



WEDC Program:	Community Development Investment (CDI)
Target Start Date:	3/1/2026
Applicant Entity:	Metcalf Park Community Bridges
Project Address:	2600 N 38th Street, Milwaukee, WI 53210

Redevelopment Narratives

PROJECT DESCRIPTION

1.a. Describe the redevelopment project. Details to include:

- i. New construction and building renovation activities occurring on both the interior and exterior of the building
- ii. Lot/site improvements including sewer/water, sidewalks, parking or patios, pedestrian or public space improvements
- iii. Business(es) anticipated to occupy the space
- iv. Describe the project/business(es) significance to the community (e.g. project contains childcare services, housing or fills a missing business type needed in the community)
- v. Is the building historic? Does it qualify for Historic Tax Credits?
- vi. Explain the location in relation to the downtown district, a main arterial road, or a prominent commercial district
- vii. Highlight the extent to which the project supports best practices for smart growth and downtown development

Project Description – 2600 N 38th Street Redevelopment

i. New construction and building renovation activities

The redevelopment consists of a **two-phase project**:

- **Phase 1 (Adaptive Reuse):** Renovation of the existing 2.5-story brick building into a fully activated liberation hub. Interior improvements include new ADA-accessible restrooms and ramps, a community bookstore and café, soup kitchen and food distribution center, laundry facilities, and upgraded mechanical systems. Exterior improvements include new storefronts, accessible entryways, and lockable gates for safety.
- **Phase 2 (New Construction):** Addition of a flexible multi-use building designed to adapt to emerging community priorities (youth programming, mental health services, workforce training, small business incubation). Interior amenities include community meeting and organizing space, administrative and partner offices, food distribution center and laundry facilities. Exterior features include parking, rooftop seating with trellis, a central courtyard, and large glass overhead doors to enhance transparency and community engagement.

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ii. Lot/site improvements

Site improvements include:

- **Sewer and water upgrades** to support expanded building use.
- **Sidewalk and pedestrian enhancements** for accessibility and safety.
- **Six off-street parking stalls** with secured gates.
- **Outdoor activation spaces** including a courtyard for intergenerational gathering and rooftop seating for wellness and cultural events.
- **Public space improvements** that reduce blight, increase safety, and encourage year-round activation.

iii. Businesses anticipated to occupy the space

The Metcalfe Park Liberation Hub (MPLH) will comprise of the following:

- **Community bookstore and café** (resident-driven workforce development and cultural programming).
- **Soup kitchen and food distribution center** (basic needs access).
- **Laundry facilities** (critical hygiene resource).
- **Administrative and partner offices** for Metcalfe Park Community Bridges and aligned service providers (legal aid, workforce training, social services). Future tenants in the new addition may include small businesses, workforce training providers, and mental health services.

iv. Project significance to the community

This redevelopment is a transformative intervention for Metcalfe Park, one of Milwaukee's North Side neighborhoods most impacted by redlining, decades of public and private disinvestment, loss of essential services, and persistent food insecurity. The Metcalfe Park Liberation Hub directly responds to these conditions by delivering the infrastructure residents have identified as necessary for stability, health, and long-term opportunity. The Hub will provide:

- Reliable, community-governed access to food, hygiene, and basic-need resources, reducing the immediate effects of neighborhood food apartheid.
- Safe, consistent gathering spaces for youth, families, and elders, reconnecting a community long denied access to public, culturally grounded spaces.

- Local economic activity through micro-enterprise, cooperative development, and small business incubation, supporting entrepreneurship and keeping wealth circulating within the neighborhood.
- Civic and organizational infrastructure for resident-led planning, decision-making, and community organizing, strengthening local democracy and neighborhood power.
- A permanent, community-owned asset that anchors residents in place, increases neighborhood stability, and helps mitigate displacement pressures as future investment progresses.

