

West Burleigh/ West Lisbon Commercial District

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



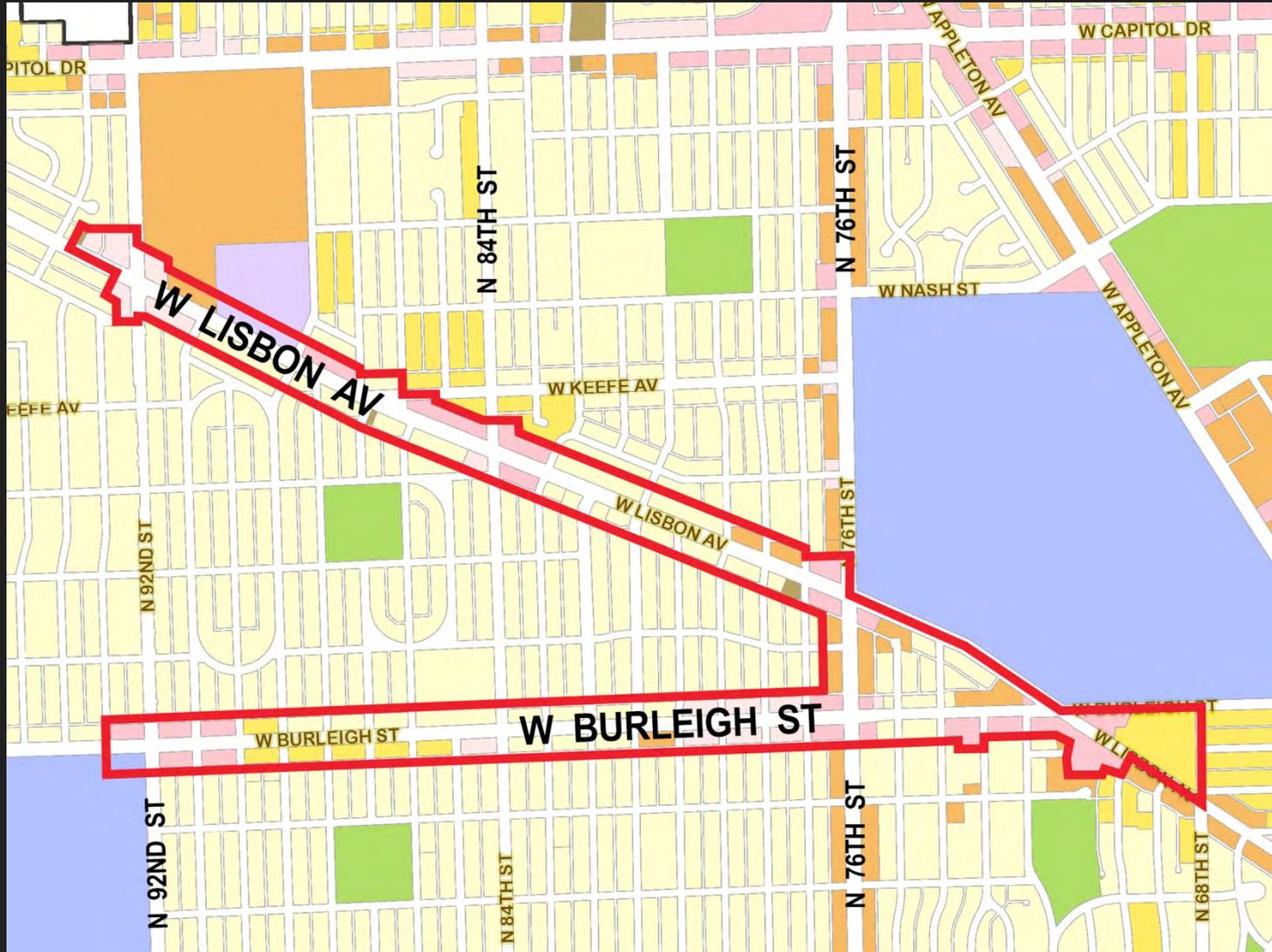
Agenda

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

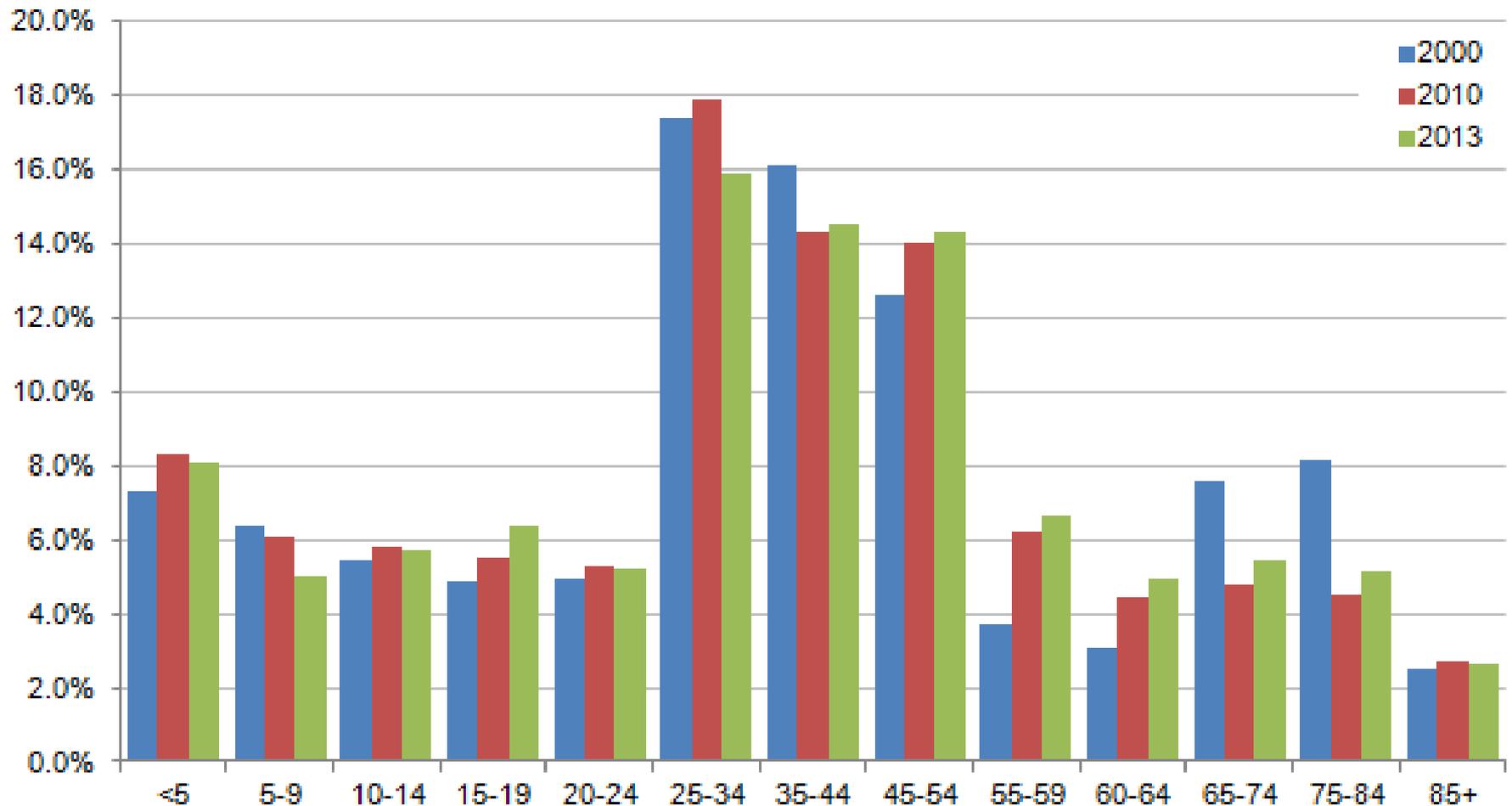
²U.S. Census Bureau, 2010 Census

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.**



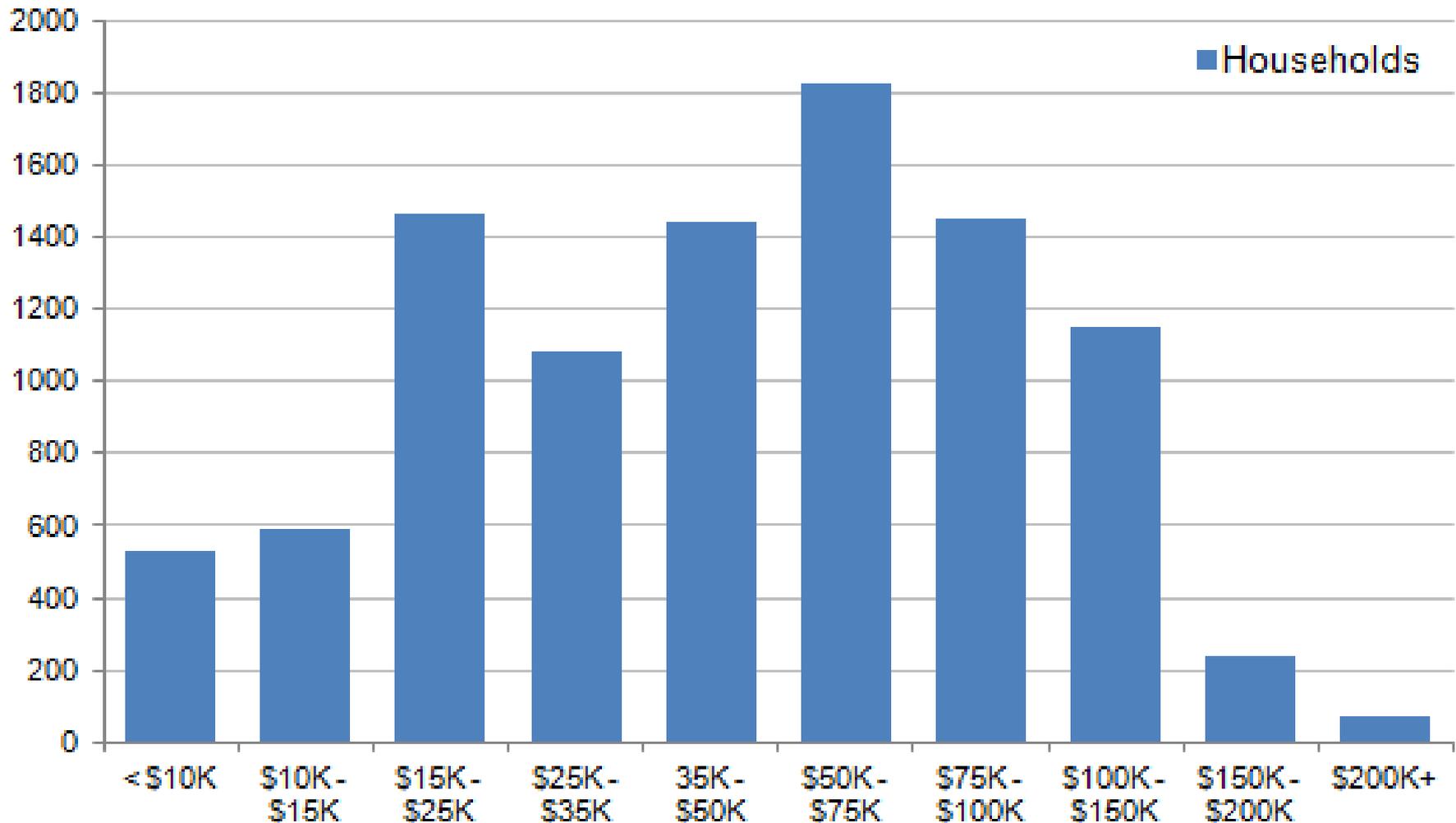
Citywide, 22.1% of residents have a bachelor's degree or higher

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 \$27,059,400 in assessed value.



