

Humboldt Gardens Gourmet – Reviving a Historic building in Riverwest



FIGURE 1



FIGURE 2

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 1890. Built in the Romanesque style by Charles Kirchhoff, he is credited with designing many historic tied houses and mansions throughout Milwaukee.

We intend to repair the structural defects and exterior facade with new material that duplicates the old as closely as possible. Historic Preservation Commission has approved our restoration plan.

The Vision & Community Benefit:

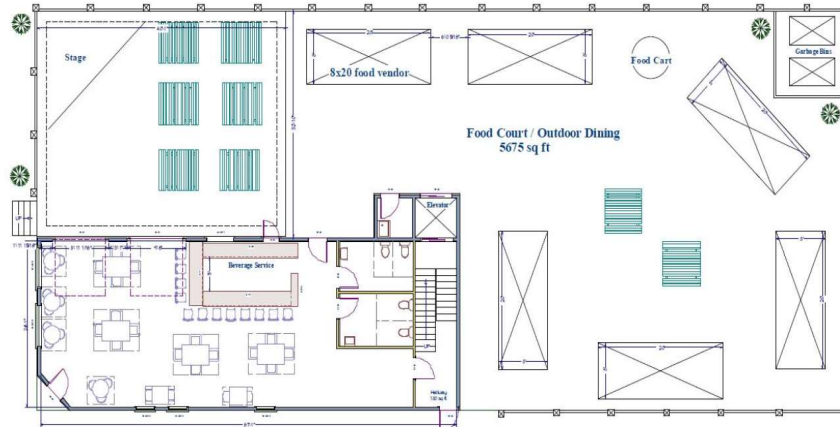
Helping the community by creating a food entrepreneur ecosystem that supports small food vendors. There are too many barriers to starting a restaurant. The magnitude of costs can exceed 500k – which stifles opportunities and dreams. We aim to lower that barrier by providing professional grade equipment and education for new food entrepreneurs at a fraction of the cost.

Similar developments have succeeded, such as Zocalo food park, Crossroads Collective, 3rd street market hall and Milwaukee Public Market. These are all family oriented destinations that provide a variety of food, entertainment and have launched successful businesses. See Egg and Flour's amazing journey into the culinary landscape.

At ground level, we propose Humboldt Gardens Gourmet - Milwaukee's 2nd outdoor food park. The courtyard will have 6 spaces for food trucks, 2 food carts, and outdoor seating. Inside we will provide a cafe with bakery, coffee and adult beverages. There will be a full commercial kitchen that supports our food entrepreneurs /vendors.

The 2nd floor will have offices and conference room for our vendors. They will have access to classes ranging from technology in the food sector, supply chain management, and health / food safety. This will interface with the Riverwest Food Accelerator Program @ the new Riverwest Workforce Housing development on 1136 E North Ave. Instruction will be provided by Nadiyah Johnson, founder of Milky Way Tech Center

3rd floor will be owner occupied offices by Dark Horse Development led by 2019 ACRE grad, Clarence Morse. DHD continues to be focused on community-based redevelopment of city owned properties.



Are you experienced?

Clarence Morse, owner of Dark Horse Development and Brew City Contractors:

Brew City Contractors was started in 2008. For the next few years we cut our teeth in the insurance restoration business – rebuilding water damaged, flooded, fire ravaged properties. We also moved into the commercial contracting – building out retail, food and entertainment businesses.

In 2019, we built Milwaukee's 1st 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, access to key resources are provided, such as financial classes, business planning, licensing and mentoring.

We are committed to becoming a positive community member that contributes to improve the neighborhood. There are discussions with Pick and Save and the Riverwest Workforce Housing project to provide additional parking. Also, by renovation of this dilapidated building and creating a thriving business we believe we will reduce neighborhood crime rates.

I'll close with this.... when I was a young child my grandmother and I would walk by this building... I always admired it. I'm fortunate enough today to have this opportunity to restore it and provide a wonderful dining experience and facility where food entrepreneurs can start their business.

I hope we can all support this new venture.

Please reach out to me with any questions, concerns or suggestions! I can be reached 24hr/7 days a week

Best Regards,

Clarence Morse
414.213.7223
DarkHorseDevMKE@gmail.com