

**A BRONZEVILLE CULTURAL AND ENTERTAINMENT DISTRICT
REDEVELOPMENT PLAN AMENDMENT NO. 2
TO THE
NORTH 7TH STREET - WEST GARFIELD AVENUE REDEVELOPMENT PROJECT AREA**

Redevelopment Authority

of the

City of Milwaukee

Milwaukee, Wisconsin

Prepared by:

The Department of City Development
Milwaukee, Wisconsin

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**Redevelopment Plan Amendment Number 2
To the Redevelopment Plan for the
North 7th Street – West Garfield Avenue Project Area
Milwaukee, Wisconsin**

April 28, 2005

This Redevelopment Plan Amendment Number 2 to the Redevelopment Plan for the North 7th Street – West Garfield Avenue Project Area replaces both the original North 7th Street – West Garfield Avenue Redevelopment Plan approved by the Redevelopment Authority on April 28, 1983, and adopted by the Milwaukee Common Council on May 17, 1983, and Amendment Number 1 to the Redevelopment Plan for the North 7th Street – West Garfield Avenue Project Area approved by the Redevelopment Authority on January 5, 1984 and adopted by the Milwaukee Common Council on January 24, 1984.

This redevelopment plan is prepared pursuant to Section 66.1333 (6) (b), Wisconsin Statutes which requires that, "Such redevelopment plan shall conform to the general plan of the City and shall be sufficiently complete to indicate its relationship to definite local objectives as to appropriate land uses, improved traffic, public transportation, public utilities, recreational and community facilities, and other public improvements in the project area, and shall include without being limited to, a statement of the boundaries of the project area; a map showing existing uses and conditions of real property therein; a land use plan showing proposed uses of the area; information showing the standards of population density, land coverage and building intensity in the area after redevelopment; present and potential equalized value for property tax purposes; a statement of proposed changes, if any, in zoning ordinances or maps, and building codes and ordinances; a statement as to the kind and number of site improvements and additional public utilities which will be required to support the new land uses in the area after redevelopment; and a statement of a feasible method proposed for relocation of families to be displaced from the project area."

A. STATEMENT OF PROJECT AREA BOUNDARIES

The North 7th Street – West Garfield Street Redevelopment Project Area is located in the City of Milwaukee and encompasses the area shown and described on Map No. 1, titled Boundary and Existing Land Use Map, in the "EXHIBITS" section of this Redevelopment Plan.

The perimeter boundary of the project area is as follows:

Beginning at the intersection of the north line of West Meinecke and the west line of N. 7th Street;

Thence, east along the north line of West Meinecke to its intersection with the east line of N. 4th Street;

Thence, south along the east line of N. 4th Street to the north line of the east-west alley that is to the north of 324 North Avenue;

Thence, east along the north line of the east-west alley to its intersection with the east line of the north-south alley that is to the east of 324 North Avenue;

Thence, south along the east line of the north-south alley to its intersection with the south line of West Garfield Avenue;

Thence, west along the south line of West Garfield to its intersection with the east line of N. 8th Avenue;

Thence, north along the west line of 2225 N. 8th to its intersection with the north line of North Avenue;

Thence, east along the north line of North Avenue to its intersection with the west line of N. 7th Street;

Thence, north along the west line of N. 7th Street to its intersection with the north line of West Meinecke, the point of beginning.

The boundaries of this project are shown generally as to location on all maps attached to this Renewal Plan and are more precisely described in Map No. 1 – Boundary and Existing Land Use Map.

B. DESCRIPTION OF THE PROJECT

This Plan is intended to create a Bronzeville Cultural and Entertainment District, a geographic area specifically focused on the attraction and promotion of African-American arts, entertainment and culture. Bronzeville will be a year-round tourist destination celebrating a rich cultural heritage by offering authentic ethnic music, art and cuisine. As the District matures and the market develops, it may also offer gallery space, more specialized retail opportunities, and regional theater. As added benefits to the city, the Plan will improve the physical character of the commercial district and the surrounding residential neighborhood, create investment and employment opportunity, support tourism, and celebrate racial diversity. The long-term objectives and market-based growth strategy for the District are described in Exhibit D - Bronzeville Market Analysis and District Plan prepared by CH2MHill for the City of Milwaukee in February, 2005.

1. Plan Objectives

This Plan is intended to facilitate the development of a Bronzeville Cultural and Entertainment District, primarily focused on a four-block area along North Avenue between 3rd Street and 7th Street, located in Aldermanic District 6, serving as a

cultural hub for the Milwaukee community and as a regional destination for tourists and visitors to Milwaukee. Specifically, the plan seeks to:

- a. Assemble, prepare and market sites that serve the development needs of the district and promote the goals of the plan;
- b. Acquire property within the project area and market developable City-owned sites;
- c. Remove deteriorated, obsolescent, blighted, and structurally substandard buildings;
- d. Eliminate blighting influences and environmental deficiencies which detract from the general appearance and livability of the area, downgrade existing development, and discourage new development or rehabilitation;
- e. Encourage substantial rehabilitation of basically sound structures in need of repair to achieve plan standards and comply with local building codes;
- f. Foster redevelopment activities within the project area which are consistent with the uses permitted in this Plan and which do not conflict with the sound needs and growth of the surrounding neighborhood and the community as a whole;
- g. Preserve historically significant buildings in accordance with Department of Interior standards;
- h. Create a cultural center to be housed in the Garfield Elementary School that complements the district;
- i. Provide entertainment venues that are year-round and have the capacity for both indoor and outdoor emphasis and design features.
- j. Establish land use, building and site design guidelines for the project area consistent with high quality standards of urban design and architectural best practices;
- k. Take measures to create a district identity.

2. Urban Renewal Actions

The general renewal activities included in this project are those broadly prescribed in Section 66.1333(6)(b), Wisconsin Statutes, and include, without limitation thereof, the following:

- a. Acquisition by purchase, eminent domain or otherwise, all real property in the project area;
- b. Demolition, removal, or rehabilitation of all buildings and structures acquired by the Authority;
- c. Installation, construction, or reconstruction of site and project improvements necessary to support land uses after redevelopment;
- d. Disposition by sale, lease, or dedication of public purposes of land acquired in the project area for uses in accordance with the provision of this plan; and
- e. The voluntary or compulsory repair and rehabilitation of all buildings and structures to be retained in the project area.

Specific actions deemed necessary to achieve the objectives of this Plan as cited herein during the time period in which it is in full force and effect include:

- a. Compulsory repair and rehabilitation of buildings for uses permitted in this Plan;
- b. Elimination of blighting influences and environmental deficiencies;
- c. Removal of incompatible uses, buildings, and structures;
- d. Acquisition of property not repaired and rehabilitated to the specifications and standards established pursuant to this Plan;
- e. Acquisition of real property for the assemblage of disposition parcels suitable in size and shape for the uses permitted in the Plan; and
- f. Demolition of structurally substandard buildings, after rehabilitation efforts have been exhausted.

Required vacations of plat and public rights-of-way, replatting, and rezoning shall be accomplished by separate actions in accordance with the procedures specified in applicable provisions of local ordinances and Wisconsin law.

C. LAND USE PLAN

Land uses and the general location of public rights-of-way within the project area after redevelopment are shown on Map No. 3, Proposed Land Use Plan. The exact location of buildings, parking areas, recreational areas, public streets and alley rights-of-way shown on Map No 3 may be modified or revised by the Authority during the course of project execution without amendment of this Plan, provided that such modifications or revisions in the location or design of the buildings, parking areas, recreational areas, public streets and proposed rights-of-way will benefit the surrounding area and land use, will not adversely affect the original objectives of this Plan, and will, subsequently, be approved by the City of Milwaukee in accordance with applicable state and local regulations and procedures.

It is intended that the land use plan established by this project will promote the development of a Bronzeville Cultural and Entertainment District and conservation of the surrounding area, and may provide a limited number of building sites for needed infill housing, commercial and mixed use development compatible with retained existing neighborhood development and historic buildings and sites located within the District.

1. Land Use Provisions and Building Requirements

In order to achieve the objectives of this Plan, the use of land within the project boundaries shown on Map No. 3 – Proposed Land Use Plan will be made subject to the land use restrictions specified in Exhibit B – Principal Use Table of this Plan. In those instances where the land use restrictions set forth in Exhibit B – Principal Use Table are more restrictive than those described in applicable statutes, and local codes or ordinances, as may be amended from time to time, the more restrictive

regulations imposing a higher standard of redevelopment shall govern unless otherwise specifically waived in the disposition instrument for the sale of land. In all other instances, applicable local statutes, codes, and ordinances shall apply.

The following is a limited description of preferred, conditional, and prohibited uses within the commercial and residential districts of the Redevelopment Project Area. For a complete list of uses and use restrictions, see Exhibit B – Principal Use Table.

a. Commercial District

1) Preferred Uses

- a) Sit-down restaurants
- b) Theaters-- preferably smaller entertainment venues (5,000 SF or less) for music, film, dance, or other live artist performances
- c) Taverns – preferably establishments that support the historic and cultural focus of the district
- d) Cultural institutions, such as museums and cultural centers
- e) Broadcasting or recording studios
- f) Artist studios
- g) Accessory uses, including outdoor dining areas, patios, courtyards, and other related accessory development customarily incident to the above permitted principal uses.

2) Conditional Uses

- a) Retail establishments, general
- b) Restaurants, fast food/carry-out
- c) General office uses, such as professional offices
- d) Drive-through facilities
- e) Indoor recreational facilities
- f) Schools, specialty or personal instruction
- g) Parking lots where parking is the principal use
- h) Accessory uses customarily incident to the above conditional principal uses

3) Prohibited Uses

- a) Transitional living facilities
- b) Social service facilities
- c) Religious assembly
- d) Currency exchange, payday loan or title loan agencies
- e) Adult entertainment establishments
- f) Adult retail establishments
- g) Gaming facilities
- h) Outdoor storage
- i) Any Permitted, Limited, Special or Accessory Use(s) allowed by local zoning but which are not deemed appropriate by the Authority and contributory to the character and image of the area.

b. Residential Districts

1) Preferred Uses

- a) Single-family dwellings
- b) Two-family dwellings
- c) Accessory uses and structures typically associated with the above

2) Conditional Uses

- a) Multi-family dwellings
- b) Live entertainment special events
- c) Accessory uses customarily incident to the above conditional principal uses

3) Prohibited Uses

- a) Large group shelter care facilities
- b) Rooming houses
- c) Any Permitted, Limited, Special or Accessory Use(s) allowed by local zoning but which are not deemed appropriate by the Authority and contributory to the character and image of the area.

c. Additional Regulations, Controls and Restrictions

Parcels sold or leased for redevelopment shall be suitable for the type of development, use, and plan of operation proposed.

Building and site regulations for proposed permitted uses shall be as specified for such uses by the Redevelopment Authority in conjunction with the acceptance of any offer to purchase or lease any disposition parcel and shall, to the extent deemed necessary by the Authority be based on the following standards of planning and urban design. Such standards may be made a condition of the sale or lease of any disposition parcel and may also be detailed in the appropriate disposition instrument.

1) Building Regulations

Building regulations for permitted residential uses shall be as specified in the zoning ordinance of the City of Milwaukee for the zoning districts permitted in Section E.14. of this Plan and shown on Map No. 6 - Proposed Zoning Map.

2) Off-street parking

Automobile parking spaces shall be designed in accordance with generally accepted planning and engineering standards and shall be provided and maintained in accordance with the applicable provisions of the Milwaukee Code of Ordinances except as herein modified.

- a) Parking spaces shall not be located within the front or side street setback area indicated in the zoning ordinance of the City of Milwaukee.
- b) Curb openings and driveway approaches shall be located and designed to minimize conflicts between pedestrians and automobiles. The Authority shall specifically regulate curb cuts and driveways along major streets with respect to number, location, spacing, and width.
- c) Parking lots for five or more automobiles shall be screened from view by a combination of wall, fence or plantings in a manner acceptable to the Authority.
- d) Large parking lots for twenty or more automobiles shall have interior landscaping at 17% of total parking area, in addition to perimeter screening by a combination of wall, fence or plantings acceptable to the Authority.

3) Usable Open Space

Usable open space for outdoor living purposes such as patios, gardens (including rooftop gardens), decks, porches, common areas, and play areas, shall be provided on-site for each dwelling unit at a rate not less than the following:

<u>Dwelling Unit Type</u>	<u>Minimum Open Space Per Unit</u>
Live/work unit	150 Square Feet
Mixed residential/commercial	300 Square Feet
Single family attached	750 Square Feet
Single-family detached	1000 Square Feet
Duplex or triplex building	1250 Square Feet
Multi-family building (4-9 units)	1500 Square Feet
Multi-family building (10+units)	1750 Square Feet

4) Landscaping

All portions of the disposition parcel including those developed with structures, sidewalks, service drive, or parking areas, shall be adequately landscaped in accordance with an approved landscape plan. Trees, shrubs, and other plant material, hardscape material and groundcover shall be suitable to climate, soil conditions, and intended use. The site shall be designed to retain groundwater and minimize storm water runoff.

5) Garbage and Refuse Collection

Garbage and refuse collection stations shall be acceptably screened from view by appropriately designed fences, walls, enclosures, or plantings. Stations serving residential uses shall be conveniently located within one hundred feet of all dwelling units or apartment exits served.

6) Accessory Structures

Prior to construction, the Authority shall approve the location, size, and design compatibility of all permitted accessory structures such as garages, maintenance buildings, etc.

d. Duration of Land Use Provisions and Building Requirements

This Plan, including any approved amendment or modification thereof, shall be in full force and effect for an initial period of twenty-five years from the date it is certified to the Common Council of the City of Milwaukee as provided by Section 66.1333 (6)(b), Wisconsin Statutes. After that period, the Plan may be renewed for an additional five-year period by action of the Authority, without a public hearing.

e. Applicability to Real Property Not to be Acquired

The land use and building restrictions described in this section are applicable to all parcels and properties within the Project area, including those excluded from acquisition as identified on Map No. 4 - Land Acquisition Plan. Excluded properties shall comply with the applicable property requirements of this Plan. The Authority shall impose these requirements, without limitation, because of enumeration by one or more of the following:

- 1) Enforcement of applicable codes, ordinances, and regulations of the City of Milwaukee and the State of Wisconsin
- 2) Acquisition
- 3) Separate written agreement

D. PROJECT PROPOSALS

1. Land Acquisition

- a. Property currently identified for acquisition is shown on Map No. 4, Land Acquisition Plan, as "parcel to be acquired." The Neighborhood Improvement Development Corporation (NIDC) will offer low-cost loans for rehabilitation to owners of properties not identified for acquisition. Properties receiving rehabilitation loans through NIDC must be repaired and rehabilitated to the minimum property standards established by the Community Development Block Grant Agency of the City of Milwaukee. This standard is the Home Investment Partnership or "HOME" standard, which is hereby incorporated by reference and made a part of this Plan.
- b. Properties not identified for acquisition may be acquired at any time during the course of project execution if, after notice of meetings in accordance with the procedure described below, the Redevelopment Authority has found and determined that such properties are blighting because:
 - 1) The present owner(s) is unable or unwilling to repair and rehabilitate the property to the minimum standard for rehabilitation identified above. (Whenever such property is acquired, it may be cleared or offered for sale subject to rehabilitation to at least the Home Investment Partnership or "HOME" standard.)
 - 2) The property is substandard, deteriorated, or economically infeasible of repair and rehabilitation to the 20-year standard identified above.
 - 3) The property has been converted or devoted to a use(s) not in conformance with the land use objectives established for the project area.
 - 4) The property is needed for land assembly to provide a development site of sufficient size and shape to attract investment by the private sector, or to achieve described land use objectives established for the project area.

The following procedure shall be used whenever the Authority deems it necessary to acquire additional properties in the project area:

The Authority shall notify the owners of all property within the project area proposed to be acquired under the provisions of this subsection of the Plan. Notice shall be given to the owner(s) of record of each such property to be acquired by certified mail with return receipt requested, at their last-known address and at least 10 days prior to adopting a resolution approving such acquisition. Such notice shall describe the time, date, place, and purpose of the hearing; identify the project area and the property to be acquired; and also recite the reason(s) for such acquisition. All owners receiving notice shall be afforded a full opportunity to express their views respecting the proposed acquisition at such meeting for the purpose of assisting the Authority in making its findings and determinations. If the authority finds and determines that a property is blighting under one or more of the criteria set forth in Section D.1.b.1) through 4) above, it may by resolution, act to acquire such property by negotiation or by eminent domain under Chapter 32, Wisconsin Statutes, amending the relocation order, or the project filed in the office of the County Clerk, Milwaukee, Wisconsin. Such order shall be supplemental to the approved redevelopment plan recorded with the Register of Deeds of Milwaukee County, Wisconsin.

- c. If identified for acquisition on Map No. 4 – Land Acquisition Plan, property later may be excluded from acquisition during the course of project execution upon the written request of the property owner and subsequent approval by the Authority under the following conditions:
 - 1) The owner submits a specific plan or program of action indicating that the proposed use, construction, or reconstruction is in conformance with the objectives of the Plan and local codes, and satisfactorily demonstrates the financial feasibility of complying with all mandatory standards for property rehabilitation as may be required by the Authority;
 - 2) The property has since been acquired by an adjacent retained use, provided, however, that any existing non-historic buildings on such property are demolished and the land is redeveloped in accordance with the regulations specified in Section C of this Plan as determined by the Authority;
 - 3) Redevelopment, rehabilitation, reconstruction, or use of the property by the present owner or his assigns is consistent with the objectives, permitted land uses, and regulations specified in Section C of this Plan as determined by the Authority.

2. Rehabilitation

All properties in the Project Area not designated for acquisition on Map No. 4 – Land Acquisition Plan, shall be repaired and rehabilitated as provided in subsection D.1. above. In addition, these properties must also comply with the standards set forth in all applicable local statutes, codes, and ordinances, as amended from time to time, relating to the use, maintenance, facilities, and occupancy of property, including, but not limited to, the building, plumbing, heating, electrical, and housing codes. These code standards are hereby incorporated by reference and made part of this Plan.

3. Public Improvements

Public improvements, adequate to support new and retained development, will be provided by the City of Milwaukee in conjunction with its Capital Improvements Program and funded through that program or other appropriate funding sources.

4. Redeveloper's Obligations

For, and in consideration of the sale of property by the Authority, each purchaser, developer, or redeveloper will be required to abide by the following covenants and provisions set forth in the agreement for land disposition and conveyance executed pursuant thereto.

- a. The redeveloper shall submit all project redevelopment proposals to the Authority for its review and approval prior to the start of construction. Proposals may be illustrated and shall consist of architectural, site development and landscape plans, and supporting narrative sufficiently complete in form and content so as to establish general conformity with the provisions set forth in Section C of this Plan.
- b. The redeveloper and any successor interest shall devote the land only to the uses specified in this Plan and shall carry out, or cause to be carried out, the approved project Plan with approved project Plan modifications, revisions and amendment thereof. Where a disposition parcel is sold or leased with the intention of not placing a building thereon, the use and development shall be controlled as specifically set forth in the appropriate agreement. The agreement will include a reasonable time schedule for which the developer will be held accountable. The Authority reserves the right to terminate any agreements for development projects that are not progressing on a reasonable schedule.
- c. The redeveloper shall not sell, lease, or otherwise transfer buildings and related improvements agreed upon in the disposition instrument as described in the approved final construction plans within a reasonable period of time as determined by the Authority.
- d. The redeveloper shall not sell, lease, or otherwise transfer such land prior to completion of the development thereof without the prior written consent of the Authority.
- e. The redeveloper shall be required to comply with all applicable local and state codes, ordinances, regulations, and statutes in effect during the period of time that this Plan has legal and binding status.
- f. Neither the redeveloper, nor any of his successors or assignees shall restrict the use of land in the project upon the basis of race, creed, color, or national origin in the sale, use, or occupancy thereof. Appropriate covenants running with the land forever, which will prohibit such restriction shall be included in the disposition instrument.

5. Authority's Obligations

- a. All real property and land necessary or indicated for implementation of the objectives of this Plan and proposed to be acquired by purchase, lease, eminent domain, or otherwise, cleared as necessary and re-sold, leased or dedicated by the Redevelopment Authority for private and public redevelopment in accordance with the uses, land provisions, and building requirements set forth in this Plan is identified on Map No. 4 – Land Acquisition Plan, attached to this Plan.
- b. Land and improved property determined suitable for resale, if any, will be sold at fair market value in accordance with the provisions set forth in Section 66.1333(6)(b), Wisconsin Statutes, and with the disposition policy established by the Redevelopment Authority for achieving the development objectives stated in this Redevelopment Plan. Disposition

may, therefore, be by means of fixed price offerings, negotiation, or by any other means deemed necessary or appropriate by the Redevelopment Authority to attain the objectives and development sought for this renewal project. Such disposition shall be subject to Common Council approval as provided in Section 66.1333(6)(b), Wisconsin Statutes.

- c. The Authority will furnish the developer with an appropriate certificate upon the satisfactory completion of all building construction and other related improvements specified in the final construction plans approved for development. Until the Authority so certifies, the purchaser shall have no power to convey the project or any part thereof as provided by Wisconsin law and the agreements executed pursuant hereto.

6. Urban Design Objectives

a. All project redevelopment proposals shall provide for the highest feasible levels of architectural and environmental design and shall be predicated upon sound principles and best practices of site planning and building construction. Primary structures, accessory parking areas, usable open space, and utilitarian site features such as waste collection stations, shall be functionally located and arranged with respect to both the disposition site and the surrounding development. The provisions of Section C of this Plan shall be construed liberally to effectuate the urban design purposes hereof.

b. All project redevelopment proposals shall be submitted to the Authority for design review. Approval of any proposal shall be subject to a favorable determination by the Authority that such proposal conforms to the intent of this Plan and the design guidelines stated below. The Authority may impose additional design requirements and/or recommendations on a case-by-case basis. The Authority retains the right to reject any proposal determined to be inconsistent with the intent of the Redevelopment Plan or the design guidelines stated herein.

c. Commercial properties receiving façade grants through the City of Milwaukee's Neighborhood Façade Grant Program shall be subject to the "Façade Grant Design Guidelines" for that program, which is hereby incorporated by reference and made a part of this Plan. In the case where there is a difference in the "Façade Grant Design Guidelines" and the Urban Design Guidelines stated in this Plan, the more restrictive standard(s) shall apply.

7. Urban Design Guidelines

- a. Site and Building Design Guidelines for Commercial Development or Redevelopment (Infill)

1) Commercial Site Design Requirements--Building placement

Principles:

Placement of buildings and building elements shall define the public realm, e.g., street edges, corners, walkways, open space, public art, focal points, etc. Within the commercial district, buildings shall create a "street wall" of continuous facades, broken or modified only for the purpose of creating public open spaces, such as patios, sidewalk cafes, or pocket parks.

Buildings shall be located to create street-friendly walkways and public spaces. Spaces not built on create opportunities for small entryways, patios, pocket parks or other public or semi-public spaces that can offer relief from the dense built-up urban landscape. These spaces shall be used to serve people and not to provide additional parking spaces for automobiles.

Standards:

1. In general, all commercial buildings shall be built to front property lines to achieve a densely built-up urban setting. Exceptions shall be made for small patios, outdoor cafes, courtyards, entry areas, and other pedestrian-oriented uses. Exceptions shall not be made for automobile parking areas.
2. Build infill or replacement buildings to fill gaps (vacant or underutilized lots) along commercial corridors.
3. As a method of intensifying use, locate stairs accessible directly from the street (or ramps where space permits) to stories above or below street level. (Handicapped access must be provided at a convenient distance from street traffic.)
4. Buildings shall be located to minimize negative impacts on adjacent properties. For example, buildings requiring large setbacks should not be placed on commercial corridors where the setback interrupts a series of continuous storefronts.

2) Commercial Building Design Requirements--Massing

Principles:

Cluster uses in a dense built-up configuration to create an intense urban setting. A cluster of entertainment uses supported by restaurant and retail uses, will create a greater draw and attract customers from a greater market area, than would be created by any single use on its own, or any series of separate uses on their own.

Standards:

1. Mass new infill with existing buildings to build up and intensify uses and street activity within the commercial district.
2. Use building elements (windows, canopies, columns, recessed entries) to create a pedestrian oriented street frontage.
3. Where possible, emphasize street corners with elements that "turn the corner," such as oriel windows and signage.
4. Create dramatic elements on principal facades, such as balconies, bay windows, marquees, and canopied entryways.

5. Where appropriate, create connections through buildings to secondary entries, open space, and off-street parking.
6. Where appropriate, use massing to accentuate access to upper and lower stories, both visually and physically adding more levels of activity that are directly connected to the street.
7. Employ rooftop gardens and patios as accessible space that can enhance the offerings of the district.

3) Commercial Building Design Requirements--Facades

Principles:

The series of "storefront" facades of commercial buildings that face the primary street shall present a continuous, pedestrian-friendly and welcoming series of facades. Interruptions or gaps in this series of facades shall be minimized or avoided. The rear or alley side of commercial buildings may be more utilitarian, and consequently less open to the public, more restricted and more private.

Standards:

1. Building entrances shall be clearly visible from primary streets, as well as welcoming and accessible to pedestrians.
2. Lively engaging storefronts and street frontages enhance the pedestrian experience. The entry experience is vital to a successful storefront. Therefore, care and expense shall be taken to enhance the entry experience.
3. To establish hierarchy between building elements, articulate the major parts of the façade—base, mid-section and top. Articulate major building elements such as entrances (marquees for example), corners, parapet walls and other building features (such as bay windows or recessed openings). Finally, articulate details (for example, articulate a parapet wall with carved stone and variation in brick coursing).
4. Blank walls facing primary streets are not permitted. All facades visible from primary streets shall be modulated and articulated with bays, windows and openings, varying color and texture and architectural details that will engage pedestrians, particularly at street level or eye level.
5. In no instance shall parking be placed between the street façade of the building and the street.

4) Commercial Building Design Requirements--Materials

Principles:

For commercial buildings, materials shall enrich and enliven street frontages that directly impact the pedestrian experience.

Standards:

1. All walls visible from public streets shall contain the most architecturally significant materials and fenestration. Significant building materials include wood, brick, stone, glass block, and architectural-finished metal cladding. They may also include stucco, tile, terra cotta, cast stone, and other materials used judiciously as part of overall design composition. Materials are subject to case-by-case review by the Redevelopment Authority.
2. Use detailing of materials to articulate and enrich building facades (tile or terra cotta inlays incorporated within a brick façade, for example). The materials listed above should be detailed in accordance with architectural "best practices."
3. Use of exterior insulation and finish systems (EIFS), as exterior cladding is not permitted at street level or along pedestrian corridors.
4. Windows shall be large (not divided into narrow, two or three-foot sections) transparent, and of storefront-type design.
5. A minimum of 60% of the street level façade of commercial buildings (for example, retail, restaurant, tavern, theater cultural center and museum uses) shall be transparent glass. Security measures such as steel grates shall be placed behind the glass and shall not be visible during business hours (hours that the establishment is open for business). Roll-up "garage door" panels that incorporate windows are acceptable for restaurants that have patio dining on the street. All storefront windows shall be completely clear and not tinted (no low-e or argon gas filled). Energy efficient windows are desirable as long as vision and transparency are not impaired, especially at street level.
6. Screen rooftop equipment in materials that are compatible with the structure.

