



City of Milwaukee

Meeting Minutes

200 E. Wells Street
Milwaukee, Wisconsin
53202

ZONING, NEIGHBORHOODS & DEVELOPMENT COMMITTEE

ALD. MICHAEL S. D'AMATO, CHAIR

Ald. Willie Wade, Vice-Chair

Ald. Michael Murphy, Ald. Ashanti Hamilton, Ald. Robert Bauman

Staff Assistant, Linda Elmer, (414)-286-2232

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File Specialist, Charlotte Rodriguez, 286-8797, E-mail: crodri@milwaukee.gov

Tuesday, July 5, 2005

1:30 PM

Room 301-B, City Hall

Special

Meeting convened: 1:50 P.M.

Members Present: ALD. D'AMATO, ALD. WADE, ALD. MURPHY, ALD. HAMILTON and ALD. BAUMAN

1) [050145](#)

Communication from the Department of City Development regarding the 2004 annual report on tax incremental districts.

[DCD Communication.doc](#)

[2004 TID Annual Report.PDF](#)

[Tax Incremental District Map.PDF](#)

Individuals present:

Rocky Marcoux and Jim Scherer - Dept. of City Development

Wally Morics and Mike Daun - Comptroller's Office

A motion was made by Vice Chair Wade that this matter be RECOMMENDED FOR PLACING ON FILE. The motion carried by the following vote:

Ayes: 5 - ALD. D'AMATO, ALD. WADE, ALD. MURPHY, ALD. HAMILTON and ALD. BAUMAN

Noes: 0

2) [041747](#)

Substitute resolution relative to the amendment of guidelines governing demolition, rehabilitation, fire escapes, and signage for selected buildings as well as for streetscapes and new construction within the Pabst Brewery Local Historic District, in the 4th Aldermanic District.

[Fiscal Note.doc](#)
[Map.PDF](#)
[HPC Staff Report.doc](#)
[Communication from Wispark LLC.PDF](#)
[Exhibit A.PDF](#)
[Exhibit B-Existing Complex.PDF](#)
[Memorandum from DCD.PDF](#)
[Notice.PDF](#)
[WISPARK Memo to Common Council.PDF](#)
[Ald. Hines Pabst City media statement.pdf](#)
[Communication-Big Step/WRTP.PDF](#)
[Communication to Mayor Barrett from National Trust.PDF](#)
[Fax from East Side Business Improvement District #20.PDF](#)

Individuals present:

Rocky Marcoux, Jim Scherer and Martha Brown - Dept. of City Development

Wally Morics and Mike Daun - Comptroller's Office

Tom Gartner - City Attorney's Office

Dan McCarthy - WISPARK

Jerry Franke - Juneau Avenue Partners - developer

Speakers from the public:

Virginia Cassel - 210 N. 37th St.

Richard Stefaniak - 270 E. Highland Ave, Apt. 225

Gail Fitch - 1733 N. Cambridge Ave.

Jim Haertel - 2022 N. 117th St.

Paul Demcak - 1933 N. 2nd St.

Donna Schliaman - 1300 N. Prospect Ave.

Arthur Marburg - 1918 N. Martin Luther King, Jr. Dr.

**A motion was made by Ald. Bauman that this matter be
RECOMMENDED FOR ADOPTION. The motion carried by the
following vote:**

Ayes: 3 - ALD. WADE, ALD. HAMILTON and ALD. BAUMAN

Noes: 2 - ALD. D'AMATO and ALD. MURPHY

3) [050073](#)

Substitute resolution approving a Project Plan and creating Tax Incremental District No. 58 (Pabst City) and approving the terms of a Cooperation Agreement to implement the Project Plan, in the 4th Aldermanic District.

[Fiscal Note.doc](#)
[Project Plan dated 5-11-05.PDF](#)
[Fiscal Note-substitute.doc](#)
[Feasibility Report 5-4-05.pdf](#)
[DCD Letter.PDF](#)
[MMAC-News Release.PDF](#)
[Economic Impact of PabstCity.PDF](#)
[Puget Sound Business Journal.PDF](#)
[Notice.PDF](#)
[Term Sheet Exhibit A.pdf](#)
[Term Sheet Exhibit B.DOC](#)
[Original Term Sheet.doc](#)
[Milwaukee Pabst Final Report.pdf](#)
[Cover letter.PDF](#)
[Communication from Comptroller's Office-TID 58.PDF](#)
[MMAC Letter.PDF](#)
[Project Plan dated 6-16-05.PDF](#)
[Communication from Comptroller to Ald. D'Amato.PDF](#)
[Communication from Comptroller to Ald. Hines.PDF](#)
[DCD Letter to Chair of ZND.PDF](#)
[S.B. Friedman Letter.pdf](#)
[DCD Letter to Ald. Hamilton.PDF](#)
[Pabst City Redevelopment Project.pdf](#)
[Term Sheet dated 7-1-05.PDF](#)
[CHJC Pabst Memorandum 7-1-05 1.pdf](#)
[Pabst City CHJ Ltr 7-1-05.doc](#)
[Cincinnati Courier -Identify Crisis.PDF](#)
[San Jose Mercury News-Bringing accountability to S.J. Redevelopment Agency.PDF](#)
[Puget Sound Business Journal \(Seattle\)-Seattle Game Works requests rent reduction.PDF](#)
[Letter to Common Council from Iris Guensburg.PDF](#)
[Ald. Hines Pabst City media statement.pdf](#)
[motion#1.doc](#)
[motion#2.doc](#)
[motion#3.doc](#)
[motion#4.doc](#)

