

**REDEVELOPMENT AUTHORITY  
OF THE CITY OF MILWAUKEE  
REGULAR MEETING  
SEPTEMBER 18, 2014**

**MINUTES**

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The Redevelopment Authority of the City of Milwaukee held a regular meeting at 1:30 p.m. in the 1<sup>st</sup> Floor Board Room, 809 North Broadway, Milwaukee, Wisconsin.

**MEMBERS PRESENT:** Commissioner Bill Schwartz, Chair  
Commissioner Lois A. Smith, Vice Chair  
Commissioner Kathryn M. West  
Commissioner Alderman Willie C. Wade  
Commissioner Robert B. Rondini  
Commissioner Frances Hardrick

**MEMBERS EXCUSED:** Commissioner Jose Galvan

**ALSO IN ATTENDANCE:** David P. Misky, Assistant Executive Director-Secretary  
Rocky Marcoux, Executive Director-Secretary

After the Pledge of Allegiance and Roll Call, the Chair asked for a motion to adopt the Minutes of the August 21, 2014 meeting. Hearing no corrections or objection, the minutes were adopted by consensus.

There were no public hearings scheduled for this meeting.

**Item 1, Regular Business**

Resolution approving the Redevelopment Authority acquisition of the Youvraj Group, LLC property at 2630 West Wisconsin Avenue aka 714 North 27th Street and authorizing the Redevelopment Authority to enter into a three-party agreement with the Avenues West Business Improvement District and City of Milwaukee regarding same (4th Aldermanic District; submitted by Real Estate)

Executive Director Marcoux introduced the item stating this was a collaborative effort with the Business Improvement District and others. The parcel is adjacent to City-owned property to the east and the north and across from the State building and the City-County Campus. The agreed purchase price is \$680,000 with an assessed property value of \$784,000. The Avenues West BID (Marquette University and Ambassador Hotel) has agreed to contribute \$100,000 to remove the tanks, demo the building, and seed the lot for marketing. The acquisition of the parcel achieves the goals of the redevelopment plan. The funds to acquire are City of Milwaukee funds. No Authority funds will be used.

Commissioner Smith asked about the environmental issues to which Executive Director Marcoux stated the environmental issues are manageable. Chair Schwartz asked what the rationale of the acquisition is since this is an operating business and provides services to the community. Mr. Marcoux responded by saying the highest and best use is to adjoin this parcel with the surrounding City-owned parcels for a larger development. Commissioner Wade asked about the southwest corner and if there have been any discussions with the private owners. According to Mr. Marcoux there have not been any conversations but the City does own 3 parcels on that block.

Commissioner Rondini moved for adoption of the resolution and it carried by a vote of 6 ayes - 0 nays. Adopted resolution is No. 10505.

**Item 2, Regular Business**

Resolution approving the land use and building design for a new Lakefront Brewery Bottling Building, at 1890 North Commerce Street, in the Beerline "B" Redevelopment Project Area. (6th Aldermanic District; submitted by Planning)

Dan Casanova of Economic Development described the iconic brand of Lakefront Brewery and how the company has recently switched their focus from Canal Street to Commerce Street for expansion. The company moved to the Commerce Street location in 1999 and has a need for more space. The site was recently granted a special use from BOZA and will soon go to CPC for design approval.

Greg Patin of Planning described the site where "The Edge" was to construct a Phase II but market conditions have changed. This resolution is a massing issue of the building since the form-based neighborhood code for the Beerline does not offer a building type similar to the proposed brewery building. A public meeting was hosted by Alderwoman Coggins in August where the project was well received.

Chair Schwartz asked for further clarification on massing to which Mr. Patin stated the 4 forms in the established code for Beerline do not work for Lakefront's 1-story commercial building. Commissioner Smith asked about the parking. Russ Klisch, owner of Lakefront, responded that employee parking is accommodated with some underground parking. In addition, the employees around the entire complex will be gone after 5:00 freeing up parking on Canal Street and the brewery. Mr. Klisch stated that he views the business as a service to the neighborhood. The site has sat vacant for 6 years and changing the use will be good for the neighborhood.

Chair Schwartz asked about any noise or odors in regards to having residential adjacent. Mr. Klisch stated they have never had a complaint at this location since 1999, there will be less truck traffic after expansion (use of semis rather than box trucks), and their company provides eyes on the street for safety. Chair Schwartz also asked about the density issue along Commerce Street. This project helps the City attain the appropriate range of density for the area. Commissioner Wade asked about the timeline to which Mr. Klisch stated the project should start in 2 to 3 years.

Commissioner West moved for adoption of the resolution and it carried by a vote of 6 ayes - 0 nays. Adopted resolution is No. 10506.

**Item 3, Regular Business**

Resolution approving Grant Agreement with the City of Milwaukee for Tax Incremental District No. 42 (Capitol Court/Midtown – Rue 21) (2nd Aldermanic District; submitted by Neighborhood Business Team)

Deshea Agee of the Neighborhood Business Team reminded the Board of the TID-42 Project Plan that created an Economic Development fund that would assist building owners in tenant improvements to stimulate leasing the space. The \$3.3 million fund was created in 2013 and these are the first two projects to request the funds. Rue 21 would create 3 full-time and 10 part-time positions and Planet Fitness would create 6 jobs. Both projects would involve using TID funds to assist in 36% of the project costs. The Rue 21 project will utilize \$85,000 and the Planet Fitness project will utilize \$200,000 of the TID funds.

