

Title: Grand Avenue Mall Collection

Manuscript number: Mss-1884

Inclusive dates: 1982

Bulk: 000.06 cu. ft.

Location: Sm. Mss

Abstract: Grand Avenue Mall opened in downtown Milwaukee in 1982. Initially, it hosted more than 80 stores. But in the 1990s, the mall experienced a period of steady decline and eventually lost many of its tenants. The mall was foreclosed upon in 2012 and put up for auction. A local ownership group purchased the mall in 2015. In 2018, the group renamed the mall “The Avenue” and unveiled plans to repurpose much of the vacant space with apartments and office space.

Scope and Content: The collection consists of promotional materials, including newspaper/magazine clippings, mall tour guides, and invitations, pertaining to the progress and opening of this Milwaukee shopping center.

Access and Use: No restrictions

Language: English

Administrative Note: Processed by Illiana Zambrano October 2016