



7TH@NORTH Development Opportunity

The Redevelopment Authority of the City of Milwaukee (“RACM”) presents this Development Opportunity located within the Bronzeville Cultural and Entertainment District.

Gateway to Bronzeville Cultural and Entertainment District

The Project Site is included in an ongoing planning study, *Moving Milwaukee Forward through Transit Oriented Development*, as a catalytic site. Preliminary ideas for the site envision a vibrant and dynamic mix of uses, including multifamily, entertainment, and retail. More information on the study can be found at www.movingmkeforward.com. These proposed uses are consistent with similar recommendations found in the [2005 Bronzeville Redevelopment Plan](#) and the [2009 Northeast Side Area Comprehensive Plan](#).

This site is the westerly bookend to the Bronzeville Arts and Cultural District and serves as a gateway from I-43. Traffic counts along North Avenue are over 20,000 vehicles per day. Easy access to and high visibility from I-43 are an asset. Traffic counts on I-43, just north of the North Avenue interchange are approximately 148,000 per day.

A recent [market analysis](#) that was conducted for the King Drive and Bronzeville area revealed that within a 20 minute drive, there is \$5.3 billion in overall spending potential with demand for neighborhood-serving retail and destination businesses. With over \$296 million in regional spending on entertainment and recreation uses, the King Drive and Bronzeville neighborhood has an opportunity to become a future regional cultural and entertainment hub.

Planned and recently completed projects in Bronzeville:

This is the ideal time to invest in Bronzeville. There are many exciting new developments happening in and near Bronzeville. Pete’s Fruit Market opened in September 2017 at North Avenue and Dr. Martin Luther King Jr. Drive, providing an anchor grocery store for the neighborhood. In May of 2018, the Griot Apartments opened in the former Garfield School. It is a mixed-income housing development with 71 units which also is the new home of the America’s Black Holocaust Museum, a cultural anchor for the district, and a national destination. To the south, the new Bucks Arena, a \$524 million project, is nearing completion and will be open in time for the 2018-2019 NBA season. The City is actively exploring opportunities, and seeking funding, to extend the streetcar system north along Dr. Martin Luther King Drive to North Avenue.

Existing Area/Assets

The site is near several attractive neighborhoods, including Halyard Park, Brewers Hill, and Harambee. Many artists live and work in the area, contributing to the distinct cultural feel. Nearby, on King Drive, an active [business improvement district](#) attracts and supports new businesses.

North Avenue, I-43, and Dr. Martin Luther King Jr. Drive are all major thoroughfares that connect the property to potential customers all over the metro area. Downtown Milwaukee is a 5-minute drive away. The corridor is served by MCTS bus route 21, 80, and 42U.

The Development Opportunity Site Options:
OPTION A:



 Billboard Property (Excluded from Option A)

OPTION A:

Development plan and conveyance does **NOT** include the billboard property (2233 North 7th Street)

- Property Owner: RACM
- Addresses: 2225 North 7th Street and 2233-43 North 7th Street
- Combined Lot Size: 22,500 SF & 10,890 SF or 33, 390 SF (total)
- Current Condition: Vacant lots (note: billboard property is located between the RACM parcels)
- Asking Price: \$200,340 or \$6.00 SF

The proposed development should take into consideration the privately owned, PMG Holdings, Inc., billboard property, at 2233 North 7th Street (the “PMG”). All site and building plans must be aware of the existing two sided static billboard. The billboard may affect or restrict the overall project development and must be incorporated into the proposed plan of operation, site plan and building elevations. The PMG property is occupied by a two sided static billboard. PMG intends to convert the billboard into a two sided digital billboard.

New construction at the North 7th and West North Avenue and North 7th Street and West Garfield Avenue corners and/or along North 7th Street is preferred.

OPTION B:



Development Site – Billboard to be relocated or included as feature of the development proposal

OPTION B:

Property Owners:	Development site <u>includes</u> billboard property
Address:	RACM and PMG Holdings Inc.
Combined Lot Size:	2225, 2233 and 2237-43 North 7 th Street
Current Condition:	22,500 & 4,950 SF & 10,890 SF or 38,340 SF (total)
Asking Price:	Vacant lots with billboard property
	\$200,340 or \$6.00 SF

2225 and 2237-43 North 7th Street (the “RACM Properties”) and the privately owned parcel at 2233 North 7th Street (the “PMG”) that together make up the Project Site. The interested Buyer must contact Mr. James Bernklau, ClearChannel Outdoor, 262-506-9085 or JimBernklau@clearchannel.com to negotiate how the PMG owned parcel (including the existing static and proposed digital billboard) will be incorporated into the proposed development. RACM will consider a land swap with PMG in order to facilitate development.

