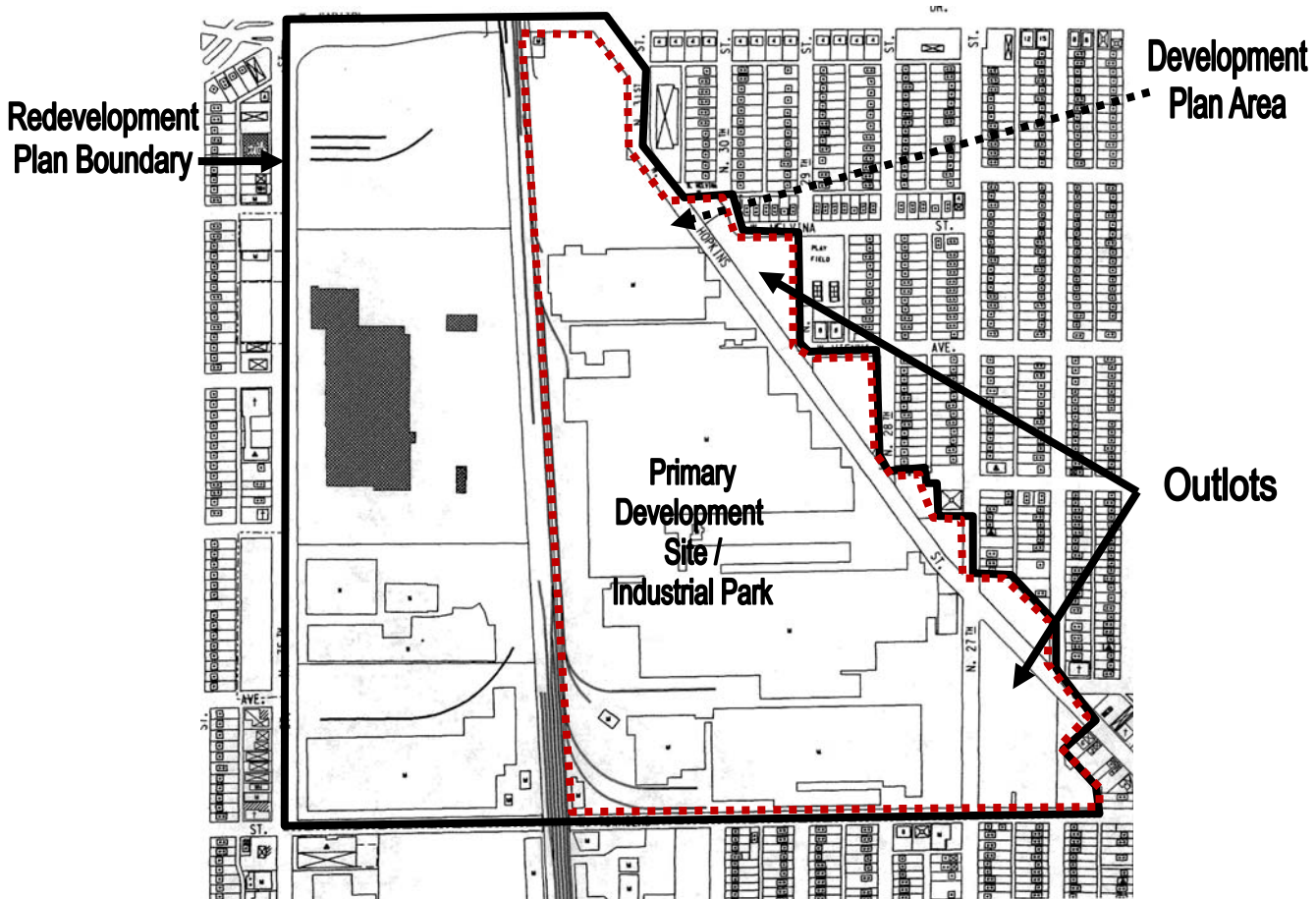


**Redevelopment Authority of the City of Milwaukee  
Development Plan -- Century City Industrial Park  
West Capitol Drive – North 35<sup>th</sup> Street Redevelopment Project Area**

The Redevelopment Authority desires to use a Redevelopment Corporation pursuant to Section 66.1303, Wisconsin Statutes, to fund redevelopment activities. Prior to creating such a corporation, Section 66.1301, Wisconsin Statutes, requires a Development Plan.

The Century City Development Plan focuses on the 84-acre property owned by the Authority within the boundary of North 35<sup>th</sup> Street –West Capitol Drive Redevelopment Project Area. The Authority approved a Redevelopment Plan and Plan Amendment (collectively “Redevelopment Plan”) that established the general framework for the Century City Industrial Park. This Development Plan expands on the adopted Redevelopment Plan by identifying specific development tasks and the timeframe for these activities.

**1. Development Plan Area.** The Development Plan for Century City is a smaller area than the Redevelopment Plan boundary (see map below). The Development Plan is focused on the east 84 acres of industrial property owned by the Authority and generally bounded by Hopkins Avenue to the north, North 27<sup>th</sup> Street to the east, West Townsend Street to the south and the Canadian Pacific Rail Line to the west. Currently, the property is a mix of industrial buildings, parking lots and vacant land. The legal description for the Development Plan is attached as Exhibit A.





