Downtown Arena District

TID #84 – West McKinley and West Juneau
TID #22 – Beerline “B” (Amendment No. 4)

MS
OE

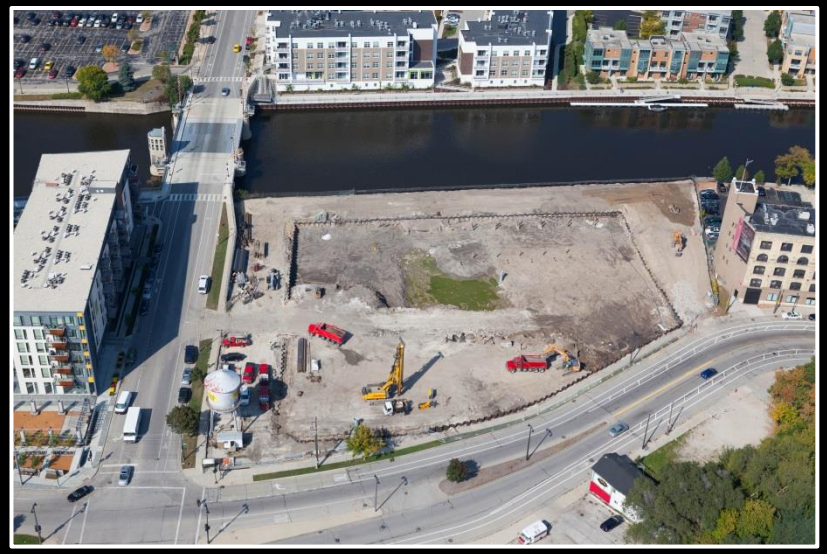
RAIDER FIEL
MS
OE

SCHLITZ PARK
PACKER & MOTZ CO.
ACCOM
MSOE

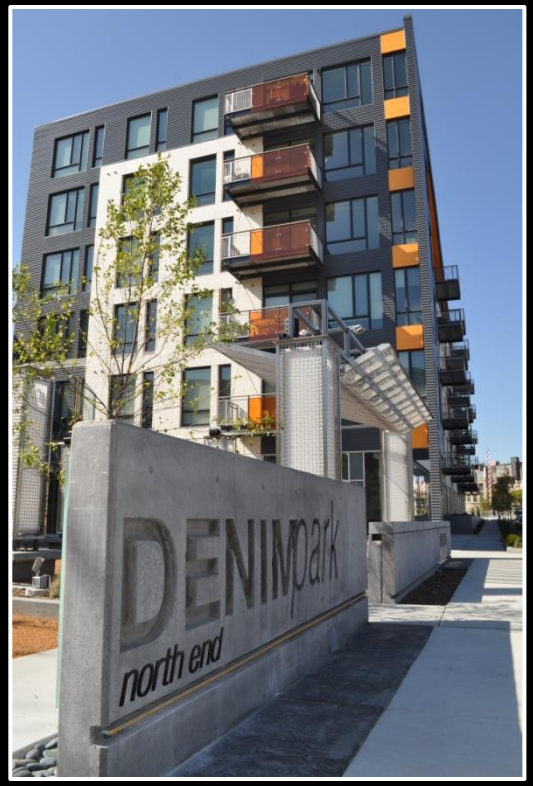
MSOE

MSOE
MSOE

MSOE



north end
FRESH THYME
FARMERS MARKET


DENIMpark
north end

Manpower

aloft
W HOTELS
aloft
W XYZ

ZILBER
PARK

THE
BREWERY

SCHLITZ PARK
The Best of All Worlds

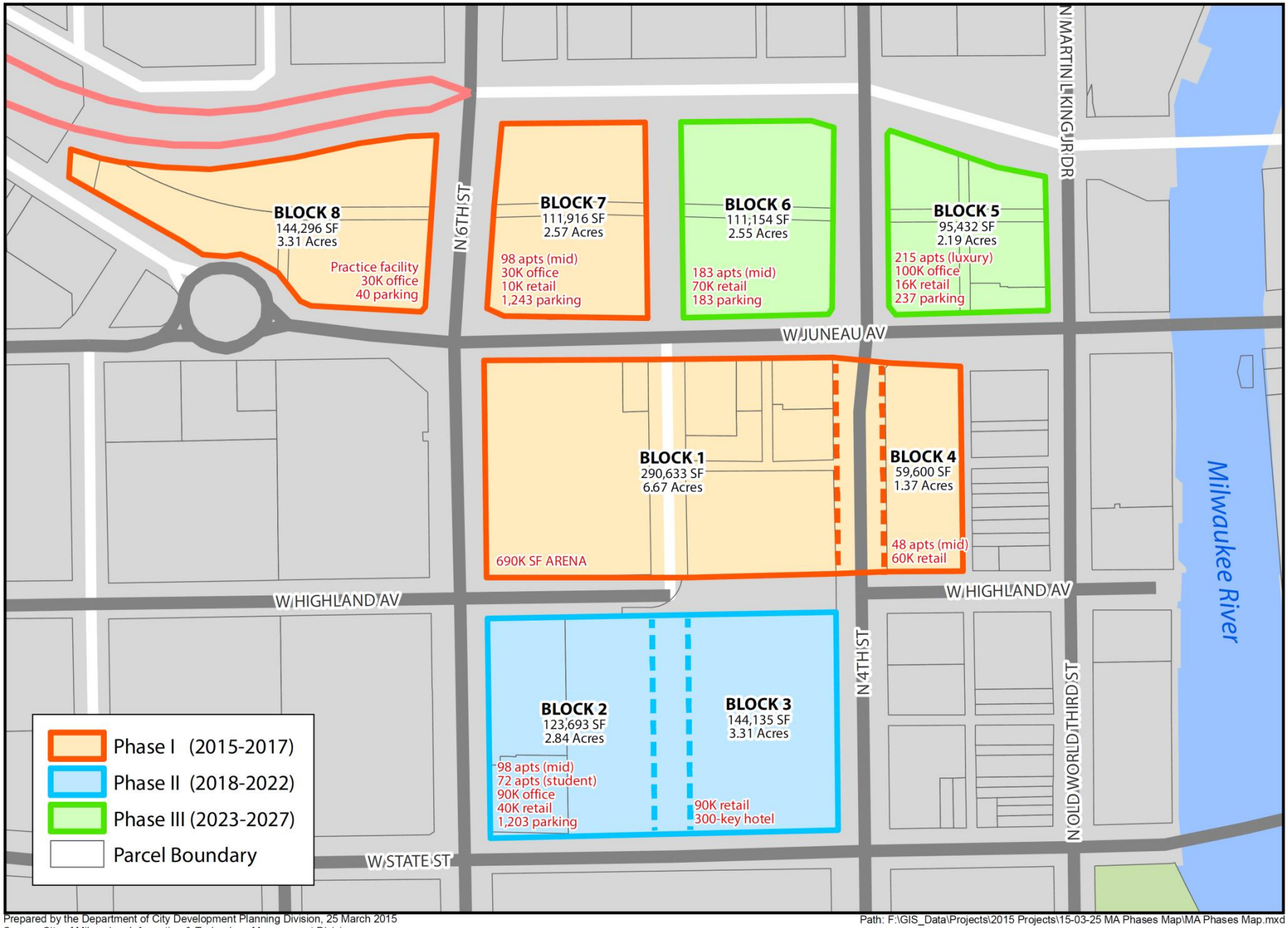
BRONZEVILLE
HALYARD PARK
TOWNHOUSES AT CARVER PARK
BREWER'S HILL
HILLSIDE
THE BREWERY
SCHLITZ PARK
BEERLINE →
HAYMARKET
MATC
MLK DRIVE
MacARTHUR SQUARE
MODERNE
ALOFT
OLD WORLD THIRD STREET
WISCONSIN CENTER DISTRICT
PERE MARQUETTE PARK

POPULOUS
HNTB
eua

POPULOUS
HNTB
eua

Phase III: Perspective Looking South

MILWAUKEE ARENA | DEVELOPMENT PLAN BY PHASE



Prepared by the Department of City Development Planning Division, 25 March 2015
Source: City of Milwaukee Information & Technology Management Division

