



# City of Milwaukee

200 E. Wells Street  
Milwaukee, Wisconsin  
53202

## Meeting Minutes

### BRONZEVILLE ADVISORY COMMITTEE

**LASHAWNDR A VERNON, CHAIR**

*Deshea Agee, Vice-Chair*

*Theresa Garrison, Anthony Smith, Baboonie Tatum, and  
Rayhainio Boynes*

*Staff Assistant, Chris Lee, 286-2232, Fax: 286-3456,*

*clee@milwaukee.gov*

*Legislative Liaison, Ted Medhin, 286-8681,*

*tmedhi@milwaukee.gov*

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Monday, September 19, 2022

9:00 AM

Virtual

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This will be a virtual meeting conducted via GoToMeeting. Should you wish to join this meeting from your phone, tablet, or computer you may go to <https://meet.goto.com/698504901>. You can also dial in using your phone United States: +1 (872) 240-3212 and Access Code: 698-504-901.

1. **Call to order.**

*The meeting was called to order at 9:06 a.m.*

2. **Roll call.**

**Present** 6 - Agee, Garrison, Vernon, Boynes, Smith and Tatum

**Also present:**

*Sam Leichtling, DCD Planning*

*Amy Oeth, DCD Planning*

*Amy Turim, DCD Real Estate*

*Terrence Moore, Sr., DCD Commercial Corridor*

*Ald. Milele Coggs, 6th Ald. Dist.*

*Ray Hill, Historic King Drive BID*

*Deborah Moore, City Clerk's Office*

*Sara Daleiden, Homeworks: Bronzeville*

*Michael Adetoro, FIT Investment Group*

3. **Review and approval of the previous meeting minutes from July 18, 2022.**

*The meeting minutes from July 18, 2022 were approved without objection.*

4. **Bronzeville RFPs, listings, projects, programs, initiatives, events, grants, activities, plans, or other aspects for update, discussion, review, or approval.**

A. *DCD Commercial Corridor grants*

*Mr. Moore, Sr. said that \$44,000 had been dispersed to Niche Book Bar on a foreclosure property grant based on the percentage of project completion as opposed to being dispersed at project completion (typical), the foreclosure property grant was being phased out, other funds were pending for Niche Book Bar, reimbursement to PepperPot was pending as well, he was not sure if the other grants would fund projects on the frontend, and he encouraged businesses to support the continuation of the various grants for the upcoming city budget.*

*Vice-chair Agee said that he liked projects being grant funded on the frontend or during project development rather than at the backend.*

B. *DCD Real Estate RFP and listing updates*

*Ms. Turim said that the RFP was issued for 2763 N. MLK Jr. Dr. with a deadline of 12 p.m. noon on October 13, 2022 to get more proposals; the RFP for 3116 N. MLK Jr. Dr. had closed, staff would be reviewing the submittals, and the submittals may be brought to the next meeting for review and approval; sale of 1973 N. MLK Jr. Dr. for Niche Book Bar had closed; sale of 517 W. North Ave. for the Bronzeville Center also closed; 540 W. North Ave. and 1940 N. MLK Jr. Dr. closings would occur soon for the scattered site project from Maures Development; FIT Development and Cinnaire Solutions' zoning change and site control would be approved shortly through the Common Council process regarding their development; and the Homes Milwaukee residential project would be approved shortly as well via the Common Council process, would award ARPA funds to various selected developers to own and renovate city owned properties, and that the properties would be primarily within the 6th, 15th, and 7th aldermanic district.*

*Chair Vernon inquired about linking the Homes Milwaukee project to the ARCH program.*

*Ms. Turim replied that the Homes Milwaukee project already had developers to own and rehabilitate homes, that the homes would be those in most disrepair, 50% of the homes were on the city's demolition list, the city would not be the seller, there was no conversation to link to the ARCH program, the goal would be to sell the homes between \$100,000 to \$150,000 after rehab, and homebuyers would have to go through HUD counseling.*

*Ald. Coggs said that the Homes Milwaukee project was not meant for existing programs like ARCH, that there were ARPA funds allocated to other existing programs that could be applied to ARCH, she would work to explore to that end, and that Sara Daleiden and Vedale Hill wanted to help other creatives through the ARCH program.*

*Ms. Turim added that she would work further through the federal guidelines to sort out opportunities for the ARCH program, there could be better homes to use for ARCH, and that Strong Blocks (who helped with the first ARCH home) should be approached.*

C. *Bronzeville Week recap*

*Members, Ald. Coggs, Ms. Hill, Ms. Moore, and Mr. Moore, Sr. discussed Bronzeville*