For the interim, the Authority proposes to retain four buildings (Buildings 1A, 35, 36 and 65) containing approximately 535,000 square feet of area. These buildings have been stabilized and therefore, no further improvements, repairs or alterations are to be made.

Approximately 1.26 million square feet of the remaining building space will be demolished. Removal of asbestos containing building materials will be undertaken simultaneously with demolition. The demolition schedule is as follows:

Building No.	Square feet	Demolition schedule
1	301,105	2012
1A	25,267	retained
2	18,356	2012
3	32,217	2012
4	4,680	2012
5	43,866	2012
6	67,386	2012
8	3,166	2012
8A	491	2012
11	16,300	2012
11A	3,787	2012
12	6,530	2012
16	24,420	2012
28	105,066	2012
29	920	2012
33	21,760	2012
35	46,340	retained
36	239,692	retained
37	167,710	2011
38	95,396	2012
40	15,624	2012
46	400	2012
51	103,200	2012
52	101,000	2012
53	924	2011
56	504	2012
56A	277	2012
58	39,680	2012
60	37,173	2012
60A	1,452	2012
62	12,405	2012
64	55,422	2012
65	224,050	retained
68	5,544	2012
70	171,860	2012

**4. Proposed Industrial Land Use.** The Century City Development Area shall provide an 84-acre industrial park with adjacent outlots on the former parking lots east of West Hopkins and North 27<sup>th</sup> Streets. Total lot coverage for the Development Area shall consist of approximately 62 acres of industrial/business park use. In addition, a Redevelopment Plan Amendment may propose that 17 acres adjoining the Development Plan Area be used for retail or other supporting commercial uses and that the outlots east of North 27<sup>th</sup> Street and West Hopkins Street containing approximately five acres be developed with for single or multi-family housing as outlined below.

This Development Plan land uses conform to the Redevelopment Plan except as noted for an anticipated plan amendment. The preliminary site plan anticipates industrial sites that range from three to ten acres, but with flexibility to accommodate users requiring larger sites and/or a single user. These acreage calculations are consistent with a marketable business park layout that maximizes building square footage and minimizes infrastructure related costs. The assumed layout also includes common area for integrated stormwater management reducing the need for site purchasers to set aside land for this purpose. However, because the Development Plan Area is primarily an industrial business park, no acreage is reserved for open space, which is consistent with adjacent industrial zoning districts.

The Redevelopment Plan established a standard of 15 jobs per acre with family-sustaining wages and the Development Plan land use plan would help achieve this goal. Further, the Redevelopment Plan established a floor area ratio (FAR) at a minimum of 0.3, which is intended to maximize development value and job generation while achieving marketability.

Design standards for buildings and sites are established in the Redevelopment Plan. These standards were adopted to offer protection to surrounding residential area against undesirable or blighting influences. General design standards are listed as follows:

**5. Residential Character and Future Housing.** The Redevelopment Project Area and Development Plan Area had no existing residential units. However, the outlots in the Development Plan Area are suitable for future residential use over the next five years. The neighborhood surrounding these outlots is residential and therefore, the development of housing would integrate them into the fabric of the neighborhood. These sites are conducive to a combination of multi-family affordable and for-sale single family homes. Based on a preliminary concept plan, the outlots could translate into approximately 26 single family units on three acres and 54 multi-family units on two acres. Future rents and prices would likely be a mix of affordable and market-rate units.

**6. Zoning Changes.** The Redevelopment Plan did not anticipate zoning changes because Redevelopment Project Area was mostly zoned IH, with small but substantial areas of LB2 and IO2. This zoning was appropriate for the Redevelopment Plan objectives. Zoning changes may be recommended with future Redevelopment Plan Amendments.

**7. Infrastructure Requirements.** Century City will require new infrastructure including internal roads, sewers, access points, lighting and stormwater management Best Management Practices. For streets, a double-loaded circulation spine with 66 foot wide right-of-way will provide interior access to the industrial park. These amenities may result in changes to existing streets and pedestrian walkways, the extent of which is currently unknown.

**8. Project Financing.** The Century City redevelopment process incorporates a variety of funding sources to cover the anticipated costs of demolition and site preparation as well as past expenditures for property

acquisition, building stabilization and improvement and preliminary environmental investigations. Total public expenditures have been estimated at \$34.6 million and include anticipated including \$10 million from the City of Milwaukee capital budget, a \$15.6 million tax increment district (TID), proposed \$4 million in New Markets Tax Credits and the balance in federal and state grants. The first developable parcels will be ready in 2013 for business and/or residential land use and will generate sales revenue to repay the TID. Based on TID projections, industrial land sales will continue through 2025 and retail and residential land sales will conclude in 2017.

**7. Redevelopment Corporation.** The Development Plan proposes that the Common Council create a separate corporation to receive and administer New Markets Tax Credits. The corporation would be directed by a board that will be charged with fiscal management and oversight of real estate acquisition and redevelopment projects and related activities. The Redevelopment Authority's Executive Director-Secretary will oversee development of corporate bylaws for new corporation. While the new corporation addresses project financing, responsibility for implementing the Development Plan activities will remain with the Redevelopment Authority and its staff.

Exhibit A  
Legal Description  
(Title Policy to be Attached)