

MILWAUKEE COUNTY

CITY CAMPUS BUILDING PUBLIC MEETING
JULY 29TH, 2014

SUMMARY REPORT

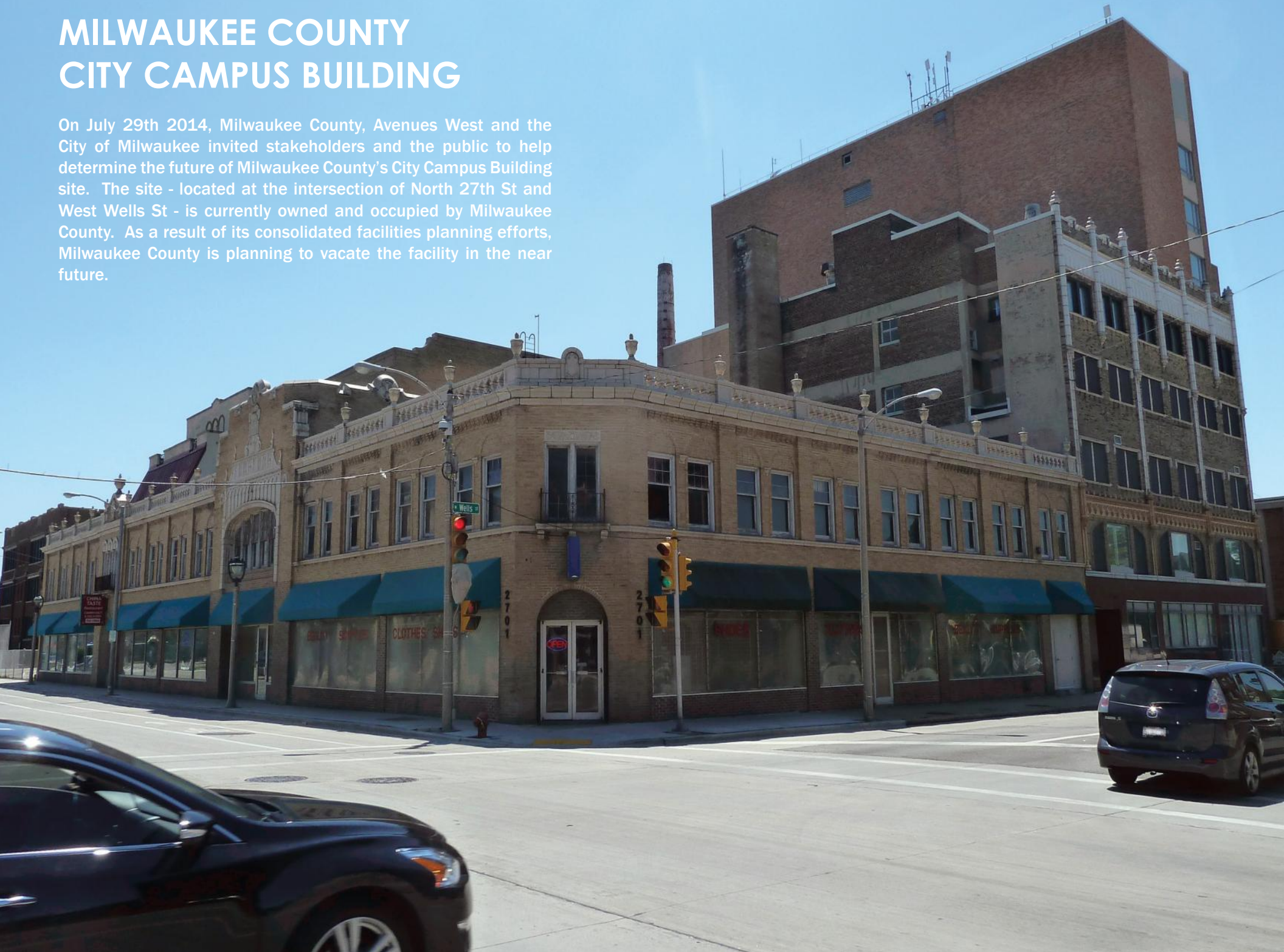


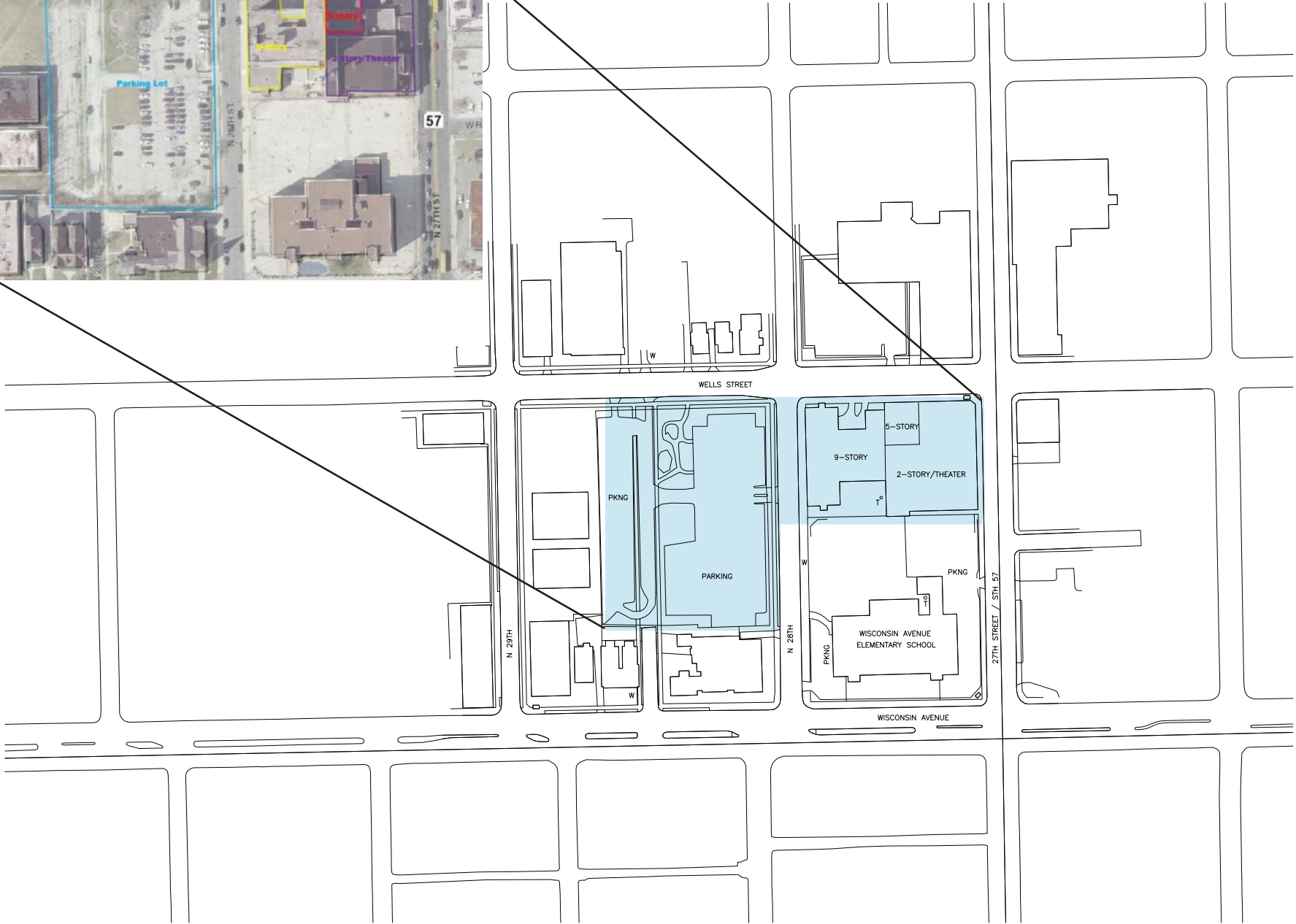
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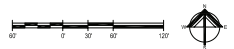
MILWAUKEE COUNTY CITY CAMPUS BUILDING

On July 29th 2014, Milwaukee County, Avenues West and the City of Milwaukee invited stakeholders and the public to help determine the future of Milwaukee County's City Campus Building site. The site - located at the intersection of North 27th St and West Wells St - is currently owned and occupied by Milwaukee County. As a result of its consolidated facilities planning efforts, Milwaukee County is planning to vacate the facility in the near future.