Average building area is 5,145 square feet.

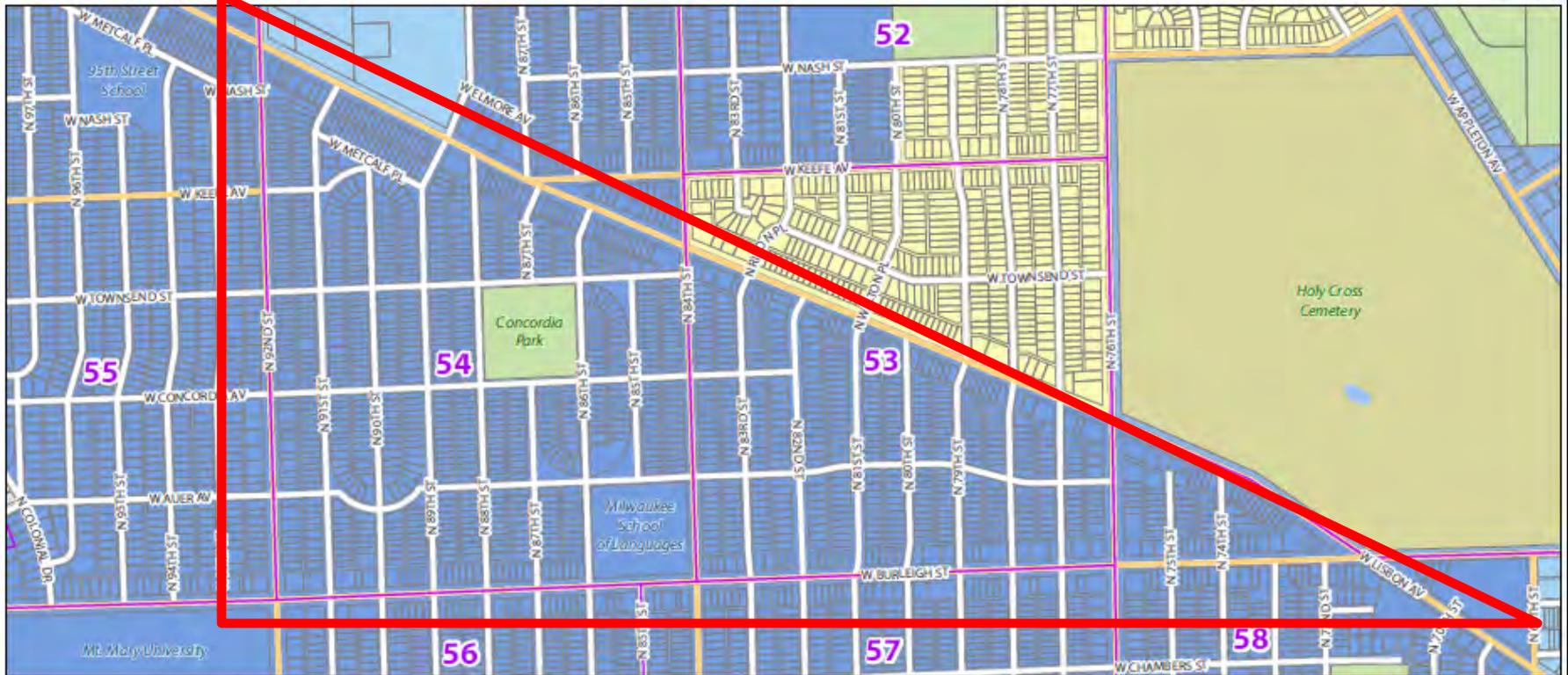
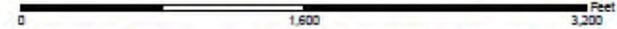


Economic Health/Neighborhood Profile

2012 Market Value Analysis

WEST BURLEIGH STREET AND WEST LISBON AVENUE MARKET VALUE ANALYSIS

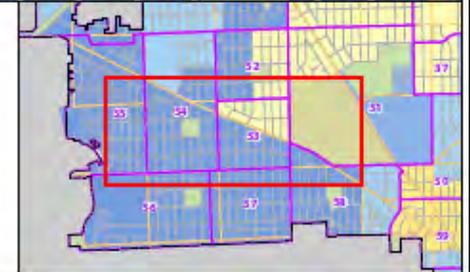
Prepared by the Department of City Development Planning Division, 11/9/2015
Source: City of Milwaukee Information & Technology Management Division



