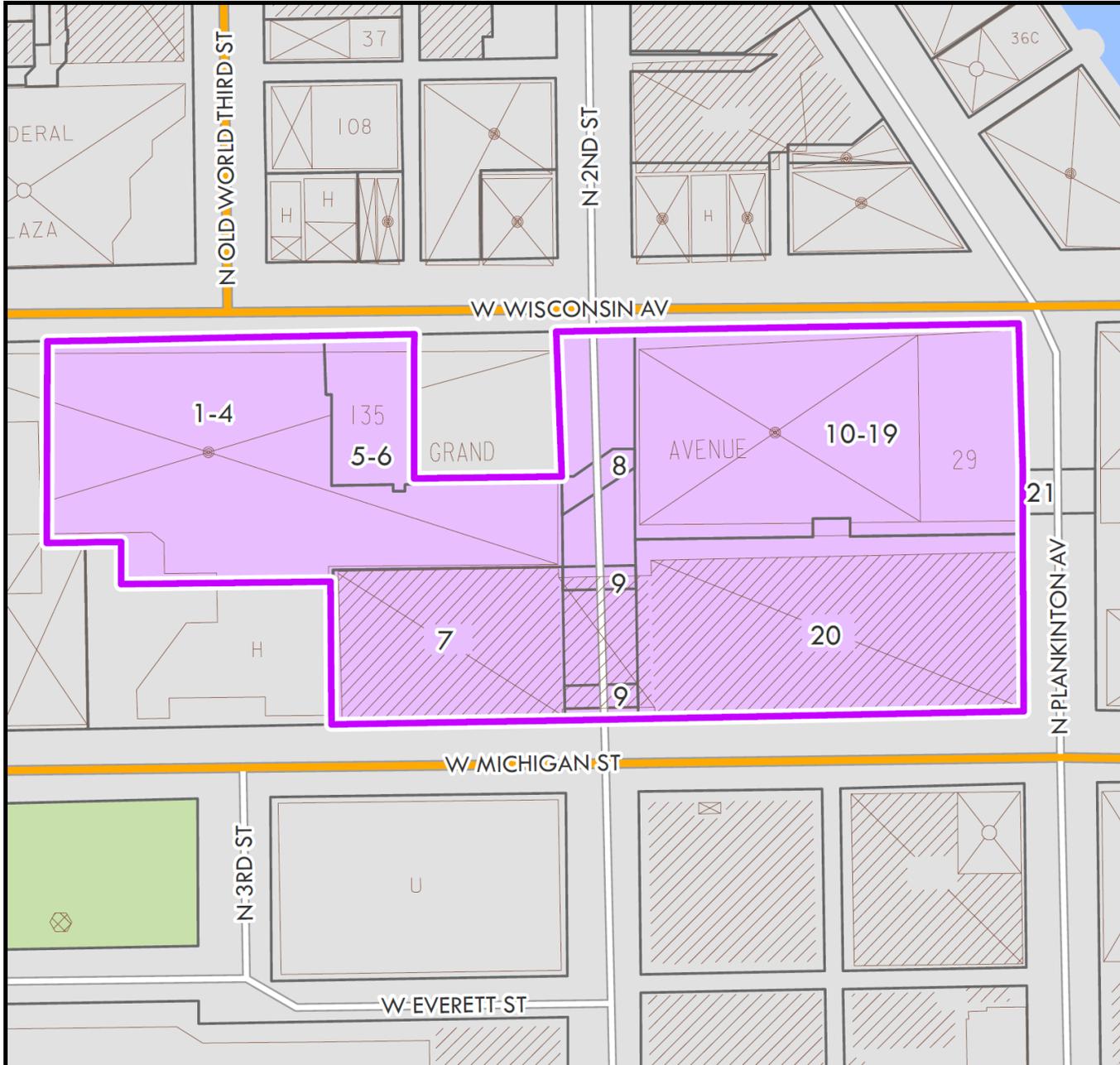
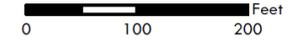


