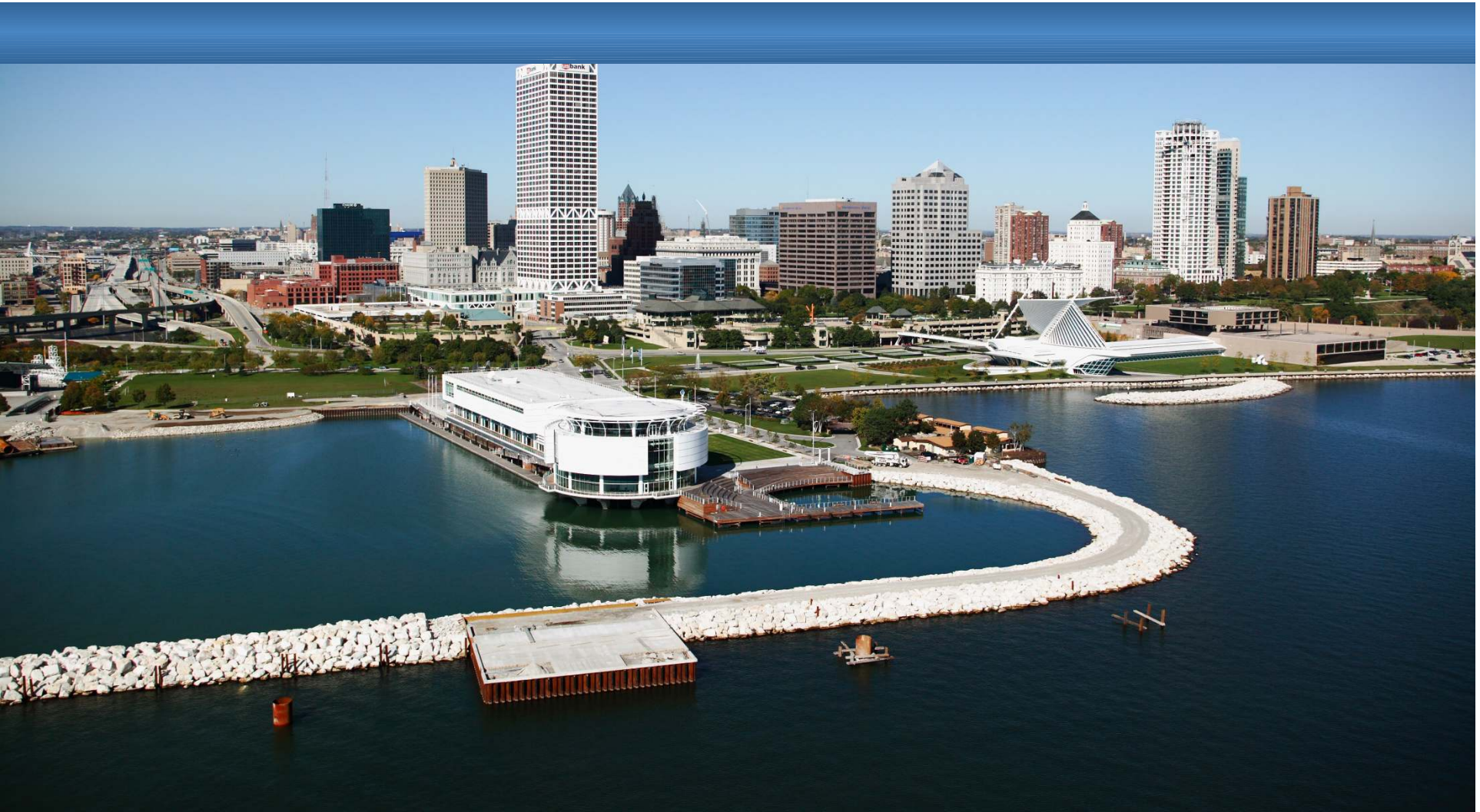


City of Milwaukee





GROWING PROSPERITY

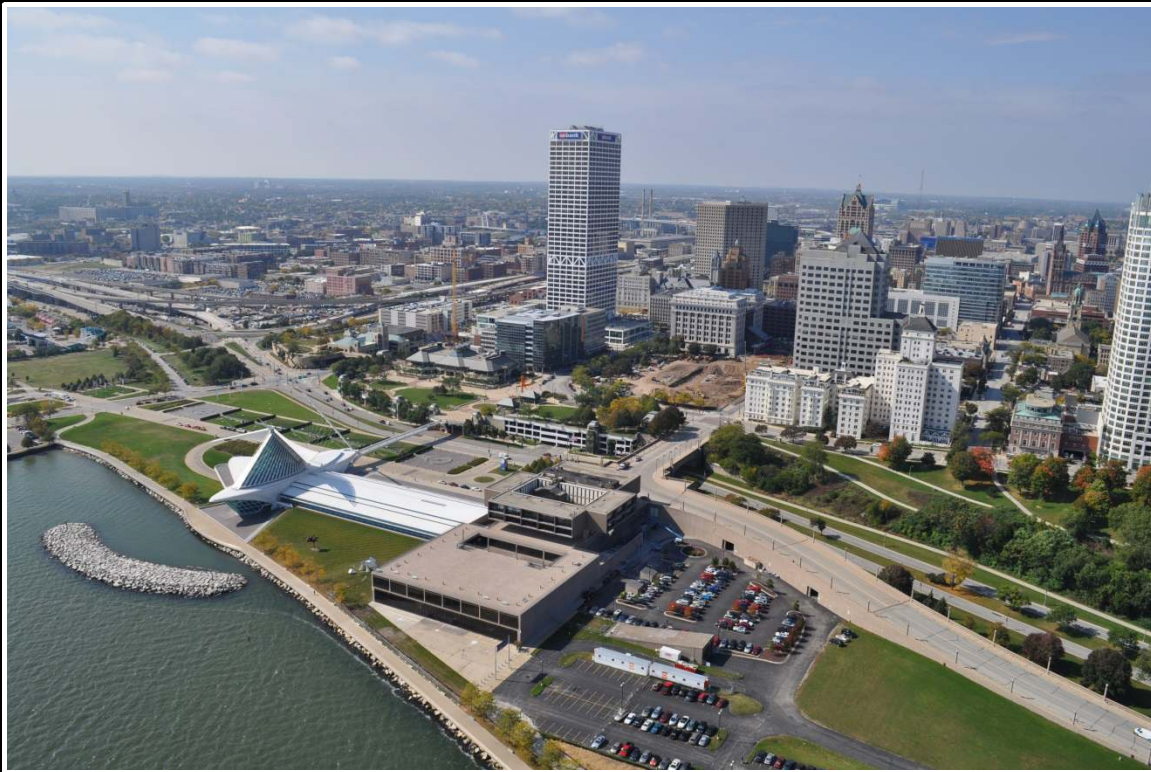
An Action Agenda for Economic Development
in the City of Milwaukee



