

STATE STREET
THEATER
DEVELOPMENT
Near West Side



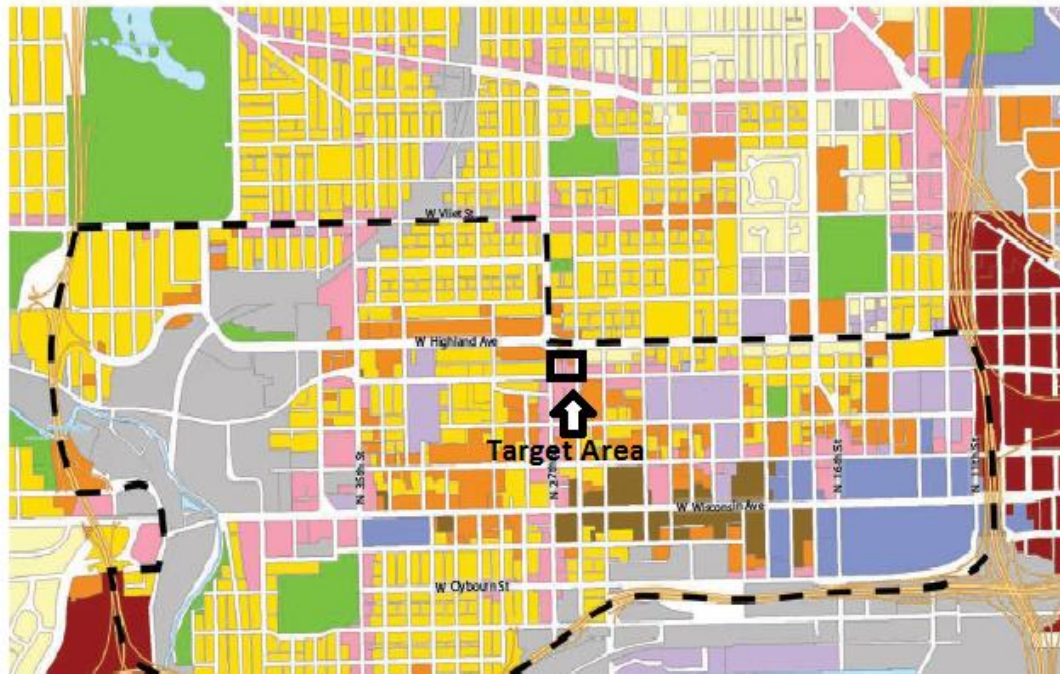
RESIDENTIAL NEAR WEST SIDE

APRIL 2017

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Near West Side Land Use Map

LAND USE



LAND USE

- RESIDENTIAL - SINGLE FAMILY
- RESIDENTIAL - DUPLEX
- RESIDENTIAL - MULTI-FAMILY
- RESIDENTIAL - LIVE / WORK
- MIXED - COMMERCIAL AND RESIDENTIAL
- COMMERCIAL
- CENTRAL BUSINESS DISTRICT
- INDUSTRIAL
- AGRICULTURAL / PARKS
- INSTITUTIONAL
- PLANNED DEVELOPMENT

Many plans have been assembled for the Near West Side, but with little success....

- NEAR WEST SIDE COMPREHENSIVE PLAN - 2004
- SOHI MAIN STREET PLAN - 2005
- NEAR WEST SIDE COMPREHENSIVE PLAN - 2009
- NEAR WEST SIDE HOUSING PLAN (UWM) - 2014
- NEAR WEST SIDE PARTNERS PLAN - 2015
- NEAR WEST SIDE DESIGN CHARRETTE - 2016

Residential Near West Side

A GROUP MADE UP OF RESIDENTS, BUSINESS AND PROPERTY OWNERS ON THE NEAR WEST SIDE WHO HAVE EXPERTISE IN:

- MARKETING
- REAL ESTATE DEVELOPMENT AND RESTORATION
- FUNDRAISING
- FINANCING
- REAL ESTATE MANAGEMENT

Mission Statement

LEVERAGE COMMUNITY INVOLVEMENT TO CREATE A DESTINATION ON THE NEAR WEST SIDE THAT WILL BE A CATALYST FOR DEVELOPMENT AND ECONOMIC ACTIVITY.

