

**BUSINESS IMPROVEMENT DISTRICT NO. 31**

**Havenwoods  
PROPOSED OPERATING PLAN  
2006**

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### I. INTRODUCTION

#### A. Background

In 1984, the Wisconsin legislature created S. 66.1109 of the Statutes (see Appendix A) enabling cities to establish Business Improvement Districts (BIDs). The purpose of the law is "to allow businesses within those districts to develop, to manage and promote the districts and to establish an assessment method to fund these activities." (1983 Wisconsin Act 184, Section 1, legislative declaration.)

The City of Milwaukee has received a petition from property owners which requests creation of a Business Improvement District for the purpose of revitalizing and improving the Havenwoods business area on Milwaukee's far northwest side. (see Appendix B). The BID law requires that every district have an annual Operating Plan. This document is the initial Operating Plan for the proposed Havenwoods Business Improvement District. The BID proponents prepared this Plan with technical assistance from the City of Milwaukee Department of City Development.

#### B. Physical Setting

The physical setting of the BID District being proposed consists of industrial and retail businesses.

### II. DISTRICT BOUNDARIES

Boundaries of the proposed district are shown on the attached map. The boundaries were drawn with the intent of including industrial and retail businesses while excluding the optimum amount of residential properties. The boundaries go from W. Silver Spring Drive to W. Good Hope Road. The boundaries east and west vary throughout the district. The most easterly boundary is N. 52<sup>nd</sup> St. and the most westerly boundary is N. 77<sup>th</sup> St. Please refer to the attached map for exact boundaries.

### III. PROPOSED OPERATING PLAN

#### A. Plan Objectives

The objective of the BID is to market the industrial and the retail corridor to attract more businesses to the Havenwoods Neighborhood. Additional objectives include neighborhood revitalization, community organizing, and increased safety.

Currently the Havenwoods neighborhood is home to over 200 acres of vacant industrially zoned land that needs to be developed. The anticipated result of forming this BID and improving the business corridors will be the creation of family supporting jobs and increase tax revenue for the City of Milwaukee.

Additional objectives include:

- Providing economic development support to the district.
- Developing real estate marketing strategies
- Providing advocacy at City, State and Federal levels.
- Seek additional funding mechanisms for activities outlined below.

#### B. Proposed Activities - 2006

These proposed activities will result in enhanced neighborhood image and safety, increased investment and increased property values.

Principle activities to be engaged in by the district during its first year of operation will include:

1. Begin construction of streetscape enhancements for W. Silver Spring Drive.
2. Implement the industrial gateway project in late 2006.
3. Market the "Havenwoods Industrial Park" to developers, realtors and various investors for the potential for new industry.
4. Implement Façade Grant program for Havenwoods commercial building owners.
5. Direct and collaborate with appropriate agencies in the implementation of streetscape projects and various neighborhood enhancements
6. Serve as Liaison between city service providers such as DNS, Milwaukee Police and DPW.
7. Liaison with owner of private and public property to encourage quality maintenance of said property.

8. Liaison with economic development programs from public and private institutions.

**IV. Proposed Expenditures - 2006**

The Board has established priorities for expenditures based on objectives of the BID. Grants may be awarded to the partnering organization (Havenwoods Economic Development Corporation) to implement the plan to achieve the BID's objectives.

**A) Proposed Budget**

**Proposed Budget for Year One of BID (2005)**

**Operating Expenses:**

Administrative Services Provided by Havenwoods Economic Development Corporation (salary, general operating supplies, and professional fees.	\$50,000
Annual Audit	\$1,200.00
D&O Insurance	\$1,400.00
Loan Down payment to DCD for W. Silver Spring Dr. project	\$20,000.00
Marketing	\$5,000.00
Façade Grant Program	\$30,000.00
Reserve Fund for development expenses	\$80,000.00
Reserve fund for operating Expenses	\$45,000.00
Total Expenses:	\$232,600.00

\*\* Expenses exceeding the 2006 BID Assessments will be covered by 2005 carry over revenues.