# TID 97: THE AVENUE, MAP 1

## BOUNDARY AND EXISTING LAND USE



### PROPERTY LIST

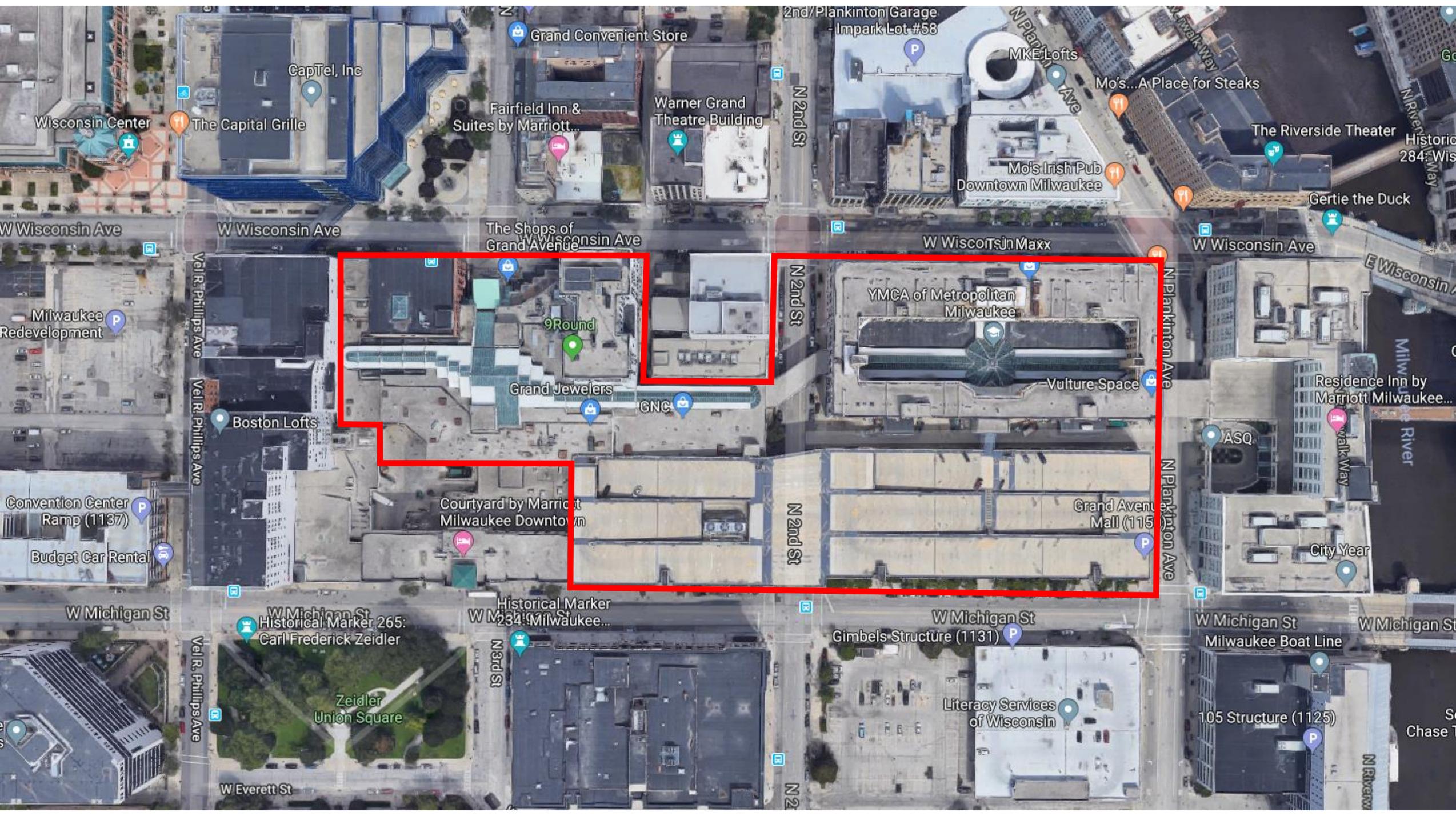
No.	Taxkey	Property Address
1	397-0181-112	275 W WISCONSIN AV
2	397-0541-100	275 W WISCONSIN AV
3	397-0181-110	301 W WISCONSIN AV
4	397-0185-000	301 W WISCONSIN AV
5	397-0173-100	225 W WISCONSIN AV
6	397-0141-100	223 W WISCONSIN AV
7	397-0132-000	615 N 2ND ST
8	397-0764-130	627 N 2ND ST
9	397-0765-200	607 N 2ND ST
10	397-0201-000	161 W WISCONSIN AV
11	397-0202-000	161 W WISCONSIN AV
12	397-0203-000	161 W WISCONSIN AV
13	397-0204-000	161 W WISCONSIN AV
14	397-0205-000	161 W WISCONSIN AV
15	397-0206-000	161 W WISCONSIN AV
16	397-0207-000	161 W WISCONSIN AV
17	397-0208-100	161 W WISCONSIN AV
18	397-0211-110	161 W WISCONSIN AV
19	397-0212-000	161 W WISCONSIN AV
20	397-0531-000	176 W MICHIGAN AV
21	361-0764-300	635 N PLANKINTON AV

### MAP LEGEND

- Parcel Boundary
- TID 97 Boundary

### Current Land Use

- |                                 |                                       |
|---------------------------------|---------------------------------------|
| SINGLE FAMILY RESIDENTIAL       | HOSPITAL                              |
| TWO FAMILY RESIDENTIAL          | SKILLED CARE FACILITY / GROUP HOME    |
| MULTI-FAMILY RESIDENTIAL        | PLACE OF WORSHIP                      |
| CONDOMINIUM                     | NON - PUBLIC EDUCATION                |
| DORMITORY                       | GOVERNMENTAL OR QUASI-PUBLIC BUILDING |
| ROOMING HOUSE                   | POLICE STATION                        |
| HOTEL / MOTEL                   | FIRE STATION                          |
| COMMERCIAL WITH RESIDENCE       | PUBLIC SCHOOL                         |
| COMMERCIAL                      | PLAYGROUND                            |
| MIXED COMMERCIAL                | PARK                                  |
| OFFICE OR PROFESSIONAL SERVICES | CEMETERY                              |
| MANUFACTURING AND WAREHOUSING   | PARKING                               |
| UTILITY COMPANY                 | BASKETBALL COURT                      |
| STORAGE TANK                    | TENNIS COURT                          |
| ACCESSORY BUILDING              | FENCE                                 |
|                                 | ELECTRICAL LINE TRANSMISSION TOWER    |
|                                 | ELECTRICAL LINE                       |
|                                 | UNDER CONSTRUCTION                    |



Grand Convenient Store

CapTel, Inc

The Capital Grille

Fairfield Inn & Suites by Marriott

Warner Grand Theatre Building

N 2nd St

2nd/Plankinton Garage - Impark Lot #58

MKE Lofts

Mo's...A Place for Steaks

The Riverside Theater

Mo's Irish Pub Downtown Milwaukee

Gertie the Duck

Wisconsin Center

W Wisconsin Ave

W Wisconsin Ave

The Shops of Grand Avenue

W Wisconsin Maxx

W Wisconsin Ave

Vel R. Phillips Ave

N 2nd St

N Plankinton Ave

YMCA of Metropolitan Milwaukee

Vulture Space

9Round

Grand Jewelers

GNC

Milwaukee Redevelopment

Convention Center Ramp (1137)

Budget Car Rental

Boston Lofts

Courtyard by Marriott Milwaukee Downtown

Grand Avenue Mall (115)

Residence Inn by Marriott Milwaukee

ASQ

City Year

W Michigan St

Historical Marker 265: Carl Frederick Zeidler

Historical Marker 234: Milwaukee...

