

GRANT ANALYSIS FORM

OPERATING & CAPITAL GRANT PROJECTS/PROGRAMS

Department/Division: Department of City Development

Contact Person & Phone No: Natanael Martinez x5813

Category of Request

- New Grant
- Grant Continuation
- Change in Previously Approved Grant

Previous Council File No. 191797

Previous Council File No.

Project/Program Title: Transit Oriented Development Planning Grant

Grantor Agency: Federal Transit Administration

Grant Application Date: March, 2020

Anticipated Award Date: March 27, 2020

Please provide the following information:

1. Description of Grant Project/Program (Include Target Locations and Populations):

The Wisconsin Economic Development Corporation Community Development Investment Grant will fund a portion of the development of The Beacon in the Historic Schlitz Tivoli Palm Garden building at 504 W. National Ave in Walker's Point. The building provides a physical space for an inclusive and vibrant gathering of local artisans, makers, tech startups, independently owned and operated businesses, as well as the customers they serve. Beyond the incubation of new businesses and cultural production, The Beacon serves as NEWaukee's largest investment in tackling the public health epidemic of social isolation, by creating unique experiences that create a sense of belonging in the community.

The develop is anticipated to result in 1,500 square feet of retail and restaurant incubator space, 8,500 square feet of office space, and 6,000 square feet of event space. The project's goal is to incorporate and incubate up to 12 businesses who will then create between 12 to 120 jobs.

2. Relationship to Citywide Strategic Goals and Departmental Objectives:

The Beacon is being proposed for a key corner in Milwaukee's Historic Walker's Point neighborhood. In 2015, the Common Council of the City of Milwaukee adopted the Walker's Point Strategic Action Plan after more than a year of community engagement with neighborhood residents and businesses to develop a vision for this constantly evolving neighborhood. The Walker's Point Action Plan called for preserving the neighborhood's historic building stock, creating shared work spaces, incorporating creative placemaking into public and private development, and growing the innovation cluster within the neighborhood. The development of the Beacon project melds all of those priorities through its reuse of one of the highest profile historic buildings in the neighborhood, its proposed mix of uses, and Newaukee's track record of leadership in carrying out projects that meld arts, culture, and economic development.

The Walker's Point Action Plan also identified the development of the South 5th Street "Creative Corridor" as a catalytic project for the neighborhood. South 5th Street was reconstructed shortly after the adoption of the Plan based on the input received during the planning process to make the street more pedestrian friendly and to provide additional space for landscaping, amenities, and public art. Since that reconstruction project, numerous new businesses have opened on South 5th Street including marketing and architecture firms, new restaurants and bars, and an expanded youth arts non-profit, accompanied by multiple mural installations. Bringing The Beacon to 5th and National will build from all of these investments and further reinforce South 5th Street as Walker's Point's Creative Corridor.

In 2018, The Department of City Development worked with the Walker's Point Association and other local partners to develop an Equitable Growth Through Transit Oriented Development (TOD) Plan for Walker's Point. The plan was created to make recommendations for development and land use policies to support inclusive development in areas adjacent to major current and planned transit nodes. The intersection of 5th and National was identified as a key focus area in this plan, which called for continuing to attract a dense mix of housing, retail, and office spaces to the area, as well as cultivating the active street scene to welcome current and future residents, workers, and visitors to the area. The plan called for the creation of additional business and office space in the vicinity of 5th and National to complement the existing entertainment and residential development in the area. The Beacon project would support the goals of the Equitable TOD Plan by providing new shared office spaces, active first floor activities, and bringing high levels of pedestrian activity to this central intersection.

3. Need for Grant Funds and Impact on Other Departmental Operations (Applies only to Programs):

\$25,000 in Commercial Revitalization Grants

4. Results Measurement/Progress Report (Applies only to Programs):

Projects must exceed required matches in eligible program expenses

5. Grant Period, Timetable and Program Phase-out Plan:

3/31/2020 to 4/30/2021

6. Provide a List of Subgrantees:

None.

7. If Possible, Complete Grant Budget Form and Attach to Back.

See Attached.