Results & Performance: The Hop is a Success
Construction of the M-Line

- On-time and on-budget
- 61,500 RPP hours, with over $2M in wages
- 38% minority workforce
- $33.83 average wage
- Over $14M in DBE contracts
Hop = Ripple Effect Across Entire City

- Economic impact felt in every aldermanic district in the city
- Jobs and economic impact primarily outside of downtown
- 36 full-time jobs

**DBE Firms (partial list)**
- Gordon Solutions, LLC
- Equity Supply Group, LLC
- Heider & Bott Co.
- J.C.P. Construction, LLC
- Marek Landscaping, LLC
- P3 Development Group, LLC
- Prism Technical, LLC
- Thomas A. Mason Co., Inc.
- E.F.H. Trucking, LLC
- Community Traffic Control, LLC
- South Star Trucking, LLC
- Hetzel Tile & Marble, Inc.

**ECONOMIC RIPPLE EFFECT OF THE HOP**

- 61,500 RPP hours
- $2M+ in wages
- 38% minority workforce
- $33.83 average wage*
- Over $14M in DBE contracts
- 36 Hop employees

* Wage rate shown does not include fringe benefits.
Get to Know Your Operator

NAME: Nicole Martin

HOMETOWN: Milwaukee has been home for the past 43 years!

WHERE DID YOU GRADUATE HIGH SCHOOL? Rufus King High School

WHERE DID YOU ATTEND COLLEGE? Sanford Brown University

NAME: Bob Franson

HOMETOWN: I have lived in Milwaukee for 60 years! I was away in the Marine Corps for a little bit but came back to call Milwaukee home again.

WHERE DID YOU GRADUATE HIGH SCHOOL? Milwaukee Tech

WHERE DID YOU ATTEND COLLEGE? I went straight into the service at 17 years old.

NAME: Vension Jones Jr.

HOMETOWN: Milwaukee, born and raised. I grew up on the north side near the Sherman Park area.

WHERE DID YOU GRADUATE HIGH SCHOOL? Pulaski High School

WHERE DID YOU ATTEND COLLEGE: I’m finishing up my associates degree in business at MATC.

NAME: Arianne Nelson

HOMETOWN: Chicago, Illinois

WHERE DID YOU GRADUATE HIGH SCHOOL: Madison University High School on Milwaukee’s northwest side.

WHERE DID YOU WORK PRIOR TO JOINING THE HOP: Regional Transportation District in Denver, Colorado.
Grand Hop-ening
Nov. 2 - 4, 2018

16,409 total rides during opening weekend
Ridership (Nov ‘18 – Jan ’19)

> Over 200,000 rides in first three months

> 2,109 average daily rides (1,850 projected)

> 4,882 highest single day total (December 15, 2018)
Commitment from Business Community - Sponsorship & Marketing

> Potawatomi Hotel & Casino Corporate Sponsor
> 12 years, $10 million
> Includes free rides for the first 12 months

> Bucks Playoff Vehicle
Development Along The Hop
The Value

> 435 apartment units under construction or planned directly on the M-Line or L-Line
> 660 new hotel rooms under construction or planned along the M-Line or L-Line
> 27.9% growth in new property value from 2015-2018 within 1/4-mile of the M-Line
> Downtown represents 3.5% of the City’s land area, but represents 22.6% of the City’s assessed value
Broadway Projects
Streetcar Lofts

Address: 828 North Broadway
Project: 90 market-rate apartments
Developer: Paul Dincin, Catapult Realty, LLC
Investment: $15m
Status: Under Construction, completing in early 2020

Notes: As office building had a 20% occupancy rate. No city financial assistance.

“Dincin cited the building's placement on downtown’s new streetcar service and its proximity to City Hall, the future BMO Tower, the North Water Street nightlife district and other attractions.”
BMO Tower

Address: 207 East Wells Street
Project: Class A, 25-story office tower with 360,000 SF and first floor retail.
Developer: Irgens Development
Investment: $137m
Status: Under Construction, completing in late 2019

Notes: No city financial assistance.

"I'm very bullish on the streetcar and the positive impact that will have on downtown"
– Mark Irgens, Irgens Development
Milwaukee Athletic Club

Address: 758 North Broadway
Project: Renovation of the Milwaukee Athletic Club and creation of a 99-room hotel
Developer: Josh Jeffers and Tony Janowiec
Investment: $69m
Status: Under Renovation, reopening in 2020

Notes: No city financial assistance.

"It's a natural requirement in the evolution of an urban city"
  – Tony Janowiec
**Two-Fifty**

**Address:** 250 East Wisconsin  
**Project:** Renovation of Class B, 200,000 SF office building  
**Developer:** Millbrook Real Estate Company  
**Investment:** $10m+ renovation  
**Status:** Under Renovation, completing in 2019

**Notes:** Apr. 30% office occupancy when purchased and 0% retail occupancy. No city financial assistance

"Sweeney and Chase Gravengood, the building's general manager, also said the growing number of downtown housing developments, as well as such projects as the new streetcar and Milwaukee Bucks arena, will help Two-Fifty."
Broadway Storefronts

Address: 219-27 North Broadway
Project: Renovation of two small retail storefronts
Developer: David Uihlein
Investment: N/A
Status: Under Construction, completing in late 2019

Notes: Had been vacant, blighted storefronts for decades. No city financial assistance.
The Kinn Hotel

Address: 600 North Broadway Street
Project: 45 room boutique hotel with first floor restaurant and rooftop lounge
Developer: Joca Properties
Investment: $15M
Status: In approval process

Notes: Proposal would transform a vacant commercial building into a destination on the 600 block of N. Broadway

Developer Charles Bailey said “It’s proximate to just about everything. We love the proximity to the 3rd Ward. We love the proximity to the lakefront.” “Bailey also noted the building’s position on the Milwaukee streetcar line.”