W Michigan St

W Michigan St

W Michigan St

W Everett St

Zeidler Union Square

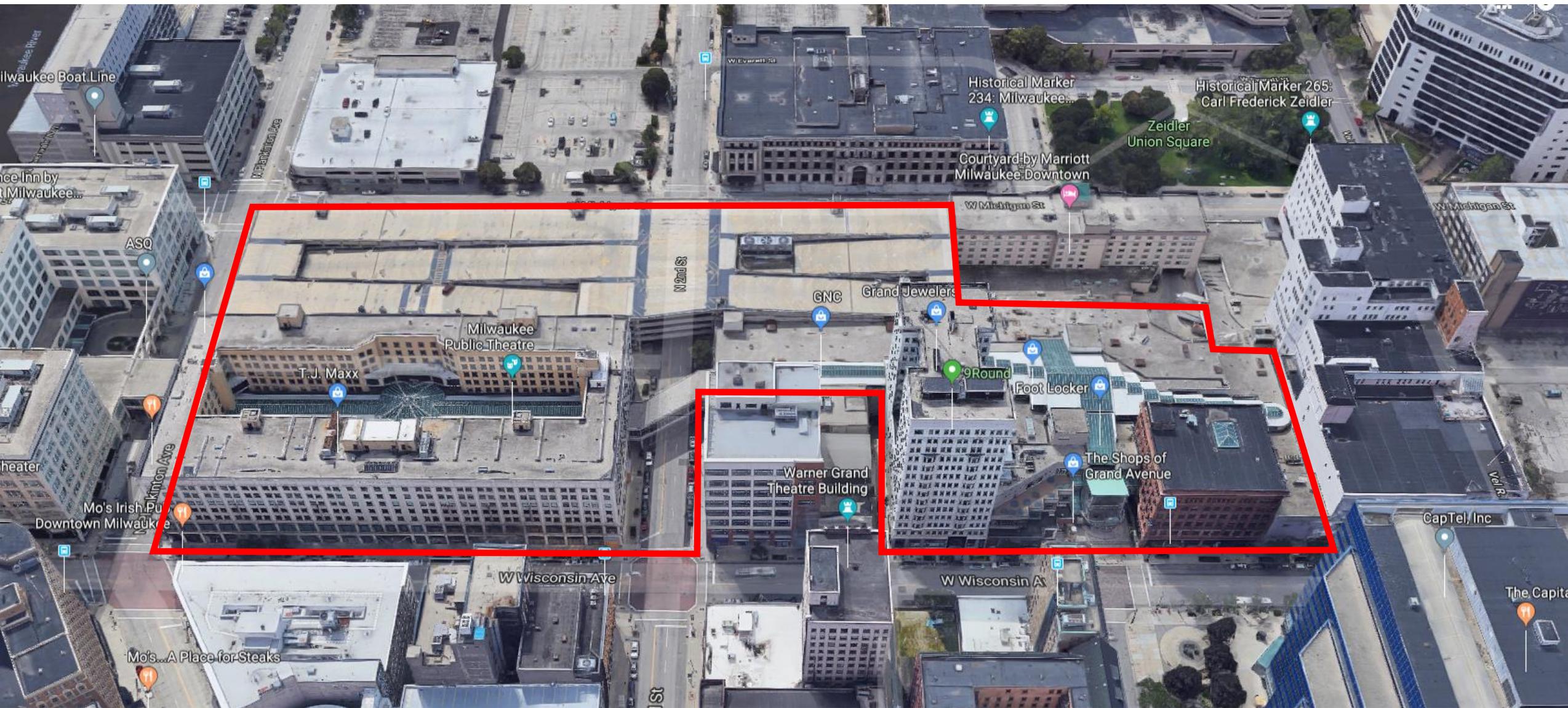
N 3rd St

N 2nd St

Literacy Services of Wisconsin

105 Structure (1125)

N River



Milwaukee Boat Line

Ice Inn by Milwaukee...

ASQ

heater

Mo's Irish Pub  
Downtown Milwaukee

Mo's...A Place for Steaks

W Franklin Ave

W Franklin Ave

W Wisconsin Ave

1st St

N 2nd St

W Everett St

Warner Grand  
Theatre Building

GNC

Grand Jewelers

Historical Marker  
234: Milwaukee...