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Block 2
1,250 Surface Parking Spaces
Block 1
30,000 SF Office
Street Facing Public Art Plaza
10,000 SF Retail
100 Apartments
NBA Practice Facility
Phase 3
Phase 3
30,000 SF Office
Phase I: Perspective Looking South

Funding Sources

Total sources for the Bucks Arena:

Senator Herb Kohl	$100 million
Bucks	$150 million
Wisconsin Center District	$93 million
Milwaukee County	$55 million
State of Wisconsin	$55 million
City of Milwaukee	$47 million
TOTAL:	$500 million

Total sources for the City's $47 million:

TID #84	$20 million
TID #22 Amendment No. 4	$27 million
TOTAL:	$47 million

Terms

State Legislation:

- Bucks responsible for all costs over $500m, Public investment capped at $250m
- If cost is less than $500m, parties reimbursed proportionately
- Only Arena , Plaza ,and new City owned parking structure are tax-exempt
- WCD owns Arena, 30-year lease to Bucks (two 5-year extensions)
- Bucks responsible for operations and maintenance of Arena
- Bucks keep all Arena revenue, including naming rights
- Public entities reimbursed proportionately if lease broken
- Bucks demolish Bradley Center

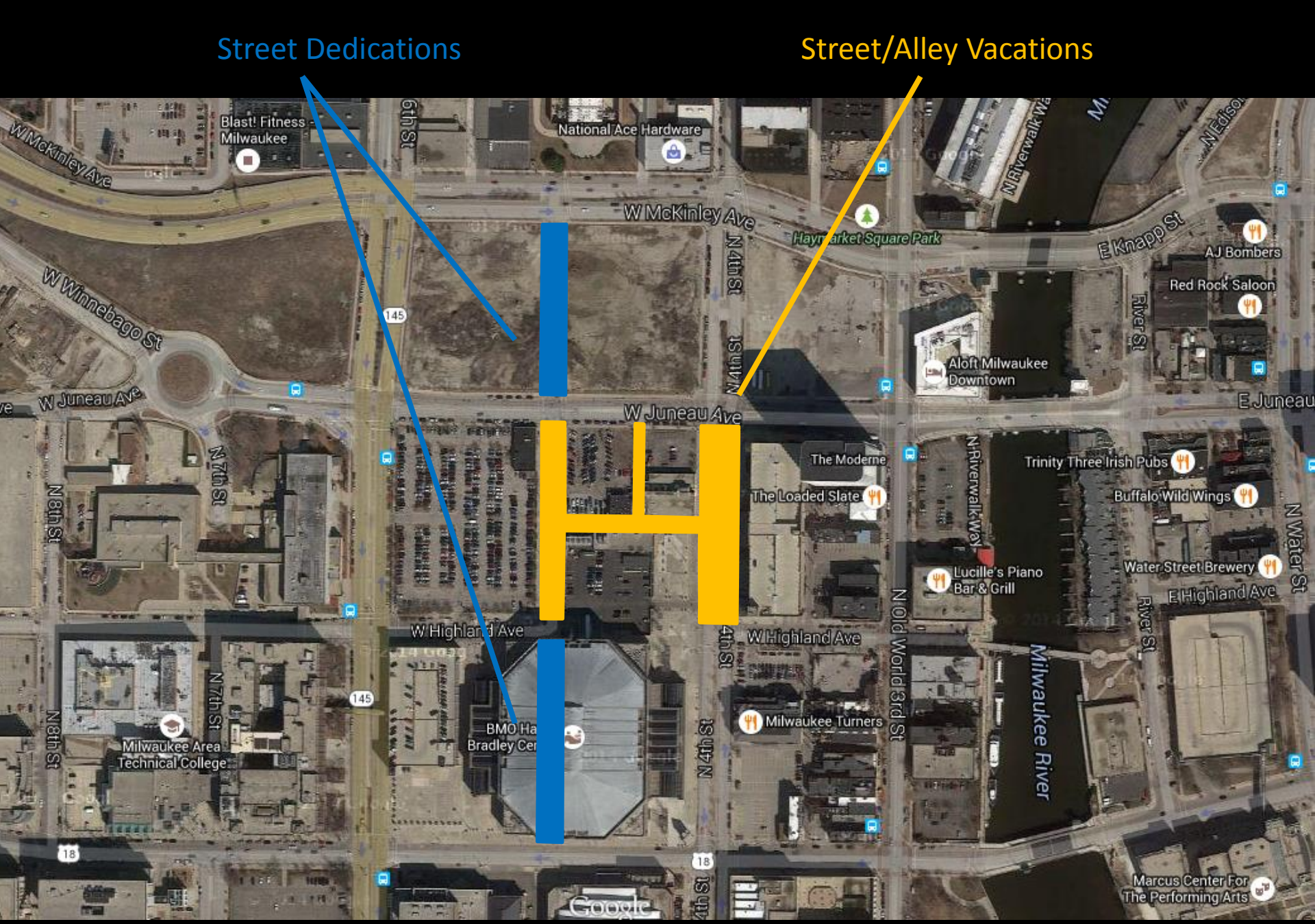
Terms

City Obligations:

- Contribute $35m towards construction of a 1,243-space parking structure
- Contribute $12m towards construction of a plaza outside of the arena
- Convey 4th/Highland parking structure to Bucks
- Convey RACM Park East parcel to Bucks
- Various public infrastructure improvements: street/alley vacations, street resurfacing, rebuild 5th Street, city utility work

Parking Structure:

- Constructed by Bucks
- Owned by City