*Week being successful, full of events with both staple ones and new ones, the festival returning, that newer events were great additions like the conversation with Jacob Latimore and the addition of Caribbean culture celebration to the art walk, there were more sponsors and vendors than before, there being many important sponsors (American Family, Historic King Drive BID, Office of Equity and Inclusion, Office of Violence Prevention, VISIT Milwaukee, Wells Fargo, and others), events were either in-person, virtual, or hybrid throughout, it was Ms. Moore's first year doing Bronzeville Week in her capacity, the Afro-Caribbean culture celebration was special to member Boynes who performed, there were other notable events (such as breakfast at Rise N' Grind, Black Lens trivia night, trolley tour), much press was given to the art walk, Ald. Coggs encountering a couple from Portland who came specifically to visit Bronzeville due to press given to Bronzeville, that the work given towards the district was having an impact, that DCD and all other city staff were appreciated for volunteering, that Bronzeville Week was a labor of love requiring all hands on deck, and Ald. Coggs was to be commended for being behind Bronzeville Week from its inception.*

*D. Bronzeville Overlay - Development Incentive Zone (DIZ)*

*Mr. Leichtling said that they were presenting preliminary recommendations to the committee to implement the Development Incentive Zone (DIZ) option for the Bronzeville overlay zone; they had worked with many partners including the local BID, Ald. Coggs, and other stakeholders throughout the process; and that an overlay would promote, protect, and preserve the creative development community.*

*Mr. Leichtling and Ms. Oeth gave a PowerPoint overview presentation as follows:*

*An overlay zone would be for an area of the city with unique situations where special approaches to development may be necessary, be an additional zoning tool to protect an area against incompatible developments and help advance community development goals, and add new standards for use and/or design to ensure that new developments would not adversely affect surrounding areas. The Bronzeville district met the overlay criteria for the district. There had been some incompatible developments in the past that helped initiate the overlay process. An overlay plan advisory group was formed to develop the overlay. Two public meetings were held. The Bronzeville Advisory Committee was given an early presentation previously and was being given draft recommendations to consider today. The DIZ overlay would have to go through the formal public hearing Common Council process. The overlay zone boundaries would primarily consist of those properties with street frontage on North Ave. between MLK Jr. Dr. and I-43 highway. The Local Business (LB2) zoning would remain adding the overlay requirements.*

*The purpose of a DIZ was to create new development projects which would be more compatible with existing development on adjacent sites, encourage creativity and excellence in design and layout, utilize a review process that would not cause undue delay, establish an overlay boundary, and create performance standards on design and use. Requirements would include City Plan Commission review and approval (3-week cycle) for proposed developments within the zone boundaries, a \$1,500 application fee, and Common Council approval for deviation requests from the standards in the new overlay. The Brewery was an existing DIZ example. DCD would work towards an adjusted fee structure to allow for lower costs for some projects and prevent undue barriers.*

*The vision of the Bronzeville District DIZ overlay would be to encourage development*

*that would support the growth of Bronzeville as a cultural and entertainment destination highlighting African-American arts and culture. Land use goals would include that uses support the vision of the Bronzeville overlay and encourage development of local businesses, that there be an expanded mix of uses, and that there be multi-family mixed-use developments to support businesses and bring patrons.*

*Permitted uses under the overlay would include retail (apparel and accessories, luggage, art works, art and craft supplies and stationary, antiques, collectibles, flowers and plants, household goods, media such as books and music, toys and games, notions and novelties, food and beverages, baked goods, butcher shop, delicatessen, a grocery store, specialty food store, and dry goods); multi-family residential (first floor activated, not residential on North Ave. and Dr. MLK Jr. Dr.); personal instruction schools for music, art, theater arts, or dance; and cultural institution.*

*Conditional uses under the overlay would include retail (furniture and floor coverings, sporting goods, hobbies, hardware, paint/wallpaper, beauty products, pharmaceutical products, pets, wellness stores); secondhand store; bank or financial institution; college; personal instruction schools (arts related are permitted, but remainder are conditional); community center; recreation facility – indoor or outdoor; and food processing. Conditional uses must advance the goals of the Bronzeville District.*

*Prohibited uses under the overlay would include single and two-family homes; day care center; school - elementary or secondary; drive-through restaurant; currency exchange (payday, title or installment loan agency, cash for gold, and pawn); and retail (auto parts stores, firearm store, hardware stores, major appliance stores, tobacco product stores, liquor stores, a furniture or appliance rental establishment, or telephone store).*

*Formula businesses would be conditional. They would include formula retailers of any size and/or retail establishments utilizing more than 10,000 sq. ft. within a building, formula taverns, formula brewpubs, formula restaurants, and formula businesses. A formula business would be one with 11 or more locations and have two or more of the following: standardized brand, merchandise, facade, decor, uniforms, signage, and trademark.*

