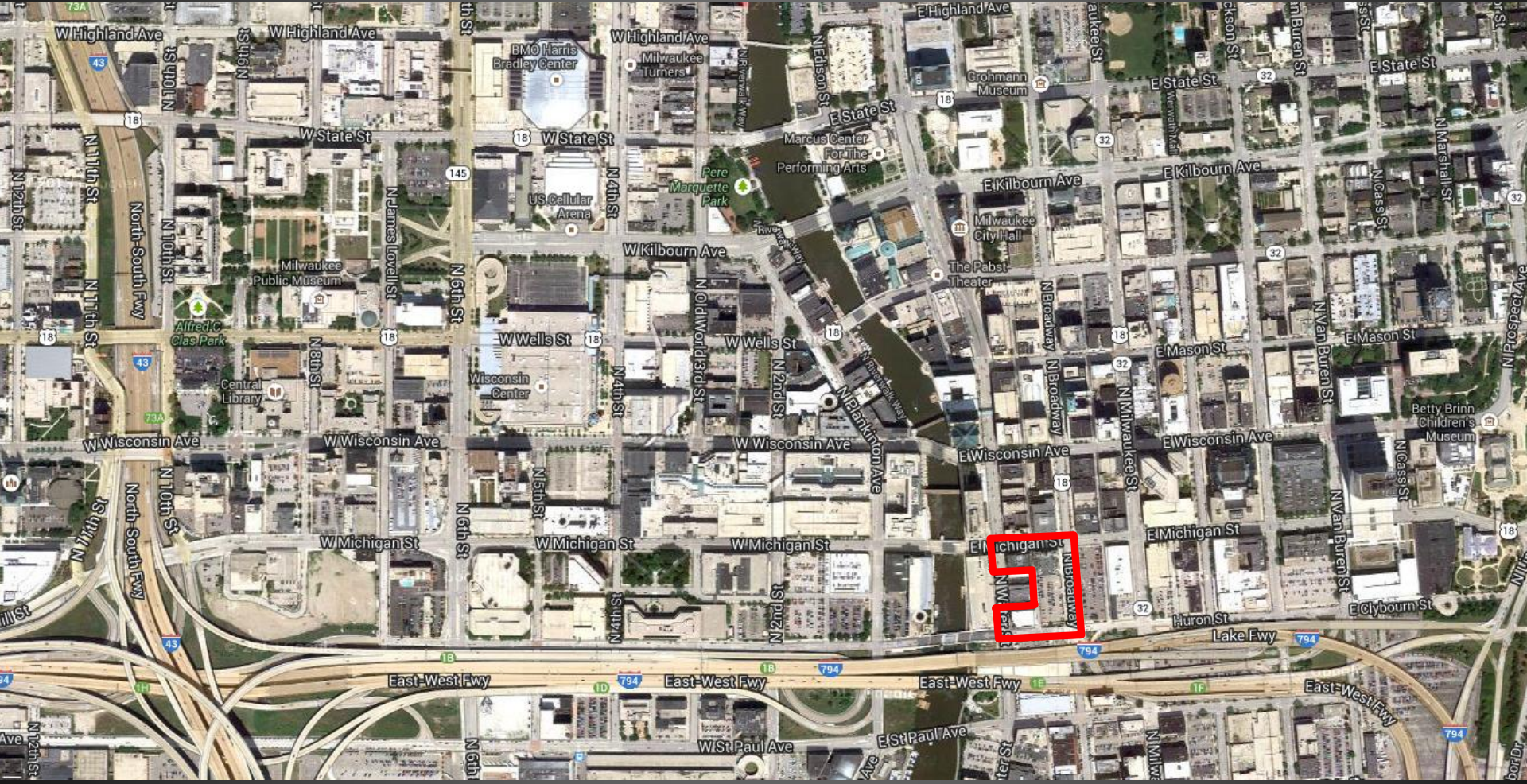


Broadway and Michigan Tax Incremental District



Broadway and Michigan TID Boundary

PROPOSED TID BOUNDARY

Parcel No.	Taxkey	Address
1	392-0664-000	207 E MICHIGAN ST
2	392-0651-000	225 E MICHIGAN ST
3	392-0652-100	525-31 N BROADWAY
4	392-0656-000	511 N BROADWAY
5	392-0657-000	503-07 N BROADWAY
6	392-0658-000	500 N WATER ST
7	392-0659-000	510-12 N WATER ST