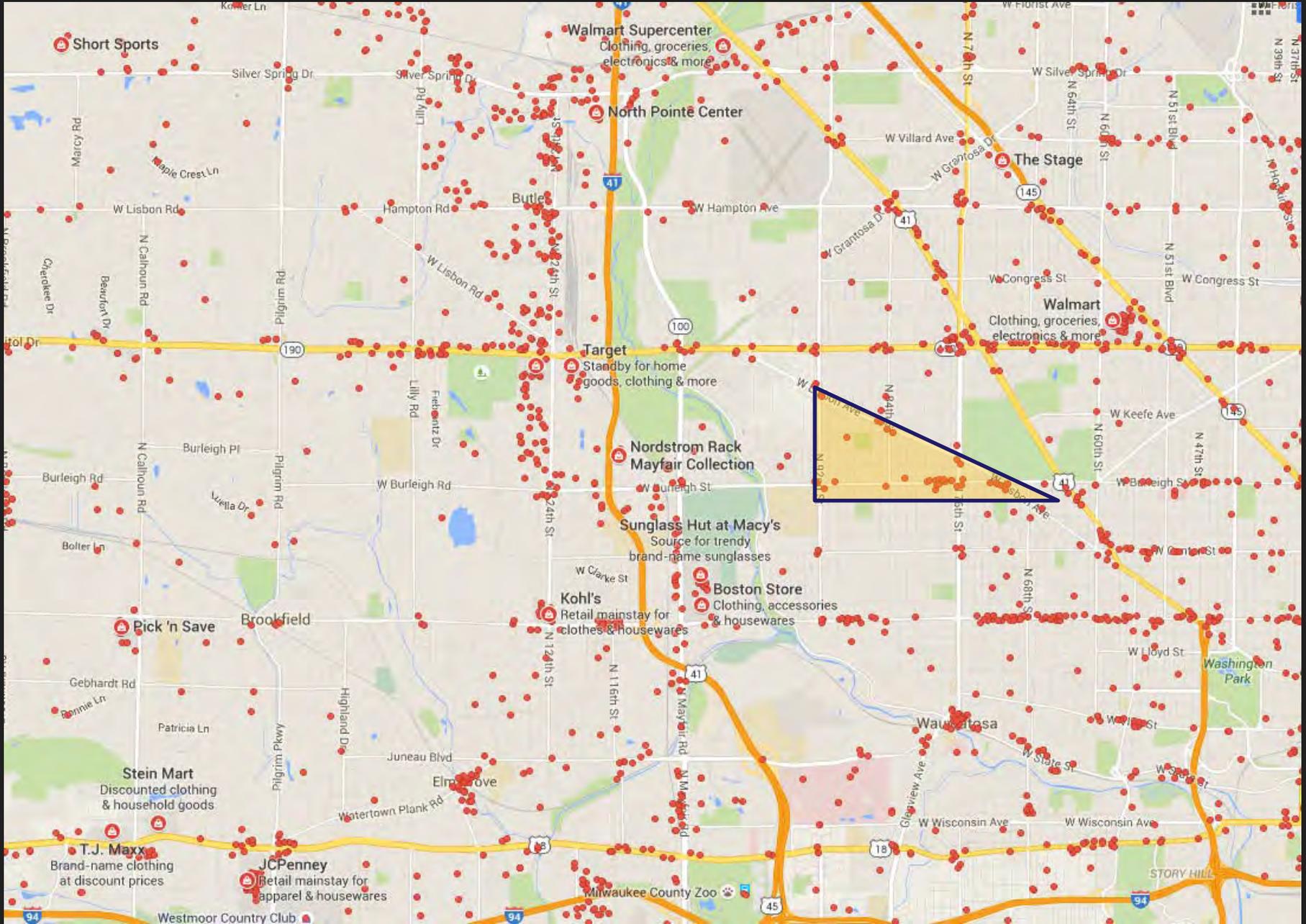
Market Value Analysis

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

Census Tract Boundary

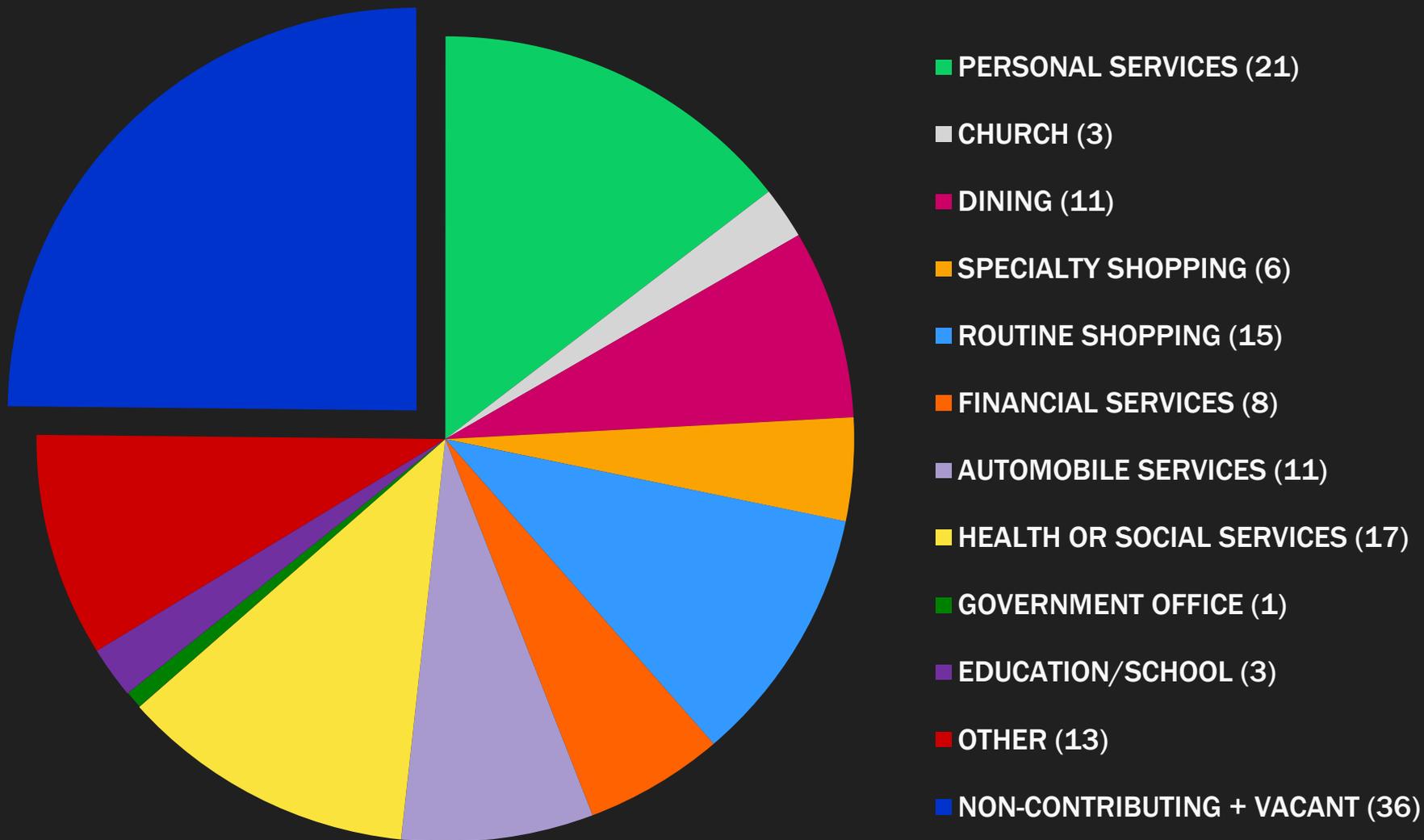


Retail choices within a 10-15 minute drive



Burleigh/Lisbon Commercial District

Diverse Mix of Businesses



Destination retail anchors the district



DALY
PEN SHOP
America's Oldest
Pen Shop
www.dalypenshop.com
414-312-7486

WE BUY PENS

Parking in Rear

Daly's Pen Shop

Parking in Rear

Daly's Pen Shop

WE BUY PENS



TORRENCE'S HOUSE OF THREADS

MEN'S

WOMEN

SUITS

HATS

SHOES

PLUS *Sizes*

WEDDING

Accessories

SALE

UP TO 50% OFF



TRENT TOWERS HATS & CAPS

1
BR
**FOR
RENT**
271.2010



OPEN

DOBBS & STETSON LEGENDARY HATS & CAPS



STETSON
LEGENDARY HATS

414-873-2140





Wilke's Village Pharmacy & Gifts

9000
ALL CARDS
NO CASH
SALE

WILKE'S
VILLAGE
PHARMACY

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

70% OFF

69
70%
OFF

CARDS 50%



