

West Burleigh/ West Lisbon Commercial District

Aldermen Jim Bohl &
Common Council President Michael Murphy
Department of City Development
City of Milwaukee * November 16, 2015



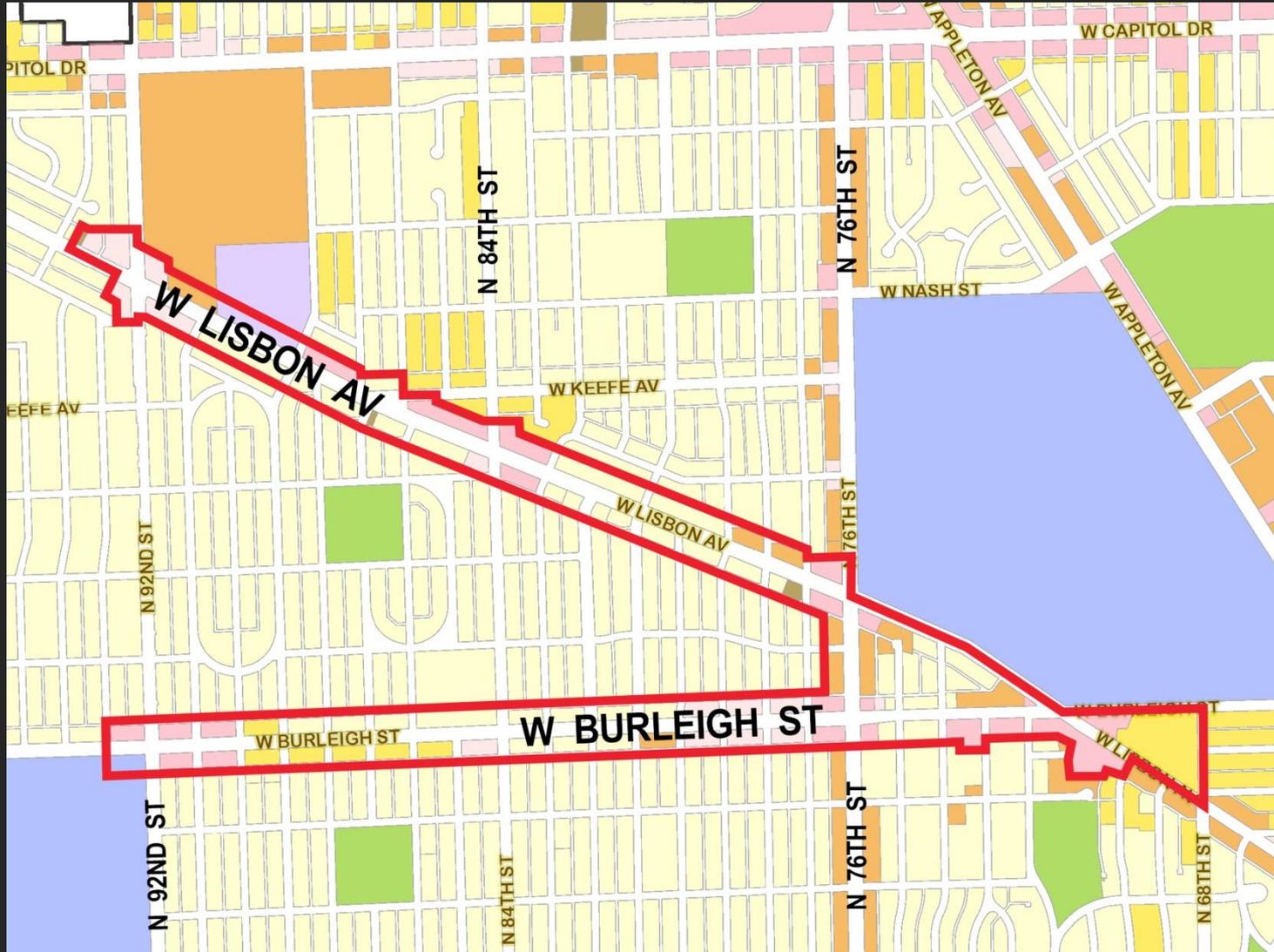
Agenda

Welcome	5 minutes
Introduction/overview	5 minutes
Snapshot/profile of district	10 minutes
Online survey highlights	10 minutes
Strategy and Next Steps	10 minutes
Question and Answer period	15 minutes
Wrap Up	5 minutes

Introduction:

- **Snapshot** Profile of the District
- **Survey** What's working, what's not
- **Strategy** Where do we go from here

snapshot



**Population is stable
at about 22,000 –
virtually no change
from 2000 to 2013.**



POPULATION	2000 ¹		2010 ^{2,3}		2013 ⁴		Percent Change	
	POPULATION	% OF TOTAL	POPULATION	% OF TOTAL	POPULATION	% OF TOTAL	2000-2010	2010-2013
Total Population	21,611		21,985		21,919		1.7%	-0.3%
Male	9,828	45.5%	10,039	45.7%	10,228	46.7%	2.1%	2.2%
Female	11,783	54.5%	11,946	54.3%	11,691	53.3%	-1.4%	-1.8%

¹U.S. Census Bureau, 2000 Census

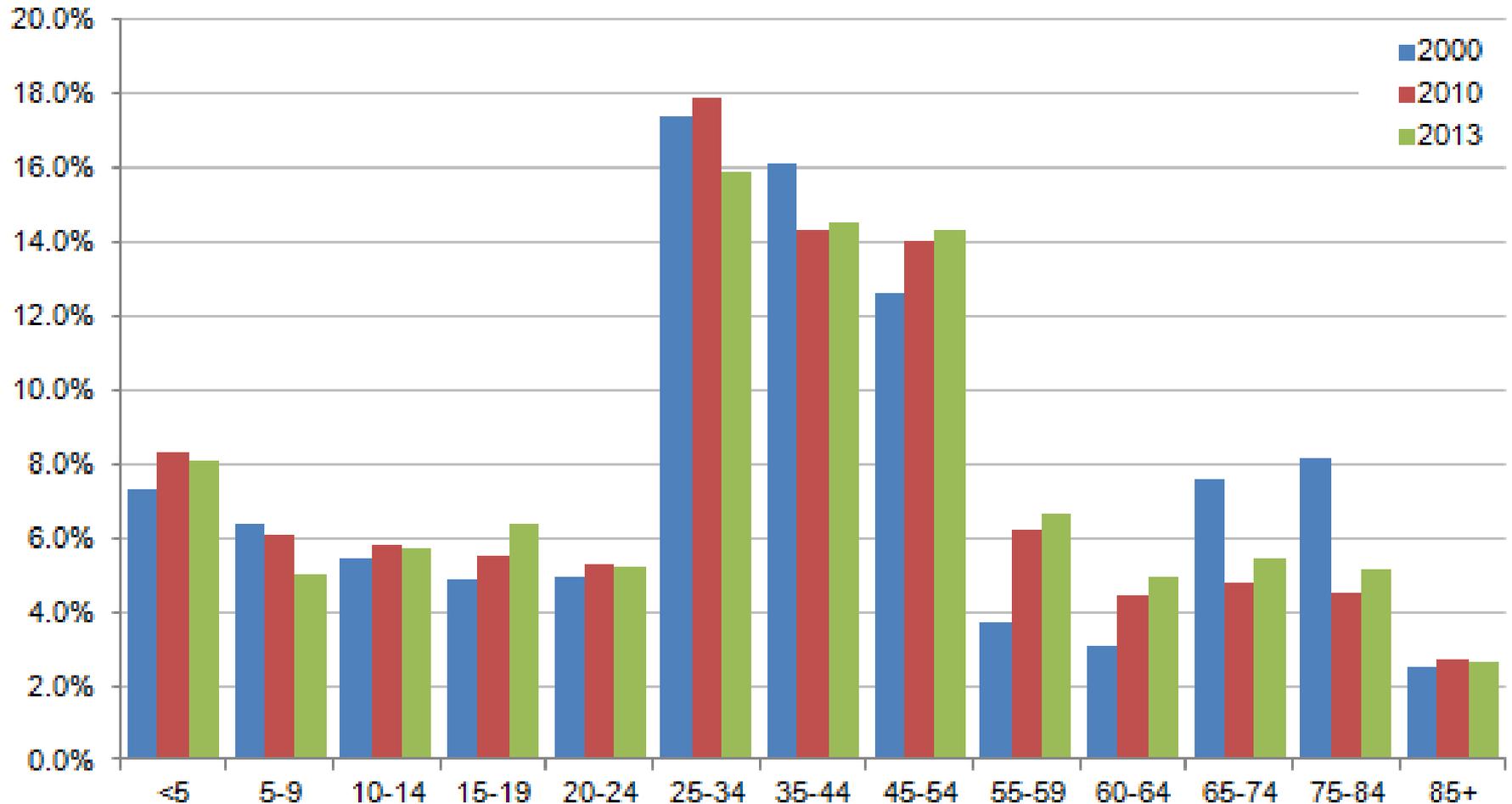
²U.S. Census Bureau, 2010 Census

³U.S. Census Bureau, 2006-2010 American Community Survey

⁴U.S. Census Bureau, 2009-2013 5-Year American Community Survey

Large working age population; median age is 37.2.