*The recommended density maximum (lot area/dwelling unit) would be 300 sq. ft. instead of 800 sq. ft. in LB2. This would produce more flexibility in types and number of units and make projects more financially feasible.*

*There is an overlay design goal for buildings to be welcoming to the pedestrian through active facades, eyes on the streets, driveway limits, integration of outdoor gathering spaces as appropriate, setbacks and plazas, outdoor amenity or useable open space for residential uses, play area for residential family-sized developments, lighting, and signage.*

*Existing LB2 (base zoning) requirements were 18 ft. for minimum height, 60 ft. for maximum height, and no minimum street frontage. Under the overlay pedestrian environment the minimum height would be 30 ft. for at least 70% of building length, building must occupy at least 75% of street frontage, large parking lot mid-block would be restricted on building frontage, and a building would have to occupy 75% of side street frontage otherwise there would be no requirement. Ground floor height would be 14 ft. under the overlay. Building setback maximum would increase from average to 10 ft. to allow for wider sidewalks, outdoor dining, and gathering. A public plaza or patio may be set back further than 10 ft. but not for the entire street edge. A shared outdoor*

amenity would be designated for use by all residents and tenants. A developer could choose to make it available for use by the general public as well. Examples of individual amenities are porches and balconies. A development meeting all outdoor amenity standards would qualify for an exception to the height maximum up to a height of 75 ft., granted with an upper floor setback of 15 ft. from the primary and secondary streets.

Traditional pedestrian-scaled lighting and building facade lighting would strongly be encouraged and incorporated into new developments. Perimeter lighting would be prohibited. Signage should promote variety and creativity for individual building users and be architecturally compatible to the building and its surroundings. Permitted signs would include awnings, individual back-lit letters, projecting canvas, freestanding, and custom. Signs requiring staff review would include box, projecting box, and freestanding box. Prohibited signs would be off-premise signs advertising something not related to a business inside the building.

Member Agee questioned the difference between the height requirements under a DIZ and the TOD plan, timeline for the overlay approval, distinction between a cultural institution and community center, and said that prospective developers should consider the overlay standards with their planned projects within the district.

Mr. Leichtling replied. The TOD encouraged increase height along the corridor. The overlay would increase the maximum height on MLK Jr. Dr. and North Ave. and North Ave. and 7th St but not throughout the corridor. Canyon effect would be avoided. Other areas may slightly increase building height based on their amenity space and further setbacks. The overlay process would commence this fall and November and could be in effect by the end of the year. A cultural institution would be an art gallery, museum or display that would preserve arts and sciences. A community center would be for general use for social service or recreation and would need additional review.

Ald. Coggs thanked everyone involved in the overlay process and said that certain uses, such as smoke shops and social services, were not desired in the district, the overlay would officially help protect the district against undesirable uses, and she would continue to work with DCD to prevent burdens and make the overlay process reasonable and fair.

Michael Adetoro questioned his work/live development on North Ave. relative to transform storefront windows, overall height, walk up units not being at grade, said that he was concerned with some language in the overlay standards but would look at it further.

Ms. Oeth replied that live/work frontage door height maximum would be 2 ft. from ground but not for side streets, minimum height for 1st floor be 14 ft., first 15 ft be active on the ground floor, and that they were open to alter transform windows.

Mr. Leichtling said that live/work units were permitted and for Mr. Adetoro to work with DCD further on his development.

Sara Daleiden added that the overlay would be a powerful tool and that it should consider small scale live/work spaces.

Member Smith moved approval, seconded by member Agee, of the Bronzeville DIZ overlay, as presented by DCD staff. There was no objection.

*E. Other*

*There was no other discussion.*

**5. Public comments.**

*There were no further public comments.*

**6. Next steps.**

*A. Agenda items for the next meeting*

*To be determined.*

*B. Next meeting date and time (Monday, November 14, 2022 at 9 am)*

**7. Announcements.**

*Chair Vernon and Ald. Coggs announced being 2022 MANDI Award recipients as well as America's Black Holocaust Museum being an award recipient.*

*Ald. Coggs announced that Bronzeville Week for 2023 would be August 5th through the 12th.*

*Member Smith announced VISIT MKE was leading a tour of 14 black meeting planning groups, the groups were visiting to potentially book conventions in Milwaukee through 2024 for their events, that he was invited to partake in the tour, that he wanted to provide printed materials to those groups to promote Bronzeville Week to them, and that there would be an Ozomatli band show this Thursday, September 22nd at 7 pm playing primarily Latin, hip hop, and rock music.*

*Chair Vernon and Ms. Hill said that they, too, would be part of the black meeting groups tour.*

**8. Adjournment.**

*Meeting adjourned at 10:37 a.m.*

*Chris Lee, Staff Assistant  
Council Records Section  
City Clerk's Office*