**P
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PRINTING & DESIGN

OPEN

CATERING

CARRY OUT

CARRY OUTS

PATIO

PARTY ROOMS

FRIDAY FISH FRY

B
GAR

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

CAPITAL PRINTING & DESIGN
OPEN

ECONOMY CENTER
TRUCKS & BUSES

WINDSHIELD REPAIR





Person on roof

GARD'S Restaurant & Lounge

NO
PEDESTRIAN
CROSSING

ENDER'S
PARK
ESTABLISHED 1924

Red awning over left window

Red awning over right window

GARD'S FAMOUS
FRIDAY FISH FRY

11:30 AM UNTIL 3:00 PM
& 4:00 PM UNTIL 10:00 PM

Routine shopping



Convenience shopping



Personal services



Many nonprofits



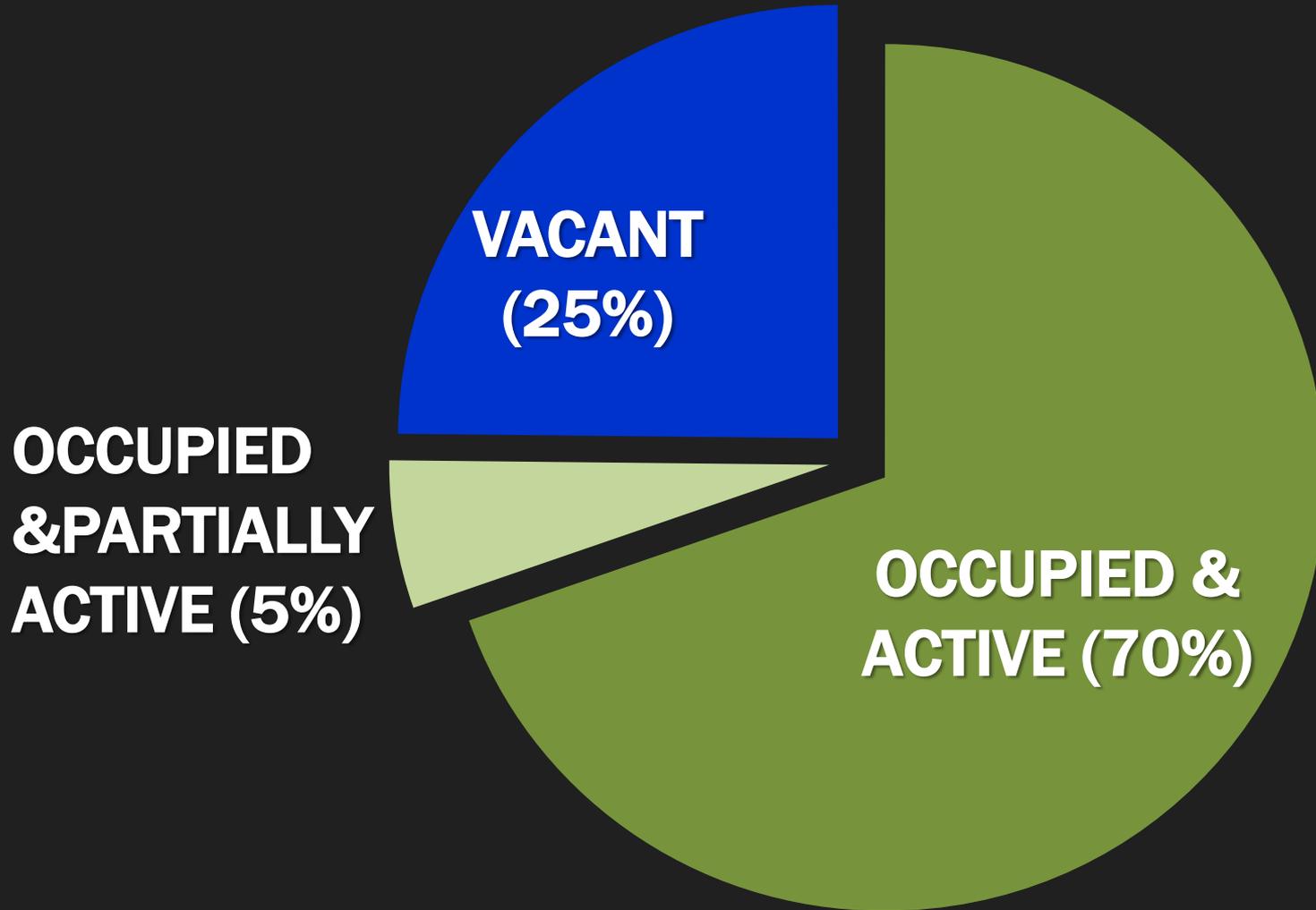
message. "Have Faith,



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 Koko

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

ACCEPTED



8426

8428
←

OPEN

FABULOUS LOOKS
HAIR
414-461-3863
Looking Fabulous

10% Partial Vacancy

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 compare?



