

## BUSINESS IMPROVEMENT DISTRICT No. 2 (BID)

In 1984, the State of Wisconsin created a statute enabling cities to establish Business Improvement Districts. The purpose was to allow businesses within those districts to develop, manage and promote these districts; and to establish an assessment method to fund the activities.

Created in 1988, Business Improvement District No. 2 is the oldest operating BID in the City of Milwaukee and one of the most successful nationally. The foresight and generosity of the BID property owners has made the Third Ward what it is today. They have set a standard by which many follow.

Today, there are over 30 business improvement districts in the City of Milwaukee. The BID has provided the strategic direction and financing mechanisms for projects in the Third Ward such as:

- 1992** - \$3.4M Streetscapes project
- 1994** - \$5.5M Milwaukee Street Parking Structure
- 2000** - \$5.6M Water Street Parking Structure
- 2005** - \$10M Third Ward Riverwalk
- 2005** - \$10M Milwaukee Public Market

Two Tax Increment Financing Districts (TIDs) were used to fund three projects; TID #11 for Streetscapes improvements and to build a parking structure and TID# 34 to build the Riverwalk extension. Bonds were used to build the WSPS.

## ARCHITECTURAL REVIEW BOARD (ARB)

In 1991, the Architectural Review Board (ARB) was created by ordinance, adopted by the City and approved by the Common Council and Mayor. It was charged with preserving the Third Ward's heritage, history, and its collection of period architecture, while encouraging innovative mixed-use development.

The seven board members are appointed by the Mayor. These commissioners are Third Ward property owners, architects, historians, and other experts selected for their interest and skill in historic preservation. In brief, the ordinance provides that all properties located within the BID are under the protection of the ordinance, and no changes which require a building permit may be made to the exterior of a property unless the owner first obtains a "Certificate of Appropriateness" from the ARB. The Certificate is the Board's written affirmation that a proposed change is sympathetic to the historic character of the property and is consistent with the intent of the ordinance and approved Third Ward Design Guidelines and Neighborhood Plan.

BID No. 2 has a nine-member board, all property owners in the district, who are appointed by the Mayor and subject to Common Council approval. Each year the BID is responsible for submitting an approved operating plan, which includes the budget and goals for the year, to the Common Council as part of the City's budget. The operating plan includes any proposed assessments and the assessment formulas which determine the assessments paid by the individual commercial property owner. A BID is classified as a quasi-governmental body, which is treated as an extension of the City.

As the property owner of the Streetscapes in the district, two Parking structures, the Public Market and the Riverwalk, it is the BID's responsibility to maintain them. The BID's staff includes five FT Streetscapes employees, three FT/3PT parking employees as well as other seasonal staff. Services provided by the BID include maintenance for said properties, along with snow removal/salting program; graffiti removal program and landscaping - including lawn mowing/edging, planting/watering seasonal flower containers/232 hanging baskets, and power-washing sidewalks. The BID also maintains the mid-block parks, Catalano Square, Erie Street Plaza, Gaslight Park, a Pocket Park and the hanging of seasonal banners and holiday decorations.

Building owners and managers are urged to inform new tenants of the ARB guidelines. Applications for Certificates of Appropriateness are available at the HTWA office or online at [historicthirdward.org](http://historicthirdward.org). The BID employs a part-time ARB Coordinator (architect) to review applications and coordinate the bimonthly meetings.



## HISTORIC THIRD WARD ASSOCIATION (HTWA)

The Historic Third Ward Association, Inc. (HTWA) is a private non-profit 501(c)(3), financed primarily through BID No. 2 and annual membership dues received from Third Ward businesses, residents, friends and property owners. While property owners are automatically members of the Association, we are fortunate that most choose to contribute membership dues for additional support.



Created in 1976, the mission of the HTWA is to expand and enhance the district as a creative, livable and exciting mixed-use neighborhood while preserving its historic character. It provides the "horsepower" and creative energy to implement the goals and objectives of the BID. The BID contracts with the HTWA to manage the district. The HTWA has five full-time employees and a 18-member board that consists of Third Ward property owners, business owners and residents. Meetings are held six times per year with an annual meeting in April.

