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New Subdivision Created Two Miles from Downtown

Developer to build 53 new market-rate homes on seven acres

City of Milwaukee officials today announced plans for a new subdivision to be built within two miles of downtown, on vacant land just west of I-43 at the Hillside interchange.

The homes are to be constructed on land that had been cleared of homes almost 40 years ago to make way for a freeway that was never built. The site has been known as the Lloyd Street playfield, but has been underutilized. It is bounded on the north and south by Lloyd and Brown Streets, and on the east and west by N.12th and N.14th Streets.

The 7.3-acre parcel was the subject of a City of Milwaukee RFP (Request for Proposals) in January of this year. The project was awarded to the Josey Heights Development Partners, LLC. That consortium includes KMA Property Developments, ASI General, Inc., and Shorewest realtor George Calloway. Calloway is a long time resident of the neighborhood.

The team plans to build a total of 53 units. Of the 53 units, 37 are to be single-family owner-occupied homes, and 16 are to be owner-occupied condominiums. The homes are market-rate and will be built with no city subsidy. Pricing for the units will start at \$175,000. The \$75,000 land sale to the developer is to be heard at the April 15 meeting of the Redevelopment Authority of the City of Milwaukee.

“This project, once completely sold, will result in an estimated \$10 million in tax base,” said DCD Commissioner Patricia Algiers. Construction is to begin in Fall 2004 and the subdivision is to be completed by the end of 2005.

Josey Heights Development Partners cited an 18 % EBE (Emerging Business Enterprise) goal. The partners also pledged to set up a mentoring program with Lloyd Street School and the nearby YMCA as a way to allow kids to learn about development and construction.

The development will include the re-introduction of a one-time stretch of N. 13th Street, and build a new east-west street, and a small park-like traffic circle. A Tax Incremental District will pay for the new streets, sidewalks, lighting, sewer and water service.

Approximately 70 homes on the site were demolished in 1968-70 for the Park West Freeway. Only three homes remain. One on West Brown Street will be preserved, and two nearby sub-standard vacant city-owned homes will be razed.

The site is located within the boundaries of the Lindsay Heights neighborhood, and the newly adopted Fond du Lac and North Neighborhood Plan. The neighborhood plan identified this site as a recommended “catalytic project.” The Josey subdivision will build on the successes of the Lindsay Heights homes and provide more economic stability for the area. The housing development will eventually be complemented by a second project immediately to the north of the Josey site, to revamp part of the playground of the Lloyd Street School, providing green space where there is currently asphalt.

Since 1996, nearly 300 new homes costing up to \$200,000 have been built in the areas known as Lindsay Heights and City Homes. “There is demand in the central city for market-driven housing at all price points and income ranges,” said Greg Shelko, Executive Director of the Redevelopment Authority.

The subdivision will be named in honor of J. Anthony Josey. Josey was a strong advocate for housing and jobs for Milwaukee’s early African-American residents. He worked closely with Bernice Lindsay, for whom Lindsay Heights was named. Josey was the editor of the Wisconsin Weekly Blade, Madison’s first African American newspaper, in 1916. By 1925 the Blade moved to Milwaukee and merged with the Enterprise, which was circulated statewide.

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