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

#1

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

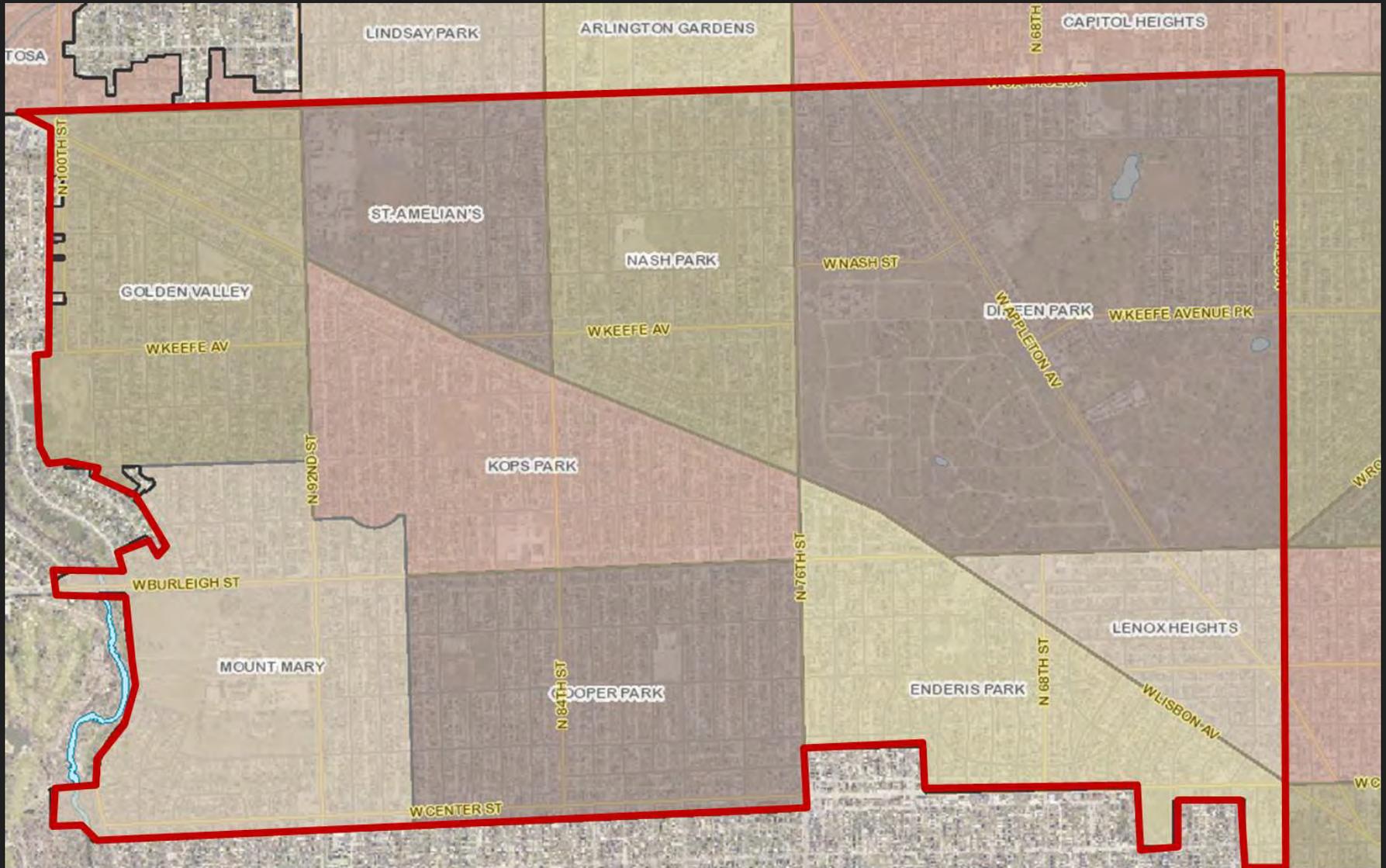


survey

Online survey was taken by 750 people



90 % from immediate area



Neighborhood of Residence for Survey Participants

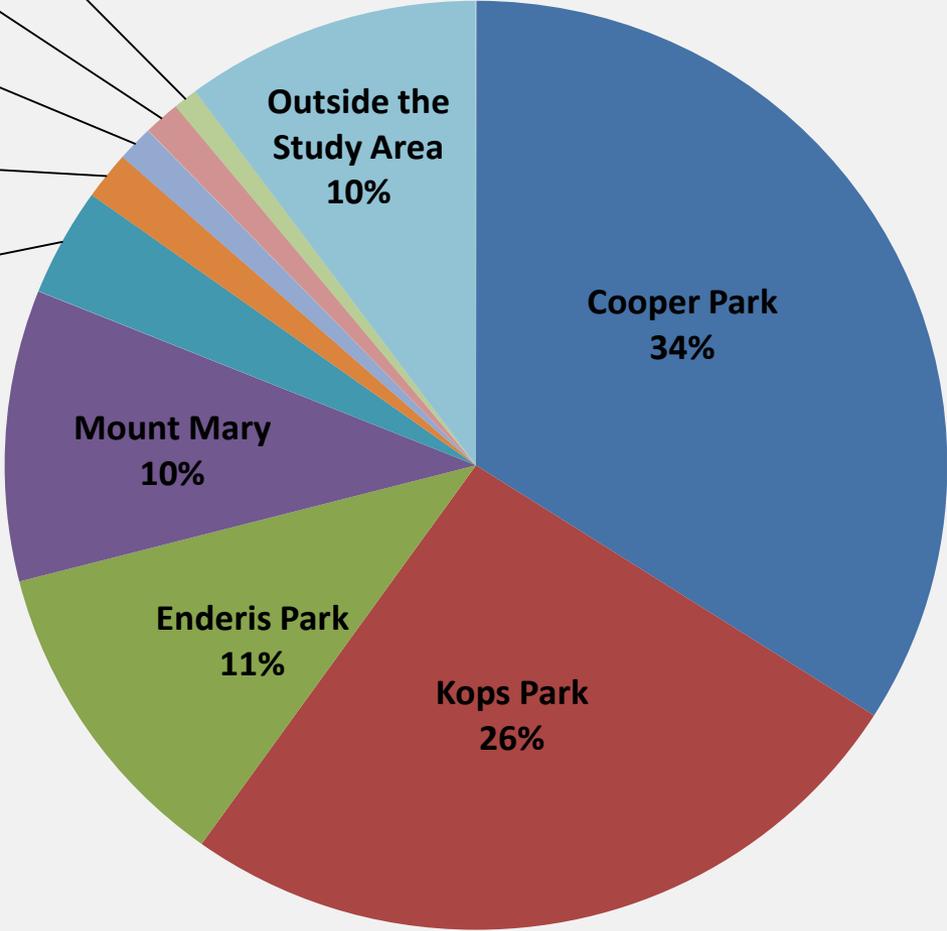
Other Nearby Neighborhood 1%

St Amelian's 1%

Lenox Heights 1%

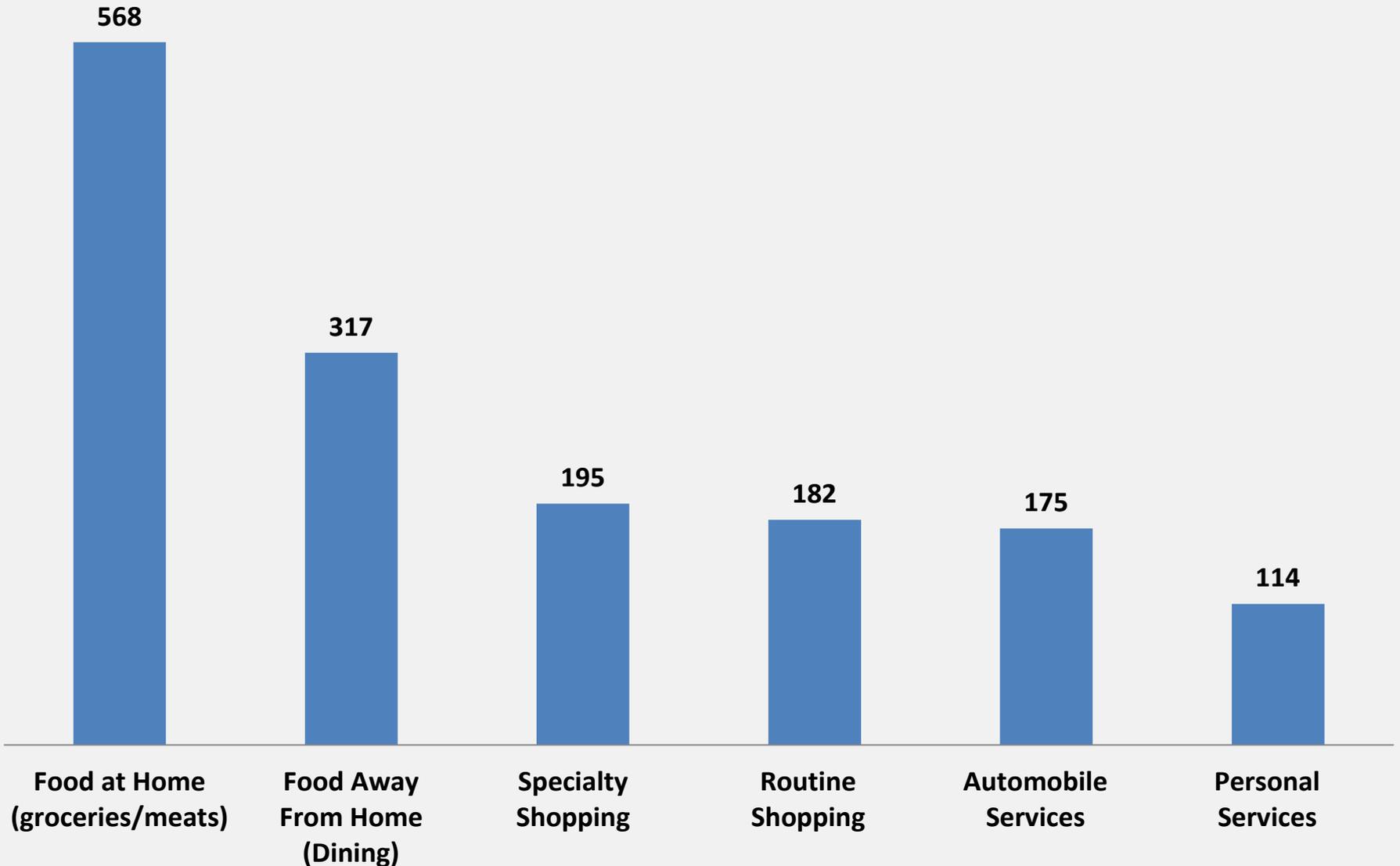
Nash Park 2%