Courtyard by Marriott  
Milwaukee Downtown

W Michigan St

9Round

Foot Locker

The Shops of  
Grand Avenue

W Wisconsin Ave

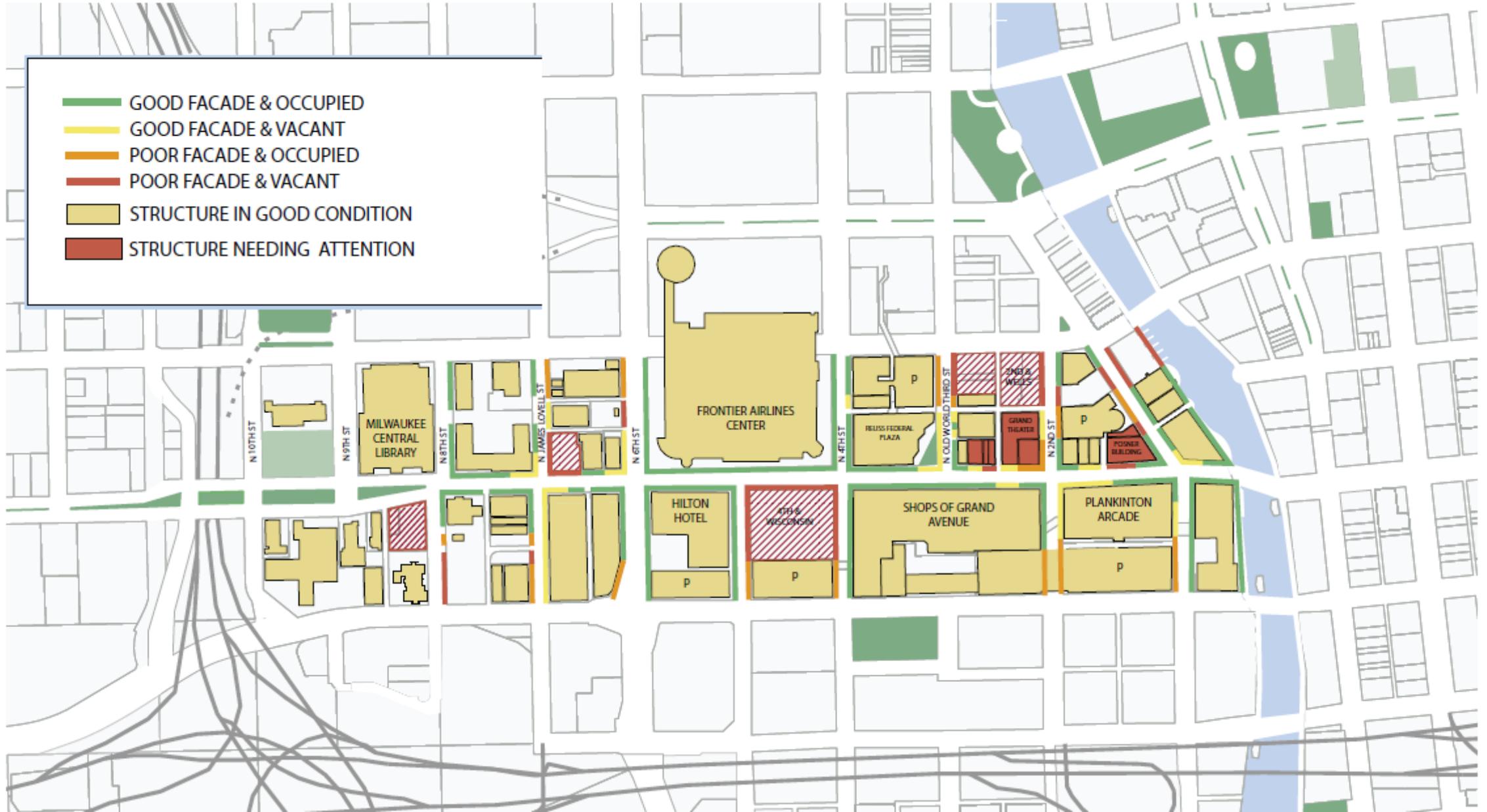
Zeidler  
Union Square