- Operated by Bucks
- Parking revenues, after O&M, split 50/50 between City and Bucks


Street Dedications
Street/Alley Vacations
W McKinley Ave
W Juneau Ave
W Highland Ave
N 6th St
N 4th St
N 7th St
N 8th St
N Old World 3rd St
River St
N Water St
E Knapp St
E Juneau
E Highland Ave
W Winnebago St
N Riverwalk Way
Milwaukee River
Blast! Fitness - Milwaukee
National Ace Hardware
Haymarket Square Park
AJ Bombers
Red Rock Saloon
Aloft Milwaukee Downtown
The Moderne
The Loaded Slate
Trinity Three Irish Pubs
Buffalo Wild Wings
Lucille's Piano Bar & Grill
Water Street Brewery
Milwaukee Turners
Milwaukee Area Technical College
Marcus Center For The Performing Arts
145
18

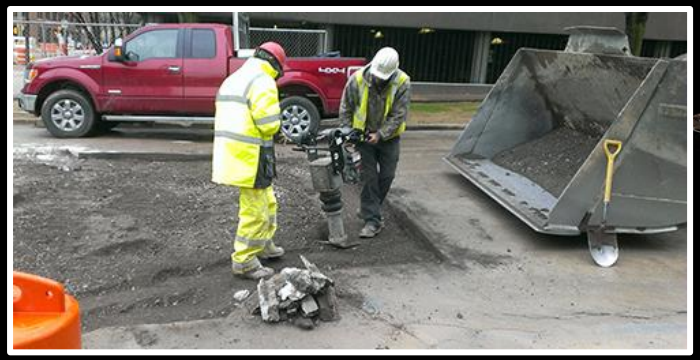
Terms

Bucks Obligations:

- Construct arena, plaza, live block and parking structure
- Demolish Bradley Center
- Easement for vacated 4th Street
- Dedicate 5th Street
- Local Retailers for 25% of live block
- Permit fees up to $1 million
- Detailed Planned Development for all blocks
- Human Resources for arena, plaza and parking structure:
    - 25% SBE for construction
    - 18% SBE for professional services
    - 40% RPP (10% county-wide)

Northwestern Mutual®
usbank

SONAG



HURT
Electric Inc.
(262) 252-0500

McDowell
CONSTRUCTION CORPORATION
Asphalt Maintenance & Pavement Contractors

TID #84 (West McKinley and West Juneau)

Project Costs ($20 million)

- $12 million City or RACM bonding
- $8 million developer-financed (4.5%, max of 25 years), subordinate to City

Base Value

- $51.6 million (70 properties)

Feasibility

- Based on Phase 1 development only
- City repaid in year 15
- Bucks repaid in year 25