By filling long-standing gaps in services, amenities, and community infrastructure, this project positions Metcalfe Park for sustained resilience, health, and equitable growth.

v. Historic status

The existing 2.5-story brick building is **not currently designated as historic** and does not qualify for Historic Tax Credits. The redevelopment focuses on adaptive reuse and new construction rather than historic preservation.

vi. Location context

The site is located at **2600 N 38th Street in Milwaukee's Metcalfe Park neighborhood**, approximately three miles northwest of downtown Milwaukee. While not within the downtown district, it sits near **West North Avenue and West Fond du Lac Avenue**, both major arterial roads that connect residents to commercial corridors and transit. The project strengthens a historically divested area by anchoring new investment along a key neighborhood corridor.

vii. Smart growth and downtown development best practices

The redevelopment supports smart growth principles by:

- **Adaptive reuse of existing infrastructure**, reducing blight and maximizing sustainability.
- **Mixed-use programming** that integrates economic, social, and civic functions.
- **Walkable, accessible design** with ADA compliance, pedestrian improvements, and activated outdoor spaces.
- **Community-driven planning**, ensuring relevance, utilization, and long-term success.
- **Permanent community ownership**, resisting displacement and market pressures while fostering equitable development.
- **Catalytic impact**, positioning the neighborhood for future economic growth and strengthening Milwaukee's broader urban fabric.

1.b. Describe any public/private partnerships developed and to what extent the applicant can ensure WEDC that all the activities outlined in 1.a. will be undertaken.

- Highlight capacity of the applicant and partners
- If applicable, highlight the status of the development agreement

The redevelopment at **2600 N 38th Street** is anchored by **Metcalfe Park Community Bridges (MPCB)**, a resident-led nonprofit organization with over a decade of proven success mobilizing residents, delivering programs, and maintaining community trust. MPCB has cultivated strong partnerships across sectors:

- **Public Sector Partners:**

- City of Milwaukee – alignment with city priorities for neighborhood stabilization, blight reduction, and equitable development.
- Milwaukee County – supportive of initiatives that address food insecurity, housing instability, and public health.
- State agencies – coordination with workforce development and social service programs.

- **Private Sector Partners:**

- Local service providers (social and direct service partners, workforce training, mental health services) committed to co-locating within the hub.
- Small business and micro-enterprise partners engaged in bookstore, café, and food distribution programming.
- Philanthropic foundations and lenders expressing interest in catalytic, community-owned development projects.

These partnerships ensure that the redevelopment is not only financially viable but also programmatically diverse, with multiple stakeholders invested in long-term success.

Capacity of Applicant and Partners

- **MPCB Capacity:**

- Over a decade of program delivery and resident mobilization.
- Deep trust and credibility within the Metcalfe Park neighborhood.
- Experienced leadership team with demonstrated ability to manage complex projects and funding streams.
- Over the past decade, Metcalfe Park Community Bridges has become one of Milwaukee's most trusted neighborhood anchors, engaging and working in partnership

with thousands of residents, advancing food and housing justice, building community leadership, and driving the community-owned development now culminating in the Metcalfe Park Liberation Hub.

- **Partner Capacity:**
- **Engberg Anderson Architects** – delivering expert design services and comprehensive site planning solutions.
- **XL Property & Contracting LLC** – managing construction and remodeling projects for both residential and commercial developments.
- **KG Development Group** – contributing expertise in real estate development and workforce development.
- **BeyondScope Consulting** – providing owner's representation through construction oversight and project coordination.
- Local entrepreneurs – ensuring activation of retail and café components.
- Philanthropic and lending institutions – offering financial backing and technical assistance.

Together, these partners provide the technical, financial, and operational capacity to ensure all activities outlined in Section 1.a. are successfully undertaken.

Status of Development Agreement

At present, MPCB has acquired and has **site control of 2600 N 38th Street** and completed architectural plans for both Phase 1 (adaptive reuse) and Phase 2 (new construction). The project is **shovel-ready**, with clear phasing, budget alignment, and community support. While a formal development agreement with the City of Milwaukee is in progress, MPCB has already established collaborative working relationships with municipal departments to ensure compliance with zoning, permitting, and infrastructure requirements.

This readiness, combined with strong public/private partnerships, positions the project as a **low-risk, high-impact investment** that WEDC can be confident will be delivered as outlined.

1.c. Which eligible activities does the project fit under?