Lakefront Gateway











NORTH

LAKEFRONT GATEWAY PROJECT

Milwaukee's Lakefront

03/01/2013



NORTH

LAKEFRONT GATEWAY PROJECT

Existing Lake Interchange

03/01/2013







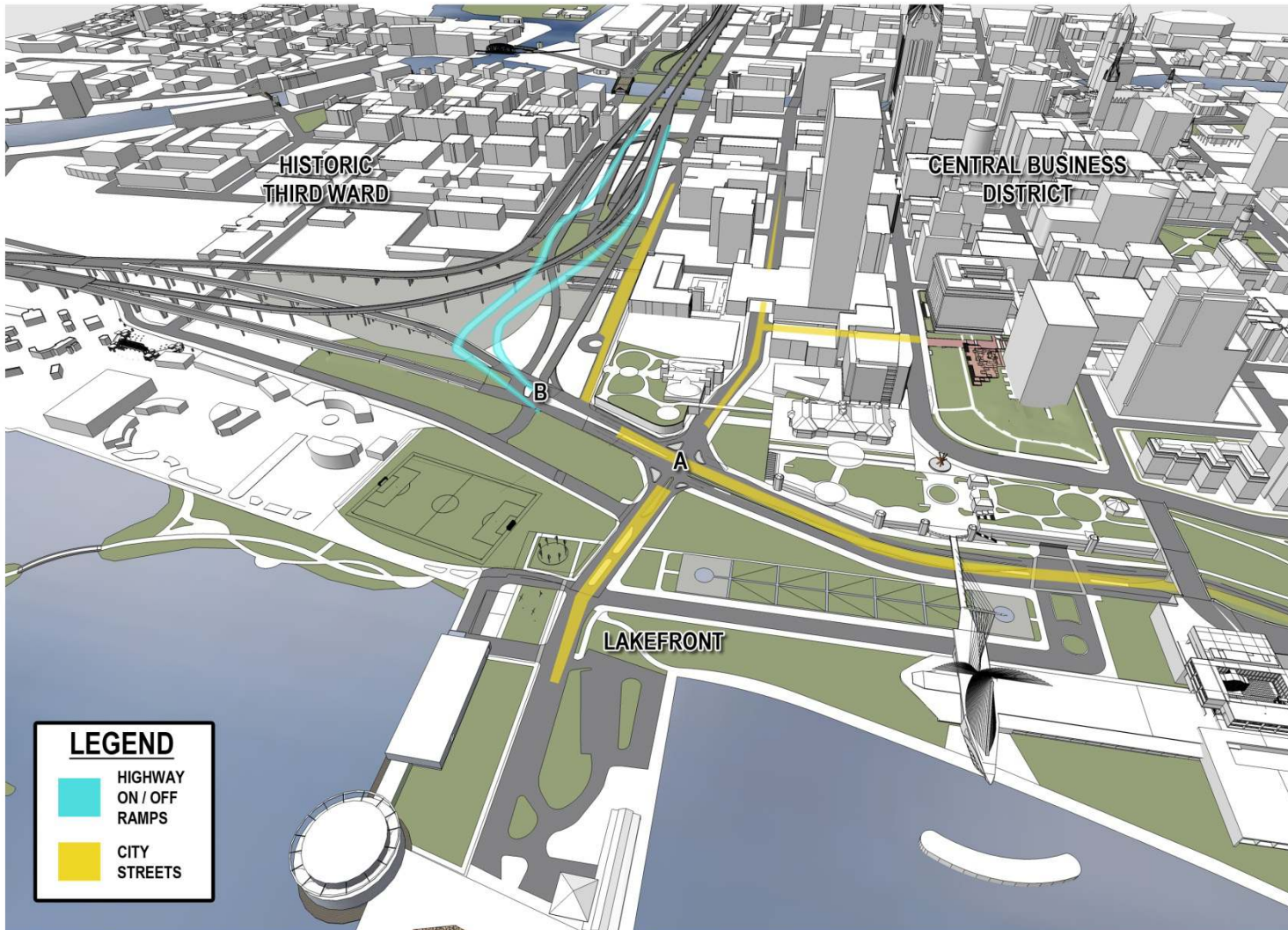
LAKE INTERCHANGE / DOWNTOWN PLAN

Existing Pedestrian Challenges – Up Close

03/01/2013







- A - LINCOLN MEMORIAL DRIVE ENDS AT HOAN APPROACH**
B - I-794 ON / OFF RAMPS AT LINCOLN MEMORIAL DRIVE
C - EAST BOUND CLYBOURN DOES NOT MEET LINCOLN MEMORIAL

