

ANNUAL REPORT

Uptown Crossing Business Improvement District #16 August 2013

The property owners and merchants within Business Improvement District #16, Uptown Crossing, have been involved with the following activities in the area bounded by West North Avenue from Sherman Boulevard to North 60th Street and West Lisbon Avenue from 45th Street to North 52nd Street.

The procurement, promotion and encouragement of new businesses in the area, including activities specifically designed to create in the Business Area a clean, attractive, safe commercial environment contributing to individuals wanting to visit and patronize businesses in the District.

The continuing distribution of a quarterly newsletter, which was redesigned in the past year, informing member merchants of activities and events occurring within the District (copy accompanying).

The maintenance and upkeep of streetscape improvements including street and sidewalk maintenance, light pole banners, public art piece, tree grates, refuse containers, landscaping amenities, specially painted pedestrian crossings and holiday decorations, all intended to make the District a more attractive area within which to locate a business or to conduct business.

The BID's website was updated in 2012 (www.UptownCrossing.com), allowing members and the general public easy and convenient access to information concerning property events and new businesses in the Uptown Crossing business community with the ability to easily add content.

On-going communication with City of Milwaukee Departments and Aldermen pertaining to the location and creation of new businesses entering the area. New businesses located in BID #16 include Myle Nails, North Avenue Coffee and Bedroom Secrets.

In 2012 the BID board continued working on the process of creating a development program to leverage BID Funds to assist in the purchase and renovation of several underutilized buildings in the district. The BID Board created two RFP's aimed at small real estate developers or investors and issued those RFP's in Spring 2011. The BID was seeking to form a partnership with one or more parties to acquire and redevelop two properties 5038-5040 W. North Avenue and 5507-5513 W. North Avenue. Both properties have been sold and are no longer being marketed with the RFP. The Board will continue to seek opportunities to assist developers or new businesses in remodeling/restoring buildings in the District.

In 2013 the BID board has provided matching funds to the City of Milwaukee's Façade Grant Program, reserving \$10,000 per year for façade grants. Hi-Mount Investments took advantage of this BID provided program.

In addition to the above specific activities, the BID continues to act as a solidifying influence for property owners within its boundaries, providing to them an organization that attempts to maintain the commercial viability of the area and to promote it as a desirable area within which to do business.

UPTOWN CROSSING

SUMMER 2013

The Uptown Crossing Business Improvement District's Board of Directors meets regularly on the second Monday of the month, usually at 5:30 p.m. at McBob's, 4919 W. North Ave. If you want the board to discuss an issue or concern, it must be placed on the agenda. To put a topic on the agenda or get information on upcoming meetings, contact a BID board member.

BID Board members

Gordon Steimle, President
(414) 270-6364

Chris Hau, Vice President
(414) 265-9265

Chris McRoberts, Secretary/Treasurer
(414) 871-5050

Jason Rae
(414) 344-1733

Brian Burke
(414) 271-0130

Matthew O'Neill
(414) 273-3939

Larry Kilmer
(414) 935-1924

The BID is seeking additional property or business owners to be a part of the Board. If interested, please contact us at (414) 270-6364.

City of Milwaukee
Department of City Development
809 North Broadway
Milwaukee, WI 53202
(414) 286-5735

Uptown Crossing BID #16
c/o Ogden & Co. Inc.
1665 N. Water Street
Milwaukee, WI 53202

uptowncrossing.com

CAMERAS WILL HELP ENHANCE PUBLIC SAFETY IN COMMERCIAL CORRIDORS

BY ALDERMAN MICHAEL J. MURPHY

If businesses in any neighborhood are to be successful, there must be a sense of security and safety with that neighborhood.