<input checked="" type="checkbox"/> Building renovation	<input checked="" type="checkbox"/> New construction
<input type="checkbox"/> Historic Preservation	<input type="checkbox"/> Infrastructure reinvestment
<input type="checkbox"/> Demolition	<input type="checkbox"/> Building Relocation of CDI Project Property

1.d. Describe the potential of the project to act as a catalyst for additional development/investment in the district.

- State and explain if the project site located in an Opportunity Zone, a Rural Community (population under 5,000) or an Economically Distressed County defined by WEDC (see the budget cover page for the list or ask your WEDC Regional Director)?
- For secured, private developments, is a key component of the project to provide childcare services or expand housing availability (explain)?
- Has the area seen limited investments or disinvestments?
- Describe the potential economic impact on the area and any other factors of significant impact such as: projected employment, workforce attraction, and/or the involvement of diverse businesses.
- Explain any potential of the project to increase traffic to support nearby businesses.

Opportunity Zone / Economically Distressed Area

The project site at **2600 N 38th Street** is located in the **Metcalfe Park neighborhood of Milwaukee**, which is within an **Economically Distressed County (Milwaukee County)** as defined by WEDC. The area has been disproportionately impacted by historic redlining, disinvestment, and systemic inequities. While not a rural community, the site's designation as economically distressed underscores the urgency and catalytic potential of this redevelopment.

Childcare Services / Housing Availability

While the current redevelopment does not directly provide childcare services or expand housing availability, it **supports family stability and housing retention indirectly** by:

- Offering reliable access to food, hygiene, and laundry facilities.
- Creating safe, consistent spaces for youth, families, and elders.
- Providing workforce pathways and micro-enterprise opportunities that strengthen household economic resilience.

These services reduce economic shocks that often destabilize housing and family well-being, complementing broader housing and childcare initiatives in the district.

History of Investment / Disinvestment

Metcalfe Park has endured a long history of structural divestment, from redlining to the recent closure of its only grocery store in July 2025, leaving residents with limited access to essential services and few catalytic public or private investments. And yet, despite these conditions, the neighborhood has demonstrated extraordinary resilience and momentum, leading and co-leading major community development efforts including the rebuilding of Butterfly Park, the new Metcalfe Park Playfield, Metcalfe Park Rising, the North Star Healing Space, and the Metcalfe Park Black Joy Farm. In addition, ten new-construction homes are underway, three city-foreclosed properties have been reclaimed by MPCB and renovated with a fourth in progress, and partners and residents are active at every stage of development—planning, implementation, and long-term stewardship. This project builds on that

momentum by activating a long-vacant site and solidifying long-term, community-owned investment that aligns with and accelerates the neighborhood's trajectory of self-determined, community centered revitalization.

Economic Impact

The redevelopment is expected to generate significant economic and social returns:

- **Projected Employment:** Early-stage job creation through bookstore, café, food distribution, and administrative operations; expanded workforce training and small business incubation in Phase 2.
- **Workforce Attraction:** By co-locating workforce development providers and creating pathways for certifications and training, the hub strengthens local talent pipelines.
- **Diverse Business Involvement:** Resident-owned businesses, micro-enterprises, and culturally relevant programming ensure diverse participation and equitable economic growth.
- **Neighborhood Stabilization:** Activation of a blighted site improves property values, reduces city maintenance costs, and enhances safety.

Increased Traffic and Support for Nearby Businesses

The hub will **increase neighborhood foot traffic and visibility**, drawing residents and visitors for programming, food access, cultural events, and civic engagement. This activity will:

- Support nearby commercial corridors along **North Avenue, Center Street and Fond du Lac Avenue**.
- Strengthen small businesses by increasing customer flow.
- Enhance perceptions of safety and vitality, encouraging additional private investment in the district.

This redevelopment represents a once-in-a-generation catalytic investment in Metcalfe Park, transforming a long-vacant site into a vibrant, multi-use liberation hub that meets urgent needs while creating the conditions for long-term economic mobility, workforce pathways, and neighborhood revitalization. Anchored in one of Milwaukee's most historically divested areas, the project's impact extends far beyond a single building: it establishes a durable, community-owned asset that stabilizes the corridor, attracts additional public and private investment, and serves as a replicable model for equitable, resident-driven development.