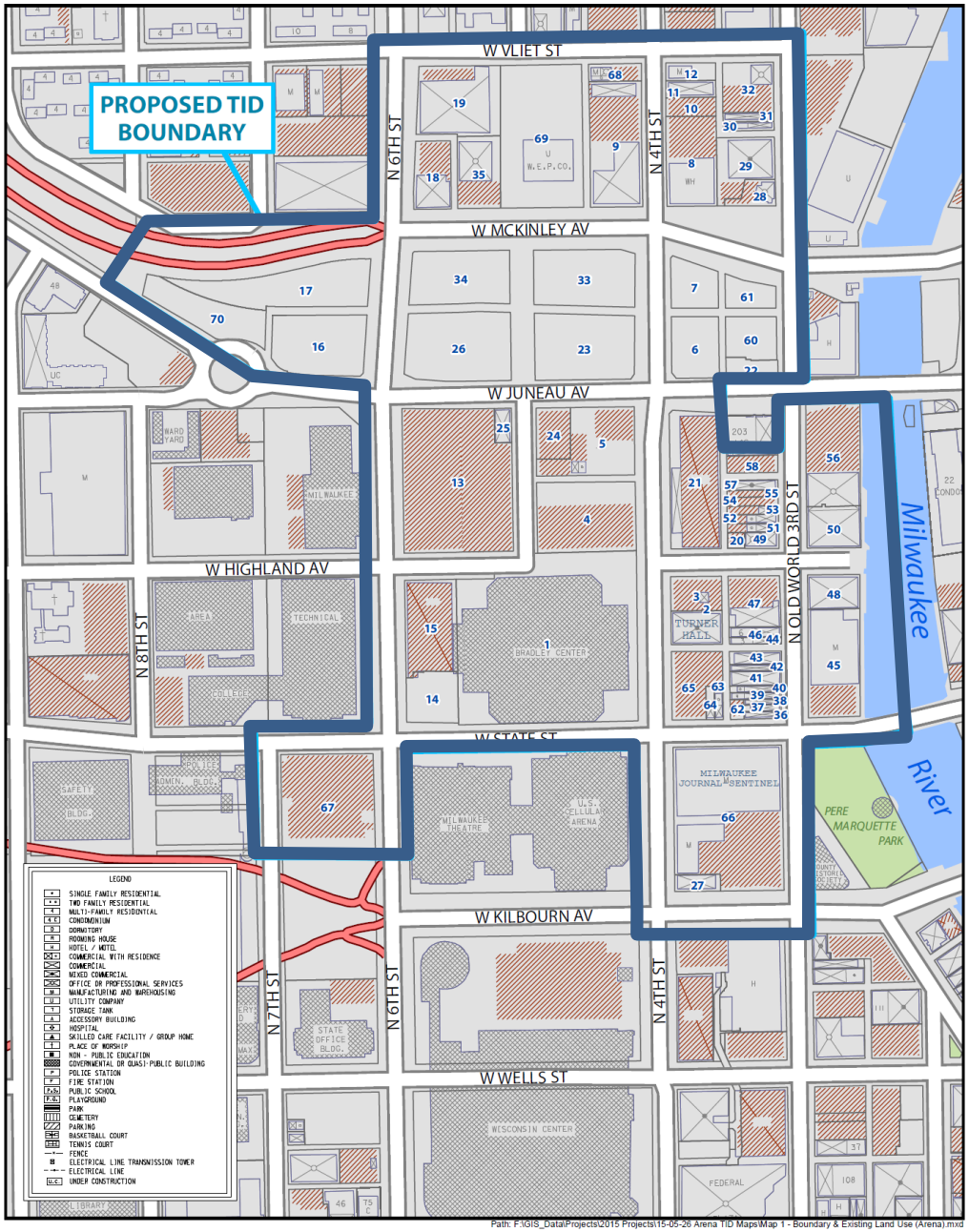
TID 84: WEST McKINLEY AND WEST JUNEAU

MAP 1: BOUNDARY AND EXISTING LAND USE

Prepared by the Department of City Development Planning Division, 12 June 2015
Source: City of Milwaukee Information & Technology Management Division

N

0 250 500 Feet



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TID 84: WEST McKINLEY AND WEST JUNEAU