DEVELOPMENT PLAN:

- PHASE 1 - RESTORE THE STATE STREET THEATER - 2612-16 W. STATE ST.
- PHASE 2 - DEVELOP A COFFEE SHOP – 2622-26 W. STATE ST.
- PHASE 3 - CAFÉ AND TAVERN – 2608-10 W. STATE ST.
- PHASE 4 – MARKET SQUARE WITH GREEN SPACE/WORK LIVE UNITS

Phase 1- Restore State St. Theater

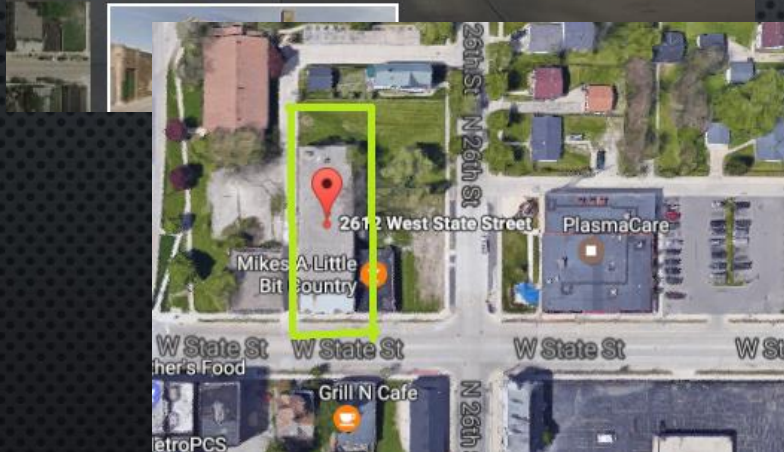


- SAVE ONE OF THE LAST REMAINING MOVIE THEATER BUILDINGS OF ITS ERA IN MILWAUKEE.
- PRESERVE THE HISTORIC CHARACTER OF STATE ST.
- SPUR ECONOMIC AND EMPLOYMENT GROWTH BY PRESERVING OLDER, HUMAN SCALE BUILDINGS. RESEARCH SUGGESTS THAT DOING SO IS A CATALYST FOR GROWTH IN URBAN AREAS.
 - SOURCE: OLDER, SMALLER, BETTER — SAVINGPLACES.ORG

Phase 1- Restore State St. Theater



- RAISE FUNDS TO RESTORE THIS INTO A MULTI-USE PERFORMANCE SPACE.
- RENT IT TO CONCERT PROMOTERS, SCHOOL GROUPS, AND THEATER AND PERFORMANCE GROUPS.



Marketing/Financing Plan to Purchase and Restore the State Street Theater

- GAIN AWARENESS OF THIS EFFORT VIA FACEBOOK, TWITTER, AND A DEDICATED WEB SITE.
- FUNDRAISING:
 - KICKSTARTER
 - GO FUND ME
 - GRANTS: HISTORIC PRESERVATION GRANTS, CITY OF MILWAUKEE FAÇADE GRANTS, WISCONSIN HISTORICAL SOCIETY GRANTS, ETC.
 - NEAR WEST SIDE RESIDENTS AND BUSINESSES – VIA DIRECT MAIL. OVER \$2000 IN PLEDGES ALREADY OBTAINED.
 - CITY OF MILWAUKEE – APPROPRIATE THE AMOUNT IT WILL COST TO DEMOLISH THE THEATER GIVEN THE RECENT FIRE (ESTIMATED TO BE MORE THAN \$100,000).

PHASE 2 – Coffee Shop 2622 W. State St.



- LEVERAGE PRIVATE AND PUBLIC DEVELOPMENT FUNDS FOR A COFFEE SHOP.
- LEASE IT OR FIND AN OPERATOR ON THE NEAR WEST SIDE.



PHASE 3 – Café and Tavern 2608-10 W. State St.



- LEVERAGE PRIVATE AND PUBLIC DEVELOPMENT FUNDS FOR REDEVELOPING THIS DINER AND TAVERN.
- LEASE IT OR FIND AN OPERATOR ON THE NEAR WEST SIDE.

PHASE 4 – Market Square



- LEVERAGE PRIVATE AND PUBLIC DEVELOPMENT FUNDS FOR REDEVELOPING A MARKET SQUARE.
- OPERATE THIS AS A COMMUNITY GATHERING SPACE

Why Preserve Old Buildings?

THERE ARE ALREADY VAST AREAS THAT REMAIN UNDEVELOPED ON THE NEAR WEST SIDE, EVEN AFTER YEARS OF EFFORT.



2400 W. State St. –
looking west



2500 W. State St.
– looking east



933 - 947 N. 24th St.



955 N. 24th St.

Why preserve old buildings?

