

UNCOVER WHAT'S NEXT



on the AVENUE

THE
REVITALIZATION
OF NORTH
MILWAUKEE: BID
#19 EXPANSION





Current Condition of Commercial Real Estate



Horseshoe Tattoo Parlor

Address: 2419-21 S. Kinnickinnic

Year built 1910

Type: Mixed use Multi-story
(store & Apt, Store & Ofc)

Total Value: \$ 200,400



Golden Grizzly Tattoo Inc

Address: 1225-27 E. Brady Street

Year built 1888

Type: Mixed use Multi-story
(store & Apt, Store & Ofc)

Total Value: \$280,000



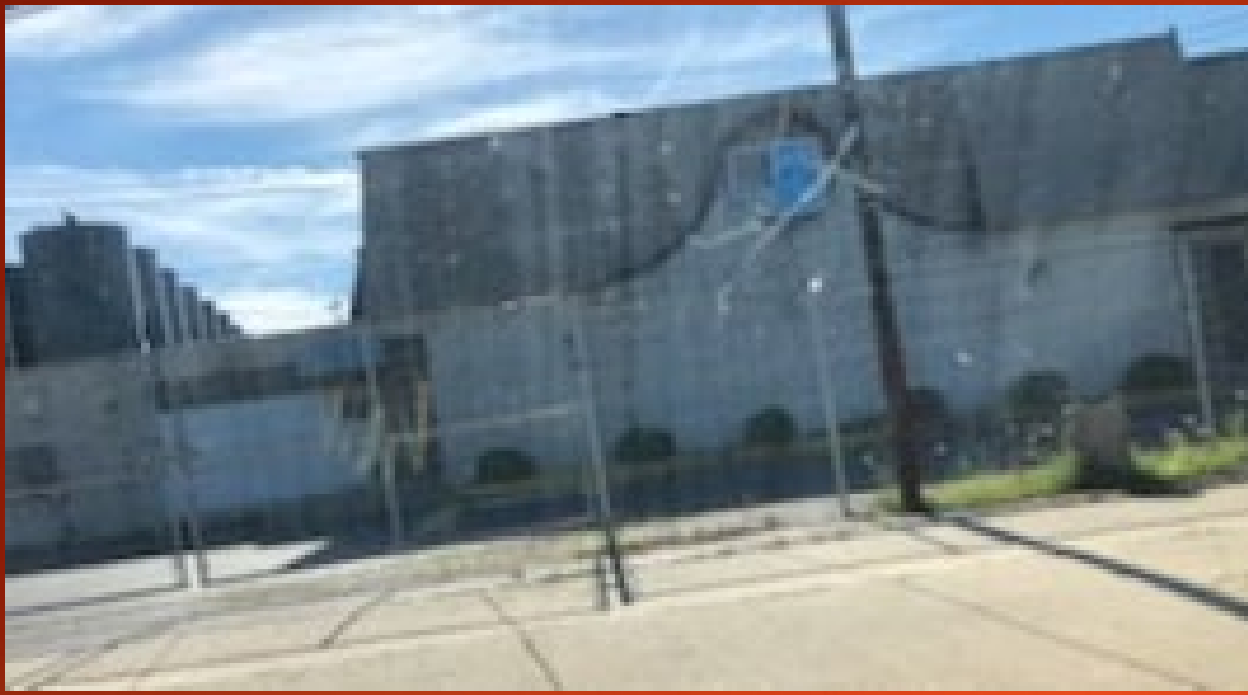
Golden Chicken Restaurant

Address: 3526-28 W. Villard

Year built 1896

Type: Mixed use Multi-story
(store & Apt, Store & Ofc)