Age Distribution: 2000, 2010 and 2013 Estimate



Note: Citywide median age is 30.6

**Well-educated population:
37.5% of residents have a bachelor's degree or higher.**



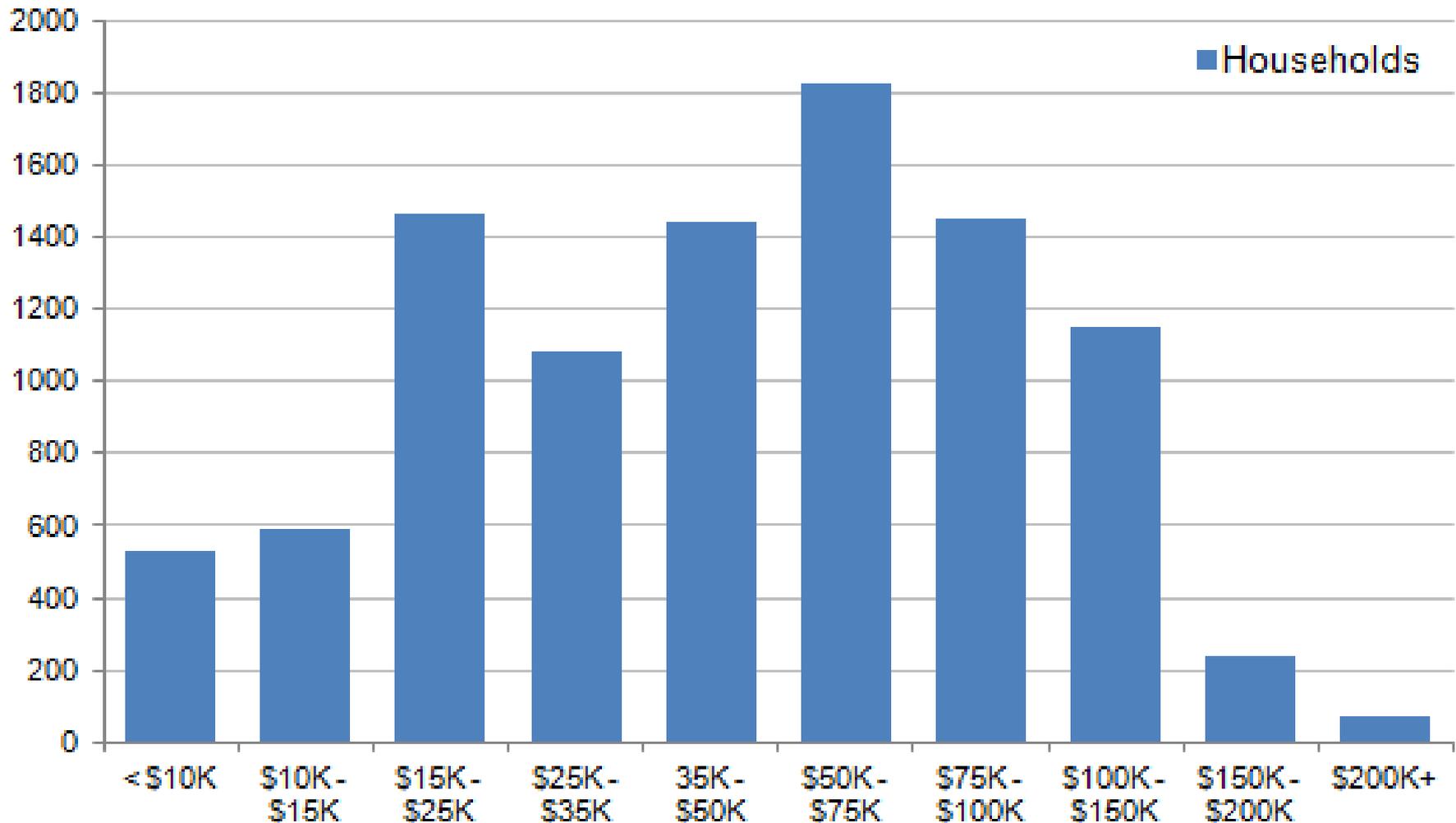
Citywide, 22.1% of residents have a bachelor's degree or higher

EDUCATIONAL ATTAINMENT	POPULATION	% OF TOTAL	CITY AVERAGE
Population 25 years and over	15,250	69.6%	60.0%
Less than 9th grade	287	1.9%	7.0%
9th to 12th grade, no diploma	869	5.7%	11.8%
High school graduate (includes equivalency)	4,225	27.7%	30.7%
Some college, no degree	3,057	20.0%	21.8%
Associate's degree	1,086	7.1%	6.5%
Bachelor's degree	3,857	25.3%	14.5%
Graduate or professional degree	1,866	12.2%	7.6%

Median household income \$50,516

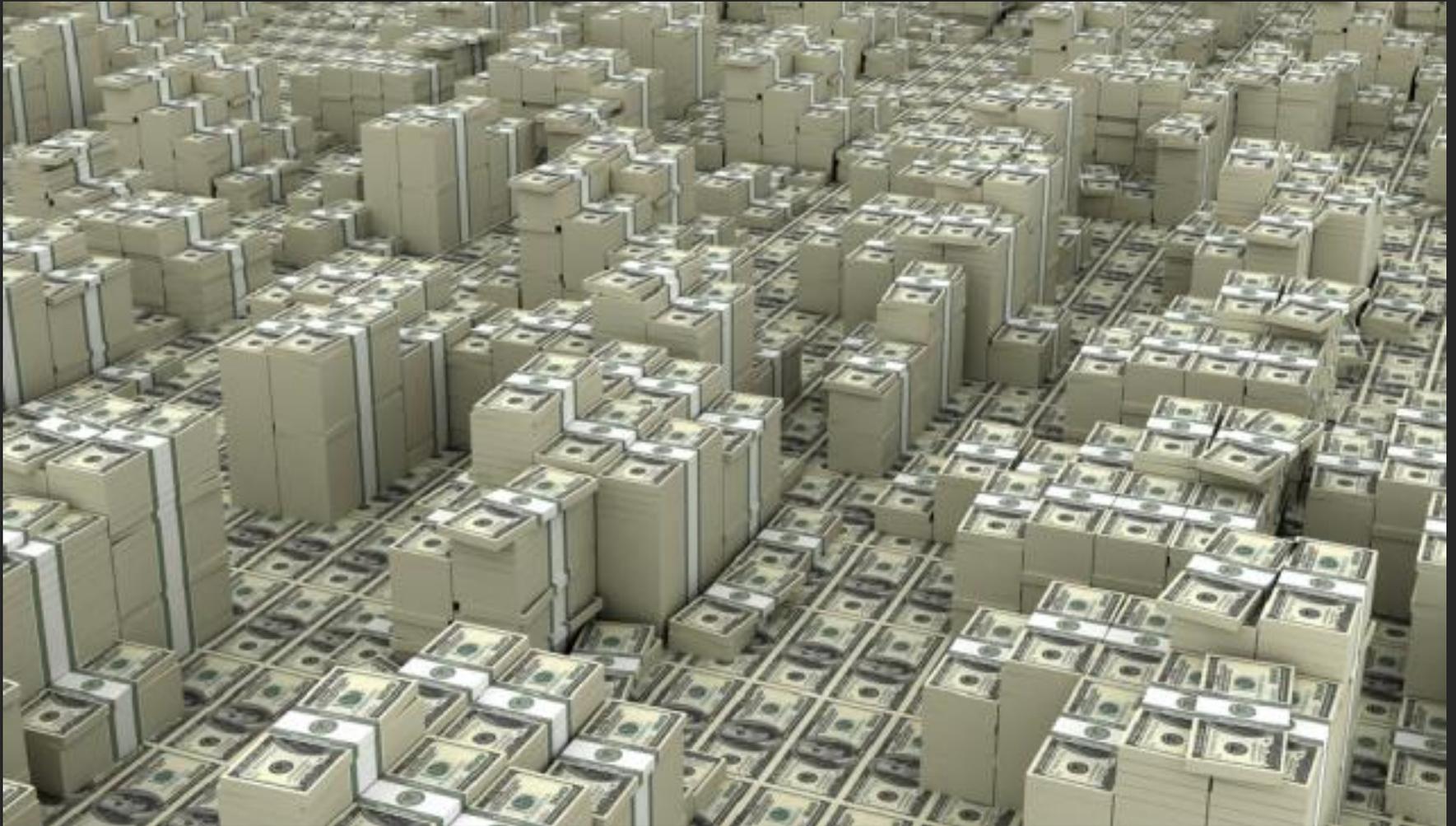
Citywide median household income is \$35,467

Median Household Income Distribution, 2013 Estimate



**Area households represent nearly half a billion
in purchasing power.**

(9,846 HHs x \$50,516 = \$497,330,020)



The 103 non-residential properties along the corridors have an average assessed value of \$275,288; total of \$27,059,400 in assessed value.



Average building area is 5,145 square feet.