– Charles Bailey
The Huron

Address: 503-531 North Broadway
Project: Class A, 11-story office building with 153,000 SF and first floor retail.
Developer: Josh Jeffers, J. Jeffers & Co.
Investment: $54m
Status: Starts construction in 2019

Notes: Had been a surface parking lot for decades. No city financial assistance

“Another huge part of all of this is the streetcar.”
– Josh Jeffers

"Other advantages will include ample parking, the capability to place a sign on the building's exterior and a location along The Hop”
– Jack Enea, Husch Blackwell (anchor tenant)
Other development along the route

“The group that bought the development site, west of North Jefferson Street between East Michigan and East Clybourn streets, is Hop City Lodging LLC. That's a reference to The Hop, Milwaukee's new streetcar service” ‘These are all good things for the market and the downtown area in general,’ Bhakta said of the streetcar.”
Delivering the Momentum to the Neighborhoods
Extending the Original LPA (Approved in 2011)
The Vision
Connecting to the Convention Center & Westown

THE PROJECT

> 0.4 mile M-Line extension

> Advances the Locally Preferred Alternative adopted by Common Council

> Stations at Intermodal Station and new plaza

> Implements first section of Bronzeville Extension
A Signature Urban Plaza
A Signature Urban Plaza
> First African-American:
  - Secretary of State (WI)
  - Judge in WI
  - Milwaukee Common Council

> First Woman:
  - Secretary of State (WI)
  - Judge in Milwaukee County
  - Milwaukee Common Council

> First African-American Woman:
  - To graduate from UW-Madison Law School
Vel R. Phillips

> First African-American:
  - Secretary of State (WI)
  - Judge in WI
  - Milwaukee Common Council

> First Woman:
  - Secretary of State (WI)
  - Judge in Milwaukee County
  - Milwaukee Common Council

> First African-American Woman:
  - To graduate from UW-Madison Law School
  - Elected to Democratic National Committee
Extension to Bronzeville and Walker’s Point

THE PROJECT

> 3.0-mile route between Bronzeville and Walker’s Point

> Complete engineering and environmental studies

> Request entrance into federal funding program

> Evaluating future route alternatives for Walker’s Point
Bronzeville TOD Plan (2018)
Goals

- Extend investment from downtown
- Connect neighborhoods physically and economically
- Enhance places based on local distinctiveness
- Benefit existing community through equitable and inclusive strategies

Objectives

- “Road map” for equitable growth and development through transit oriented development (TOD)
- Framework for investment decisions, zoning code updates and practical implementation strategies
- Meeting community and stakeholder goals and aspirations
Public meetings + workshops

10 Community Workshops
5 Plan Advisory Group Meetings
15 Neighborhood Tabling Events
25 Presentations to Groups
Online Survey
3 Business Luncheons
2 Artist Workshop in Bronzeville with 11+ area artists

Over 1,800 people reached
Artists Workshop
Public engagement summary

HOUSING
- Preserve affordable units and avoid displacement
- Provide more affordable housing (not only low-income housing), and a market mix
- Improve quality of housing stock
- Provide a mix of housing types

BUSINESSES AND RETAIL
- Need for affordable commercial spaces
- Bring more businesses and retail into neighborhoods
- Need everyday retail, restaurants and other family entertainment uses
Public engagement summary

HISTORY AND CHARACTER

- Maintain character of neighborhoods
- Promote development of vacant lots
- Height not as much a concern if it is good quality

STREETS & OPEN SPACES

- Activate the streets
- Make neighborhoods more pedestrian friendly
- Address concerns over parking
- Integrate bike lanes on key streets
- More green spaces
SUMMARY:

- New base zoning will replace select districts near proposed transit lines
- New zoning based on existing regulations, modified to be more transit-friendly and walkable
- Retain existing building form, increase potential density – units per lot area
- Remove future motor vehicle and outdoor storage use
- Possible protection of existing lower facades using height bonus
- Districts could be used in other areas of the City in the future
A Place in the Neighborhood
An Anti-Displacement Plan for Neighborhoods Surrounding Downtown Milwaukee
Displacement
The involuntary relocation of established residents or businesses.

Displacement Metrics:
A neighborhood experiencing greater than city average increases in rents or home sale prices, while also experiencing a decline in the number of low income households are potential signals of involuntary displacement.
The majority of neighborhoods in the Greater Downtown are not exhibiting trends associated with gentrification or displacement.
Combined Indicators: Displacement
Recommendations

1. Educate and Engage residents on displacement and related issues
2. Monitor local market conditions and adapt strategies as needed
3. Assist existing home owners to retain their homes
4. Help existing neighborhood renters become home owners
5. Preserve existing affordable rental housing and protect tenants at risk of displacement
6. Prioritize affordable and mixed-income housing in neighborhoods at risk of displacement
7. Preserve neighborhood character and build community wealth
Early Successes
TIF For Affordable Housing

Seven04 Place

Welford Sanders Historic Lofts

Garfield School Apartments / The Griot
Policy Details:

• Designates 20% of affordable units in eligible developments receiving city assistance for prioritization of existing neighborhood (zip code) residents

• Preference at initial lease-up and throughout period of affordability
Anti-Displacement Tax Fund
Target Neighborhoods

Bronzeville / Brewers Hill (bounded by Center Street, I43, McKinley, the Milwaukee River and Holton Street / Assessment Neighborhoods 2910 & 2920)

Walker’s Point, east of Interstate I94/I43 (bounded by I43/94, the Menomonee, Milwaukee, and Kinnickinnic Rivers, and Becher Street / Assessment Neighborhood 4020)
Bronzeville Homebuyer Assistance Program