Total Value: \$86,700

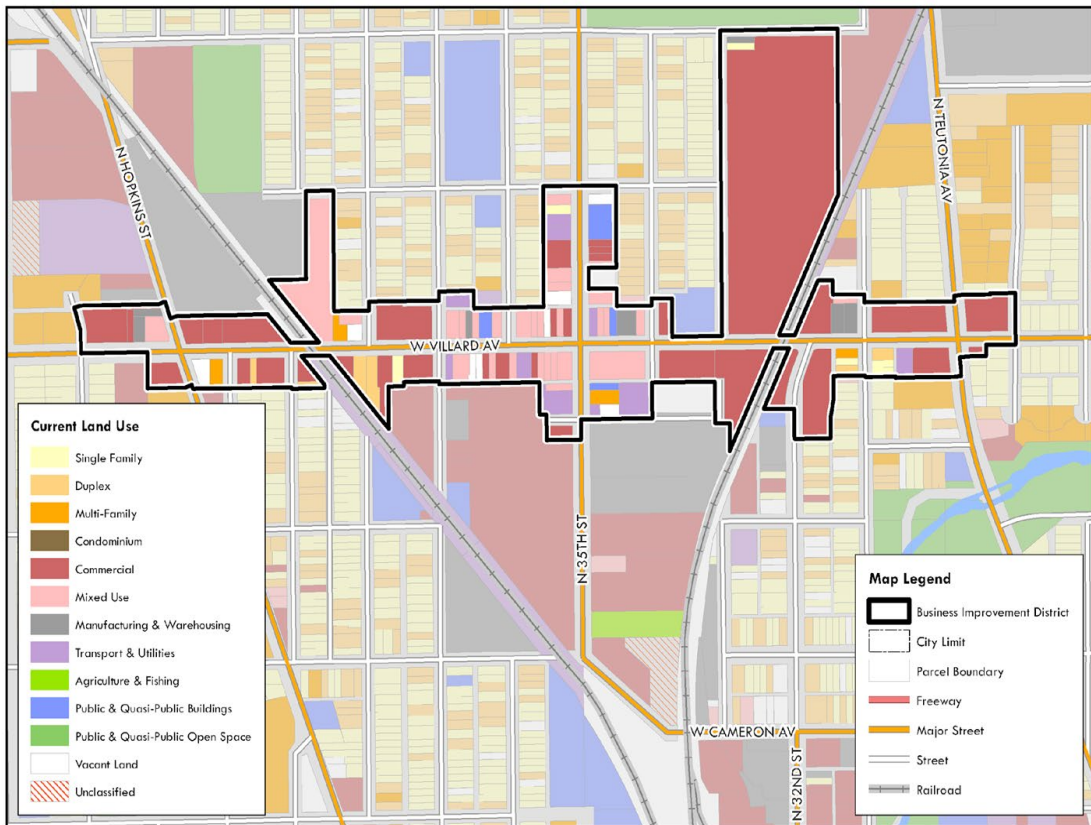


- ▶ Above is a photo of a vacant, blighted former daycare building on Teutonia and Stark (between Villard and Hampton) with dumping directly adjacent to the property.
- ▶ To the left Teutonia & Fairmount poorly defined crosswalk. & dumping on South 35th street 3 blocks south of Villard.
- ▶ There are 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