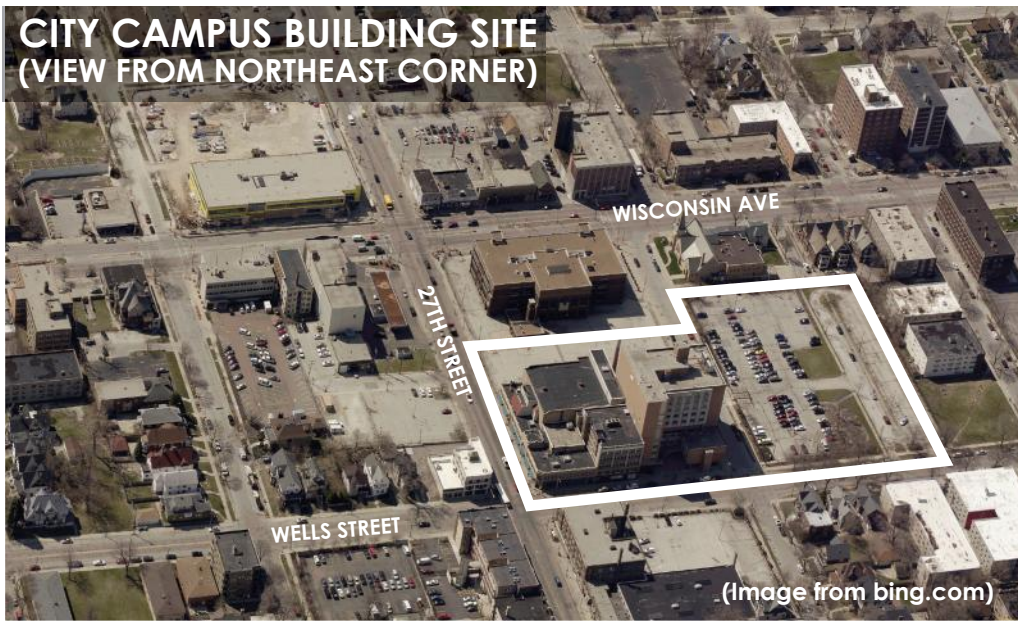




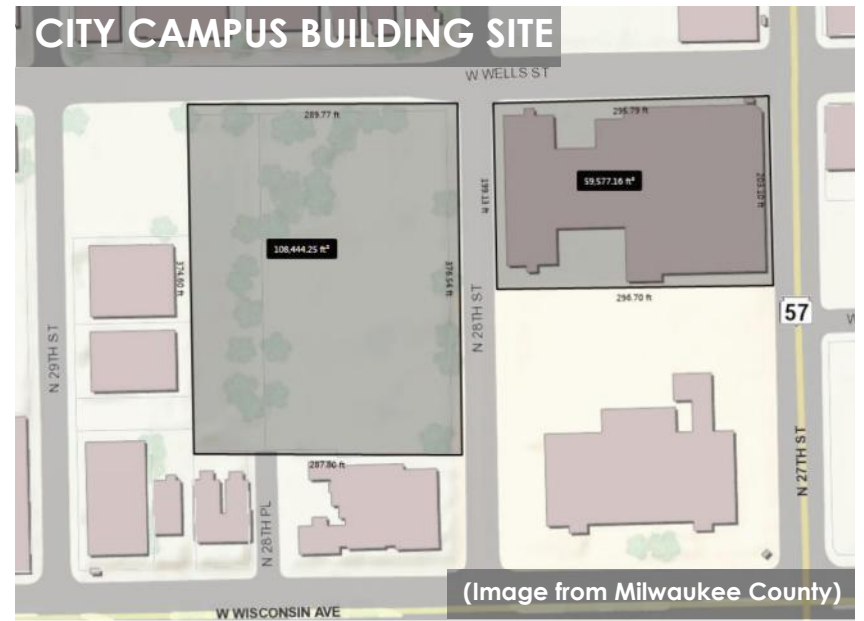
SITE CONTEXT
(map from Milwaukee County)



**CITY CAMPUS BUILDING SITE
(VIEW FROM NORTHEAST CORNER)**



CITY CAMPUS BUILDING SITE



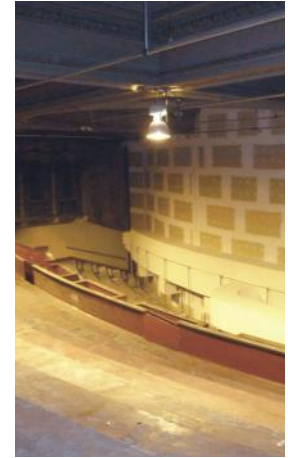


CITY CAMPUS BUILDING EXTERIOR



CITY CAMPUS BUILDING EXTERIOR





**CITY CAMPUS
BUILDING
INTERIOR
THEATER**

BACKGROUND & PROCESS

In anticipation of the County's vacation of City Campus, the Milwaukee County Board of Supervisors directed the County's Economic Development Division to engage local community groups active in the neighborhood, residents, the City of Milwaukee and the Milwaukee Public Schools to develop a plan for future uses and development. The July 29th, 2014 Meeting was the outcome of those efforts.