Historical Marker 265:  
Carl Frederick Zeidler

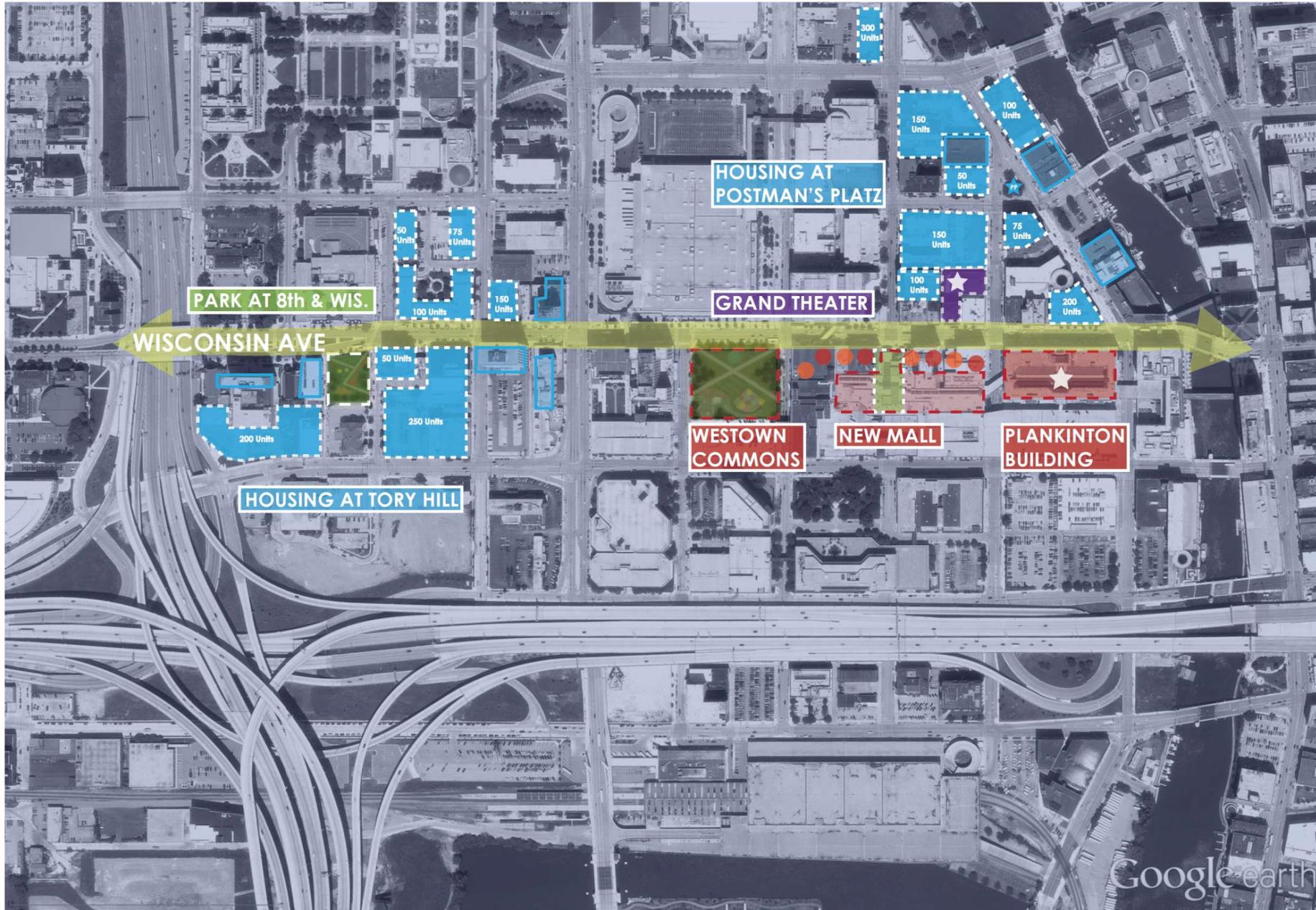
CapTel, Inc

The Capita

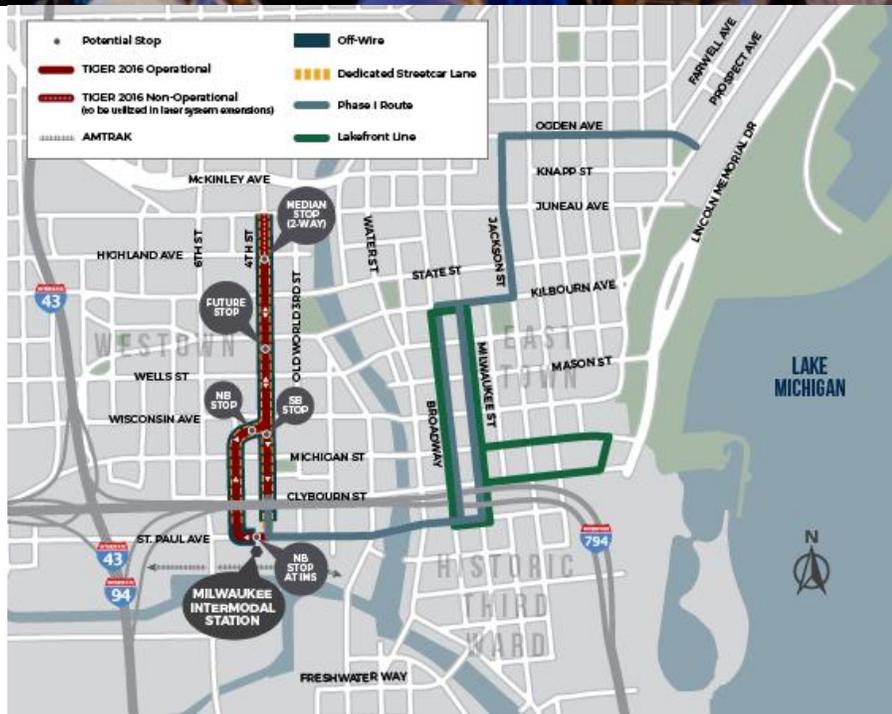
# 2010 Downtown Plan: Wisconsin Avenue Strategy