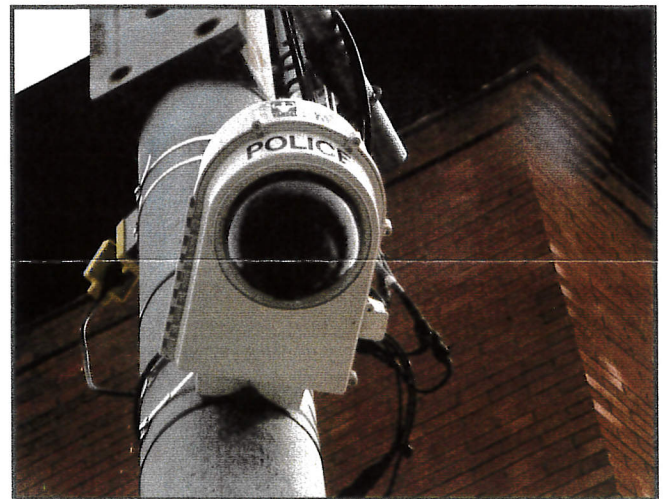
Surveillance cameras utilized in commercial corridors have proven effective in helping to deter crime and also helping to solve crimes.

For example, mounted surveillance cameras helped quickly identify the perpetrators of the Boston Marathon terror bombing and bring them to justice.

This summer, commercial corridors in the City of Milwaukee will be able to take advantage of a new city public safety initiative that will provide mounted, police-monitored surveillance cameras.

I'm proud to say I'm the lead sponsor of this initiative, joined by Alderman Bob Donovan. Mayor Tom Barrett is also a key supporter.

The initiative will use a \$200,000 matching grant to help provide monitored surveillance cameras in commercial corridors where Business Improvement Districts (BIDs) exist to support and help fund improvements.



An example of a public surveillance camera

Details of the program will be announced soon, but the bottom line is that participating BIDs that provide matching funds will be able to access grant funding for the installation of cameras.

There are two sources of the funding for the \$200,000 matching grant. Half will come from Community Development Block Grant (CDBG) funds, and half will come from funds generated from the Milwaukee Police Department's asset forfeiture program, which is confiscated cash and property from criminal cases.

Please contact me with any questions about this program at (414) 286-3763 or mmurph@milwaukee.gov.

CREAM CITY FURNITURE BRINGS VINTAGE PIECES INTO 21ST CENTURY

As the weather warms up, shoppers in the Uptown Crossing neighborhood will notice a mix of colorful and unique furniture on display outside of Cream City Furniture. Located at 5209 West North Avenue, Cream City Furniture is a destination for anyone looking to add one-of-a-kind pieces to their home or office.

Erik Hall opened Cream City Furniture in Uptown Crossing last spring after hearing about the available storefront from a friend.

"The location is great," said Hall. "By having other interior stores such as Samara and Residence as neighbors, we can attract shoppers looking for a number of options on one block."

Cream City Furniture specializes in repurposed furniture. Many of the pieces in Hall's shop were either found at auction or donated by friends looking to save a piece of quality furniture from the landfill. Hall spends about four hours with each piece of furniture restoring or refinishing it before it is ready to be sold.

"I see the furniture as pieces of art, but you can use them," said Hall. "They're interesting and great to look at, but these pieces are also functional and have purpose whether it's hanging up your jacket or storing your clothes."

Among the many unique pieces at Cream City Furniture are an old card catalog repurposed into a coffee table, a vibrant purple dresser and a set of wall hooks made out of old faucets. Prices for smaller pieces begin



"I can go back and forth between the store and the shop when I need. My dad also looks after the store if I'm gone or working in the shop."

If you're interested in taking a look at the unique pieces offered by Cream City Furniture, the store is open Tuesday through Friday 11 a.m. to 6 p.m., and Saturday and Sunday from 11 a.m. to 5 p.m. To learn more about Cream City Furniture, you can also visit creamcityfurniture.com or call (414) 550-4405.

at around \$20 and go up to about \$700 for larger furniture.

Hall, a longtime Milwaukee resident, has been making furniture for more than 15 years. He found his passion for building things as child while borrowing his father's tools. Hall now has a workshop in his home located in the Washington Heights neighborhood in addition to a work space in Hales Corners.

"The store is close to my house which is great," said Hall.



BID # 16 ACCEPTING FAÇADE GRANT APPLICATIONS

Last year, the Uptown Crossing Business Improvement District (BID) #16 established a façade grant application to assist commercial property owners and businesses in BID 16 with improvements to their façades that will help improve the aesthetics of the BID area.

BID 16 has reserved \$10,000 per year for façade grants. These funds will be available on a first-come basis per calendar year until all funds have been used. The grants from the BID will only be given to a project that has been awarded a grant from the City of Milwaukee's Citywide Façade Grant program.