5) Commercial Site Design Requirements--Parking, circulation and access

Principles:

Commercial/entertainment districts are more intense and vibrant where entertainment, restaurant and retail uses are maximized and parking is minimized as a component of overall land use--provided there is sufficient parking within the district to serve the abovementioned uses.

Standards:

1. Develop only the minimum amount of parking needed to serve the cluster of uses within the commercial district, assuming multi-purpose trips, assuming use of on-street parking spaces within a three-block radius, and also assuming a reasonable use of transit where regular bus service is an option.
2. Provide direct pedestrian connections between parking areas, public sidewalks and building entrances, so that parking areas can be located to the side and rear of the commercial district, and so that the impact of parking on the pedestrian experience is minimized.
3. Create "shortcuts" and pedestrian connections from parking areas to surrounding uses, if possible using sheltered pathways with public services and amenities.
4. Encourage shared use of parking areas.
5. Design parking areas so that they can be used for multiple activities. For example, parking areas can also be used for farmers markets, community fairs and other outdoor events. Use special paving patterns as a design enhancement.

6) Commercial Site Design Requirements--Landscaping and Site Improvements

Principles:

In commercial districts, a more active streetscape creates a more dynamic public realm. Urban landscaping provides identity, enhances and defines site and building elements, as well as provides relief and respite from the density of building and the intensity of uses in these districts. For example, hardscape design such as street furniture, sidewalk art, special paving patterns, planters, custom designed banners, landscape areas integrated with small plazas and pocket parks, enhance the identity of the district and the intensity of the pedestrian experience of it. Good design will often include the history, social and urban context of the district. Commercial streetscape elements such as planters and benches may be owned and/or cared for by their adjacent properties.

Standards:

1. All landscaping must meet the intent of Section 295-405 of the Zoning Code. The Authority on a case-by-case basis will consider exceptions that enhance the identity of the commercial district.
2. Minimize negative impacts of land uses on adjacent properties and uses with landscape screening and buffers.
3. Locate site elements to define street edges and corners. Locate site elements to extend the "street wall" of building facades where there are gaps in continuity.
4. Coordinate landscaping and site improvements with building features.
5. Encourage the use of landscape elements to establish a unique identity for the commercial district.
6. Encourage "ownership" of specific streetscape elements by their adjacent owners.
7. In parking areas, provide a minimum ratio of one tree for every ten parking spaces (1:10 ratio), distributed as evenly as possible throughout the parking area. Use existing natural features where they exist, e.g. view corridors, grade changes. Use the circulation flow of the parking lot to create landscape islands.
8. Use ornamental iron or architectural fencing and masonry piers or walls, in combination with clustered plant materials (trees, shrubs and ground cover) to improve the street edge of parking areas. Coordinate the materials of fences and walls with the architecture (design, color, material, style) of adjacent buildings.
9. Enclose and screen dumpsters and recycling units.
10. Screen loading docks and shipping/receiving areas from sidewalks and streets.

7) Commercial Site and Building Design Requirements--Signage

Principles:

Building signage shall fit the architecture of the building and the character of the district. Signage shall be an integral part of overall site and building design, compatible in architectural style with other aspects of the design. Signage for commercial districts shall be pedestrian-oriented.

Standards:

1. Preferred wall-mounted signage is as follows: internally illuminated individual letters (no raceways visible); neon figures and script; figurative elements, symbols or icons that represent a business, a business owner, or a product sold on premise; bracket signs; raised letters on signboards, window signs professionally done in painted, etched or stenciled glass; and mural-style painted wall advertisement (except where historic guidelines exclude a painted wall treatment). All wall-mounted signage shall be submitted to the Authority for review and approval prior to construction.
2. Projecting signs must be artistically designed as figurative elements, or a composition of graphic elements, to reflect a use, product, name, or activity of the establishment that the sign advertises or promotes. Projecting signs shall be submitted to the Authority for review and approval prior to construction.
3. Historic buildings shall have signage common to the building type and characteristic of the era in which they were built. Signage on historic buildings shall be referred to the Milwaukee Historic Preservation Commission for review and approval prior to construction.
4. Retractable canopies and awnings are desirable along street frontages, especially those that shelter storefront displays from sun and pedestrians from inclement weather. The slope of awnings must meet the city's code, which calls for a slope of at least 30 degrees but no more than 45 degrees.
5. Internally illuminated box signs are not permitted, unless recessed and incorporated as part of the building façade.
6. Internally illuminated stretch-frame canopy signs are not permitted.
7. Banners require review and approval by the Authority.
8. Murals require review and approval by the Authority.
9. Automatic changeable message signs require review and approval by the Authority.
10. Billboards of any type require review and approval by the Authority.
11. Rooftop signs of any type require review and approval by the Authority.
12. Freestanding signs of any type require review and approval by the Authority.

8) Commercial Building and Site Design Requirements--Lighting

Principles:

Lighting must be carefully designed and located to create a safe and attractive district for shopping and nightlife. With the exception of the overheads required to light the roadway, lighting within the district shall be pedestrian-oriented and designed to create the unique "atmosphere" of a cultural district. Night lighting shall enhance the special character of the district and highlight key features of building façades.

Standards:

1. Except for street and pedestrian lighting that will be specified as part of a district streetscape plan, lighting for individual building facades will vary with the uses and activities of each building. Building owners shall be encouraged to use lighting as another way to enhance the unique character and "personality" of the district.
 2. Except for required overhead fixtures for lighting of roadways, street lighting shall be pedestrian lighting, which shall be comfortable (not overly bright), multi-sourced (incorporating indirect as well as direct sourcing), placed at varying heights, and incandescent or warm spectrum wherever possible.
 3. Lighting for the commercial district shall be designed to create an environment that encourages nighttime strolling, window-shopping and café-style outdoor dining.
 4. Lighting for alleys and parking areas shall be strategically placed to ensure security for pedestrians and parkers, but prevent glare onto adjoining properties.
- b. Site and Building Design Guidelines for Residential Development or Redevelopment (Infill)

1) Residential Site Design Requirements--Building placement

Principles:

The regular building pattern of houses, yards, gardens, walks, and street trees creates a visual and physical "street room." The street facing or "street room" side of the residences on a block (or series of blocks within a subdivision) shall have a similar pattern of yards, gardens or courtyards that are pedestrian friendly and welcoming and create a unified appearance. (Unified does not mean uniform. Within that overall unified appearance is substantial room for variation in the actual layout and landscape design of yards, gardens, courtyards and walkways.) The rear or side yard of the residence (if not street facing) may be more private and closed off to public view/access and may also be individualized at the resident's discretion.

Standards:

1. Locate buildings and "street room" elements such as porches and gardens, to define a more or less continuous green setback area or semi-public realm between building facades and the public right-of way. See Section 295-405 of the Zoning Code for actual setback or build-to requirements.
2. Use fences, walls, walkways and landscaping to define the public realm. See the section on "Landscaping and Site Elements" below for more about fences, walls, etc.
3. Locate corner and street edge elements such as porches, to round or turn the corner and define a continuous street edge.
4. Locate buildings to minimize or screen negative impacts on adjacent properties (e.g., excessive noise or unsightly views).
5. All newly created residential setbacks shall conform to the historic land use pattern of the neighborhood or district.
6. All residential buildings shall have the front façade and entrance visible from the street.
7. All front and side entrances shall be sheltered by a porch, stoop, canopy, or porte cochere where there is a side drive.

2) Residential Building Design Requirements--Massing

Principles:

New infill buildings shall relate to the physical character and scale of adjacent buildings. Use building elements such as entries and porches, and site elements such as patios, walls, fences and hedges, to define and enhance the public realm.

Standards:

1. Employ massing as a means of articulating and expressing the character and activities within buildings.
2. Use massing to create dramatic elements, such as porches, bay windows, dormers, and recessed entryways.
3. Make the massing of building elements pedestrian-friendly. For example, bring porches and patios close to the street.
4. Where possible, emphasize street corners by building elements that face or wrap the corner.
5. Infill buildings shall incorporate the traditional or dominant massing and building elements of the neighborhoods in which they are constructed. For example, a new building on a street where the majority of residences have porches should follow the dominant pattern and have a porch of similar design, similar proportions—height, width and depth, and similar detailing of materials. Where there is no traditional or dominant pattern, the historic pattern of building shall take precedence.

3) Residential Building Design Requirements--Facades

Principles:

Building facades give residents and visitors to the area a sense or "read" of the neighborhood—its market value, history, "personality," and sense of pride and ownership. This "read" affects the way both residents and outsiders value and invest in it, which in turn affects homeownership (owner occupancy), growth in equity, and long-term stability of the neighborhood.

Standards:

1. All facades visible from public streets shall contain the most architecturally significant materials and fenestration. See section on materials below.
2. Repair and maintain building facades. Use well-maintained building facades to convey an impression of attentive and careful ownership.

3. Eliminate signs of disinvestment (for example, substitution of inferior building materials for original materials, patches or temporary fixes as building repair, board-ups) that convey a negative image to residents and visitors to the neighborhood.

4) Residential Building Design Requirements--Materials

Principles:

Enrich street frontages to enhance the pedestrian experience. Use building materials and window types that repeat the local vernacular or traditional pattern of building in the neighborhood (for ex. wood shingles, clapboard, brick, stone, or stucco).

Standards:

1. Use significant building materials in architectural design. Significant building materials for residential construction include wood shingles, clapboard, brick, stone, stucco, tile, and terra cotta. On occasion, other materials may be used as part of a prevalent architectural style, e.g., architectural-finished metal cladding is common in modern architecture. Materials are subject to case-by-case review by the Authority.
2. Windows shall be generous in size and number and shall fit the dominant architectural style(s) of the neighborhood.
3. For new construction and rehab, windows shall also be as energy efficient as possible.
4. Use detailing of materials to articulate and enrich building facades (for example, soldier courses within a brick facade).

5) Residential Site Design Requirements--Parking

Principles:

Make automobile-oriented spaces (garages, driveways) subordinate to pedestrian-oriented spaces (yards, gardens, play areas). Minimize conflicts between pedestrians and automobiles.

Standards:

1. Use alleys where available.
2. Place parking pads and garages to the side or rear of the principal building.
3. For larger residential structures, locate parking beneath the first story level or below grade in an enclosed garage.
4. Screen parking areas from neighboring properties with a fence (preferably vine-covered), wall or hedge.

6) Residential Site Design Requirements--Landscaping and Site Elements

Principles:

Well-landscaped and maintained properties support long-term stability in property values and ownership, and add significant market value to neighborhoods.

Standards:

1. All landscaping must meet the intent of Section 295-405 of the Zoning Code.
2. Locate site elements to define street edges, corners, alleys, walkways, and property lines (fence lines).
3. Coordinate landscaping and site improvements with building features.
4. Use more formal walls, fences, planting beds and hedges to define the street-facing side of the residence. Materials shall be brick or stone in the case of walls, wood picket in the case of fences. Less formal fencing such as chain link, decorative block, or stockade shall be restricted to non-street facing rear or side yards. For height and placement restrictions, see Section 295-405 of the Zoning Code.
4. Minimize negative impacts from property use or development on adjacent properties and uses.
5. Limit all single-family and multi-family residential parcels to a maximum of three uncovered parking spaces on-site. (Bed and breakfast establishments must submit a parking plan to the Authority for review and approval prior to establishing on-site parking areas.)
6. Encourage residents to "adopt" and maintain portions of the public right-of-way adjacent to property they own or lease (such as the verge or "tree border area" between the street and the sidewalk).
7. For new subdivisions of ten lots or more, encourage the integration of a commons area accessible to (and visible from) surrounding residential properties, and managed by a homeowner association where one exists.
8. For multi-tenant residential properties, enclose and screen dumpsters and recycling units.

7) Residential Site Design Requirements—Signage for Bed and Breakfast Establishments or Multi-tenant Properties

Principles:

Signage in residential neighborhoods (except for street numbers) is permitted only when necessary for the normal purposes of operating a business allowed in those neighborhoods. In these instances, signage shall be understated, compatible with the architectural style of the residence, and pedestrian in scale and orientation.

Standards:

1. Residential signage shall conform to the requirements in Section 295-405 of the Zoning Code.
2. Signage shall fit the architectural style or period of the building and district where it is placed.

8) Residential Site Design Requirements--Lighting

Principles:

Lighting shall be an integral part of residential building and landscape design. Street lighting shall be pedestrian-oriented.

Standards:

1. Outdoor lighting installed by property owners for garages, parking areas, yards, patios, and decks, must not be overly bright and cause glare onto adjoining properties. Low-level landscape lighting is preferable to overhead spotlighting.
2. Lighting for commercial parking lots that border residential areas shall be placed to ensure security for pedestrians and parkers, but must not create glare onto neighboring properties. Baffles and cut-offs shall be used to prevent glare. Lamps shall be selected for warm spectrum and good color rendition.
3. Signage where it exists shall be illuminated by spotlights placed unobtrusively on the building façade (hidden behind fascia or other façade elements), or by ground-mounted landscape lights (used to highlight landscape features).
3. Residential street lighting shall be primarily pedestrian scale, multi-sourced (designed to incorporate light from houses as part of overall light levels), low wattage or low intensity (not overly bright), warm spectrum with good color rendition.

c. Applicability to Real Property Not to be Acquired

The land use and building restrictions described in this section are applicable to all parcels and properties within the Project area, including those excluded from acquisition as identified on Map 4 – Land Acquisition Plan. Excluded properties shall comply with the applicable property requirements of this Plan. The Authority shall impose these requirements, without limitation, because of enumeration by one or more of the following:

- 1) Enforcement of applicable codes, ordinances, and regulations of the City of Milwaukee and the State of Wisconsin
- 2) Acquisition
- 3) Separate written agreement

d. Design Review

- 1) All project redevelopment proposals shall provide for the highest feasible levels of architectural and environmental design and shall be predicated on sound principles of site planning and building construction. Primary structures, accessory parking areas, usable open space, and utilitarian items such as waste collection stations, shall be functionally located and arranged with respect to both the disposition site and the surrounding development. The provisions of Section C of this Plan shall be construed liberally to effectuate the urban design purposes hereof.
- 2) All project redevelopment proposals submitted to the Redevelopment Authority for review shall be done under the auspices of a licensed architect, landscape architect, or other design professional, and shall be sufficiently complete in form and content to permit meaningful evaluation.
- 3) All project redevelopment proposals shall be submitted to the Authority for design review. During its review, the Redevelopment Authority may call upon the Department of City Development of the City of Milwaukee to advise the Authority as to the acceptability of such proposals and general conformance with the purposes and intent of this Plan and applicable local codes and ordinances. Approval of any proposal shall be subject to a favorable determination by the Authority that such proposal conforms to the intent of this Plan. The Authority retains the right to reject any proposal determined to be inconsistent with the intent of the Redevelopment Plan.
- 4) After the Authority approves the redevelopment proposal, the proposed redeveloper will be required to prepare and submit acceptable final construction documents, site, landscaping and financing plans prior to the commencement of construction to assure that proper redevelopment or rehabilitation will take place.
- 5) The objectives and criteria to be used by the Department of City Development in determining the acceptability of any redevelopment or rehabilitation proposal include, but are not limited to, the following:
 1. Adherence to the land use objectives stated in this Plan;
 2. Adherence to the urban design guidelines stated in this Plan;
 3. Quality and contributing character of architectural and landscape design proposed for new construction and rehabilitation, particularly the quality and detailing of construction materials;
 4. Preservation of historic and cultural assets;
 5. Compatibility of new development with existing development;
 6. Pedestrian-friendly street and block layout, streetscape and site design;
 7. Extent to which the proposed uses and development meet or exceed Plan objectives and requirements.

8. Statement of Required Site Improvements and Additional Public Facilities

Site improvements and additional public utilities required to support new land uses in the area after development will be determined jointly by the Commissioner of Public Works, the City Engineer, and the Redevelopment Authority of the City of Milwaukee based on concepts developed for the project area and described in Exhibit D - Bronzeville Market Analysis and District Plan, definitive redevelopment proposals, and on detailed engineering and urban design studies. These improvements are described generally as to location, layout, type and size in documents, maps and drawings prepared or to be prepared by the City Department of Public Works in support of this Plan.

9. Statement of a Feasible Method Proposed for Relocation

Implementation of this Plan may require displacement of existing residential and commercial uses. In the event that this occurs as a direct result of Plan implementation, the Authority is prepared to assume the relocation costs of individuals and businesses displaced, and shall conform in all respects to the State of Commerce regulations and the relevant sections of Chapter 32 Wisconsin Statutes concerning benefits for those displaced.

E. CONFORMANCE WITH STATE AND LOCAL REQUIREMENTS

Section 66.1333 (6)(b), Wisconsin Statutes, provides that a redevelopment plan "...shall conform to the general plan of the city and shall be sufficiently complete to indicate its relationship to definite local objectives as to appropriate land uses, improved traffic, public transportation, public utilities, recreational and community facilities, and other public improvements in the project area, and shall include, without being limited to, a statement of the boundaries of the project therein; a land use plan showing proposed uses of the area, information showing the standards of population density, land coverage, and building intensity in the area after redevelopment; present and potential equalized value for property tax purposes; a statement of proposed changes, if any, in zoning ordinances or maps and building codes and ordinances; a statement as to the kind and number of site improvements and additional public utilities which will be required to support the new land uses in the area after redevelopment; and, a statement of a feasible method proposed for the relocation of families to be displaced from the project area."

The following statements, maps, and information respecting compliance with the state and local requirements cited immediately above supplement those already provided in other sections of this Redevelopment Plan:

1. Conformance to the Comprehensive Plan of the City of Milwaukee

This plan has been presented to the City Plan Commission of the City of Milwaukee and has been determined to be in conformance with the City's Comprehensive Plan.

2. Conformance to Local Objectives

This plan has been prepared to conform to the following local objectives:

a. Appropriate Land Use

The land use(s) proposed for this Plan are consistent with current zoning classifications in the project area.

b. Public Improvements

1. This Plan anticipates public improvements, such as streetscape enhancements and traffic calming measures, to support the Bronzeville Cultural and Entertainment District.
2. On the segment of West North Avenue from North Dr. Martin Luther King Jr. Drive to Interstate Highway 43, improvements may include but are not limited to: redesign of the public right-of way; paving enhancements such as stamped pattern concrete; lane width reduction, curb push-outs; lighting; sewer; water; trees; planters; communications conduit; and signage. The details of the public improvements will be determined in consultation with the Commissioner of Public Works once design and engineering are begun.

3. Other Public Improvements

This Plan reflects the recommendations of Exhibit D - Bronzeville Market Analysis and District Plan, prepared by CH2MHill for the Department of City Development February, 2005. In addition to streetscape enhancements and traffic calming measures, the Bronzeville Market Analysis and District Plan calls for landscape treatments throughout the district that will support the plan objectives stated in Section B.1. of this Plan.

4. Statement of Project Area Boundaries

The boundaries of this project are shown generally as to location on all maps attached to this Renewal Plan and are more precisely described in Map No. 1 – Boundary and Existing Land Use Map.

5. Existing Uses and Conditions of Real Property

Existing uses and the condition of real property are shown in Map No. 2 – Structure Condition Map.

6. Land Use Plan of Proposed Uses

Proposed land uses are shown on Map 3 – Proposed Land Use Plan, and reflect the plan objectives stated in Section B. 1. of this Plan.

7. Structure condition

Map No. 2, titled Structure Condition Map, identifies the general condition of structures within the project boundary. The general condition of the majority of structures within the project boundary is standard. Three structures were found to be substandard, indicating they need to be rebuilt or replaced. The structures classified as substandard include the following:

623-25 W. Meinecke Avenue
633 W. Meinecke Avenue
530 W. North Avenue

Twelve structures were found to have major deficiencies, indicating that they are in need of substantial repairs to be habitable. Major code violations may exist and structural failure of walls is evident or probable. The overall appearance of the exterior is in poor condition. The structures classified as having major deficiencies include the following:

2232-34 N. 6th Street	2344 N. 5th Street
2374 N. 6th Street	2370 N. 5th Street
2307 N. 5th Street	2379 N. 5th Street
2322 N. 5th Street	2238 N. 4th Street
2323-25 N. 5th Street	2335 N. 4th Street
2338-40 N. 5th Street	616 W. Garfield Avenue

Fifty-eight structures were found to have minor deficiencies, indicating minor repairs are needed, such as painting or gutter replacement, and they appear to be habitable. Some minor code violations may be present and the buildings appear to be structurally sound. The structures classified as having minor deficiencies include:

2210 N. 7th Street	2376 N. 5th Street
2225 N. 7th Street	2228 N. 4th Street
2322 N. 7th Street	2319-21 N. 4th Street
2338-40 N. 7th Street	2329-31 N. 4th Street
2344 N. 7th Street	2345-47 N. 4th Street
2360-62 N. 7th Street	2351 N. 4th Street
2200-02 N. 6th Street	429 W. Meinecke Avenue
2204-06 N. 6th Street	431 W. Meinecke Avenue
2229-33 N. 6th Street	517 W. Meinecke Avenue
2307-09 N. 6th Street	523 W. Meinecke Avenue
2322-24 N. 6th Street	639 W. Meinecke Avenue
2328 N. 6th Street	319-21 W. North Avenue
2331-33 N. 6th Street	338 W. North Avenue
2338 N. 6th Street	408-18 W. North Avenue
2348-50 N. 6th Street	507 W. North Avenue
2351 N. 6th Street	517-19 W. North Avenue
2369-71 N. 6th Street	521-35 W. North Avenue
2377-79 N. 6th Street	532 W. North Avenue
2209 N. 5th Street	540 W. North Avenue
2213-15 N. 5th Street	628-30 W. North Avenue
2225 N. 5th Street	634-36 W. North Avenue
2235 N. 5th Street	642 W. North Avenue
2313 N. 5th Street	502-08 W. Garfield Avenue
2317-19 N. 5th Street	512 W. Garfield Avenue
2335 N. 5th Street	606 W. Garfield Avenue
2350 N. 5th Street	610 W. Garfield Avenue
2355 N. 5th Street	626 W. Garfield Avenue
2360-62 N. 5th Street	634-42 W. Garfield Avenue
2366 N. 5th Street	

8. Property Acquisitions

Current RACM/city-owned, and owner-occupied properties, as well as properties to be acquired are shown in Map No. 4 - Land Acquisition Plan and described in Exhibit C – Parcel Description Table, attached to this Plan.

9. Historic Designations

Sites with existing historic designation and those that may apply for historic designation are shown in Map No. 7 - Historic Designation Map, attached to this Plan.

Existing Historic designations:

- 642 North Avenue – Inner City Arts Council
- 2215 N. 4th Avenue - Garfield Avenue Elementary School
- 319-321 North Avenue – King Drive Historic District
- 331-339 North Avenue – King Drive Historic District

Contributing Buildings /Properties Eligible for Historic Status:

- 540 W North Avenue
- 411 W North Avenue
- 2375 N. 4th Avenue
- 616 W. Garfield – Distinctive Craftsman Style Bungalow
- 642 W. Garfield – Early Italianate Style Commercial Building
- 2333-35 N. 4th Street – Early Italianate Residence
- 2363 N. 4th Street – Unique surviving Victorian Gothic / Queen Anne Style Cottage
- 2322 N. 5th Street – Victorian Gothic Cottage with original facade
- 2376 N. 5th Street – Early Italianate house
- 2374 N. 6th Street – Prominent Cream City Brick Queen Anne Style house
- 634-638 North Avenue – O.E. Gutter Building 1896

The age of this neighborhood and the existing building stock are similar to the Brewer's Hill National Register Historic District to the southeast. There are a number of Italianate houses from the 1870s, which are good examples of a style that can only be found in a handful of Milwaukee neighborhoods.

These buildings are of historic value and use to the existing neighborhood and their authenticity serves to enhance the general character of the district. Buildings having historic designation or that are eligible for historic designation will not be razed.

In addition to the above buildings, there are numerous dwellings that still retain original windows, porches, or ornamental detail from the 1870s and 1890s, and are recommended to be preserved.

10. Existing Zoning

This redevelopment area is primarily zoned (RT4) Two-family Residential and (LB2) Local Business. There is one exception to this, and that is half a block on the eastern boundary that is zoned (CS) Commercial Service. The (LB2) zoning description allows for the principal uses proposed in this renewal plan for a Bronzeville Cultural and Entertainment District. The (RT4) zoning description allows for residential uses that support and maintain a stable tax base in the surrounding neighborhood. The (CS) zoning fits a pre-existing use that no longer conforms to the objectives of this Plan and the preferred land uses stated in C. 1.

The existing zoning is shown on Map No. 5 - Existing Zoning Map, attached to this Plan.

11. Standards of Population Density

Targeted population density for this neighborhood is provided in the City of Milwaukee Code of Ordinances for residential uses. This Plan does not recommend land use(s) that exceed this targeted density.

12. Land Coverage and Building Density

These objectives shall be achieved by adhering to provisions contained within the Milwaukee Code of Ordinances and urban design guidelines for building placement and site design.

13. Present and Potential Equalized Value for Property Tax Purposes

The Present and Potential Equalized Value for Property Tax Purposes is shown in Exhibit A - Table of Value for Property Tax Purposes, attached to this Plan.

14. Statement of Proposed Changes in Zoning or Building Codes

1. This redevelopment area is currently zoned (RT4) Two-family Residential, (LB2) Local Business and (CS) Commercial Service, as shown in Map No. 5 - Existing Zoning Map. These zoning categories are sufficiently broad to include the uses identified in this plan. However, some expansion of the (LB2) Local Business district can be achieved by rezoning of selected adjacent (RT4) and (CS) parcels to (LB2), and is recommended to support the objectives of this Plan, and the preferred land uses stated in C. 1. The proposed rezoning is shown on Map No 6 - Proposed Zoning Map.

F. PROCEDURE FOR CHANGES IN THE APPROVED PLAN

At any time after this project area plan has been approved by the Authority and the Common Council of the City of Milwaukee, it may be modified in accordance with the provisions and procedures established in the applicable subsections of Section 66.1333 (6) (b), Wisconsin Statutes.

1. Excluded property, parcels currently not identified for acquisition on Map 5, may be considered for acquisition by the Authority if, during the course of project execution, it is subsequently determined that such property is:
 - a) Substandard, blighted, or infeasible of rehabilitation to project standards by the present owner;
 - b) Converted or devoted to a use not in conformance with the objectives of this Plan;
 - c) Needed to provide a more marketable site.
2. If identified for acquisition on Map 4 - Land Acquisition Plan, property later may be excluded from acquisition during the course of project execution upon the written request of the property owner and subsequent approval by the Authority under the following conditions:
 - a) The owner submits a specific plan or program of action indicating that the proposed use, construction or reconstruction is in conformance with the objectives of the financial feasibility of complying with all mandatory standards for property rehabilitation as may be required by the Authority;
 - b) The property has since been acquired by an adjacent retained use provided, however, that any presently existing buildings on such property are demolished and the land is redeveloped in accordance with the regulations specified in Section D of this Plan as determined by the Authority;
 - c) Redevelopment, rehabilitation, reconstruction, or use of the property by the present owner or his assigns is consistent with the objectives, permitted land uses, and regulations specified in Sections B and C of this Plan as determined by the Authority.