# Wisconsin Avenue Milwaukee – Development Corp.

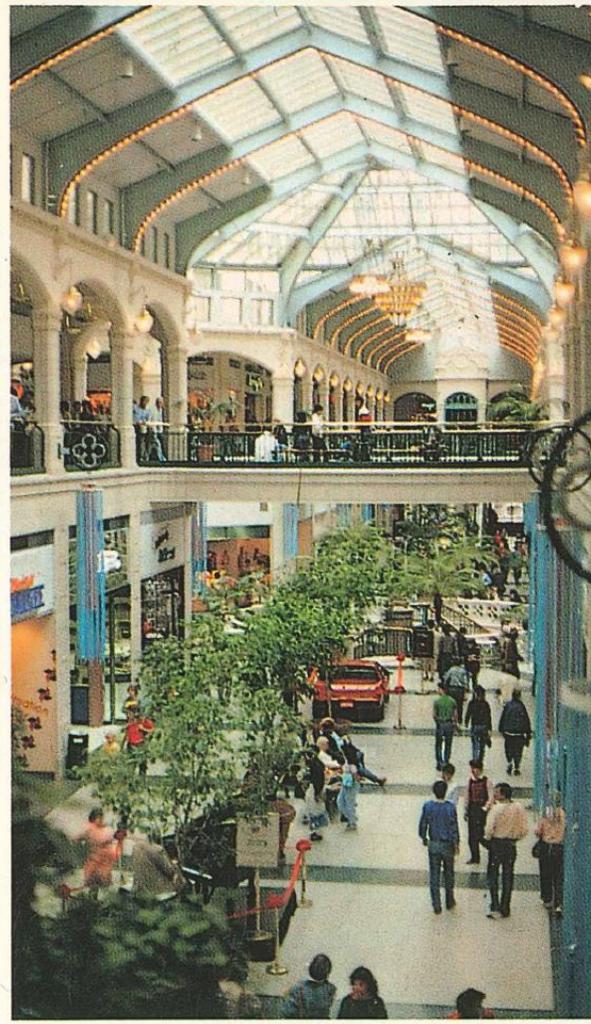












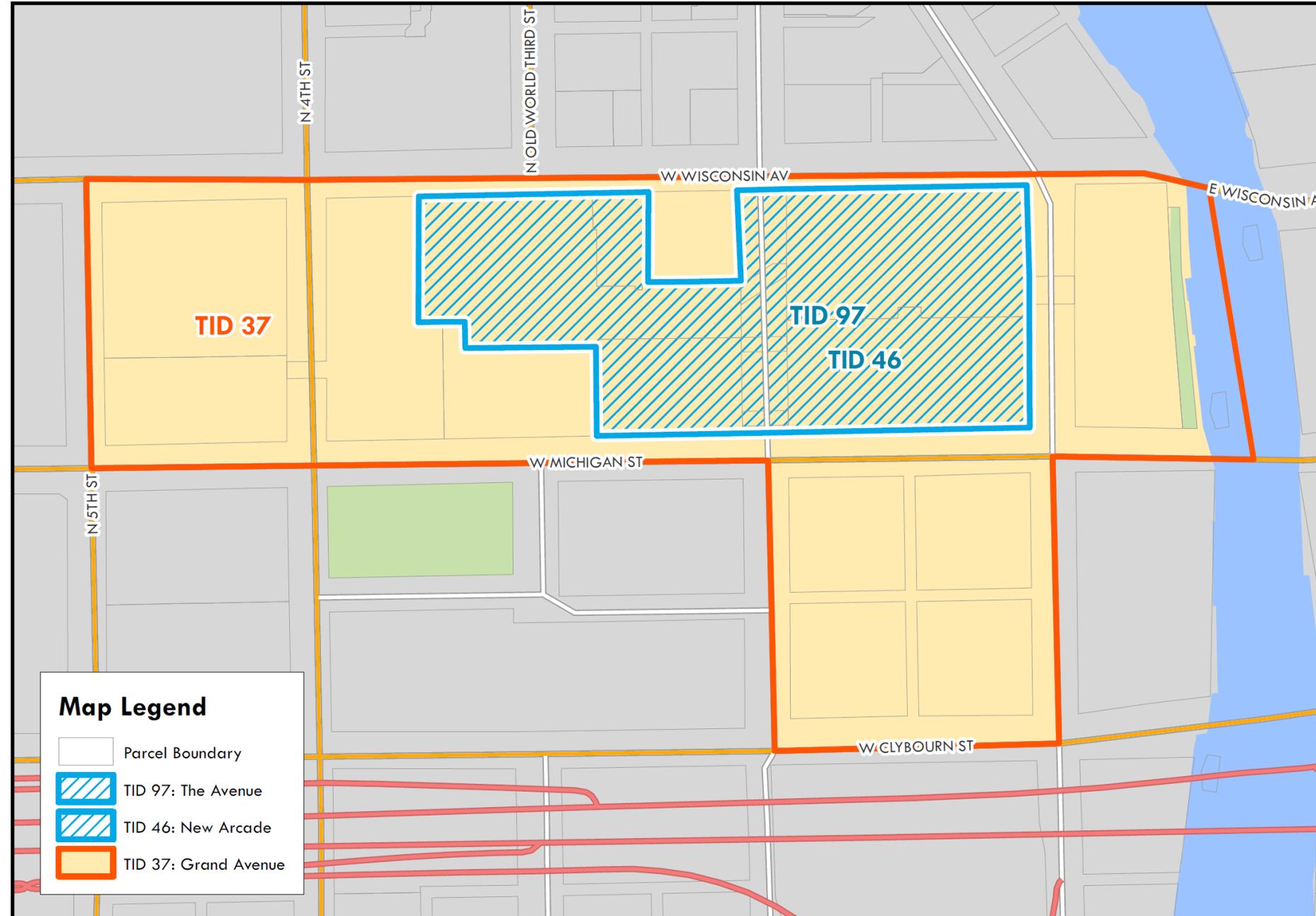
# *The Grand Avenue*

# TID 97: THE AVENUE, MAP 5

## BOUNDARIES AND OVERLAP

Prepared by the Department of City Development Planning Division, 2/14/2019  
Source: City of Milwaukee Information Technology Management Division

0 150 300 Feet



**Map Legend**

- Parcel Boundary
- TID 97: The Avenue
- TID 46: New Arcade
- TID 37: Grand Avenue

### TID 37 (Grand Avenue)

- Created in 1998
- Expected to close in 2019
- Maximum life of 2025
- \$27m in project costs for Courtyard Marriott, ASQ Center, Boston Store/Bon-Ton, Grand Theater and infrastructure

### TID 46 (New Arcade)

- Created in 2001
- Expected to close in 2019
- Maximum life of 2028
- \$6m in project costs for Plankinton Arcade and New Arcade updates