LAKEFRONT GATEWAY PROJECT

Lake Interchange – In Transition

03/01/2013





A. NEW PEDESTRIAN RAMP, CREATES AN ACCESSIBLE ROUTE FROM THE CENTRAL BUSINESS DISTRICT TO LAKEFRONT AMENITIES

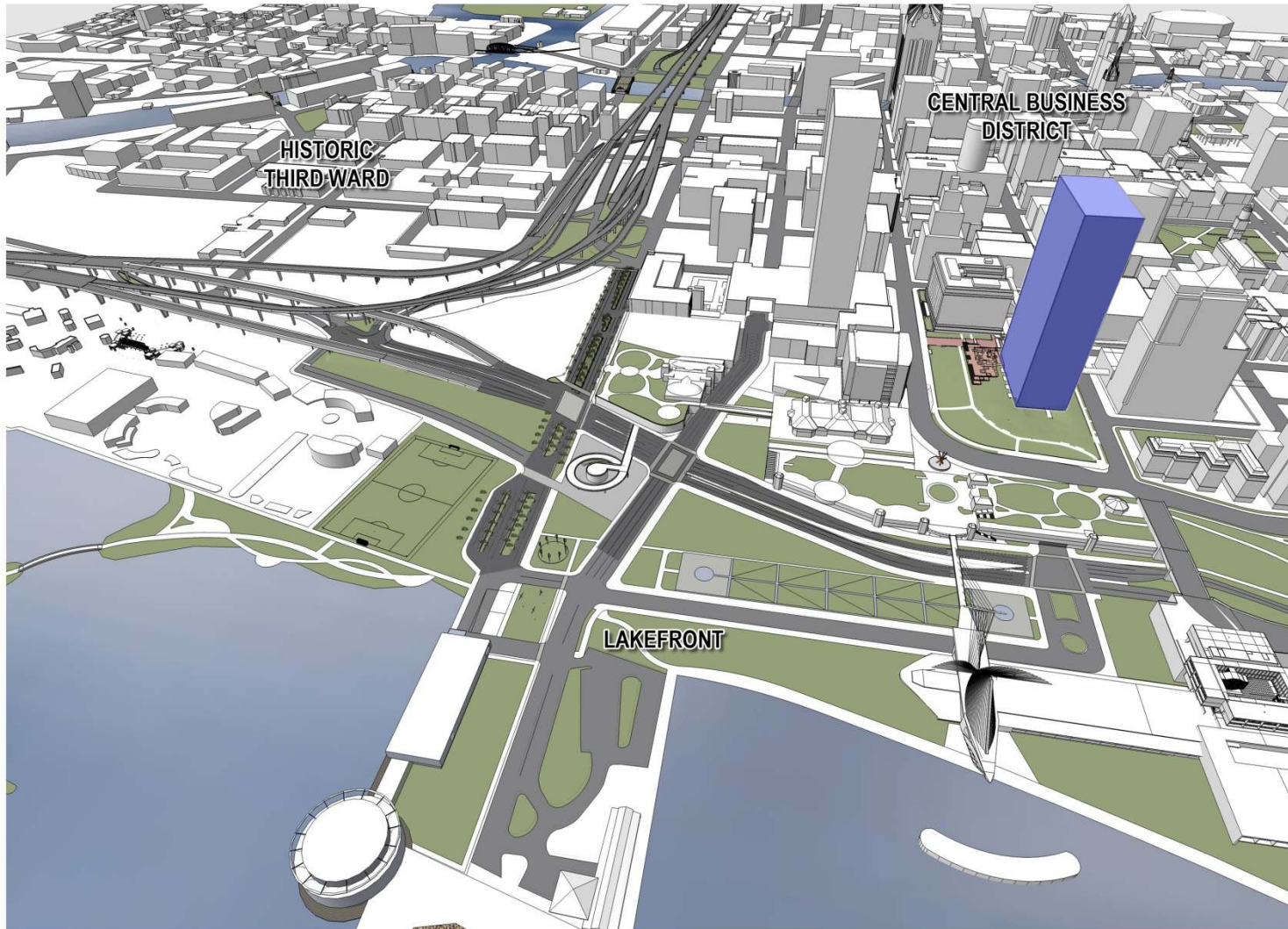


NORTH

LAKEFRONT GATEWAY PROJECT

Improved Pedestrian Access

03/01/2013



LAKEFRONT GATEWAY PROJECT

New Development Opportunities

03/01/2013





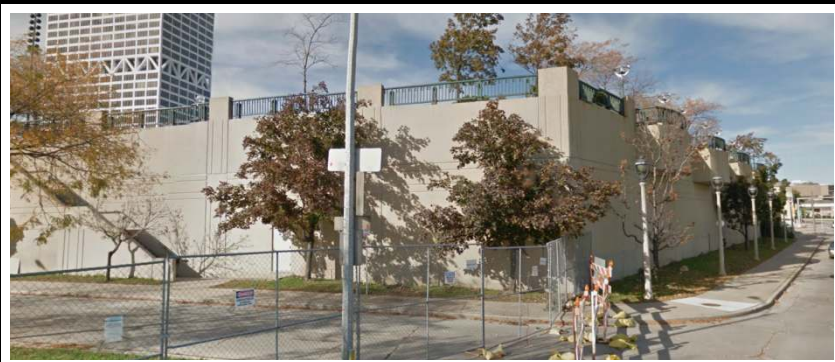
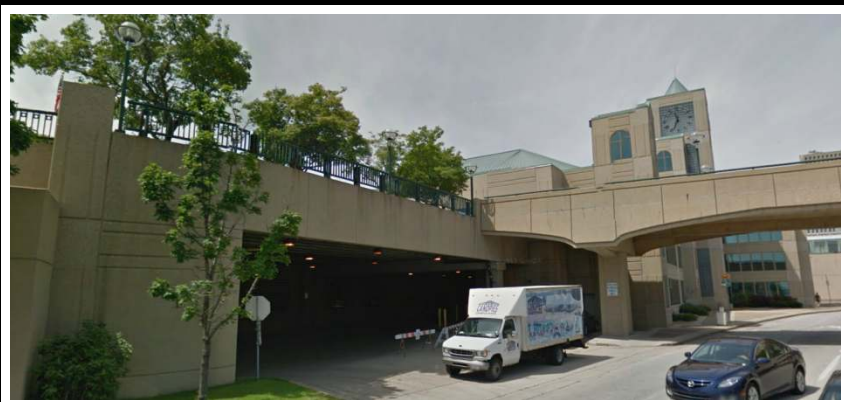