Individuals present and speakers:

Rocky Marcoux and Jim Scherer -Dept. of City Development

Tom Gartner - City Attorney's Office

Dan McCarthy - WISPARK

Jerry Franke - Juneau Avenue Partners - developer

Ald. Willie Hines

Wally Morics and Mike Daun - Comptroller's Office

Rob Pundit - CH Johnson Consulting

Blunt Hunter - Blunt Hunter Consulting

Att. Bruce Block

Mark Levine - UWM Center for Economic Development

Ald. Joe Davis

Mark Levine - UWM Center for Economic Development

Speakers from the Public:

Johnny Vassallo - Mo's

Supporters:

Ralph Hollmon - Milwaukee Urban League

Doug Neilson - Visit Milwaukee

*Robert Gonzalez - City of Milwaukee - National Association of Minority
Contractors of Wisconsin*

Eric Parker - Wisconsin Regional Training Partnership

Opponents:

Chris Kliesmet - Citizens for Responsible Government

Craig Peterson - 413 N. 2nd St.

David Halbrooks - 2924 E. Linnwood Ave.

RECESS: 7:35 P.M.

RECONVENE: 8:01 P.M.

Motion #1 --

Ald. Hamilton moves to amend the term sheets to require a minimum EBE participation rate of 25% and a minimum RPP participation rate of 30%; and insert 2 additional Further Resolved clauses immediately preceding the existing final Further Resolved clause, as follows:

Further Resolved, That the appropriate city officials including the City Attorney, Commissioner of City Development, and the City Comptroller, are directed to negotiate with the developer to fulfill the intent of the motions to amend the term sheets as approved by the Zoning and Neighborhood Development Committee on July 5, 2005; and, be it

Further Resolved, That the appropriate city officials shall submit the finalized development agreement to the full Common Council for its review and approval by separate resolution; and, be it

Vote: Prevailed. 5-0

Motion #2 --

Ald. D'amato moves to amend the term sheets to require the developer to provide not less than \$480,000 per year plus annual CPI increases for the first 10 years of the TIF, to fund year round trolley services or other fixed transit services as they may enhance or replace such trolley services, to include service to all existing and future Business Improvement Districts within a 3-mile radius of Pabst City.

Vote: Prevailed. 5-0

Motion #3 --

Ald. D'Amato moves to amend the term sheets to require that leases for the House of Blues, Gameworks, and the cinemaplex, must provide that each lease be for 10 years with no option for the lessees to opt out of their respective

leases.

Vote: Prevailed. 5-0

Motion #4 --

Ald. D'Amato moves to amend the term sheets to establish a tax incremental financing district for Pabst City which provides city funding in the amount of \$18 million as a city contribution for "Infrastructure Improvements" to include \$2 million for job training, and \$23 million in incremental revenues to be repaid to Juneau Avenue Partners, LLC through a Cooperation, Contribution and Development Agreement to be drafted by the appropriate city officials, including the City Attorney, Commissioner of City Development, and the City Comptroller, for a total TIF project of \$41 million including associated financing costs as determined by the City Comptroller.

Withdrawn.

A motion was made by Chair D'Amato that this matter be AMENDED.

The motion carried by the following vote:

Ayes: 5 - ALD. D'AMATO, ALD. WADE, ALD. MURPHY, ALD.
HAMILTON and ALD. BAUMAN

Noes: 0

[050073](#)

Substitute resolution approving a Project Plan and creating Tax Incremental District No. 58 (Pabst City) and approving the terms of a Cooperation Agreement to implement the Project Plan, in the 4th Aldermanic District.

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**A motion was made by Ald. Bauman that this matter be
RECOMMENDED FOR ADOPTION. The motion carried by the
following vote:**

Ayes: 3 - ALD. WADE, ALD. HAMILTON and ALD. BAUMAN

Noes: 2 - ALD. D'AMATO and ALD. MURPHY

Meeting adjourned: 8:22 p.m.

Linda M. Elmer

Staff Assistant

*This meeting can be viewed in its entirety in the web-casting archives found at
www.milwaukee.gov/channel25.*

