

# Development Opportunity

## 3774 South 27th Street

### Historic Wildenberg Hotel Site



The City of Milwaukee (“City”) presents this **Development Opportunity** (“DO”) for a distinctive adaptive reuse and new construction opportunity along Historic Route 41 in one of Milwaukee’s thriving commercial corridors.

**3774 South 27th Street** (the “Property”) was one of several catalytic project areas featured in a design charrette report featuring the section title, “Wildenberg” commencing on page 40 of the attached report. The charrette and project resources are available for review at [www.milwaukee.gov/South27thStreet](http://www.milwaukee.gov/South27thStreet).



The Property, pictured above, features a vacant, locally designated historic building that must be preserved as part of the development. Creative adaptive reuse of the existing structure, in concert with new construction on the large development parcel, is essential for successful respondents to this DO.

### **South 27th Street (Historic Route 41) is Booming**

South 27th Street, also known as Historic Route 41, is a 4-mile long predominantly commercial and retail corridor that serves Southside residents of Milwaukee as well as residents of Greenfield, Franklin and Oak Creek. Nearly 40,000 residents live within 1 mile of the corridor, and together they command spending power of more than \$1.8 billion. More than 300 national and local businesses along the corridor generated \$130 million in retail sales in 2013, and the Bureau of Labor Statistics estimates indicate an additional \$484 million in potential sales are available for capture.

Traffic counts along South 27th Street in year 2016 were between 29,000 and 38,000 vehicles per day. This portion of South 27th Street is comparable to other major retail corridors in the Milwaukee metro area, including Miller Park Way, Highway 100 and Bluemound Road.

## Planned projects along South 27<sup>th</sup> Street include:

Two market-rate, multi-family housing developments are proposed along South 27th Street – a 250 unit development on the Greenfield side of the corridor near South 27th Street and Cold Spring Road, as well as 60 units on the Milwaukee side near South 26th Street and Whitaker Avenue.

## Existing Area/Assets

Aurora-St. Luke's Medical Center and Wheaton Franciscan Healthcare are neighborhood anchors and major employers within one mile of the Property, and Northwestern Mutual has a large campus in Franklin a few miles to the south. Alverno College is one mile to the west.

South 27th Street, I-43/I-894, and Oklahoma, Howard and Layton Avenues are all major thoroughfares that connect the Property to potential customers all over the south metro area. General Mitchell International Airport is just a 10-minute drive to the southeast. The corridor is served by MCTS bus route 27.

The surrounding neighborhoods house a diverse population with some of the highest concentrations of young people and families in the Milwaukee metro area; households in the area have relatively stable incomes – higher than the City of Milwaukee and comparable to the metropolitan median. Crime along the corridor and in the surrounding neighborhoods is low.

### Development Site Snapshot:

<b>Property Owner:</b>	City of Milwaukee
<b>Address:</b>	3774 South 27th Street
<b>Building:</b>	4,381 SF ft. historic building constructed in the mid-1800s
<b>Lot Size:</b>	81,429 SF
<b>Current Condition:</b>	Vacant building and lot
<b>Asking Price:</b>	\$400,000

## Zoning

LB1 – Local Business. Allows for a variety of commercial uses including office, bank, retail, restaurant (sit-down) and hotel, as well as multi-family residential uses. See attached zoning code at [www.milwaukee.gov/ImageLibrary/Groups/ccClerk/Ordinances/Volume-2/CH295-sub6.pdf](http://www.milwaukee.gov/ImageLibrary/Groups/ccClerk/Ordinances/Volume-2/CH295-sub6.pdf).

## The Development Site

The nearly 2-acre site is improved with a vacant, locally designated historic building surrounded by greenspace that lends itself to creative development concepts. New construction within the vacant greenspace is not subject to historic guidelines, but should be sensitive to the existing building.

✦ Available Assessor records, photographs, historic designation report, preservation guidelines and environmental data on website at [www.milwaukee.gov/cre](http://www.milwaukee.gov/cre).

