

UNCOVER WHAT'S NEXT



on the AVENUE

THE
REVITALIZATION
OF NORTH
MILWAUKEE: BID
#19 EXPANSION





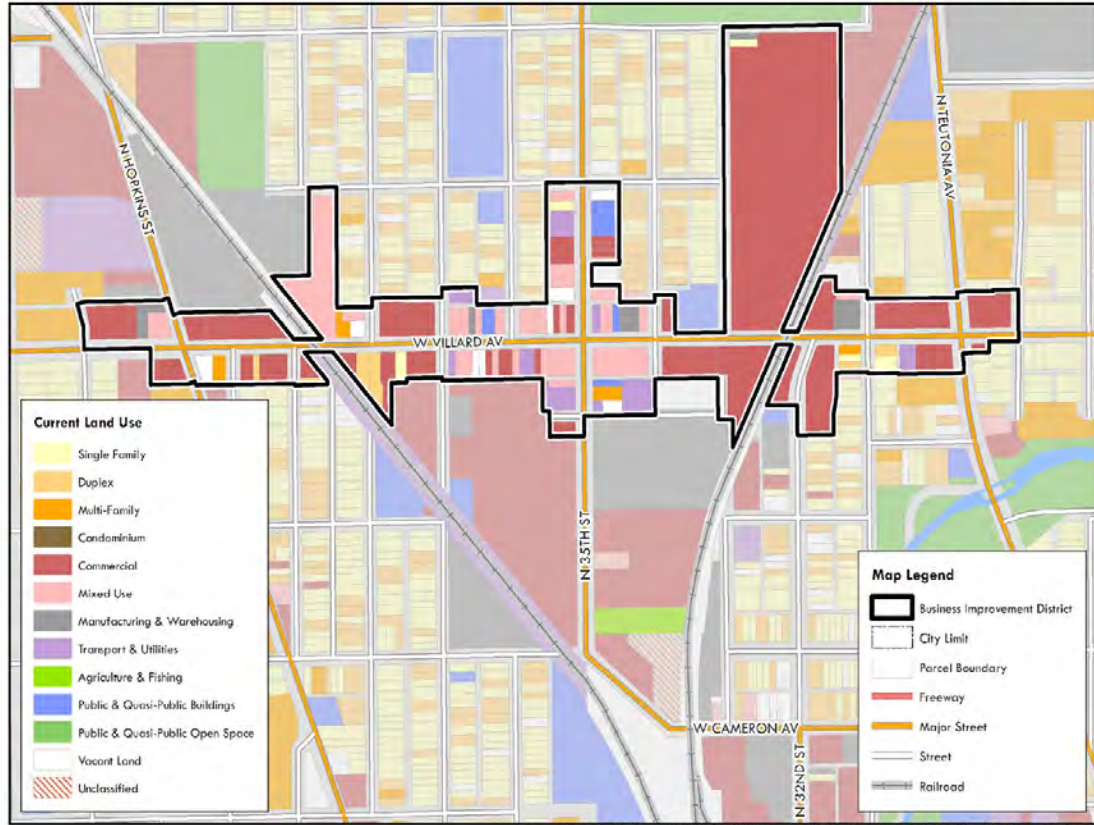


- ▶ Above is a photo of a vacant, blighted former daycare building on Teutonia and Stark (between Villard and Hampton) with dumping directly adjacent to the property.
- ▶ To the left Teutonia & Fairmount poorly defined crosswalk. & dumping on South 35th street 3 blocks south of Villard.
- ▶ There are also no bike lanes and cross walks are not defined.

