



# HUMBOLDT GARDENS

*A revival plan for 2249 N Humboldt Ave.*

DARK HORSE DEVELOPMENT/ BREW CITY CONTRACTORS

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## History of Building

The Schlitz Tavern at Humboldt and North is significant as one of the major corner taverns erected by the Schlitz Brewing Company in the late 19th century. Built in 1890 in the Romanesque style by Charles Kirchhoff, he is credited with designing many historic tied houses and mansions throughout Milwaukee.

Due to the current deteriorated condition there is structural water damage to the timber. Also, the southern single-story portion of the building was demolished in 2019 due to safety concerns.

We intend to repair the structural defects and exterior façade with new material that duplicates the old as closely as possible. Unpainted brick, terra cotta, or stone will not be painted or covered, and we will repoint defective mortar by duplicating the original in color, style, texture and strength.

The balance of the site will be paved/landscaped with period correct metal fencing and brick pilasters. As a historic building we plan to retain the roof shape by adding the missing Torchelles and Conical Roof cap as typical of the Romanesque style. This will not alter the building height, roofline or pitch. For Phase 2, our team will bring in an elevator install to allow for ADA compliance and efficient use of each floor. We are hopeful for the support of the **Historic Preservation Commission** in moving forward with this project to preserve this building for the benefit of our community.

RENDERINGS:



FIGURE 1



FIGURE 2



FIGURE 3



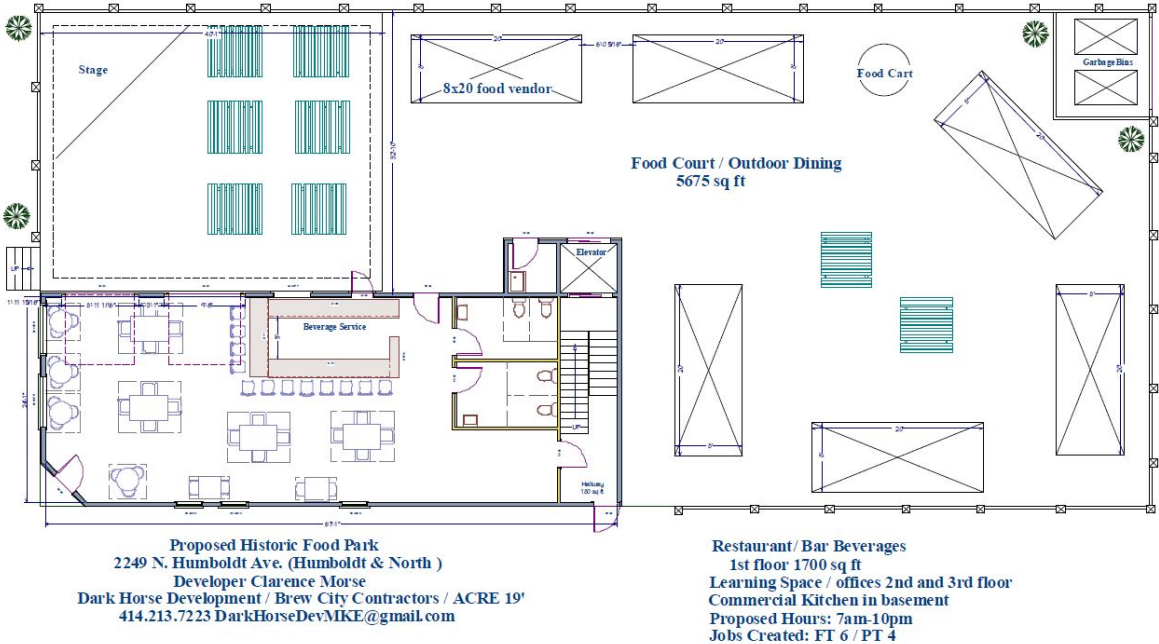
FIGURE 4

# Business Vision

At ground level, we propose the Humboldt Gardens Gourmet - Milwaukee's 2<sup>nd</sup> outdoor food park and event space. The project will have 6 spaces for food trucks, 2 food carts, an outdoor seating and entertainment area. Indoors we will provide adult beverages, coffee and tea, and blended juices for the community. Indoor seating will also be provided to allow for use in inclement weather. This will allow for businesses to still resume and for the community to be serviced at all times.