Because the citywide program does not provide 100% funding for projects, the role of the BID façade grant application is to provide additional resources to encourage property owners to improve their façades and help with the remaining costs.

Grant awards will help pay up to 50% of a property owner's share up to \$2,500, and each address in BID 16 is only eligible to receive one grant per calendar year. In addition, only work begun after approval by the City of Milwaukee is eligible for a grant.

A copy of the application and additional information can be found on the BID 16 website at www.uptowncrossing.com.

One award has already been given out to the property owner at 5033 West North Avenue to improve the façade of the building. The changes have made a huge impact to that stretch of the district, and the BID hopes that it will inspire others to apply for the remaining funding.



A North Avenue streetscape



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UPTOWN CROSSING

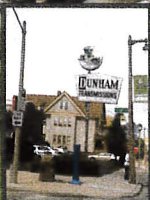
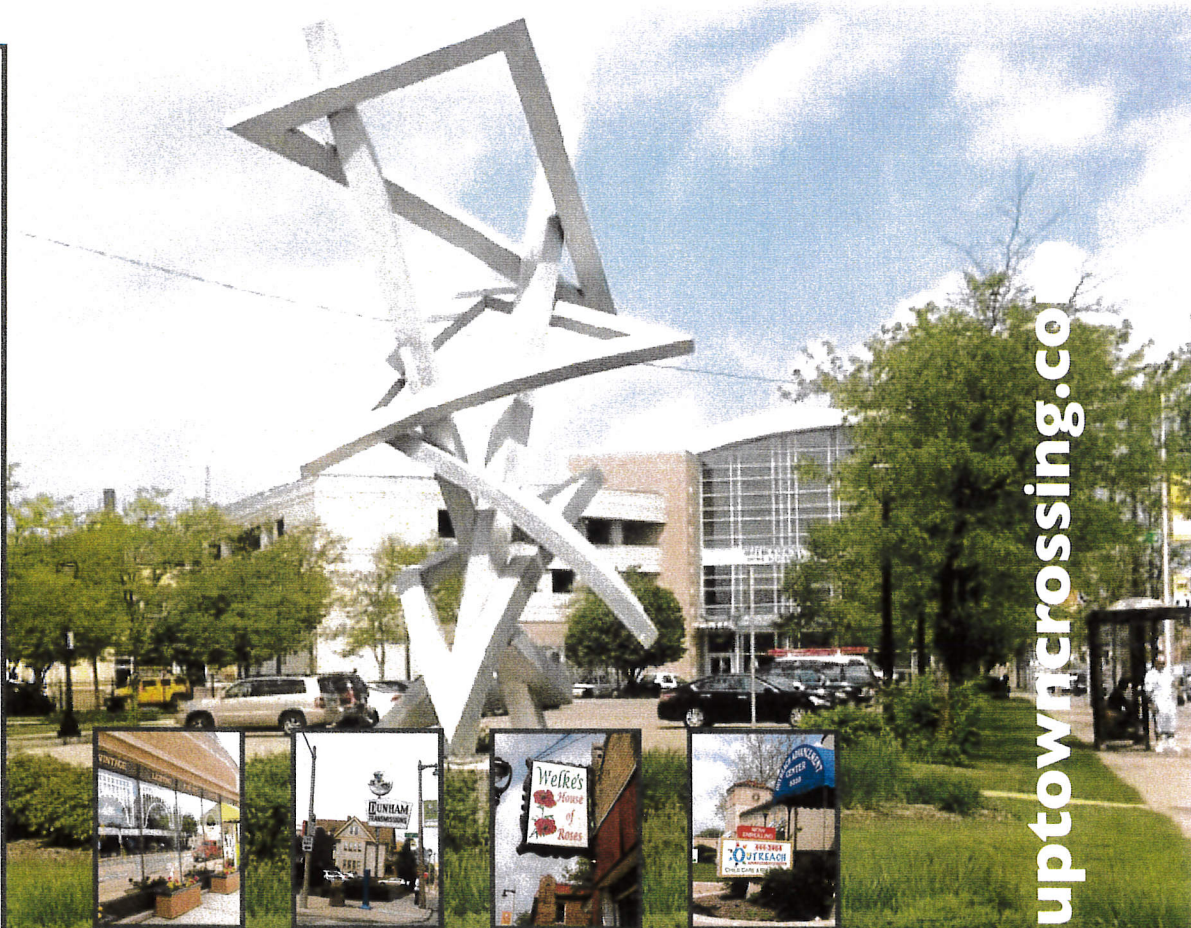
Summer 2013

