



African American Entertainment and Cultural District

The African American Entertainment & Cultural District is a redevelopment project that will positively impact the economic health of an older commercial district and surrounding residential neighborhoods, create investment and employment opportunities for the community, augment the City's tourism goals, celebrate racial diversity, and bring national acclaim to the City of Milwaukee. The goal is to create an African American cultural and entertainment hub in Milwaukee. The district will offer the best in music, art and authentic cuisine. It will be a destination that attracts tourists worldwide.

The project goals are:

Community

- ❖ Improve the quality of life in the project area by eliminating any physical or environmental deficiencies, which detracts from the general appearance, discourage, or impede appropriate new investment opportunities.
- ❖ Build off the success and momentum of revitalized Historic Dr. Martin Luther King Jr. Drive.

Economic Development and Commerce

- ❖ Create sustainable jobs as result of the economic resurgence and new development opportunities.
- ❖ Embrace sustainable economic development principles that create business development and provide entrepreneurial opportunities in Milwaukee's central city.

Commercial District Revitalization

- ❖ Acquire property within the project area and market developable City-owned sites.
- ❖ Foster redevelopment activities within the project area consistent with the uses permitted in this plan and with the needs and growth of the surrounding neighborhood and the City as a whole.
- ❖ Establish land use and design guidelines for the project area consistent with
- ❖ accepted principles and standards of urban site planning and urban design.

Community Partnerships:

The African American Entertainment and Cultural District collaborations and partnerships include the MLK Economic Development Corporation, Historic King Drive Business Improvement District and the ICRC. The representative of these organizations serve on the steering/planning committee. We are currently collaborating with America's Black Holocaust Museum to display renderings and models of the schematic themes in the proposed African American Entertainment and Cultural District. Efforts are underway to collaborate with financial institutions to apply targeted funds to new and existing businesses in the area.

Cluster Spot Acquisition Strategy:

❖ **The African American Market Analysis and District Plan:**

In effort to identify best uses and development opportunities for the proposed African American Cultural and Entertainment District, the Market Analysis and District Plan was conducted. The study will enable the Department of City Development to strategically acquire key parcels and make available development opportunities in the proposed African American Cultural and Entertainment District.

It is imperative that we continue our efforts to market development opportunities parcels to interested developers, investors and entrepreneurs. The realization of the African American Cultural and Entertainment District begins with commerce and revitalization of the commercial district.

❖ **2004 –2005 Spot Acquisition Budget Plan**

Address	Acquisition	Demolition-Relocation	Purchase Price	Acquisition Year
530-532 W North Ave.	130,000	60,000	190,000	2004
2229 N. 6 th St.	38,000	12,000	50,000	2004
2233 N. 6 th St	38,000	12,000	50,000	2004
2233 N 7 th St.		25,000	25,000	2004
			315,000	

Attachments:

(Exhibit A) Spot Acquisition Map

(Exhibit B) African American Cultural & Entertainment –Executive Study

Executive Summary

The purpose of the African American Cultural and Entertainment District Market Analysis and Feasibility Study is to address the question of whether such a district will thrive on the four-block section of North Avenue between 7th Street and Martin Luther King Drive and to recommend actions to implement the study's findings.

The market analysis indicates that several types of commercial establishments would be viable in the district. Additional analysis reveals the demand for retail exceeds the existing supply of buildings and available parking. Based on the market analysis and information provided in the district plan, retail services of eating and drinking establishments would be the best initial approach in establishing the proposed North Avenue cultural and entertainment district.