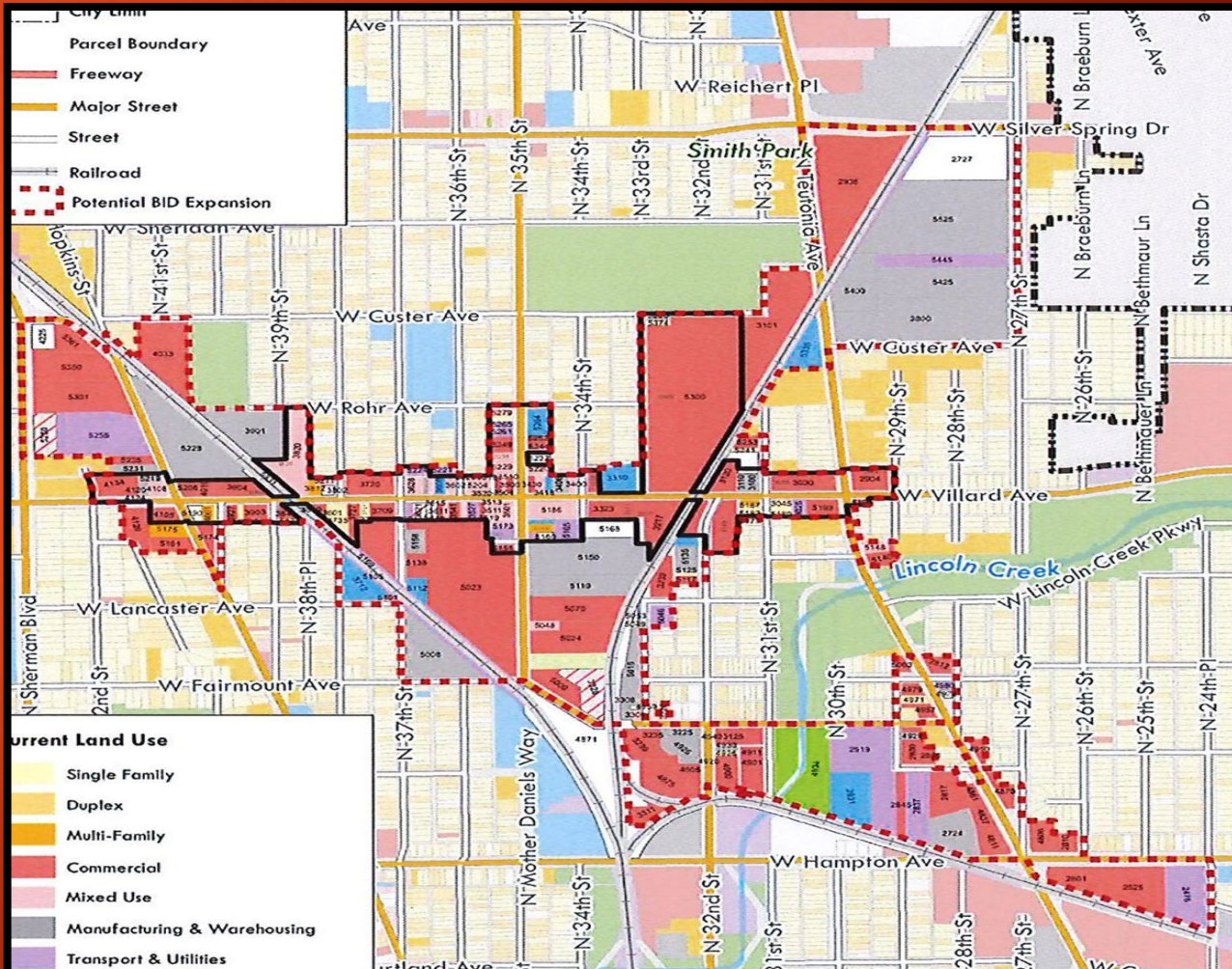
Prepared by the Dept. of City Development Planning Division, 7/6/2017
Source: City of Milwaukee Information Technology Management Division;
Dept. of City Development Commercial Corridors Team



- Current Land Use**
- Single Family
 - Duplex
 - Multi-Family
 - Condominium
 - Commercial
 - Mixed Use
 - Manufacturing & Warehousing
 - Transport & Utilities
 - Agriculture & Fishing
 - Public & Quasi-Public Buildings
 - Public & Quasi-Public Open Space
 - Vacant Land
 - Unclassified

- Map Legend**
- Business Improvement District
 - City Limit
 - Parcel Boundary
 - Freeway
 - Major Street
 - Street
 - Railroad

Document Path: E:\GIS_Data\Projects\2017 Projects\17-01-30 Updated BID Map\Up-Updated Maps (7-5-17)\Map - BID 19 - Villard Avenue.mxd



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 - Street
 - Railroad
 - Potential BID Expansion

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.



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



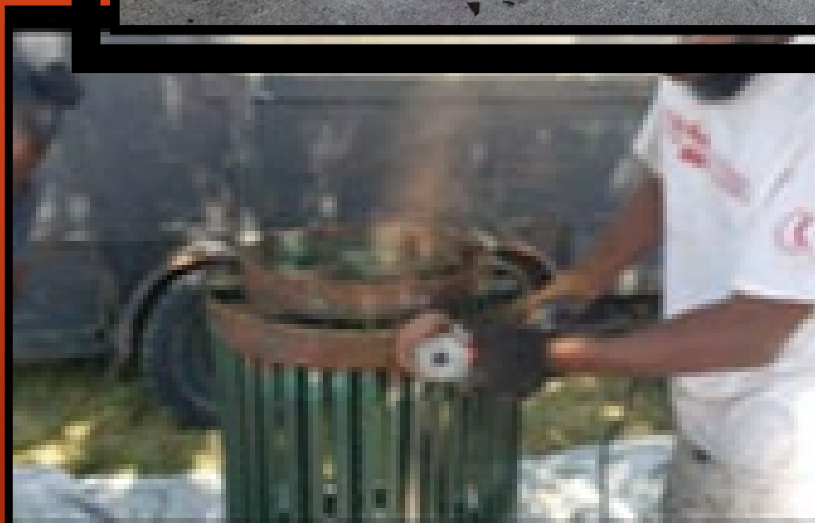
Design: Enhance the physical and visual assets of Villard Avenue

