

LAND DISPOSITION REPORT COMMON COUNCIL OF THE CITY OF MILWAUKEE

DATE

September 15, 2015

RESPONSIBLE STAFF

Dwayne Edwards, Program Manager, DCD

PARCEL ADDRESSES AND DESCRIPTION

2919 West Fond du Lac Avenue (the "Property"): A 4,380 SF two-story vacant building having a lot area of approximately 15,550 SF. The City of Milwaukee ("City") acquired the property on August 16, 2013, through property tax foreclosure.



BUYER

Jesse Sawyer owns and operates Jesse's Hawg Pen ("JHP"), a high-end custom Harley Davidson motorcycle shop at 2256 West Fond du Lac Avenue. Mr. Sawyer has a strong connection to the area and wants to stay in the neighborhood where he started his business in 2003. Expansion is important at this time to keep his business viable, due to demand for JHP's level of work and to increase the level of services that may be offered. He currently has four full-time employees and may add three new positions.

Mr. Sawyer will expand services to include a parts division to sell genuine Harley Davidson motorcycle parts. The parts division will be one of three Harley Davidson part stores in the City other than Harley Davidson's main facility.

Additional JHP services may include motorcycle storage, lessons or seminars on motorcycle riding and motorcycle care and maintenance. The new facility also will have a showroom and may be a venue for hosting Harley Davidson events.

Harley Davidson also awarded Mr. Sawyer with a commemorative patch, honoring the work and contributions made to motorcycle design work. It was the first patch dedicated to an African American according to Mr. Sawyer.

PROJECT DESCRIPTION

Mr. Sawyer hopes to purchase, remodel and add interior improvements for a high-end custom Harley Davidson motorcycle shop to provide additional retail services to motorcycle enthusiasts across Southeastern Wisconsin. The property at 2919 West Fond du Lac Avenue will include interior improvements such as electrical and plumbing upgrades, new flooring, painting, repair or replacement of the building's roof and windows and additional space for showroom and retail parts sales among other improvements. The Buyer also plans to replace the glass block with clear glazing and install new landscaping along the street frontage that will substantially improve the appearance and be in accordance with Milwaukee Code of Ordinances Section 295-405 (Milwaukee Zoning Code-Landscaping).

The Buyer's rehabilitation costs are estimated to be \$50,000 and a portion of the renovations will be performed with the Buyer's "sweat equity." The Buyer understands that the proposed project may require certain City approvals in addition to the approval of the Land Disposition Report. Closing is contingent upon the Buyer obtaining all necessary approvals and financing and DCD's approval of the final building elevations and landscaping plan.



Building with improvements – North view



Building with improvements – Front view

PURCHASE TERMS AND CONDITIONS

The purchase price is \$20,000. Mr. Sawyer may seek City assistance for funding the project to include the facade grant and the City's "White Box" programs.

The conveyance of the property will be on an "as is, where is" basis. The deed of conveyance will contain a restriction prohibiting the Buyer from applying to the City for tax-exempt property status. At closing, subtracted from the sale proceeds will be a commission paid to the commercial broker that submitted the offer on behalf of the Buyer, sale and marketing expenses and a 30 percent disposition cost reimbursement to the Redevelopment Authority of the City of Milwaukee; the remaining proceeds shall be deposited in the Delinquent Tax Fund.