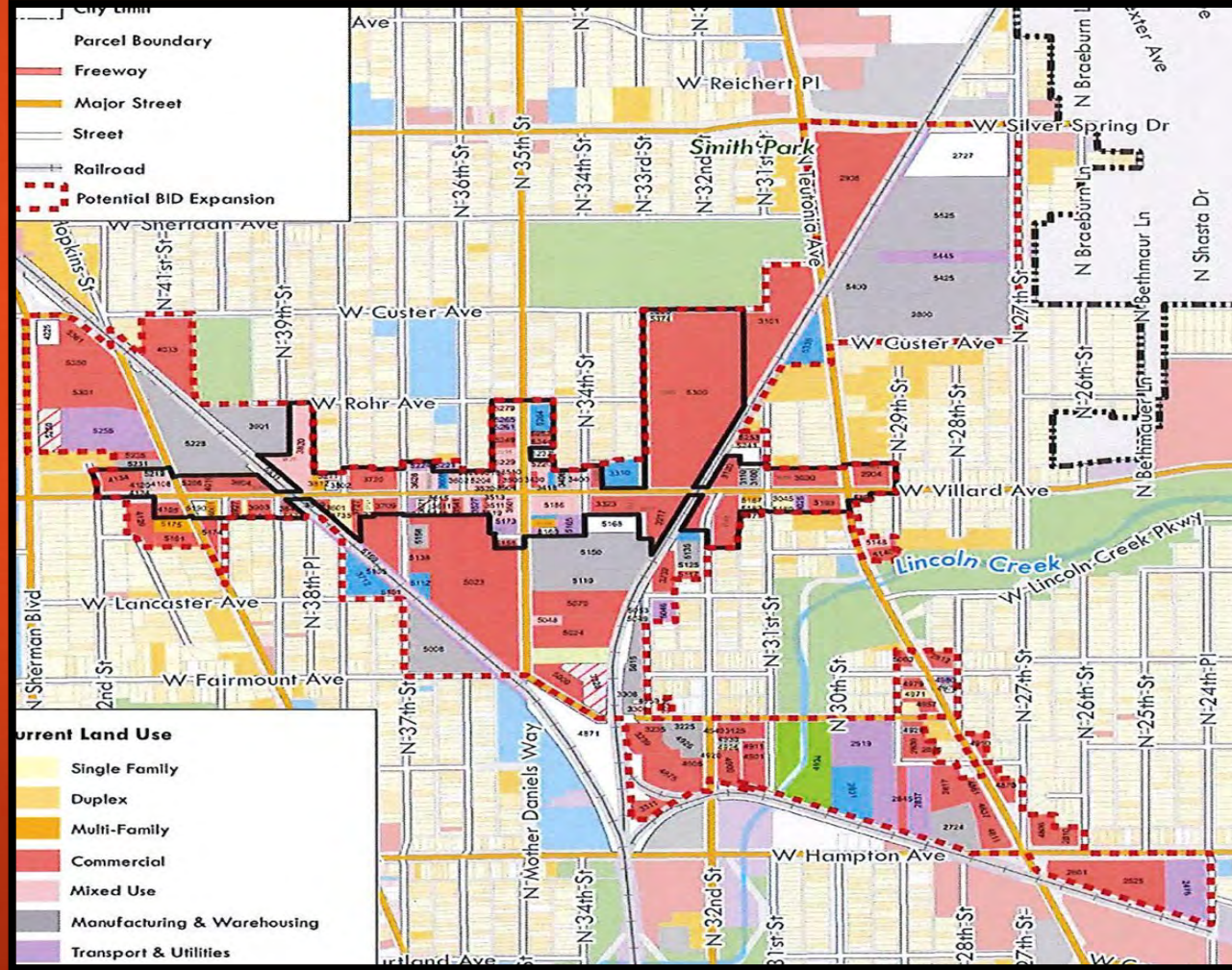
Current BID map and Proposed BID #19 map

BID NO. 19: VILLARD AVENUE CITY OF MILWAUKEE

Prepared by the Dept. of City Development Planning Division, 7/6/2017
Source: City of Milwaukee Information Technology Management Division
Dept. of City Development Commercial Corridors Team



Document Path: \\C:\GIS_Data\Projects\2017\Projects\17-01-33-Updated BID Maps\Up-Updated Maps (7-5-17)\Map - BID 19 - Villard Avenue.mxd



BID #19 Leadership: Who are they?