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: street beautification



Design: capital improvements ctd



- Restore pride
- Promote district
- Beautify Villard





VISUAL VIBES ON VILLARD



ECONOMIC VITALITY

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



Villard Square Branch Library



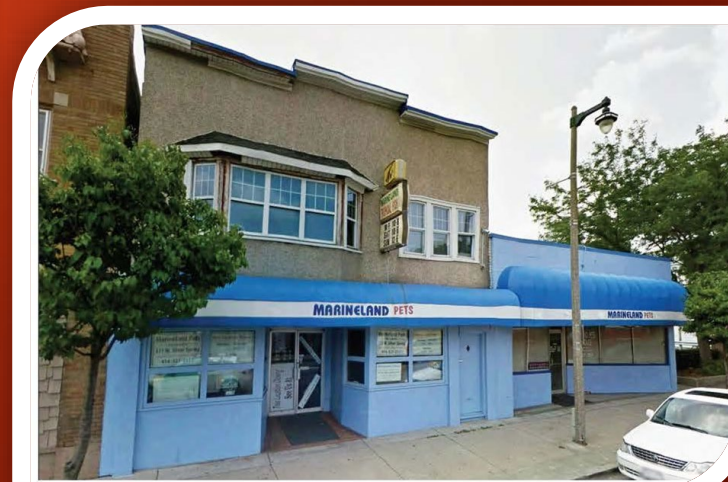
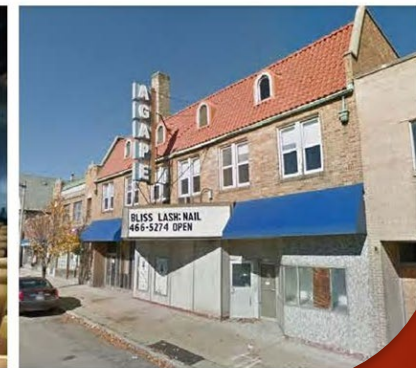
3600@Villard (Source: bjsonline.com)



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 at RITZ/VILLA Theater

- Both photos show an updated neighborhood theater that has been reimagined during the charrette. The RITZ later renamed the VILLA originally opened in 1926 and has had historic presence in this corridor since Villard was a part of Old North Milwaukee.
- Stakeholders that weighed in on the charrette included residents, businesses, and Alderman Hamilton. The overall consensus was that they wanted to see some of it preserved, and also see the space reactivated.

Galbraith Carahan Architectural Notes:

- Exterior relatively good shape for its age
- interior is quite deteriorated with rot and mold
- estimates cost approximately \$2.75 million to fully restore the theater, with operating expenses costing roughly \$120,000 per year.
- The plan would remove the interior of the building and its roof while retaining its facade and exterior walls, including the marquee, to create an enclosed open-air theater.