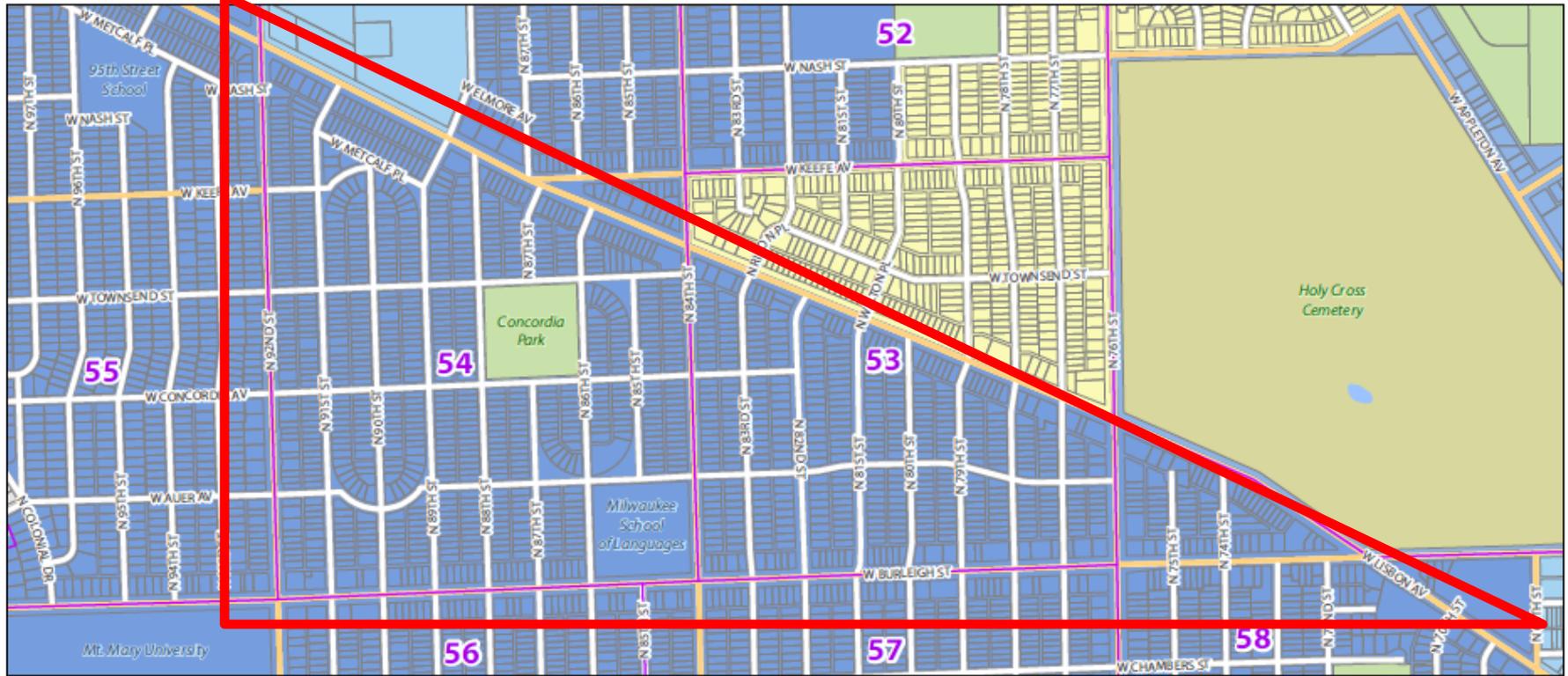


Economic Health/Neighborhood Profile

2013 Market Value Analysis

WEST BURLEIGH STREET AND WEST LISBON AVENUE MARKET VALUE ANALYSIS

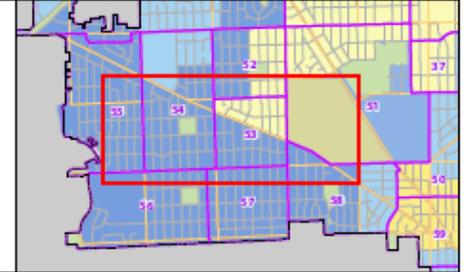
Prepared by the Department of City Development Planning Division, 11/9/2015
Source: City of Milwaukee Information & Technology Management Division



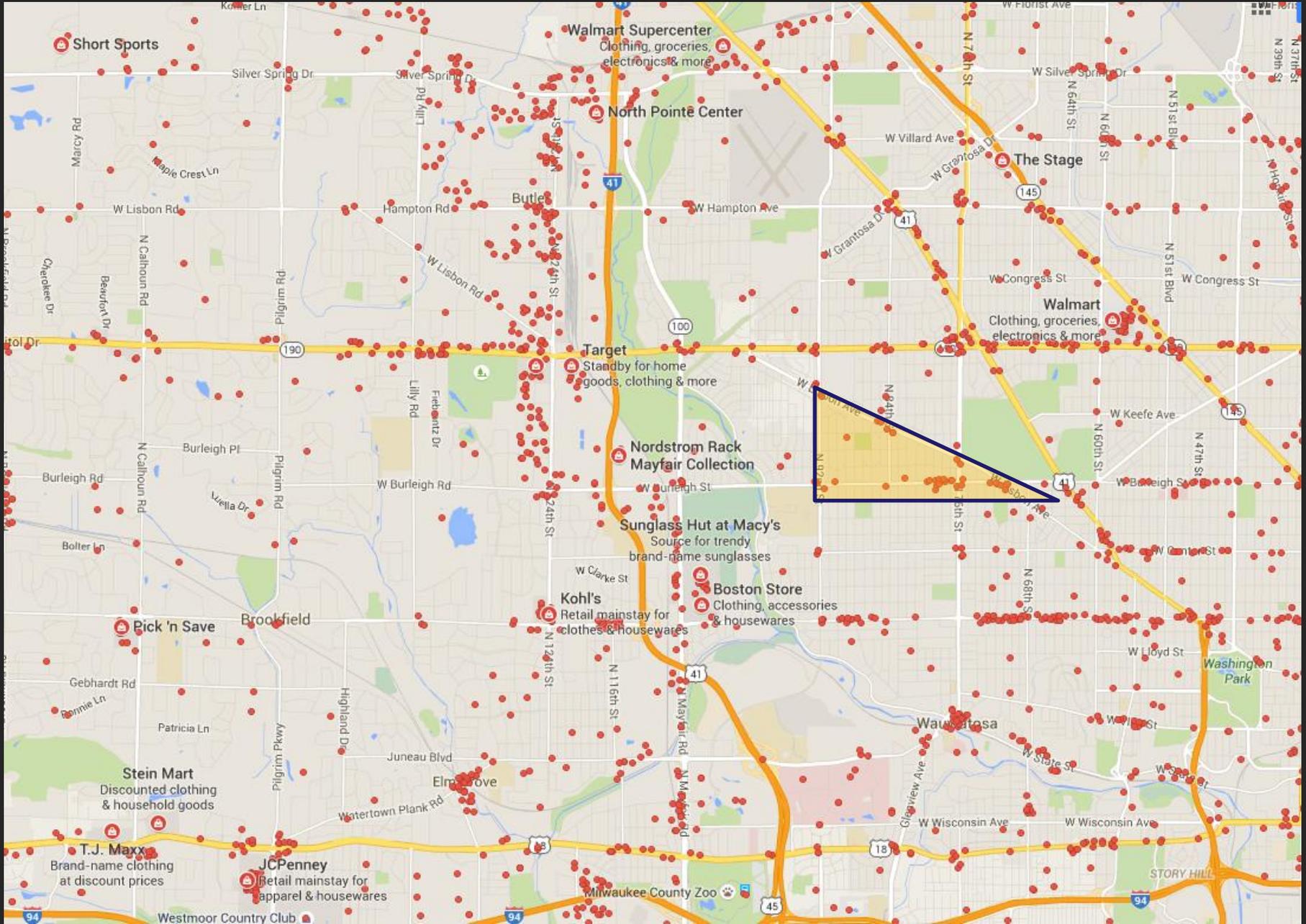
Market Value Analysis

Strongest Markets	Middle Markets	Distressed Markets
A	D	G
B	E	H
C	F	I
Insufficient Market Data		

