Department of City Development

Sample of Economic Development Projects -- 2004

PROJECT	DESCRIPTION	MILESTONES
2121 S. Kinnickinic	Brownfield site that has stood vacant since 1988. DCD has been working with Big Bend Development for more than four years to devise a development strategy that is consistent with the neighborhood vision.	Big Bend's new proposal includes 20 condominium units and approximately 18,000 s.f. of retail space. The sale of the land will be presented for consideration to the Common Council in Fall 2004.
27th and Wisconsin	Former Holiday Inn acquired by City for redevelopment. The proposed use for the site is new mixed use or commercial redevelopment. Identified in Near West Side Plan as a Catalytic Project. RFP was issued in November 2003 that resulted in one proposal.	DCD is working to identify a development that would be consistent with the goals and objectives of the Near West Side Plan.
African American Cultural and Entertainment District	The concept of the district as a year-round hub for African American music, art and cuisine began in 1999. The district would run along North Avenue, from Historic Martin Luther King, Jr. Drive and N. 7th Street. DCD has done initial work to get neighborhood input and assemble property along the proposed district.	Common Council passed resolution for market study of district. DCD has contracted with CH2MHill to do study that will determine the market feasibility of the district and provide recommendations on an implementation plan.
Ambassador Hotel (2308 W. Wisconsin Avenue)	$6 million renovation of locally-owned hotel in the Avenues West neighborhood. Owner is remodeling more rooms, adding a banquet facility and building an underground parking structure. When finished, the Ambassador will reduce its room count from 189 to 133 to offer more suites.	Project received allocation of a Renewal Community tax incentive --- the Commercial Revitalization Deduction that provides for accelerated depreciation of substantial renovations or new construction. Project will be completed in two-three years.
Columbia Square (3300 W. North Avenue)	$3.7 million mixed-use affordable housing development with 22 one- and two-bedroom units. City assistance has included – land assemblage and sale at below market, grants through TID ($100,000) and Development Fund ($75,000).	Broke ground in Spring 2004 – with construction completion anticipated in early 2005.
Finney Library	Working to sell the former Finney Library building for a taxable, neighborhood serving use that creates new jobs in the Sherman Park neighborhood.	RFP review team being assembled. Upon Common Council declaring the parcel surplus, an RFP will be issued.
Florida Yards (300 E. National Avenue)	Redevelopment of brownfield site and former rail yard. Project area is approximately 18 acres with developable land of 11 acres.	Two users have built facilities: • Marchese: A 37,200 s.f. distribution facility on a 5.9 acres. Project costs $3.5 million with 62 jobs retained and 20 jobs added. • Usingers: 90,000 s.f. manufacturing & distribution facility. $10 million project with 45 jobs retained. (Office & deli store to will remain downtown).

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Garden Fresh Foods	Expansion of local business. Project includes renovation, new construction and purchase of machinery and equipment. DCD involvement included land assemblage, brownfields assistance, Renewal Community incentives, and financing.	Project completion by end of 2004. Project is 67,000 square feet facility representing a $7.7 million investment with the retention of 126 jobs and the creation of 35 new jobs.
Granville Station (formerly Northridge Mall)	DCD is working with Tucker Development Corp. to support the redevelopment of the former Northridge Mall as a new regional shopping center, Granville Station.	Construction of a Pick 'n Save grocery store is underway at the site, and plans have been submitted for a Menard's. These two stores involve investment of approximately $27 million.
Harley-Davidson Museum	DCD is working with Harley-Davidson to assemble a site for development of a museum on the east end of the Menomonee Valley. Additional project phases involve construction of an archives and office space.	The Development Agreement for the project was adopted earlier this year by the Common Council. DCD staff are working to finalize land sale details with Harley-Davidson.
Holt & Chase Commercial Redevelopment	Redevelopment of mostly vacant shopping center that will include a new Home Depot and replacement of the existing Pick n Save.	Common Council, Joint Review Board and RACM have approved the terms of the agreement and creation of the TID.
King Drive, Keefe and Port Washington	Site for potential grocery store.	DCD working to assemble land, identify developer and potential end user.
Lisbon and North Mixed-Use Development	DCD team working to sell the City and RACM-owned buildings at 4719-21 W. Lisbon Avenue and 4701-17 W. North Avenue for redevelopment. DCD received proposal from Tomko, Banaczak, McCarthy Group who would redevelop both buildings into 18 apartment units and over 13,000 s.f. of commercial space, with investment of more than $1 million.	City assistance will include façade grant, rental rehab funds and up to $100,000 of asbestos remediation that will be repaid to the City through the purchase price of the buildings. DCD working on final draft of development agreement.
Marine Terminal Lofts – Mixed use	Renovation of vacant Third Ward building into 100 loft-style condominium homes with more than 40,000 sq feet of retail.	Retail will house HGA – an architectural firm. Construction will be completed
Menomonee Valley Redevelopment	DCD is responsible for planning the long-term redevelopment of vacant land in the Menomonee Valley, and coordinating environmental remediation activities.	Cleanup work began in March 2004 on the 140-acre Valley parcel formerly occupied by the Milwaukee Roads Shops. The property will become a 70-acre business park when remediation is completed and infrastructure installed. A $16 million TIF and $3.5 million in state and federal environmental grants support the project.