3. A change in the approved plan shall not be required in connection with any properties acquired under the procedures set forth in Section D.1.b. of this Plan.

G. EXHIBITS

Map No. 1 – Boundary and Existing Land Use Map

Map No. 2 – Structure Condition Map

Map No. 3 – Proposed Land Use Plan

Map No. 4 – Land Acquisition Plan and Schedule of Lands and Interests to be Acquired

Map No. 5 – Existing Zoning Map

Map No. 6 – Proposed Zoning Map

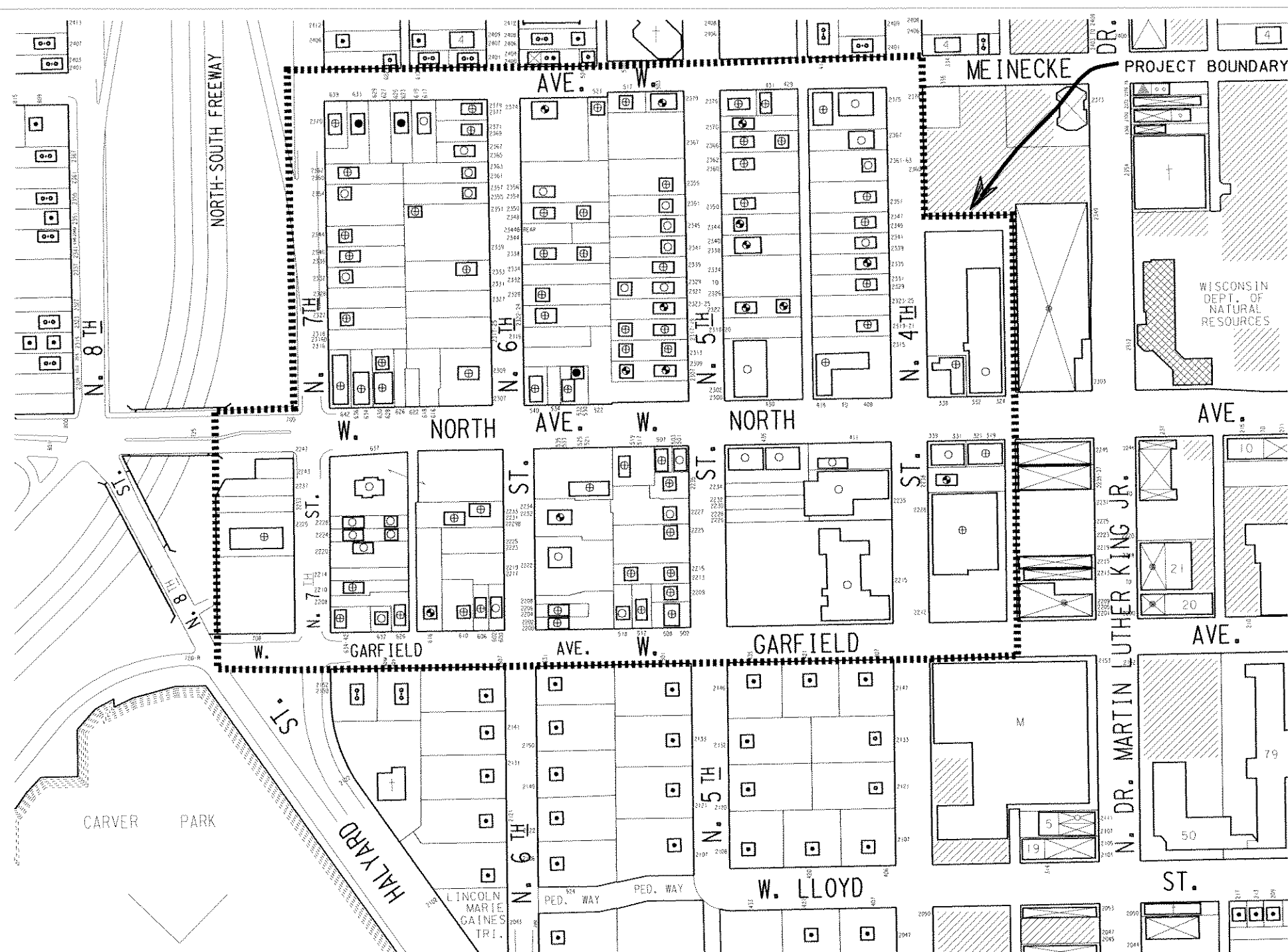
Map No. 7 – Historic Designation Map

Exhibit A - Table of Value for Property Tax Purposes

Exhibit B - Principal Use Table

Exhibit C – Parcel Description Table

Exhibit D - Bronzeville Market Analysis and District Plan

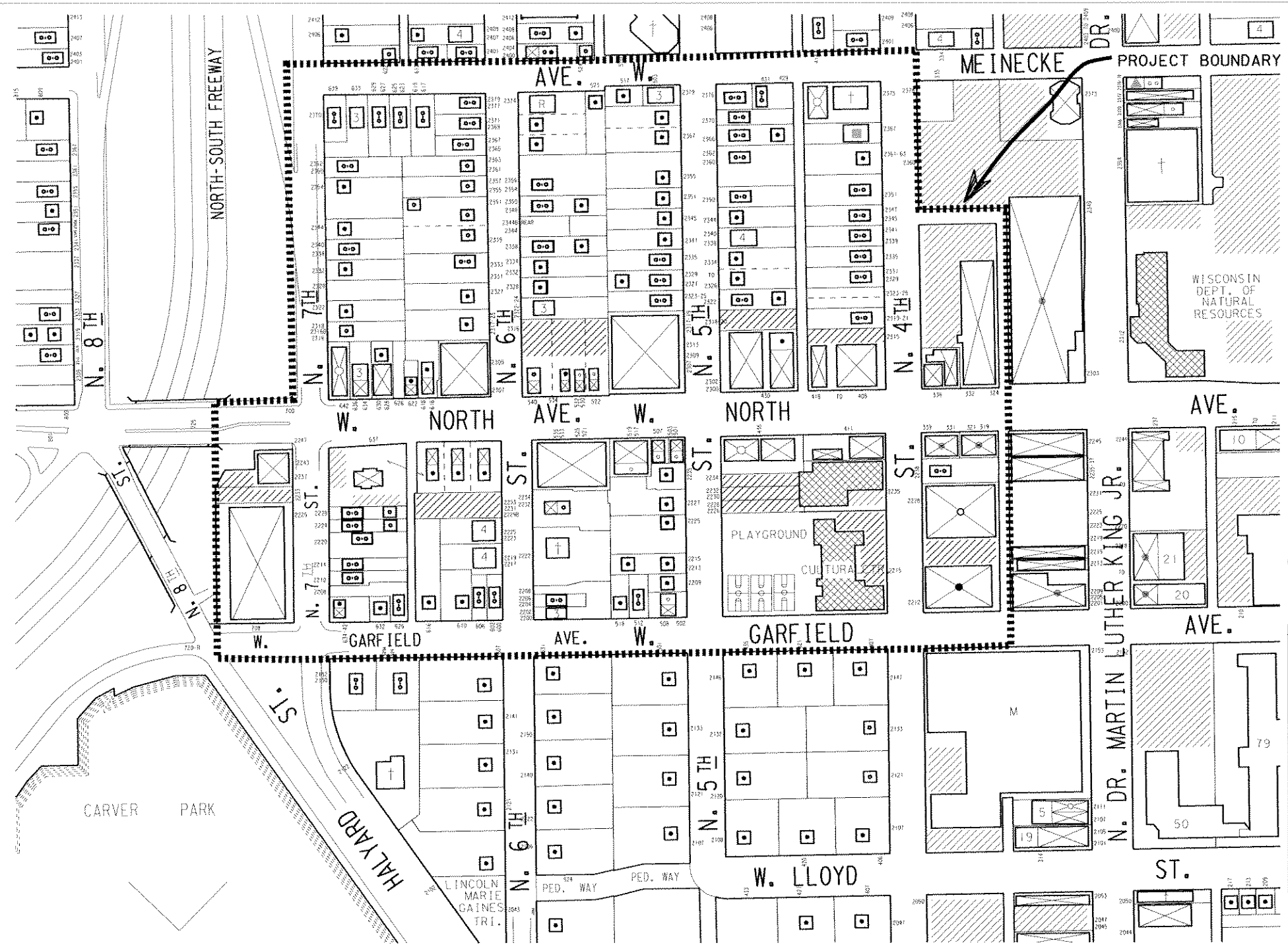


LEGEND

- STANDARD
- ⊕ MINOR DEFICIENCY
- ⊗ MAJOR DEFICIENCY
- SUBSTANDARD

REDEVELOPMENT PROJECT	
Bronzeville	
STRUCTURE CONDITION MAP	
MAP NO. 2	
DATE 4/28/2005	
<small>PRODUCED BY THE DEPARTMENT OF CITY DEVELOPMENT INFORMATION CENTER Design File: W:\GENERAL\Bronzeville.dgn PenTable: pen1b4.tbl Color Table: ctblb4.ctb Generated: 27-APR-2005 1:24:51 PM Output File: n:\gis\mvgis\mp550g\Size 1\3_485120_8_000000 MILWAUKEE, WI.</small>	

323	322
352	353



LEGEND

	PROJECT BOUNDARY
	CHURCH
	HOTEL / MOTEL
	ROOMING HOUSE
	POLICE STATION
	FIRE STATION
	HOSPITAL
	CONDOMINIUM
	UTILITY COMPANY
	STORAGE TANK
	PARK
	PUBLIC SCHOOL
	PLAYGROUND
	PARKING LOT
	PARKING STRUCTURE
	SINGLE OR DUPLEX RESIDENTIAL
	MULTI-FAMILY RESIDENTIAL
	MIXED COMMERCIAL / RESIDENTIAL
	COMMERCIAL OR LOCAL BUSINESS
	OFFICE / PROFESSIONAL SERVICES
	MIXED COMMERCIAL
	SKILLED CARE FACILITY
	VACANT PARCEL
	NON - PUBLIC EDUCATION
	PUBLIC BUILDING
	MANUFACTURING AND WAREHOUSING
	ACCESSORY BUILDING
	CEMETERY
	TENNIS COURT
	BASKETBALL COURT
	DORMITORY

PROPOSED LOT LINE

NOTE: IN ORDER TO CONFORM WITH SPECIFIC REDEVELOPMENT PROPOSALS AND WITH ENGINEERING DESIGN REQUIREMENTS ESTABLISHED BY THE CITY ENGINEER AND THE COMMISSIONER OF PUBLIC WORKS OF THE CITY OF MILWAUKEE, THIS AND MAP NO. 4, WHICH ILLUSTRATE BASIC PROJECT OBJECTIVES, MAY BE MODIFIED OR REVISED AS NECESSARY BY RACM DURING THE COURSE OF PROJECT EXECUTION WITHOUT AMENDMENT HEREOF, AS PROVIDED IN SECTION 01 OF THIS PLAN.

REDEVELOPMENT PROJECT	
Bronzeville	
PROPOSED LAND USE PLAN	
MAP NO. 3	
DATE 4/28/2005	
<small>PRODUCED BY THE DEPARTMENT OF CITY DEVELOPMENT INFORMATION CENTER Design File - W:\REDEVELOPMENT\Bronzeville.dgn PenTable - pen11x300.ipl Color Table - c:\cibrow.ctb Generated: 21-APR-2005 7:50am - 6285, 9182151, 0000000 Drawn for: \spts\m\GIS\HP3500.S120 - (13,485,150, 8,000000) MILWAUKEE, WI.</small>	



ACQUISITION MAP

LAND ACQUISITION PLAN

LEGEND

- 1** BLOCK NUMBERS
- 2** PARCEL NUMBERS
- PARCEL TO BE ACQUIRED
- OWNER-OCCUPIED
- RACM / CITY OWNED

REDEVELOPMENT PROJECT

Bronzeville

LAND ACQUISITION PLAN

MAP NO.

4



DATE 4/28/2005

PRODUCED BY THE DEPARTMENT OF CITY DEVELOPMENT INFORMATION CENTER
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 Milwaukee, WI

Map 4
Schedule of Lands and Interests to be Acquired

BLOCK	PARCEL	OWNER	OWNER MAILING ADDRESS	PARCEL ADDRESS	TAX KEY	INTEREST REQUIRED	LOT AREA - SQUARE FEET		
							BEFORE	AFTER	TAKING
1	1	RUTH A. SMITH	2370 N 7TH ST MILWAUKEE WI 53212	639 to 639 W MEINECKE AV	3230638000	NONE	3,864	3,864	0
1	2	PATSY J CUNNINGHAM	635 W MEINECKE MILWAUKEE WI 53212	633 to 633 W MEINECKE AV	3230639100	NONE	5,040	5,040	0
1	3	DENNIS DEIDA	627 W MEINECKE AV MILWAUKEE, WI 53212	627 to 629 W MEINECKE AV	3230640000	FEE	5,040	0	5,040
1	4	DENNIS DEIDA	623 W MEINECKE AV MILWAUKEE, WI 53212	623 to 625 W MEINECKE AV	3230641000	FEE	5,040	0	5,040
1	5	JULIA E RILEY	617 W MEINECKE AV MILWAUKEE, WI 53212	617 to 619 W MEINECKE AV	3230642000	NONE	5,640	5,640	0
1	6	LEILA TURNER C/O MCKINLEY HILLS JR	4167 N 51ST BLVD MILWAUKEE WI 53216	2360 to 2362 N 7TH ST	3230643000	NONE	6,000	6,000	0
1	7	IRENE BRANTLEY	2354 N 7TH ST MILWAUKEE WI 53212	2354 to 2354 N 7TH ST	3230644113	NONE	12,000	12,000	0
1	8	IRENE BRANTLEY BRENDA L BRANTLEY	2730 N 41ST ST MILWAUKEE, WI 53210	2344 to 2344 N 7TH ST	3230646112	NONE	6,000	6,000	0
1	9	MARY L ALBRITTON	POB 080041 MILWAUKEE WI 532083135	2338 to 2340 N 7TH ST	3230647000	NONE	6,000	6,000	0
1	10	JOHN HENRY BLANKS & MATTIE M	2332 N 7TH ST MILWAUKEE, WI 53212	2332 to 2332 N 7TH ST	3230648000	NONE	6,000	6,000	0
1	11	KENNETH C HENZLER	2801 N 54TH ST MILWAUKEE, WI 53210	2328 to 2328 N 7TH ST	3230649000	NONE	6,000	6,000	0
1	12	STEVON SMITH	2322 N 7TH ST MILWAUKEE, WI 53212	2322 to 2322 N 7TH ST	3230650000	NONE	6,000	6,000	0
1	13	RICHARD F DREYER & DIANE	1518 S 7TH ST MILWAUKEE WI 53204	2316 to 2318 N 7TH ST	3230651000	NONE	6,000	6,000	0
1	14	LAMONT SMITH	642 W NORTH AV MILWAUKEE, WI 53212	642 to 642 W NORTH AV	3230652000	FEE	4,749	0	4,749
1	15	RALPH H FLEEGE %JED INVEST AGENCY 233	3506 W NATIONAL AV MILWAUKEE, WI 53215	634 to 636 W NORTH AV	3230653000	NONE	4,830	4,830	0
1	16	FANNIE RYALS ELIZA SYKES	2766 N 13TH ST MILWAUKEE, WI 53206	628 to 630 W NORTH AV	3230654000	NONE	4,830	4,830	0
1	17	CITY OF MILW REDEV AUTH	809 N BROADWAY MILWAUKEE, WI 53202	626 to 626 W NORTH AV	3230655000	FEE	2,414	0	2,414
1	18	CITY OF MILW REDEV AUTH	809 N BROADWAY MILWAUKEE, WI 53202	622 to 622 W NORTH AV	3230656000	FEE	2,021	0	2,021
1	19	CITY OF MILW	809 N BROADWAY MILWAUKEE, WI 53202	616 to 618 W NORTH AV	3230657000	FEE	5,400	0	5,400

Map 4
Schedule of Lands and Interests to be Acquired

BLOCK	PARCEL	OWNER	OWNER MAILING ADDRESS	PARCEL ADDRESS	TAX KEY	INTEREST	LOT AREA - SQUARE FEET		
						REQUIRED	BEFORE	AFTER	TAKING
1	20	ANNIE LEE WALTON	2307 N 6TH ST MILWAUKEE, WI 53212	2307 to 2309 N 6TH ST	3230659110	FEE	11,500	0	11,500
1	21	BRENDA L BRANTLEY	2728 N 41ST ST MILWAUKEE WI 532102420	2317 to 2325 N 6TH ST	3230661100	FEE	9,876	0	9,876
1	22	CITY OF MILW	809 N BROADWAY MILWAUKEE WI 53202	2327 to 2327 N 6TH ST	3230663100	FEE	8,421	0	8,421
1	23	VERNON FISHER	2333 N 6TH ST MILWAUKEE, WI 53212	2333 to 2333 N 6TH ST	3230664100	NONE	9,900	9,900	0
1	24	WILLIE DAVENPORT, LIFE EST HARRY LEE CLARK JR ADLENA IJOMAH ET AL	2351 N 6TH ST MILWAUKEE, WI 53212	2351 to 2351 N 6TH ST	3230668111	NONE	18,150	18,150	0
1	25	CITY OF MILW HOUSING AUTH	809 N BROADWAY MILWAUKEE WI 53203	2355 to 2357 N 6TH ST	3230669000	NONE	6,651	6,651	0
1	26	CITY OF MILW HOUSING AUTH	809 N BROADWAY MILWAUKEE WI 53202	2361 to 2363 N 6TH ST	3230670000	NONE	6,487	6,487	0
1	27	ROSALIE WARR	2365 N 6TH ST MILWAUKEE, WI 53212	2365 to 2367 N 6TH ST	3230671000	NONE	4,000	4,000	0
1	28	NORRIS ADKINS & EVA ADKINS	2371 N 6TH ST MILWAUKEE WI 53212	2369 to 2371 N 6TH ST	3230672100	NONE	4,000	4,000	0
1	29	LINTON GILL & BEATRICE GILL	2377 N 6TH ST MILWAUKEE WI 53212	2377 to 2379 N 6TH ST	3230673100	NONE	4,000	4,000	0
2	1	WISCONSIN CORRECTIONAL FOUNDATION INC	230 W WELLS ST RM 500 MILWAUKEE WI 53203	2374 to 2374 N 6TH ST	3230677100	NONE	16,029	16,029	0
2	2	WILLIE E ROUNDTREE SR ROSA A ROUNDTREE	4873 N 106TH ST MILWAUKEE, WI 53225	523 to 523 W MEINECKE AV	3230676000	NONE	2,960	2,960	0
2	3	ANNIE PEARL CLEVELAND CLYDE CLEVELAND	4132 N 26TH ST MILWAUKEE WI 532096618	513 to 513 W MEINECKE AV	3221172100	NONE	2,960	2,960	0
2	4	J W ARMSTEAD ETHEL ARMSTEAD	9337 N JOYCE AVE MILWAUKEE, WI 53224	2379 to 2379 N 5TH ST	3221173000	NONE	2,960	2,960	0
2	5	GEORGE SPILLER & LEE E LOCKS	2466 N 33RD ST MILWAUKEE WI 53210	2354 to 2356 N 6TH ST	3230680100	NONE	13,600	13,600	0
2	6	ROBERT L ROBERSON PATRICIA J ROBERSON	8681 N 63RD ST BROWN DEER, WI 53223	2348 to 2350 N 6TH ST	3230681000	NONE	6,800	6,800	0
2	7	CITY OF MILWAUKEE	809 N BROADWAY MILWAUKEE WI 53202	2344 to 2344 N 6TH ST	3230682000	NONE	3,830	3,830	0
2	8	ROBERSON, ELGIN & EVA M	8681 N 63RD ST BROWN DEER, WI 53223	2344 to 2344B N 6TH ST	3230683000	NONE	2,920	2,920	0
2	9	LAURI J WYNN	8157 W SCRANTON PL MILWAUKEE WI 53218	2338 to 2338 N 6TH ST	3230684000	NONE	6,800	6,800	0

Map 4
Schedule of Lands and Interests to be Acquired

BLOCK	PARCEL	OWNER	OWNER MAILING ADDRESS	PARCEL ADDRESS	TAX KEY	INTEREST	LOT AREA - SQUARE FEET		
						REQUIRED	BEFORE	AFTER	TAKING
2	10	CITY OF MILW	809 N BROADWAY MILWAUKEE, WI 53202	2332 to 2334 N 6TH ST	3230685000	NONE	6,696	6,696	0
2	11	ALBERT THOMPSON SYLVIA E THOMPSON	4876 N 50TH ST MILWAUKEE, WI 53218	2328 to 2328 N 6TH ST	3230686000	NONE	6,800	6,800	0
2	12	JOSEPH L PATTERSON	2567 N 5TH ST MILWAUKEE WI 53206	2322 to 2324 N 6TH ST	3230687000	NONE	6,800	6,800	0
2	13	CITY OF MILW REDEV AUTH	809 N BROADWAY MILWAUKEE, WI 53202	2316 to 2316 N 6TH ST	3230688000	FEE	4,990	0	4,990
2	14	CITY OF MILW REDEV AUTH	809 N BROADWAY MILWAUKEE, WI 53202	540 to 540 W NORTH AV	3230690000	FEE	3,384	0	3,384
2	15	CITY OF MILW REDEV AUTH	809 N BROADWAY MILWAUKEE, WI 53202	534 to 534 W NORTH AV	3230691000	FEE	1,829	0	1,829
2	16	CITY OF MILW REDEV AUTH	809 N BROADWAY MILWAUKEE, WI 53212	530 to 532 W NORTH AV	3230692100	FEE	4,493	0	4,493
2	17	CITY OF MILWAUKEE	809 N BROADWAY MILWAUKEE, WI 53202	522 to 522 W NORTH AV	3230689110	FEE	17,068	0	17,068
2	18	SAMUEL J JOHNSON	2039 N 5TH ST MILWAUKEE WI 53212	2307 to 2309 N 5TH ST	3221187000	FEE	5,960	0	5,960
2	19	SAMUEL J JOHNSON	2039 N 5TH ST MILWAUKEE WI 53212	2313 to 2313 N 5TH ST	3221186000	FEE	5,960	0	5,960
2	20	SAMUEL J JOHNSON	2039 N 5TH ST MILWAUKEE WI 53212	2317 to 2319 N 5TH ST	3221185000	FEE	5,960	0	5,960
2	21	SAMUEL J JOHNSON	2039 N 5TH ST MILWAUKEE WI 53212	2323 to 2325 N 5TH ST	3221184000	NONE	5,960	5,960	0
2	22	SAMUEL J JOHNSON	2039 N 5TH ST MILWAUKEE WI 53212	2327 to 2329 N 5TH ST	3221183000	NONE	5,960	5,960	0
2	23	SAMUEL J JOHNSON	2039 N 5TH ST MILWAUKEE WI 53212	2335 to 2335 N 5TH ST	3221182000	NONE	5,920	5,920	0
2	24	NADINE V EATON	2341 N 5TH ST MILWAUKEE, WI 53212	2341 to 2341 N 5TH ST	3221181000	NONE	5,910	5,910	0
2	25	CITY OF MILW HOUSING AUTH	809 N BROADWAY MILWAUKEE WI 53202	2345 to 2345 N 5TH ST	3221180000	NONE	5,887	5,887	0
2	26	JOENETTE D KELLY-KIDD	P O BOX 12051 MILWAUKEE, WI 53212	2351 to 2351 N 5TH ST	3221179000	NONE	5,960	5,960	0
2	27	BETTYE J COLEMAN	2355 N 5TH ST MILWAUKEE WI 53212	2355 to 2355 N 5TH ST	3221178100	NONE	10,360	10,360	0
2	28	CITY OF MILWAUKEE C/O REAL ESTATE	809 N BROADWAY MILWAUKEE WI 53202	2367 to 2367 N 5TH ST	3221176110	NONE	13,222	13,222	0

Map 4
Schedule of Lands and Interests to be Acquired

BLOCK	PARCEL	OWNER	OWNER MAILING ADDRESS	PARCEL ADDRESS	TAX KEY	INTEREST	LOT AREA - SQUARE FEET		
						REQUIRED	BEFORE	AFTER	TAKING
3	1	NATHANIEL WOOD & JUANITA HW	2376 N 5TH ST MILWAUKEE, WI 532123132	2376 to 2376 N 5TH ST	3221215000	NONE	3,500	3,500	0
3	2	PATRICIA ANN BROWN	4424 WILSON DR #2 SHERWOOD WI 53211	429 to 431 W MEINECKE AV	3221216100	NONE	4,000	4,000	0
3	3	KING SOLOMON BAPTIST CHURCH	PO BOX 72099 MILWAUKEE WI 53212	2375 to 2375 N 4TH ST	3221189100	NONE	12,014	12,014	0
3	4	BRUCE L MARTIN %MARTIN DEVELOPMENT INC	P O BOX 12372 MILWAUKEE, WI 53212	2370 to 2370 N 5TH ST	3221214000	NONE	4,500	4,500	0
3	5	PHYLLIS D SMITH	6014 N 64TH ST MILWAUKEE, WI 53218	2366 to 2366 N 5TH ST	3221213000	NONE	6,000	6,000	0
3	6	MYRTLE JOHNSON	2360 N 5TH ST MILWAUKEE WI 532123132	2360 to 2362 N 5TH ST	3221212100	NONE	12,000	12,000	0
3	7	GABRIEL L SHAW	3629 N 57TH ST MILWAUKEE, WI 53216	2350 to 2350 N 5TH ST	3221210000	NONE	6,000	6,000	0
3	8	CAMPBELL, LOUIS & RUTH	2344 N 5TH ST MILWAUKEE WI 53212	2344 to 2344 N 5TH ST	3221209000	NONE	6,000	6,000	0
3	9	2338 5TH LLC	12605 W NORTH AV #296 BROOKFIELD, WI 53005	2338 to 2340 N 5TH ST	3221208000	NONE	6,000	6,000	0
3	10	CITY OF MILW REDEV AUTH	809 N BROADWAY MILW WI 53202	2326 to 2334 N 5TH ST	3221207100	FEE	12,014	0	12,014
3	11	SEC OF HOUSING AND URBAN DEVELOPMENT C/O BEST ASSETS INC	501 MARQUETTE AV #1200 MINNEAPOLIS, MN 55402	2322 to 2322 N 5TH ST	3221203000	NONE	6,000	6,000	0
3	12	NORTHSIDE INVESTMENT CORP	11433 N CANTERBURY DR MEQUON, WI 53092	2318 to 2320 N 5TH ST	3221202000	NONE	6,000	6,000	0
3	13	NORTH SIDE INVESTMENT CORP	11433 N CANTERBURY DR MEQUON, WI 53092	430 to 430 W NORTH AV	3221201000	NONE	18,000	18,000	0
3	14	BACHAN SINGH	4455 ACREVIEW CT BROOKFIELD WI 53005	408 to 418 W NORTH AV	3221200100	NONE	18,000	18,000	0
3	15	BACHAN SINGH	4455 ACRE VIEW CT BROOKFIELD WI 53005	2319 to 2321 N 4TH ST	3221198000	NONE	6,000	6,000	0
3	16	CITY OF MILW	809 N BROADWAY MILWAUKEE, WI 53202	2323 to 2325 N 4TH ST	3221197000	NONE	6,015	6,015	0
3	17	WILLIE P HILL BELVERLYN BROWN JAMES B BROWN ET AL	2351 N 4TH ST MILWAUKEE, WI 53212	2329 to 2331 N 4TH ST	3221196000	NONE	6,000	6,000	0
3	18	WILLIE P HILL BELVERLYN BROWN JAMES B BROWN ET AL	2351 N 4TH ST MILWAUKEE, WI 53212	2335 to 2335 N 4TH ST	3221195000	NONE	6,000	6,000	0