1.e. Demonstrate involvement of diverse and minority business interests; which may include planning and development, construction and end user(s).

The redevelopment at **2600 N 38th Street** is intentionally designed to center diverse and minority business participation across all phases—planning, construction, and end use. This approach reflects both the mission of **Metcalfe Park Community Bridges (MPCB)** and the demographics of the neighborhood, which is majority Black and historically underserved by traditional market investment.

Planning and Development

- **Resident-led governance:** MPCB is a minority-led, resident-driven nonprofit organization with over a decade of experience mobilizing diverse community voices.

- **Architectural and design partnerships:** Engberg Anderson Architects are collaborating with MPCB to ensure inclusive design, while MPCB prioritizes contracting with minority-owned firms for specialized services wherever possible.
- **Community input:** Planning has been shaped by extensive resident engagement, ensuring that diverse perspectives guide program priorities and site activation.

Construction

- **Commitment to diverse contractors:** MPCB is actively pursuing partnerships with **minority-owned and women-owned construction firms** for renovation and new construction phases.
- **Workforce opportunities:** The project will integrate workforce training and apprenticeship pathways, creating opportunities for local residents—particularly youth and underrepresented populations, to participate in construction and skilled trades.
- **Supplier diversity:** Procurement strategies will prioritize local, minority-owned suppliers for materials and services.

End Users

- **Resident-owned businesses:** The community bookstore and café will serve as an incubator for local entrepreneurs, with a focus on minority authors, artists, and small business owners.
- **Micro-enterprise opportunities:** Food distribution, soup kitchen operations, and cultural programming will create pathways for diverse vendors and service providers.
- **Partner organizations:** Co-located service providers (workforce development, social and direct service providers) include organizations with strong track records of serving minority populations and employing diverse staff.

Long-Term Impact

By embedding diverse and minority business interests into every stage of the redevelopment, the project ensures:

- **Equitable wealth building** through resident-owned enterprises.
- **Expanded workforce participation** for underrepresented groups.
- **Culturally relevant programming** that reflects and celebrates the identity of Metcalfe Park.
- **Sustainable community ownership** that resists displacement and market pressures.

1.f. Describe any clean energy technology investments included in the project (e.g. solar panels, electric vehicle charging stations, use of state energy audit and/or energy rebate programs, etc.). *If you would like a referral to discuss energy efficient options with a [Focus on Energy advisor](#), please click on the link or contact your Regional Economic Development Director.*

The redevelopment at **2600 N 38th Street** incorporates sustainability and energy efficiency as core values, aligning with best practices for community development and long-term operational resilience. While the primary focus is adaptive reuse and new construction, the project includes and anticipates the following clean energy investments:

Current and Planned Investments

- **Energy-efficient building systems:** Renovation of the existing 2.5-story brick building will include upgraded HVAC, insulation, and lighting systems designed to reduce energy consumption and operating costs.
- **Solar readiness:** The new building addition is being designed with rooftop seating and trellis structures that can accommodate future solar panel installation, ensuring long-term adaptability for renewable energy integration.
- **LED lighting and daylighting strategies:** Large glass storefronts and overhead doors maximize natural light, reducing reliance on artificial lighting and improving indoor environmental quality.
- **Water efficiency:** Site improvements will include updated sewer and water systems, with fixtures selected for conservation and efficiency.
- **EV charging potential:** The inclusion of six off-street parking stalls provides an opportunity to integrate electric vehicle charging stations in Phase 2, supporting sustainable transportation options.

Alignment with State Programs

MPCB intends to explore participation in **Focus on Energy programs** to leverage available audits, rebates, and technical assistance. This will ensure that both renovation and new construction phases maximize efficiency and cost savings while aligning with statewide clean energy priorities.

Community Impact

Clean energy investments will:

- Reduce long-term operating costs, strengthening financial sustainability.
- Improve indoor air quality and comfort for residents, families, and service providers.
- Signal environmental stewardship in a historically disinvested neighborhood, reinforcing the project's role as a model for equitable and sustainable development.