LAKEFRONT GATEWAY PROJECT

New Development Opportunities

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NORTH

LAKEFRONT GATEWAY PROJECT

New Development Opportunities

03/01/2013



MICHIGAN STREET RENDERING





LAKEFRONT GATEWAY PROJECT

New Development Opportunities

03/01/2013





LAKEFRONT GATEWAY PROJECT

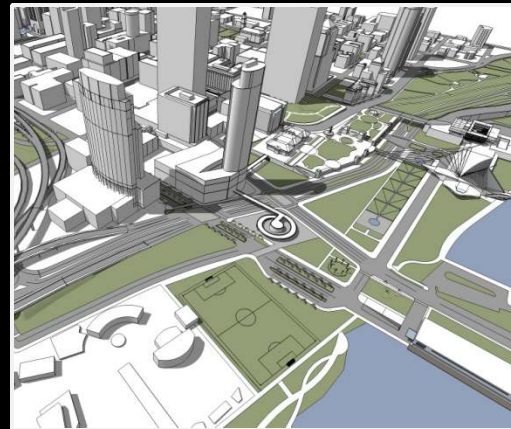
New Development Opportunities

03/01/2013

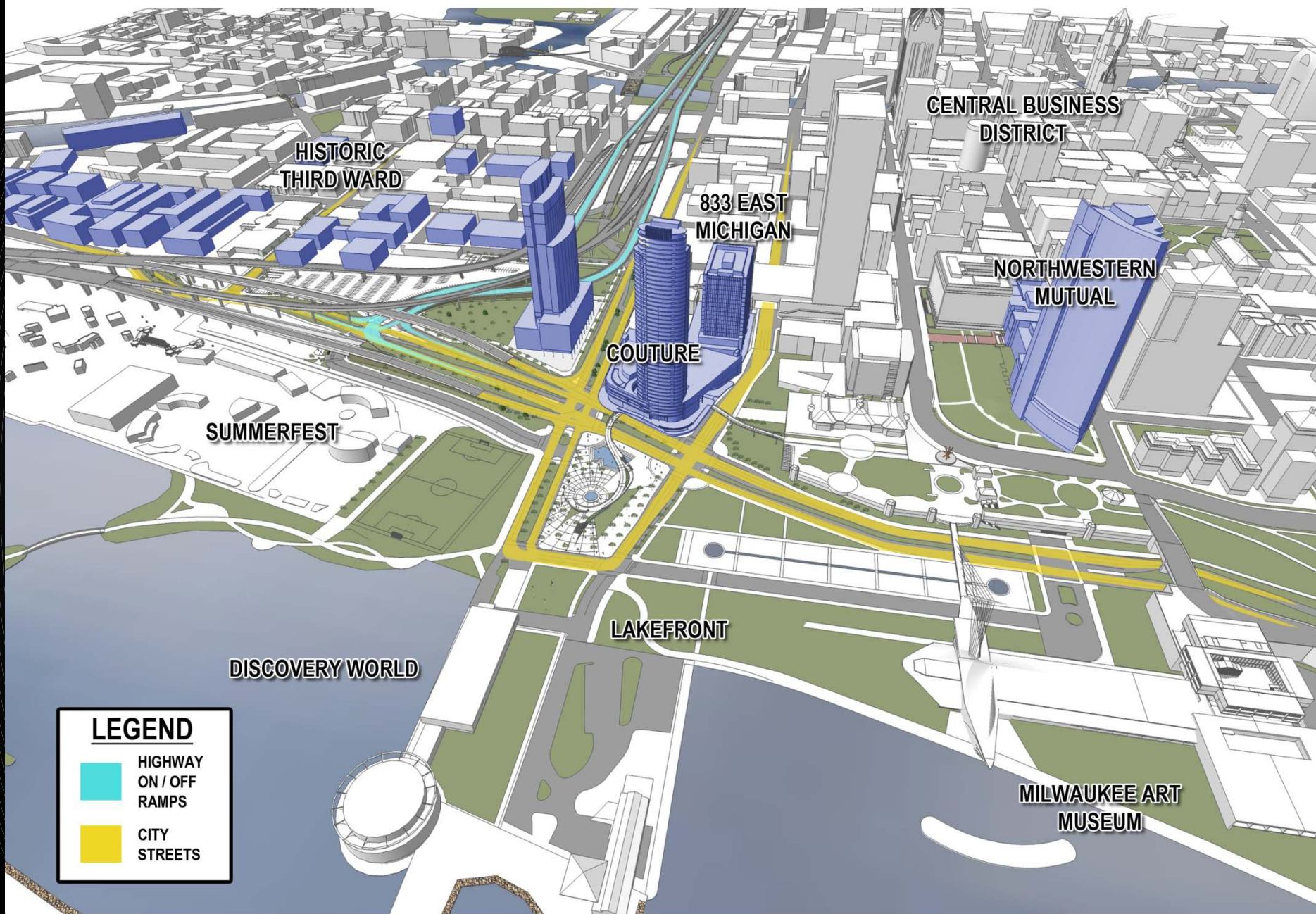


LAKEFRONT GATEWAY PLAZA

REQUEST FOR QUALIFICATIONS







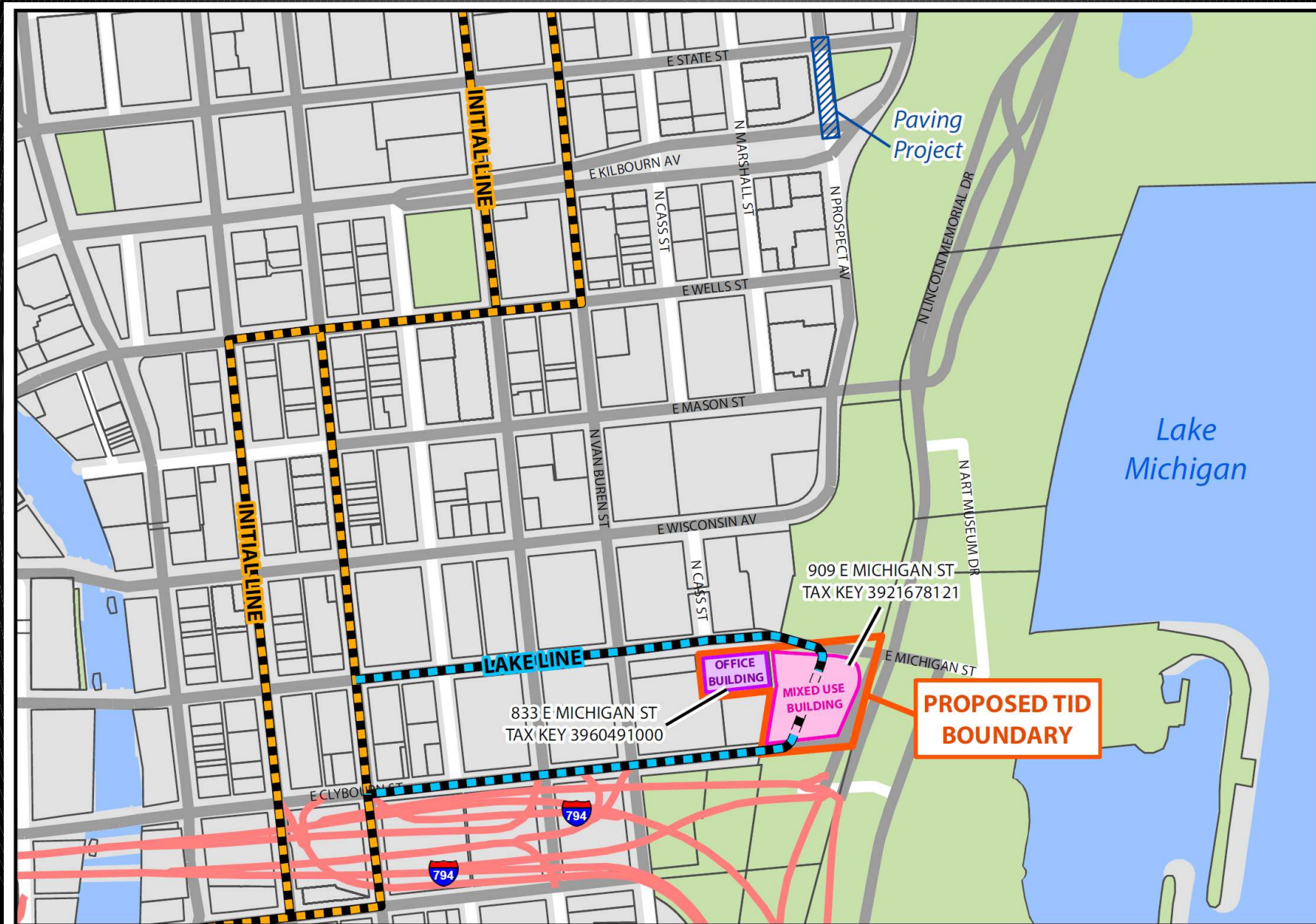
LEGEND

- HIGHWAY ON / OFF RAMP
- CITY STREETS

LAKEFRONT GATEWAY PROJECT - COMMUNITY STAKEHOLDERS

Gateway Animation

TID 82: East Michigan



Couture Proposal

- 302 market-rate apartments
- 50,000 SF of retail/restaurant space
- 570 parking spaces
- Public concourses and 30,000 SF of natural indoor/outdoor space
- \$122m investment

