

**LAND DISPOSITION REPORT  
TO THE  
REDEVELOPMENT AUTHORITY  
AND THE  
COMMON COUNCIL OF THE CITY OF MILWAUKEE**

**DATE**

September 16, 2004

**REDEVELOPMENT PROJECT AREA**

Menomonee Valley "K." The redevelopment plan was recently prepared to allow development of the Harley-Davidson museum.

**REDEVELOPER**

H-D Milwaukee, LLC, a new limited liability company created by Harley-Davidson Motor Company, Inc. to acquire and develop the Harley-Davidson Museum

**PARCEL ADDRESS & DESCRIPTION**

All the properties within the Menomonee "K" boundary are needed for the project and are either owned by the Authority or designated for acquisition from the City of Milwaukee by the Redevelopment Plan. The assembled site, including current public right-of-way that will be vacated, comprises approximately 20 acres.

**PROJECT DESCRIPTION**

The Harley-Davidson Museum will be developed in three stages as follows:

- Phase I Museum, café and retail shops in three buildings near the intersection of 5th and Canal. The museum will encompass 90,000 square feet in two buildings on the north side of Canal Street. A building at the southeast corner of 5th and Canal will contain a 7,250-square foot restaurant, 8,000 square feet of banquet space and 5,000 square feet of retail area. The two buildings facing the Menomonee Canal are expected to have terraces either for dining or open space. Two acres of green space and river access will be provided on the north edge of the site along the Menomonee River. Another one acre of green space will be provided on the south along the canal. Interim parking will be provided on surface lots along the east side of 6th Street. Phase I construction will start when DPW vacates the Traser Yards and is to be finished within 24 months.
- Phase II An archive restoration addition is planned to the museum space at the northeast corner of 5th & Canal. This phase is anticipated to be built about 24 months after Phase I is finished.
- Phase III 100,000 square feet of office and/or commercial space is anticipated in one or more buildings east of 5th Street along Canal Street. Construction will be finished 36 months after Phase II is finished.

**OPTION TERMS AND CONDITIONS**

The purchase price will be \$150,000 per acre less credits to H-D for building demolition. H-D is expected to acquire the site in November. The deed for the Traser Yards shall be held in escrow until the new municipal facility is completed at the Tower Automotive site.

**PAST ACTIONS**

The public hearing on the property disposition was conducted on September 16, 2004. The Authority previously approved Term Sheet for the general development of the Harley-Davidson museum.

**FUTURE ACTIONS**

Upon approval of this Report by the Common Council, the Development Agreement will be executed. After conveyance of the City-owned parcels to the Redevelopment Authority, the full project site will be conveyed to H-D.

Respectfully submitted,

**REDEVELOPMENT AUTHORITY  
OF THE CITY OF MILWAUKEE**

Joel T. Brennan  
Assistant Executive Director-Secretary