Golden Valley 4%



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



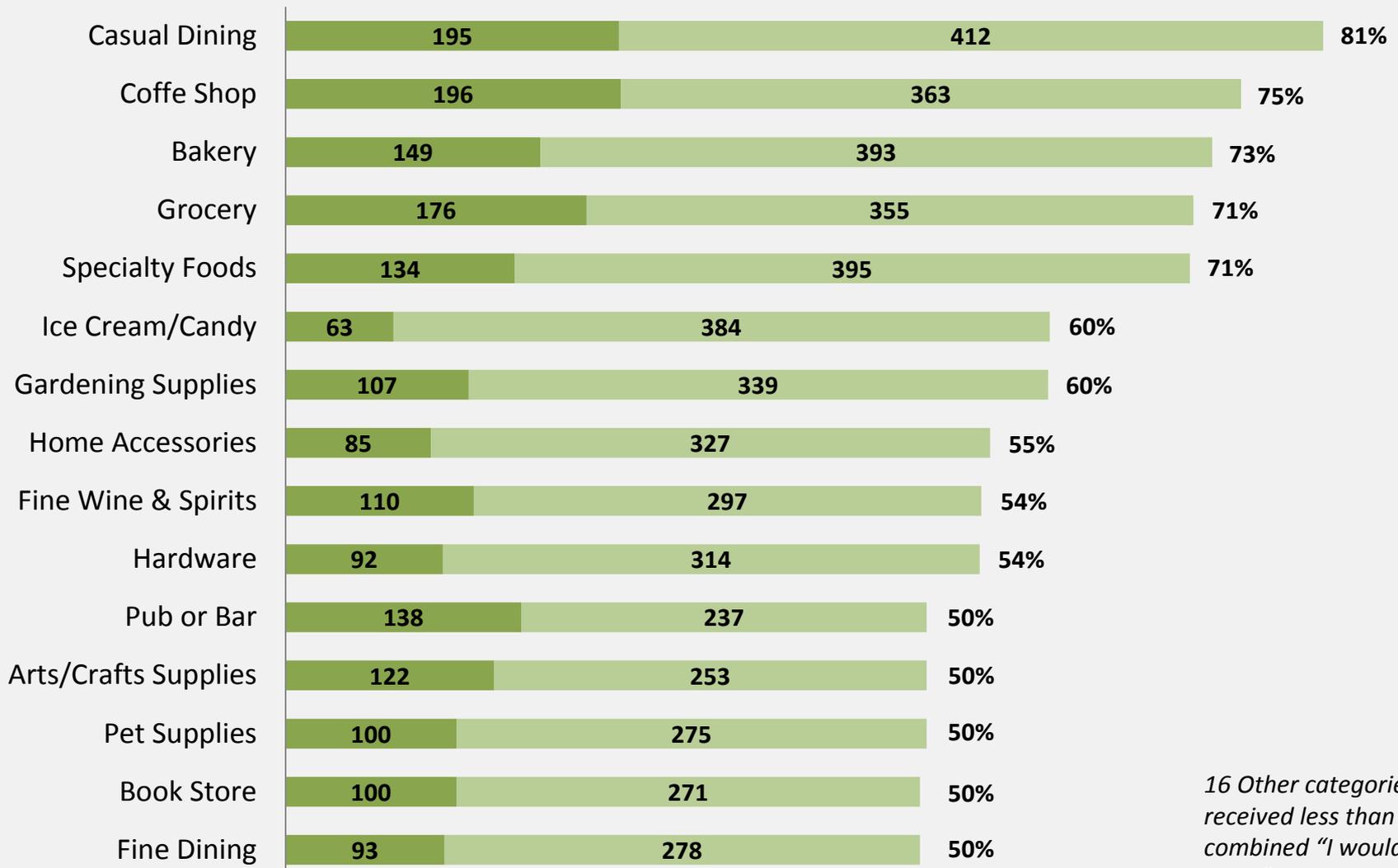
Retail leakage

- 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%



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



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%



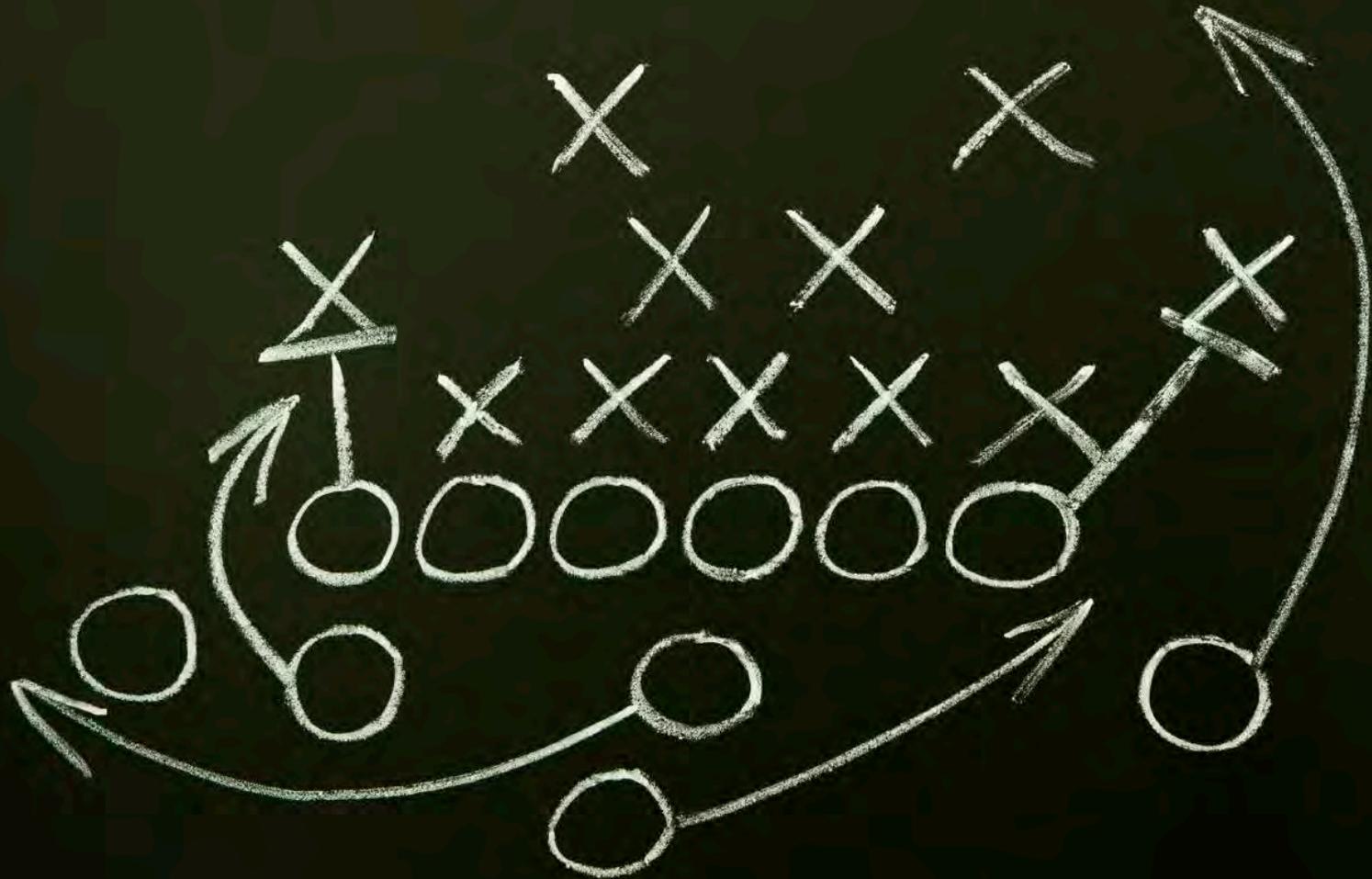
No to One through lane of traffic in each direction rather than two lanes – 65%



