

## 1. Describe the proposed ordinance or resolution. File number: 250524

A resolution approving amendment No. 1 to Project Plan for Tax Incremental District No. 59 (Bronzeville Cultural and Entertainment District), authorizing additional expenditures and approving grant agreements in the 6th Aldermanic District. This resolution approves \$5 million in additional Project Costs to fund public infrastructure, street amenities, construction of new homes for affordable home ownership, funds for commercial revitalization and administrative costs.

## 2. Identify the anticipated equity impacts, if any, of this proposal.

The seven homes built will be sold for \$125,000 providing opportunities to families that want to own a home at an affordable price, including groups who have previously faced barriers to homeownership.

Funding to assist with the Beechie Brooks statue to recognize his efforts with providing housing opportunities for the black middle class is included in this amendment. Mr. Brooks was a realtor and developer, in 1976 he created a suburban-style subdivision that was attainable for Black middle class families in the Halyard Park neighborhood. He built 44 homes in an area spanning four city blocks. This statute is an element of cultural preservation of this important aspect of Milwaukee history.

Funds for commercial revitalization to support business owners in the Bronzeville neighborhood to assist with capital costs to improving their businesses will support existing and aspiring business owners advance proposals consistent with past Bronzeville Cultural District Planning efforts.

## 3. Identify which minority groups, if any, may be negatively or positively impacted by the proposal.

The residents and business owners in the Bronzeville and Halyard Park neighborhood will be positively impacted with the improved infrastructure, traffic calming, streetscaping, street amenities, affordable homes, commercial revitalization grants and Beechie Brooks Statue. The almost \$5 million investment is a major boost for the area.

## 4. Describe any engagement efforts with minority communities potentially impacted by the proposal.

The Project is located within the boundary of the Northeast Side Area Plan, one of the 14 geographically-specific Area Plans that make up the City of Milwaukee's overall Comprehensive Plan. The Northeast Area Plan promotes the maintenance of affordable housing options in the Harambee neighborhood.

The local alderwoman had significant input on the Projects included in the amended plan based on her conversations and feedback from residents and business owners.

The amendment proposal was presented to the Bronzeville Advisory Committee.

Proposed improvements align with past Bronzeville Planning recommendations that are designed to

support existing residents and businesses, advance the goals of the Cultural and Entertainment District, and reduce potential for displacement.  
The Historic King Drive BID No. 8 board and director are supportive of the streetscaping and other Projects being funded.

The approval of the financing for this project includes public hearings at the Joint Review Board, Redevelopment Authority of the City of Milwaukee and the Zoning Neighborhood and Development Committee of the Common Council.

**5. Describe how any anticipated equity impacts of the proposal will be documented or evaluated.**

For the houses built by Habitat for Humanity a deed will be placed on the title to ensure the homes remain affordable for 15 years. Also, Habitat will have first right of refusal to purchase back the home to resell to another family at an affordable price.

The Commercial Corridor Team at DCD will administer the commercial grants and track the demographics of the business owner as they track the data citywide.

DPW tracks "before and after" safety results for major traffic calming projects

**6. Describe strategies that will be used, if any, to mitigate any anticipated equity impacts.**

No specific negative equity impacts were identified by this analysis.

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**Signature:** Sam Leichtling

**Date:** 7/15/25