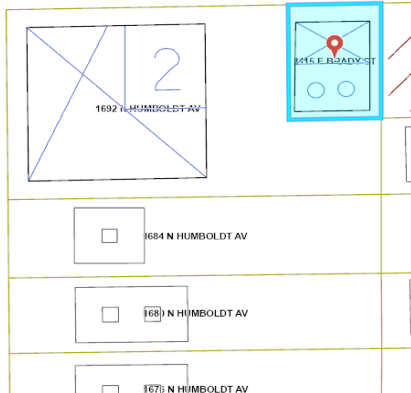




Above: Front façade facing Brady Street.
Below: Property location.

EAST BRADY STREET

NORTH HUMBOLDT AVENUE



Potential Resources:

DCD's Business Tool Box:

milwaukee.gov/BusinessToolbox

Business Improvement District #11: Brady Street;
bradystreet.org (414) 272-3978

Business Financing: may be available with
Milwaukee Economic Development
Corporation: medconline.com (414) 269-1440

PACE: milwaukee.gov/PACE

Request for Proposals: Historic Commercial 1115-1117 East Brady Street Business Improvement District #11 - Brady Street

LISTING PRICE: \$280,000

Building: 4,018 SF built in 1888; 1 commercial unit; 2 residential

Lot Area: 1,624 SF

Zoning: LB2, Local Business

Traffic Count: 8,900 vehicles/day on Brady, heavy pedestrian traffic

Parking: None

Area Plan: Northeast Plan milwaukee.gov/NortheastAreaPlan

Historic: On the National Register of Historic Places and locally designated.

Historic Preservation Tax Credit Eligible:

wisconsinhistory.org/taxcredits

The Historic Preservation Commission ("HPC") requires all significant historic features to be preserved and restored. Review the historic preservation guidelines and other resources on the DCD website at milwaukee.gov/CRE

Buyer Development Obligations:

- Obtain restoration and preservation plan approval (Certificate of Appropriateness "COA") from HPC
- Follow guidelines in the Brady Street designation report and *Good for Business* design guide at milwaukee.gov/BradyGuidelines and milwaukee.gov/GoodForBusiness
- Maintain commercial storefront consistent with above guidelines and occupy commercial space with a street activating use.
- Finish all renovations within 18 months of Closing.
- Additional requirements may apply.

Potential Commercial Uses:

Retail establishments, hardware store, deli, grocery store, art collective, arts and crafts, custard, bike shop, optical, yoga studio and restaurant are some potential uses.

Note: Property must be taxable after City sale. Prohibition against applying for tax exemption will be recorded on the deed. Some uses may need BOZA approval.

Proposals will not be accepted for the following uses: Parking lot, tavern, pawn shop, tobacco or e-cigarette retailer, gun shop, liquor store, currency exchange, payday or title loan agency, cash-for-gold business, adult retail establishment, medical service facility, daycare facility, some personal service uses (hair/nail salon) or other uses prohibited by zoning.

City Sale Conditions:

- Submittals evaluated on price, experience restoring historical properties, prospective use, impact on the business community and adjoining neighborhood, extent and quality of renovations, experience of Buyer or Buyer's Development Team to obtain HPC COA approval. List of historically designated buildings the Buyer has successfully restored in accordance with HPC COA guidelines and/or historic preservation tax credit projects, identify the Buyer's team that will seek HPC COA approval, contribution to the tax base, and financial viability.
- Acceptance contingent on Common Council approval. Earnest money of 5% of the price may be required within 10 days of approval. Uses requiring City licenses will have concurrent Council consideration with the sale authorization; BOZA approval will be obtained before Common Council action. Start-up businesses should submit a business plan.
- Buyer to execute City Commercial Purchase & Sale Agreement after Council approval. An example is available for your review at Milwaukee.gov/CRE
- Conveyance will be "AS IS, WHERE IS" by quit claim deed subject to restrictive covenants for performance, prohibitions for tax exemption, liquor license (except for restaurants with significant food component), and may be subject to reversion of title provision for non-compliance. **A Performance Deposit will be required at closing.**
- Closing contingent on firm financing along with DCD and HPC Certificate of Appropriateness approval of building and site plan.
- Buyers must not violate City Buyer Policies. See the website at milwaukee.gov/CRE
- Rehabilitation must be complete within 18 months following closing; Buyer to provide Certificate of Occupancy when renovations are complete.
- Historic Preservation easement required per Wis. Stat. 66.1111(3)(b)