Phase 2 of this project will bring forth a full commercial kitchen that will be used for culinary art classes, food tastings and support for our outdoor vendors. Culinary art classes will be essential to providing healthy food preparation for those in this community and for aspiring food entrepreneurs.

**FLOOR PLAN:**



1st Floor

FIGURE 5

The 2<sup>nd</sup> floor will be used for event space rental, educational presentations, artist pop-up galleries, and health/wellness classes such as yoga and dance. Additionally, the 3<sup>rd</sup> floor will be owner occupied offices by Dark Horse Development led by ACRE grad, Clarence Morse. DHD continues to be focused on affordable housing and community-based redevelopment of city owned properties in the city of Milwaukee to create economic growth and business opportunities.

## Community Benefit

We believe in creating spaces that complement the community, strengthen the diversity of the neighborhood and create entrepreneurial opportunity. A 2012 study by Civic Economics, a company that analyzes the impact of buying local, has found that local businesses are known to have a “multiplier effect” on their communities—the idea that every dollar spent at a local, independently owned business can stay in the community and help generate a far greater economic value. But it’s not just about the economy: Research shows that vibrant local business communities lead to more charitable giving in a community and more walkable neighborhoods with unique character.<sup>1</sup>

All 3 floors of this project are dedicated to fulfilling this purpose. It is highly likely that 2020 will bring us a recession, and the opportunities this development will create will allow displaced community members to start their own businesses. The core food park will employ 6 FT - 8 PT positions and, additionally, each food vendor will have their own employees.

- The Team
  - Developer: Dark Horse Development
  - Architect: Todd Ovard, Port-Land Designs
  - Construction Management: Anthony Kazee, KG Development
  - General Contractor: Brew City Contractors
  - Community Liaison: Cordella Jones
  - Capital Advisor: Willie Smith, NWSCDC
  - Food Service Consultant: Maryann Kmet, The Ladle Lady
  - Design Consultant(s): Oby Nwabuzor, Envision Growth & Yasmine Ogul, Yasmine Ogul Design

Features of our proposal:

- Strong tenant connections committed to opening a restaurant
- Experience in building Hair/Nail salons/spas – adding services and jobs to the community
- Leveraging public/private funding to revive historic building

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<sup>1</sup> Spors, Kelly. “The Crucial Role Small Businesses Play in Their Communities.” Business Trends and Insights, November 3, 2015. <https://www.americanexpress.com/en-us/business/trends-and-insights/articles/valuable-players-crucial-role-small-businesses-play-communities/>.

- Experts in structural restoration, mold remediation, and complete building rehabilitation
- Incorporating energy efficient and sustainable practices
- Installation of a green roof to manage water runoff
- Aware and mindful of historic preservation guidelines and how this building is restored for us

## About the Team

In the midst of the previous financial meltdown, Brew City Contractors was started in the fall of 2008. For the next few years we cut our teeth in the insurance restoration business – rebuilding water damaged, flooded, fire ravaged properties with great care. Quality of work and attention to detail was and still remains the focus on all of our projects.

As private work became abundant, we branched out in the residential and commercial remodeling industry. Without any additional advertising, we have been active year-round since 2009 based entirely off of referrals.

6 years ago, we built our first renowned Nail Salon near Bayshore. From then on, we were Milwaukee's premiere constructor of nail salons. Now we have expanded into the restaurant industry with the announcement of Sushi Yuki in Bay View. While that was in the planning stages, we expanded Urban Beets Café to include a full commercial kitchen and bar and due to that expansion, in 2017 it won the Shepherd's Express Best Vegan Restaurant.

In 2019, we built Milwaukee's 1<sup>st</sup> Incubator Kitchen in the Sherman Park community. UpStart Kitchen is a food-centered business incubator that gives budding entrepreneurs access to a professional-grade kitchen and ecosystem of community support. In partnership with local organizations such as WWBIC, MKE Public Library, Marquette Law & Entrepreneurship Clinic, SCORE, SBDC, and UEDA, access to key resources are provided, such as financial classes, business planning, licensing and mentoring.