The HTWA is the hub of the neighborhood. It maintains a database of all businesses, property owners, and condo owners in the district, as well as public officials and downtown collaborative groups. We also have up-to-date information on space available and parking options in the district. Our staff responds to numerous requests for information daily.

Promotion of the neighborhood is the core of the Association's mission. Many annual events such as the Third Ward Art Festival, Christmas in the Ward, Small Business Saturday, Sensational Sidewalk Sale, and Gallery Night and Day help to bring the public to our neighborhood. Social and digital media such as Facebook, Twitter, the website, monthly e-newsletters and as needed email blasts work to keep our neighbors and our friends updated about Ward happenings.

### Milwaukee Public Market

Within the Historic Third Ward you'll find the Milwaukee Public Market, with a management team of eight full-time employees and 25 PT/OC to handle the events and cooking classes. Operated by the BID, the Market is Milwaukee's premier downtown food destination - bursting with distinct, high quality selections of artisan and ethnic products, and freshly made prepared foods. The Market also runs a seasonal outdoor urban market.

You can learn more at [milwakeepublicmarket.org](http://milwakeepublicmarket.org).

# HISTORIC THIRD WARD

From its early beginnings and tragic fire in 1892 to today's community, enhanced by its historic ambiance and significant architecture, the Historic Third Ward has experienced a renaissance over the last 40 years.

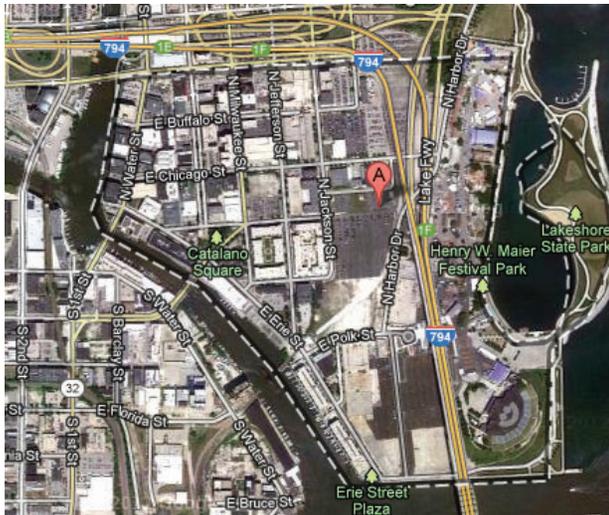
We are a revitalized mixed-use neighborhood - one of the last five intact warehouse districts in the country - with almost 550 businesses employing approximately 6,500 people, and home to more than 730 occupied condo units, 585 apartments and 150 student residents.

The Third Ward has the highest concentration of art galleries in the city and is known as the premier fashion district. Unique boutiques and great restaurants makes it a fun place to spend the day!

## DISTRICT BOUNDARIES

The BID No. 2 boundaries are Clybourn on the north, Lake Michigan on the east, and the Milwaukee River on the south and west. Note: The west boundary extends over the Milwaukee River to N. 2nd St.

The Historic District is bounded by Water, St. Paul, Milwaukee and Erie streets and juts over to Jackson and includes Jefferson and Corcoran.



You are invited to stop by any time to chat, offer ideas, or ask questions - our staff is knowledgeable and ready to serve you!

### Office Hours

Monday through Friday  
8am to 4:30pm

### STAFF

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**BUSINESS IMPROVEMENT DISTRICT NO. 2  
HISTORIC THIRD WARD ASSOCIATION, INC.**

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## THE “WHO WE ARE” GUIDE

Essential information on  
how the Third Ward  
became and continues to be  
the best place to live, work,  
play and shop.

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**BUSINESS IMPROVEMENT DISTRICT NO. 2  
HISTORIC THIRD WARD ASSOCIATION, INC.  
ARCHITECTURAL REVIEW BOARD**