

LAKEFRONT DEVELOPMENT ADVISORY COMMISSION –
REQUEST FOR REVIEW

THE DOCK AT BRADFORD BEACH AUXILLARY EXPANSION

Project Proposer:
Dock Bradford, LLC
c/o Nicholas J. Hynes (CEO)
782 Busse Highway
Park Ridge, IL 60068
Phone: 847-922-3717
Fax: 773-345-8818
Email: nick@the-dock.net

- 1) **Proposed Site:** Describe the location. Attach a map or diagram showing the site boundaries. Indicate the owner or owners of the proposed site. Indicate the acreage or square feet of the proposed site. If shoreline is to be used, indicate how much. Describe how the proposed site is used now.

Please see the attached architectural package. Included in the package are the site plan, existing structure with new container bar, elevations and renderings.

Dock Bradford leases and operates certain portions of the Bradford Beach House, located at 2400 North Lincoln Memorial Drive in Milwaukee, Wisconsin and agreed upon adjacent areas as more fully described in the below picture which was made part of the lease and original RFP. The premises includes all areas dedicated to the sale of food and beverage, the upper and lower decks, north storage area on the second floor, room 101 (first aid room), room 202 (utility storage room) and certain designated areas on the beach for the placement of semi-permanent concession kiosks, and vending stations.

The project being proposed is the addition of a modular bar along with additional auxiliary seating on the 2nd level of the premises which is approximately 3500 sq feet.



2) General Project Description: *Briefly describe the overall purpose and nature of the proposed development.*

The Dock at Bradford Beach is a multi-tiered, full service restaurant which currently serves the patrons and beach visitors of Bradford Beach. The current facility has a dining area on the first floor level (where the kitchen and all bathroom facilities are located), second floor level seating and 3 satellite bars located on the beach in order to service beachgoers.

Currently, the 2nd floor pavilion is activated in a limited capacity which has caused a more crowded beach and first floor level. The purpose of this project is to expand our full service footprint to allow for a more spread out dining experience and allowing us to provide broader food and beverage offerings to Bradford Beach. This will allow for the general public to have a less congested beach going experience while being able to enjoy the best amenities available to the Milwaukee lakefront.

During the summer months, the facility will allow for patrons to better enjoy the sights and sounds of Milwaukee's lakefront while enjoying libations and fresh food.

3) Buildings or other structures: Identify all buildings, structures or other physical additions to the site that will be part of the project. Describe new construction or installation and any modification of existing structures. For each building, structure, or other physical addition to the site, describe its proposed use or uses. Describe the design of each structure or physical addition to the site. Supply photographs or drawings of each. A scale model of the proposed project would be helpful to the Commissions' understanding of what you propose.

The project will not include any new construction to the already existing facility. A custom fabricated, modular bar will be placed on the current 2nd floor pavilion. Tables, Chairs and lounge areas ("FF&E) will be placed on the 2nd floor pavilion to give auxiliary seating for patrons and beach visitors. The only change in the facility itself will be utility connections to the modular bar. See the attached architectural plans for specifics.

4) Landscaping: Describe the landscaping your project will include.

There will be no change made to the current landscaping or beachscape.

5) Parking: *How many parking spaces will be required when your proposed project is in peak use? Describe where you propose that the required parking will be. How will the parking your project will require affect availability of parking for others? Will your parking needs increase in the future? If so, where do you propose the additional parking will be located?*

Currently there are 87 total spaces, including 4 ADA parking spaces, in the Bradford Beach parking lot. 2 on the north end, either side, or 2 on the south end, either side. There will be no additional parking requirements.

- 6) Traffic and pedestrian flow:** *Describe the traffic patterns that will result from your proposed project. Describe how pedestrian traffic will flow.*

There will be no change to the current traffic patterns or pedestrian traffic flow.

- 7) Proposed arrangements for use of site:** If site is to be leased, indicated lease term, and rent. If purchased, indicate purchase price. List any special terms or conditions of the sale or lease.