Census Tract Boundary

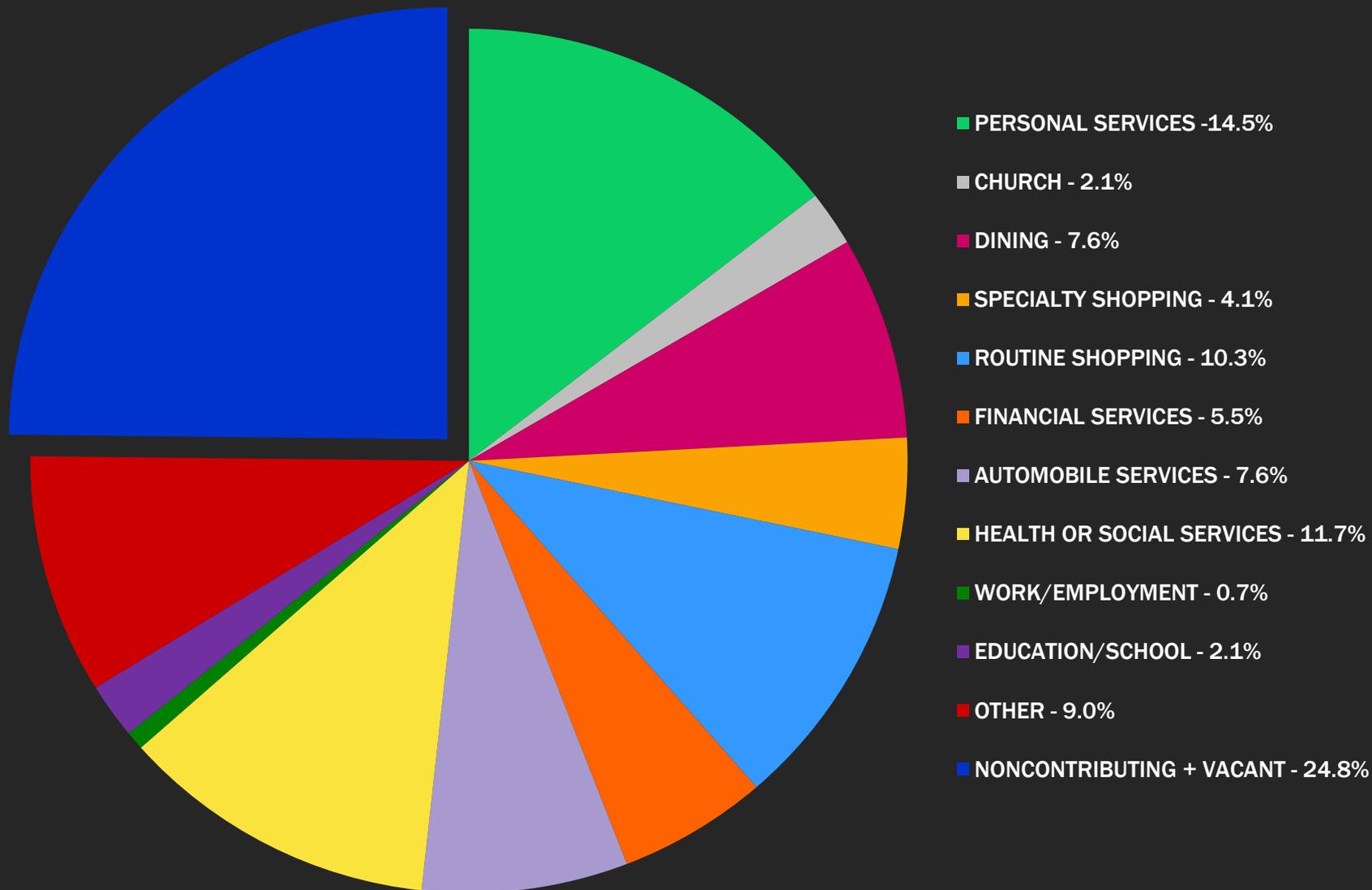


Retail choices within a 10-15 minute drive



Burleigh/Lisbon Commercial District

Diverse Mix of Businesses



Destination retail anchors the district



COLLECTOR'S EDGE COMICS

TOM'S BARBER SHOP

Men's Haircut
\$7.00 \$6.00
85 & Older
414-166-1234

ZATCO

WATERPROOFING
KITCHEN & BATH
REPAIRS

WEN

THE NEW 52
STREET FIGHTERS

THE AMAZING
SPIDER-MAN

THE
FLASH

THE
MARTIAN
MARTIAN MANHUNTER

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TORRENCE'S HOUSE OF THREADS

MEN'S

WOMEN

SUITS

HATS

SHOES

PLUS *Sizes*

WEDDING

Accessories



TRENT TOWERS HATS & CAPS

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**FOR
RENT**
271.2010



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STETSON
LEGENDARY HATS

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Wilke's Village Pharmacy & Gifts

9000
ALL CARDS
NO CENTS
EACH

WILKE'S



VILLAGE
PHARMACY

NEW HOURS
MON-FRI
11:00AM
5:00PM
SAT
9AM-4PM

70% OFF

70%
OFF

CARDS 50%



**P
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**ECONOMY
CENTER**
TRUCKS & BUSES

PRINTING & DESIGN

OPEN

CAPITAL
PRINTING
OPEN

**Saint Martin's
Family Services**
In Home Care
Making Your Life Easier
414-371-1600

CATERING

CARRY OUT

BARBQ

PATIO

PARTY ROOMS

FRIDAY
FISH FRY

B
GAR



GARD'S Restaurant & Lounge



NO
PEDESTRIAN
CROSSING



ENDER'S
PARK
NEWBURGH, N.Y.



Routine shopping



Convenience shopping



Personal services



Many nonprofits



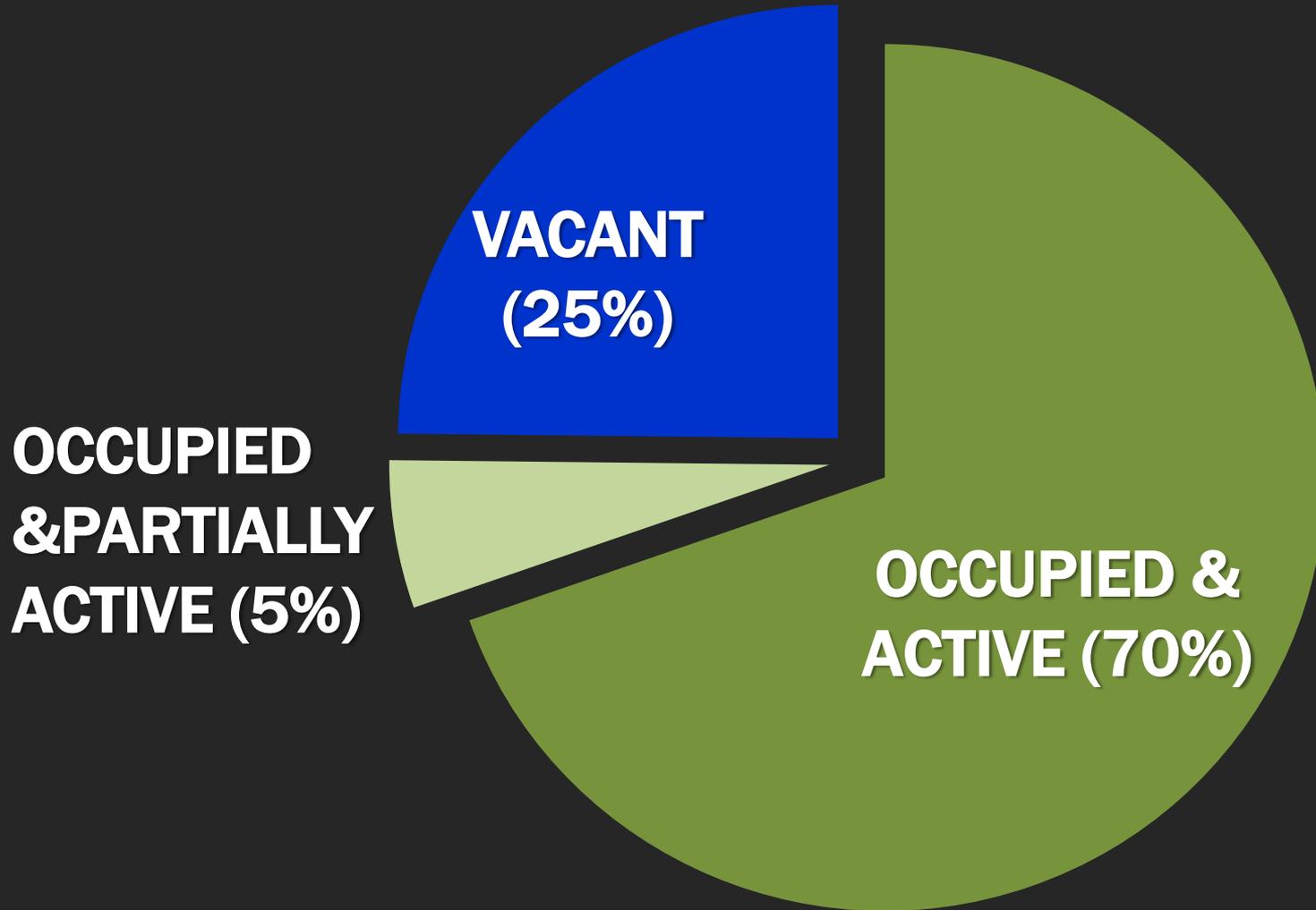
essage. "Have Faith,



Pray, Fast and Convert for

Commercial Buildings

30% Non-Active Storefronts



Commercial Buildings

Vacancy Rate is 25%



Doors locked, blinds drawn, limited hours posted, phone number to call





CLOSED
Please Call Again

Hours of Operation
Monday - Closed
Tuesday - Closed
Wednesday 11am - 4pm
Thursday 11am - 5pm
Friday 11am - 5pm
Saturday 11am - 2pm
Sunday: Open
12:00 - 3:00 PM



8426

8428



FABULOUS LOOKS
HAIR
461-3863
Looking Fabulous



Auto-Oriented Corridors

Speed limit* 35 miles per hour

Traffic counts * 15– 30,000

Right of Way * 110 – 120 feet

Ped. Experience * divided highway

86% who travel to shop/dine drive



How does this commercial district stack up?