To further meet the needs of the community, rates are based on home address zip code of primary business owners. Target \*zip-codes, such as 53202, 53203, 53204, 53205, 53206, 53208, 53209, 53210, 53211, 53212, 53214, 53215, 53216, 53218, 53220, 53221, 53223, 53224, 53225, 53233, 53295, 53110, 53172, are offered the lowest rates. \*Zip codes where >30% of the population live in low-income census tracts. With 1,350 sq. ft. of total kitchen space, we look forward to seeing many entrepreneurs launch their food businesses.

There are two other ACRE alum involved with this project. Anthony Kazee of KG Development will lead construction management for the revival of this building. The firm continues to work with local consultants and community agencies to make sure each development represents the needs, values, and complexities of each community in which developments are proposed. Cordella Jones will serve as the Community Liaison for this project, in which she also serves on the Board of Directors of Harambee Neighborhood Improvement District #7 and the 30th Street Industrial Corridor Corp – Business Improvement District #37.

Willie Smith is the Executive Director of Northwest Side Community Development Corporation and as the Capital Advisor for this project. He is a certified Economic Development Finance Professional (EDFP) and his experience with banking and economic development initiatives will assist in the revitalization of this historic building.

Additionally, Oby Nwabuzor of Envision Growth and Yasmine Ogul of Yasmine Ogul Design have served as design consultants for this project.

Appendix



FIGURE 1





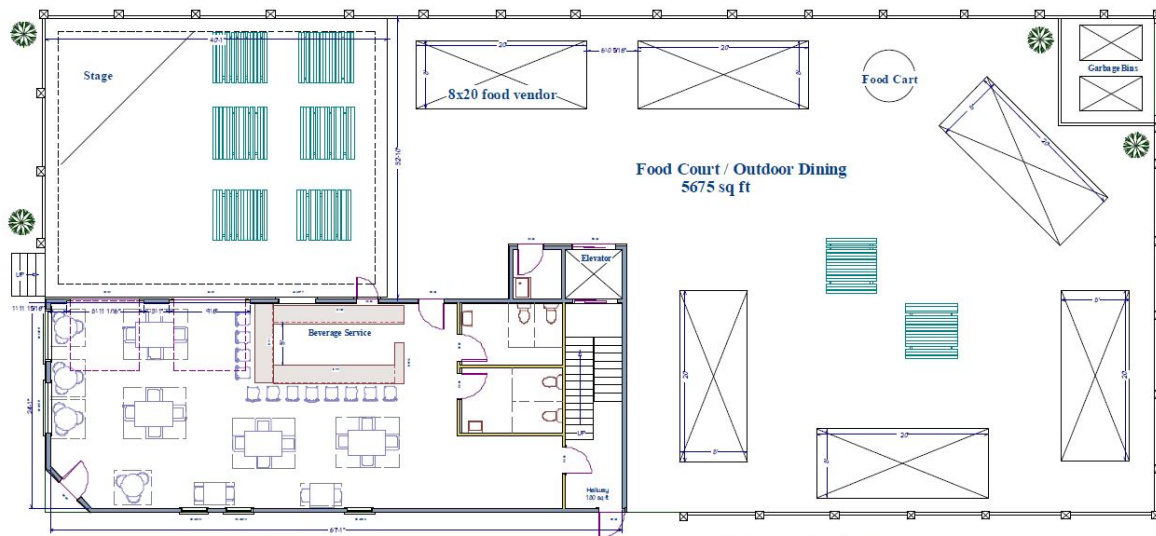
FIGURE 2



FIGURE 3



FIGURE 4



**Proposed Historic Food Park**  
 2249 N. Humboldt Ave. (Humboldt & North )  
 Developer Clarence Morse  
 Dark Horse Development / Brew City Contractors / ACRE 19'  
 414.213.7223 DarkHorseDevMIKE@gmail.com

**Restaurant/ Bar Beverages**  
 1st floor 1700 sq ft  
 Learning Space / offices 2nd and 3rd floor  
 Commercial Kitchen in basement  
 Proposed Hours: 7am-10pm  
 Jobs Created: FT 6 / PT 4

1st Floor

FIGURE 5