The proposed auxiliary location is part of a Lease Agreement between CCH Management, LLC (the sole owner of Dock Bradford, LLC) and Milwaukee County Parks executed on May 31, 2019. The Lease term is 5 years with 3 1-year options. All contract information is in the contract that appeared before the Board in File #19-343.

- 8) Describe the impact your proposed project will have on each of the following:**
Promotion of clean water. Reduction of air pollution. Noise levels. Traffic congestion. Litter reduction.

There will be zero impact on the water cleanliness, air pollution or traffic congestion. As for noise level, there will be no difference from prior years of operation and will not cause an increase in noise levels. The auxiliary seating area will greatly reduce the amount of litter because people will be eating at the facility and not on the beach. We are aware of the high littering levels because we clean up the beach every day.

- 9) Describe the area surrounding the proposed site:** Identify how each part of the surrounding area is currently used. Identify all impacts your proposed project will have on use of the surrounding area.

Please refer to items 1 and 2 for thorough descriptions of the Beach House and Bradford Beach.

- 10) Describe how your project will change site lines and vistas of the Lake.**

The inclusion of the 2nd floor will not change any site lines because the modular bar is simply being affixed to the already existing structure with only the hill directly across Lincoln Memorial Highway.

- 11) Access to the Lake:** Describe how your project will affect access to the Lakefront area generally and particularly to the water's edge.

The project will not affect access to the Lakefront area. Access will be same as in years past.

- 12) Food Service:** Do you propose to provide food service? If you do, describe the nature and extent of the service to be provided. Include proposed hours, any limits on who will be service, projected meal or sample item price ranges.

We are a full service restaurant. Our hours of operation are 11am-10pm seven days a week, weather dependent. Attached is a hyperlink to our 2020 menu. [Dock.Bradford.Menu.2020.pdf](#)

13) Great Lakes history: How does your proposed convey our Great Lakes History? How will it preserve our Lake Michigan heritage? How will it leave a legacy for the future?

Lake Michigan has been a hotspot for family-friendly fun for over a century. The project will provide visitors more amenities in order to enjoy the natural wonders of Lake Michigan and appreciate the Great Lakes History. Our goal is to give all people the access and opportunity to explore and enjoy the lakefront.

14) Open Space and Recreational Role of Parkland: *How will your project impact the traditional open space and recreational role of lakefront parkland?*

The auxiliary seating on the 2nd level will ease the congestion on the beach and lower level in order for people to have more space and ability to enjoy recreational activities. Currently, the 2nd level has limited activation so more persons are pushed to the already crowded beachfront.

15) Necessity for lakefront site: Is the use you propose now located away from the lakefront? Can the use you propose be located away from the lakefront? Describe the efforts you have undertaken to locate a site for your proposed project away from the lakefront. If you believe your project can only be located at the proposed lakefront site, please explain why

The amenity is currently provided on the lakefront site and the project shall serve to ease the overcrowding of the beach/lakefront.

16) Impact on space for temporary uses: How long will the use you propose be in place? What impact will your project have on the availability of space for temporary uses?

The proposed modular bar and FF&E will be on the site for the duration of the lease and then will be removed. There will be minimal impact on any temporary uses of the site. In fact, the modular bar will assist in servicing temporary uses/events that are held by Milwaukee County Parks and other entities.

17) Restoration plan when proposed use of site ends: What will be required if the use you propose for the site is no longer appropriate? How will the site be restored?

Upon the end of the lease term, the modular bar and FF&E shall be removed from the site. The 2nd floor level will be restored to the previous condition.

18) Expansion: Describe all future phases of your project and all anticipated future expansion. Identify all buildings, structure or other physical improvements anticipated or that are desirable. Describe all anticipated future parking, roadway and other infrastructure needs. Describe the impact of your proposed project on the expansion possibilities and needs of nearby facilities now and in the future.

No future expansion is currently planned.

