



City of Milwaukee

200 E. Wells Street
Milwaukee, Wisconsin
53202

Meeting Minutes BRONZEVILLE ADVISORY COMMITTEE

RALPH HOLLMON, CHAIR

Rhonda Manuel, Vice-Chair

Jayne Montgomery Baker, Fidel Verdin, Theresa Garrison,

Christopher McIntyre, and Clifton Crump

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

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Thursday, July 23, 2015

9:00 AM

Room 303, Third Floor, City Hall

1. Call to Order.

Meeting called to order at 9:05 a.m.

2. Roll Call.

Mr. Crump arriving at 9:15 a.m.

Present 6 - Manuel, Hollmon, Verdin, Crump, Garrison and McIntyre

Absent 1 - Montgomery Baker

Individuals also appearing:

Deshea Agee, Department of City Development

Jerome Knapp, Martin L. King Business Improvement District

3. Review and Approval of the Previous Meeting Minutes from June 24, 2015.

Mr. Verdin moved approval of the meeting minutes from June 24, 2015. There were no objections. Ms. Montgomery Baker absent. Mr. Crump excused.

4. Bronzeville RFPs and Projects.

-Update on the Garfield School Redevelopment Project

Ms. Manuel said that the new construction on North Avenue will be phase one rather than phase two as originally introduced. Originally proposed as phase one, the redevelopment of the school building will now be phase two, have \$11 million in total development costs, and have from 35 to 40 units of 1, 2, and 3-bedroom apartments as well as community space. A financial model has been created to allow for construction of the phase one new building, with \$10 million in development costs, to include 41 units of 1, 2, and 3-bedroom apartments as well as 8500 total square feet of space for retail, museum, office, and community purposes. The plan is for submission of phase one to the WHEDA HIPR round due July 31, 2015. The award

announcement for that round will occur in September or October 2015. If phase one is funded by that round, construction of the new building may begin June 2016 with a one year construction period, and phase two for the school will be submitted to WHEDA HIPR in January 2016 with an April 2016 award announcement. If funded by WHEDA in April 2016, construction will begin on the school in Fall 2016 with a one year construction period. Then phase

If phase one is not funded by WHEDA HIPR in the Fall 2015 round, the alternate schedule will entail resubmitting phase one WHEDA HIPR in January 2016 with an April 2016 award announcement. If funded in this round, phase one construction will commence Fall 2016. Then phase two will be submitted to WHEDA HIPR in January 2017 with construction to commence in 2017 if phase two is funded.

The historic tax credit part 2 submission is being reviewed by the National Park Service. The project team is hopeful to receive an award of an estimated \$3.1 million generated by tax credits.

-Public Art Competition Update

Ms. Manual said that ten submittals were received. The application was posted during the week of June 22, 2015 and had a submittal deadline for July 10, 2015. Four finalists has been selected: Selection interviews were held yesterday, and the finalists were invited to present at the Bronzeville community update meeting on Tuesday, July 28, 2015 between 5:30 p.m. to 6:30 p.m. at the Milwaukee Urban League building.

Mr. McIntyre said that the competition is a group effort, including himself as a panelist, to have an art piece to reflect the community and history of Bronzeville. As the first of its kind within the City, the competition can be a model for other competitions in the City. The art piece will likely be a sculpture. The chosen artist will work with the City and competition committee to finalize the sculpture's appearance.

-Banner Update

Ms. Manual said that the street banner project will undergo a competition process similar to the public art competition, and the process will begin in late September after the public art competition concludes. A team will be put together to review the possible options for installing a new banner with a new logo and signage. The banner will be seasonal.

-other RFPs or Projects Update

Ms. Manual said that the acquisition of the former Stella's restaurant building will be heard by the Common Council process in September 2015. The developers will talk about the project at the Bronzeville update meeting on July 28, 2015.