If the Buyer chooses to submit a proposal under this OPTION B, the Buyer shall include with its proposal a letter of intent, term sheet, or memorandum of understanding memorializing the terms agreed with PMG regarding the disposition of the PMG property as part of the development.

New construction at the North 7th and West North Avenue and North 7th Street and West Garfield Avenue corners and/or along North 7th Street is preferred.

Area Map

NORTH AVENUE



Available photographs and environmental data on website at www.milwaukee.gov/cre.



Zoning

LB2 – Local Business. Allows for a variety of commercial uses consistent with the vision for the Bronzeville Cultural and Entertainment District. See zoning code requirements at

www.milwaukee.gov/ImageLibrary/Groups/ccClerk/Ordinances/Volume-2/CH295-sub6.pdf

Given the unique opportunity this site provides, the Department of City Development may support a zoning change, or Board of Zoning Appeals application.

Bronzeville Area Redevelopment Design Charette:

The City of Milwaukee and UWM have jointly sponsored nine community design charrettes since 2013, including one for the Bronzeville Cultural and Entertainment district. The 7th & North Avenue area was identified as an Opportunity site and a project concept was developed, as one idea for the site. (See design [charrette, pages 24-29](#)).

Development Goals and Obligations – Bronzeville Cultural and Entertainment District

- To highlight the Bronzeville Cultural and Entertainment district, creative building design is to encourage taking advantage of the site visibility and potential as a destination site. As such, the following site and building design guidelines should be followed:
- The overall project development should provide a visual connection to the Bronzeville district to the north and east.
- Anchor the corner of North 7th Street and West North Avenue and North 7th Street and West Garfield Avenue with building edges.
- The building corners along North Avenue should incorporate a special feature to highlight the prominent site location.
- No blank building façades are permitted along the street frontages at the first floor.
- Multiple building stories are encouraged for this site.
- Parking (both surface and structured) should be located at the rear of the building site and not along the street frontage.

Acceptable Uses – Bronzeville Cultural and Entertainment District

- Boutique Hotel
- Conference center with banquet hall and/or catering component
- Mixed-use development with first floor retail
- Theater with open plaza
- Uses that contribute to or exemplify the Bronzeville Cultural and Entertainment District

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

Submit proposal to the Department of City Development - Real Estate Section, 809 North Broadway - 2nd Floor, Milwaukee, WI 53202 to the attention of Matt Haessly or mhaess@milwaukee.gov on or before 12:00pm (noon), Thursday, August 30, 2018.

SUBMITTALS MUST INCLUDE:

- Completed "Proposal Summary" on the form available at www.city.milwaukee.gov/CRE
- Identify which OPTION are you proposing to develop? **OPTION A or OPTION B**
 - If OPTION B, the submittal shall include a letter of intent, term sheet, or memorandum of understanding with PMG regarding the disposition of the PMG property as part of the development.
- Purchase price
- Prospective Use
- Adherence to Bronzeville Redevelopment Plan and Bronzeville Charrette
- Impact on business community and adjoining neighbors
- Preliminary site and building plans must be scaled and identify the exterior materials
- Extent, quality and attractiveness of proposed development
- Adherence to building and zoning codes
- Use of sustainable building materials
- Identify the project team its members and experience in new construction
- Contribution to tax base and TID 43
- Financial viability, including Buyer's pro forma and evidence of equity percentage in overall project
- Completion schedule

Tax Exemption Prohibition

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

Other Approvals

The selected Buyer will be asked to provide a presentation describing the proposed development before the Bronzeville Advisory Committee prior to the sale file proceeding to the Common Council for consideration.

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 Buyer 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.

Broker Fee

If Buyer chooses to use a broker, fee paid to broker will be 7% of purchase price or \$3,000, whichever is greater. Broker commission shall only be paid from sale proceeds.

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

Matt Haessly, Department of City Development Real Estate Section, (414) 286-5736 or matt.haessly@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 Buyer 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.