- Support Milwaukee's broader climate and sustainability goals by embedding renewable energy readiness into community infrastructure.

FINANCIAL JUSTIFICATION

2.a. Describe the funding methods identified as “sources” in the Project Budget Worksheet. Include the status and timeline of receiving financing commitments.

The redevelopment at **2600 N 38th Street** is structured with a **diverse mix of funding sources** to ensure stability, leverage, and long-term sustainability. The Project Budget Worksheet identifies the following categories of funding:

Public Funding Sources

- **City of Milwaukee / County Support:** Alignment with municipal priorities for blight reduction, food security, and equitable development. MPCB is in active discussions with city and county departments regarding infrastructure support (sewer/water upgrades, permitting, and site activation).
- **State of Wisconsin Programs:** WEDC grant funding is sought as a catalytic investment to leverage additional public and private commitments.
- **Federal Opportunities:** Exploration of Community Development Block Grant (CDBG) and other federal programs that support neighborhood stabilization and community infrastructure.

Private and Philanthropic Sources

- **Foundation Grants:** MPCB has a strong track record of securing philanthropic support from local and national foundations. Several foundation partners have expressed interest in funding Phase 1 programming (food access, literacy, workforce development).
- **Private Lenders / CDFIs:** Community Development Financial Institutions (CDFIs) and mission-aligned lenders are engaged to provide flexible financing for construction and site improvements.
- **Resident-Owned Enterprises:** Revenue-generating components (bookstore, café, and micro-enterprise spaces) will contribute to long-term financial sustainability and reduce reliance on external funding.

Status and Timeline of Financing Commitments

- **Secured Commitments:** MPCB has site control and completed architectural plans, with early-stage philanthropic commitments already pledged for program activation.
- **Pending Commitments:** Discussions with city, county, and state agencies are underway, with anticipated decisions on infrastructure support and grant funding within the next 6–9 months.

- **Timeline:**
- **Phase 1 (Adaptive Reuse):** Financing commitments for renovation are expected to be finalized by mid-2026, enabling construction to begin immediately thereafter.
- **Phase 2 (New Construction):** Financing commitments for expansion will be pursued in parallel, with anticipated closing in late 2026 to early 2027, ensuring continuity between phases.

Assurance of Delivery

MPCB's diversified funding strategy—combining public grants, private lending, philanthropic support, and earned revenues ensures that all activities outlined in Section 1.a. will be undertaken. The organization's proven capacity to secure and manage multi-source funding provides WEDC with confidence in both project viability and long-term sustainability.

2.b. Describe the financial need for CDI grant funding that cannot be met through the private sector or the public sector.

- **Market Limitations:** Private sector investment has consistently bypassed Metcalfe Park due to perceived risk, depressed property values, and limited immediate return on investment. Traditional lenders are reluctant to finance community-owned, mixed-use projects without substantial public subsidy.
- **Public Sector Constraints:** City and county resources are limited and often directed toward larger downtown or corridor projects. While supportive of MPCB's mission, local government cannot fully underwrite the scale of redevelopment needed to transform this site.
- **Philanthropic Support:** Foundations provide programmatic funding but rarely cover hard construction costs, site infrastructure, or long-term capital improvements.

Specific Funding Gaps Addressed by CDI

CDI grant funding will directly support:

- **Adaptive reuse construction costs** for the existing 2.5-story brick building, including ADA compliance upgrades, mechanical systems, and storefront activation.
- **Site infrastructure improvements** (sewer/water, sidewalks, parking, and courtyard activation) that are essential for safety and accessibility but difficult to finance through private or philanthropic sources.
- **Community-owned amenities** (bookstore, café, soup kitchen) that generate social impact but do not yield immediate financial returns attractive to private investors.
- **Phase 2 expansion readiness**, ensuring the new building addition and rooftop/courtyard activation are shovel-ready and aligned with smart growth principles.

Assurance of Need

Without CDI grant funding, the project risks being scaled back to only minimal renovations, leaving critical community infrastructure unmet. CDI investment ensures that the redevelopment is **comprehensive, equitable, and catalytic**, positioning Metcalfe Park for long-term stability and growth.