WELCOME TO THE SOURCE  
OF GREAT IDEAS

NURTURING SPRINGS  
serenading the skyline

Discover Milwaukee Mile and water sports,  
baseball, basketball, and seaw

COOL SHADES

JINKY REST  
SING HILLS



University of Wisconsin-Milwaukee  
YMCA  
Plankinton Lofts

Plankinton Clover Apartments  
Plankinton Retail

Amenity Alley

GRÆEF

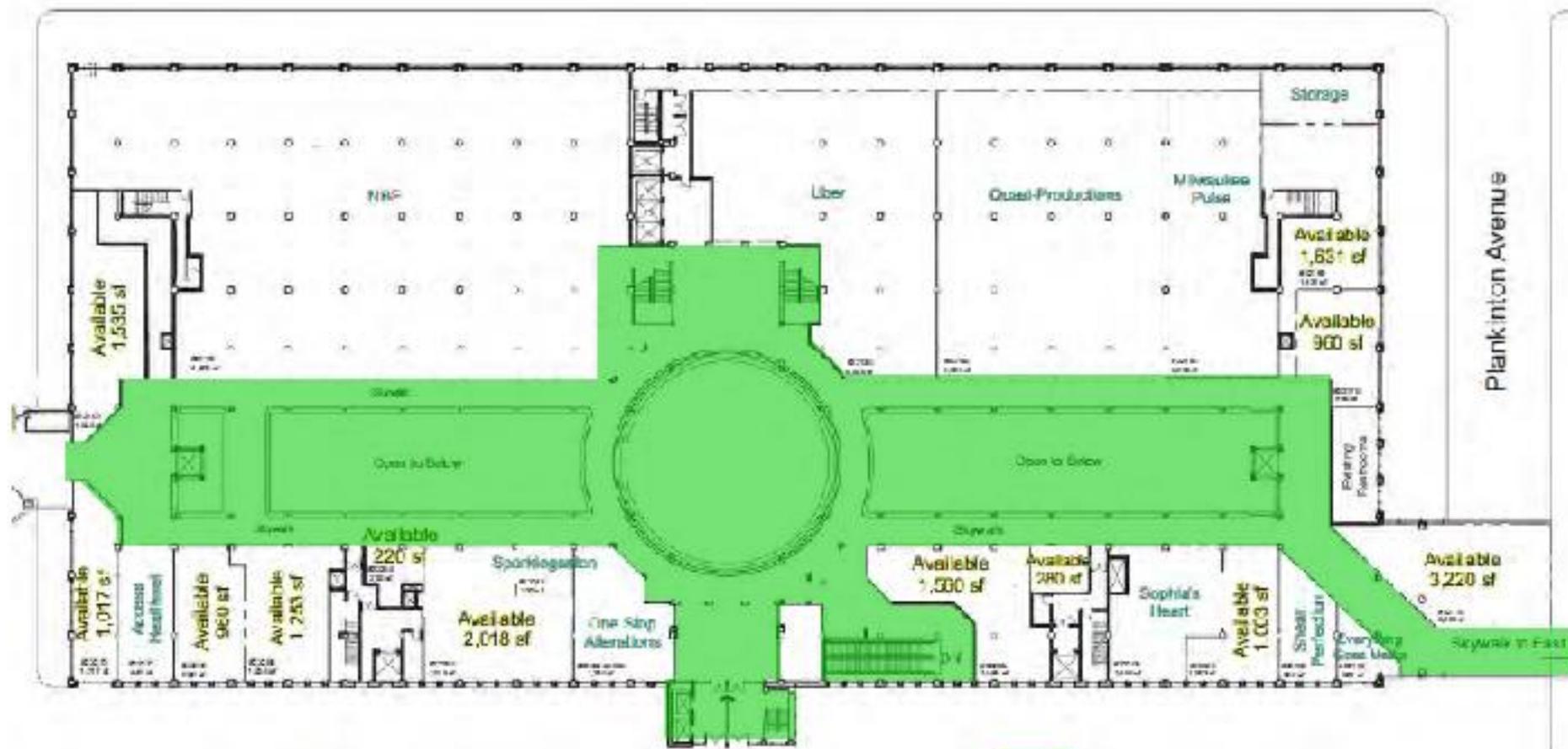
The Avenue Retail

Matthews  
Office

Food Hall

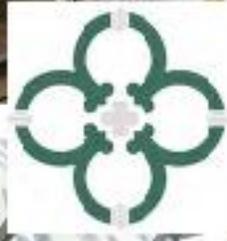
GRÆEF  
Lobby/Security

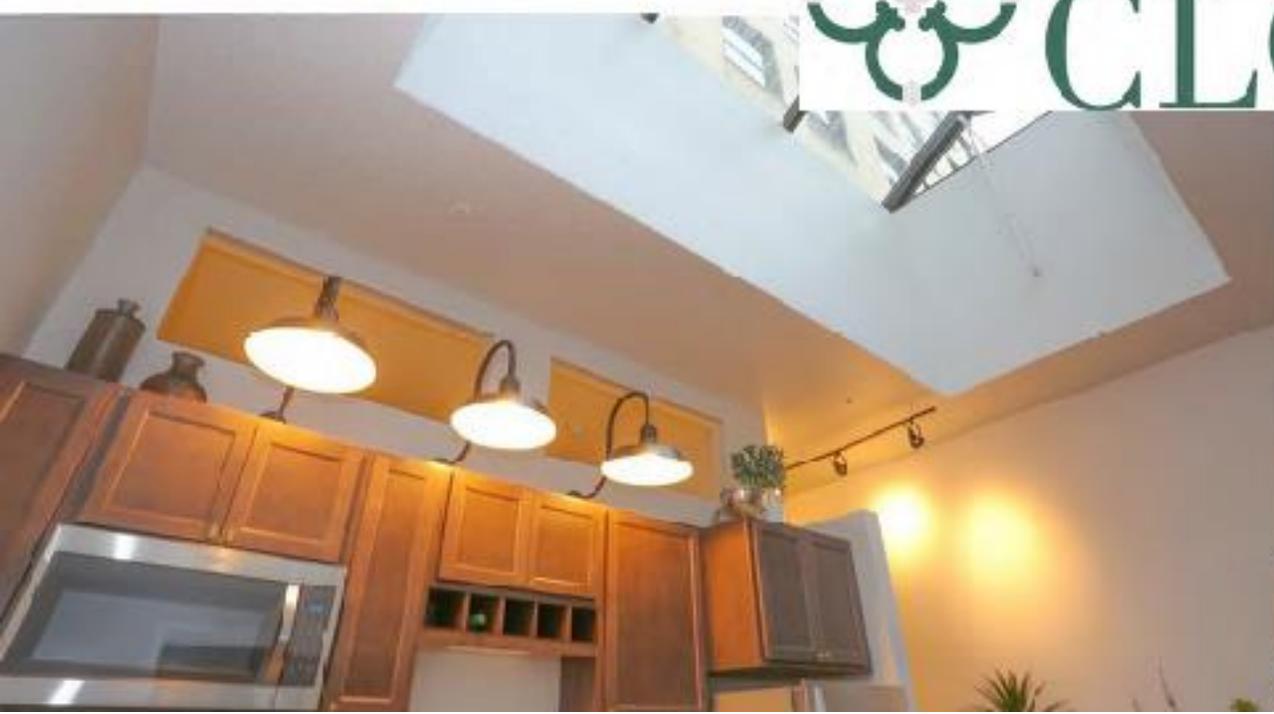
# Current public access skywalk



 Current public access skywalk



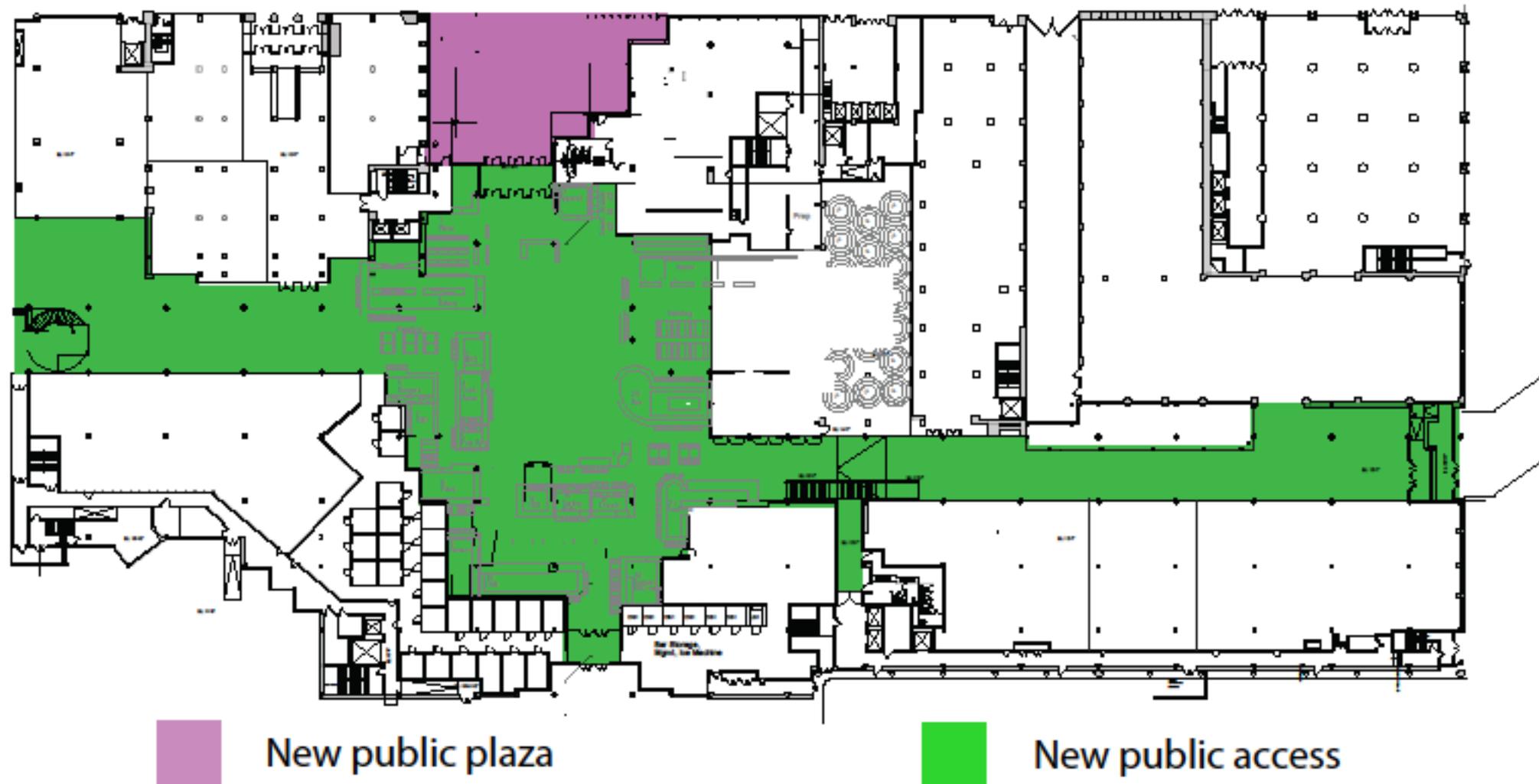
 PLANKINTON  
CLOVER







# Relocating public access easement to 1st floor



# Current 3rd and Wisconsin Entry



# New Public Plaza and 3rd Street Entry





Collaborate

formulate

Innovate

3RD ST MARKET HALL

MORE SHOPS

GRÄEF

MEAT



# TID 97: The Avenue - Project Terms

- Up to a \$9,000,000 grant (the “Monetary Obligation”) to the Developer for Public Access and Plaza Project improvements
- Developer-Financed, 5.5% interest over 18 years
- Human Resources Agreement: 25% SBE and 40% RPP
- Payment in Lieu of Taxes (PILOT) Agreement
- Public Access Easements

# TID 97: The Avenue - Budget and Feasibility

Monetary Obligation to Company	\$9,000,000
Administration (\$7,500 x 18 years)	\$135,000
<b>TOTAL</b>	<b>\$9,135,000</b>

Monetary Obligation estimated to be paid back by 2037 (Year 18)

No capacity for paving projects

Solar Assessment = 141,900 kWh/year