Current Board of Directors

Jeff Hanewall- President

Mike Malatesta- Vice President

Karen Bleach- Treasurer

Jeanette Wright-Claus

Andre Carter

Brian Rott

- ▶ Currently, All board members own property within the BID, is a designated representative of a current property in the BID, or is a resident who operates a home-based business in the BID.
- ▶ BID membership allows up to 9 board members, we currently have 6 board members and are interested in having potential BID expansion business owners serve on our board.

Who Leads BID 19(ctd)

MANAGEMENT

- ▶ Villard BID Contract awarded to Havenwoods Economic Development Corporation (HEDC) in 2018 to Manage the BID by carrying out the Board's operating plan.
- ▶ Led by Executive Director, Stephanie Harling, HEDC has 17 consecutive years of experience managing BID #31, and nearly 30 years of community development experience.

Management experience operating industrial and retail BIDs (Silverspring Drive/76th street) providing: successfully managing large scale capital improvement projects, workforce development programs, neighborhood branding & promotion, and business assistance programs, resulting in a favorable environment for business growth.

- ▶ October 2018, Havenwoods EDC hired Angelique Sharpe to manage the Villard BID
- ▶ Sharpe performs the day to day duties required to carry about the board of Director's annual operating plan.

BID Assessment Rate & Method

Buildings are assessed at a rate of \$4/\$1000 of assessed value.

Covanta is Currently BID #19's largest commercial parcel. Current assessment is about 2.5 million

2019 Covanta Contribution to the BID was \$9700.

3422 W Villard is a former barbershop that is being renovated to a possible small coffee shop, deli, or pizza parlor.

Assessment is about \$50k

2019 BID contribution was about \$100 (mixed-use dvpt.).

For BID #19 there is equity in that we use the same multiplier for all properties. It does not matter whether you are a large corporation or a small business owner, all of our property owners contribute to the greater good regardless of size and are eligible for all the same services.



What does BID #19 do?

We work diligently and strategically to carryout the HEDC 5 discipline strategic action plan model.

District Planning: Community Visioning Design

▶ The Plan: Five Disciplines

- ▶ Design
- ▶ Economic Vitality
- ▶ Promotion
- ▶ Public safety
- ▶ Capacity building