Map 4
Schedule of Lands and Interests to be Acquired

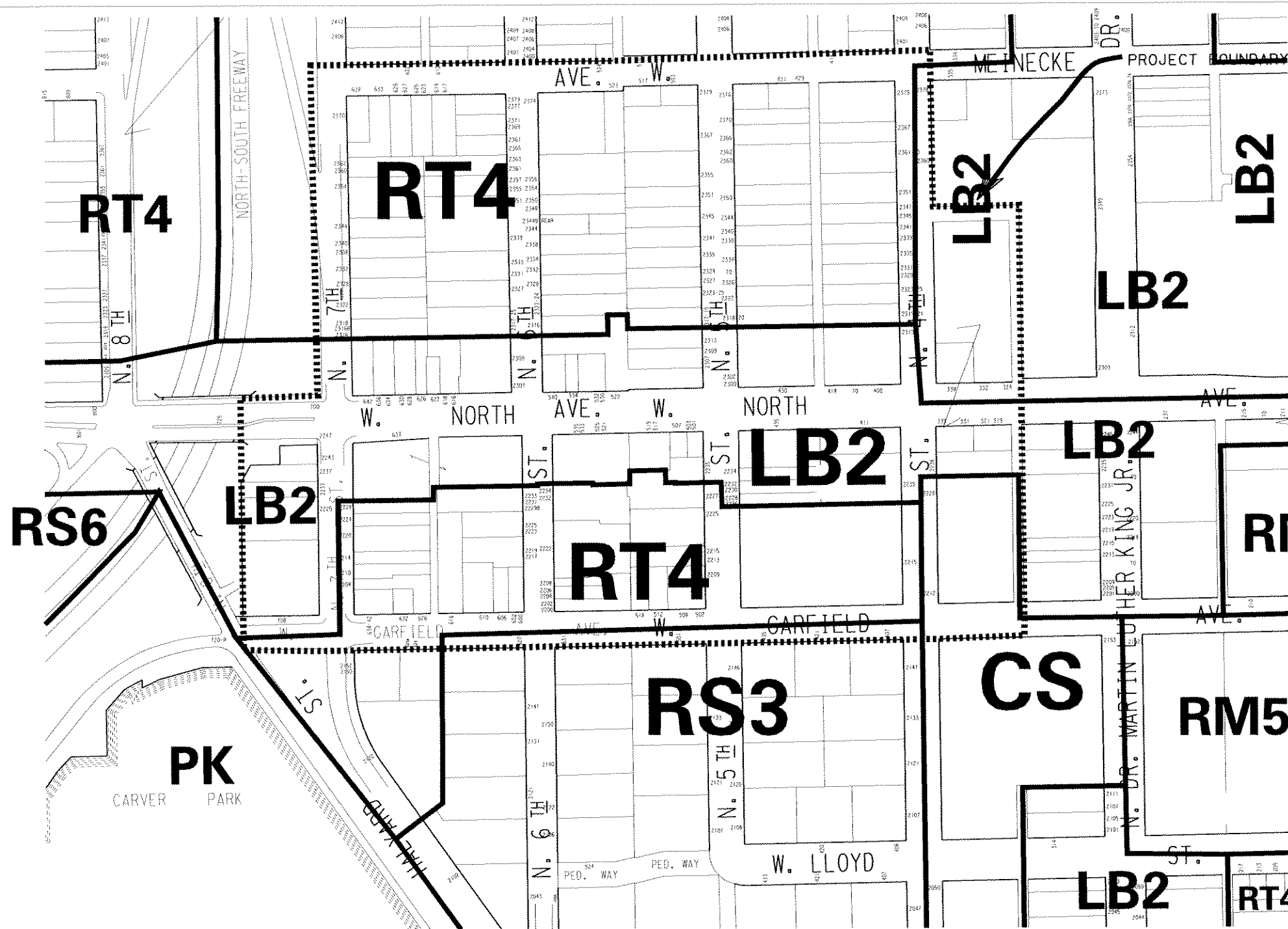
BLOCK	PARCEL	OWNER	OWNER MAILING ADDRESS	PARCEL ADDRESS	TAX KEY	INTEREST	LOT AREA - SQUARE FEET		
						REQUIRED	BEFORE	AFTER	TAKING
3	19	DOROTHY L JONES	2339 N 4TH ST MILWAUKEE WI 53212	2339 to 2341 N 4TH ST	3221194000	NONE	6,000	6,000	0
3	20	WILLIE P HILL BELVERLYN BROWN JAMES B BROWN ET AL	2345 N 4TH ST MILWAUKEE, WI 53212	2345 to 2347 N 4TH ST	3221193000	NONE	6,000	6,000	0
3	21	C P & CARRIE & WILLIE BROWN	2351 N 4TH ST MILWAUKEE, WI 53212	2351 to 2351 N 4TH ST	3221192100	NONE	9,000	9,000	0
3	22	EUGENE J GORMAN	2361 N 4TH ST MILWAUKEE, WI 53212	2361 to 2363 N 4TH ST	3221190100	NONE	9,000	9,000	0
3	23	MILWAUKEE THEOLOGICAL INSTITUTE	2367 N 4TH ST MILWAUKEE, WI 53212	2367 to 2367 N 4TH ST	3221189200	NONE	6,002	6,002	0
4	1	MERCANTILE THRIFT STORES INC DBA VALUE VILLAGE	5380 S 13TH ST MILWAUKEE WI 532213608	324 to 332 W NORTH AV	3221232000	NONE	42,000	42,000	0
4	2	SUNG J RHEE	201 13TH AV RACINE WI 53403	338 to 338 W NORTH AV	3221233000	NONE	6,000	6,000	0
5	1	MILWAUKEE COUNTY REGISTER OF DEEDS	901 N 9TH ST MILWAUKEE, WI 53233	2243 to 2243 N 7TH ST	3520611200	FEE	2,819	0	2,819
5	2	MILWAUKEE COUNTY REGISTER OF DEEDS	901 N 9TH ST MILWAUKEE, WI 53233	2237 to 2237 N 7TH ST	3520614110	FEE	4,734	0	4,734
5	3	PMG HOLDINGS INC	N11 W24600 SILVERNAIL RD PEWAUKEE, WI 530725599	2233 to 2233 N 7TH ST	3520615000	FEE	4,950	0	4,950
5	4	PAUL M BACHOWSKI	2831 N 1ST ST MILWAUKEE, WI 53212000	2225 to 2225 N 7TH ST	3520618100	FEE	12,450	0	12,450
5	5	CITY OF MILW REDEV AUTH	809 N BROADWAY MILWAUKEE, WI 53202	708 to 708 W GARFIELD AV	3520619100	FEE	22,451	0	22,451
6	1	J B PROPERTIES LTD PTNRSHIP C/O VICKY CHIN, ACCTG	1903 STANLEY GAULT PK LOUISVILLE, KY 40223	637 to 637 W NORTH AV	3520593123	NONE	34,409	34,409	0
6	2	ADELAIDE E GARDINER	1007 N CASS ST, #483 MILWAUKEE, WI 53202	2228 to 2228 N 7TH ST	3520597000	NONE	3,750	3,750	0
6	3	ADELAIDE GARDINER NATHANIEL H GARDINER	5464 DANBURY RD MILWAUKEE, WI 53217	2224 to 2224 N 7TH ST	3520598000	NONE	3,750	3,750	0
6	4	LUCILLE JACKSON	2220 N 7TH ST MILWAUKEE, WI 53205	2220 to 2220 N 7TH ST	3520599100	NONE	7,500	7,500	0
6	5	CITY OF MILW REDEV AUTH	809 N BROADWAY ST MILWAUKEE WI 53202	2214 to 2214 N 7TH ST	3520601000	FEE	3,759	0	3,759
6	6	PATRICK A WILBER	10511 W SILVER SPRING DR MILWAUKEE WI 53225	2208 to 2210 N 7TH ST	3520602000	NONE	3,900	3,900	0
6	7	J E D INVESTMENT CORP	3506 W NATIONAL AVE MILWAUKEE, WI 53215	634 to 642 W GARFIELD AV	3520604000	NONE	3,750	3,750	0

Map 4
Schedule of Lands and Interests to be Acquired

BLOCK	PARCEL	OWNER	OWNER MAILING ADDRESS	PARCEL ADDRESS	TAX KEY	INTEREST	LOT AREA - SQUARE FEET		
						REQUIRED	BEFORE	AFTER	TAKING
6	8	OLGA GELFAND	632 W GARFIELD MILWAUKEE WI 53212	632 to 632 W GARFIELD AV	3520605000	NONE	2,000	2,000	0
6	9	RALPH EDWARD & MARGARET L HOLLMAN HW	3281 N 46TH ST MILWAUKEE WI 53216	626 to 626 W GARFIELD AV	3520606100	NONE	5,350	5,350	0
6	10	DAISY SMITH	4136 N 13TH ST MILWAUKEE, WI 53209	616 to 616 W GARFIELD AV	3520607000	NONE	10,000	10,000	0
6	11	DAISY O ECHOLS	4136 N 13TH ST MILWAUKEE WI53209	610 to 610 W GARFIELD AV	3520135100	NONE	6,000	6,000	0
6	12	KAISER INVESTMENTS LLC	822A E AUER AV MILWAUKEE, WI 53212	606 to 606 W GARFIELD AV	3520134000	NONE	2,700	2,700	0
6	13	DELORES TOOLS	600 W GARFIELD AVE MILWAUKEE WI 53212	600 to 602 W GARFIELD AV	3520133000	NONE	2,700	2,700	0
6	15	CITY OF MILWAUKEE	809 N BROADWAY MILWAUKEE WI 53202	2223 to 2225 N 6TH ST	3520131000	NONE	6,014	6,014	0
6	16	ROSHONNA CLARK	3215 N 34TH ST MILWAUKEE, WI 53216	2229 to 2233 N 6TH ST	3520130100	FEE	8,500	0	8,500
6	17	CITY OF MILWAUKEE C/O CITY REAL ESTATE	809 N BROADWAY MILWAUKEE WI 53202	2217 to 2219 N 6TH ST	3520132000	NONE	6,596	6,596	0
7	1	ROLLER ENTERPRISES LLC	525 W NORTH AV MILWAUKEE, WI 53212	521 to 535 W NORTH AV	3520110100	NONE	14,925	14,925	0
7	2	LOUIS CAMPBELL & RUTH HW	2344 N 5TH ST MILWAUKEE, WI 53212	517 to 519 W NORTH AV	3530231110	FEE	6,150	0	6,150
7	3	MARY A ANDERSON	4741 W LEON TER MILWAUKEE, WI 53216	507 to 507 W NORTH AV	3530232000	NONE	1,850	1,850	0
7	4	A J WILSON	7870 N PT WASHINGTON CT FOX POINT WI 53217	501 to 503 W NORTH AV	3530234000	NONE	1,575	1,575	0
7	5	TRIUMPH THE CHURCH_ & KINGDOM OF GOD IN CHRIST	POB 12105 MILWAUKEE WI 532123111	2232 to 2234 N 6TH ST	3520109000	FEE	10,790	0	10,790
7	6	TRIUMPH THE CHURCH & KINGDOM OF GOD IN CHRIST	PO BOX 12105 MILWAUKEE WI 53212	2222 to 2222 N 6TH ST	3520108110	NONE	16,242	16,242	0
7	7	EMMA MURRY CHILD CARE CENTER	P.O. BOX 12105 MILWAUKEE WI 53212	2200 to 2202 N 6TH ST	3520103100	NONE	2,400	2,400	0
7	8	GLORIOUS MALONE	1415 W LARKSPUR LN RIVER HILLS, WI 53217	2204 to 2206 N 6TH ST	3520102000	NONE	2,600	2,600	0
7	9	SANDRA K WILLIAMS	518 W GARFIELD AV MILWAUKEE, WI 53212	518 to 518 W GARFIELD AV	3530247000	NONE	3,230	3,230	0
7	10	EVERETT E MOORE	512 W GARFIELD AV MILWAUKEE, WI 53212	512 to 512 W GARFIELD AV	3530246000	NONE	3,230	3,230	0

Map 4
Schedule of Lands and Interests to be Acquired

BLOCK	PARCEL	OWNER	OWNER MAILING ADDRESS	PARCEL ADDRESS	TAX KEY	INTEREST	LOT AREA - SQUARE FEET		
						REQUIRED	BEFORE	AFTER	TAKING
7	11	JEWEL CURRIE	502 W GARFIELD AV MILWAUKEE, WI 53212	502 to 508 W GARFIELD AV	3530245000	NONE	3,750	3,750	0
7	12	MILDRED E PITTMAN ALFRIEDA PAYNE	2209 N 5TH ST MILWAUKEE, WI 53212	2209 to 2209 N 5TH ST	3530244000	NONE	2,625	2,625	0
7	13	M B JACKSON & MARY HW	2210 N 34TH ST MILWAUKEE WI 53208	2213 to 2215 N 5TH ST	3530243000	NONE	6,000	6,000	0
7	14	LAURICE G SPRINGER	2225 N 5TH ST MILW WI 3212	2225 to 2225 N 5TH ST	3530240100	NONE	11,250	11,250	0
7	14	PATRICIA WELBON	2227 N 5TH ST MILWAUKEE WI 53212	2227 to 2227 N 5TH ST	3531232000	NONE	9,298	9,298	0
7	16	JOSEPH PATTERSON	2567 N 5TH ST MILWAUKEE, WI 53212	2235 to 2235 N 5TH ST	3531231000	NONE	3,646	3,646	0
8	1	BEZELEE MARTIN	1433 N CANTERBURY DR MEQUON WI 53092	435 to 435 W NORTH AV	3530219110	NONE	12,002	12,002	0
8	2	ALBLELRT GRANT JR	411 W NORTH AVE MILWAUKEE, WI 53212	411 to 411 W NORTH AV	3530221100	NONE	8,002	8,002	0
8	3	CITY OF MILW REDEV AUTH	809 N BROADWAY MILWAUKEE WI 53202	2234 to 2234 N 5TH ST	3530224100	FEE	4,014	0	4,014
8	4	CITY OF MILW REDEV AUTH	809 N BROADWAY MILWAUKEE WI 53202	2230 to 2232 N 5TH ST	3530225100	FEE	4,181	0	4,181
8	5	CITY OF MILW REDEV AUTH	809 N BROADWAY MILWAUKEE WI 53202	2226 to 2228 N 5TH ST	3530226100	FEE	3,969	0	3,969
8	6	CITY OF MILWAUKEE (SCHOOL)	5225 W VLIET ST MILWAUKEE WI 3208	2215 to 2215 N 4TH ST	3530228111	NONE	64,343	64,343	0
8	7	AMERICAS BLACK HOLOCAUST MUSEUM INC	2235 N 4TH ST MILWAUKEE WI 532123103	2235 to 2235 N 4TH ST	3530222100	NONE	15,714	15,714	0
9	1	BEZELEE MARTIN & LENA HW	11433 N CANTERBURY DR MEQUON, WI 53092	331 to 339 W NORTH AV	3530205000	NONE	3,750	3,750	0
9	2	BEZELEE MARTIN & LENA H W	11433 N CANTERBURY DR MEQUON, WI 53092	319 to 321 W NORTH AV	3530206000	NONE	3,750	3,750	0
9	3	BEZELEE MARTIN	11433 N CANTERBURY DR MEQUON, WI 53092	2238 to 2238 N 4TH ST	3530209000	NONE	7,500	7,500	0
9	4	CMK INC %C H COAKLEY & CO	2151 N MARTIN L KING DR MILWAUKEE, WI 53212	2212 to 2228 N 4TH ST	3530213000	NONE	37,505	37,505	0



323	322
352	353

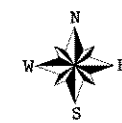
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REDEVELOPMENT PROJECT

Bronzeville

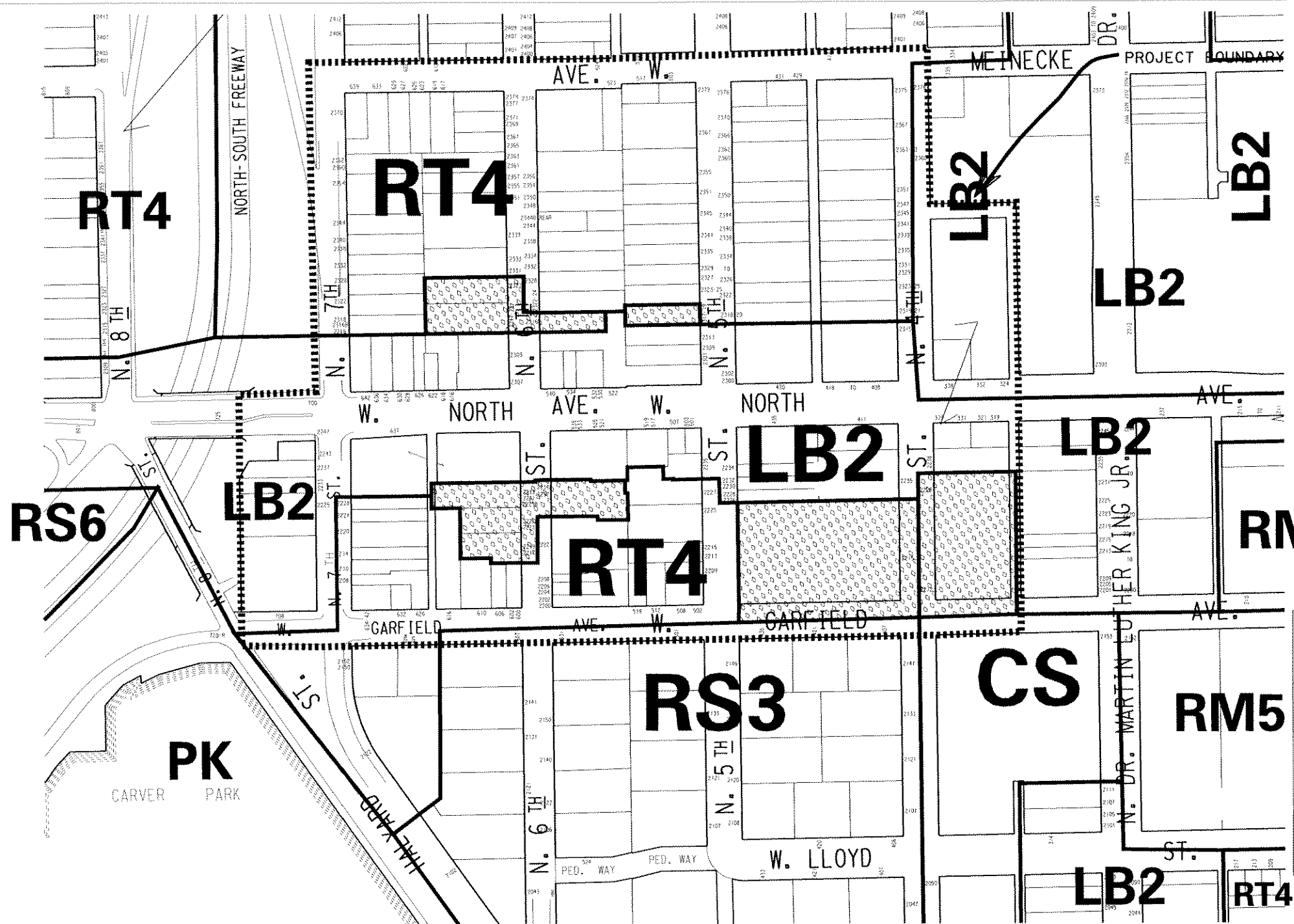
EXISTING ZONING
MAP

MAP NO. 5

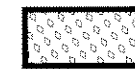


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Add to LB2

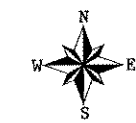
REDEVELOPMENT PROJECT

Bronzeville

PROPOSED ZONING MAP

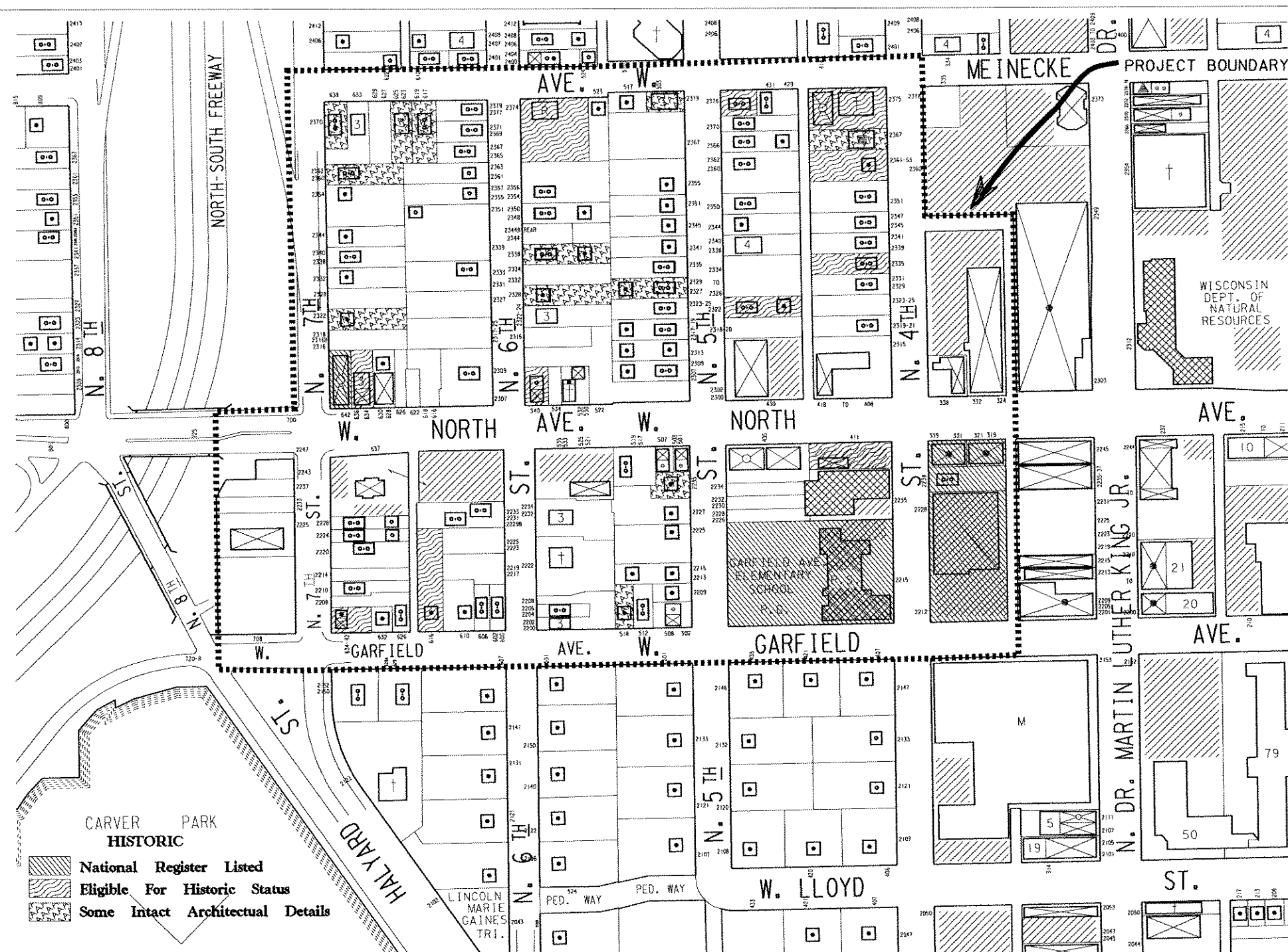
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LEGEND

-----	PROJECT BOUNDARY
I	CHURCH
H	HOTEL / MOTEL
R	ROOMING HOUSE
P	POLICE STATION
F	FIRE STATION
H	HOSPITAL
C	CONDOMINIUM
U	UTILITY COMPANY
T	STORAGE TANK
P	PARK
P.S.	PUBLIC SCHOOL
P.G.	PLAYGROUND
P	PARKING LOT
P	PARKING STRUCTURE
S	SINGLE OR DUPLEX RESIDENTIAL
M	MULTI-FAMILY RESIDENTIAL
M	MIXED COMMERCIAL / RESIDENTIAL
C	COMMERCIAL OR LOCAL BUSINESS
O	OFFICE / PROFESSIONAL SERVICES
M	MIXED COMMERCIAL
S	SKILLED CARE FACILITY
V	VACANT PARCEL
N	NON - PUBLIC EDUCATION
P	PUBLIC BUILDING
M	MANUFACTURING AND WAREHOUSING
A	ACCESSORY BUILDING
C	CEMETERY
T	TENNIS COURT
B	BASKETBALL COURT
D	DORMITORY

REDEVELOPMENT PROJECT

Bronzeville

HISTORIC DESIGNATION MAP

MAP NO. **7**

DATE 4/28/2005

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Exhibit A: Table of Values for Property Tax Purposes