Couture Public Amenities

Couture Public Amenities Budget	\$
Public Transportation Concourse	\$6,000,000
Visitor Walkways	\$3,100,000
Public Area Core/Common Space/Ped/Bike	\$3,000,000
Publicly Accessible Plazas/Natural Spaces	\$2,000,000
Public Access Stairs to Walkways	\$1,200,000
Total Couture Public Amenities Budget	\$17,500,000



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Couture Terms

- \$17,500,000 contribution for public amenities
- Public Access Easement for public areas and concourses
- 25% SBE, 40% RPP

Barrett Visionary Development



the
couture
MILWAUKEE



- \$122 Million Total Project Cost
- 44 Stories / 700,000 sf
- **26% of the total space is for public use: plazas, park & walkways**
- 302 Market Rate Apartments
- 54,893 sf Restaurant & Retail Space
- 570 Parking Spaces (147 public spaces)

- **2,074 Jobs**
- **Employing 25% Disadvantaged Business Entities, and 40% Resident Preference Program, Milwaukee County-Wide**
- **150 Permanent Jobs**
- **Current Annual Tax Revenue: \$0**
(current transit center cost to tax payers)
- **\$68,158,864 New Tax Revenue**
- **600 New Downtown Residents**

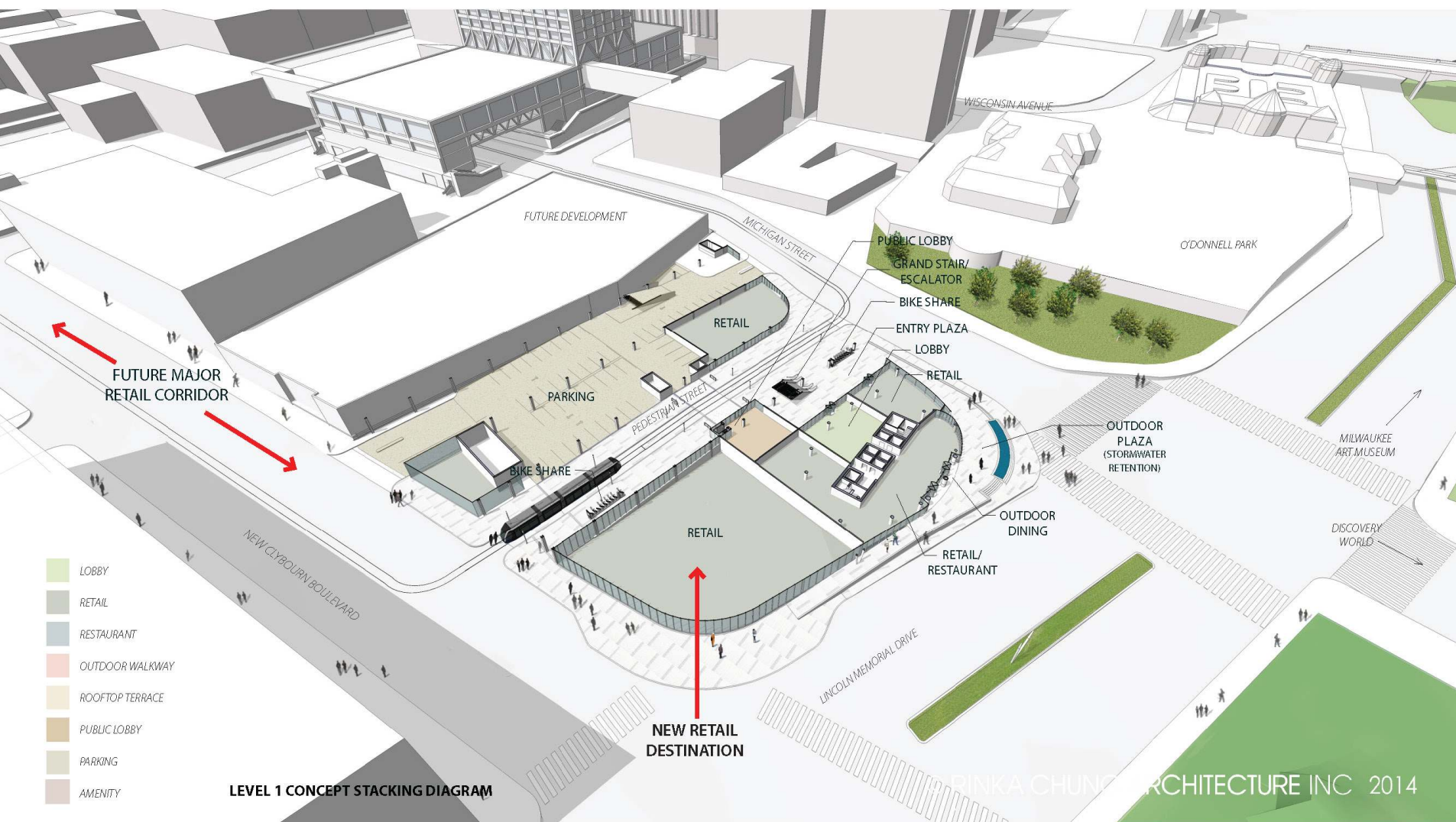


The Couture will play a vital role in the transformation of Milwaukee's Lakefront Gateway. It has been designed, from the ground up, to serve as a key thoroughfare connecting our lakefront and cultural amenities with our downtown – through public plazas and parks, pedestrian bridges and a new lakefront stop for the proposed streetcar.

The Couture will replace an underused “bus barn,” with a true multimodal transit hub for our community, while bringing new vibrancy to the lakefront, generating millions of dollars in new tax base and creating thousands of new jobs.