▶ The Process

- ▶ Planning Sessions
- ▶ Surveys
- ▶ Community visioning report

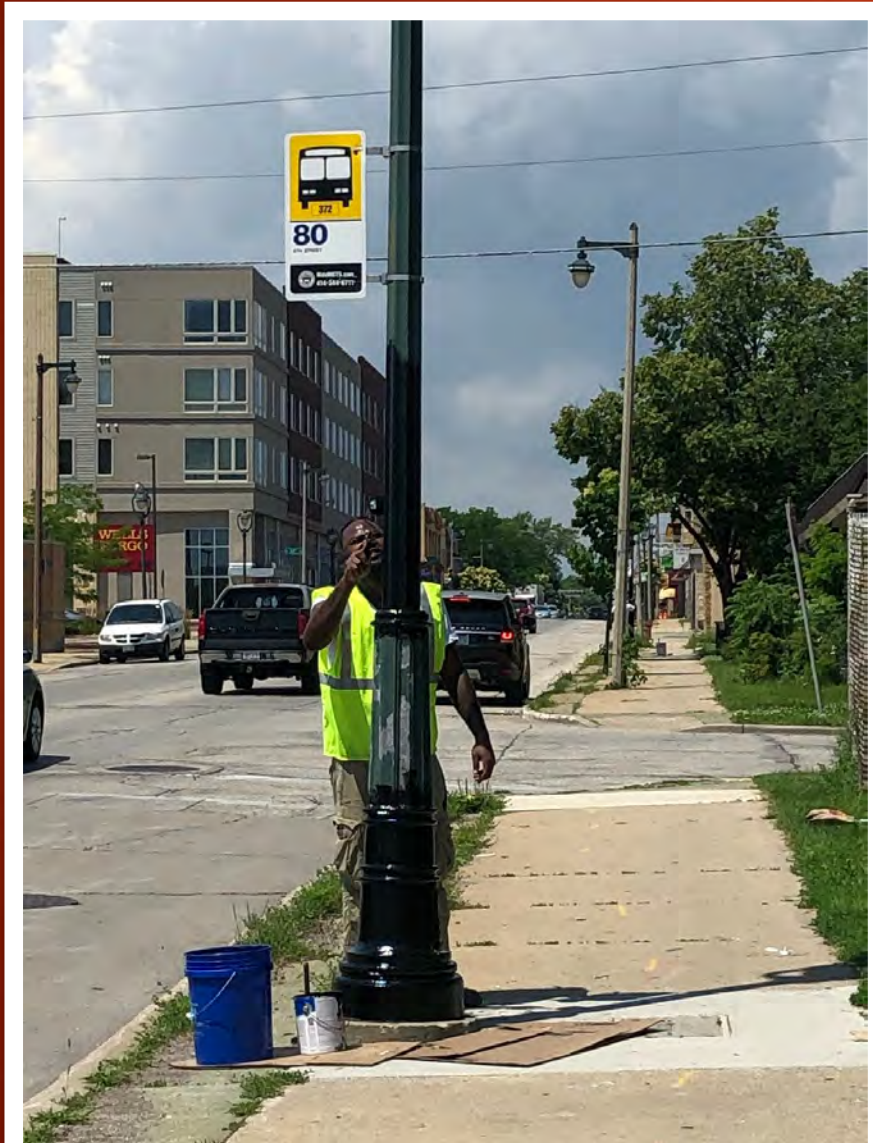
=Strategic action plan



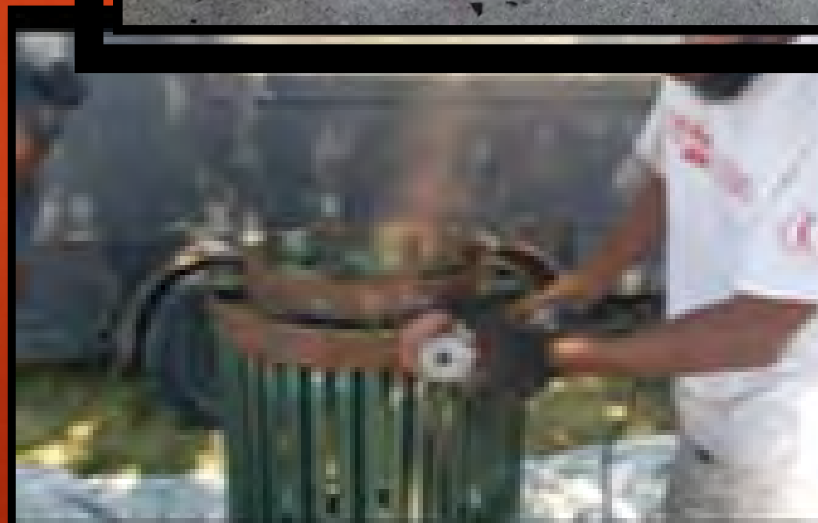
Design: Enhance the physical and visual assets of Villard Avenue

Capital Improvement Projects Completed:

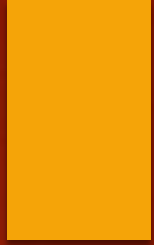
- ✓ refurbishing light Poles
- ✓ trash receptacles
- ✓ bike racks
- ✓ planters installation
- ✓ public art on bus stops
- ✓ promotion Banners
- ✓ hired contractor for street cleaning services



Design: capital improvements ctd.