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enhance public safety

Cream City Furniture
makes vintage
pieces practical

BID #16 accepting
façade grant
applications



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UPTOWN CROSSING

SPRING 2013

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New Uptown Crossing
street banners
Historic bank building

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How to Contact the BID
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GREETINGS FROM THE BID 16 BOARD OF DIRECTORS

We want to extend a sincere thank you to all of those who came out last month to our annual streetwide meeting at Mekong Café. It was wonderful to see so many business owners and neighborhood residents come to hear about the work that BID 16 is doing, and to get your input and suggestions.

The Board of Directors always welcomes your input. We hope that you will continue providing it outside of the annual streetwide meeting. On the lefthand column of this page, you'll find contact information for all of your west North Avenue BID board members. You are also welcome at any of our regular meetings, which are typically held the second Monday of each month at 5:30 p.m. at McBob's Restaurant. We want to work with you to make sure that your business thrives here in Uptown Crossing.

To that end, we want to remind business owners of two opportunities that can help you. First, the BID provides a matching façade grant of up to \$2,500 to help you with improvements to your business' exterior. These grants are awarded to those who have already applied and received funding from the City of Milwaukee. More information is available on our website at

www.uptowncrossing.com.

In addition, I'd like to remind all BID businesses that haven't already done so to be sure to submit a listing in the business directory on our website. This is a great way for customers to find contact information for our local businesses.

The BID Board is really looking forward to working with you in 2013 and showing people all over the city the great things that our area has to offer. As spring approaches and the snow starts to melt away, we hope we'll see even more of you walking around Uptown Crossing, visiting our local businesses and continuing to make BID 16 a great place.

Keep your eyes open as you walk around this spring and you'll see something new and exciting – a new set of street banners. If you look at page 4, you'll get a sneak peek at what they'll look like. They are certainly vibrant and will help us usher in warmer weather.

For now, though, thank you for all that you do to make Uptown Crossing a great place to do business.

Yours,
Gordon Steimle
BID 16 Board President

LISBON STORM, SCREEN AND DOOR - AN UPTOWN CROSSING NEIGHBORHOOD BUSINESS SINCE 1945

When Lawrence Wilhelm first arrived in the Uptown Crossing neighborhood in 1945, his plan was to own and operate a small family grocery store on the corner of 52nd Street and W. Lisbon Avenue. However, when Lawrence started selling used doors and windows alongside his groceries, his plans quickly changed. As demand for his store's doors and windows took off, Lawrence closed the family grocery store and opened Lisbon Storm, Screen and Door in 1961.

Now located at 5006 W. Lisbon Avenue after a one-block move in the 1980s, Lisbon Storm, Screen and Door is a third-generation family business currently owned and operated by Lawrence's twin grandsons, David and Daniel Wilhelm. The company has evolved from selling used doors and windows in a small grocery store to becoming a leader in the industry while remaining a neighborhood fixture throughout the area's several transformations throughout the years.

"Our location is great because it puts us right between downtown and the Menomonee Valley, as well as from Mequon to Brookfield," says David Wilhelm.

"Our customers in the Milwaukee area have easy access to our store right where we are."

Since taking over the business in 1997, David and Daniel Wilhelm have helped Lisbon Storm, Screen and Door rapidly grow and quadrupled its sales. With its wide and diverse national customer base, Lisbon Storm, Screen and Door can accommodate nearly any customer, from do-it-yourself homeowners to



Lisbon Storm, Screen and Door serves a national client base, including government agencies and retailers such as the Milwaukee Housing Authority and

Urban Outfitters.

"While in Kansas City this summer, I stopped in an Urban Outfitters to find some of our doors and windows used in displays throughout the store," says Wilhelm.

Not only is Lisbon Storm, Screen and Door a destination for purchasing doors and windows, it is also the go-to company for door and window repairs in the state.