Recent planning efforts are a continuation of the previous facilities assessment report prepared by CBRE for Milwaukee County. The Comprehensive Facilities Plan Consulting Report (February 2013) provided recommendations for managing the county's real estate portfolio. In summary, the CBRE report recommended:

- Selling certain assets to reduce the county's footprint of occupied space;
- Consolidating all real estate under one County "Landlord";
- Improving occupied space and optimizing space utilization;
- Developing systems and investing in training and tools; and
- Reallocating available savings from real estate back into the portfolio.

As part of these recommendations, the City Campus building, a two-story, five-story and nine-story office complex that houses several Milwaukee County departments/divisions, was recommended to be sold and redeveloped. In preparing to vacate, sell this property and move its users to a new location, the department/division's programmatic needs were established, working within space utilization standards set forth in the CBRE report.

The public meeting held on Tuesday July 29, 2014 at the City Campus Building solicited community input regarding the future of the City Campus site. Attendees toured the existing building, after which Avenues West introduced representatives from the Milwaukee County Board of Supervisors, City of Milwaukee Common Council and the State Assembly, along with County Economic Development Staff and City Planning Staff. Quorum Architects then reviewed the history of the building, outlined current planning efforts and explained the process for the public meeting.

Community Visioning Meeting:

THE FUTURE OF MILWAUKEE COUNTY'S CITY CAMPUS



What is next for this prime parcel of real estate?



Join us on: Tuesday, July 29, 2014 from 6:00 p.m. - 8:00 p.m. at the *City Campus Auditorium* to hear about the property and provide the County, City and the Avenues West Association feedback and ideas for future uses.

2711 W. Wells Street, Milwaukee, WI 53208
(Signs will direct you to the auditorium)

Parking is available on the street and in the lot on the west side of 28th Street between Wisconsin Ave. and Wells Street.



HOSTED BY:

Avenues West, Milwaukee County and
City of Milwaukee Alderman Robert Bauman



1 TOURS

Building tours were led by Milwaukee County staff and introduced attendees to existing interior spaces of the facility. Attendees were guided through one floor of each building type to understand the conditions and connection of the complex. Some of these spaces are currently occupied, while others are not.



2 INTRODUCTION & BACKGROUND

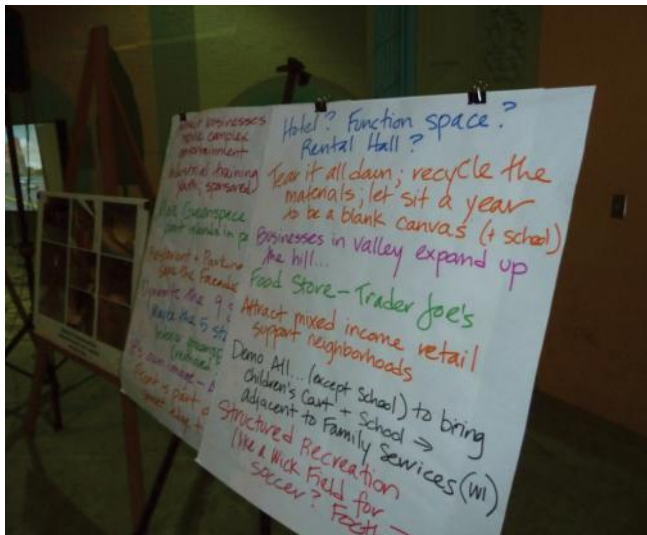
The following representatives introduced the Consolidated Facilities Planning project and its impact on the City Campus Building site:

- Keith Stanley (Avenues West)
- Teig Whaley-Smith (Milwaukee County Economic Development)
- Theodore Lipscomb (Milwaukee County Supervisor)
- Patricia Jursik (Milwaukee County Supervisor)
- Bob Bauman (Alderman)
- Vanessa Koster (Milwaukee Department of City Development)
- Evan Goyke (State Representative)
- Allyson Nemec (Quorum Architects)



3 CHARRETTE

To collect input from all attendees, four groups at separate tables were designated - each table facilitated by staff from Quorum Architects. Base maps, preliminary economic information, and basic supplies were provided at each table. Attendees voiced their opinions through a facilitated discussion at each table. All suggestions, recommendations, and feedback were considered and discussed with the attendees. All information was recorded as notes, while some groups created drawings and diagrams.