Design: capital improvements ctd.



Design: capital improvements ctd



- Restore pride
- Promote district
- Beautify Villard



Design: street beautification



ECONOMIC VITALITY

Attract new capital, financial incentives, catalyze development, and create a supportive environment for innovators that drive local economies



Villard Square Branch Library



3600@Villard (Source: bjsonline.com)

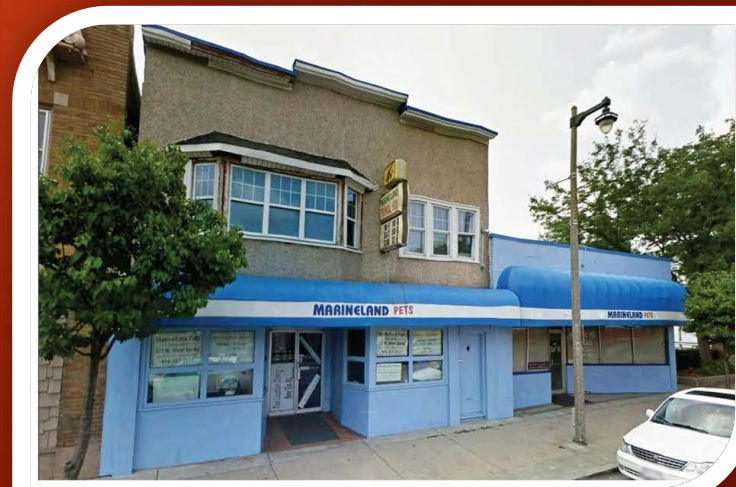
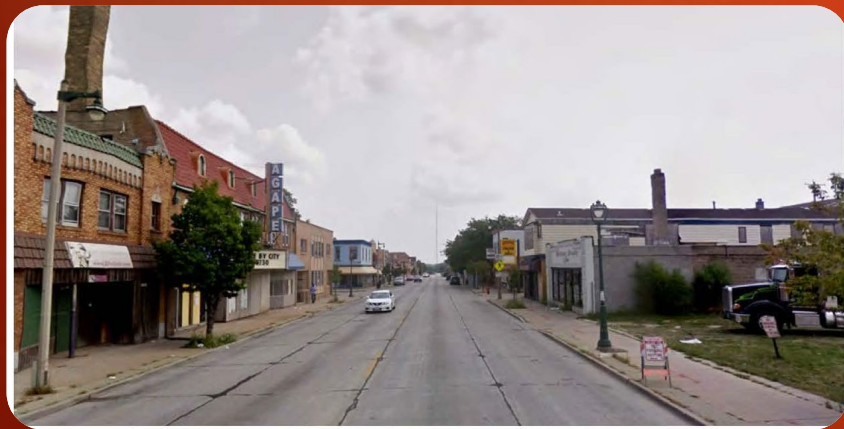


ECONOMIC VITALITY: Villard Avenue Charrette



Revitalizing through the pandemic, Villard become the City's first virtual charrette, and one of the first virtual charrettes in the nation. 5 sites were strategically selected for the Villard Ave. Charrette

5 sites include streetscaping, former Marineland pet store, city owned properties: Villard library and historic Ritz/Villa Theater, and 2 buildings on the corner of 36th and Villard.



Villard Avenue Charrette

Pre- Pandemic in person focus groups were held for our residents, businesses, and developer/investors to get community input. Facilitation of these sessions were led by UWM Community Design Solutions.





Villard Charrette Sneak Peek

Below is a completed Streetscaping plan for the vacant lot by the Smith Group with complete activation of the space.

Above, current state of a city owned empty lot on Villard that is also a Brownsfield.