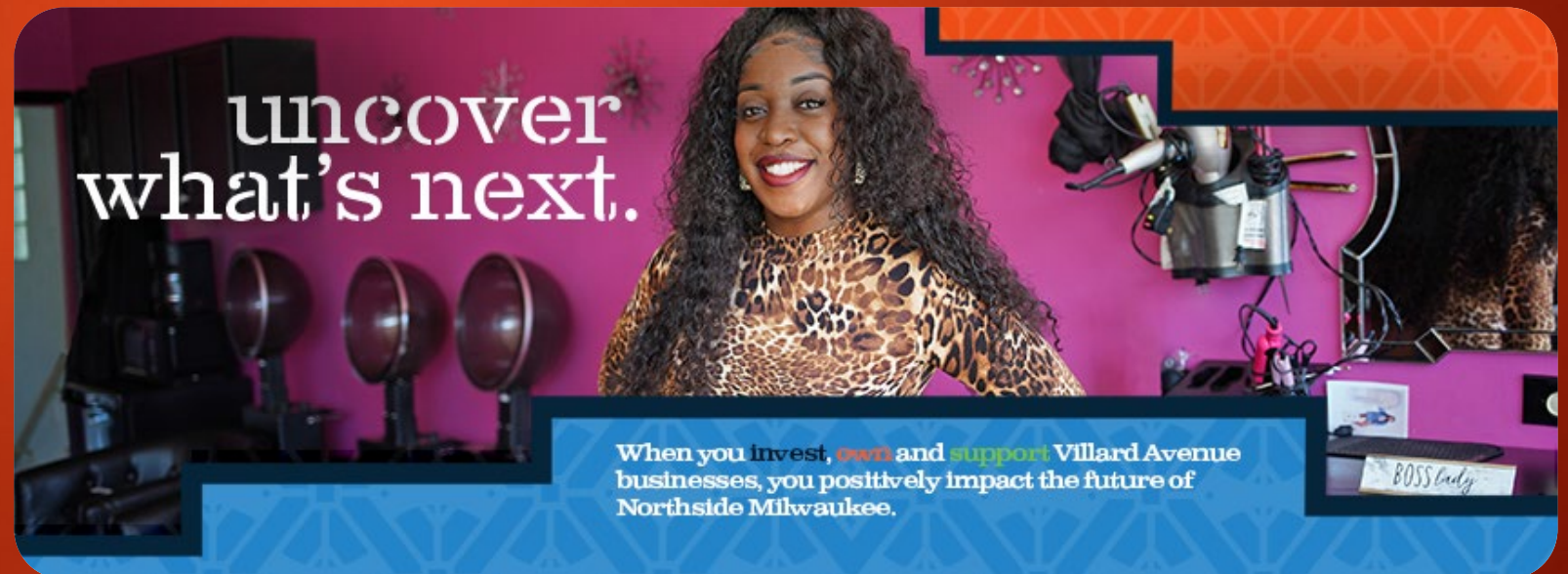
Promotion: To position Villard Ave as the center of the community's economic activity, while creating a positive image that showcases the community's assets

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.