Automobile environment is good



Rents are lower



EXOTIC

HAIR
Boutique

877-3775

WARNING
Security
Cameras In Use

FOR SALE...
VIRGIN
HAIR

100% HUMAN
by the BUNDLE

OPEN

Building stock is older



Retail formats are dated



Footprints are generally smaller



Anchor businesses are spread out



Pedestrian environment needs improving



Access to transit (MCTS) good

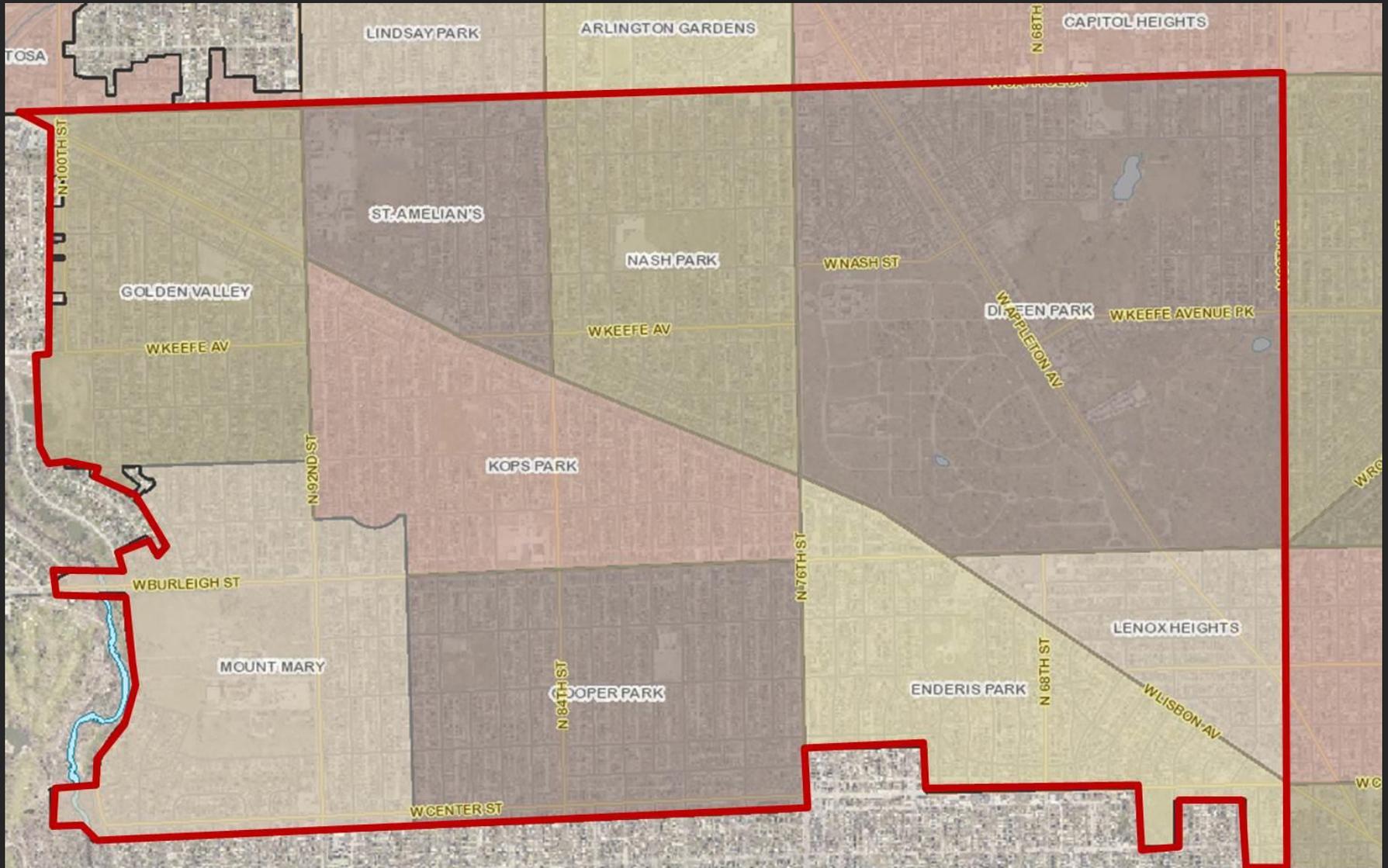


survey

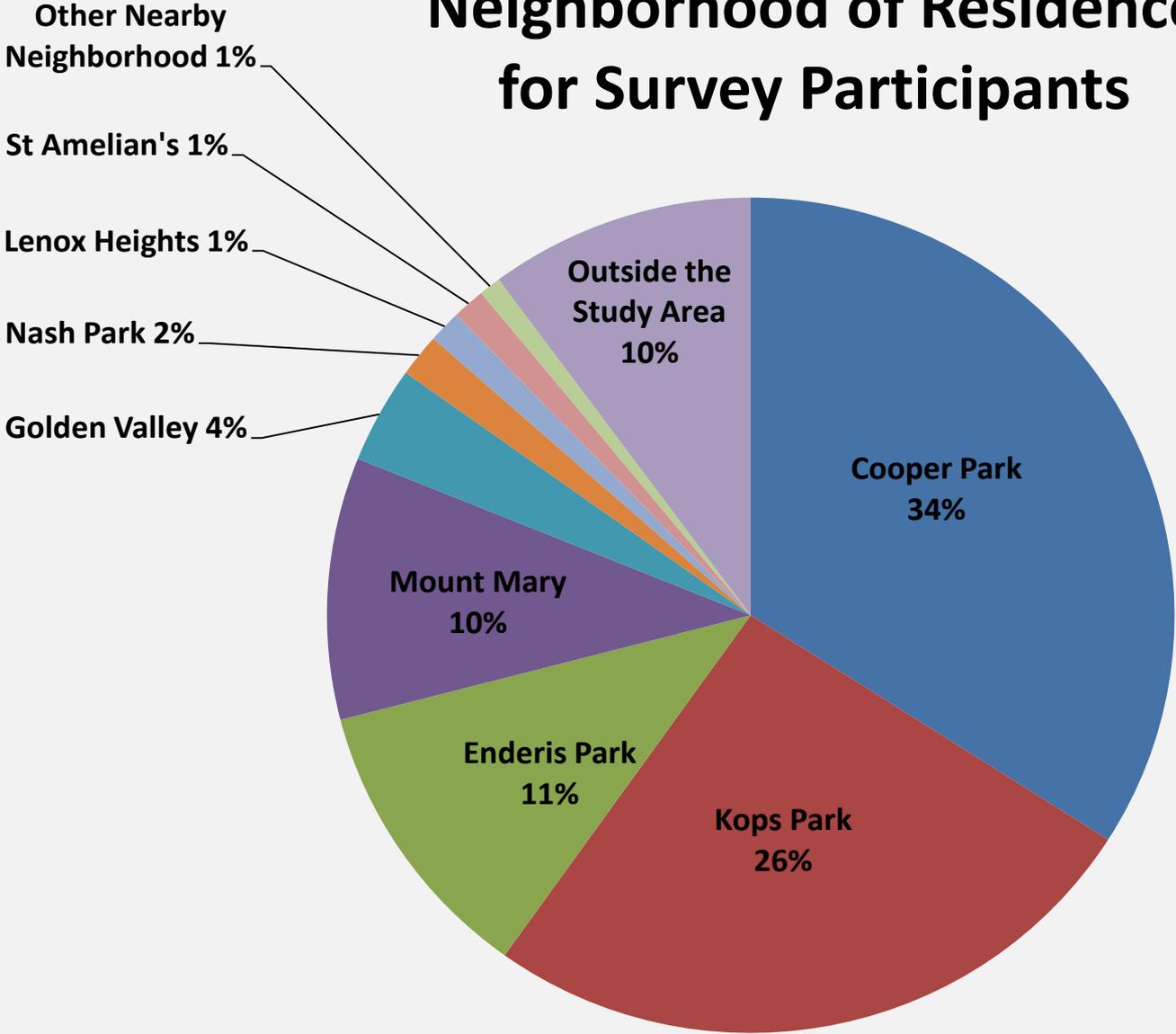
Online survey was taken by 750 people



90 % from immediate area

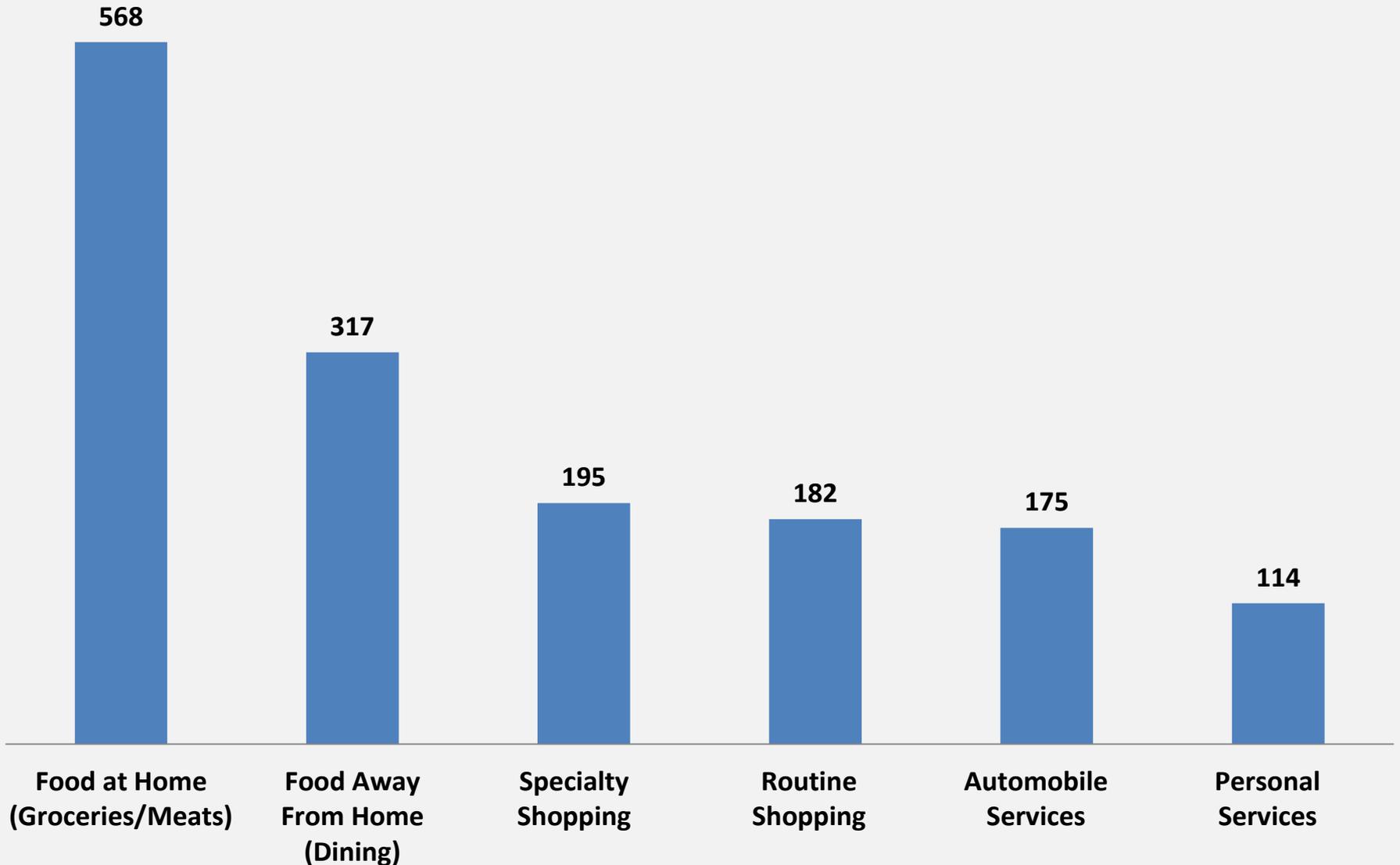


Neighborhood of Residence for Survey Participants



90% of survey respondents who answered this question live in one of the neighborhoods immediately surrounding the West Burleigh/West Lisbon Commercial District

Top Reasons of Survey Respondents for Visiting the West Burleigh/West Lisbon Commercial District



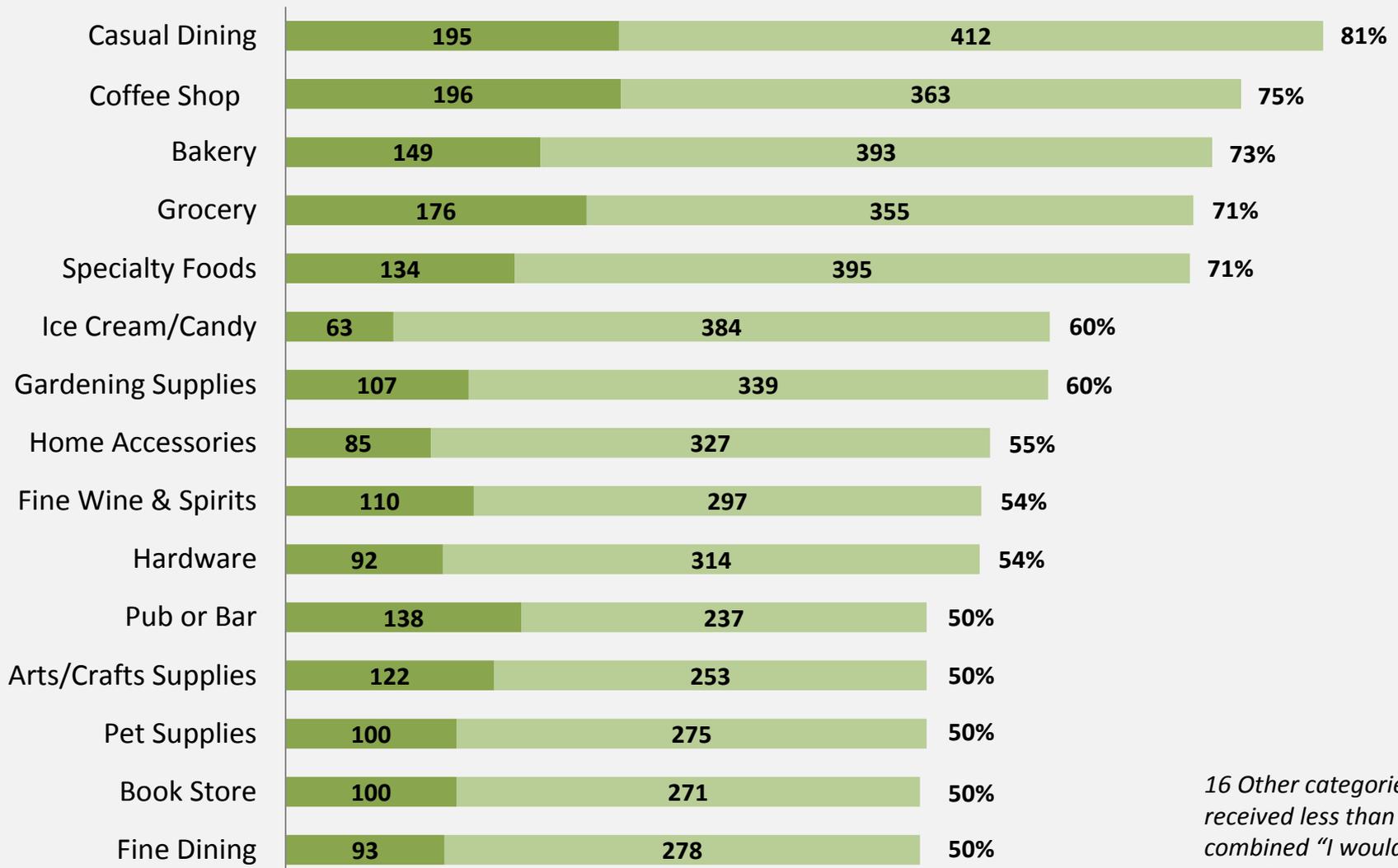
Retail leakage

- In an average month, 92% of people did most of their shopping outside the West Burleigh/West Lisbon commercial district.



How would the addition of the following businesses affect the amount you spend in the West Burleigh/West Lisbon commercial district?

■ I would spend a lot more ■ I would spend a little more



16 Other categories all received less than 50% of combined "I would spend more" responses.

Customer Satisfaction