FEEDBACK

The charrette provided a forum for the public to voice their personal ideas and concerns for the site, while at the same time allowing individuals to collaborate and create new ideas together.

...and
(District ... market)
5 1/2 Wis. Avenue
as "space"
"ferre" people to
...
... occupant
... for neighborhood





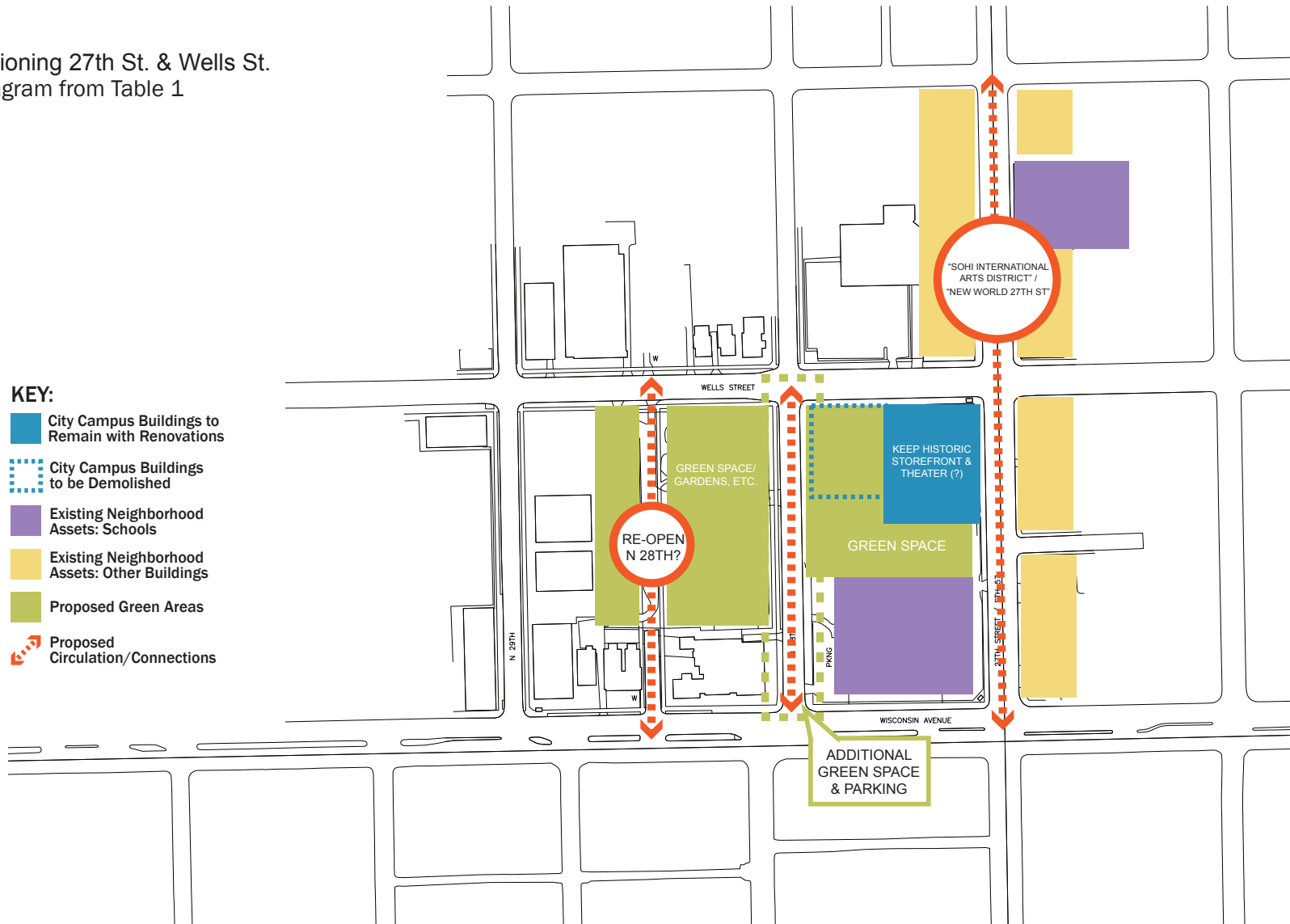
TABLE 1

The following list was recorded during the visioning session facilitated at Table 1.

