

# Experience Placemaking: Whitefish Bay, WI

## Welcome to Whitefish Bay, Wisconsin!

Whitefish Bay is a busy village located within Milwaukee County, just 15 minutes north of downtown Milwaukee. Although it is so close to the beer-loving and brewing city, Whitefish Bay still has a quaint village feel with a variety of sights to see and things to do, whether it is lakefront views and wildlife, or bakeries and unique shops along Silver Spring Drive.

Whitefish Bay was named one of the **Bird Cities Wisconsin** on March 22, 2012. The village was recognized for its love of their parks and their national conservation efforts. 10 minutes north of Whitefish Bay is the Schlitz Audubon Nature Center, which allows its visitors to learn what it takes to maintain land as a natural habitat for wildlife. On their 185 acre preservation, students and volunteers work to upkeep hiking trails, monitor lands and ecosystems, and have some fun while doing so!



Photo credit: Rand McNally

### Whitefish Bay in a Nutshell

Population: 14,125 (2013)

Land area: 2.131 mi<sup>2</sup>

Walkability score: 89

# Explore Whitefish Bay, Wisconsin!

## Whitefish Bay

**What is “Bird City Wisconsin?”** The organization encourages residents of communities to address the decline of urban birds over the past 40 years. The Schlitz Audubon Nature Center serves as a home base for the Bird City Wisconsin. Over 88 cities in Wisconsin have been recognized as Bird Cities and the criteria to become one of these cities begins with community pride and a desire for conservation.



**Each year Whitefish Bay celebrates** its title of being one of the Bird Cities of Wisconsin. The village hosts a small event called “Birds Around the Bay.” The event encourages all businesses in the village to participate in creating their own unique bird house(s) which are entered into a silent auction. The event brings residents of all ages to join in the fun of viewing all bird houses with promotions from shops and restaurants in the village.





**There are several options for dining** in Whitefish Bay. Whether visitors are hungry for a slice of pizza from Roman Candle, or have a sweet tooth and stop in Regina's Bay Bakery for a cupcake or cookie, you won't go hungry in The Bay.



**It is important to the residents** of Whitefish Bay to preserve history in the village. There is no doubt that Sendik's Food Market is a part of history. This store has been up and running since 1946 and is still a growing company throughout Wisconsin. Be sure to try the cheese of the month!



**Whitefish Bay's Fox Bay Theater** is a 2 in 1 deal! It originally opened in 1951 and was restored to keep its "Art Deco" look and feel. It then reopened in 2000 with a new name, "The Fox-Bay Cinema Grill." Given the new name, this theater offers "dinner and a movie" and was the first of its kind.



**There are several options** in terms of shops, boutiques and salons in Whitefish Bay. First, Silver Spring Drive features interior design shops, beauty and massage salons as well as personal fitness gyms. Only a minute drive up the street is Bayshore Town Center where there are over 125 specialty shops and stores.