Commissioner West asked about the current vacancy rate at MidTown to which Mr. Agee stated there is 39,000 square feet of 408,000 square feet vacant. Chair Schwartz asked about the viability of a health club at this location. Bruce Block, representing the property

owner, stated mall management was looking at other fitness clubs to fill the space. There is a void of health clubs in the Mid-Town area. Commissioner Hardrick asked about the contractors. Mr. Agee responded that the mall owner and the tenants pick out the contractors. Commissioner Wade asked about the timeline and the possibility of a bikerack. Mr. Agee said the work for 1 of the 2 will be completed by November 1st and the other soon after. He will also suggest a bikerack to the health club tenant.

Commissioner Smith moved for adoption of the resolution and it carried by a vote of 6 ayes - 0 nays. Adopted resolution is No. 10507.

**Item 4, Regular Business**

Resolution approving Grant Agreement with the City of Milwaukee for Tax Incremental District No. 42 (Capitol Court/Midtown – Planet Fitness) (2nd Aldermanic District; submitted by Neighborhood Business Team)

See Previous Item.

Commissioner Smith moved for adoption of the resolution and it carried by a vote of 6 ayes - 0 nays. Adopted resolution is No. 10508. Commissioner Wade was excused.

**Item 5, Regular Business**

Resolution authorizing the execution of a Cooperation Agreement by and among the City of Milwaukee, the Redevelopment Authority of the City of Milwaukee, and WAM DC, LLC to assist in the financing, acquisition, repurposing and redevelopment of the Shops of Grand Avenue. (4th Aldermanic District; submitted by Economic Development)

Resolution was held at the request of staff.

**Item 6, Regular Business**

Resolution relative to application, acceptance, and funding of a United States Environmental Protection Agency Brownfields Area-Wide Planning Program grant for a redevelopment plan for the Inner Harbor area in the City of Milwaukee. (12th & 14th Aldermanic Districts; submitted by Real Estate)

Dave Misky, Assistant Executive Director, provided the background for the resolution. The Mayor introduced the Inner Harbor project at the State of the City in February. This \$200,000 grant application will assist the department and the public-private partnership that is being created to plan for the Inner Harbor area by maximizing the economic value of the Port and the surrounding businesses with environmental sustainability.

Commissioner West moved for adoption of the resolution and it carried by a vote of 5 ayes - 0 nays. Adopted resolution is No. 10509.

**Item 7, Regular Business**

Resolution extending the Option to Purchase with St. Ann Center for Intergeneration Care, Inc. for the 27-vacant parcels located between North 24th Street, North 25th Street, West Meinecke Avenue, West Medford Avenue and West North Avenue for the purpose of constructing an intergenerational care building. (15th Aldermanic District; submitted by Real Estate)

Matt Haessly of Real Estate stated the original agreement was approved in February 2013 for development of a 2-story intergenerational facility. St. Ann's has raised ~\$17.5 million since that time and has requested a 9-month extension to raise the remaining \$3 million. The Certified Survey Map, stormwater plan, and street vacations are all moving forward with an expected start date of October 2014.

Commissioner Hardrick moved for adoption of the resolution and it carried by a vote of 5 ayes - 0 nays. Adopted resolution is No. 10510.

**Item 8, Regular Business**

Resolution authorizing proper officials to enter into a contract for capital repairs to the Boathouse premises. (6th Aldermanic District; submitted by Economic Development)

Alyssa Remington of Economic Development provided some historical context for the boathouse. Former Mayor Norquist wanted the area to be publicly-accessible and moved the Rowing Club from Hubbard Street to this site. The Condominium Association next door maintains the riverwalk, mows the lawn, and shovels the snow. The Rowing Club provides general maintenance in the boathouse. The Authority owns the land and boathouse building and, based on the lease, is charged with any capital expenditures associated with the building and property. The repairs needed for this resolution are capital costs including concrete stairs replacement, roof membrane, and some plumbing issues (not routine repairs). An RFP was issued and the lowest bidder was selected.

Chair Schwartz asked who paid for the boathouse in the early 2000s to which Ms. Remington stated that RACM paid for the construction using \$575,000 of TID funds. The \$300 per year lease is rather low but the Mayor's initiative was for river activation. Commissioner Hardrick asked whether the Rowing Club works with other groups to use the space. Ms. Remington stated one such group is the Urban Ecology Center.

Commissioner Rondini moved for adoption of the resolution and it carried by a vote of 5 ayes - 0 nays. Adopted resolution is No. 10511.

**ADJOURNMENT**

There being no further business to come before the Authority, a motion was made by Commissioner Smith to schedule the next regular meeting for **October 16, 2014**, at 1:30 P.M., 1st Floor Board Room, 809 North Broadway, Milwaukee, Wisconsin, and, to adjourn. The motion carried without objection.



David P. Misky  
Assistant Executive Director-Secretary

NOTE: A verbatim transcript of the public hearing is incorporated and made a part hereof by reference as if fully set forth herein. A copy is available upon request.