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Midtown Center (formerly Capitol Court)	Overhaul of 1958 mall into modern day shopping center. At peak, mall had more than 700,000 s.f. of retail and office space. During the 1990's, total leaseable space shrank to 400,000 s.f. with only 28% of that space leased.	When completed, will have more than 600,000 s.f. feet of retail space, a new medical clinic, representing an investment of over $60 million and will create more than 1,700 permanent jobs. Lowes Home Improvement Center currently under construction. Developer Boulder Venture has achieved 26% EBE participation to date.
Milwaukee Connector - Transportation Study	Transportation study to improve transit options for Milwaukee's downtown and surrounding neighborhoods. DCD has been involved to examine and advocate for transportation options with higher economic development returns.	The Locally Preferred Alternative (LPA) will be completed beginning of 2005. LPA will include final recommendations on route, costs, recommended mode of transportation and funding strategy. Study team currently conducting public outreach sessions.
New Markets Tax Credit (NMTC)	New tool to attract private investment into underserved low and moderate-income markets.	DCD worked with collaborative team to receive $100 million allocation of NMTC in a competitive process. Working with Legacy Bank and WHEDA to identify projects that would qualify for NMTC.
New Program: Façade Loan Program	DCD developed new program to offer façade loan dollars to help finance storefront improvements. With current façade program, owner required to put up 1:1 match. Program would allow owner to borrow their match rather than cash contribution.	Will kick off façade loan program on N. Martin Luther King, Jr. Drive in conjunction with new Wells Fargo product for commercial renovation.
New Program: Façade Cluster Initiative	DCD developed new program to cluster façade grants in geographic area with the hopes of greater impact. Program will include intense marketing in catalytic areas.	Will kick off façade loan program on N. Martin Luther King, Jr. Drive in conjunction with African American Cultural and Entertainment District study, new loan program, etc.
New Program: Main Street Milwaukee	DCD was funded in 2003 by Council to study commercial district strategies nationally and to devise a program locally that took into account national success stories and local input. More than 800 volunteer hours were contributed by nearly 100 community members. If adopted by the City, this private-public sector program would call for designated up to 4 districts through a competitive process and providing those districts with financial and technical assistance for organizing and revitalization activity.	DCD, community partners and private sector contributors completed a proposal to create the Main Street Milwaukee program in the beginning of 2004. More than $400,000 has been secured from private sector. DCD will apply for CDBG funding that will leverage private support.

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Pabst City	The proposed Pabst City project is a renovation of the 130-year old Pabst Brewing Co. brewery complex into a $300 million shopping, entertainment, residential and office complex.	The Pabst City team received demolition permits to begin predevelopment work on the site. DCD is aware that the Pabst City team is interested in exploring City assistance through TIF, however we haven't received a formal proposal.
Park East Corridor Redevelopment	DCD is responsible for planning the long-term redevelopment of the corridor, and working in partnership with other City departments and State government to coordinate site preparation.	The Park East Redevelopment Plan was adopted by the Milwaukee Common Council in June 2004. Major infrastructure work is nearing completion. DCD is currently working with developers who have proposed investment in two projects in and adjacent to the corridor.
Park Place	Park Place is a 275-acre commercial development located on the Northwest Side of the City. Since the mid-1980s, a total of 25 development phases have been approved and constructed within Park Place including several office buildings, hotel, sit-down restaurants and business serving uses.	The latest phase is a one-story, 38,000 s.f. office building that will be completed by the end of 2005.
Pfister and Vogel	$100 million plan to replace the massive Pfister & Vogel tannery building, at N. Water and E. Pleasant streets, with 500 condominiums and apartments and commercial space.	DCD staff working with developer on predevelopment work.
Sheraton Hotel (4th and Wisconsin)	RACM-owned land that has served as surface parking lot for more than 20 years. In the first downtown tax increment district plan in 1978 (TID 4), this site was identified for a hotel. Group of investors led by Hunzinger Construction Co. moving forward with a 255-room Sheraton Hotel, which will be a $32 million project.	RACM closed on the land in May 2004. Developer must break ground by October 1st, 2004.
Stadium Business Park (former Ampco Foundry at 38th and Burnham)	Real Estate Recycling will demolish the 400,000 s.f. foundry and replace it with four buildings, each with 50,000 s.f. The site will support approximately 150 – 200 jobs.	City recently TIF to support the development of the Stadium Business Park. DCD assisted in securing brownfield funding through EPA.

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Street Enhancement Projects	DCD works to obtain funding (Federal, State, BID, and City) for streetscapes, pedestrian enhancement and other transportation improvements.	DCD secured funding and is working with neighborhoods on the following: • Burleigh: Sherman Blvd. to 60th Street • North Avenue: 27th to Sherman Blvd, • North Avenue: Sherman Blvd to 56th Street (Uptown Crossing) • National Avenue: 1st to 12th Street • Greenfield Avenue: 16th to 20th Street • Atkinson, Capitol, and Teutonia • Fond du Lac and North Avenues • Holton Street: North Avenue to Center Street
Tower Automotive (bound by Capitol Dr., N. 35th St., West Townsend St. and N. 27th St.)	Tower Automotive has decreased production from this facility from a high of 5800 to 700 today. In 2005, Tower will shift another 500 jobs to Mexico. DCD is working with partners and policy makers to determine the best way to redevelop this site. Redeveloping this complex (148 acres, or approximately 60 square blocks) is crucial to the central city's stability and economic growth.	• Council approved move of Traser Yards and City of Milwaukee Water Works to the site in late May. The move will occur in early 2006. • DCD submitted a request for a $500,000 2005 earmark to fund a market analysis, feasibility study and environmental investigation. • DCD facilitated relationship with Harvard University to have faculty and students from both design and real estate prepare development scenarios and market analysis for the site.