Rated “excellent” or “above average” by 50% or more of respondents – None

Bicycle access, business hours, business appearance, cleanliness of streets and sidewalk, landscaping/streetscaping, general attractiveness, general safety, pedestrian access, pedestrian safety, street lighting, automobile traffic flow, parking availability



Rated “average” by 50% or more of respondents

- Business Hours – 58%
- Pedestrian access- 58%
- Street Lighting – 65%
- Automobile Traffic flow- 59%
- Parking Availability – 52%

Rated “below average” or “awful” by 50% or more of respondents

- Building Appearance – 67%
- Landscaping/streetscaping – 50%
- General attractiveness – 58%

General Safety

District rated “average” (39%) “below average” (36%) or “awful” (12%)



What landscape or streetscape changes would have the most positive impact on the District?



1. Building façade improvements – 69%



2. Building repair, painting, etc. – 51%



3. Better lighting, security – 46%



4. Additional planters/trees/flowers – 41%



5. Events/festivals – 38%



6. Street Furniture – 16%



What street or streetscape changes would improve the District?



Big YES to Bicycle lanes - 57%



A big YES to
Greening of
public right-of-
way with more
street trees and
additional
landscaping –
81%



A Big YES to Greening of private property and better landscaping on parking lots – 81%



What street or streetscape changes would NOT improve the District?