UNDECIDED on traffic calming/slowing

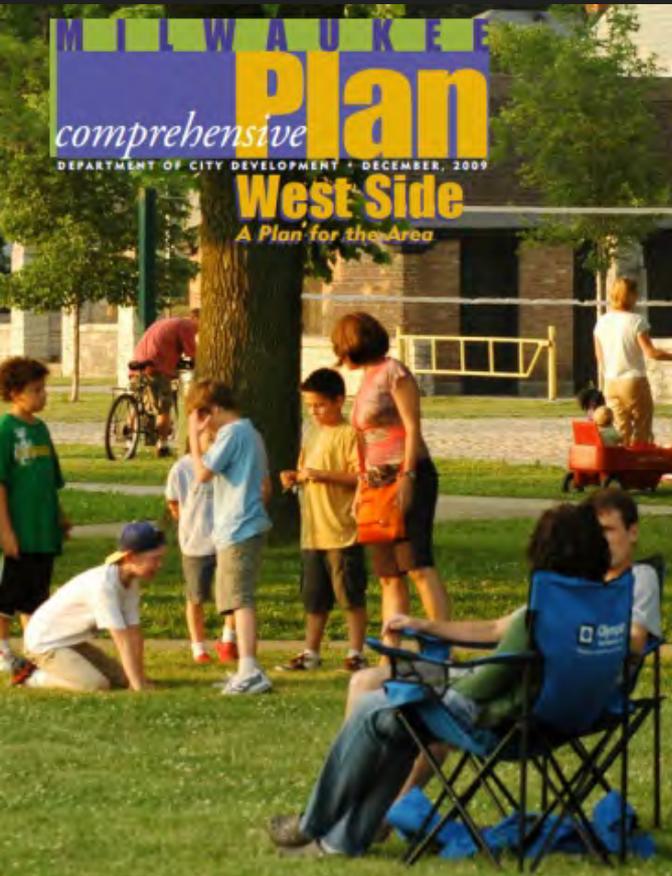


strategy



Current Plans

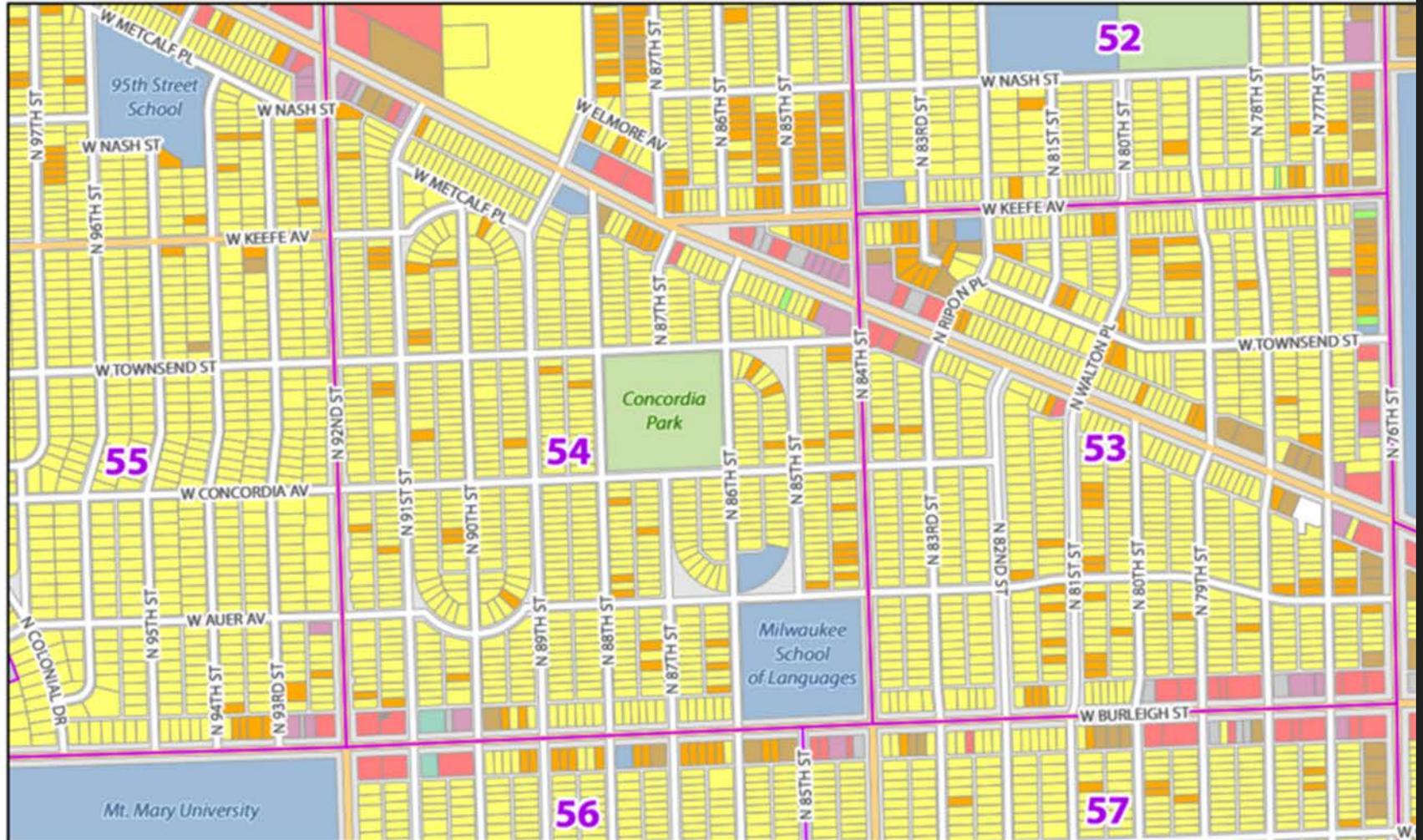
West Side Plan Recommendations for Lisbon and Burleigh corridors



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

ZONING & LAND USE

WEST BURLEIGH STREET AND WEST LISBON AVENUE LAND USE AND EXISTING CONDITIONS



Unclassified

Commercial & Industrial Mixed

Address the gaps between what people want and what people are willing to support



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



Organization



Promotion



Design



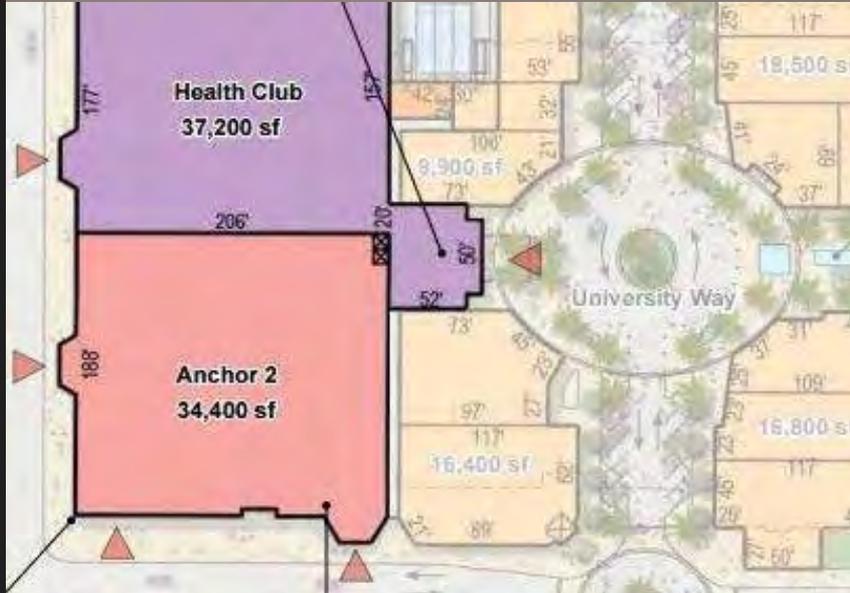
Economic Restructuring



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



Shore up the district with more anchors (commercial, institutional, or nonprofit)



Create a better more customer-friendly shopping environment



Better Landscaping/Streetscaping



Traffic calming



Drive like

SLOW DOWN

You live here

The logo for the South Dakota Department of Transportation (SDOT), featuring a stylized "S" and "D" and the text "SDOT".

CHECK YOUR SPEED

It's Your Neighborhood DRIVE 25

SLOW DOWN
Watch for children

What's Your HURRY?