Taxkey	Current Assessment	Potential Value	Address			
3221172100	36,900	36,900	513	W	Meinecke	Av
3221173000	37,700	37,700	2379	N	5th	St
3221176110	0	300,000	2367	N	5th	St
3221178100	66,700	66,700	2355	N	5th	St
3221179000	40,400	40,400	2351	N	5th	St
3221180000	0	0	2345	N	5th	St
3221181000	89,400	89,400	2341	N	5th	St
3221182000	45,200	45,200	2335	N	5th	St
3221183000	65,000	65,000	2327	N	5th	St
3221184000	47,400	47,400	2323	N	5th	St
3221185000	61,500	0	2317	N	5th	St
3221186000	54,400	0	2313	N	5th	St
3221187000	64,600	1,267,200	2307	N	5th	St
3221189100	0	0	2375	N	4th	St
3221189200	0	0	2367	N	4th	St
3221190100	52,000	52,000	2361	N	4th	St
3221192100	41,200	41,200	2351	N	4th	St
3221193000	50,100	50,100	2345	N	4th	St
3221194000	51,000	51,000	2339	N	4th	St
3221195000	44,600	44,600	2335	N	4th	St
3221196000	53,600	53,600	2329	N	4th	St
3221197000	0	150,000	2323	N	4th	St
3221198000	53,400	53,400	2319	N	4th	St
3221200100	426,600	726,600	408	W	North	Av
3221201000	566,000	866,000	430	W	North	Av
3221202000	9,600	0	2318	N	5th	St
3221203000	52,500	52,500	2322	N	5th	St
3221207100	0	300,000	2326	N	5th	St
3221208000	53,000	53,000	2338	N	5th	St
3221209000	41,100	41,100	2344	N	5th	St
3221210000	38,700	38,700	2350	N	5th	St
3221212100	58,400	58,400	2360	N	5th	St
3221213000	60,600	60,600	2366	N	5th	St
3221214000	41,600	41,600	2370	N	5th	St
3221215000	42,500	42,500	2376	N	5th	St
3221216100	44,800	44,800	429	W	Veinecke	Av
3221232000	495,000	595,000	324	W	North	Av
3221233000	106,000	300,000	338	W	North	Av
3230638000	35,700	35,700	639	W	Veinecke	Av
3230639100	51,200	51,200	633	W	Veinecke	Av
3230640000	300	150,000	627	W	Veinecke	Av
3230641000	39,800	150,000	623	W	Veinecke	Av
3230642000	50,500	50,500	617	W	Veinecke	Av
3230643000	43,200	43,200	2360	N	7th	St
3230644113	51,600	51,600	2354	N	7th	St
3230646112	29,300	29,300	2344	N	7th	St
3230647000	32,300	32,300	2338	N	7th	St
3230648000	19,400	19,400	2332	N	7th	St
3230649000	31,600	0	2328	N	7th	St
3230650000	48,100	48,100	2322	N	7th	St
3230651000	300	150,000	2316	N	7th	St
3230652000	0	0	642	W	North	Av
3230653000	77,300	150,000	634	W	North	Av
3230654000	76,500	150,000	628	W	North	Av
3230655000	0	0	626	W	North	Av
3230656000	0	0	622	W	North	Av
3230657000	0	1,953,600	616	W	North	Av
3230659110	72,500	0	2307	N	6th	St
3230661100	500	0	2317	N	6th	St
3230663100	0	0	2327	N	6th	St
3230664100	53,300	53,300	2333	N	6th	St
3230668111	18,700	300,000	2351	N	6th	St
3230669000	0	0	2355	N	6th	St
3230670000	0	0	2361	N	6th	St
3230671000	49,500	49,500	2365	N	6th	St
3230672100	45,200	45,200	2369	N	6th	St

3230673100	43,000	43,000	2377	N	6th	St
3230676000	22,600	22,600	523	W	Meinecke	Av
3230677100	0	300,000	2374	N	6th	St
3230680100	46,500	46,500	2354	N	6th	St
3230681000	72,800	72,800	2348	N	6th	St
3230682000	0	0	2344	N	6th	St
3230683000	100	0	2344	N	6th	St
3230684000	51,800	51,800	2338	N	6th	St
3230685000	0	150,000	2332	N	6th	St
3230686000	49,400	49,400	2328	N	6th	St
3230687000	63,500	63,500	2322	N	6th	St
3230688000	0	0	2316	N	6th	St
3230689110	0	700,000	522	W	North	Av
3230690000	0	400,000	540	W	North	Av
3230691000	0	0	534	W	North	Av
3230692100	53,400	0	530	W	North	Av
3520102000	39,400	39,400	2204	N	6th	St
3520103100	87,200	87,200	2200	N	6th	St
3520108110	0	0	2222	N	6th	St
3520109000	47,600	0	2232	N	6th	St
3520110100	166,000	1,320,000	521	W	North	Av
3520130100	58,500	2,160,000	2229	N	6th	St
3520131000	0	0	2223	N	6th	St
3520132000	0	0	2217	N	6th	St
3520133000	54,700	54,700	600	W	Garfield	Av
3520134000	26,300	26,300	606	W	Garfield	Av
3520135100	17,100	17,100	610	W	Garfield	Av
3520593123	415,000	415,000	637	W	North	Av
3520597000	40,900	40,900	2228	N	7th	St
3520598000	36,200	36,200	2224	N	7th	St
3520599100	39,100	39,100	2220	N	7th	St
3520601000	0	150,000	2214	N	7th	St
3520602000	37,300	37,300	2208	N	7th	St
3520604000	48,100	48,100	634	W	Garfield	Av
3520605000	73,300	73,300	632	W	Garfield	Av
3520606100	32,400	32,400	626	W	Garfield	Av
3520607000	52,400	52,400	616	W	Garfield	Av
3520611200	0	2,534,400	2243	N	7th	St
3520614110	0	0	2237	N	7th	St
3520615000	18,200	0	2233	N	7th	St
3520618100	42,000	0	2225	N	7th	St
3520619100	0	0	708	W	Garfield	Av
3530205000	372,000	422,000	331	W	North	Av
3530206000	375,000	425,000	319	W	North	Av
3530209000	36,200	36,200	2238	N	4th	St
3530213000	127,000	127,000	2212	N	4th	St
3530219110	615,400	715,400	435	W	North	Av
3530221100	76,300	126,300	411	W	North	Av
3530222100	0	0	2235	N	4th	St
3530224100	0	150,000	2234	N	5th	St
3530225100	0	0	2230	N	5th	St
3530226100	0	150,000	2226	N	5th	St
3530228111	0	0	2215	N	4th	St
3530231110	41,200	150,000	517	W	North	Av
3530232000	32,200	57,200	507	W	North	Av
3530234000	49,200	74,200	501	W	North	Av
3530240100	17,900	17,900	2225	N	5th	St
3530243000	47,100	47,100	2213	N	5th	St
3530244000	33,400	33,400	2209	N	5th	St
3530245000	24,600	150,000	502	W	Garfield	Av
3530246000	32,100	32,100	512	W	Garfield	Av
3530247000	28,300	28,300	518	W	Garfield	Av
3531231000	33,900	33,900	2235	N	5th	St
3531232000	23,000	23,000	2227	N	5th	St

Totals:

7,517,900

21,087,900

Exhibit B – Principal Use Table

This table lists all principal uses included in the zoning code of the City of Milwaukee classified in the LB2 and RT4 zoning categories, the two primary categories located within the Plan Boundary for the Bronzeville Cultural and Entertainment District. There is one atypical parcel zoned CS2, which the Plan recommends be rezoned to LB2. For this table, the left hand column for each category notes the existing use classification as permitted, limited, special or prohibited. The right hand column for each category identifies those uses that are further restricted by the Redevelopment Plan for the district.

USE CLASSIFICATIONS

- a. "Y" indicates a permitted use. This use is permitted as a matter of right subject to all development standards in this Redevelopment Plan.
- b. "L" indicates a limited use for the project area. This use is permitted if it meets the applicable standards of the Milwaukee Code. If the use fails to meet these standards, it shall be permitted only if the Board of Zoning Appeals approves a special use permit pursuant to s. 295-311-2 of the Milwaukee Code, and only if it is not further restricted or prohibited under the Redevelopment Plan.
- d. "S" indicates a special use. This use is permitted only if the Board of Zoning Appeals approves a special use permit pursuant to s. 295-311-2 of the Milwaukee Code.
- e. "N" indicates that a principal use is prohibited.
- c. "C" indicates a use that is permitted by the underlying zoning, but is conditional upon the Redevelopment Authority's finding it to be integrated and compatible with the Project as described in Section B. of this Redevelopment Plan, determined by the following criteria:
 - i. It is consistent with the stated objectives of this Redevelopment Plan set forth in Section B.;
 - ii. It provides a necessary service or amenity for patrons of the Redevelopment Project;
 - iii. It is integrally connected to a permitted use and is located on the same block or parcel of land.
- f. "X" indicates that a principal use that is permitted, limited or special under the underlying zoning, but is deemed by the redevelopment Authority to be prohibited under this Plan.
- g. "--" indicates no change in the underlying zoning and the zoning required by the Plan.

Bronzeville Redevelopment Plan PRINCIPAL USE TABLE				
USE CLASSIFICATIONS Y = Permitted Use L = Limited Use S = Special Use N= Prohibited Use	LB2		RT4	
	Current Use Classifications	Additional Use Restrictions X=Prohibited Use under the Plan C=Conditional Use under the Plan — = No Change	Current Use Classifications	Additional Use Restrictions X= Prohibited Use under the Plan C= Conditional Use under the Plan — = No Change
Uses	Commercial		Residential	
RESIDENTIAL USES				
Single-family dwelling	Y	X	Y	—
Two-family dwelling	Y	X	Y	—
Multi-family dwelling	Y	C	L	C
Attached single-family dwelling	Y	C	L	—
Live-work unit	Y	—	L	—
Mobile home	N	—	N	—
Watchman/service quarters	N	—	N	—
Family day care home	L	—	L	—
Group Residential				
Rooming house	S	X	S	X
Convent, rectory or Monastery	Y	—	Y	—
Dormitory	S	X	S	X
Fraternity or sorority	S	X	S	X
Adult family home	L	—	L	—
Foster Homes				
Foster family home	Y	—	Y	—

Small foster home	L	—	L	—
Group home or group foster home	L	—	L	—
<i>Shelter Care Facilities</i>				
Family shelter care Facility	Y	X	Y	X
Small group shelter care facility	L	X	L	X
Large group shelter care facility	S	X	S	X
Community living arrangement	L	—	L	—
Transitional living facility	S	X	S	X
EDUCATIONAL USES				
Day care center	L	C	S	—
School, elementary or secondary	S	X	Y	—
College	Y	X	S	X
School, specialty or personal instruction	Y	C	L	C
COMMUNITY-SERVING USES				
Library	Y	—	Y	—
Cultural institution	Y	—	L	C
Community center	S	—	S	—
Religious assembly	S	X	Y	C
Cemetery or other place of interment	N	—	N	—
Public safety facility	Y	C	Y	C
Correctional facility	N	—	N	—
COMMERCIAL AND OFFICE USES				
General office	Y	C	L	X
Government office	Y	C	L	X
Bank or other financial Institution	Y	C	L	X
Currency exchange, payday loan or title loan agency	S	X	N	—
Retail establishment, general	L	C	L	X
Garden supply or landscaping center	Y	X	N	—
Home improvement center	S	X	N	—
Secondhand store	S	—	N	—
Outdoor merchandise sales	S	—	N	—
Artist studio	Y	—	L	—
Adult retail establishment	N	—	N	—
HEALTH CARE AND SOCIAL ASSISTANCE USES				
Medical office	Y	C	L	X
Health clinic	S	—	N	—
Hospital	S	X	N	—
Medical research laboratory	S	X	N	—
Medical service facility	S	X	N	—
Social service facility	S	X	S	X
Emergency residential shelter	S	X	L	X
Nursing home	Y	X	S	—
GENERAL SERVICE USES				
Personal service	Y	C	L	X
Business service	Y	C	S	X
Building maintenance service	S	X	N	—
Catering service	Y	—	L	X
Funeral home	Y	X	L	X
Laundromat	Y	C	N	—
Dry cleaning establishment	Y	C	L	X
Furniture and appliance rental and leasing	Y	X	N	—
Household maintenance and repair service	Y	X	N	—
Tool/equipment rental facility	Y	X	N	—
<i>Animal Services</i>				
Animal hospital/clinic	L	X	N	—
Animal boarding facility	L	X	N	—
Animal grooming or training facility	L	X	N	—
MOTOR VEHICLE USES				
<i>Light Motor Vehicle</i>				
Sales facility	S	X	N	—
Rental facility	L	X	N	—
Repair facility	S	X	N	—
Body shop	S	X	N	—
Outdoor storage	S	X	N	—
Limited wholesale facility	Y	X	N	—

<i>Heavy Motor Vehicle</i>				
Sales facility	S	X	N	—
Rental facility	S	X	N	—
Repair facility	N	—	N	—
Body shop	N	—	N	—
Outdoor storage	N	—	N	—
<i>General Motor Vehicle</i>				
Filling station	S	—	N	—
Car wash	L	C	N	—
Drive-through facility	L	C	N	—
<i>Parking</i>				
Parking lot, principal use	Y	C	S	X
Parking lot, accessory use	Y	C	L	C
Parking structure, principal use	Y	C	N	—
Parking structure, accessory use	Y	C	N	—
Heavy motor vehicle parking lot, principal	S	X	N	—
Heavy motor vehicle parking lot, accessory	S	X	N	—
ACCOMMODATION AND FOOD SERVICE USES				
Bed and breakfast	Y	—	L	—
Hotel, commercial	Y	—	N	—
Hotel, residential	Y	C	N	—
Tavern	Y	—	L	X
Assembly hall	S	—	N	—
Restaurant, sit-down	Y	—	L	X
Restaurant, fast-food/carry-out	L	C	L	X
ENTERTAINMENT AND RECREATION USES				
Park or playground	Y	—	Y	—
Festival grounds	N	—	N	—
Recreation facility, indoor	Y	C	N	—
Recreation facility, outdoor	S	—	N	—
Health club	Y	—	N	—
Sports facility	S	—	N	—
Gaming facility	N	—	N	—
Theater	Y	—	N	—
Convention and exposition center	S	—	N	—
Marina	Y	—	N	—
Outdoor racing facility	N	—	N	—
Adult entertainment establishment	N	—	N	—
STORAGE, RECYCLING AND WHOLESALE TRADE USES				
Recycling collection facility	S	X	N	—
Mixed-waste processing facility	N	—	N	—
Material reclamation facility	N	—	N	—
Salvage operation, indoor	N	—	N	—
Salvage operation, outdoor	N	—	N	—
Wholesale and distribution facility, indoor	L	X	N	—
Wholesale and distribution facility, outdoor	S	X	N	—
<i>Storage Facilities</i>				
Indoor	L	X	N	—
Outdoor	S	X	N	—
Hazardous materials	N	X	N	—
TRANSPORTATION USES				
Ambulance service	S	X	N	—
Ground transportation service	S	X	N	—
Passenger terminal	Y	X	N	—
Helicopter landing facility	S	X	N	—
Airport	N	—	N	—
Ship terminal or docking facility	N	—	N	—
Truck freight terminal	N	—	N	—
Railroad switching, classification yard or freight terminal	N	—	N	—
INDUSTRIAL USES				
Manufacturing, light	L	X	N	—
Manufacturing, heavy	N	—	N	—
Manufacturing, intense	N	—	N	—
Research and development	S	—	N	—
Processing or recycling of mined materials	N	—	N	—
Contractor's shop	L	X	N	—

Contractor's yard	S	X	N	—
AGRICULTURAL USES				
Plant nursery or greenhouse	N	—	Y	—
Raising of crops or livestock	N	—	Y	—
UTILITY AND PUBLIC SERVICE USES				
Broadcasting or recording studio	Y	—	N	—
Transmission tower	L	—	L	X
Water treatment plant	Y	X	S	X
Sewage treatment plant	N	—	N	—
Power generation plant	N	—	N	—
Substation/distribution equipment, indoor	S	X	S	X
Substation/distribution equipment, outdoor	L	X	L	X
TEMPORARY USES				
Seasonal market	L	—	L	—
Temporary real estate sales office	L	—	L	—
Concrete/batch plant, temporary	L	—	L	X
Live entertainment special event	L	—	L	C

Exhibit C: Parcel Description Table

Corresponds to parcels identified on Map 4: Land Acquisition Plan

Block	Parcel	Lot Area	Address	Taxkey	Owner Address	Purpose
1	1	3864	639 W MEINECKE AV	3230638000	RUTH A. SMITH 2370 N 7TH ST MILWAUKEE, WI 532120000	C
1	2	5040	633 W MEINECKE AV	3230639100	PATSY J CUNNINGHAM 2628 N 76TH ST MILWAUKEE, WI 532220000	C
1	3	5040	627 W MEINECKE AV	3230640000	DENNIS DEIDA 627 W MEINECKE AV MILWAUKEE, WI 532120000	B
1	4	5040	623 W MEINECKE AV	3230641000	DENNIS DEIDA 623 W MEINECKE AV MILWAUKEE, WI 532120000	A
1	5	5640	617 W MEINECKE AV	3230642000	JULIA E RILEY 617 W MEINECKE AV MILWAUKEE, WI 532120000	C
1	6	6000	2360 N 7TH ST	3230643000	LEILA TURNER, C/O MCKINLEY HILLS JR 4167 N 51ST BLVD MILWAUKEE, WI 532160000	C
1	7	12000	2354 N 7TH ST	3230644113	IRENE BRANTLEY 2354 N 7TH ST MILWAUKEE WI 532120000	C
1	8	6000	2344 N 7TH ST	3230646112	IRENE BRANTLEY, BRENDA L BRANTLEY 2730 N 41ST ST MILWAUKEE, WI 532100000	C
1	9	6000	2338 N 7TH ST	3230647000	MARY L ALBRITTON POB 080041 MILWAUKEE, WI 532083135	C
1	10	6000	2332 N 7TH ST	3230648000	JOHN HENRY BLANKS & MATTIE M 2332 N 7TH ST MILWAUKEE, WI 532120000	C
1	11	6000	2328 N 7TH ST	3230649000	KENNETH C HENZLER 2801 N 54TH ST MILWAUKEE, WI 532100000	B
1	12	6000	2322 N 7TH ST	3230650000	STEVEN SMITH 2322 N 7TH ST MILWAUKEE, WI 532120000	C
1	13	6000	2316 N 7TH ST	3230651000	RICHARD F DREYER & DIANE 1518 S 7TH ST MILWAUKEE, WI 532040000	B
1	14	4749	642 W NORTH AV	3230652000	LAMONT SMITH 642 W NORTH AV MILWAUKEE, WI 532120000	A
1	15	4830	634 W NORTH AV	3230653000	RALPH H FLEEGE, %JED INVEST AGENCY 233 3506 W NATIONAL AV MILWAUKEE, WI 532150000	A
1	16	4830	628 W NORTH AV	3230654000	FANNIE RYALS, ELIZA SYKES 2766 N 13TH ST MILWAUKEE, WI 532060000	A
1	17	2414	626 W NORTH AV	3230655000	REDEVELOPMENT AUTHORITY, CITY OF MILWAUKEE 809 N BROADWAY MILWAUKEE, WI 532020000	B
1	18	2021	622 W NORTH AV	3230656000	REDEVELOPMENT AUTHORITY, CITY OF MILWAUKEE 809 N BROADWAY MILWAUKEE, WI 532020000	B
1	19	5400	616 W NORTH AV	3230657000	CITY OF MILW 616 W NORTH AV MILWAUKEE, WI 532120000	B
1	20	11500	2307 N 6TH ST	3230659110	ANNIE LEE WALTON 2307 N 6TH ST MILWAUKEE, WI 532120000	B
1	21	9876	2317 N 6TH ST	3230661100	BRENDA L BRANTLEY 2728 N 41ST ST MILWAUKEE, WI 532102420	B
1	22	8421	2327 N 6TH ST	3230663100	CITY OF MILW 809 N BROADWAY MILWAUKEE, WI 532020000	B
1	23	9900	2333 N 6TH ST	3230664100	VERNON FISHER 2333 N 6TH ST MILWAUKEE, WI 532120000	C
1	24	18150	2351 N 6TH ST	3230668111	WILLIE DAVENPORT, LIFE EST, HARRY LEE CLARK JR, ADLENA IJOMAH ET AL 2351 N 6TH ST MILWAUKEE, WI 532120000	C
1	25	6651	2355 N 6TH ST	3230669000	CITY OF MILW HOUSING AUTH 809 N BROADWAY MILWAUKEE, WI 532030000	C
1	26	6487	2361 N 6TH ST	3230670000	CITY OF MILW HOUSING AUTH 809 N BROADWAY MILWAUKEE, WI 532020000	C
1	27	4000	2365 N 6TH ST	3230671000	ROSALIE WARR 2365 N 6TH ST MILWAUKEE, WI 532120000	C
1	28	4000	2369 N 6TH ST	3230672100	NORRIS ADKINS & EVA ADKINS 2371 N 6TH ST MILWAUKEE, WI 532120000	C
1	29	4000	2377 N 6TH ST	3230673100	LINTON GILL & BEATRICE GILL 2377 N 6TH ST MILWAUKEE, WI 532120000	C
2	1	16029	2374 N 6TH ST	3230677100	WISCONSIN CORRECTIONAL, FOUNDATION INC 230 W WELLS ST RM 500 MILWAUKEE, WI 532030000	C
2	2	2960	523 W MEINECKE AV	3230676000	WILLIE E ROUNDTREE SR, ROSA A ROUNDTREE 4873 N 106TH ST MILWAUKEE, WI 532250000	C
2	3	2960	513 W MEINECKE AV	3221172100	ANNIE PEARL CLEVELAND, CLYDE CLEVELAND 4132 N 26TH ST MILWAUKEE, WI 532096618	C
2	4	2960	2379 N 5TH ST	3221173000	J W ARMSTEAD, ETHEL ARMSTEAD 9337 N JOYCE AVE MILWAUKEE, WI 532240000	C
2	5	13600	2354 N 6TH ST	3230680100	GEORGE SPILLER & LEE E LOCKS 2466 N 33RD ST MILWAUKEE, WI 532100000	C
2	6	6800	2348 N 6TH ST	3230681000	ROBERT L ROBERSON, PATRICIA J ROBERSON 8681 N 63RD ST BROWN DEER, WI 532230000	C
2	7	3830	2344 N 6TH ST	3230682000	CITY OF MILWAUKEE 809 N BROADWAY MILWAUKEE, WI 532020000	B
2	8	2920	2344 N 6TH ST	3230683000	ROBERSON, ELGIN & EVA M 8681 N 63RD ST BROWN DEER, WI 532230000	B
2	9	6800	2338 N 6TH ST	3230684000	LAURI J WYNN 8157 W SCRANTON PL MILWAUKEE, WI 532180000	C
2	10	6696	2332 N 6TH ST	3230685000	CITY OF MILW 809 N BROADWAY MILWAUKEE, WI 532020000	B
2	11	6800	2328 N 6TH ST	3230686000	ALBERT THOMPSON, SYLVIA E THOMPSON 4876 N 50TH ST MILWAUKEE, WI 532180000	C

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2	12	6800	2322 N 6TH ST	3230687000	JOSEPH L PATTERSON 2567 N 5TH ST MILWAUKEE, WI 5320600000	C
2	13	4990	2316 N 6TH ST	3230688000	CITY OF MILW REDEV AUTH 809 N BROADWAY MILWAUKEE, WI 5320200000	B
2	14	3384	540 W NORTH AV	3230690000	CITY OF MILW REDEV AUTH 809 N BROADWAY MILWAUKEE, WI 5320200000	A
2	15	1829	534 W NORTH AV	3230691000	CITY OF MILW REDEV AUTH 809 N BROADWAY MILWAUKEE, WI 5320200000	B
2	16	4493	530 W NORTH AV	3230692100	DENNIS JOHNSON 528 W NORTH AV MILWAUKEE, WI 5321200000	A
2	17	17068	522 W NORTH AV	3230689110	CITY OF MILWAUKEE 809 N BROADWAY MILWAUKEE, WI 5320200000	B
2	18	5960	2307 N 5TH ST	3221187000	SAMUEL J JOHNSON 2039 N 5TH ST MILWAUKEE, WI 5321200000	B
2	19	5960	2313 N 5TH ST	3221186000	SAMUEL J JOHNSON 2039 N 5TH ST MILWAUKEE, WI 5321200000	B
2	20	5960	2317 N 5TH ST	3221185000	SAMUEL J JOHNSON 2039 N 5TH ST MILWAUKEE, WI 5321200000	B
2	21	5960	2323 N 5TH ST	3221184000	SAMUEL J JOHNSON 2039 N 5TH ST MILWAUKEE, WI 5321200000	C
2	22	5960	2327 N 5TH ST	3221183000	SAMUEL J JOHNSON 2039 N 5TH ST MILWAUKEE, WI 5321200000	C
2	23	5920	2335 N 5TH ST	3221182000	SAMUEL J JOHNSON 2039 N 5TH ST MILWAUKEE, WI 5321200000	C
2	24	5910	2341 N 5TH ST	3221181000	NADINE V EATON 2341 N 5TH ST MILWAUKEE, WI 5321200000	C
2	25	5887	2345 N 5TH ST	3221180000	CITY OF MILW HOUSING AUTH 809 N BROADWAY MILWAUKEE, WI 5320200000	C
2	26	5960	2351 N 5TH ST	3221179000	JOENETTE D KELLY-KIDD P O BOX 12051 MILWAUKEE, WI 5321200000	C
2	27	10360	2355 N 5TH ST	3221178100	BETTYE J COLEMAN 2355 N 5TH ST MILWAUKEE, WI 5321200000	C
2	28	13222	2367 N 5TH ST	3221176110	CITY OF MILWAUKEE, C/O REAL ESTATE 809 N BROADWAY MILWAUKEE, WI 5320200000	B
3	1	3500	2376 N 5TH ST	3221215000	NATHANIEL WOOD & JUANITA HW 2376 N 5TH ST MILWAUKEE, WI 532123132	C
3	2	4000	429 W MEINECKE AV	3221216100	PATRICIA ANN BROWN 4424 WILSON DR #2 SHERWOOD, WI 5321100000	C
3	3	12014	2375 N 4TH ST	3221189100	KING SOLOMON BAPTIST CHURCH PO BOX 72099 MILWAUKEE, WI 5321200000	C
3	4	4500	2370 N 5TH ST	3221214000	BRUCE L MARTIN, %MARTIN DEVELOPMENT INC P O BOX 12372 MILWAUKEE, WI 5321200000	C
3	5	6000	2366 N 5TH ST	3221213000	PHYLLIS D SMITH 6014 N 64TH ST MILWAUKEE, WI 5321800000	C
3	6	12000	2360 N 5TH ST	3221212100	MYRTLE JOHNSON 2360 N 5TH ST MILWAUKEE, WI 532123132	C
3	7	6000	2350 N 5TH ST	3221210000	GABRIEL L SHAW 3629 N 57TH ST MILWAUKEE, WI 5321600000	C
3	8	6000	2344 N 5TH ST	3221209000	CAMPBELL, LOUIS & RUTH 2344 N 5TH ST MILWAUKEE, WI 5321200000	C
3	9	6000	2338 N 5TH ST	3221208000	2338 5TH LLC 12605 W NORTH AV #296 BROOKFIELD, WI 5300500000	C
3	10	12014	2326 N 5TH ST	3221207100	REDEVELOPMENT AUTHORITY OF, THE CITY OF MILWAUKEE 809 N BROADWAY MILWAUKEE, WI 5320200000	B
3	11	6000	2322 N 5TH ST	3221203000	CHASE MANHATTAN MORTGAGE, CORP 3415 VISION DR COLUMBUS, OH 4321900000	C
3	12	6000	2318 N 5TH ST	3221202000	NORTHSIDE INVESTMENT CORP 11433 N CANTERBURY DR MEQUON, WI 5309200000	B
3	13	18000	430 W NORTH AV	3221201000	NORTH SIDE INVESTMENT CORP 11433 N CANTERBURY DR MEQUON, WI 5309200000	A
3	14	18000	408 W NORTH AV	3221200100	BACHAN SINGH 4455 ACREVIEW CT BROOKFIELD, WI 5300500000	A
3	15	6000	2319 N 4TH ST	3221198000	BACHAN SINGH 4455 ACRE VIEW CT BROOKFIELD, WI 5300500000	C
3	16	6015	2323 N 4TH ST	3221197000	CITY OF MILW 809 N BROADWAY MILWAUKEE, WI 5320200000	B
3	17	6000	2329 N 4TH ST	3221196000	WILLIE P HILL, BELVERLYN BROWN, JAMES B BROWN ET AL 2351 N 4TH ST MILWAUKEE, WI 5321200000	C
3	18	6000	2335 N 4TH ST	3221195000	WILLIE P HILL, BELVERLYN BROWN, JAMES B BROWN ET AL 2351 N 4TH ST MILWAUKEE, WI 5321200000	C
3	19	6000	2339 N 4TH ST	3221194000	DOROTHY L JONES 2339 N 4TH ST MILWAUKEE, WI 5321200000	C
3	20	6000	2345 N 4TH ST	3221193000	WILLIE P HILL, BELVERLYN BROWN, JAMES B BROWN ET AL 2345 N 4TH ST MILWAUKEE, WI 5321200000	C
3	21	9000	2351 N 4TH ST	3221192100	C P & CARRIE & WILLIE BROWN 2351 N 4TH ST MILWAUKEE, WI 5321200000	C
3	22	9000	2361 N 4TH ST	3221190100	EUGENE J GORMAN 2361 N 4TH ST MILWAUKEE, WI 5321200000	C
3	23	6002	2367 N 4TH ST	3221189200	MILWAUKEE THEOLOGICAL INSTITUTE 2367 N 4TH ST MILWAUKEE, WI 5321200000	C
4	1	42000	324 W NORTH AV	3221232000	MERCANTILE THRIFT STORES INC, DBA VALUE VILLAGE 5380 S 13TH ST MILWAUKEE, WI 532213608	A
4	2	6000	338 W NORTH AV	3221233000	SUNG J RHEE 201 13TH AV RACINE, WI 5340300000	A
5	1	2819	2243 N 7TH ST	3520611200	MILWAUKEE COUNTY, REGISTER OF DEEDS 901 N 9TH ST MILWAUKEE, WI 5323300000	B
5	2	4734	2237 N 7TH ST	3520614110	MILWAUKEE COUNTY, REGISTER OF DEEDS 901 N 9TH ST MILWAUKEE, WI 5323300000	B