NO to Wider sidewalks and narrower street – 57%



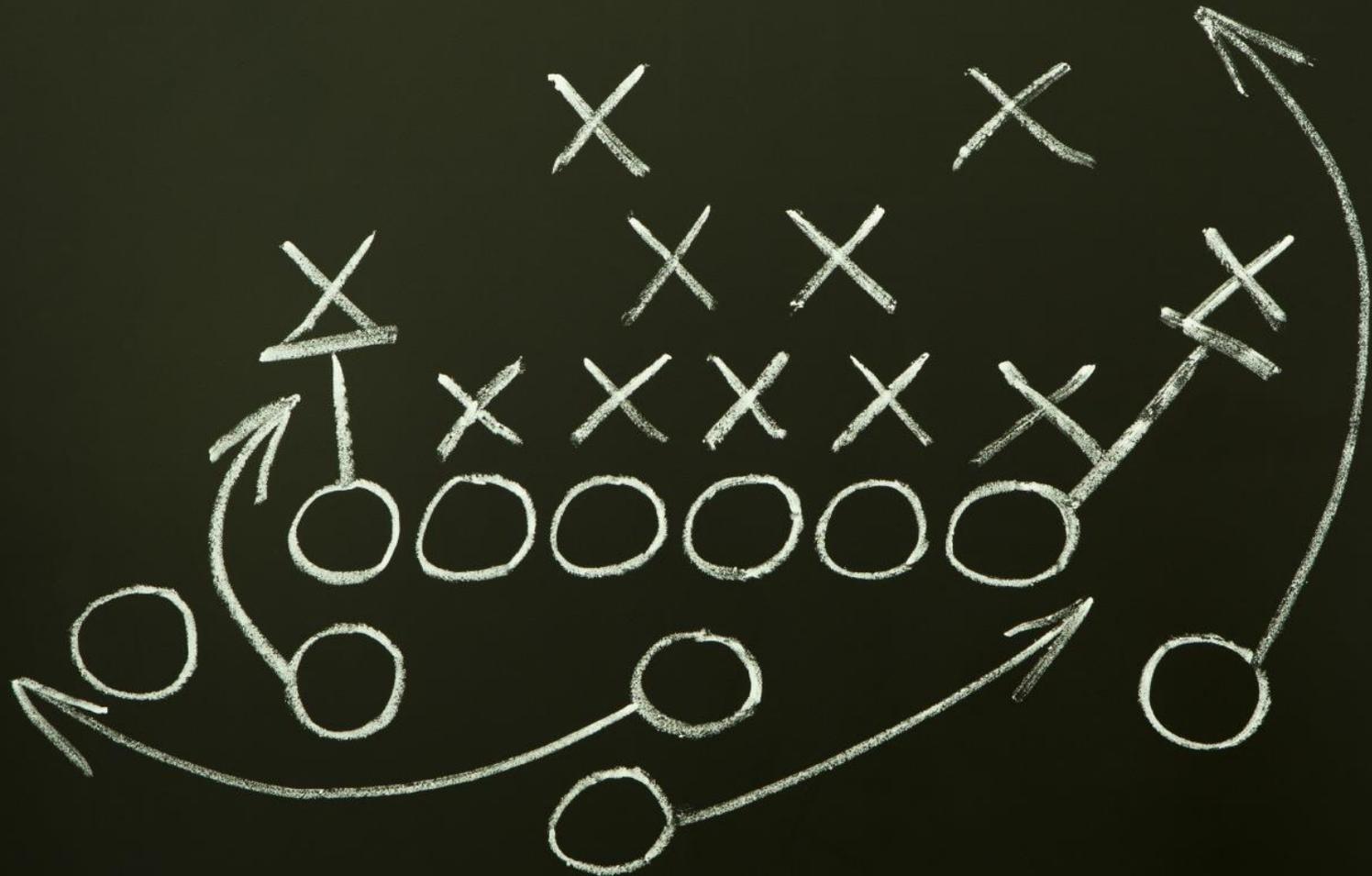
No to One through lane of traffic in each direction rather than two lanes – 65%



UNDECIDED on traffic calming/slowing

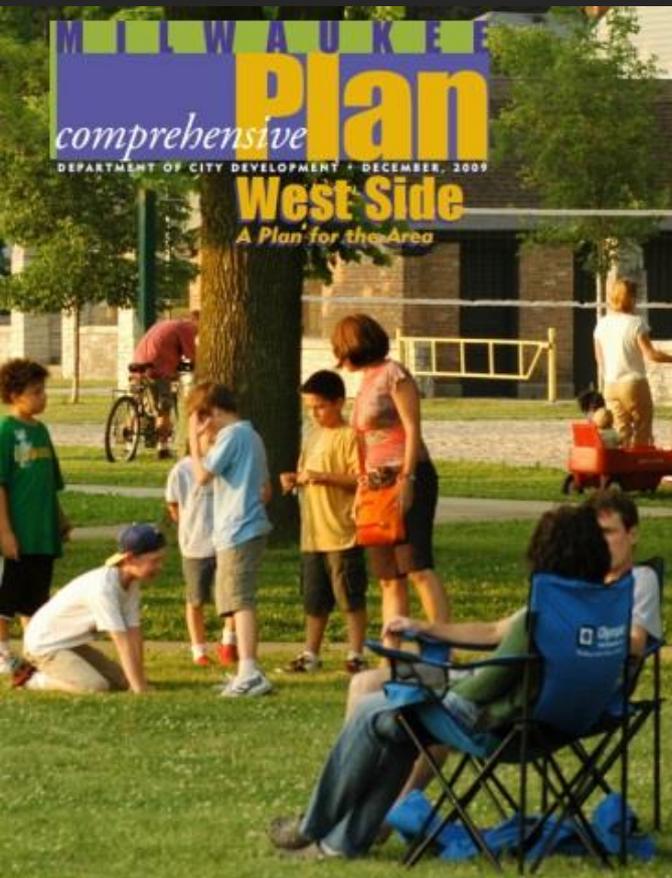


strategy



Revisit the West Side Plan

Recommendations for the Lisbon and Burleigh corridors



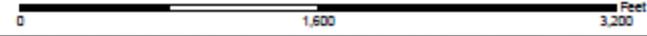
1. Apply Main Street principles
2. Upgrade buildings
3. Improve landscape and streetscape
4. Enhance safety & security
5. Do commercial/office infill
6. Form a Business Improvement District (BID)
7. Traffic calming

Evaluate Planning, Zoning & Land Use

WEST BURLEIGH STREET AND WEST LISBON AVENUE

Prepared by the Department of City Development Planning Division, 11/16/2015
 Source: City of Milwaukee Information & Technology Management Division

CURRENT ZONING



Zoning Legend

- | | |
|------------------------------------|------------------------------------|
| Residential - Single Family | Commercial - Neighborhood Shopping |
| Residential - Two Family | Commercial - Local Business |
| Residential - Multi-Family | Special - Parks |
| Residential - Residence and Office | Special - Institutional |
| | Special - Planned Development |



Identify and address the gaps between what people want and what people are willing to support



**Apply Main Street principles to the district:
changes to street, character of commercial
district, marketing and business organization**



Main Street Four Points: **Organization**



Promotion



Design



Economic Restructuring



Form a Business Improvement District (BID) or Merchants Association or a Main Street group



Add more dining establishments



Big picture - create a more inviting welcoming shopping environment



Small picture - make district more customer-friendly

Building Appearance (67%)

Landscaping/streetscaping (50%)

General attractiveness (58%)