REAL ESTATE BROKER FEES:

- Buyer is not required to be represented by a Broker. The City is offering a \$1000 real estate broker fee to Buyer's Broker, if applicable. If Buyer's Proposal Summary & Public Disclosure Statement was submitted to City by a Wisconsin-licensed real estate broker; **City, at closing, agrees to pay Buyer's Broker a fee of \$1,000.** Any additional commission or fees that may be owed by the Buyer to their Broker, is:
- the Buyer's exclusive responsibility. Seller shall not pay any broker commission if Buyer and Broker are same or related in any manner.

SHOWINGS:

Through Wisconsin Licensed real estate broker or contact **414-286-5730 for access**. Wear proper footwear for a construction site. Bring a flashlight. **Anyone viewing the premises will need to sign a waiver prior to inspection.** The City suggests bringing a structural engineer and your contractors with you.

SUBMITTAL ITEMS:

- Provide all information requested and complete all blank lines on the "Proposal Summary" form available at milwaukee.gov/CRE Extra pages may be added if more space is needed. Writing "see attached" on any of the blank lines of the Proposal Summary Form may render your submittal incomplete.
- Provide a list of completed projects of historically designated buildings that have complied with either or both of the HPC Certificate of Appropriateness guidelines or the Secretary of the Interior's Standards for Rehabilitation.

Additional Submittal Items:

- Identify the individuals or entity that will be responsible for obtaining and implementing the HPC Certificate of Appropriateness. This should typically be an architect or a preservation consultant.
- Provide a detailed Scope of Work for renovations including a scaled rendering of the building identifying exterior building materials, site and landscaping plans.
- Provide a complete list of all properties in the City of Milwaukee in which the buyer has an ownership interest.
- Provide a copy of the Buyer's ID for the City's background check.
- Provide proof of funds from all sources to cover the purchase and renovations of the proposed project.
- One electronic version (pdf) of the required submittal and additional exhibits must be received before the submittal period deadline. Limit the size of your submittal only to include information required to fully explain your proposed project, preliminary rendering/site/landscaping site plan, the scope of work, development team, development experience, and all funding sources.

SPECIAL NOTES:

- The City of Milwaukee reserves the **right to reject any proposals for any reason including no reason at its sole discretion**, to negotiate the terms and conditions of the eventual contract with the Buyer awarded the purchase and development rights, and to impose additional use and design restrictions, if necessary.
- **Unauthorized contact regarding this listing with any City Elected Officials, City staff, Redevelopment Authority of the City of Milwaukee staff or Department of City Development representatives may result in disqualification.**
- 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 investigations and analyses.
- DCD will honor confidentiality requests to the extent possible under Wisconsin's Open Records Law. If attachments to the Public Disclosure Statement are proprietary, please mark items as such.
- Development teams should rely exclusively on their own investigations and analyses.

SUBMITTAL DUE DATE:

Submit electronic version (pdf) of completed Submittal items to the attention of Rosita Ross at Roros@milwaukee.gov or hand deliver to Rosita Ross at DCD - Real Estate Section, 809 North Broadway - 2nd Floor, Milwaukee, WI 53202 on or before **noon, March 23, 2026**.

QUESTIONS DUE DATE:

All questions must be emailed to Rosita Ross at Roros@milwaukee.gov on or before noon, March 5th, 2026.
Late questions will not be considered.

Questions and Responses to questions will be posted at Milwaukee.gov/CRE

If no Proposals are received by the submittal due date, Proposals will be accepted and reviewed continuously thereafter until an acceptable Proposal is received.

CONTACT:

Rosita Ross, Department of City Development, 809 North Broadway, 2nd Floor, Milwaukee, WI 53202
(414)286-5762 or Roros@milwaukee.gov

No warranty or representation, expressed or implied, is made as to the accuracy of the information contained herein, and same is submitted subject to errors, omissions, change of price, rental or other conditions, withdrawal without notice, and to any specific listing conditions, imposed by our principals.

Note: This RFP was issued on January 6, 2026 and supersedes any previous document versions.