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5	3	4950	2233 N 7TH ST	3520615000	PMG HOLDINGS INC N11 W24600 SILVERNAIL RD PEWAUKEE, WI 530725599	B
5	4	12450	2225 N 7TH ST	3520618100	PAUL M BACHOWSKI 2831 N 1ST ST MILWAUKEE, WI 532120000	A
5	5	22451	708 W GARFIELD AV	3520619100	CITY OF MILW REDEV AUTH 809 N BROADWAY MILWAUKEE, WI 532020000	B
6	1	34409	637 W NORTH AV	3520593123	J B PROPERTIES LTD PTNRSHP, C/O VICKY CHIN, ACCTG 1903 STANLEY GAULT PK LOUISVILLE, KY 402230000	B
6	2	3750	2228 N 7TH ST	3520597000	ADELAIDE E GARDINER 1007 N CASS ST, #483 MILWAUKEE, WI 532020000	C
6	3	3750	2224 N 7TH ST	3520598000	ADELAIDE GARDINER, NATHANIEL H GARDINER 5464 DANBURY RD MILWAUKEE, WI 532170000	C
6	4	7500	2220 N 7TH ST	3520599100	LUCILLE JACKSON 2220 N 7TH ST MILWAUKEE, WI 532050000	C
6	5	3759	2214 N 7TH ST	3520601000	REDEVELOPMENT AUTHORITY OF, THE CITY OF MILWAUKEE 809 N BROADWAY ST MILWAUKEE, WI 532020000	B
6	6	3900	2208 N 7TH ST	3520602000	PATRICK A WILBER 10511 W SILVER SPRING DR MILWAUKEE, WI 532250000	C
6	7	3750	634 W GARFIELD AV	3520604000	J E D INVESTMENT CORP 3506 W NATIONAL AVE MILWAUKEE, WI 532150000	C
6	8	2000	632 W GARFIELD AV	3520605000	OLGA GELFAND 632 W GARFIELD MILWAUKEE, WI 532120000	C
6	9	5350	626 W GARFIELD AV	3520606100	RALPH EDWARD & MARGARET L, HOLLMAN HW 3281 N 46TH ST MILWAUKEE, WI 532160000	C
6	10	10000	616 W GARFIELD AV	3520607000	DAISY SMITH 4136 N 13TH ST MILWAUKEE, WI 532090000	C
6	11	6000	610 W GARFIELD AV	3520135100	DAISY O ECHOLS 4136 N 13TH ST MILWAUKEE, WI 532090000	C
6	12	2700	606 W GARFIELD AV	3520134000	LESLIE A KAISER, ANNEMARIE KAISER 822 E AUER AV MILWAUKEE, WI 532120000	C
6	13	2700	600 W GARFIELD AV	3520133000	DELORES TOOLS 600 W GARFIELD AVE MILWAUKEE, WI 532120000	C
6	14	6596	2217 N 6TH ST	3520132000	CITY OF MILWAUKEE, C/O CITY REAL ESTATE 809 N BROADWAY MILWAUKEE, WI 532020000	B
6	15	6014	2223 N 6TH ST	3520131000	CITY OF MILWAUKEE 809 N BROADWAY MILWAUKEE, WI 532020000	B
6	16	8500	2229 N 6TH ST	3520130100	HARRY L CLARK JR 3215 N 34TH ST MILWAUKEE, WI 532160000	B
7	1	14925	521 W NORTH AV	3520110100	ROLLER ENTERPRISES LLC 525 W NORTH AV MILWAUKEE, WI 532120000	B
7	2	6150	517 W NORTH AV	3530231110	LOUIS CAMPBELL & RUTH HW 2344 N 5TH ST MILWAUKEE, WI 532120000	B
7	3	1850	507 W NORTH AV	3530232000	MARY A ANDERSON 4741 W LEON TER MILWAUKEE, WI 532160000	A
7	4	1575	501 W NORTH AV	3530234000	A J WILSON 7870 N PT WASHINGTON CT FOX POINT, WI 532170000	A
7	5	10790	2232 N 6TH ST	3520109000	TRIUMPH THE CHURCH & KINGDOM OF GOD IN CHRIST POB 12105 MILWAUKEE, WI 532123111	C
7	6	16242	2222 N 6TH ST	3520108110	TRIUMPH THE CHURCH & KINGDOM OF GOD IN CHRIST C/O EVERNER BUCK PO BOX 12105 MILWAUKEE, WI 532120000	C
7	7	2400	2200 N 6TH ST	3520103100	EMMA MURRY CHILD CARE CENTER P.O. BOX 12105 MILWAUKEE, WI 532120000	C
7	8	2600	2204 N 6TH ST	3520102000	GLORIOUS MALONE 1415 W LARKSPUR LN RIVER HILLS, WI 532170000	C
7	9	3230	518 W GARFIELD AV	3530247000	SANDRA K WILLIAMS 518 W GARFIELD AV MILWAUKEE, WI 532120000	C
7	10	3230	512 W GARFIELD AV	3530246000	EVERETT E MOORE 512 W GARFIELD AV MILWAUKEE, WI 532120000	C
7	11	3750	502 W GARFIELD AV	3530245000	EVERETTE E MOORE 502 W GARFIELD AV MILWAUKEE, WI 532120000	C
7	12	2625	2209 N 5TH ST	3530244000	MILDRED E PITTMAN, ALFRIEDA PAYNE 2209 N 5TH ST MILWAUKEE, WI 532120000	C
7	13	6000	2213 N 5TH ST	3530243000	M B JACKSON & MARY HW 2210 N 34TH ST MILWAUKEE, WI 532080000	C
7	14	11250	2225 N 5TH ST	3530240100	LAURICE G SPRINGER 2225 N 5TH ST MILWAUKEE, WI 532120000	C
7	15	9298	2227 N 5TH ST	3531232000	PATRICIA WELBON 2227 N 5TH ST MILWAUKEE, WI 532120000	C
7	16	3646	2235 N 5TH ST	3531231000	JOSEPH PATTERSON 2567 N 5TH ST MILWAUKEE, WI 532120000	C
8	1	12002	435 W NORTH AV	3530219110	BEZELEE MARTIN 1433 N CANTERBURY DR MEQUON, WI 530920000	A
8	2	8002	411 W NORTH AV	3530221100	ALBLELRT GRANT JR 411 W NORTH AVE MILWAUKEE, WI 532120000	A
8	3	4014	2234 N 5TH ST	3530224100	CITY OF MILW REDEV AUTH 809 N BROADWAY MILWAUKEE, WI 532020000	B
8	4	4181	2230 N 5TH ST	3530225100	CITY OF MILW REDEV AUTH 809 N BROADWAY MILWAUKEE, WI 532020000	B
8	5	3969	2226 N 5TH ST	3530226100	CITY OF MILW REDEV AUTH 809 N BROADWAY MILWAUKEE, WI 532020000	B
8	6	64343	2215 N 4TH ST	3530228111	CITY OF MILWAUKEE (SCHOOL) 5225 W VLIET ST MILWAUKEE, WI 532080000	A

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8	7	15714	2235 N 4TH ST	3530222100	AMERICAS BLACK HOLOCAUST MUSEUM INC 2235 N 4TH ST MILWAUKEE, WI 532123103	C
9	1	3750	331 W NORTH AV	3530205000	BEZELEE MARTIN & LENA HW 11433 N CANTERBURY DR MEQUON, WI 530920000	A
9	2	3750	319 W NORTH AV	3530206000	BEZELEE MARTIN & LENA H W 11433 N CANTERBURY DR MEQUON, WI 530920000	A
9	3	7500	2238 N 4TH ST	3530209000	BEZELEE MARTIN 11433 N CANTERBURY DR MEQUON, WI 530920000	C
9	4	37505	2212 N 4TH ST	3530213000	CMK INC, %C H COAKLEY & CO 2151 N MARTIN L KING DR MILWAUKEE, WI 532120000	C

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Exhibit D: Bronzeville Market Analysis and District Plan

Executive Summary

The purpose of the African American Cultural and Entertainment District Market Analysis and Feasibility Study is to address the question of whether such a district will thrive on the four-block section of North Avenue between 7th Street and Martin Luther King Drive and to recommend actions to implement the study's findings.

The market analysis indicates that several types of commercial establishments would be viable in the district. Additional analysis reveals the demand for retail exceeds the existing supply of buildings and available parking. Based on the market analysis and information provided in the district plan, retail services of eating and drinking establishments would be the best initial approach in establishing the proposed North Avenue cultural and entertainment district.

Clubs with dining and musical entertainment would evoke the spirit and culture of traditional Milwaukee Bronzeville. Because there is a clear market demand for dining/entertainment businesses, and their connection to Milwaukee Bronzeville, this report recommends focusing initial efforts on their development between I-43 and 5th Street.

The district's proximity to the King Drive business district, combined with entertainment and dining establishments between I-43 and 5th Street could position the east half of the district for the establishment of office, retail enterprises and also provide the potential for additional cultural attractions in the future.

The Black Holocaust Museum on 4th Street is a cultural anchor of the proposed district. Because it is difficult to predict the market and potential success of cultural attractions this report recommends waiting on the development of a performance theatre or an additional museum until the district is more mature and its market more clearly defined.

The market study and the extensive input from residents, business owners, community leaders, City of Milwaukee staff and elected officials indicate that there is great market potential to develop a district where African American culture is proudly displayed for the enjoyment of people of all ethnic backgrounds.

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Introduction

The City of Milwaukee Department of City Development (DCD) desires to complete planning and pre-development services leading to the creation of an African American Cultural and Entertainment District along North Avenue between Martin Luther King and 7th Street. As part of this planning process, the City wishes to develop a District Plan that is based on community input, market factors, land usage, and availability. Based on the market analysis and public input, this plan provides a preliminary district land use plan, conceptual streetscaping, and recommended next steps and implementation phasing.

The study area is located on the near north side of Milwaukee just east of Interstate 43 (Figure 1; see following page). Specifically the study area is the four blocks immediately north and south of North Avenue between Martin Luther King and 7th Street (Figure 2).

FIGURE 2
Study Area



The area contains various land uses including residential, commercial, and institutional uses. Most of the buildings are stand-alone structures. However the one block area just west of Martin Luther King Drive is of medium density characteristic with a continuous building façade.

North Avenue is a main transportation corridor for the area, carrying 23,000 vehicles per day through the project area according to WisDOT 2001 traffic counts. North Avenue has direct access to I-43.

Historically, the project area was part of Milwaukee's Bronzeville neighborhood, the area which became the business, economic and cultural center to many of Milwaukee's African-American residents between the early 1900s and the 1960s. The heart of Bronzeville was along Walnut Street between King Drive (then 3rd Street) and 12th Street. By the 1930s, the number of African American-owned businesses exceeded all others with the highest concentration between 6th and 9th Streets. The boundaries of Bronzeville went to Kilbourn Street on the south and 14th Street on the west, and many residents lived in single and multi-family dwellings on these blocks in Bronzeville.

Over the past few decades, the Bronzeville neighborhood has declined due to changing demographics of the City and region, the interstate construction, and economic cycles. However, for many African-Americans in Milwaukee, the spirit and memory of Bronzeville remain strong, which was quite evident during the fieldwork undertaken for this study. Today, there is growing interest in redeveloping the neighborhood as a special destination and business, entertainment and cultural center for those who want to partake and participate in the Bronzeville spirit and new business venues on North Avenue.

FIGURE 1
Location Map

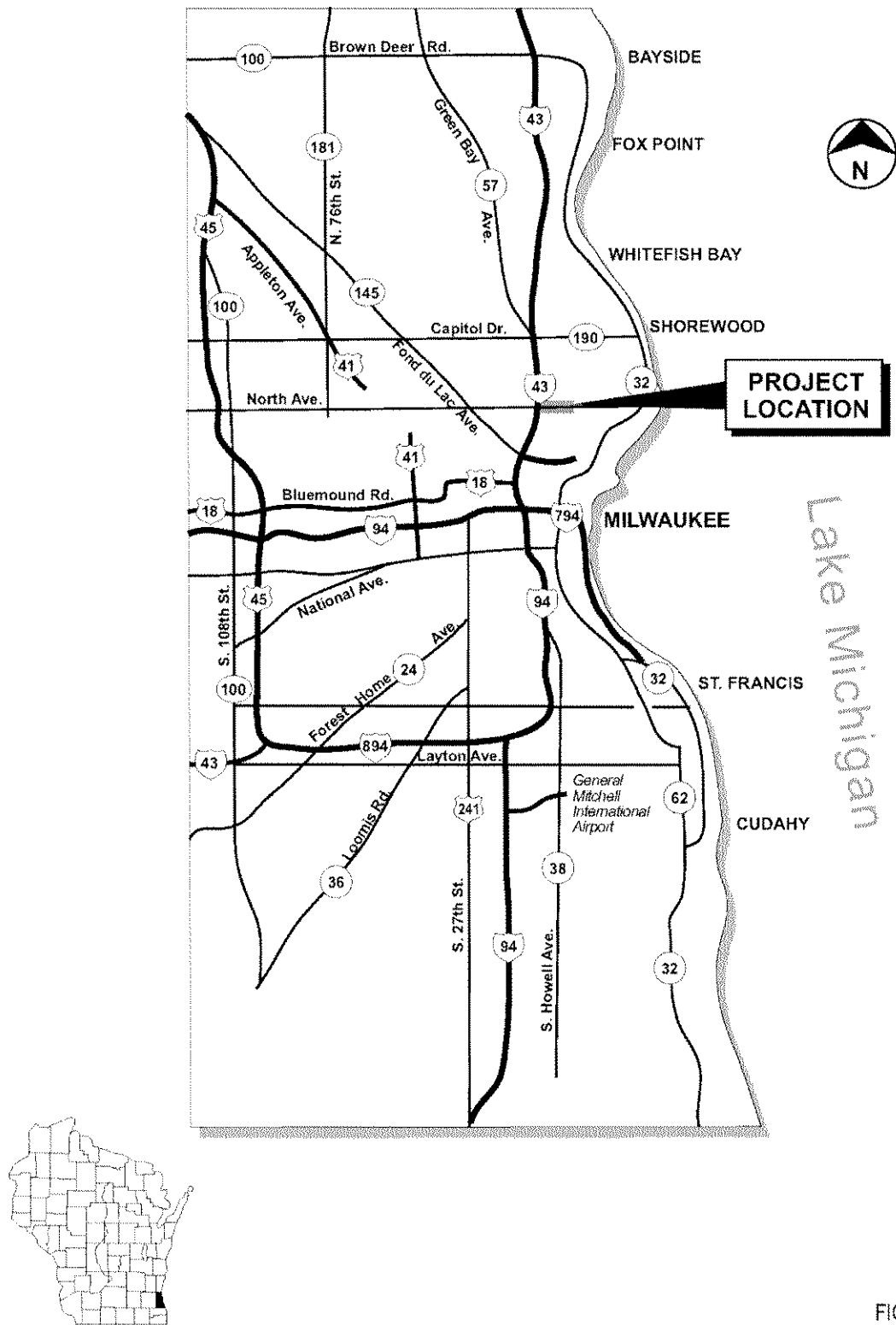


FIGURE 1
Project Location

The King Drive Commercial District forms the eastern boundary of the proposed North Avenue District. Over the past 5+ years, the King Drive corridor, which is also a Business Improvement District (BID), has experienced significant redevelopment and revitalization, and has attracted new retail, dining, service, and commercial uses to the area. For example, near the King Drive/North Avenue intersection are a successful Foot Locker, Payless Shoes, Walgreen's, Subway, Wendy's, Rainbow Fashions, Dollar General and Ponderosa Steakhouse. King Drive provides a very strong eastern boundary for proposed North Avenue district. Interstate 43 parallels 7th Street, the western border of the proposed district. I-43 is a heavily-traveled freeway (137,000 vehicles per day) with an interchange at North Avenue. This provides very good visibility and access to the project area.

Demographic Overview and Market Potential

The following section of this report includes (i) an overview of demographic and socioeconomic trends and (ii) a summary of the market potential related to the redevelopment of the proposed North Avenue District in the City of Milwaukee. This study provides the foundation for the land use recommendations in the following sections of this report.

This demographic and market overview includes recommendations for types of uses that might ultimately be located on North Avenue, between 7th Street and King Drive. These recommendations form the foundation of an action plan for the North Avenue District to guide its development over the short and long term. It builds upon several previously-completed reports for the general area. These include the City's Redevelopment Plan for the African-American Entertainment & Cultural District in the North 7th Street-West Garfield Avenue Redevelopment Project Area, completed in 2004; the Historic King Drive Redevelopment Plan, completed in 1996 by Trkla, Pettigrew, Allen & Payne; and two concept plans for a proposed African-American Cultural and Entertainment District on North Avenue. The latter two studies build upon the King Drive report and were completed subsequent to it.

Data in this overview is derived from several sources, including the U.S. Bureau of the Census, City of Milwaukee, and Claritas, a recognized national data provider. In addition, this overview incorporates our findings and conclusions obtained from a planning session and interviews with key stakeholders for this project as well as from a public meeting with neighborhood residents, employers, City representatives and staff, and other interested parties.

Primary and Secondary Trade Areas

Typically, retail areas and business/commercial districts, like King Drive and the proposed North Avenue District, are surrounded by geographic areas from which the majority of its patrons will be attracted. The boundaries of these geographic areas are determined by a number of factors, including accessibility, types of uses in the retail/commercial area, physical barriers and natural features (*e.g.*, streets and rivers), locations of shopping and other competing uses (*i.e.*, stores, restaurants, and entertainment venues), demographics of surrounding residential neighborhoods, pedestrian access and transit service, driving time and distance, and surrounding development. These defined geographic areas are called trade areas, and they are usually divided into two or three sub-areas.

According to the Urban Land Institute (ULI), an international organization for the land use/real estate industry, the primary trade area is the geographical area from which a shopping center or business district will generate most of its repeat sales. It typically extends 1-1/2 miles for a neighborhood center and three to five miles for a community center. Driving times range from five to 30 minutes in a primary trade area and up to three to seven miles further in a secondary trade area. The types of businesses and retailers in the King Drive commercial corridor and the customers who patronize them qualify this area as a neighborhood-type shopping districts.

For the proposed North Avenue District, the CH2M Hill Team has defined primary and secondary trade areas. We base these trade area definitions on (i) our knowledge of the City of Milwaukee and Milwaukee region and other studies we have completed there, (ii) our fieldwork, interviews and meetings conducted for this study, and (iii) our experience on similar types of studies throughout the country.

Boundaries for the primary trade area for the proposed North Avenue District are Capitol Drive on the north, Holton Avenue on the east, McKinley Avenue (former Park East Freeway) on the south, and 27th Street on the west. The secondary trade area boundaries, which are contiguous with the boundaries of the total trade area, are Capitol Drive on the north, Lake Michigan on the east, Menomonee River/I-94 on the south, and 51st Street on the west. The extended boundary for the secondary trade area is based on the assumption that entertainment, dining, and other venues with a broad, more regional draw are located in the proposed North Avenue District. These types of uses should appeal to students at Marquette University, the Milwaukee School of Engineering, and the University of Wisconsin-Milwaukee as well as to residents of the Historic Third Ward, Brewer's Hill, City Homes, Sherman Park and other Milwaukee neighborhoods. Maps of these trade areas are found in Appendix A.

I-43 travels north-south through the primary and secondary trade areas, and, as mentioned above, greatly enhances the accessibility of the proposed North Avenue District. The street grid through the area also enhances vehicular accessibility. The proposed North Avenue District is also readily accessible by public transportation based on interviews with existing business owners. Many patrons walk to the businesses on King Drive and North Avenue from the surrounding residential neighborhoods, and will likely do the same to future retail, dining, and other business venues on North Avenue, between King Drive and 7th Street.

Demographic and Socioeconomic Trends

Key demographic data is presented below. More detailed demographic data is presented in Appendix A. The demographic summary of the trade area is that population and household are declining, although at a slower rate than previously. Income in the primary trade area is lower than the trade area as a whole. The population is largely African American: 75 percent of the total trade area and 92 percent of the primary trade area.

Population in the Trade Area

Population in the primary trade area was 58,400 in 2000, a decline of approximately 22 percent from its 1990 population of 75,150. According to Claritas, a national data provider, population in the primary trade area continues to decline, but at a slower pace. Primary trade area population is estimated as 55,120 in 2004, and is projected to be 51,300 in 2009. Secondary trade area population totaled 93,600 in 2000, and like the primary trade area, population continues to decline. Secondary trade population is estimated to be 90,230 in 2004 and should reach 86,400 in 2009.

The number of residents in the primary and secondary trade areas combined (the total trade area) totaled 152,000 in 2000, nearly a 16.5 percent decline from the 1990 resident total of 181,760. Total trade area population is estimated at 145,350 in 2004 and projected to be 137,700 in 2009. In 2004, nearly 38 percent of the trade area's residents live in the primary trade area.

Households in the Trade Area

Throughout much of the U.S., household formation is increasing at a rate that exceeds population growth or declining at a pace less than the rate of population decline. This is due to the growing number of single person and single parent households, longer life expectancies, the rate of divorce, etc. A by-product of this trend is smaller household size. Household formation in the trade area reflects these national trends.

Like population, the number of households in the total trade area is decreasing, but at a rate that is less than the pace of population decline. In 2000, the number of households in the primary trade area totaled 19,415, a decline of over 15.0 percent from 1990's 22,930. In 2004 and 2009, the number of households in the primary trade area is estimated to be 18,680 and 17,800, respectively.

Households in the total trade area numbered 52,425 in 2000, a decline of nearly 12.5 percent over 1990's 59,840 households. As of 2004, there are an estimated 50,830 households in the primary trade area; households should reach 48,900 in 2009.

Average household size in 2000 is 2.96 in the primary trade area and 2.75 in the total trade area. Only 20 percent of the households in both the primary and total trade areas are married couples. The majority of the households are headed by a single female (60 and 55 percent in the primary and total trade areas, respectively).

Racial/Ethnic Composition in the Trade Area

Racial diversity in the general area is increasing, as identified in prior studies completed for King Drive and the North Avenue area. The population is largely African-American, especially in the primary trade area. According to the 2000 Census, 92 percent of the residents in the primary trade area are African-American. This declines to approximately 75 percent in the total trade area, largely due to a higher percentage of White residents.

In the primary and total trade area, there is also a small Hispanic population, approximately three and five percent, respectively.

Income in the Trade Area

Income levels in the primary trade area are lower than those for the trade area as a whole. In 2000, median household and per capita incomes are \$19,659 and \$9,830, respectively, in the primary trade area and \$22,173 and \$11,039 in the trade area as a whole. In the primary trade area, nearly 41 percent of households earn less than \$25,000 and 20 percent have incomes between \$25,000 and \$35,000. For the trade area as a whole, 36 percent have household incomes below \$25,000 and 19.5 percent earn between \$25,000 and \$35,000.

It is important to understand that households often supplement their incomes with social security, transfer payments and cash. Therefore, incomes in the primary and total trade areas are likely higher than reflected by data in the Census and Claritas.

Catalytic Projects and Anchors in the Area

The City of Milwaukee has seen many new projects and buildings constructed that are attracting more residents, employers, employees and visitors to the downtown and surrounding area. A few of these non-residential catalytic projects are: Schlitz Park (noted previously); the planned redevelopment of the Park East corridor; the proposed new Harley Davidson Museum in the Menomonee Valley; the riverwalk along the Milwaukee River; and the nationally acclaimed Milwaukee Art Museum addition.

In the future, these new developments could also generate patrons for the businesses, dining, entertainment and cultural venues located in the proposed North Avenue District. This especially could be so if the future North Avenue uses have regional appeal, are unique, and attractive enough to draw people from the downtown and surrounding areas.

In addition to the above, the Black Holocaust Museum already draws visitors to the immediate area. Located on 4th Street, immediately south of North Avenue, it attracts thousands of visitors a year. The museum features the history of the African-American people and hosts unique exhibits. Its 1999 exhibit, "A Slave Ship Speaks: The Wreck of the Henrietta Marie," attracted approximately 85,000 visitors. Although this was a one-of-a-kind exhibit, it represents the potential anchor appeal the Black Holocaust Museum can have and could continue to have in the future, especially if its exhibits are coordinated with the ongoing development and activities of the proposed North Avenue district.

Market Potential

Retail Sales in the Trade Area

Our studies are based on data from the BLS' *County Business Patterns*. These estimates do not include retail sales made by sole proprietors and some small "mom and pop" businesses for whom sales information is not available or disclosed. While the Claritas estimates likely underestimate total retail sales volumes, they are a good basis, or frame of reference, for indicating what sales in the primary and total trade area may be.

