

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

**DATE**

March 19, 2015

**RESPONSIBLE STAFF**

Dave Misky (286-8682), Assistant Executive Director-RACM

**REDEVELOPMENT PROJECT AREA**

Menomonee Valley Industrial Center: The Redevelopment Authority acquired approximately 130 acres in the Menomonee Valley in July 2003 from CMC Heartland Partners. Since acquisition, the Authority has been preparing the area for redevelopment by conducting environmental remediation, removing old building foundations and making geotechnical improvements, adding and compacting fill to raise the property out of the flood plain and conducting property surveys. Extension of West Canal Street through the project area was completed in April 2006.



**REDEVELOPER**

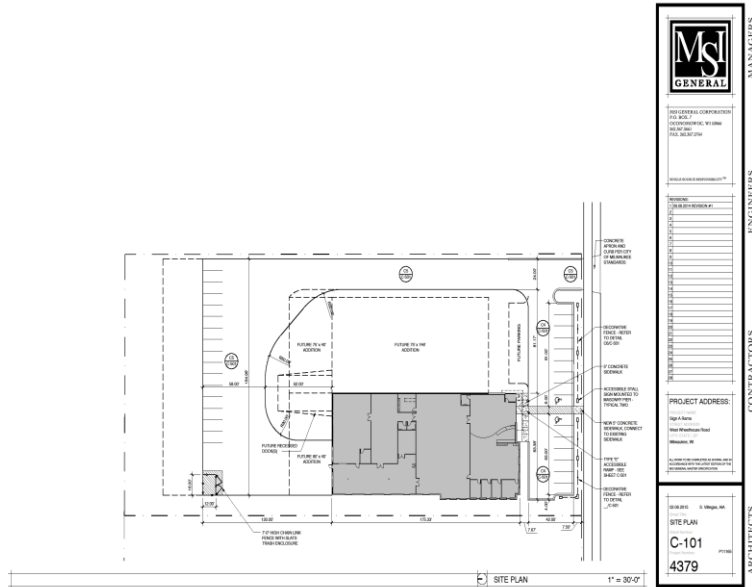
Sign-A-Rama, which has a small corporate office and manufacturing facility in the east end of the Menomonee Valley, produces signs, banners, tradeshow displays and vehicle graphics. Since 2003, Sign-A-Rama Milwaukee has become one of the largest locations in the franchise system. Its current location is limiting its ability to add more in-house product lines beyond signs and graphics, including screen printing, fabric embroidery and awnings. The company's growth requires it to find new space for its manufacturing and office operations.

**PROJECT DESCRIPTION**

Approximately 2.0 acres net located to the north of Wheelhouse Road. The site will be developed with a 14,000 SF office and manufacturing facility for Sign-A-Rama. The estimated project cost is \$1.7 million and the Redeveloper will be required to enter into a Small Business Enterprise and Residents Preference Program Agreement. Sign-A-Rama plans to begin

construction in the summer of 2015 for occupancy at the end of 2015.

Sign-A-Rama currently has 13 employees in its facility in Milwaukee. The company expects to add 7 employees after completion of the building and 10 additional employees by the end of year three. Hourly wages are between \$12.00 to \$16.00/hr for manufacturing employees, depending on experience with an average of \$15.86. Further, Sign-A-Rama has excellent benefits, including the company paying 80 percent of health insurance premiums for its employees.



**Preliminary Site Plan**



**View from Southwest looking Northeast**

**OPTION TERMS AND CONDITIONS**

The purchase price shall be \$120,000 per usable acre. The option term will be for six months to enable the Redeveloper to complete due diligence, secure financing and finalize building plans. The option period may be extended by the Executive Director for two, three-month extension periods upon submission of a satisfactory written progress report and a \$250 renewal fee for each request. A \$10,000 Option Fee is required to be submitted with the Option to Purchase and shall be credited toward the purchase price at closing. In addition, a \$10,000 Performance Deposit will be required at closing to guarantee satisfactory completion of the improvements.

Additional terms and conditions are identified in a Term Sheet.

**PAST ACTIONS**

The Redevelopment Authority held a public hearing on March 19, 2015, after which it conditionally accepted the Option to Purchase of the named Redeveloper.

**FUTURE ACTIONS**

Upon approval by the Common Council and any required approvals by regulatory bodies, Closing will occur once RACM staff has approved of the site and building plans, Redeveloper submits satisfactory evidence of financing and an approved subdivision plat and/or certified survey map of the site is complete.