19) Business plan viability: Provide the business plan for your proposed project. Include all projected revenues and identify the proposed sources or sources for each. List your anticipated expenses, both for beginning of your project and for continuing upkeep and maintenance. Demonstrate the long-term viability and sustainability of your proposed use of lakefront land. Indicate whether you have received or will be seeking support from any government source. Include any expectation that your project will receive the benefit of in-kind contributions or reduced rates for goods or services

Please refer to the Lease Agreement with all supplements as previously provided to the Board as File #19-343. As detailed in the lease agreement, we have pledged to provide Milwaukee County Parks with \$100,000.00 towards the Park Maintenance Fund to be used to upgrade and maintain the facility which will allow for the site to be upgraded and maintained. Below are the projections provided to Milwaukee County Parks in our original proposal for the entire facility. Please note the figures are not just for the modular container bar but for whole project which we have been operating for the past two years.

<u>Year</u>	<u>Gross Revenues</u>	<u>Cost of Goods Sold</u>	<u>Gross Income</u>	<u>Operating Expenses</u>
2019	\$ 495,000.00	\$ 134,640.00	\$ 360,360.00	\$ 310,860.00
2020	\$ 715,000.00	\$ 194,480.00	\$ 520,520.00	\$ 434,720.00
2021	\$ 915,000.00	\$ 248,880.00	\$ 666,120.00	\$ 556,320.00
2022	\$ 995,000.00	\$ 270,640.00	\$ 724,360.00	\$ 604,960.00
2023	\$ 1,065,000.00	\$ 289,680.00	\$ 775,320.00	\$ 626,220.00
2024	\$ 1,099,000.00	\$ 298,928.00	\$ 800,072.00	\$ 646,212.00
2025	\$ 1,140,000.00	\$ 310,080.00	\$ 829,920.00	\$ 647,520.00
2026	\$ 1,185,000.00	\$ 322,320.00	\$ 862,680.00	\$ 673,080.00

20) Your experience and resources: *Please describe the experience you have had with development and implementation of project similarly to the project you are proposing? Describe the qualifications and experience of the key people involved with implementing your proposal. Describe the funds and resources you have in hand to support the project and their source. Do you have adequate resources to go forward with the proposed project? Explain.*

The Dock at Bradford Beach ownership group has over a decade of experience in operating restaurants in public spaces. Nick Hynes and Luke Cholodecki first met each other as attorneys at the same law office. Their love for the Lake Michigan lakefront brought them together to open their first beachside restaurant, The Dock at Montrose Beach, in Chicago in 2010. As with the location at Bradford Beach, the first spot is located in a beach house, this one on Chicago Park District property. The idea for the first restaurant mirrors the one that we wish to bring to Bradford Beach now, to upgrade a dining amenity for beach goers. Requiring people to bring

their own food and drinks to enjoy a day at the beach often precluded families from venturing out, and the thought of having to pack a cooler dissuaded neighborhood residents who would have otherwise ventured there. The lack of families enjoying the beach also created a reputation, warranted or not, that the beach was not the safest place to go. After opening the The Dock at Montrose Beach the beach itself was very quickly transformed, while the number of beach goers stayed the same, the neighborhood mix that the beach attracted had changed quite a bit. We see the beach house at Bradford Beach calling out in the same way. At Montrose Beach we have found that people are less likely to leave behind empty bottles of beer in the sand when kids are running around building sand castles. We expect the same result at Bradford once our upgraded dining amenity is operational.

In our 12th year of operation we now own and operate 7 restaurants, with another 3 to open this year. We are already operating in the Bradford Beach house, and we have already made the purchases and investments necessary to operate on the second level of the building

21) Future public investment: Do you assume that any governmental body will make improvements to accommodate your project? Identify the governmental body you anticipate will make the changes and their cost. Will public investment be required in the future?

There will be no public investment made into the project. The operator is the only person financing the project and is making a contribution to the Milwaukee Parks Maintenance fund.