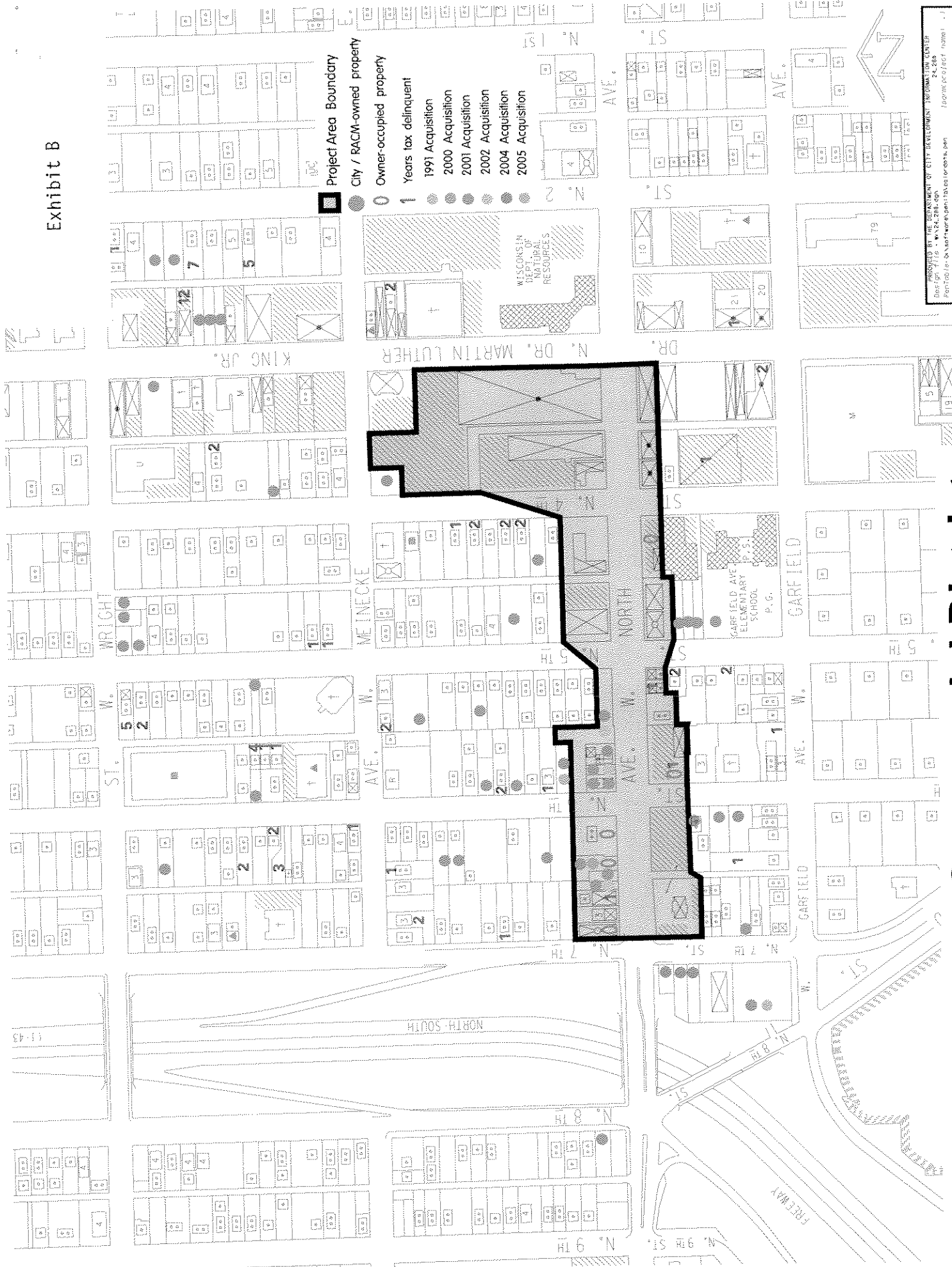
Clubs with dining and musical entertainment would evoke the spirit and culture of traditional Milwaukee Bronzeville. Because there is a clear market demand for dining/entertainment businesses, and their connection to Milwaukee Bronzeville, this report recommends focusing initial efforts on their development between I-43 and 5th Street.

The district's proximity to the King Drive business district, combined with entertainment and dining establishments between I-43 and 5th Street could position the east half of the district for the establishment of office, retail enterprises and also provide the potential for additional cultural attractions in the future.

The Black Holocaust Museum on 4th Street is a cultural anchor of the proposed district. Because it is difficult to predict the market and potential success of cultural attractions this report recommends waiting on the development of a performance theatre or an additional museum until the district is more mature and its market more clearly defined.

The market study and the extensive input from residents, business owners, community leaders, City of Milwaukee staff and elected officials indicate that there is great market potential to develop a district where African American culture is proudly displayed for the enjoyment of people of all ethnic backgrounds.

Exhibit B



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North Avenue Commercial District