**B. Financing Method**

It is proposed to raise \$147,075 through BID assessments (see Appendix D). The BID Board shall have the authority and

As of January 1, 2004, the property in the proposed district had a total assessed value of over **118,284,500.00**. This plan proposed to assess the property in the district at a rate of .12% of assessed value for retail property and a rate of .10% for industrial property, subject to the maximum assessment, for the purposes of the BID.

Appendix D shows the projected BID assessment for each property included in the district.

#### B. Excluded and Exempt Property

The BID law requires explicit consideration of certain classes of property. In compliance with the law the following statements are provided.

1. State Statute 66.1109(1)(f)lm: The district will contain property used exclusively for manufacturing purposes, as well as properties used in part for manufacturing. These properties will be assessed according to the method set forth in this plan because it is assumed that they will benefit from development in the district.
2. State Statute 66.1109(5)(a): Property known to be used exclusively for residential purposes will not be assessed; such properties will be identified as BID Exempt Properties in Appendix D, as revised each year.
3. In accordance with the interpretation of the City Attorney regarding State Statute 66.1109(1)(b), property exempt from general real estate taxes has been excluded from the district. Privately owned tax-exempt property adjoining the district and which is expected to benefit from district activities may be asked to make a financial contribution to the district on a voluntary basis.

### VIII. RELATIONSHIP TO MILWAUKEE COMPREHENSIVE PLAN AND ORDERLY DEVELOPMENT OF THE CITY

#### A. City Plans

In February 1978, the Common Council of the City of Milwaukee adopted a Preservation Policy as the policy basis for its Comprehensive Plan and as a guide for its planning, programming and budgeting decisions. The Common Council reaffirmed and expanded the Preservation Policy in Resolution File Number 881978, adopted January 24, 1989.

The Preservation Policy emphasizes maintaining Milwaukee's present housing, jobs, neighborhoods, services, and tax base rather than passively accepting loss of jobs and population, or emphasizing massive new development. In its January 1989 reaffirmation of the policy, the Common Council gave new emphasis to forging new public and private partnerships as a means to accomplish preservation.

The district is a means of formalizing and funding the public-private partnership between the City and property owners in the Havenwoods business area and for furthering preservation and redevelopment in this portion of the City of Milwaukee. Therefore, it is fully consistent with the City's Comprehensive Plan and Preservation Policy.

#### B. City Role in District Operation

The City of Milwaukee has committed to helping private property owners in the district promote its development. To this end, the City expected to play a significant role in the creation of the Business Improvement district and in the implementation of the Operating Plan. In particular, the City will:

1. Provide technical assistance to the proponents of the district through adoption of the Plan, and provide assistance as appropriate thereafter.
2. Monitor and, when appropriate, apply for outside funds that could be used in support of the district.
3. Collect assessments, maintain in a segregated account, and disburse the monies of the district.
4. Receive annual audits as required per sec. 66.1109 (3) (c) of the BID law.
5. Provide the board, through the Tax Commissioner's Office on or before June 30<sup>th</sup> of each Plan year, with the official City records on the assessed value of each tax key number with the district, as of January 1<sup>st</sup> of each Plan year, for purposes of calculating the BID assessments.
6. Encourage the State of Wisconsin, Milwaukee County and other units of government to support the activities of the district.

### IX. PLAN APPROVAL PROCESS

#### A. Public Review Process

The Wisconsin Business Improvement district law establishes a specific process for reviewing and approving proposed districts. Pursuant to the statutory requirements, the following process will be followed:

1. The Milwaukee City Plan Commission will review the proposed district boundaries and proposed Operating Plan and will then set a date for a formal public hearing.
2. The City Plan Commission will send, by certified mail, a public hearing notice and a copy of the proposed Operating Plan to all owners of real property within the proposed district. In addition a Class 2 notice of the public hearing will be published in a local newspaper of general circulation.
3. The City Plan Commission will hold a public hearing, will approve or disapprove the Plan, and will report its action to the Common Council.
4. The Economic Development Committee of the Common Council will review the proposed BID Plan at a public meeting and will make a recommendation to the full Common Council.
5. The Common Council will act on the proposed BID Plan.
6. If adopted by the Common Council, the proposed BID Plan is sent to the Mayor for his approval.
7. If approved by the Mayor, the BID is created and the Mayor will appoint members to the district board established to implement the Plan.