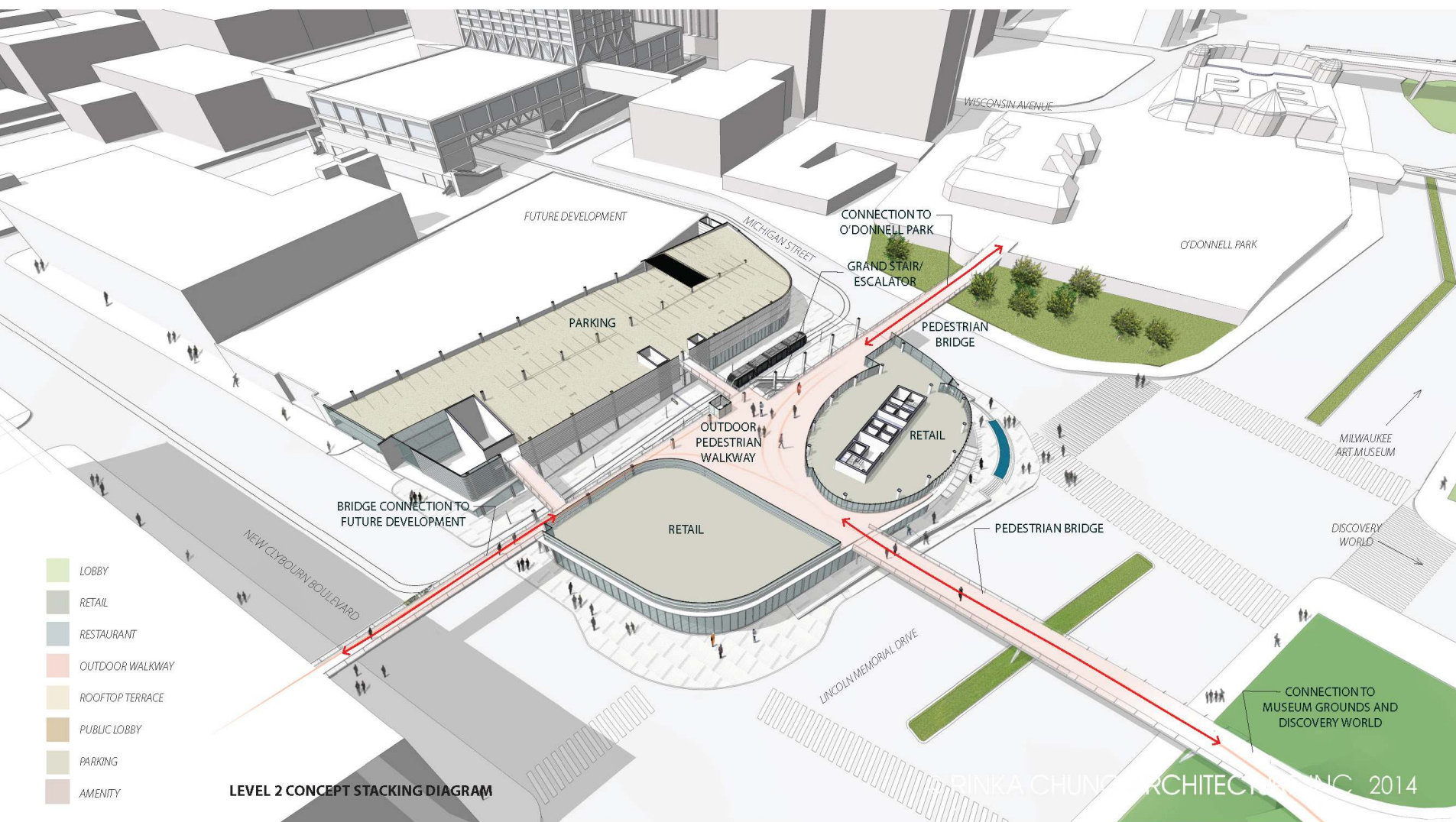


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- LOBBY
- RETAIL
- RESTAURANT
- OUTDOOR WALKWAY
- ROOFTOP TERRACE
- PUBLIC LOBBY
- PARKING
- AMENITY