"If you know someone who has brought a door or window to their local hardware store in Wisconsin for repair, there's a good chance it has come through our doors," says Wilhelm.

To maintain its diverse customer base and services, Lisbon Storm, Screen and Door has 29 employees ranging from office and sales staff to warehouse employees, delivery drivers and glass cutters.

The store is open on weekdays from 8:00 am to 5:30 pm and Saturdays from 8:00 am to 4:00 pm. To learn more about the company, visit <http://www.lisbonstorm.com/>.

WESTSIDE ARTWALK SET FOR APRIL 26-27

If you're looking to get out after the long Wisconsin winter, mark your calendar for April 26 and 27, when our friends with the Vliet Street Business Association will host their Spring Artwalk.

This event, which is similar to the one Uptown Crossing businesses participated in last fall, is one of the

largest annual events for the Vliet Street Business Association.

If you've never attended an artwalk, it's a great way to meet local artists, enjoy (and often purchase) their work and, just as important, visit participating local

businesses to learn more about what they offer the community.





HISTORIC UPTOWN CROSSING: A BUILDING FOCUSED ON SAVING

Part of the historic BID 16 series of articles bringing Uptown Crossing's history to life

Though it could not have served two more unrelated

industries, the Agape Love Deliverance building at 4716 W. Lisbon Avenue has been a fixture in the Uptown Crossing District since it was built in 1924.

The building, which was constructed at a cost of \$55,000, was first built for the Northwestern National Bank. Designed by the Milwaukee architectural firm of Dick and Bauer – the firm behind many of Milwaukee's theaters and numerous homes in the Washington Heights neighborhood – the bank served residents and businesses in the Uptown Crossing, Sherman Park and Washington Heights neighborhoods.

Northwestern National Bank received its federal charter the same year the building was constructed on the corner of Lisbon and North, but was not part of the growing Northwestern National Bank cooperative based in Minneapolis that would later become Wells-Fargo bank. Instead, within the decade, it was acquired by First Wisconsin Trust Company, the precursor to Milwaukee-based First Wisconsin/FirstStar.

In the late 1920s, First Wisconsin Trust Company's directors formed a new entity, Wisconsin Bankshares Corporation, which legally allowed the bank to acquire numerous smaller banks. By the end of 1930, Wisconsin Bankshares Corporation acquired 23 additional Wisconsin financial institutions, giving it a total of 16 national banks, 27 state banks (including the one located in Uptown Crossing), three trust companies, and seven other companies.

Unlike many financial institutions, Wisconsin Bankshares Corporation initially weathered the Stock Market Crash of 1929, staying rather stable for the next few years. However, the Depression ultimately caught even this stable Milwaukee-based firm, and it took part in a number of mergers during the next few years, though this particular bank remained open and under its control.

During the next few decades, federal and state regulations impacted the financial industry. Banking operations continued at many of the corporation's locations, though the Lisbon Avenue branch ultimately closed. This was likely due to not only the changing needs of the area, but also increased competition as more banks opened in the neighborhood over time. For many years, Wisconsin tightly regulated the growth of banks and their ability to open branch offices. The state legislature relaxed these regulations in the 1960s and 1970s, resulting in increased competition from other lending institutions throughout the city as new branch operations opened.

First Wisconsin Trust Company continued to own the building, and by the 1970s, the building had become



The former Northwestern National Bank building has been a fixture in the Uptown Crossing neighborhood since 1924.

involved in a second chapter of "savings" – saving souls as a church and outreach ministry facility.

By 1975, the Child Evangelism Fellowship of Milwaukee opened a bookstore and office in the bank building.

This was followed by Highway and Hedges Outreach Ministries Training Center in the late 1990s, and a few years later, the Agape Love Deliverance Church was established on the site. While it still remains a church, the facility has expanded, becoming the Agape Love Bible College & ALBC School of Theology, with a mission to educate, inspire and promote Biblical and religious studies.

**REMINDER:
CITY OF MILWAUKEE
WINTER PARKING
REGULATIONS END MARCH 1.**

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A NEW SEASON BRINGS NEW BANNERS
TO THE UPTOWN CROSSING NEIGHBORHOOD

