

Project Overview: Vliet Street Initiative

The Viet Street Initiative represents a comprehensive effort to revitalize a key commercial corridor in the City of Milwaukee. Once a thriving retail district, the quality and quantity of retailing along the street has significantly declined. However, the buildings along Vliet street have significant cultural and historical value, that could be tapped to spur a "main street" revival. In addition, neighborhood-supporting retail would be created for a currently underserved neighborhood.

Boundaries:

The Project are will include West Vliet Street between 12th and 17th Street.

New Investments:

These efforts would be further supported by nearby redevelopment efforts representing over \$300 million of new investment in the area, including:

- A \$9 million dollar renovation of the former Schuster's Department Store by Milwaukee County at the corner of 12th & Vliet Streets. When complete, the building will be home to 400 employees
- \$300 million dollar redevelopment of the former Pabst Brewery into an urban entertainment center, including shops, restaurants, entertainment, housing and office uses
- The \$38 million transformation of the Highland Park Housing Development

Proposed Activities:

1. Acquire properties and promote their redevelopment
 2. Facade Improvements for commercial properties located in the designated area.
 3. Proposed Streetscape Improvements
 - **Phase I:** Vliet Street Lighting project -Installation of improved pedestrian lighting to include Milwaukee Lantern and Harp Style Lighting, gateway signage, etc
 - **Phase II:** Streetscape Improvements to include stamped colored concrete, decorative crosswalks, gateway signage, and other streetscape amenities..
- Activities would begin in June of 2004 and continue through December of 2005.