LEVEL 1 CONCEPT STACKING DIAGRAM





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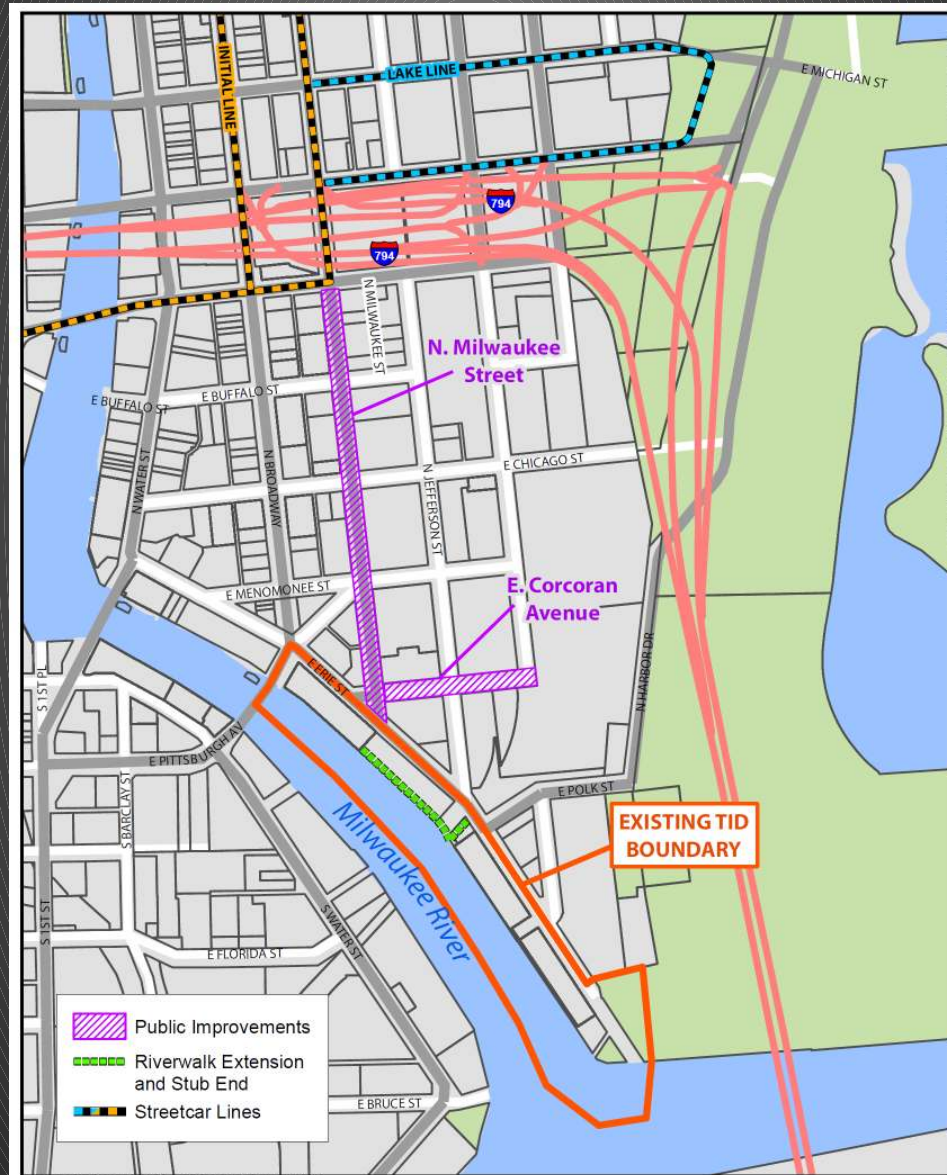
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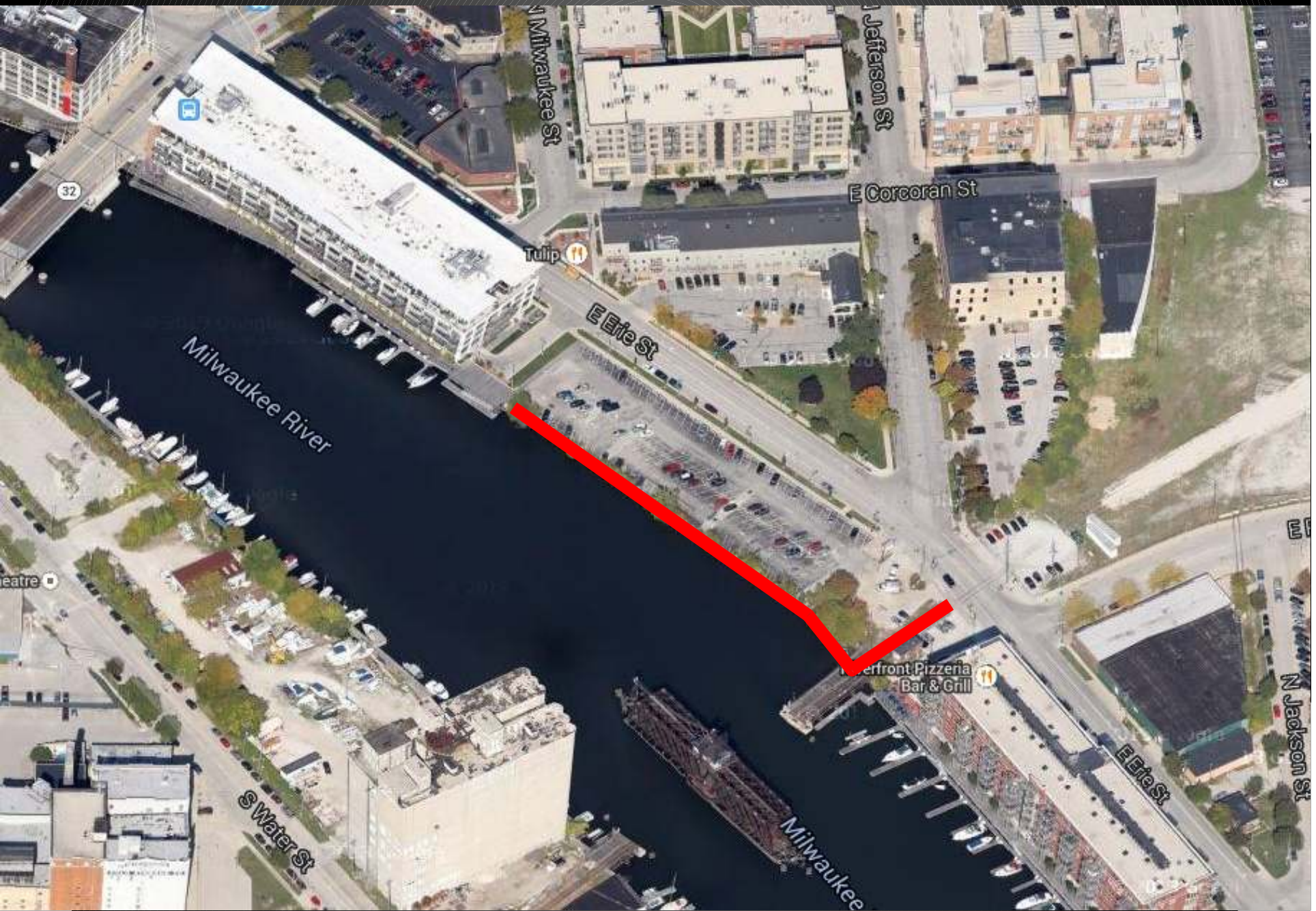
TID #82 Budget

TID #82 Budget	\$
Milwaukee Streetcar	\$31,000,000
Couture Public Amenities	\$17,500,000
Street Paving (Astor)	\$150,000
Workforce Training	\$400,000
Administration	\$500,000
Total TID Budget	\$49,550,000

District expected to pay off by Year 19 (2034)

