

The ENCORE

My proposed plan is to raze the 47,000-sf dilapidated, underused property at 1101-1113 West Historic Mitchell Street and replace it with a five-story mixed use development. The new development will stand on the 22,669-sf footprint of the current property and will be an inventive reiteration of the original historic building. The development will include a 21,455-sf ground level with 18,380 sf of useable commercial space. Above the commercial space will be four floors with 55 residential units. Parking will be located on the 12th street lot at 1718 S. 12th Street. The new design will be a combination of Art Deco and modern chic. By erecting the new development, we will bring an encore to the once thriving commercial district that was known as the “second downtown” of Milwaukee. The Encore will symbolize not what we had, but the possibilities of what we can become.

The entire ground level of the development will be devoted to commercial space. This will spur economic growth and offer more beneficial services to residents of the community. At the intersection on 11th and Historic Mitchell Street, we will create a “cornerstone” retail space to take advantage of the high-traffic count. We are looking for a tenant that will provide products and services for high frequency repeat customers (coffee shop, etc.). The commercial tenant that currently occupies the space will be relocated to the west of the building and their entrance will continue to face Mitchell. In the middle of these two spaces, we will have The Encore’s leasing office and resident entrance. The remaining area on the ground level will contain a 3,330-sf dance studio with rentable space and a co-working space that will flow into a 2,350 sf Opportunity Center. The Opportunity Center will be a multi-use learning space that will provide a variety of classes and resources on financial literacy, home ownership, career training and business development. We are soliciting partners to deliver proven programming in these areas to bring positive solutions to the community. We are confident that the added businesses and services at the site will attract more visitors to the corridor and contribute to the revitalization of the district.

The 55 residential units will be a mix of studio to three-bedroom apartments (see floors plans). Each unit will come with kitchens equipped with all appliances, washers and dryers and beautiful laminate flooring. Honoring the architectural style of the district, units will contain touches of art deco styling. We will use energy efficient symmetrical black pane windows throughout the development to let in natural light and give tenants expansive views of the corridor. At the end of a long workday residents will be greeted with pedestrian friendly streetscapes with brick pavers and artistic motifs in the common areas. With such attention to detail, living in The Encore will truly be something to behold.

Rounding out the resident experience are top tier amenities. Each tenant will have access to the community room, fitness center, and surface level parking. Residents will be able to gather and enjoy the community courtyard located in the center of the development. This courtyard will contain grills, a seating area, and a section to grow small gardens. The property will have attentive on-site management and a mailroom that includes secure package storage. This is all in addition to tenants’ access to the Opportunity Center. Commons residents will have a place to search for jobs, receive training and financial guidance. Our residents will feel the pride in where they live. It is our hope that the development will create a buzz around it leading to more people walking the neighborhood and patronizing businesses.

The building construction type is II-B. The exterior of the building will brick veneer, stone panels, stucco, with aluminum and/or vinyl trim.