MAP 1: BOUNDARY AND EXISTING LAND USE

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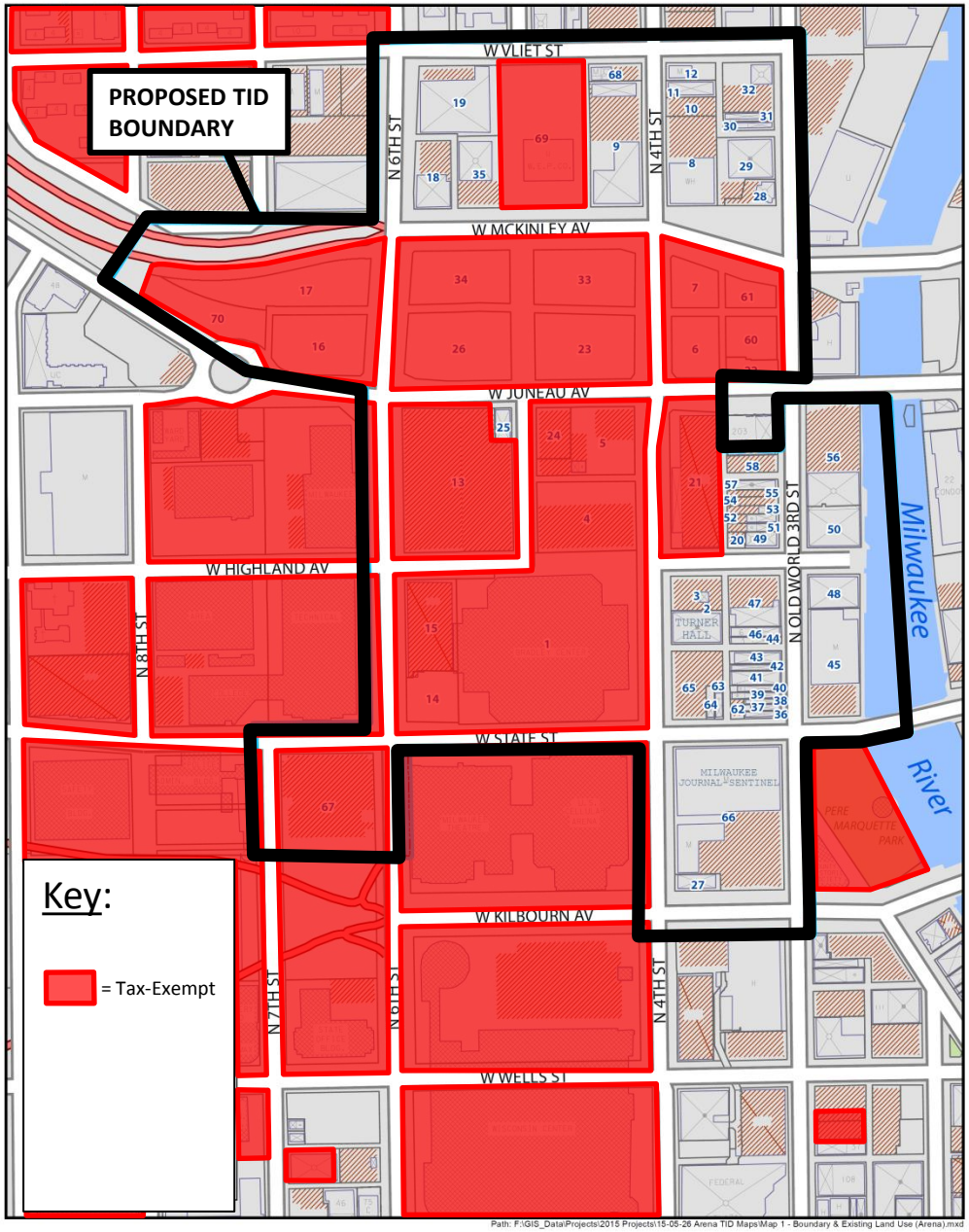

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TID 84: WEST McKINLEY AND WEST JUNEAU