TID 56 Amendment #3





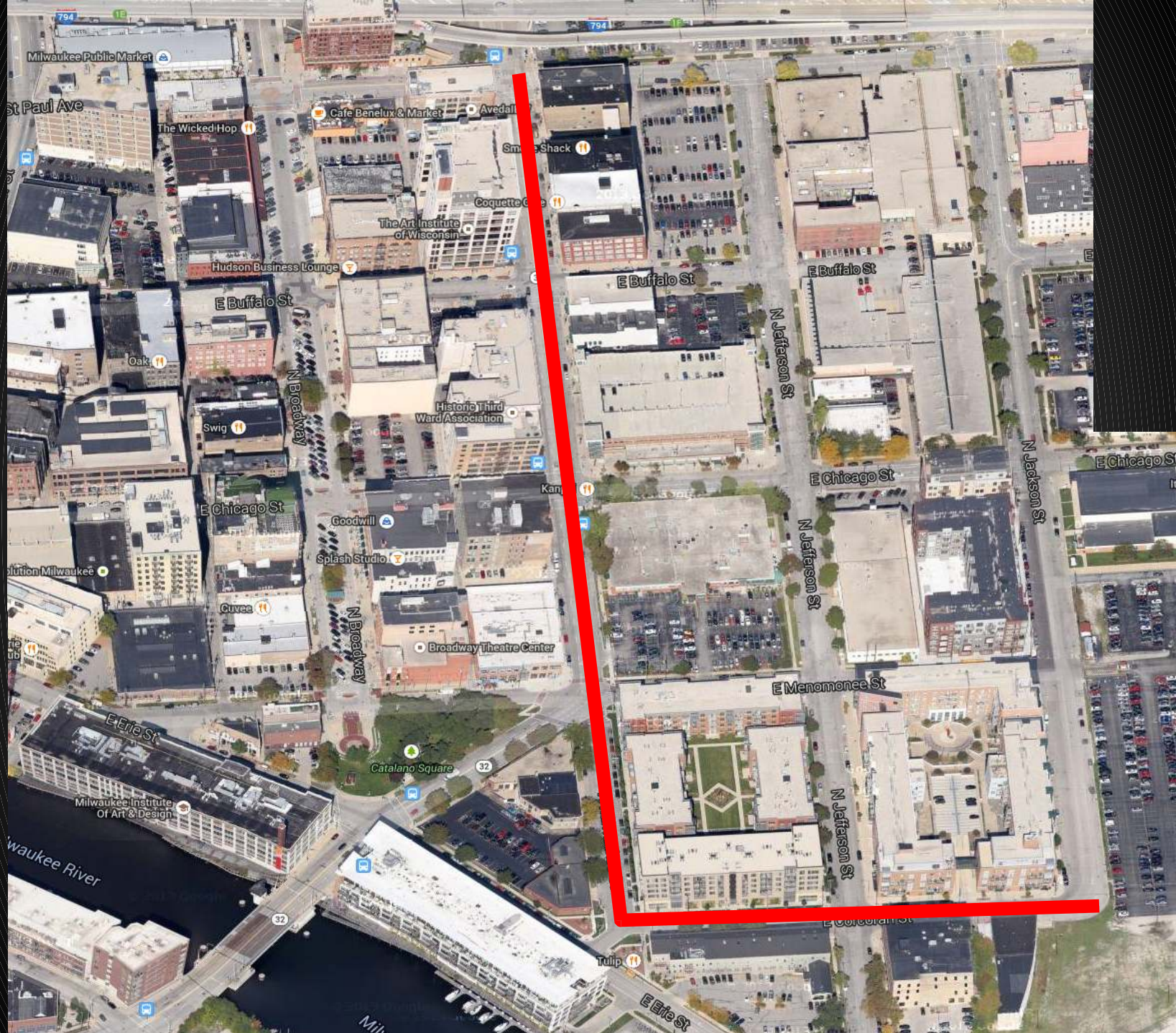












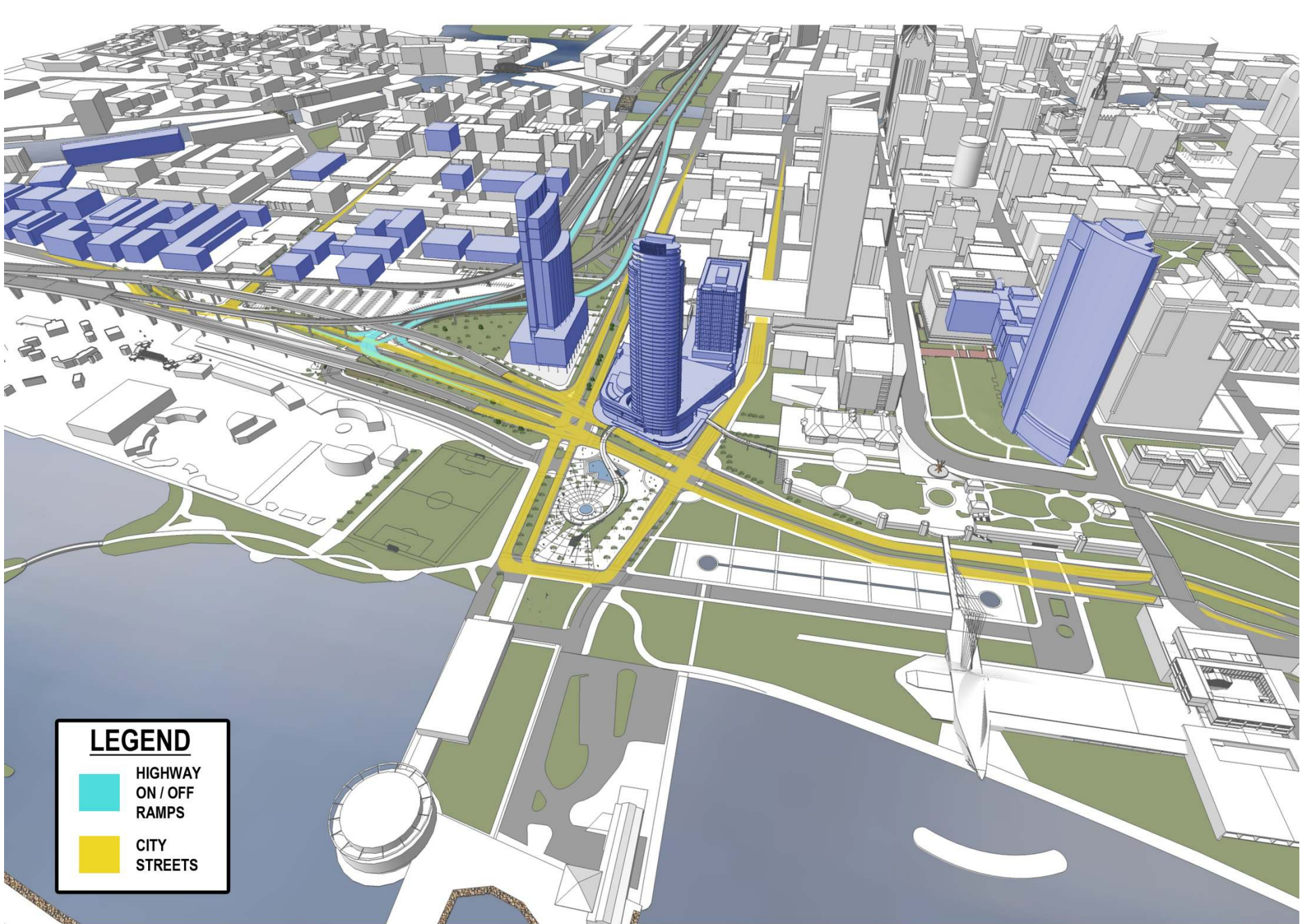





TID Amendment Budget

TID Amendment Budget	\$
Riverwalk Extension	\$695,942
Public Improvements –Milwaukee/Corcoran	\$540,000
Public Infrastructure – Milwaukee Streetcar	\$18,300,000
Cash Grant/Business Expansion/Relocation	\$400,000
Total Amendment Budget	\$19,935,942

District expected to pay off by Year 19 (2022)



LEGEND

-  HIGHWAY
ON / OFF
RAMPS
-  CITY
STREETS