- IN “*THE DEATH AND LIFE OF GREAT AMERICAN CITIES*”, AUTHOR JANE JACOBS ASSERTED THAT URBAN RENEWAL, WHICH REPLACED RICHLY TEXTURED STREETS OF SMALL MIXED AGE BUILDINGS WITH LARGER NEW BUILDINGS DRAINED THE LIFE FROM NEIGHBORHOODS.
- THE NATIONAL TRUST’S PRESERVATION GREEN LAB HAS EXAMINED THE ROLE OF OLDER, SMALLER BUILDINGS PLAY IN URBAN DEVELOPMENT, WHICH HAS VALIDATED JACOB’S THEORY.
- RESEARCH WAS CONDUCTED IN:
 - SAN FRANCISCO
 - SEATTLE
 - WASHINGTON D.C.

Study Findings

- OLDER, MIXED USE NEIGHBORHOODS ARE MORE WALKABLE.
- YOUNG PEOPLE LOVE OLD BUILDINGS.
- OLDER BUSINESS DISTRICTS PROVIDE AFFORDABLE, FLEXIBLE SPACE FOR ENTREPRENEURS FROM ALL BACKGROUNDS.
- THE CREATIVE ECONOMY THRIVES IN OLDER, MIXED-USE BUILDINGS.
- OLDER, SMALLER BUILDINGS PROVIDE SPACE FOR A STRONG LOCAL ECONOMY.
- OLDER COMMERCIAL AND MIXED-USE BUILDINGS HAVE GREATER POPULATION DENSITY AND MORE BUSINESSES PER SQUARE FOOT.

SOURCE: OLDER, SMALLER, BETTER – SAVINGPLACES.ORG

More jobs per square foot



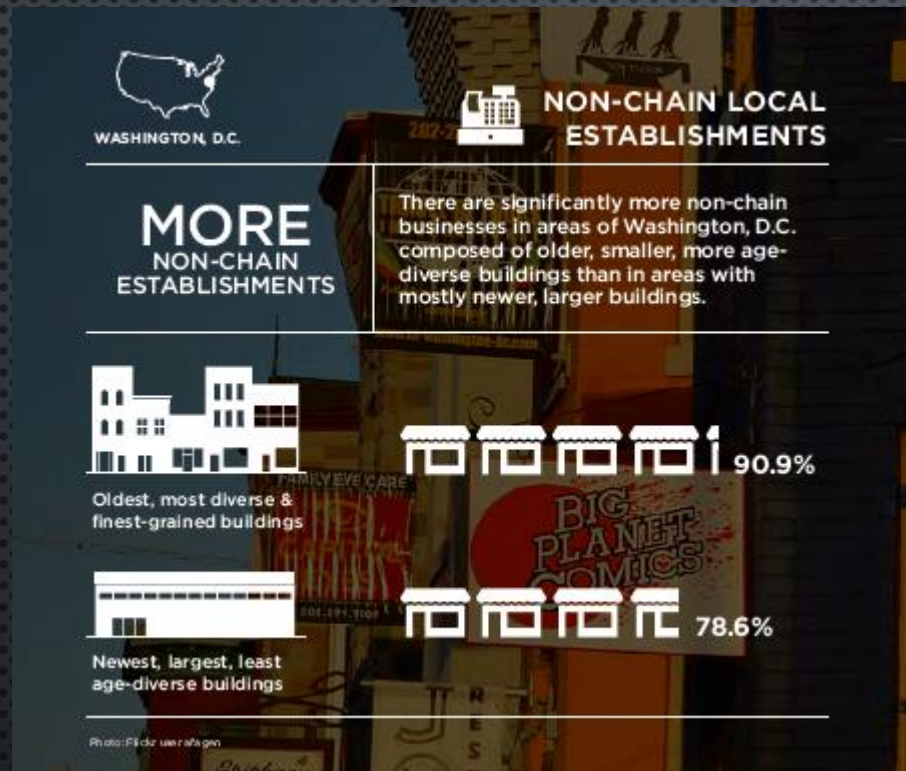
SOURCE: OLDER, SMALLER, BETTER – SAVINGPLACES.ORG

More women and minority owned businesses



SOURCE: OLDER, SMALLER, BETTER — SAVINGPLACES.ORG

More local establishments



SOURCE: OLDER, SMALLER, BETTER — SAVINGPLACES.ORG

More jobs in small businesses



SOURCE: OLDER, SMALLER, BETTER — SAVINGPLACES.ORG

Successful examples locally

- BRADY STREET – JULILLY KOHLER
- HISTORIC WALLY SCHMIDT TAVERN – FIX DEVELOPMENT

“THE END”