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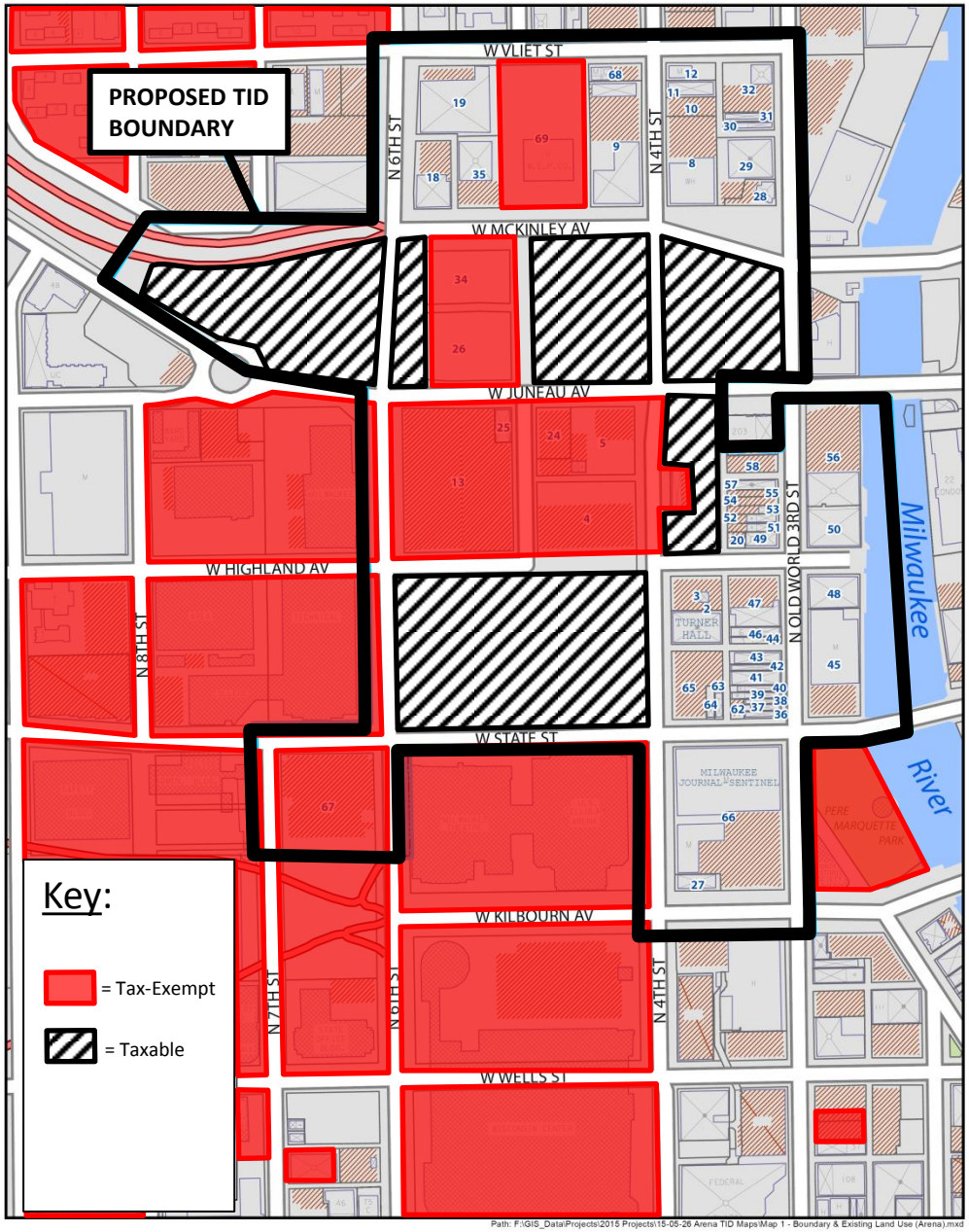

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TID 84: WEST McKINLEY AND WEST JUNEAU

MAP 5: PARK EAST TID 48

Prepared by the Department of City Development Planning Division, 12 June 2015
Source: City of Milwaukee Information & Technology Management Division