LEGEND

- SINGLE FAMILY RESIDENTIAL
- TWO FAMILY RESIDENTIAL
- MULTI-FAMILY RESIDENTIAL
- CONDOMINIUM
- DORMITORY
- ROOMING HOUSE
- HOTEL / MOTEL
- COMMERCIAL WITH RESIDENCE
- COMMERCIAL
- MIXED COMMERCIAL
- OFFICE OR PROFESSIONAL SERVICES
- MANUFACTURING AND WAREHOUSING
- UTILITY COMPANY
- STORAGE TANK
- ACCESSORY BUILDING
- HOSPITAL
- SKILLED CARE FACILITY / GROUP HOME
- PLACE OF WORSHIP
- NON - PUBLIC EDUCATION
- GOVERNMENTAL OR QUASI-PUBLIC BUILDING
- POLICE STATION
- FIRE STATION
- PUBLIC SCHOOL
- PLAYGROUND
- PARK
- CEMETERY
- PARKING
- BASKETBALL COURT
- TENNIS COURT
- FENCE
- ELECTRICAL LINE TRANSMISSION TOWER
- ELECTRICAL LINE
- UNDER CONSTRUCTION

2010 Downtown Plan (Broadway Connection)



Objective 1: Pedestrian connections between the East Town retailers with retailers in the Third Ward and West Town, further expanding the perception of specialty Downtown shopping.

Objective 2: Retail continuity.

Objective 3: Enhanced historic building features to emphasize the uniqueness of the District.

Objective 4: A high quality pedestrian realm that tempers Milwaukee's climate.

Streetcar



Phases

Phase 1

Restoration of the Mackie Building

Phase 2

Conversion of the Button Block Building into housing, hotel or office uses, streetscaping to provide a unique and unified look to the area and restoration of the smaller historic buildings along Broadway

Phase 3

Construction of a mixed-use building on the surface parking lot south of the Mackie Building, which could include retail space, entertainment uses, housing and parking for adjacent buildings

Phase 1: Mackie Building



Phase 2: Button Block



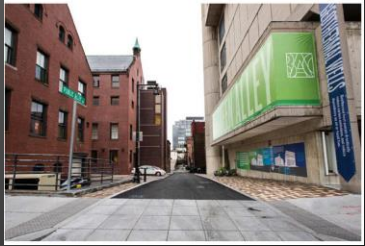
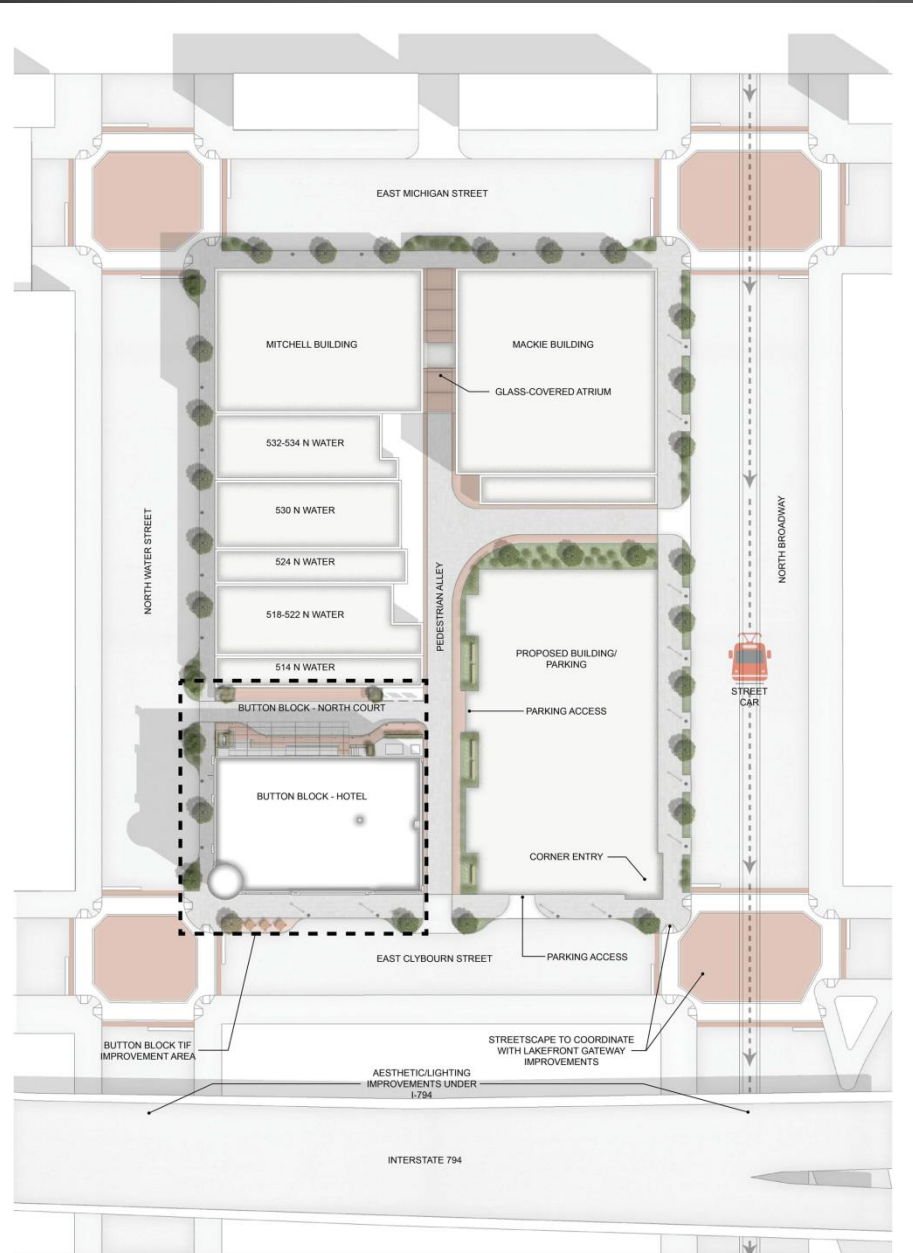
Phase 2: Button Block