Retail sales in 2004 are estimated to be \$256.1 million in the primary trade area and \$1.4 billion for the trade area in total (Table 1). In the primary trade area, food stores generated the highest sales volumes, followed by eating and drinking places and general merchandise stores.

TABLE 1
Estimated Retail Sales: 2003

Category	Retail Sales in Millions (\$000s)	
	Primary Trade Area	Total Trade Area
Lumber, Building Supplies, Hardware	\$11.1	\$37.4
General Merchandise	\$25.3	\$349.8
Food Stores	\$75.6	\$243.8
Automobile Dealers & supplies	\$12.6	\$105.1
Gas Stations	\$12.1	\$209.0
Apparel and Accessory Stores	\$13.9	\$36.0
Home Furnishings, Furniture, Equipment	\$7.6	\$90.2
Eating and Drinking Places	\$50.2	\$169.2
Drug Stores	\$12.5	\$49.0
Miscellaneous Retail	\$35.2	\$108.7
Total	\$256.1	\$1,398.2

Source: Claritas based on County Business Patterns, U.S. Bureau of Labor Statistics

For the total trade area, general merchandise stores produced the majority of retail sales, which is not surprising since the full trade area includes downtown Milwaukee, the retail shopping on North Avenue, Capitol Drive and other major arterials, and other retail shopping areas and commercial districts outside the primary trade area. The second and third highest generator of retail sales in the full trade area is food stores and eating and drinking places.

Retail rents in the contiguous King Drive Commercial District are between \$7 and \$14 per square foot, according to DCD.

Other Retail Areas, Commercial Corridors and Entertainment Venues

Milwaukee offers a number of shopping centers, retail areas, commercial districts, and business districts that vie for the shopping dollars of trade area residents. The King Drive Commercial District is the most immediate shopping area. It is contiguous to the proposed North Avenue District, and its 100 percent shopping corner is the intersection of North Avenue and King Drive. The King Drive Commercial District receives a lot of foot traffic since 41 percent of primary trade area households do not own a car. It also attracts shoppers who come via public transportation along North Avenue and King Drive.

Since a redevelopment plan was completed for King Drive in 1996, significant redevelopment activity has occurred in this Commercial District/BID. It also has attracted a number of new national chains as well as locally owned/managed businesses to accompany those already located on and near King Drive. New businesses to King Drive include Ponderosa Steakhouse, Bean Head Café, Playmakers, Rainbow Fashions, Dollar General, and JaStacy's restaurant.

Other retail locations with dining and entertainment uses that provide future competition for the planned North Avenue District are Downtown Milwaukee; Old World Third Street; Water Street; the Historic Third Ward; other business districts; major shopping areas along the City's arterials; and smaller neighborhood centers with grocery/drug stores, fast food outlets, restaurants, and general merchandise and specialty stores that cater to surrounding residents.

Estimated Expenditures in the Trade Area

Estimated retail sales potential is based upon BLS' annual *Consumer Expenditures Survey for 2002*. The *Survey* identifies average annual expenditures for major categories for consumer units (households). These are food, alcoholic beverages, housing, apparel and services, transportation, health care, entertainment, personal care products and services, reading, education, tobacco products, cash contributions and personal insurance/pensions, and miscellaneous expenses.

It is possible that household expenditures are higher than estimated because households often supplement their incomes with cash, transfer payments and unreported income.

Retail Sales Potential

Based on data from the *Consumer Expenditure Survey*, potential expenditures for retail goods by households in the primary, secondary and total trade areas for the proposed North Avenue District are estimated. The calculations are shown in the Tables 2, 3 and 4.

TABLE 2
Potential Retail Expenditures Primary Trade Area

Expenditure Category	Primary Trade Area Total Potential Expenditures	Primary Trade Area Total Retail Sales	Estimated Gap Retail Potential Expenditures vs. Sales	Primary Trade Area % Assumed Capture Rate	Primary Trade Area Assumed Captured Retail Sales Estimate	Estimated Sales Per S.F.	Primary Trade Area Supportable S.F.
Apparel and Accessory Stores	\$24,122,606.0	\$13,900,000.0	\$10,222,606.0	7%	\$715,582.4	\$150	4,781
Drug and Proprietary Stores	\$34,614,295.0	\$12,500,000.0	\$22,114,295.0	15%	\$3,317,144.3	\$408	8,130
Eating and Drinking Places	\$63,116,169.0	\$50,200,000.0	\$12,916,169.0	15%	\$1,937,425.4	\$219	8,857
Food Stores	\$81,010,080.0	\$75,600,000.0	\$5,410,080.0	15%	\$811,512.0	\$299	2,719
Furniture and Home Furnishings Stores	\$16,520,898.0	\$6,000,000.0	\$10,520,898.0	5%	\$526,044.9	\$161	3,267
Home Appliance, Radio, and TV Stores	\$20,356,267.0	\$1,600,000.0	\$18,756,267.0	5%	\$937,813.4	\$258	3,640
General Merchandise (including leased depts.) and Miscellaneous Retail	\$129,408,523.0	\$60,500,000.0	\$68,908,523.0	10%	\$6,890,852.3	\$167	41,213
Hardware and Lumber Stores	\$32,682,746.0	\$11,100,000.0	\$21,582,746.0	0%	\$0.0	\$109	—
Estimated Total	\$401,831,584.0	\$231,400,000.0	\$170,431,584.0		\$15,136,374.6		72,607

Source: U.S. Bureau of Labor Statistics, Consume Expenditure Survey 2002; Claritas; CH2M HILL

Apparel and Accessory Stores is 1/3 women's, 1/3 men's, 1/3 shoes.

Eating and Drinking Places is 1/4 restaurants w/liquor, w/o and liquor, sandwich shop and ice cream parlor.

General Merchandise capture is 1/5 each of variety, dollar discount, jewelry, cards & gifts, and flowers.

TABLE 4
Estimated Retail Sales and Square Footage Potential Total Trade Area

Expenditure Category	Primary Trade Area Supportable S.F.	Secondary Trade Area Supportable S.F.	Total Trade Area Supportable S.F.
Apparel and Accessory Stores	4,781	4,182	8,964
Drug and Proprietary Stores	8,130	2,803	10,934
Eating and Drinking Places	8,857	10,880	19,737
Food Stores	2,719	5,635	8,353
Furniture and Home Furnishings Stores	3,267	2,465	5,732
Home Appliance, Radio and TV Stores	3,640	2,592	6,232
General Merchandise (including leased depts.) and Miscellaneous Retail	41,213	23,804	65,017
Hardware and Lumber Stores	—	—	—
Estimated Total	72,607	52,362	124,969

Source: U.S. Bureau of Labor Statistics, Consume Expenditure Survey 2002; Claritas; CH2M HILL

TABLE 3
Potential Retail Expenditures Secondary Trade Area

Expenditure Category	Total Trade Area Total Potential Expenditures	Primary Pot. Expenditures	Secondary Trade Area Total Potential Expenditures	Secondary Trade Area Total Retail Sales	Secondary T.A Estimated Gap Retail Potential Expenditures vs. Sales	Secondary Trade Area % Assumed Capture Rate	Assumed Secondary Trade Area Captured Retail Sales Estimate	Estimated Sales Per S.F.	Secondary Trade Area Supportable S.F.
Apparel and Accessory Stores	\$67,087,931	\$24,122,606	\$42,965,325	\$22,100,000	\$20,865,325	3%	\$625,959.75	\$150	4,182
Drug and Proprietary Stores	\$93,990,848	\$34,614,295	\$59,376,553	\$36,500,000	\$22,876,553	5%	\$1,143,827.65	\$408	2,803
Eating and Drinking Places	\$174,786,224	\$63,116,169	\$111,670,055	\$119,000,000	(\$7,329,945)	2% of Sec. Sales	\$2,380,000.00	\$219	10,880
Food Stores(assume capture same as Primary Trade Area)	\$222,298,759	\$81,010,080	\$141,288,679	\$168,200,000	(\$26,911,321)	1% of Sec. Sales	\$1,682,000.00	\$299	5,635
Furniture and Home Furnishings Stores	\$45,548,917	\$16,520,898	\$29,028,019	\$15,800,000	\$13,228,019	3%	\$396,840.57	\$161	2,465
Home Appliance, Radio and TV Stores	\$56,939,231	\$20,356,267	\$36,582,964	\$66,800,000	(\$30,217,036)	1% of Sec. Sales	\$668,000.00	\$258	2,592
General Merchandise (including leased depts.) and Miscellaneous Retail	\$350,029,611	\$129,408,523	\$220,621,088	\$398,000,000	(\$177,378,912)	1% of Sec. Sales	\$3,980,000.00	\$167	23,804
Hardware and Lumber Stores	\$89,384,677	\$32,682,746	\$56,701,931	\$26,300,000	\$30,401,931	0%	\$0.00	\$109	—
Estimated Total	\$1,100,066,198	\$401,831,584	\$698,234,614	\$852,700,000	(\$154,465,386)		\$10,876,628		52,362
Estimated Expenditure/Household	\$20,984	\$20,697	\$21,152						

Source: U.S. Bureau of Labor Statistics, Consume Expenditure Survey 2002; Claritas; CH2M HILL

Apparel and Accessory Stores is 1/3 women's, 1/3 men's, 1/3 shoes.

Eating and Drinking Places is 1/2 restaurants w/liquor and 1/2 sandwich shop.

General Merchandise capture is 1/5 each of variety, dollar discount, jewelry, cards & gifts, flowers.

* 1% of secondary trade area sales

**2% of secondary trade area sales

As is shown in Tables 2 and 3, primary trade area households are estimated to spend \$401.8 million on retail shopping goods, food, eating and drinking, entertainment, pharmaceuticals, apparel, etc. For the secondary and total trade areas, retail expenditures are projected as \$698.2 million and \$1.1 billion, respectively. The three major retail expenditure categories for trade area households are general merchandise, grocery stores, and eating and drinking places. The estimates in Tables 2 and 3 do not include automobiles, gasoline and automotive-related products because these are not the types of uses under consideration for the future North Avenue District.

Tables 2 and 3 also illustrate the gap between retail sales and retail expenditure potential in the trade area, as well as estimated retail square footage that could be supported on the blocks between 4th and 7th Streets in the proposed North Avenue District. These estimates are based on a number of assumptions, which are explained below.

- Estimated sales per square foot is per the Urban Land Institute's (ULI's) *Dollars and Cents of Shopping Centers, 2004 – Detailed Tenant Information Tables for U.S. Neighborhood Shopping Centers*.
 - Apparel and accessory sales per square foot is per the data available for women's and men's apparel and shoes
 - Eating and drinking sales per square foot is per the data available for restaurants with liquor, restaurants without liquor, sandwich shops and ice cream parlors
 - General merchandise sales per square foot is per the data available for variety stores, dollar discount stores, jewelry, cards and gifts, and flowers
- Assumed capture rates are conservative and based on capture rates for neighborhood/community types of shopping goods, dining and services plus our understanding of Milwaukee and this project and our recommended uses for the proposed North Avenue District.

Assuming the above and applying conservative capture rates and sales per square foot data from ULI, the gap between retail sales and retail expenditure potential is determined. In the primary trade area, Table 2, the gap is estimated to be \$170.4 million. This indicates demand for additional retail-type uses exists, in addition to the existing businesses within the King Drive BID. Potential supportable retail square feet to satisfy unmet demand is estimated to be approximately 72,600 square feet, composed of nearly 4,800 square feet for apparel and accessory stores, 8,850 square feet for eating and drinking establishments, and 2,700 square feet for convenience foods. General merchandise and miscellaneous retail stores could support up to 41,000 square feet of space.

In the secondary trade area, Table 3, retail sales exceed potential retail expenditures, so the gap is negative. However, this is not surprising because the secondary trade area is an extended one that encompasses many established retail and entertainment centers, including Downtown Milwaukee, the Historic Third Ward and other commercial districts and business improvement districts in the City of Milwaukee. All of these and more compete for the retail shopping dollars of trade area residents as well as residents, employers, employees and visitors to the City and region. Although the retail gap is negative, we believe the appropriate mix of uses in the future North Avenue District could

attract a percentage share of retail dollars available in the secondary trade area. This is why a 1 to 2 percent capture rate is shown for some of the retail categories in Table 3.

Applying conservative capture rates and sales per square foot figures to sales potential in the secondary trade area produces the estimate that an additional 52,360 square feet could be supported in the proposed North Avenue District due to inclusion of the secondary trade area. This total is composed of approximately 4,200 square feet for apparel and accessory stores; 10,900 square feet for dining establishments; 5,600 square feet for convenience groceries, and 23,800 square feet for general merchandise and miscellaneous retail stores.

Table 4 shows the total square footage that could be supported in the future North Avenue District, between 4th and 7th Streets. This is approximately 125,000 square feet, composed of an estimated 8,900 square feet for apparel and accessory stores, 19,700 square feet for dining establishments, 8,300 square feet for convenience groceries, and 65,000 square feet for general merchandise and miscellaneous retail stores.

As noted previously, the total trade area had over 4,735 businesses with 90,300 employees in 2000. Of these, 1,540 businesses with nearly 17,440 employees are in the primary trade area; nearly one-third of all businesses and 20 percent of all employees. Although the stores and restaurants in the King Drive Commercial District attract primarily trade area residents and not employees, the CH2M Hill Team believes a future mix of uses that caters to a more regional audience could attract the patronage of some of the employees working in the total trade area as well as residents and employees in and visitors to the City of Milwaukee and Milwaukee region.

Potential Opportunities

This market overview shows that demand exists in the trade area for additional retail businesses. This is especially true for the primary trade area, as evidenced by the gap between retail sales and consumer retail expenditure potential. Moreover, based upon our fieldwork and meetings in the City of Milwaukee for this project, the CH2M Hill Team believes unique cultural and entertainment venues could also be supported in the proposed North Avenue District, between 4th and 7th Streets. These blocks along North Avenue have extremely good access and visibility and are one block from the intersection of King Drive and North Avenue, the “100 percent corner” of the King Drive Commercial District.

Following is a description of the recommended types of uses that are appropriate for the future North Avenue District. This list can be further refined and validated in subsequent phases of study. The recommended land use plan for the North Avenue District, in a following section of this study, identifies potential blocks where these uses might be located in the future as well as recommended phasing.

Dining/Entertainment

- As described in the Introduction, the future North Avenue District and surrounding study area is located in the neighborhood historically known as Bronzeville. The Bronzeville neighborhood was the area that became the business, economic, entertainment and cultural center to many of Milwaukee’s African-American residents between the early 1900s and the 1960s. It also was the home of many well-known and popular jazz clubs, restaurants and entertainment venues that attracted local and national talent.
- For many African-American residents of Milwaukee, the memory and spirit of Bronzeville is still strong, and there is strong interest in redeveloping the North Avenue corridor under study as the “renewed” Bronzeville. That is, a special destination and activity center for those who want to experience the Bronzeville spirit, regardless of ethnicity.
- The retail potential calculations in this study show that between 8,800 and 19,000 + square feet of additional eating and drinking establishments could be supported in the future North Avenue District. As a result, we recommend clubs with dining and musical entertainment be among the future uses located on North Avenue. Retail likes to be near retail because it creates more critical mass and drawing appeal to an area. Based on this concept and research and fieldwork completed for this study, two restaurants/music clubs could be supported in the North Avenue District, especially if they cater to different types of patrons and offer complementary menus and entertainment (*i.e.*, blues and jazz).
- One club could feature local musical talent and host special activities, such as talent night and comedy night. The second could feature a broader menu and bring in regional and national talent. Floor space and square footage of these types of restaurants/entertainment venues throughout the U.S. varies, but it often ranges between 3,500 and 10,000 square feet.

- There are a number of qualities that make a restaurant attractive and successful, such as management, service and menu. However, it first needs to be a destination venue, like a supper club, sit-down restaurant and/or jazz club described above. The most important factors considered by owners when choosing a location for their establishment are potential draw, location of competition, site access, visibility and exposure. Being near a regional activity center also helps the success of a dining venue. Our studies show the proposed North Avenue District responds positively to these site location factors.
- Other complementary small dining establishments, such as a sandwich shop or ice cream parlor, might be located on North Avenue, if existing, appropriate space is available and parking is accessible.

Specialty Retail

- The retail potential calculations in this study show that between 4,800 and 9,000 square feet of additional apparel and accessory stores and 41,000 to 65,000 square feet of general merchandise and specialty stores could be supported in the future North Avenue District. While the proposed District cannot physically support this much space, it is recommended small specialty stores be among the future uses on North Avenue. Examples include apparel, accessories, jewelry, art gallery, imports, cards and gifts, music, etc. Keeping the Bronzeville spirit in mind, these specialty stores should feature goods that are attractive to African-Americans shoppers as well as others who patronize the area.
- Square footage of specialty stores varies, but many are in the 1,400 to 2,500 square foot range.

Convenience Food

- The retail potential calculations in this study show that between 2,700 and 8,300 square feet of additional food/grocery stores could be supported in the future North Avenue District. Convenience type groceries, bakery, or specialty foods should be considered among the uses in the proposed North Avenue District. These would be attractive to patrons of the area as well as to persons living in the surrounding neighborhood and primary trade area. The nearest full-line grocery store is the Jewel-Osco several blocks away on east North Avenue. Because of this, many local residents shop at Walgreen's at North Avenue and King Drive for food, housekeeping supplies, personal items, etc.
- Square footage of convenience and specialty food stores generally ranges between 1,500 and 2,000 square feet.

Residential

- Single and multi-family homes are located in the study area on the residential portions of the blocks, immediately north and south of North Avenue. Recommendations for protecting and enhancing these residential streets are included in the District Plan. However, we believe that one of the larger homes on the north side of North Avenue might be suitable for conversion to a bed and breakfast establishment. This would bring additional visitors and customers to the area on a daily basis and add to the area's

nighttime population. Moreover, there are no hotels or lodging facilities in the immediate area, and a bed and breakfast would help satisfy local room demand.

- The structural integrity of the homes north of North Avenue should be further investigated to determine the appropriateness for conversion into a bed and breakfast.

Cultural

- Recommendations for cultural uses focuses around establishment of an art gallery in one or more of the existing buildings on North Avenue and the previously mentioned jazz/blues clubs which would recall Bronzeville's history. The art gallery should primarily feature the works of African-American artists from Milwaukee as well artists that are nationally known. The gallery would enhance the other uses recommended for the future North Avenue District. It also would further the development of the area as a special destination and cultural center for those who want to experience Bronzeville and learn about the African-American heritage. This gallery could be an extension of the African American Cultural experience that is provided by visiting the Black Holocaust Museum.
- One potential use that could be located in the art gallery is an incubator for new artists who need a place to work at a reasonable cost. Space could be marketed to "up and coming" artists and art students in Milwaukee, Racine, Kenosha, the Chicago Region and beyond. In addition, their completed artworks could be sold in the gallery, giving them the start and public marketplace that they want and need to be successful.

Part of the space in the art gallery might also be reserved for a working art studio, similar to Gallery 37 in the City of Chicago. This type of use could also be located in a freestanding existing building on 4th Street adjacent to the Black Holocaust Museum.¹

- If a Gallery-37 type of use were incorporated into an art gallery on North Avenue or located in a freestanding building, it could link the proposed North Avenue District to the local educational institutions in Milwaukee. This could raise awareness of the area as a cultural center in the minds of local residents, and be an anchor that attracts visitors to the entertainment and cultural district.
- Another cultural use for consideration within the proposed North Avenue District is a museum to the memory of Dr. Martin Luther King, Jr. Presently, a statue of Dr. King is located on King Drive in the midst of the commercial district. Based on interviews and research, this appears to be the only memorial to Dr. King in the City of Milwaukee. The proposed North Avenue District is more than an appropriate location for a museum to

¹ Gallery 37 was established in 1991 as a temporary land-use for a vacant block in Downtown Chicago; it is now thriving in its own facility in the heart of the downtown. Since its inception, Gallery 37 has become an internationally-recognized job-training program, primarily for young people between 14 and 21 years in age. It offers job training in the visual, literary, culinary, performing, and graphic arts under the direction of professional artists. It also offers students opportunities for arts-related employment, and mentoring with various professional artists. According to the City of Chicago, over 4,000 students were actively involved in Gallery 37 programs in 2002. Thanks to a recent partnership with Harold Washington Community College, Gallery 37 now offers day, evening and week-end classes to adults. Additionally, the new state-of-the-art World Kitchen offers the opportunity for adults to explore Chicago's ethnic cuisines and learn culinary skills and techniques. The new Storefront Theater hosts live performances by Chicago's most innovative theater companies. Gallery 37 offers art programs throughout the City and in the Chicago Public Schools. The works of its Apprentice Artists are found on buses and in the subway, at O'Hare and Midway Airports, as well as in the many communities and neighborhoods throughout the City of Chicago.

Dr. King, perhaps with an affiliation to the National Park Service's Dr. Martin Luther King, Jr. memorial in Atlanta or other museums and memorials around the country.

Management and Administration

A Business Improvement District (BID) should be established for the future North Avenue District. Based upon our interviews with the City of Milwaukee staff, this is already under consideration.

In the City of Milwaukee, property owners in a Business Improvement District agree to voluntarily collect annual assessments to fund projects that improve the local business environment, such as streetscape enhancements, marketing activities, business recruitment, and security. There are approximately 23 BIDs located throughout the City of Milwaukee including Historic King Drive. The life of a BID is determined by its objectives, the projects it undertakes, and the repayment of the additional financial obligations it incurs to fund the activities of the BID. We believe the establishment of a BID for the North Avenue District would facilitate the financing of ongoing business improvements and give property owners an active role in the development and marketing of the area.

The City of Milwaukee will establish a tax increment district (TID) to help fund improvements and development projects along the North Avenue District. The proposed boundaries are from North Holton to I-43 and West Garfield Avenue to Burleigh Street. The future TID will include the residential blocks close to North Avenue to encourage internal and external improvements by the neighborhood's homeowners. This is appropriate since a number of these single and multi-family dwellings are in need of repair, and establishment of the TID could provide needed financial assistance. This is especially true for some of the homes in the Harambee neighborhood, located immediately north of North Avenue.

The TID funds will support development projects, business development grants, streetscape enhancements, and homeowner incentives. These overall enhancements will strengthen the area's ability to attract businesses, dining, entertainment and cultural venues, as well as traffic and patrons.

District Plan

The market overview identified various retail businesses that could be supported in the proposed North Avenue District. This information, coupled with public, stakeholder, and DCD input has formed the basis of the district plan and the conceptual streetscaping plan.

Public Involvement

The public involvement process included an August 10, 2004 meeting with a broad cross-section of the community identified by DCD as stakeholders and a public information meeting on August 11, 2004. A detailed description of both meetings is found in Appendix B.

Stakeholder Meeting

At the stakeholder meeting, a SWOT exercise was used to identify the stakeholders' perception of the Strengths, Weaknesses, Opportunities, and Threats of the area.

The stakeholders identified 18 strengths for the North Avenue area. Three were ranked as the top issues. They were business opportunities (7), the African American History (6), and the location (6). A closer examination of these three issues reveals their relationship. The area's business opportunity strength comes from the African American history of the area and its location. The historic African American shopping area was destroyed by the construction of the Interstate highway. North Avenue then became the historic shopping area. North Avenue's location as a transportation connection between I-43 and King Drive creates additional business opportunity due to the high number of cars that pass the area daily.

The stakeholders identified 19 weaknesses and 15 opportunities in the area. Due to the requirements of the participants, voting did not occur on these items. In addition, the threats were not completed. Some stakeholders were contacted at the public meeting and their input is recorded in the appendix. The other members have been asked to provide their input.

Public Meeting

The success of the District Plan depends on strong public support. The local property owners, business people, and residents must have buy-in to this project. In order to obtain the general public's input into the development of this plan, a public meeting was held on August 11 at the Department of Natural Resources building on King Drive and North Avenue. The meeting began shortly after 6:00 PM and ended at approximately 8:00 PM. The City sent public meeting notices, made follow-up phone calls, and hand-distributed meeting notices prior to the meeting. Alderman McGee made a special radio announcement regarding the meeting. Approximately 40 people attended the meeting.

The objective of the meeting was to collect input from all the participants regarding development of the District Plan. In order to keep the focus on the District Plan a visioning tool was developed that identified thirteen issues to be discussed. For each issue, four to six styles or alternatives were presented. A PowerPoint presentation was used to present the visioning tool and black and white handouts of the PowerPoint presentation were provided to each participant. The PowerPoint presentation is included in Appendix B. A response form was also provided to each participant to record their response as well as any

comments they may have. The responses from the participants were then summarized. The key input received gleaned from the responses indicate the strongest support for the following:

- A cultural and music theme
- Medium density development, with stone or brick material used in construction
- Pocket parks, art in public places, and statues
- Ornate lighting
- Stamped concrete or artistic impressions in sidewalks
- Decorative planters, decorative fencing and traditional trash receptacles

Banners and concrete block signs both had support for sense of place and directional features. There was no consensus on parking treatments (angle, parallel, or no parking) types of street trees and street furniture.

District Plan Conclusions and Recommendations

Several conclusions are made based on the information collected:

1. There is not enough existing building space (or parking) to accommodate the potential square footage of viable retail development in the proposed North Avenue district. This is a positive situation, for it speaks to the un-met demand for retail services.
2. The public is very interested in seeing something done to rejuvenate North Avenue in the project area. The status quo is not acceptable. In addition, their preference would be to begin seeing improvements in the near future.
3. The business community sees the area as a business opportunity. The public also supports that and would like to see a cultural and music district theme.
4. One of the weaknesses of the area identified was the perception of crime. However, the surrounding neighborhoods are well kept and present a positive appearance. North Avenue needs façade improvements and DCD has proposed recommendations in place to address this issue. Strong code enforcement is also needed.
5. The area's location is identified as a strength. The future development and marketing of the area should capitalize on its location. Accessibility to both I-43 and King Drive is part of that strength.
6. The public supports medium density development and redevelopment. In order to meet the space requirements of the market study and to create economic development opportunities, additional commercial area may be required. Along North Avenue this can be accomplished by redevelopment in a density similar to that found on Martin Luther King.
7. To create a sense of place, pocket parks, art in public places, statues, and artist impressions in the sidewalks were identified by the public as what they would like to see. Another example was the street light fixtures. The public soundly rejected the standard light fixtures. They strongly indicated a desire for an ornate fixture. That is

interpreted as a wish to distinguish this area from the rest of Milwaukee in a subtle but definite way.

8. The public has a very practical approach to the development of the area. Brick and stone are the desired building material, representing strength and low maintenance. Wooden benches and signs were rejected. Written comments revealed the opinion they can be vandalized easily.
9. There is not enough parking to accommodate the potential demand. The west half of the proposed district has the best potential for developing additional off-street parking to compliment on-street parking.

