
722	Food Services & Drinking Places	96	\$4,213.96	\$36,395,980

  

NAICS Code	Industry Subsector & Group	Index	Average Spending	Total
441	Motor Vehicle & Parts Dealers	102	\$3,152.58	\$27,228,815
4411	Automobile Dealers	100	\$2,600.17	\$22,457,691
4412	Other Motor Vehicle Dealers	117	\$288.65	\$2,493,101
4413	Auto Parts, Accessories & Tire Stores	99	\$263.75	\$2,278,023
442	Furniture and Home Furnishings Stores	101	\$1,106.54	\$9,557,187
4421	Furniture Stores	101	\$721.64	\$6,232,811
4422	Home Furnishings Stores	101	\$384.90	\$3,324,377
443, 4431	Electronics and Appliance Stores	97	\$310.95	\$2,685,707
444	Bldg Material & Garden Equipment & Supplies Dealers	107	\$1,640.44	\$14,168,495
4441	Building Material and Supplies Dealers	107	\$1,492.89	\$12,894,051
4442	Lawn and Garden Equipment and Supplies Stores	105	\$147.56	\$1,274,445
445	Food and Beverage Stores	97	\$5,484.31	\$47,367,976
4451	Grocery Stores	97	\$5,130.89	\$44,315,471
4452	Specialty Food Stores	96	\$169.94	\$1,467,778
4453	Beer, Wine, and Liquor Stores	97	\$183.48	\$1,584,728
446, 4461	Health and Personal Care Stores	104	\$819.31	\$7,076,395
447, 4471	Gasoline Stations	98	\$3,562.23	\$30,767,021
448	Clothing and Clothing Accessories Stores	96	\$1,161.95	\$10,035,799
4481	Clothing Stores	97	\$929.54	\$8,028,439
4482	Shoe Stores	95	\$214.31	\$1,850,992
4483	Jewelry, Luggage, and Leather Goods Stores	98	\$18.10	\$156,368
451	Sporting Goods, Hobby, Musical Inst., and Book Stores	97	\$454.23	\$3,923,215
4511	Sporting Goods, Hobby, and Musical Inst Stores	97	\$366.96	\$3,169,469
4512	Book Stores and News Dealers	95	\$87.27	\$753,746
452	General Merchandise Stores	98	\$4,324.07	\$37,347,016
4522	Department Stores	96	\$371.95	\$3,212,518
4523	Merch. Stores, incl. Warehouse Clubs, Supercenters	98	\$3,952.12	\$34,134,498



# Retail Demand by Industry

3323 S Sylvania Ave  
3323 S Sylvania Ave, Sturtevant, Wisconsin, 53177  
Ring of 5 miles



NAICS Code	Industry Summary	Spending Potential Index	Average Spent	Total
453	Miscellaneous Store Retailers	100	\$601.31	\$5,193,492
4531	Florists	105	\$32.27	\$278,730
4532	Office Supplies, Stationery, and Gift Stores	98	\$94.12	\$812,941
4533	Used Merchandise Stores	99	\$80.24	\$693,076
4539	Other Miscellaneous Store Retailers	100	\$394.67	\$3,408,744
454	Nonstore Retailers	100	\$2,794.24	\$24,133,815
4541	Electronic Shopping and Mail-Order Houses	99	\$2,386.07	\$20,608,518
4542	Vending Machine Operators	98	\$38.87	\$335,683
4543	Direct Selling Establishments	105	\$369.30	\$3,189,614
722	Food Services & Drinking Places	96	\$4,213.96	\$36,395,980
7223	Special Food Services	96	\$15.14	\$130,738
7224	Drinking Places (Alcoholic Beverages)	97	\$102.05	\$881,420
7225	Restaurants and Other Eating Places	96	\$4,096.77	\$35,383,822

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100.



**Source:** Esri 2024 Consumer Spending data are derived from the 2019, 2020, and 2022 Consumer Expenditure Surveys Bureau of Labor Statistics; and industry estimates derived from 2017 Economic Census, U.S. Census Bureau.

# Site Map on Satellite Imagery - 1.6 Miles Wide

3323 S Sylvania Ave  
3323 S Sylvania Ave, Sturtevant, Wisconsin, 53177  
Rings: 1, 3, 5 mile radii

Prepared by Esri  
Latitude: 42.69562  
Longitude: -87.95776