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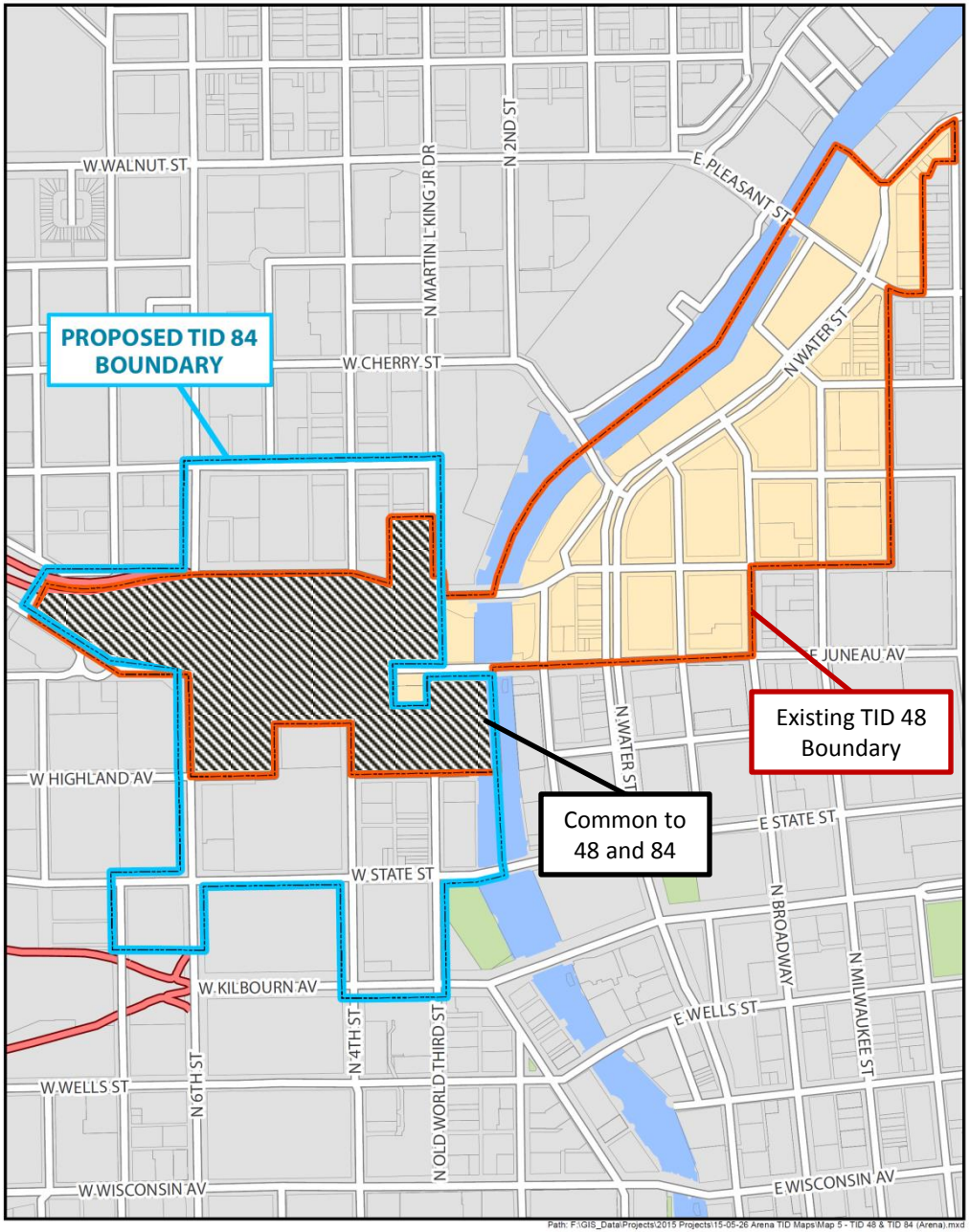

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TID #22 (Beerline “B”)

History

- Created in 1993 for infrastructure in Beerline “B”: Commerce Street, riverwalk, dockwall, etc.

Amendment No. 4

- $27 million contribution to parking structure

Feasibility

- Extends district to 2020 (year 27)

Development in Downtown Milwaukee

[1] Indicates properties where an investment value was estimated based on an average of several comparable properties most recent assessed value from the City of Milwaukee.
[2] Indicates properties where the investment value was not found and the current assessed valuation from the City of Milwaukee was used as an alternative.

Downtown Area and Tax Base

Downtown has 3.2% of the City's land area and 18.6% of the tax base.

Downtown Arena District

TID #84 – West McKinley and West Juneau
TID #22 – Beerline “B” (Amendment No. 4)