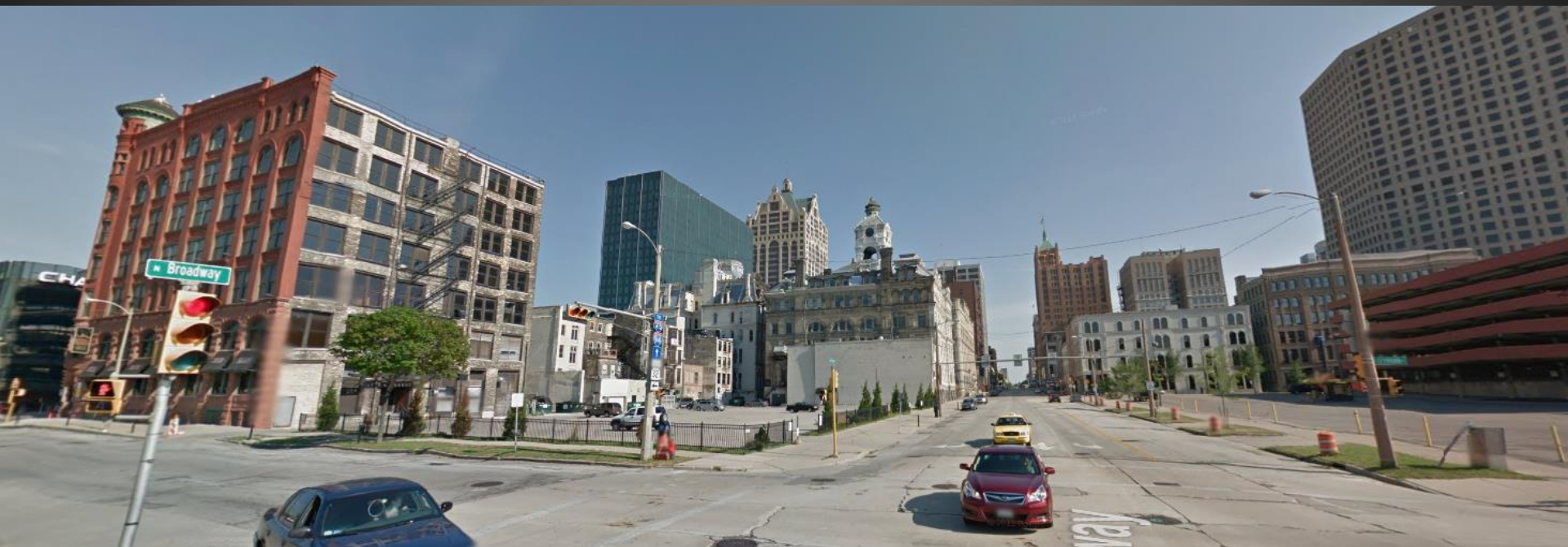
Phase 2: Button Block



Phase 2: Streetscaping



Phase 3: Mixed-Use Building



Phase 2: Two-Way Broadway



Phase 2: Lighting/Underpass Improvements



Phase 2: Lighting/Underpass Improvements



Phase 2: Lighting/Underpass Improvements



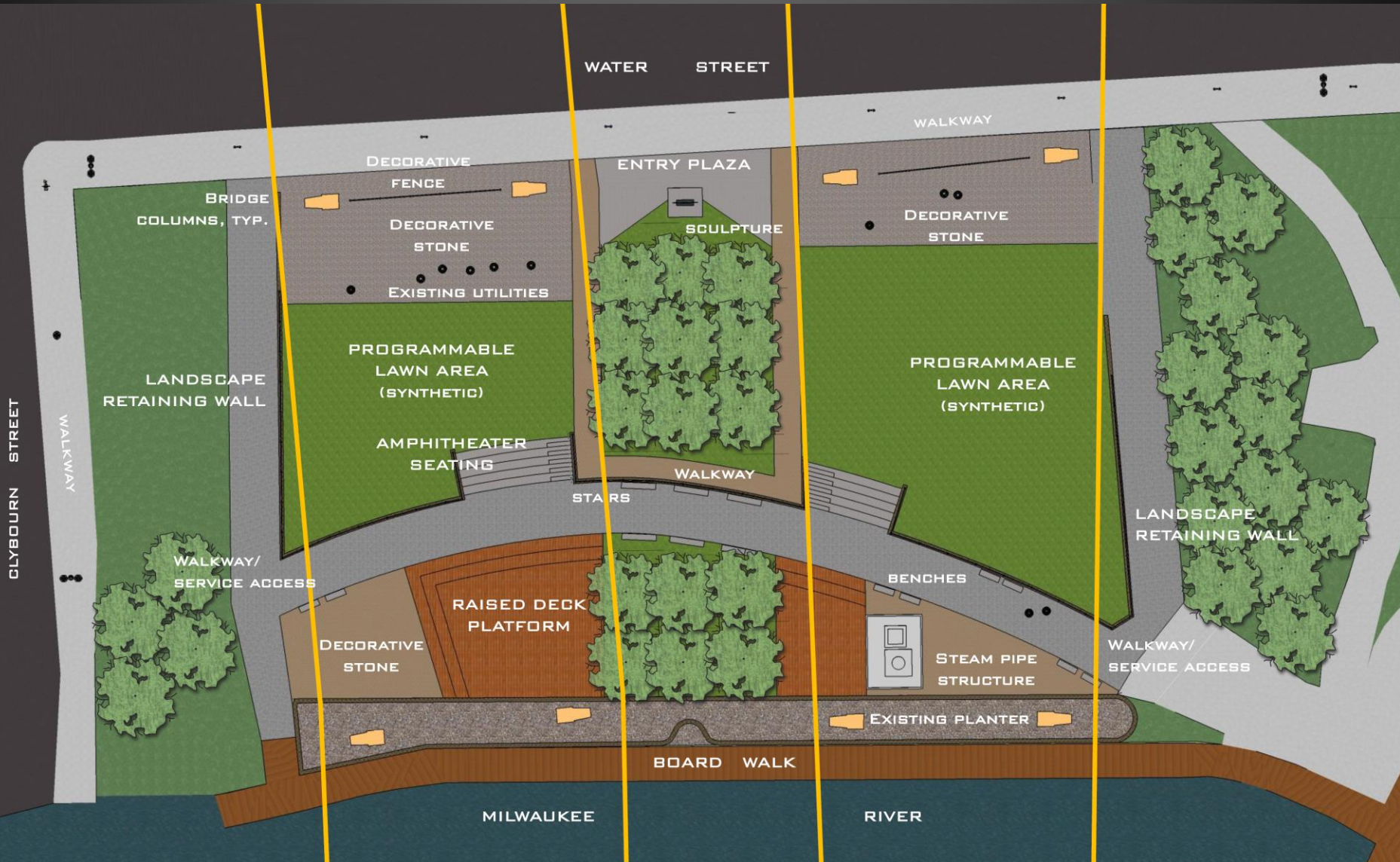
Phase 2: Lighting/Underpass Improvements



Phase 2: Lighting/Underpass Improvements



Phase 2: Lighting/Underpass Improvements



Amendment Budget

Streetscaping/Paving	\$1,685,000
Traffic Signals and Lighting	\$ 250,000
<u>Administration</u>	<u>\$ 25,000</u>
TOTAL	\$1,960,000

Amendment Benefits and Payoff

- \$17m investment in downtown Milwaukee
- Rehabilitation of landmark building
- \$12.5m in incremental tax base
- Phase 2 of 3
- Payoff by Year 11 of TID (2026), as standalone
- TID as a whole projected to payoff by Year 13 (2028)