The following recommendations are made:

1. Based on the input from the stakeholders and the public there is support for a cultural and music themed district in the area. The market study identified eating and drinking establishments as one of the business types that could be supported in the area. Such businesses can complement the cultural and music theme. It is therefore recommended that a cultural and music theme be initially established for the area. This should be supplemented by an historical theme that was supported by the public and is currently represented by the Black Holocaust Museum.
2. Eating and drinking places would require approximately 226 linear feet to 503 linear feet of frontage and could be accommodated along North Avenue in the project area. The eating and drinking places should be designed to focus on the cultural and music theme of the area. For example larger restaurants for Jazz or Blues can be developed as well as smaller restaurants that focus on other cultural aspects such as poetry reading or improvisation.
3. General merchandise and miscellaneous retail business had the highest potential in the area. Business that support the cultural and music theme of the area such as book stores, music stores, art galleries, specialty food shops should be encouraged within the area to further attract visitors to the area. The less intensity small retail or small restaurants should be encouraged to provide a buffer between the commercial development along North Avenue and the residential areas to the north and south.
4. The land use of the area should optimize commercial development focusing on food and drinking establishments and general retail along North Avenue while protecting the adjacent residential neighbor hoods. Transitional land uses and buffers in the terms of fences and/or landscaping should be used to protect the adjacent areas. This is summarized in Figure 3. It is anticipated that due to the existing retail along King Drive, the retail will tend to gravitate toward that area and that the cultural and entertainment businesses will gravitate toward 7th Street. However, it is important that these businesses overlap to encourage foot traffic between the different uses.

The proposed district plan would focus the commercial development along North Avenue. The depth of the commercial development would be similar to the current limits of development. The commercial development would include entertainment, restaurants, and retail as discussed above. Commercial development would also be south of North Avenue along 7th Street and north and south of North Avenue

FIGURE 3
Proposed Land Use



between Martin Luther King and 4th Street. The area west of 7th Avenue should be developed in a similar fashion. Consideration should be given to using a portion of the parcel west of 7th Street for additional off-street public parking (See Figure 3).

Residential land use is recommended north of the commercial area along North Avenue. This is intended to protect the existing residential neighborhood.

Between the commercial and the residential areas it is proposed that a transitional land use be established to act as a buffer. Low-intensity land uses such as bed and breakfast, antique stores, bookstores, etc. are recommended for this area. The elementary school is a good example of an existing buffer land use.

In addition to the buffer land uses, design standards should be considered in this zone. These design standards should include landscape buffers, fences, and light regulations.

5. Eating and drinking establishments will likely bring people into the project area for evening and night-time entertainment. Despite the common misconception that this invites crime, it actually acts as a crime deterrent to have people walking in the area at night. Second floor residential units, where feasible, would provide foot traffic

during daylight hours as would office space. Both measures help address the perception of crime in the area.

Streetscaping Plan

The conceptual streetscaping plan is illustrated on the fold-out exhibit in the clear plastic pouch at the back of this report. The public input and stakeholder input combined with DCD and DPW input form the basis of this conceptual design. Key elements are stamped concrete intersections, street furniture, banners, public art, and pocket green space.

The plan recommends two traffic lanes (one in each direction) between 6th Street and King Drive and parking lanes protected by curb bumpouts. **This is a reduction in through traffic capacity that must be studied in more detail before it is implemented.** North Avenue in the project area current has peak hour parking restrictions that provide two through lanes eastbound in the AM peak and two through traffic lanes westbound in the PM peak.

The curb bumpouts help develop a more pedestrian friendly environment by providing a greater separation between traffic and pedestrians but also results in modest reduction in on-street parking. The bumpouts facilitate outdoor seating proposed in the NW corner of 6th and North.

Virtually all the elements are confined to the existing public right-of-way. Exceptions are the recommendation to convert part of an off-street parking lot in the SW corner of 4th and North to an outdoor eating/gathering area and green space between 5th and 6th Streets. This green space could be used for innovative stormwater management.

Phasing Recommendations

The west half of the proposed North Avenue district should be the focus of short term redevelopment for the following reasons:

- The City controls more real estate in this area;
- More vacant land and buildings are available in this area; and
- Off-street parking, which will become an issue as the district develops, can be more easily provided in this area through shared use of the existing Wendy's parking lot and developing a portion of the vacant lot west of 7th Street as off-street parking.

Eating and drinking places, particularly jazz/blues clubs should be the focus of short term redevelopment efforts for the following reasons:

- These establishments will help develop the cultural character of the area while requiring less investment than museums or theatres.
- Market data and public input are consistent that this type of venue is desirable.

Streetscaping should be implemented in phases over several years to meet both the short-term desire for measurable progress by July 2005 and allow adequate time to perform traffic and parking studies that will provide guidance for number of lanes and parking. DPW

plans to reconstruct North Avenue through the project area in 2009. While it may be possible to move this up, it likely would occur no earlier than 2007².

- Signage, banners, and possibly street lighting and street furniture could be implemented in 2005, depending on funding availability.
- Curb treatments and street reconstruction should be implemented as part of the planned North Avenue reconstruction. However, it would be advantageous to design the North Avenue reconstruction before implementing any streetscaping improvements so that the initial streetscaping elements are compatible with the long-term improvements.

Next Steps

The following steps are recommended to implement this plan.

- **Continued Public Involvement**—It is recommended that a series of small group meetings be held with the public to continue developing public support of the project. In addition, stakeholder meetings are recommended to obtain input on the design details and refine the recommended district plan.
- **Potential Investor Sessions**—It will be necessary to continually meet with potential investors to discuss development opportunities and partnerships with the City.
- **Parking Study**—Table A-1 points out the potential for a high demand for parking in the area. The streetscape plan shows that the potential for parking along North Avenue is very limited. If all businesses were required to provide parking on site, the development of North Avenue would be dominated by parking lots and would discourage foot traffic that is so important to support the types of business desired in the area. Therefore, it is recommended that a parking study be completed to identify potential public off-street parking that could be used to address the potential demand.
- **Streetscaping**—The detail construction drawings for the streetscape improvements need to be completed. Then the project needs to be financed, bid, and constructed.
- **Facade updates to existing buildings**—In order to improve the overall image of North Avenue, the facades of the existing buildings need to be enhanced. It is recommended that the design standards be developed in correlation with the district plan. In addition, it is recommended that the City work with property owners in developing proposed façade improvements.
- **Traffic analysis**—North Avenue is a major transportation corridor. A traffic analysis is recommended to evaluate traffic calming techniques to make North Avenue compatible with the adjacent development.
- **Lighting strategies**—The project area has a mixture of light fixtures. A uniform type of light fixtures will help unify the area. In addition, proper lighting will mitigate the

² I-43 from North Avenue to Wisconsin Avenue will be reconstructed in 2005 and 2006 as part of the Marquette Interchange project. WisDOT expects traffic volumes to increase by approximately 5,400 vehicles per day on North Avenue in the project area in 2006. Therefore, full reconstruction of North Avenue in the project area would be more appropriate no earlier than 2007.

perception that this is a high crime area. It is recommended that a lighting study be conducted and a lighting plan be developed.

- **Marketing strategies**— In order to market the area for both potential developers and for potential visitors, marketing strategies need to be developed (see Potential Marketing Strategies at the end of this report).
- **Land Use Plan**— It is recommended that the proposed land uses be incorporated into the new City of Milwaukee Comprehensive Plan.

Housing Issues

The development of the district raises three housing-related issues:

- The extent to which residential development is included in the district plan (i.e., second floor residential above buildings on North Avenue);
- The potential to use TID funding to rehabilitate residential areas near North Avenue, particularly north of North Avenue; and
- The potential for the district's success to adversely affect adjacent low income residents who may struggle to pay additional property taxes if their property value rises significantly.

Development of New Housing in the District

The recommended land use plan does not include any ground-level residential property on North Avenue, as it would not be consistent with entertainment, retail and cultural land use. However, second floor lofts or apartments would be beneficial to provide more day-time use of the area, patrons for the entertainment and retail businesses, and could make some state and federal tax credits available to developers.

Funding for Residential Rehabilitation

It would be advantageous for adjacent residents and the district to generate or allocate funds for residential rehabilitation. As noted in the Management and Administration discussion on Page 14, the creation of a TID district could generate funds for residential use, as the City has done for the City Homes and Lindsay Heights projects. According to the Department of City Development, a pending Community Development Block Grant proposal contains a request to establish a Targeted Investment Neighborhood (TIN) for the area north of North Avenue. If approved, a combination of HOME funds and Community Development Block grant funds could be used in the TIN for housing rehabilitation, including exterior improvements. Façade improvements would provide the most benefit from the district standpoint, as improved appearance of adjacent residences may make people more likely to frequent the area. Home funds are more restrictive than other funding sources, in that they require full code compliance. The optimal strategy for the residential area would be to have a mix of resources available allowing maximum flexibility in meeting the goals for improvement of the neighborhood, as well as addressing the needs of individual residents and property owners.

Potential Adverse Effects on Adjacent Residents

During the stakeholder meeting and public meeting, several people voiced concerns about the potential adverse effect on adjacent residents, many who are in the lower income bracket, if the success of the district dramatically increases property values. Increased property tax payments could force some residents to sell their homes and move from the neighborhood.

While the success of the district would be a benefit for the City as a whole, and all adjacent property owners would enjoy increased property values, there is a clear recognition that success does not mean large-scale turnover in the adjacent residential areas.

The TID and BID funding mentioned above could be used to offset the costs of some home improvements but they would not address the issue of increased property taxes. Indeed, home improvements could raise home values and therefore property taxes. Property tax rebates for a small area would be difficult to implement under current state law.

The answer to this complex issue is beyond the scope of this study. However, a study of how other municipalities have addressed this issue may yield an innovative solution.

Potential Non-Local Redevelopment Revenue Sources

The purpose of this section of the report is to identify potential state, federal, and private funding sources that the City of Milwaukee can further investigate to fund the proposed North Avenue District. Two important points regarding the information in this section follow:

- CH2M HILL is aware that DCD is familiar with several of these funding sources. To be consistent, and to aid those who may be involved in the project in the future, all known potential funding sources are included regardless of whether they have already been accessed or investigated by DCD.
- A detailed investigation of the applicability, availability, or likelihood of receiving these funds is beyond the scope of this report. However, some information related to these issues was uncovered and is included in this report.

Federal

U.S. Economic Development Administration

The U.S. Department of Commerce manages grant programs for the purpose of creating private sector jobs in economically depressed areas. On average, these grants total \$850,000 per applicant and the grant funds 50 percent of the project. However, the percentage allocated is based on project criteria. This grant is available to cities, counties, states, non-profit organizations and universities. Qualifications require that the unemployment rate must be 1 percent above the national average or that the per capita income be 80 percent or less than the national average in the applicant's area. Grants are available for various projects including water and sewer plants and lines, business incubators, industrial parks and spec buildings. To qualify, projects must be constructed on publicly owned land and be owned and operated by the applicant. The investment must *directly* create private sector jobs.

Applicability: The demographics of the primary trade area likely meet the qualifications. The requirement that the project must be owned by the applicant and the goal to limit land dedicated to non-profit uses in the study area may reduce the opportunities to use this grant to City of Milwaukee infrastructure costs.

Urban Park and Recreation Recovery (UPARR) Program

U.S. Department of the Interior/National Park Service (NPS) established the UPARR program to provide federal grants to local governments for the rehabilitation of critically needed recreation areas and facilities, demonstration of innovative approaches to improve park system management and recreation opportunities, and development of improved recreation planning.

Rehabilitation grants are made for close-to-home urban recreation sites that have deteriorated or where the quality of recreation services is impaired. Innovation grants cover the cost of personnel, facilities, equipment, supplies, or services associated with the development of responsive and cost-effective programs, partnerships and other approaches to improved facility design, operations or access to critical recreation services. Planning

grants are made to develop Recovery Action Programs (RAP) including assessments of needs and problems, and action plans that address a system's overall priorities for revitalization.

Rehabilitation and Innovation grants are matching capital grants: 70 percent federal and 30 percent local funds; planning grants are matching 50 percent federal and 50 percent local funds.

Applicability: The small green spaces recommended in the plan may apply although they are not the primary focus of this program.

Urban and Community Forestry Assistance Program

The U.S. Department of Agriculture (USDA) provides small grants of up to \$10,000 to communities for the purchase of trees to plant along city streets and for greenways and parks. To qualify for this program, a community must pledge to develop a street-tree inventory, a municipal tree ordinance, a tree commission, committee or department, and an urban forestry management plan.

Applicability: Initial coordination with the City Forestry Department indicates that many of the requirements of this program would already be met and that it may have merit.

Small Business Tree-Planting Program

The Small Business Administration provides small grants of up to \$10,000 to purchase trees for planting along streets and within parks or greenways. Grants are used to develop contracts with local businesses for the plantings.

Applicability: requirements for this small potential funding source are few.

Economic Development Grants for Public Works and Development of Facilities

The U.S. Department of Commerce, Economic Development Administration (EDA), provides grants to states, counties, and cities designated as redevelopment areas by EDA for public works projects. There is a 30 percent local match required, except in severely distressed areas where federal contribution can reach 80 percent.

USEPA Brownfield Assessment Grant Background Information

Assessment grants provide funding to inventory, characterize, assess, and conduct planning and community involvement related to brownfield sites. An eligible entity may apply for up to \$200,000 to assess a site contaminated by hazardous substances, pollutants, or contaminants (including hazardous substances co-mingled with petroleum) and up to \$200,000 to address a site contaminated by petroleum. There is a waiver provision of the \$200,000 limit and request up to \$350,000 for a site contaminated by hazardous substances, pollutants, or contaminants and up to \$350,000 to assess a site contaminated by petroleum. Total grant fund requests should not exceed a total of \$400,000 unless such a waiver is requested and due to budget limitations, no entity may apply for more than \$700,000. The performance period for these grants is two years.

Applicability: DCD and MEDC have accessed these grants in the past.

USEPA Brownfields Cleanup Revolving Loan Fund Pilots

A major component of the EPA's Brownfields Economic Redevelopment Initiative is the award of pilot cooperative agreements to States, political subdivisions, and Indian tribes to capitalize Brownfields Cleanup Revolving Loan Fund (BCRLF). The purpose of the pilots is to enable States, political subdivisions, and Indian tribes to make low interest loans to carryout cleanup activities at brownfields properties.

Use of BCRLF loan funds is limited to brownfields properties that have been determined to have an actual release or substantial threat of release of a hazardous substance. Loans may also be used at sites with a release or substantial threat of release of a pollutant or contaminant that may present an imminent or substantial danger to public health or welfare. BCRLF loans may not be used for activities at any site: (1) listed (or proposed for listing) on the National Priorities List; (2) at which a removal actions must be taken within six months; or (3) where a federal or state agency is planning or conducting a response enforcement action.

EPA has selected the Wisconsin Department of Natural Resources for a brownfields revolving loan fund grant. The grant are to be used to capitalize a revolving loan fund, from which the department will provide loans and subgrants to communities and tribes within the state to support cleanup activities for sites contaminated with hazardous substances and petroleum. The grant is expected to provide funding for the cleanup of 12 to 20 brownfields over the next two to five years.

Community Development Block Grant (CDBG) Program

The U.S. Department of Housing and Urban Development (HUD) administers this program. The purpose of the program is to enable the development of viable urban communities by providing decent housing, a suitable living environment, and expanding economic opportunities, principally for persons of low and moderate income. The funding is through grants that can provide grants or loans for community or industrial development. The City determines the amount based on needs, goals, and a consolidated plan. Community Development Block Grant Funds are primarily intended to augment or leverage private funds. Uses include neighborhood revitalization, improved community facilities and service, public facilities, and land or property. Grants used for physical development activities must create jobs and expand a community's tax base. Seventy percent of the funds must benefit low and moderate-income persons over a one to three year period. Twenty percent may be allocated for planning and general administrative activities. Funds may not be used for "speculative" development activities, such as the development of new industrial parks, unless private firms are already committed to projects that create or retain jobs for low to moderate-income persons to be employed in such parks.

Applicability: The CDBG program can be used for economic development and enhancement projects, such as parking and streetscape, as proposed by this master plan.

State of Wisconsin

State-level programs through WisDOT, Wisconsin Housing and Economic Development Authority (WHEDA), DNR and Commerce are outlined below. At DCD's request, CH2M HILL has begun meeting with state officials to brief them on the project and identify

potential state funding sources. The outcome of those discussions will clarify the state funding picture, and can be more fully investigated and pursued in Phase 2 of project development. The programs outlined below, most or all of which are familiar to DCD, are those state programs believed to most applicable to this project.

Transportation Economic Assistance (TEA)

The Wisconsin Transportation Economic Assistance (TEA) program provides 50% state grants to governing bodies, private businesses, and consortiums for road, rail, harbor and airport projects that help attract employers to Wisconsin, or encourage existing business and industry to remain and expand. The TEA program's goal is to attract and retain business and thus create or retain jobs.

Grants of up to \$1 million are available for transportation improvements that are essential for an economic development project. It must begin within three years, have the local government's endorsement, and benefit the public. The program is designed to implement an improvement more quickly than normal state programming processes allow. The 50% local match can come from any combination of local, federal, or private funds or in-kind services.

Local Transportation Enhancements (TE) program

The Local Transportation Enhancements (TE) program funds projects that increase multi-modal transportation alternatives and enhance communities and the environment. DCD has already applied for a \$500,000 grant from WisDOT.

Federal funds administered through this program provide up to 80% of costs for a wide variety of projects such as bicycle or pedestrian facilities, landscaping or streetscaping and the preservation of historic transportation structures.

Projects must meet federal and state requirements. Local governments with taxing authority, state agencies and Indian tribes are eligible for funding. Projects costing \$100,000 or more that involve construction are eligible for funding, as are non-construction projects costing \$25,000 or more. Additionally, the project must be usable when it is completed and not staged so that additional money is needed to make it a useful project.

A project sponsor must pay for a project and then seek reimbursement for the project from the state. Federal funds will provide up to 80 percent of project costs, while the sponsor must provide at least the other 20 percent.

Under TEA-21, the Enhancements Program funds the following twelve categories of eligible activities:

- Provision of facilities for pedestrians and bicycles;
- Provision of safety and educational activities for pedestrians and bicyclists;
- Acquisition of scenic easements and scenic or historic sites;
- Scenic or historic highway programs, including the provision of tourist and welcome centers;
- Landscaping and other scenic beautification;

- Historic preservation;
- Rehabilitation and operation of historic transportation buildings, structures or facilities;
- Preservation of abandoned railway corridors;
- Control and removal of outdoor advertising;
- Archaeological planning and research;
- Mitigation of water pollution due to highway runoff or reduction of vehicle caused wildlife mortality;
- Establishment of transportation museums.

A transportation enhancement project must one of the above 12 categories as described in federal guidelines and relate to surface transportation.

Department of Commerce Brownfields Grant Program

The Wisconsin Brownfields Initiative Grant Program is a Wisconsin Department of Commerce \$7-million per fiscal year grant program. Funding is available for Brownfield projects that promote economic development that have a positive effect on the environment. DCD has accessed this program and is familiar with its requirements.

An individual, partnership, municipality, non-profit organization, corporation, limited liability company, or trustee may apply provided that:

1. The grant funds shall be used for brownfields redevelopment or associated environmental remediation activities; and
2. The grant recipient contributes to the cost of the project; and
3. The party that caused the environmental contamination and any person who possessed or controlled the environmental contaminant is either unknown, cannot be located or is financially unable to pay.

There is a maximum of \$1.25 million awarded to any one recipient. A minimum match contribution is required, based on the awarded amount as follows:

Award Amount	Minimum Match Contribution
\$0 to \$300,000	20%
\$300,001 to \$700,000	35%
\$700,001 to \$1,250,000	50%

Department of Natural Resources Green Space and Public Facilities Grant

The Green Space and Public Facilities Grant helps local governments clean up brownfield sites intended for long-term public benefit, including green spaces, development of recreational areas or other uses by local governments. A city, village, town, county, redevelopment authority, community development authority, or housing authority is eligible to complete an application. The Green Space and Public Facilities Grant Program requirements are found in NR 173, Wis. Adm. Code.

Basic criteria included in the rule are as follows:

- Eligible costs include remedial actions and/or costs to develop a Remedial Action Plan
- No grant may exceed \$200,000
- Three grants sizes:

Small	<\$50,000
Medium	\$50,001 to \$100,000
Large	\$100,001 to \$200,000
- Sliding match scale according to grant size

Small	minimum 20% match
Medium	minimum 35% match
Large	minimum 50% match
- Non-profit organizations can be partners with local governments
- Site access and completed Phase I and II Environmental Site Assessments are required to receive a grant
- The Site Investigation and Remedial Action Plan must be approved before reimbursement

Department of Natural Resources Brownfield Site Assessment Grant

The Brownfield Site Assessment Grant (SAG) is a program that helps local governments conduct initial activities and investigations of known or suspected environmentally contaminated property. A city, village, town, county, redevelopment authority, community development authority, or housing authority is eligible to complete an application for a grant. This money can fund the following:

- Phase I Environmental Site Assessments
- Phase II Environmental Site Assessments
- Site Investigations
- Demolition
- Asbestos removal associated with demolition
- Removal of abandoned containers
- Removal of Underground Storage Tanks (USTs)

Wisconsin Development Reserve Fund, Wisconsin Housing and Economic Development Authority

The Wisconsin Housing and Economic Development Authority (WHEDA), a public corporation, was created to provide below-market interest rate loans to homebuyers and housing developers because the State is constitutionally prohibited from incurring debt to fund such loans. Based on WHEDA's lending experience in the housing industry, the State has also provided WHEDA with \$19.1 million in state funds to manage various loan guarantee programs for eligible farmers and small businesses that otherwise could not obtain conventional financing. While commercial lenders provide the loans and perform daily loan servicing, the guarantee programs have typically guaranteed 80 to 90 percent of

the loans in case of default, and in some cases have provided interest subsidies to borrowers.

Wisconsin Department of Tourism

The Department of Tourism has begun to highlight multi-cultural attractions to position the state to capture the fast-growing minority tourist market. Initial investigation indicates that grants for the project are difficult to obtain to fund the project. However, the Department of Tourism could include the project area on marketing pieces.

Private Funding Sources

Several private foundations support projects in economically depressed areas. Existing non-profit groups in the area such as MLK Economic Development Corporation or Harambee would be the likely applicants and recipients of private funds, which could then be combined with City or non-local funds and applied toward elements of the project. Based on grant history, contacts within the non-profit community, and program outlines the following foundations may support elements of the proposed project, although this is not intended to be a comprehensive list.

Helen Bader Foundation. The Bader Foundation has a long track record of supporting projects in Milwaukee's inner city.

Wisconsin Energy Corporation Foundation. The proposed project may meet two of the We Energy Foundation guidelines:

- **Neighborhood Stability.** Organized local efforts to provide geographically focused, comprehensive and collaborative services to economically distressed neighborhoods. Special emphasis is placed on housing development/renovation and community facilities.
- **Corporate Initiatives.** Support for non-profit organizations that positively affect the growth and success of We Energies' business.
- **Local Initiatives Support Corporation (LISC).** LISC is already supporting the project, and may be a resource for future investment.

Potential Marketing Strategies

A marketing strategy to attract local and regional patrons to the district should be developed as the project moves forward.

The continued public involvement effort will help generate interest and awareness in the project. "Coming Soon" signage in the project area illustrating the conceptual district plan will also help generate interest among potential patrons, developers and businesses owners.

Two additional marketing strategies that are recommended are to (1) capitalize on the July 2005 NAACP convention to inform a national audience about the district's development and (2) use the Wisconsin Department of Tourism new focus on multi-cultural attractions to highlight the district for in-state, Chicago-area, and other midwest audiences.

The district's development is one of the reasons the NAACP convention is being held in Milwaukee and presents excellent opportunity to capitalize on a large middle- and upper-income African American audience from around the country. While most of the district plan will not be implemented by the convention, it is possible to have some streetscaping elements and one dining/entertainment establishment completed by the start of the convention. Renderings and/or a video representation of what the final district plan will look like when it is implemented could be distributed to conference attendees to generate interest in the district and a potential return trip to Milwaukee.

The Wisconsin Department of Tourism's recent emphasis on minority and multi-cultural attractions can help provide the City an opportunity to market the district outside the City and state. The following information is taken from the Department of Tourism's website.

Multicultural Audiences

Ethnic populations exist as one of the state's greatest untapped resources. More than 85 million people of color live in the United States, according to the 2000 Census figures, with nearly 13 percent (11 million) living in the Midwest. Today, one in four Americans is considered a minority, up from one in five during 1980. At current growth levels, 47 percent of our population will be what has traditionally been termed a minority by the year 2050.

The African American population wields \$490 billion of purchasing power and represents the 11th largest economy in the world. There are 6.8 million African Americans living in the Midwest. In 2001, African American travel had risen to 69.6 million personal trips, up from 16 percent in 1997, the biggest gain of any minority group. There are currently 35 million Hispanics, 11 percent of the US population. Hispanics' purchasing power stands at \$452 billion with 3.1 million Hispanic Americans living in the Midwest. These figures alone present an unparalleled opportunity for the Wisconsin tourism industry. Large populations of these ethnic market groups are located within easy traveling distance of Wisconsin in the Chicago, Milwaukee, and Twin Cities metropolitan areas. Identifying effective ways to attract urban travelers will be crucial to the future success of Wisconsin's tourism industry. Extensive multi-cultural focus group research conducted by the Department found that much like the overall market, vacation planning among minorities is based more on life

stage rather than ethnicity. Reasons for choosing destinations, seasons and activities among people of color are mostly dependent upon lifestyles and life stage.

The findings also show that people of all ethnicities desire to be included in mass media advertising and publications. Research suggests that people of other cultures do not wish to be segregated by having separate travel publications targeted only at their particular ethnic group, but rather want to see images of people like themselves integrated into mainstream advertising and publications as well as media that serve their communities. Advertising and editorial can also serve as powerful invitations when placement is made in radio, television and print media that hold particular appeal to an individual ethnic population.

Objectives

- Focus primarily on African American and Hispanic leisure summer travelers living in Chicago and pursue outreach opportunities with Hispanic and Asian cultural groups in all three markets of Chicago, Milwaukee, and the Twin Cities through public relations and non-traditional marketing efforts.
- Based on research, people of diverse ethnic cultures will be integrated into the general marketing campaign using the "Stay just a little longer" theme. Highlighting Wisconsin's diverse offerings through all mini campaigns by incorporating photography of couples, singles and families with children of all races and cultures will help ensure a welcoming invitation. Print and radio advertising in ethnic-specific media will further extend a targeted welcome.
- The Department's photo library will be expanded through original photography to add people of diverse cultures in a variety of seasonal settings. Graphics will be integrated into the general advertising campaign and tourism publications.
- Strengthen public relations programs to encourage interest and enthusiasm about Wisconsin among travel writers who produce editorials and stories for media appealing to Asian Americans, African Americans and Hispanics/Latinos. We will build mini-campaigns that will focus on a "package" of attractions and properties that will strengthen media stories. Each mini-campaign will include media relations, direct mail, contest promotions, Internet marketing, print and radio advertising.
- Maximize resources by coordinating marketing efforts where possible with other Wisconsin tourism industry partners and identify opportunities that will provide advertising and awareness of selected communities.
- Take advantage of the growing number of ethnic conventions and trade shows in Milwaukee and Chicago to showcase Wisconsin as a travel destination.