PREVIOUS PLANNING EFFORTS

3.a. Highlight the extent to which this project is included in adopted regional, municipal or downtown planning documents. Site the section and page numbers of the plan(s). If the site is not part of a plan, summarize the dates and meetings when municipal conversations have occurred about the project (or project location/site) in a public venue and describe the extent to which the project has community-wide support.

Inclusion in Adopted Planning Documents

- **City of Milwaukee Comprehensive Plan – West Side Area Plan Update**
 - The Comprehensive Plan (Department of City Development) identifies neighborhood stabilization, blight reduction, and equitable development as priorities for the West Side.
 - While the 2600 N 38th Street site is not individually named, the project directly advances plan goals for **adaptive reuse of vacant properties, community-driven development, and equitable access to services**.
 - Relevant sections: *Citywide Policy Plan – Land Use and Neighborhood Revitalization* (pp. 12–18); *West Side Area Plan Update – Community Facilities and Housing* (pp. 34–41).
 - City of Milwaukee Fond Du Lac & North Plan
- **Milwaukee Recreation Master Plan – Metcalfe Playfield (2023–2025)**
 - The Metcalfe Playfield renovation plan emphasizes **community engagement, public space activation, and intergenerational amenities**.
 - The Liberation Hub complements this by providing indoor civic, cultural, and economic infrastructure adjacent to recreational investments.
 - Relevant section: *Metcalfe Playfield Master Plan – Site Design and Amenities* (pp. 6–12).

Municipal Conversations and Public Venue Engagement

- **Neighborhood Improvement District Formation Meetings (2025)**
 - On **November 15, 2025**, residents gathered at Metcalfe Park Community Bridges to advance the creation of a neighborhood improvement district.

- Discussions included site activation, housing stabilization, and community infrastructure directly referencing the redevelopment project.
- Attendance included residents, MPCB leadership, and city representatives, demonstrating municipal awareness and support.
- **City of Milwaukee Zoning, Neighborhoods & Development Committee (April 2025)**
- The committee approved the sale of vacant lots in Metcalfe Park for new housing construction.
- This action reflects municipal commitment to reinvestment in the district, complementing MPCB's redevelopment efforts.

Extent of Community-Wide Support

- **Resident-Led Planning:** MPCB has conducted extensive engagement, ensuring the project reflects resident priorities (food access, workforce pathways, safe spaces).
- Community lessons on loneliness and healing and power in Metcalfe Park that engaged 3500 residents. [2025 MPCB Community Lessons Report.pdf](#)
- **Public Sector Alignment:** City and county agencies recognize the project's role in stabilizing a historically disinvested area.
- **Philanthropic and Private Interest:** Foundations and CDFIs have expressed interest in supporting catalytic, community-owned development.
- **Neighborhood Identity:** The project is widely seen as a **once-in-a-generation opportunity** to anchor Metcalfe Park's revitalization, with strong grassroots and institutional backing.

3.b. Explain if the project generally aligns with the Community Economic Development Strategy (CEDS) / Economic Development District (EDD) plan for the region? (*Check with the municipality, Regional Planning Commission or Regional Economic Development Director if you're unable to locate the plan.*)

The redevelopment at **2600 N 38th Street** aligns strongly with the **Community Economic Development Strategy (CEDS)** priorities identified by the **Milwaukee 7 Regional Economic Development Partnership (M7)** and the **Southeastern Wisconsin Regional Planning Commission (SEWRPC)**, which serve as the region's Economic Development District (EDD).

Key Areas of Alignment

- **Neighborhood Revitalization & Blight Reduction**
 - CEDS emphasizes reinvestment in economically distressed neighborhoods and adaptive reuse of vacant properties.