5. Bronzeville Week Update.

Ms. Manual and Mr. Agee gave an update on the Bronzeville Week schedule of activities. The agenda for the entire event, August 1 to 8, 2015, is being finalized. The first day will include a kickoff celebration and festival on North Avenue between MLK Drive and 7th Street from 10 a.m. to 6 p.m. with a number of activities, such as the rededication of the mural at the former Inner City Arts building. August 2nd will be a cleanup effort that will end with a barbeque at 3 p.m. August 3rd will have a

panel of various artists and discussion on art relative to its impact on Bronzeville at the Milwaukee Urban League. August 4th will have several events: a business summit at 2200 N. MLK Dr., Bronzeville network mixer at Lux Nightclub, and presentations about the art of acting with First Stage from 12 p.m. to 5 p.m. at the MLK Library. August 5th will have a poetry night at The Big Eazy. August 6th will have a housing lunch-and-learn focused on artist housing and a paint-and-sip at Best Friendz Klubhouse in the evening. August 7th will have a youth performing arts showcase at 2200 N. MLK Drive. August 8th will have pancakes and poetry in the morning at 2200 N. MLK Drive and an art walk on MLK Drive in the afternoon. Posters of Bronzeville Week will be forwarded.

Members and DCD staff discussed Bronzeville Week promotion and advertisement relating to flyers, posters, website, radio, billboards, temporary signs on City property, and signage on private property. Members also questioned about attendee activity costs. Posters will be on the Bronzeville website, FOB website, Bronzeville email distributions, kiosks, and possibly a banner. Advertisements will be on the H60 radio stations will different commercials. Discussions can be made going forward to advertise the event on billboards owned by Clear Channel at the Milwaukee Urban League building and corner of 7th Street and North Avenue. For City-owned property in the area, advertisement of the event can be done via temporary stakes and panel signage on vacant properties and lots as well as possibly on private properties. Events are free to the public. There will be vendors to buy food and merchandise. The paint-and-sip event may require a donation.

Members were concerned about a private signage company increasingly installing signs at various private businesses within the Bronzeville area. The signs' content and quantity may be detrimental to the appearance of the district. Also, the legality of those signage installations is in question.

Mr. Crump said he can ask the Department of Neighborhood Services and Ms. Manual said that she will confer with Ald. Coggs regarding the increased signage on private properties in the Bronzeville community.

Mr. Hollmon said that the event is developing momentum and is rapidly becoming a major event for the Bronzeville District. He credited Ald. Milele Coggs, 6th aldermanic district, for having the vision for the event despite skepticism.

Mr. McIntyre said that the event should be celebrated and promoted. More support, press, volunteers, sponsorship, and accessible information are needed. Department of City Development and Friends of Bronzeville staff has worked tirelessly to coordinate the event.

Ms. Garrison said she has volunteered to pass out flyers.

6. Update on Properties at North Avenue and Dr. Martin L. King Jr. Drive.

-Former Department of Natural Resources Building (2300 N. MLK Dr.)

Ms. Manual said that the State is looking at its budget and options relating to the building's future use and has made no decisions or announcements. She is not aware of any RFP for the building or news of the Department of Natural Resources moving out of the building.

-Former Walgreens Building (2303 N. MLK Dr. - Brooks Plaza)

Ms. Manual said that the sale of the property is under negotiations. An announcement is anticipated by the end of the year.

Mr. Hollmon said that the committee should continue to monitor this building as it is a prime piece of real estate. There have been some deals, one that was controversial, that have fallen apart in the past for this building.

7. Discussion Regarding Parking in the Bronzeville District.

-Parking Study Update

Ms. Manual said that her office is in the process of analyzing the 2008 parking study and updating the study within the boundaries of the previous studies and the boundaries of the tax incremental district (TID). The TID boundaries expand beyond the redevelopment plan boundaries. The parking study update is anticipated for the first quarter of 2016. Parking need will increase with new and proposed developments. The update study will factor additional parking from the Garfield school site, Brooks Plaza, and other areas. Then the update study will analyze additional parking that is needed.

Mr. Crump said that the new study should look at the effect of downtown development on parking in Bronzeville.

Mr. Hollmon said that parking should remain on future meeting agendas since parking is a critical part of real estate developments, especially for the Bronzeville district.

Mr. Agee distributed copies of the executive summary of the 2008 parking study to members, which can be found within Common Council File Number 111665, and added comments. The 2008 study focused on the entertainment and cultural district only and did not address the entire Bronzeville area. The study is available on the Bronzeville website.

Mr. Knapp asked about the status of current parking storage in the Bronzeville community compared to the parking storage as stated in the 2008 study.