Clean up, Paint up, Fix up



Recruit businesses to fill vacancies



Better Landscaping/Streetscaping



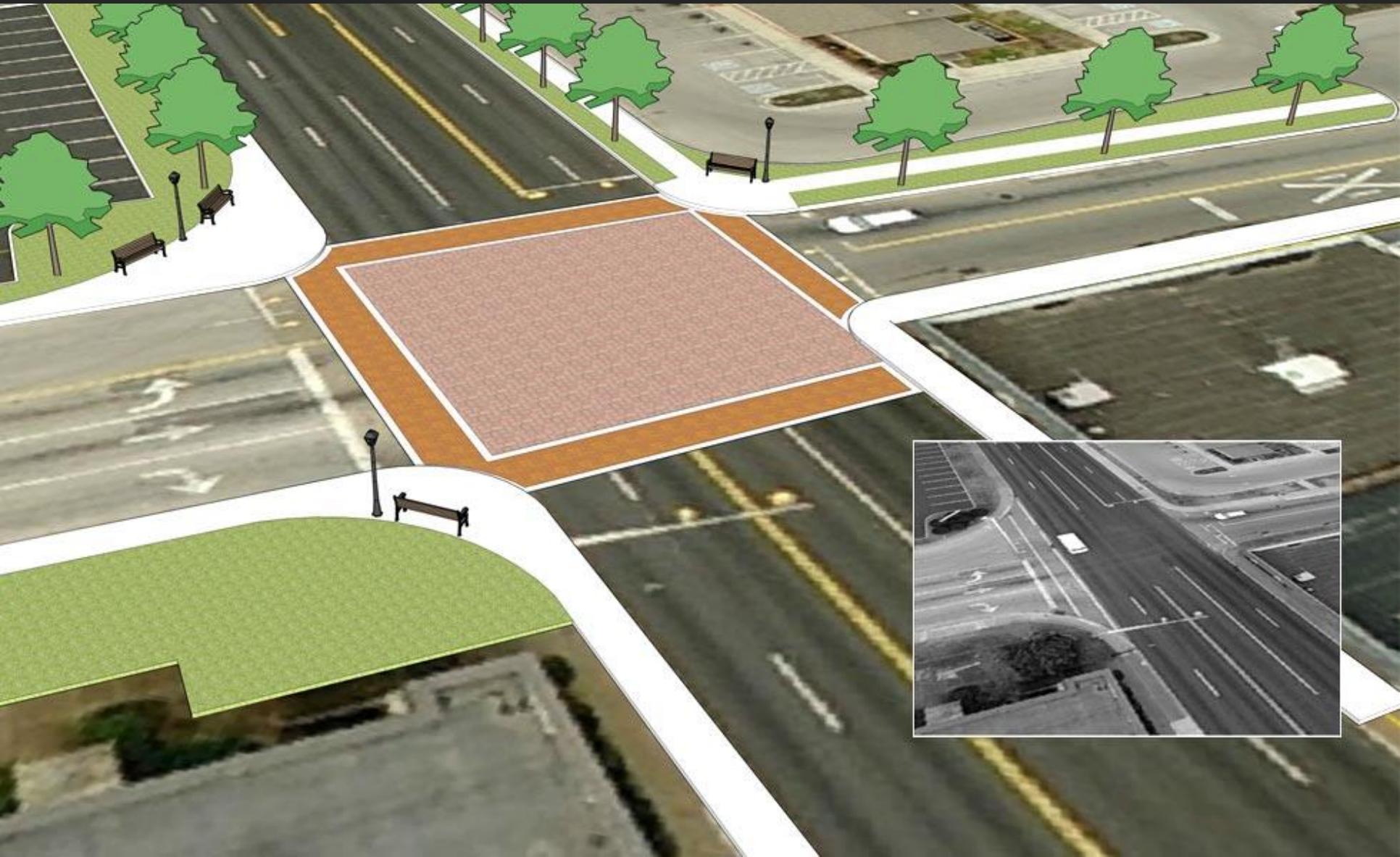
Traffic calming



CURB BUMP OUT



SPEED TABLE / Raised Intersection



Priority One – Organize. Create a Business Improvement District or the equivalent

What do BIDs do?

- Organize
- Promote and market the district
- Do business recruiting
- Improve physical appearance
- Address security and safety issues
- Work with City & property owners to resolve zoning & building code issues
- Address problem properties



Priority Two – Recruit. Fill Vacancies. Add anchors & dining establishments that bring traffic to smaller businesses

- Develop west to east to capitalize on Mayfair Collection
- Create more large format sites
- Add anchors with national identity
- Cluster small businesses that benefit from anchor establishments



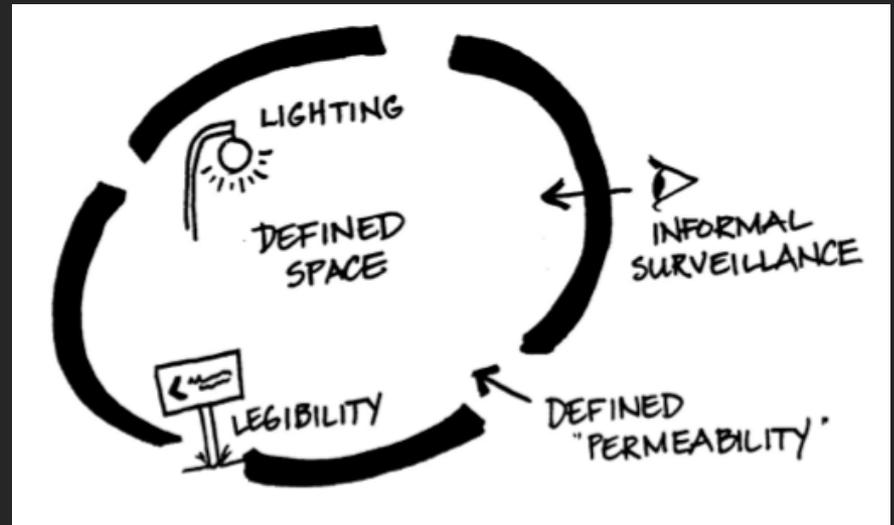
Priority Three – Increase neighborhood support and customer loyalty

Neighborhood groups work with local businesses to organize customer loyalty programs



Priority Four - Address safety and security issues

- Work with District 7 Police to identify and address trouble spots
- “Eyes on the street”
- Use CPTED crime prevention strategies where appropriate



Priority five – Improve the district with traffic calming: bike lanes, streetscape, trees, curb bump-outs, speed tables, etc.



Priority Six – Raise the Bar for the district / Work on shortfalls identified in survey

- Building Appearance (67%)
- Landscaping/streetscaping (50%)
- General attractiveness (58%)
- General safety (87%)



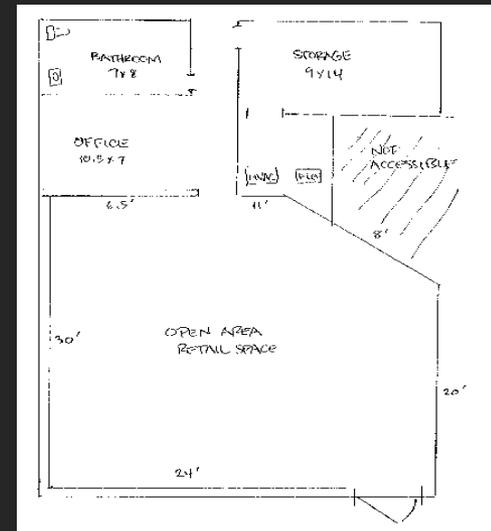
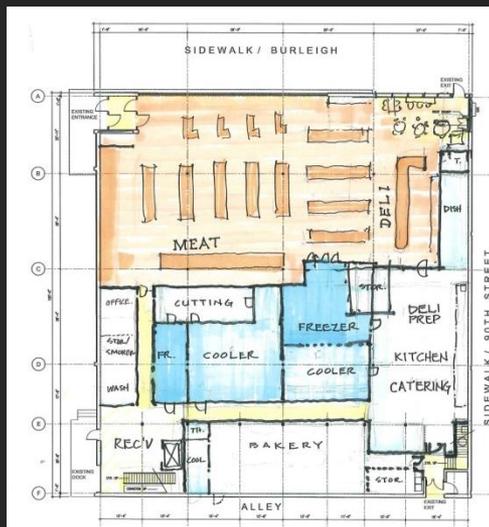
Priority Seven - Take advantage of City programs that support small business

- Façade grants
- Signage grants
- White box
- Retail Investment Fund
- MEDC



Whitebox Program

- Business recruitment to fill vacant commercial / retail space
- Grants up to \$10 per SF, not to exceed 75% of project cost
- Maximum grant \$25,000
- No reimbursement for work done prior to application approval
- Cannot be used in conjunction with Retail Investment Fund (RIF) grant
- Eligible expenses include lighting, plumbing, electrical, HVAC, interior walls and ceiling

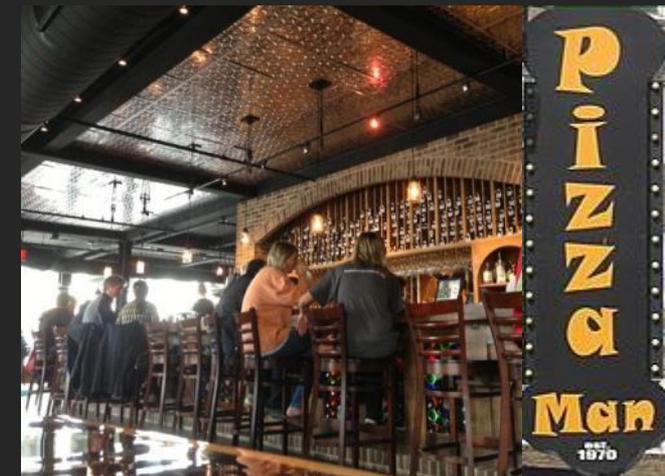


Retail Investment Fund (RIF)

- Award based on job creation
- For-profit, tax paying business
- Applicant may own or lease
- Reimbursement program covers up to 20% of project costs
- Offers \$5,000 per Full Time Employee (FTE), or Part-time equivalent, up to \$50,000
- Includes Furniture, Fixtures & Equipment (FFE), buildout, startup inventory, A&E



THE *Juice* KITCHEN



Milwaukee Economic Development Corp.

City-affiliated lender providing assistance to create and retain jobs in the City of Milwaukee.

- Second Mortgage Program
- Capital Access Program
- Venture Debt Program
- Small Business Administration (SBA) Community Advantage



medc

RATES AS LOW AS 2.75%

In 2012 MEDC lent \$16.9 million to Milwaukee businesses that leveraged \$60.7 million of bank financing and equity investment to fund building and equipment purchases. So if your business is expanding and is looking for below market interest rate financing to partner with your bank, call or email a loan officer at MEDC to discuss your project.

Contact John Miller, Delores Clayton or Ali Gould at 414-286-5840 or at www.MEDOnline.com

medc
MILWAUKEE

www.MEDOnline.com

Next Steps / Q&A

- PowerPoint and survey results online
- Do additional stakeholder interviews
- Draft final report and distribute

For updates, go to:

www.city.milwaukee.gov/AreaPlans/West

Questions? Feedback?

Email: WestSidePlan@Milwaukee.gov

Visit: city.milwaukee.gov/AreaPlans/West

Sign Up: city.milwaukee.gov/enotify (West Side Plan)

For updates, go to:

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Q&A