- The project directly addresses these priorities by transforming a long-vacant site into a vibrant, multi-use liberation hub.
- **Workforce Development & Inclusive Growth**
 - Regional strategies highlight workforce pathways, skill-building, and inclusive economic participation.
 - The hub integrates workforce training, micro-enterprise incubation, and co-location of service providers, ensuring equitable access to opportunity.
- **Entrepreneurship & Small Business Support**
 - CEDS calls for strengthening local entrepreneurship and supporting diverse business ownership.
 - The community bookstore, café, and flexible multi-use spaces provide platforms for resident-owned businesses and minority entrepreneurs.
- **Public Health & Quality of Life Improvements**
 - Regional plans emphasize improving quality of life as a driver of economic competitiveness.
 - By providing food access, hygiene resources, safe gathering spaces, and cultural programming, the project enhances neighborhood stability and resilience.
- **Smart Growth & Sustainability**
 - SEWRPC promotes compact, sustainable development that leverages existing infrastructure.
 - The project embodies smart growth principles through adaptive reuse, walkable design, and readiness for clean energy integration.

Community-Wide Support

While the site is not individually named in the CEDS document, the redevelopment is **consistent with regional priorities** and has been discussed in municipal and community forums, including:

- **Neighborhood Improvement District meetings (2025)** focused on Metcalfe Park revitalization.
- **City of Milwaukee planning conversations** around blight reduction and equitable development. These engagements demonstrate that the project is broadly supported and aligned with both municipal and regional strategies.

The Metcalfe Park Liberation Hub is a direct embodiment of CEDS/EDD priorities: equitable neighborhood revitalization, workforce development, entrepreneurship, and sustainable growth. By anchoring

investment in an economically distressed area, the project strengthens the regional economy while advancing inclusive community development.

READINESS TO PROCEED

4.a. Outline the anticipated timeline of the project, status of obtaining permits and status of architectural or site plan approvals.

Anticipated Timeline (Let's discuss during next meeting)

- **Phase 1: Adaptive Reuse of Existing Building (2026)**
 - **Q1–Q2 2026:** Finalize financing commitments and secure construction contracts.
 - **Q2–Q3 2026:** Begin interior renovations (ADA upgrades, mechanical systems, storefront activation, community spaces).
 - **Q4 2026:** Complete renovations and open the hub for initial programming (bookstore, café, soup kitchen).
- **Phase 2: New Building Addition & Outdoor Activation (2027–2028)**
- **Q1 2027:** Finalize financing and development agreements for expansion.
- **Q2–Q3 2027:** Begin construction of new multi-use building addition, laundry facilities, administrative office, community meeting space, rooftop seating with trellis, and central courtyard.
- **Q4 2027–Q2 2028:** Complete construction and site improvements (parking stalls, secured gates, pedestrian enhancements).
- **Mid-2028:** Full activation of expanded programming (workforce training, youth services, small business incubation, mental health services).

Status of Permits

- **Zoning and Land Use:** The site is zoned for mixed-use/community facilities. Preliminary conversations with the City of Milwaukee Department of City Development confirm alignment with zoning requirements.
- **Building Permits:** Applications for Phase 1 renovation permits are in progress, with anticipated approval by early 2026.
- **Site Infrastructure Permits:** Coordination with city departments is underway for sewer/water upgrades, sidewalk improvements, and parking lot installation.

Status of Architectural and Site Plan Approvals

- **Architectural Plans:** Completed by **Engberg Anderson Architects** (Project No. 253942, dated November 14, 2025). Plans include detailed site layout, first-floor programming, and design for new construction.
- **Site Plan Approvals:** Preliminary site plan has been submitted to the City of Milwaukee for review. Feedback has been incorporated, and formal approval is anticipated in early 2026.
- **Community Review:** Plans have been shared with residents through MPCB's engagement sessions, ensuring alignment with community priorities and broad support.

The project is **shovel-ready**, with architectural and site plans completed, permit applications underway, and financing commitments in progress. Phase 1 renovations are scheduled to begin in 2026, followed by Phase 2 expansion in 2027–2028. The clear phasing, completed design work, and municipal coordination provide WEDC with confidence that the project will proceed on schedule.

ATTACHMENTS FOR APPLICATION

5.a. Include up to four (4) photos of the current building/project site (one photo of each side of the building). Include renderings of the proposed exterior and interior improvements (if available).

Current project site pictures below, renderings are not yet available, floor plans attached.



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