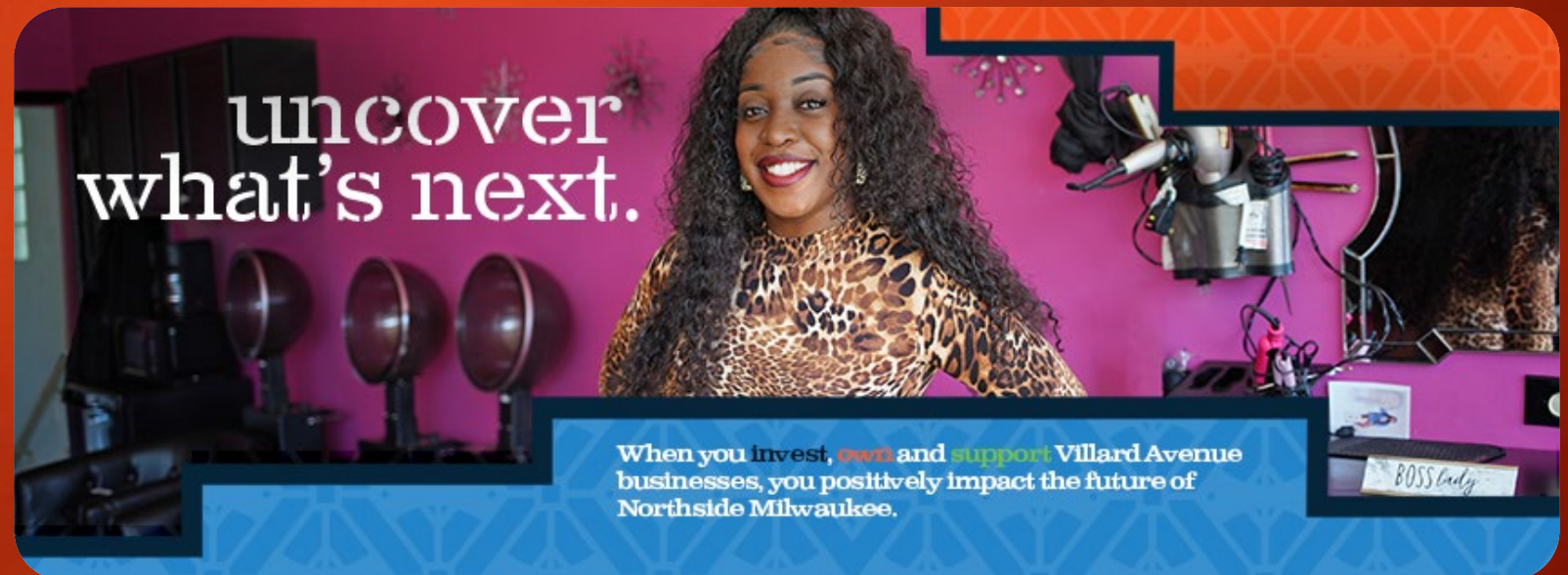
Promotion: To position Villard Ave as the center of the community's economic activity, while creating a positive image that showcases the community's assets

Branding and marketing materials

- ▶ Logo & tagline
- ▶ invest, own, support campaign
- ▶ website with business list

www.villardave.com

- ▶ Social media accounts to promote our district
- ▶ billboard campaign
- ▶ Ground breakings and welcoming receptions for new businesses



Promotion



invest.

Established in 1997, the Villard Avenue Business Improvement District (BID 19) is located on Villard Avenue from North 29th Street to North 42nd Street. The boundaries also include buildings on key side streets that intersect with Villard Avenue between 29th and 42nd Streets.

With an average daily traffic count of 13,400 vehicles, the Villard Avenue BID is home to **110 commercial business parcels** with abundant opportunity for new investment. Residents and visitors enjoy the convenience of our national franchises such as CVS Pharmacy, U.S. Bank, Wells Fargo, Cousins Subs, and McDonalds. Our **public amenities** such as the Villard Square Library, Smith Park, and the Arthaus attract patrons to Villard Avenue supporting local businesses.