- Hotel? Function space? Rental Hall?
- Tear it all down; recycle the materials; let sit for a year to be a blank canvas (+ school)
- Businesses in valley expand up the hill
- Food store-Trader Joes
- Attract mixed income retail support neighborhoods
- Demo all...(except school)... to bring
 - Children’s Court and School
 - Adjacent to Family Services (WI)
- Structured recreation
 - (like a Wick Field for soccer? Football?)
- Indian spice store vs big box
- International arts 27th street
- Artists that work & sell (\$)
- China Taste Delivers!
- A coffee shop...area businesses are in a retail desert
 - State workers; Harley; Miller; Potawatomi
- General safety; high level of fear can be overcome by development
- Macro level: business district
 - Catalyst project
 - Historic storefronts & school
- Designation (from intentional avoidance)
 - Assets-international focus
 - Arts district-live work artists & international
 - SOHI International Arts District
- International dining & cuisine training
- Directed tour to international businesses to 27th Street
- WBIC funding for such international business
- Gateway...“right down WI Ave”
- Professional office – income generating (vs. social service vs. social service)
- Brew pub!
- Attract businesses
 - Movie complex
 - Entertainment
- Industrial training center
 - Youth; sponsored by businesses
- More green space
 - Plant islands in parking
- Restaurant & parking
 - Save the façade
- Dynamite the 9 story!
 - Maybe the 5 story too?
 - Interior green space in theater (removed?)
- Its own image – alive again!
- Front is art of the street edge & history

Visioning 27th St. & Wells St.
Diagram from Table 1

- KEY:**
- City Campus Buildings to Remain with Renovations
 - City Campus Buildings to be Demolished
 - Existing Neighborhood Assets: Schools
 - Existing Neighborhood Assets: Other Buildings
 - Proposed Green Areas
 - Proposed Circulation/Connections



**COMMUNITY VISIONING MEETING
MILWAUKEE COUNTY'S CITY CAMPUS
JULY 29TH, 2014**

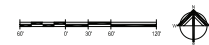




TABLE 2

The following list was recorded during the visioning session facilitated at Table 2.

- Preserve theater
- Historic preservation tax credit
- Historic district (i.e. Ambassador)
- Pohlman Theater – competition?
- Prime corridor – retail & business district
- Demolition of complex
- Develop TIF for acquisition & retail
- Theater with retail
- What is preventing retail from coming to area?
Parking?
- Concordia development
- Attract employees to go to
- Demolish 9 & 5 story
- Integrate existing businesses
- Greenspace; beautiful, sustainable rooftop gardens
- Community gathering space
- Farmers market
- Keep in mind tax payers based on development – tax impact
- Support neighborhood & residents with development
- Option to renovate entire complex
- Whole 27th Street needs a “face lift”
- Current business owners, an incentive
- Community based, local businesses
- Diverse sized & options of bilingual/businesses
- Do need retails & restaurants
- Neighbors - Miller, Concordia, State Building, Story Hill, Harley Davidson
- No bars, fast food, etc.
- Local businesses vs. chains
- Upscale restaurant, bookstores, cultural base, non-profits, educational hub
- Strong anchor – make changes to neighborhood
- Take some guts
- Marquette University involvement – Theater
- Major local stakeholders to help support the development
- Start from scratch – clean slate
- Capitalize on existing
- Create unique destination, sense of place
- Walkable neighborhoods with options (businesses, retail & housing)
- Use 27th & Wells & Wisconsin Ave
 - Progress as “spark”
- Slow people down, “force” people to visit/ destination
- Non-government occupant
- Feasible solution for neighborhood



TABLE 3

The following list was recorded during the visioning session facilitated at at Table 3.

- Transient business
- Critical mass of stakeholders that want to get this done
- Bring life to the neighborhood
- Art's incubator?
- Community Theater
- Live/work lofts?
 - How successful are these?
- Apartments at 2nd story on 27th?
- Neighborhood walkability
- Eliminate street drug solicitation
- Fresh water organics?
- Wellness center?
- Gymnasium/community center?
 - Rock climbing
- Sydney Hih Building?
 - Arts/crafts/bohemian
 - High turnover...problem?
- Survey of area residents of where we shop?
- Manufacturing/industry
 - Job creation
- Education center
 - Trade training
- 9 story-comes down?
 - Gut it? Leave structure?
- Parking stays
 - For use as public?
- New arena
 - With hotels
- Small big box?
 - Tall/small/big box?
- Fresh food
 - No junk food
- Grocery!!!
- Call Will Allen
- Local – Neighborhood House
 - Penfield
 - State of Wisconsin
 - Partial use
- Urban Ecology
- Discovery World
- Milwaukee Public Library
- Milwaukee Public Museum