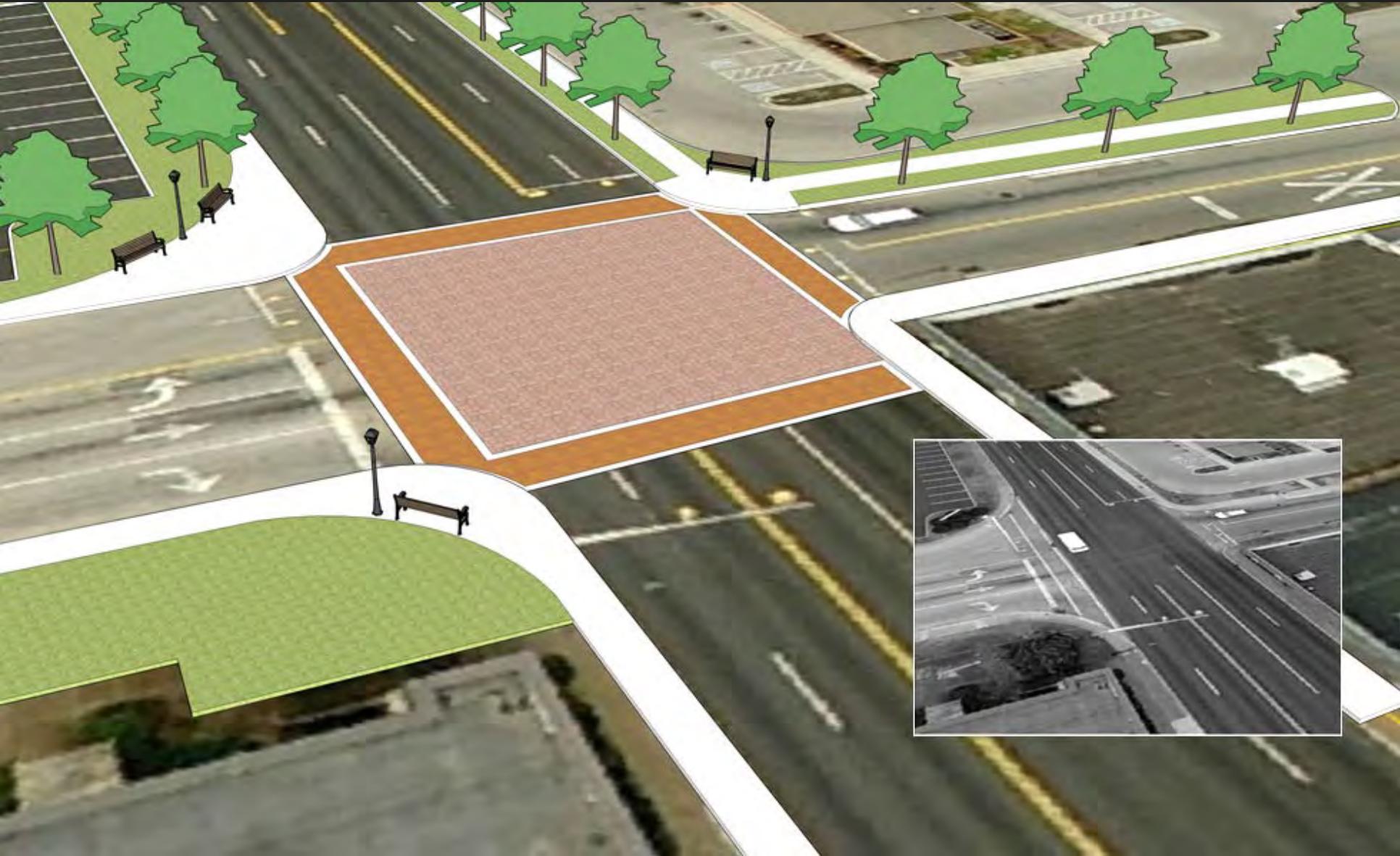
Vancouver Vancouver Vancouver Vancouver



CURB BUMP OUT



SPEED TABLE / Raised Intersection



Add bike lanes



Recruit businesses to fill vacancies



Create a Business Improvement District

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



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



Neighborhood support/customer loyalty

- Neighborhood groups work with local businesses to organize customer loyalty programs

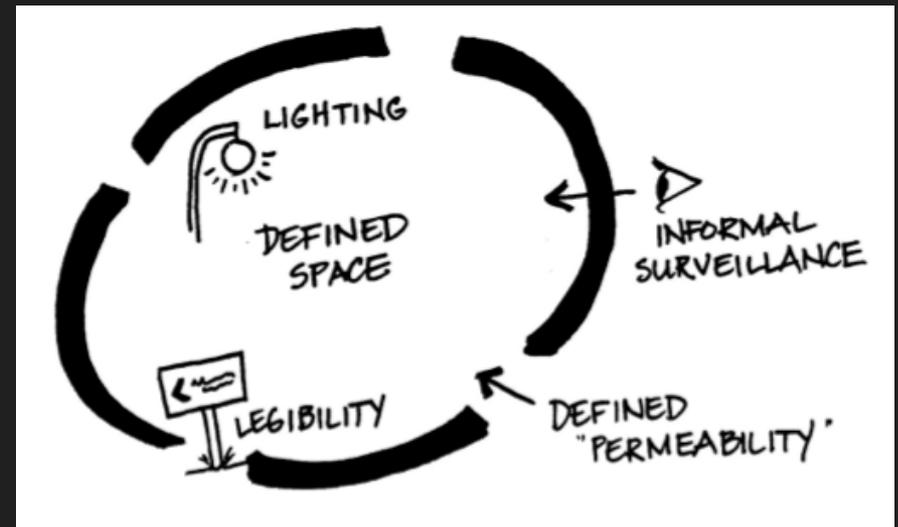
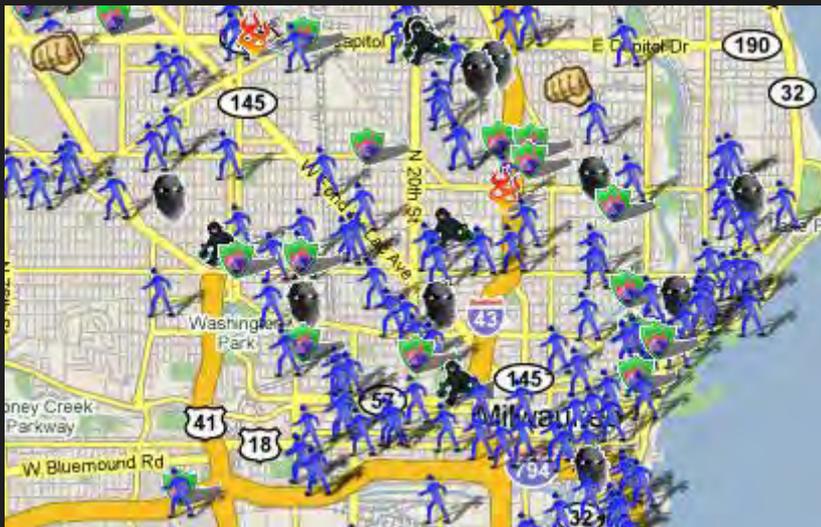


Address safety and security issues

Work with District 7 Police to identify and address trouble spots

“Eyes on the street”

Use CPTED crime prevention strategies where appropriate



Work on weaknesses

Building Appearance (67%)

Landscaping/streetscaping (50%)

General attractiveness (58%)



Take advantage of City programs that support small business

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



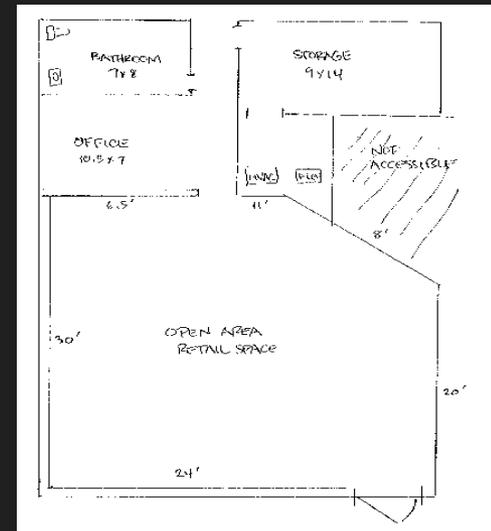
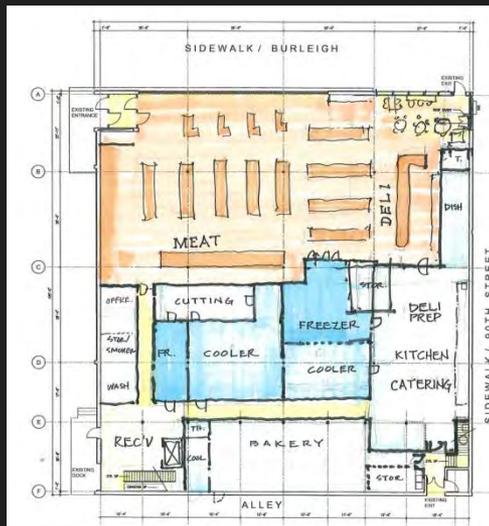
Façade Grants

- Commercial property exterior improvements
- Project budget must exceed \$2,000
- Grants up to \$5,000 per storefront
- Windows, doors, awnings, landscaping, painting, asphalt parking
- No reimbursement for work completed prior to approval
- New construction: fencing, signage, awnings and landscaping



Whitebox Program

- Recruitment to 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 completed prior to application approval
- Cannot be used in conjunction with 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 FTE, or Part-time equivalent, up to \$50,000
- Includes FFE, buildout, startup inventory, A&E



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
- 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

The advertisement features three staff members (a man in a white shirt and tie, a woman in a pink floral top, and a woman in a purple top) standing in front of a white background with the "medc" logo. Below them is a green banner with the text "RATES AS LOW AS 2.75%". The bottom section contains promotional text and contact information, including the website "www.MEDOnline.com" and the "medc MILWAUKEE" logo.

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

Or contact DCD Planning, Janet Grau 414-286-5724

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Q&A