Investment Incentives

Opportunity Zone Tax Credit Program
Enterprise Zone
Promise Zone Neighborhood

Facade Grants
Security and Lighting Grants
Sign Grants

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what's next.

For information about these business assistance programs please call Angelique Sharpe at (414) 431-2255.



own.

Our business district boasts **blocks of walkable streets, historic and cultural fabric, unmatched connectivity, and retail space**. Celebrated as the original "downtown" of the northside of Milwaukee, Villard Avenue offers local & maker retail and home grown entertainment in the heart of the city. A blank canvas awaits for entrepreneurs to share talent and emerge with a strong foundation on Villard Avenue.

Investment Incentives

Opportunity Zone Tax Credit Program
Enterprise Zone
Promise Zone Neighborhood
Business Assistance Available

Facade Grants
Security and Lighting Grants
Sign Grants

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Contact BID#19 at (414) 431-2274.



support.

Small and local businesses represent your friends, family and neighbors. Strengthen and celebrate your neighborhood by shopping local and keeping your dollars in our community.

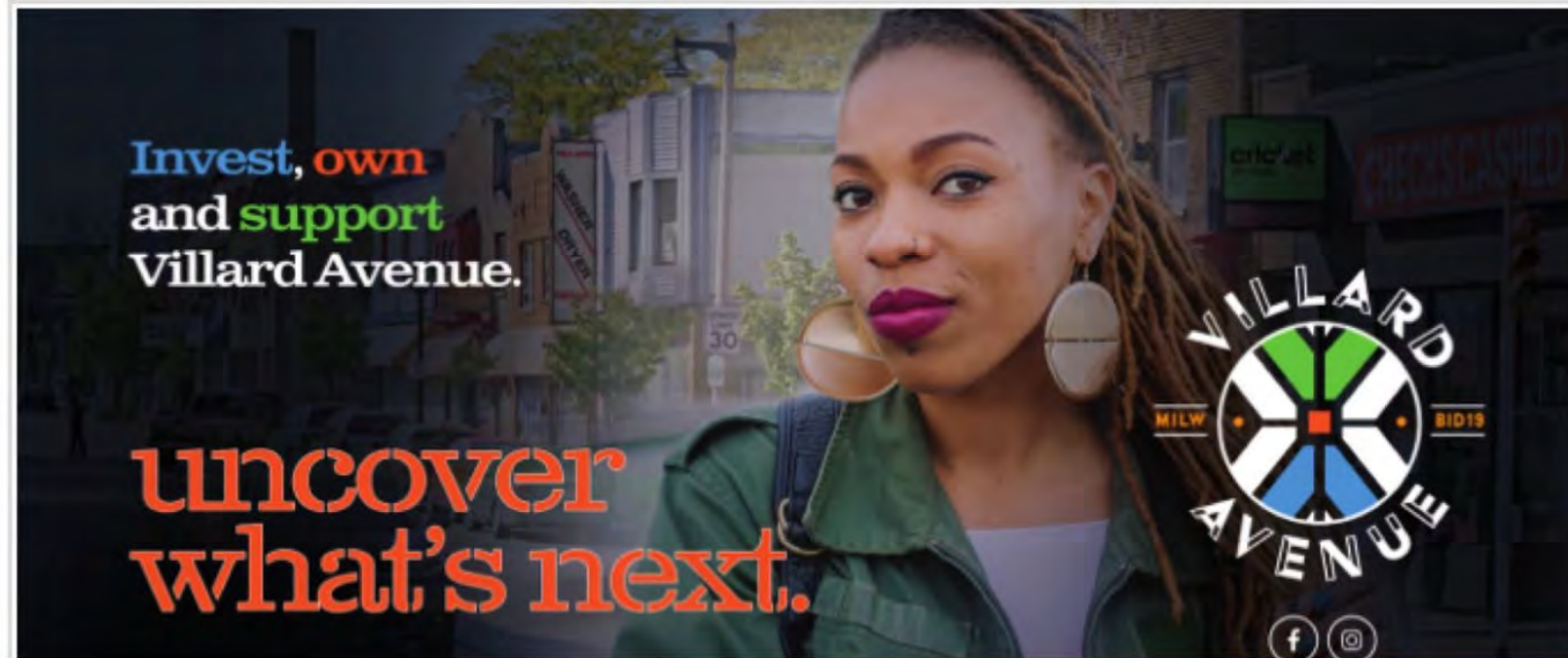
Stretching from N. Teutonia Avenue to Sherman Boulevard, the Villard Avenue District is nestled in the heart of Milwaukee's historic "Old North Milwaukee" offering a rich Milwaukee history. As you shop on Villard you can experience this historic main street with its distinct architecture, walkable avenue and unique offerings and amenities. Some resident and visitor small business favorites include: SBK Styles Beauty Salon, Tony's BBQ Unlimited, Chris Keys \$1 Key Shop, P's Classic Kutz Barbershop, and the Fiyahside Jamacian Restaurant.