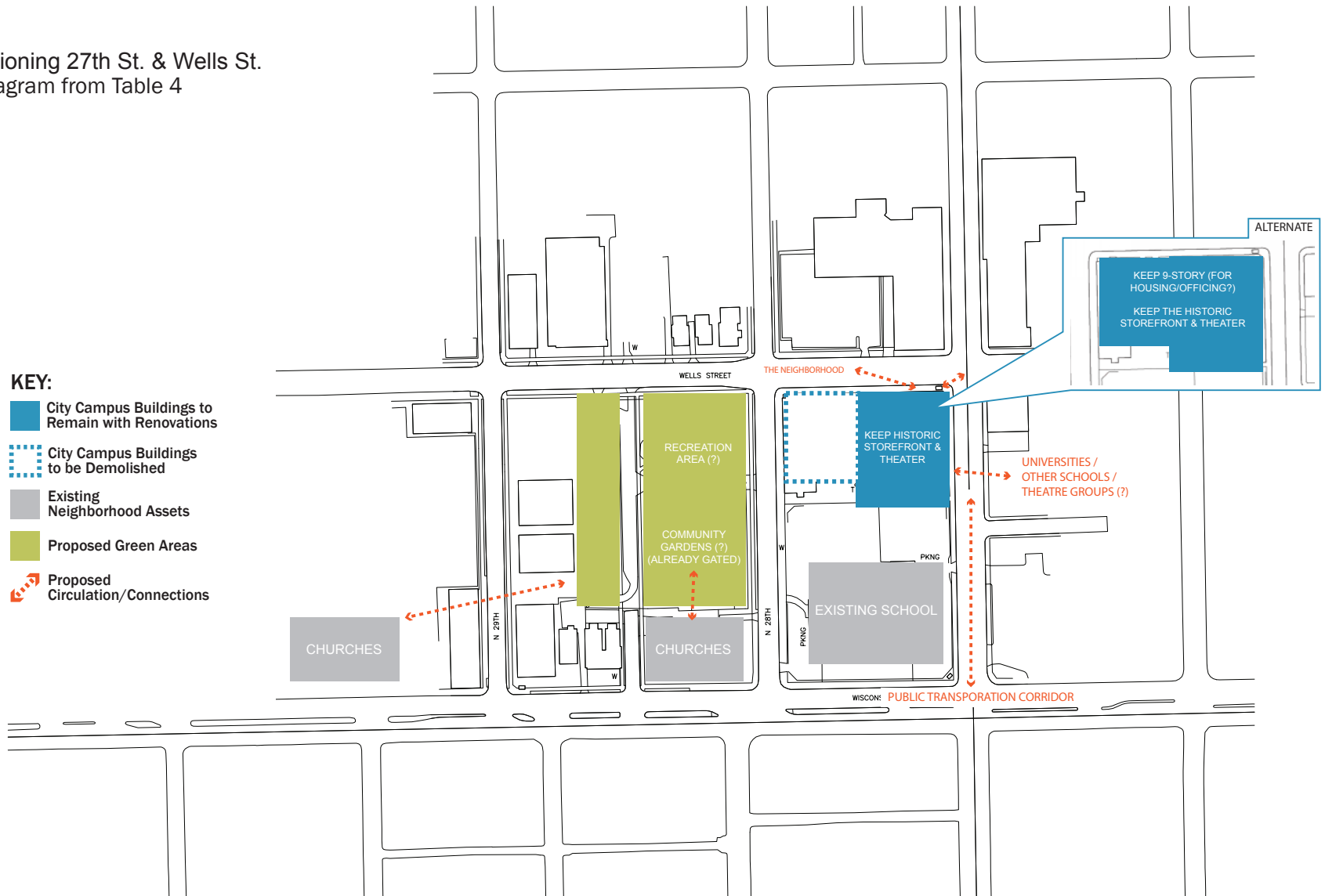
TABLE 4

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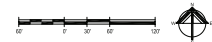
- Recreational activities –kids, something to do
 - Handball
 - Volunteers supervise
 - Food store
 - Theater groups
 - Donations for renovation
 - Children’s theater
 - 501 C3s-grants
 - Literacy center
 - Utilize the school?
 - Program for alcohol/drug rehab, job training
 - Housing in the 9-story?
 - Veterans housing
 - County veteran’s service program
 - New facility vs renovation
 - Urban Agriculture
 - Utilize existing roofs?
 - Use parking lot?
 - Attract outsiders
 - Transit hub along Wisconsin – this site is set up
 - Marquette University & High School collaboration
 - Reuse as office space
 - Leverage sports arena initiative
 - Work with existing owners and businesses
 - SOHI
 - Food store
 - Neighborhood-sized; Cermak?
 - Start with theater
 - Need an analysis of cost-effectiveness of renovation vs demo
 - Incubator building
 - Collaborative with Marquette
 - Attract young people into neighborhoods where there is vacant housing
 - Potential theater users
 - Historical
 - Harsbury Sands
 - Highland School
 - First Stage
 - Would be interesting to get analysis from real estate companies
- Storefront users?
- Grocery store
 - Ice cream shop
 - Popcorn
 - Coffee shop
 - Bars
 - Wine bar
 - Anchor
 - SOHI
- Parking lot users?
- Gardens
 - Veterans facility
 - Youth activities
 - Grocery
- Other areas
- Condos!!

Visioning 27th St. & Wells St.
Diagram from Table 4

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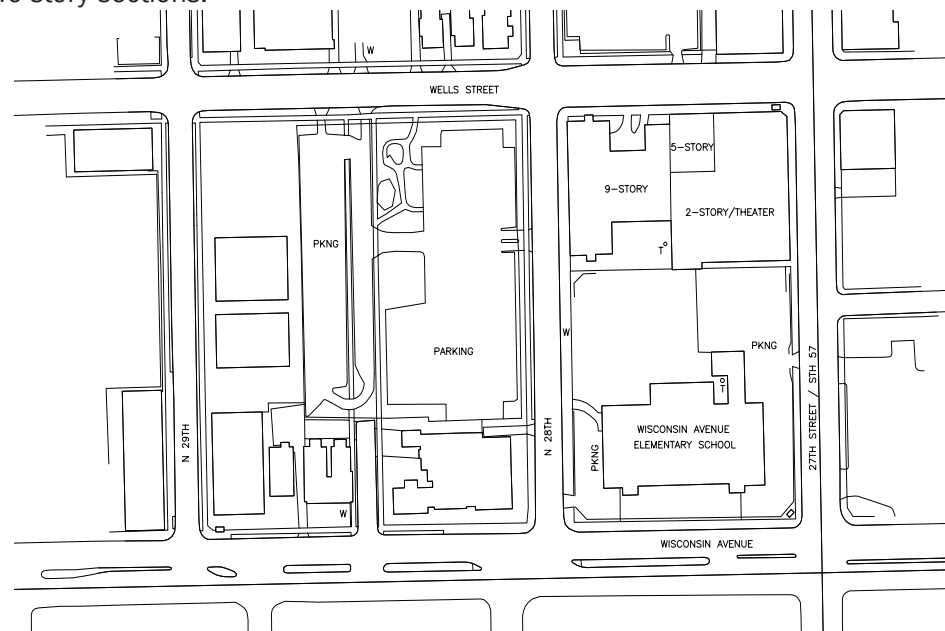


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PUBLIC MEETING OUTCOMES

Although opinions from the attendees varied, there was a consensus to preserve the two-story and five-story buildings at this time. Uses of the buildings ranged from renovating the two-story back to a theater with interrelated retail (ice cream shop, popcorn and candy store) located in the storefronts, to a large-local business anchoring the two-story with offices in the five-story, to creating a cultural or arts center with adjacent green spaces for community gardens. It was felt from several that with the support of large area stake-holders (Harley Davidson, Miller-Coors, Marquette University, Potawatomi, etc.) and established Milwaukee institutions (Milwaukee Public Library, Milwaukee Public Museum, Discovery World, Urban Ecology Center) the site could be a successfully developed and become a reality. Overall, a community-based destination was desired for this site and the overall business district. Participants suggested the development could support the existing local businesses surrounding the area and inspire further development along other streets and sites within proximity. In the future, if the entire site was demolished and developed, participants weren't opposed as long as demolition was to make way for a community-based user with a fully developed, financed plan. It was voiced that Milwaukee County should allow for either rehabilitation of the five and two story, or future demolition and new construction/development. At this point, that would result in demolition of the nine story hospital addition in a way that completes the building enclosure of the five and two-story sections.





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