#### B. Petition against Creation of the BID

The City may not create the Business Improvement district if, within 30 days of the City Plan Commission's hearing, a petition is filed with the City containing signatures of:

Owners of property to be assessed under the proposed initial Operating Plan having a valuation equal to more than 40% of the valuation of all property to be assessed under the proposed initial Operating Plan, using the method of valuation specified in the proposed initial Operating Plan; or

Owners of property to be assessed under the proposed initial Operating Plan having an assessed valuation equal to more than 40% of the assessed valuation of all property to be assessed under the proposed Operating Plan.

Appendix A

**Business Improvement Districts-Chapter 66-66.1109**

**66.1109 Business Improvement Districts.**

**66.1109 (1)**

**(1) In this section:**

66.1109 (1)(a)

(a) "Board" means a business improvement district board appointed under sub. (3) (a).

66.1109 (1)(b)

(b) "Business improvement district" means an area within a municipality consisting of contiguous parcels and may include railroad rights-of-way, rivers, or highways continuously bounded by the parcels on at least one side, and shall include parcels that are contiguous to the district but that were not included in the original or amended boundaries of the district because the parcels were tax-exempt when the boundaries were determined and such parcels became taxable after the original or amended boundaries of the district were determined.

66.1109 (1)(c)

(c) "Chief executive officer" means a mayor, city manager, village president or town chairperson.

66.1109 (1)(d)

(d) "Local legislative body" means a common council, village board of trustees or town board of supervisors.

66.1109 (1)(e)

(e) "Municipality" means a city, village or town.

66.1109 (1)(f)

(f) "Operating plan" means a plan adopted or amended under this section for the development, redevelopment, maintenance, operation and promotion of a business improvement district, including all of the following:

66.1109 (1)(f) 1.

1. The special assessment method applicable to the business improvement district.

66.1109 (1)(f) 1m.

1m. Whether real property used exclusively for manufacturing purposes will be specially assessed.,



66.1109 (1)(f) 2.

2. The kind, number and location of all proposed expenditures within the business improvement district.

66.1109 (1)(f) 3.

3. A description of the methods of financing all estimated expenditures and the time when related costs will be incurred.

66.1109 (1)(f) 4.

4. A description of how the creation of the business improvement district promotes the orderly development of the municipality, including its relationship to any municipal master plan.

66.1109 (1)(f) 5.

5. A legal opinion that subds. 1. to 4. have been complied with.

66.1109 (1)(g)

(g) "Planning commission" means a plan commission under s. 62.23, or if none a board of public land commissioners, or if none a planning committee of the local legislative body.

**66.1109 (2)**

(2) A municipality may create a business improvement district and adopt its operating plan if all of the following are met:

66.1109 (2)(a)

(a) An owner of real property used for commercial purposes and located in the proposed business improvement district designated under par. (b) has petitioned the municipality for creation of a business improvement district.

66.1109 (2)(b)

(b) The planning commission has designated a proposed business improvement district and adopted its proposed initial operating plan.

66.1109 (2)(c)

(c) At least 30 days before creation of the business improvement district and adoption of its initial operating plan by the municipality, the planning commission has held a public hearing on its proposed business improvement district and initial operating plan. Notice of the hearing shall be published as a class 2 notice under ch. 985. Before publication, a copy of the notice together with a copy of the proposed initial operating plan and a copy of a detail map showing the boundaries of the proposed business improvement district shall be sent by certified