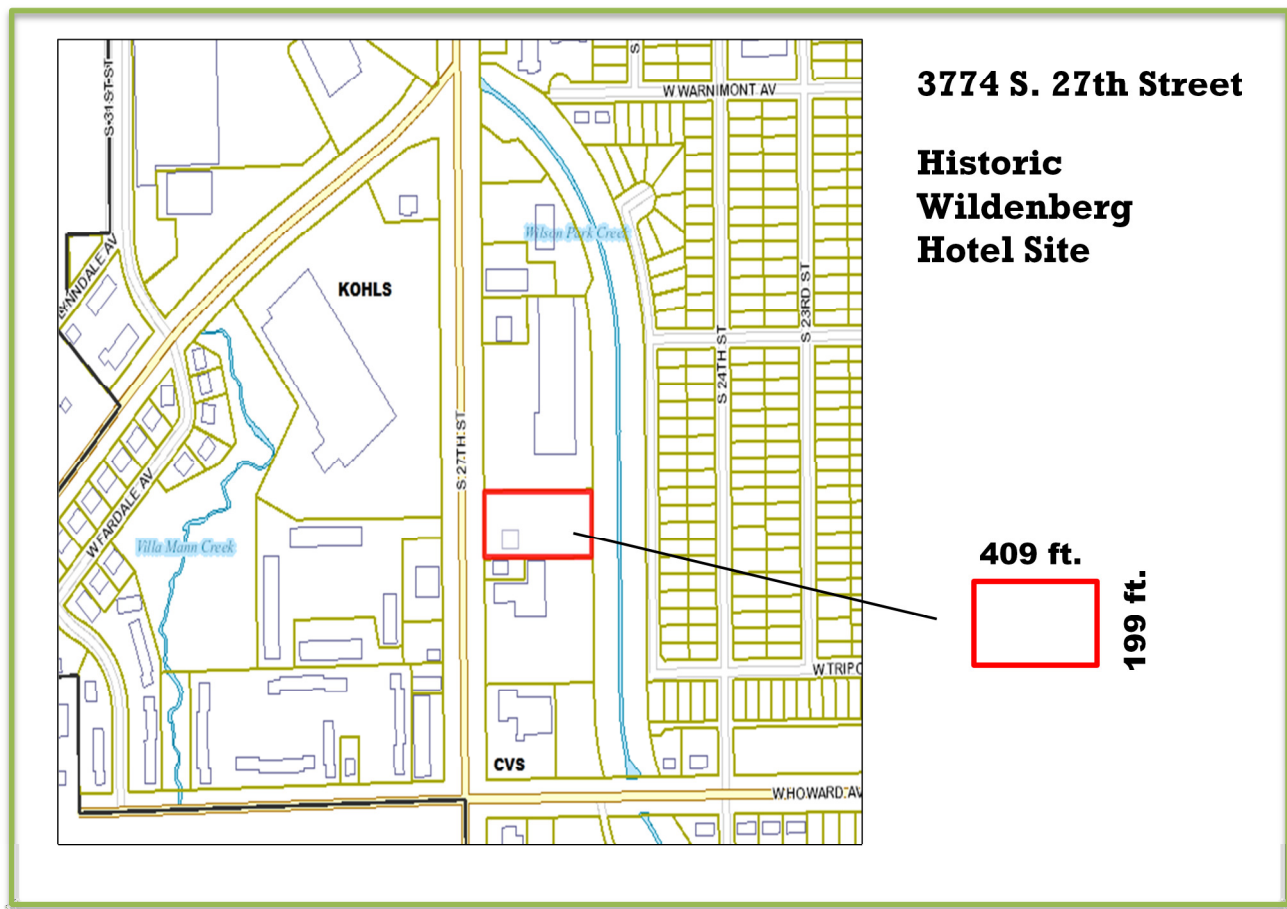
## Site Features: Existing Historic Structure



### Development Goals and Obligations – Existing Locally Designated Historic Building

- Obtain a Certificate of Appropriateness for all exterior improvements of the locally designated historic building in accordance with historic preservation guidelines.
- Historic Wildenberg hotel building must remain on the property but it can be moved within the property boundary.
- Historic designation is only for the front and two sides of the building (3 sides total).
- The end use(s) for the building must include sustainable strategies and public space.
- Locally Designated Historic Building –Exterior alternations must conform to guidelines adopted by the Historic Preservation Commission.
- Questions concerning the Historic preservation and guidelines should be directed to Carlen Hatala at 414-286-5722 or [chatal@milwaukee.gov](mailto:chatal@milwaukee.gov).
- Historic preservation guidelines only pertain to the existing building and not to the vacant land. All new construction must be sensitive to the existing historically designated building and meet the context thereof. All renovations must be completed in a timely manner. View historic preservation guideline documents under the property listing at [www.milwaukee.gov/CommercialProperty](http://www.milwaukee.gov/CommercialProperty).

## Site Features: Vacant Land



## Development Goals and Obligations - Vacant Land

- Additional building construction is required on the vacant land.
- New construction facing onto South 27th Street desired; parking in the rear preferred.
- Moving the existing historically designated building within the Property boundary may be considered and preferably closer to South 27th Street in order to facilitate development of the vacant land.