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District Promotion



Public Safety: We work to increase the public safety on Villard by partnering with MPD, DPW, and DNS to address concerns about personal and traffic safety.



Villard Safety Initiatives include:

- Safety meetings
- Safety walks
- Security grants
- Alderman's Hamilton's Green light camera program
- Advocacy for city services



Capacity building: We want BID 19 to grow and thrive




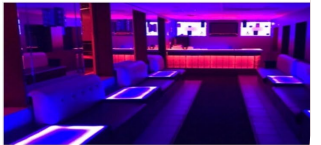
- ❖ We feel like the north side of Milwaukee's future depends on stakeholder's willingness to invest in their own community.
- ❖ We also feel like businesses should be able to direct their own resources to meet their needs.
- ❖ We will be able to advocate and provide our services for more than just Villard Avenue, but for our whole neighborhood.
- ❖ Being a part of a BID brings a level of accountability to businesses that otherwise wouldn't be there.
- ❖ We want the entire city to know we have retail opportunities and jobs etc.
- ❖ We are trying to restore the self sustaining community that offers the amenities that other communities have been privileged enjoy.
- ❖ There was once a time where our neighborhood was totally independent and self sufficient with Villard being the main business strip, and it was a choice for the people in our community to leave in order to have places to live, work, play, and shop. We want to bring that self sustained community back to Villard

How will this expansion impact the neighborhood?

- ❖ We will be able to expand our advocacy beyond Villard Ave.
- ❖ We would like to include more manufacturers into the BID district with the hopes that this will enable a connection between employment and residents
- ❖ Expanding/enhancing the improvements that we made this year such as adding more planters, public art, and entertainment
- ❖ We are excited to increase awareness of businesses in our neighborhood that often go overlooked.
- ❖ The BID expansion consists of viable businesses. Our focus in these area will be on retention.
- ❖ We would like to extend our Façade, safety, signage, and landscaping grants to more businesses in the neighborhood
- ❖ We would like to begin discussion with DCD & DPW to include the improving the infrastructure and pedestrian ways of the potential BID expansion
- ❖ Build a working relationship to businesses in the expansion with MPD to increase safety.
- ❖ There was once a time where our neighborhood was self-sustaining and offered the amenities that other communities have been privileged to enjoy. We would like to restore that vibrancy.

We hope that you will consider supporting us as we are actively working to revitalize the far northwest side of Milwaukee. What you have seen were the results of just a year and a half of our work and what we have to offer the Villard Avenue neighborhood. Collaboration works! Thank you for having us.



 <p>North Milwaukee Arthaus (former North Milwaukee Village Hall) 5151 N 35th St</p>	 <p>Nisha Group LLC 3328 W Villard Ave</p>
 <p>5070 N 35th St Building (Former Pieper Power HQ) 5070 N 35th St</p>	 <p>Oasis Lounge 3120 W Villard Ave</p>