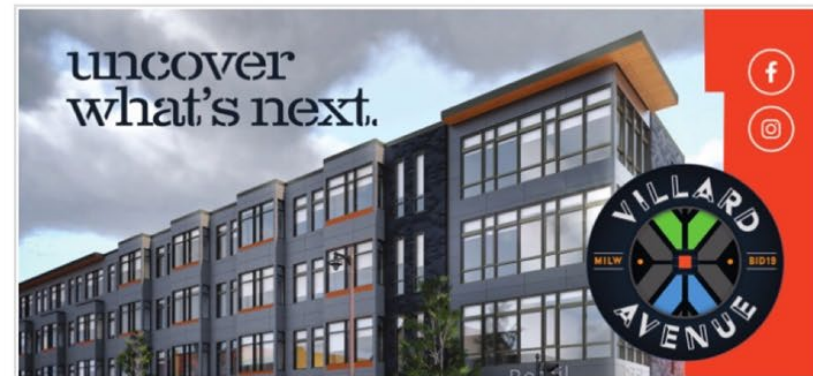
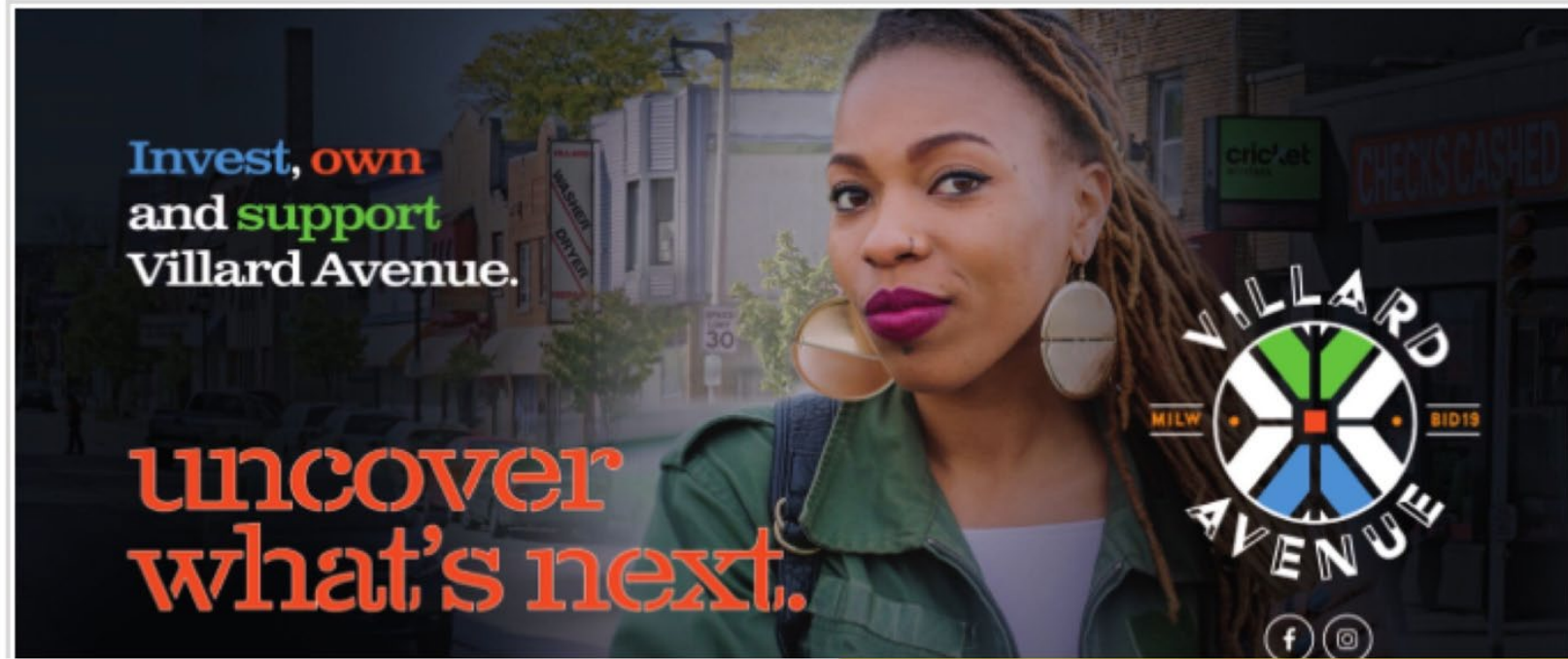
Stretching from N. Teutonia Avenue to Sherman Boulevard, the Villard Avenue District is nestled in the heart of Milwaukee's historic "Old North Milwaukee" offering a rich Milwaukee history. As you shop on Villard you can experience this historic main street with its distinct architecture, walkable avenue 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 Fyahside Jamaican 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.
- ❖ The disinvestment is significant and there is a need for additional resources to address those challenges
- ❖ 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
- ❖ Being a part of a BID brings a level of accountability to businesses that otherwise wouldn't be there.
- ❖ We are trying to restore the self sustaining community that offers the amenities that other communities have been privileged to 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

How will this expansion impact businesses and the neighborhood?

- ❖ BID can assist with navigating building permits, code enforcement, expansions and new development.
- ❖ Partner with manufacturers in this expansion to enable a better connection between employment and residents
- ❖ Expand our streetscape enhancements program for beautification
- ❖ Maintain order on the street to include litter clean up, urban forestry maintenance and blight.
- ❖ Promote and increase awareness of under appreciated businesses.
- ❖ Expand Business Assistance programs to foster business retention.
- ❖ We would like to extend our Façade, safety, signage, and landscaping grants to more businesses in the neighborhood
- ❖ Work with DCD & DPW to include the improving the infrastructure and pedestrian ways of the potential BID expansion
- ❖ Connect businesses in the expansion with MPD to improve working relationships and increase safety.

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.



**North Milwaukee Arthaus
(former North Milwaukee Village Hall)**
5151 N 35th St

Nisha Group LLC
3328 W Villard Ave

**5070 N 35th St Building
(Former Pieper Power HQ)**
5070 N 35th St

Oasis Lounge
3120 W Villard Ave

BIG CLEAN MILWAUKEE
ANGELIQUE L. SHARPE
@bigcleanmilwaukee

Photo of Angelique L. Sharpe and others at a community event. They are standing in front of a brick building with green and orange chairs. There is a table with a red and white striped tablecloth.