## Specific Design Charette Recommendations:

(See design charette at [www.milwaukee.gov/South27thStreet](http://www.milwaukee.gov/South27thStreet).)

- Housing along the east portion of the property, adjacent to the improved creek
- Central public space with retail
- Retail along South 27th Street
- Cluster of restaurants around public space
- Move laser tag and go-kart use from Site 3 (see attached charrette link above) to this site and develop youth entertainment uses

## Restrictions and Uses that will not be considered

The Property must be taxable and some uses may need Board of Zoning Appeals approval. Proposals will not be accepted for the following uses: Principal parking lot (majority), pawn shop, cigarette or cigar shop, gun shop, liquor store, payday or auto-title loan store, check-cashing facilities, or other uses prohibited by zoning.

## Submittal Requirements and Selection Process

Submittals will be evaluated on a rolling basis according to the completion and submission of the Project Summary and Public Disclosure Statement (available at [www.city.milwaukee.gov/CRE](http://www.city.milwaukee.gov/CRE)) and the following:

- Purchase price
- Prospective Use
- Impact on business community and adjoining neighbors
- Extent, quality and attractiveness of proposed development (including new construction, site plan and renovation of existing historic building). **NOTE:** Preliminary site and building plans must be scaled and identify the exterior materials.
- Adherence to building and zoning codes
- Use of sustainable building materials
- Identify the project team its members and experience in new construction and renovation of historically designated buildings
- Contribution to tax base
- Financial viability
- Contribution to the vitality of BID 43
- Completion schedule

Submit proposal to the Department of City Development - Real Estate Section, 809 North Broadway - 2<sup>nd</sup> Floor, Milwaukee, WI 53202 to the attention of Dwayne Edwards or be email to Mr. Edwards at [dkedwar@milwaukee.gov](mailto:dkedwar@milwaukee.gov)  
***Proposals will be accepted and reviewed on a continuous basis until an acceptable proposal is received.***

## Tax Exemption Prohibition

Conveyance will be subject to a deed restriction prohibiting application to the City for tax exemption.

## Available Resources

- Business Improvement District No. 43: [www.experience41.com](http://www.experience41.com)
- Façade Grants: [www.milwaukee.gov/Facade](http://www.milwaukee.gov/Facade)
- White Box Program: [www.milwaukee.gov/WhiteBox](http://www.milwaukee.gov/WhiteBox)
- Retail Investment Program: [www.milwaukee.gov/RIF](http://www.milwaukee.gov/RIF)
- Business financing may be available through Milwaukee Economic Development Corp. at [www.MEDOnline.com](http://www.MEDOnline.com)



## Other Approvals

If the selected proposal requires a zoning change, such a request will be coordinated with the sale authorization. If Board of Zoning Appeals (BOZA) review is required, the Department will work with the Developer to obtain such approval prior to presentation to the Common Council.

## **Buyer Policies**

Proposals will be rejected from any party (as an individual or as part of an entity) who:

- Is delinquent in the payment of real or personal property taxes in the City of Milwaukee
- Has an outstanding judgment from the City of Milwaukee
- Has been subject to a property tax-foreclosure by the City within the previous five years
- Has outstanding health or building code violations or orders from the City's Health Department or Department of Neighborhood Services that are not actively being abated.
- Have outstanding offers to purchase or uncompleted performance on a City sale except upon approval of DCD's Commissioner based on history of satisfactory performance.

Tax and court records are also checked prior to closing. If any conditions causing concern exist, the City may terminate the Development Agreement and retain all fees as liquidated damages. See complete buyer policies at [www.city.milwaukee.gov/CRE](http://www.city.milwaukee.gov/CRE).

## **Broker Fee**

Broker for buyer to be paid 6% of Purchase Price.

## **Performance Deposit**

Buyer to pay a \$10,000 performance deposit to be held in trust account of the Redevelopment Authority of the City of Milwaukee.

## **Contact**

Dwayne Edwards, Department of City Development Real Estate Section, (414) 286-5735 or [dwayne.edwards@milwaukee.gov](mailto:dwayne.edwards@milwaukee.gov).

## **Special Notes**

The Department of City Development reserves the right to reject any and all proposals for any reason at its sole discretion, to negotiate the terms and conditions of the eventual contract with the developer awarded the purchase and development rights, and to impose additional use restrictions, if necessary.

The contents of this packet are for informational purposes only and the representations made herein, though thought to be accurate, are without warranty. Development teams should rely exclusively on their own investigations and analyses.

The Department of City Development will honor confidentiality requests to the extent possible. If attachments to the Public Disclosure Statement are proprietary, please mark items as such.