Mr. Agee replied that there has been progress in addressing parking shortage with additional parking. The biggest progress is the addition of 51 parking spaces on the vacant lot on MLK Drive south of North Avenue. The Board of Zoning Appeals recently approved parking spaces to be installed at the rear of the former Inner City Arts building. Off-street parking will be added on 7th Street. The redevelopment of Garfield school will add 96 spaces for public and private parking.

-Opportunities

There was no discussion.

8. Discussion regarding Common Council File Number 100626, Resolution creating a Bronzeville Advisory Committee.

-Review of Resolution

-Actions taken compared to the anticipated growth of the area and roles of each member

Mr. Hollmon said that the committee may continue to discuss additional ideas and

suggestions to add to the discussions made at previous meetings relative to modifying or expanding the roles and responsibilities of members or other aspects of the resolution. Ideas and suggestions discussed today or submitted to clerk staff will be forwarded to Ald. Coggs for her input and discussion when she returns from her leave. The alderwoman had some suggestions prior to her leave.

Mr. Crump questioned the boundaries of the TID and Bronzeville cultural and entertainment district. He added that the allowed land uses for the redevelopment district be possibly modified to be less restrictive and include restricted land uses that are trending, such as assembly halls, dormitories, urban agriculture, seasonal markets, and indoor recreational facilities.

Mr. Agee said that the TID boundaries are broader and go from Center Street to Lloyd Street and from 7Th Street to Dr. Martin L. King Jr. Drive. The Bronzeville cultural and entertainment district boundaries are from 4th Street to 7th Street and from Meinecke Avenue to Garfield Avenue.

Mr. Hollmon said that expanding the boundaries of the resolution to those of the TID and updating the list of allowed land uses, as discussed, are two recommendations to consider.

Mr. Hollmon added that the committee had recommended reviewing all RFPs, protecting proprietary information regarding RFPs and proposals, and developing a clear procedure for the review of RFPs and proposals. The committee will need to develop the elements of the review procedure, whether to rely on DCD staff written overviews or require top applicants to make presentations.

9. Old Business.

Members discussed streetscape disrepair in Bronzeville pertaining to banners, boulevard bricks, and broken planters at the Milwaukee Urban League, MLK Library, and former Inner City Arts buildings.

Ms. Manual said that a walkthrough will be done in the Bronzeville community and those areas tomorrow morning by DCD and the Department of Public Works. Damage planters will be removed in the next week. Banners will not be replaced due to the planned banner competition.

Mr. Hollmon said that the damaged planter at the Milwaukee Urban League building has been removed.

Mr. Knapp and members were concerned with street cleanliness and sanitation in the Bronzeville community, especially on the intersection of MLK Drive and North Avenue and new parking lot.

Members made suggestions. Tomorrow's walkthrough should identify areas of need for trash receptacles installations to those spots and other critical areas. Already in discussion with Ald. Coggs is implementing an ambassador program, with grants through Americorps and Public Allies, to have transitional workers help clean up the Bronzeville area. For the short term, Northcott should be contacted as they have their youth pick up litter at their location up to North Avenue and 4th Street.

10. New Business.

Mr. Knapp requested that the committee add the MLK BID as a member to the

committee, especially if the boundaries were to be expanded.

Ms. Manual said that she has been in communication with Mr. Knapp and will speak with Ald. Coggs regarding the request.

Mr. McIntyre said that the committee should get an update on the streetcar project since it is close to the Bronzeville area and can affect parking.

Ms. Manual and Hollmon said the Commissioner of DPW or his office can perhaps give the committee an update at a future meeting.

11. Items for the Next Meeting.

Agenda items for the next meeting are to include review of CCFN 100626 (Resolution creating a Bronzeville Advisory Committee) and the committee's roles and responsibilities, Bronzeville RFP and project updates, parking update, and a Bronzeville Week debriefing. For a future meeting, an agenda item to include is an update on the streetcar project.

Additional items for the next meeting should be sent to clerk staff.

12. Set Next Meeting Date and Time.

Wednesday, September 23, 2015 or Thursday, September 24, 2015 at 9 a.m. based on a majority of members attending.

13. Adjournment.

*Meeting adjourned at 10:20 a.m.
Molly Kuether, Staff Assistant
Chris Lee, Staff Assistant*