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**COMMITTEE OF THE WHOLE**  
**Tuesday, March 2, 2010 – 6:30 p.m.**

PRESENT: Alds. Berdan, Birschel, Dennik, Donegan, Ewerdt, Hanson, Herzog, Jay, Krol, McBride, Meaux (6:35 p.m.), Nikcevich, Organ (6:43 p.m.), Stepaniak (6:50 p.m.), Walsh, Wilke -16

ALSO PRESENT: Dr. Carlos Santiago, UWM Chancellor; Bruce Block, Chair of the UWM Real Estate Foundation; Lora Strigens, HGA Architects; Ms. Welch, Community Development Director

Ald. Krol in the Chair

Informational Presentation Concerning UW-Milwaukee Innovation Park. Dr. Carlos Santiago, UWM Chancellor, explained that the proximity of the regional medical center makes the proposed location very attractive for development. The medical campus is a large research institute that facilitates knowledge that creates jobs and cures. Froedtert Hospital, Children's Hospital, the Blood Center, GE, and the Research Park are examples of what a 21st century economy consists of. What the area lacks, however, is a comprehensive research university.

(Ald. Meaux present 6:35 p.m.) -14

Most medical schools are affiliated with research universities. The partnership in Madison generates \$700 million dollars worth of research; those involving the University of Illinois - Chicago generates \$350 million, as does that involving Northwestern University. The University of Chicago generates \$300 million, and the University of Minnesota, \$500 million. UWM hopes to grow to \$100 million.

This development will not bring back manufacturing jobs; rather, it is moving the region in another direction. UWM needs to be closer to a medical campus and the institutions on the medical campus here need to be closer to a research university. Dr. Santiago stated that if this proposed is not approved by the city, UWM will not be seeking an alternate location. This development only makes sense for the regional medical center location. Research and graduate student activities will be conducted at this location to complement the research already being conducted on this campus.

Bruce Block, Chairman of the UWM Real Estate Foundation, explained that the subject property is under contract with UWM Innovation Park LLC. UWM Innovation Park LLC's sole member is the UWM Real Estate Foundation. The Foundation, since its inception 4-5 years ago, has

constructed two dormitories on the UWM campus. To separate that debt from this project, the LLC was created. The UWM Real Estate Foundation is a subsidiary of the UWM Foundation.

The purpose of the UWM Real Estate Foundation is to support the Foundation and UWM. The Real Estate Foundation assists with the university's real estate needs.

(Ald. Organ present 6:43 p.m.) -15

In providing a brief overview of the project, Mr. Block explained that the area near the Eschweiler buildings will be used for residential purposes. Since residential development is not the focus of the Real Estate Foundation, the proposed residential parcel will likely be developed by a private developer. The Eschweiler buildings are already protected by a landmark ordinance.

The Foundation's purchase agreement with Milwaukee County also requires the preservation and improvement of the Eschweiler buildings. They will be renovated and maintained; restrictions will be placed on the property to assure this occurs. The residential parcel at some point will no longer be owned by the Real Estate Foundation. It will be taxable property. The remainder of the property being purchased will be developed by the Real Estate Foundation or by the State, or by private parties who want to be located on the premises for technology purposes. The State will develop economic buildings such as the engineering building.

Other users coming to the site, i.e., technology companies, will have buildings developed for them by the Real Estate Foundation. All development will be pursuant to the Planned Development zoning through the city. It is anticipated most of the property will be taxable, save those owned by the State.

Lora Strigens, HGA Architects, 333 E. Erie Street, Milwaukee, is the project manager. HGA and UWM have some history of working together; they've partnered to construct the residence halls mentioned previously. The challenges of the Innovation Park project include the need to balance mixed uses, while creating economic and research growth opportunities, and preserving natural amenities.

(Ald. Stepaniak present 6:50 p.m.) -16

As part of the purchase agreement with Milwaukee County, a habitat restoration plan was created. The County is requiring the following parameter be adhered to during the development process:

- Primary uses on the site must be consistent with an educational and technology-related park
- Ancillary support uses are permitted that serve the tenants and users of the park and County Grounds; stand-alone fast food restaurants, retail stores, commercial offices, for example, are excluded
- Residential development is limited to the 'Eschweiler area'
- The developer must require that all maintenance, use or redevelopment of the Eschweiler buildings comply with federal, state, and local regulations
- The developer and all occupants must comply with the habitat protection plan

- The developer shall incorporate sustainable elements in storm water, landscaping, and design, utilize native plantings, and maintain and/or enhance natural areas

Ms. Strigens noted that compliance with the Wauwatosa Comprehensive Plan is considered an important element of their plan. She then outlined the proposed uses for the parcel:

- The habitat zone, Outlot #1, was created based upon the most desirable location for it, and consists of 11.5 acres. No development will occur here
- The largest parcel, 49.7 acres, is the development area
- The housing zone consists of 8.4 acres
- The parcel reserved for future DOT expansion of the expressway, Outlot #2, is 17.5 acres

The most intense development will be clustered closer to Watertown Plank Road. The main entry will be off of Watertown Plank Road; a second access point is based upon the future extension of N. 94th Street. The location of the second access point is based upon the recommendation of the habitat group that it be at the very eastern edge of the property. This should also coincide with a future entrance to the DNR center that is under consideration.

There will be a green buffer consisting of natural plantings between the residential uses and those uses to the south; this area will also be used for storm water management.

Shared parking, rather than individual parking structures, is a key feature of the development. This reduces surface parking and creates more green space. The green space will create a visual link to the future county park proposed for property northeast of the project. Trails will be created on the site that will one day connect to future county trails. Parallel parking will be allowed along the north end of the access road.

In referring to the 2004 Northeast Quadrant Master Plan, Ms. Strigens noted that many issues have changed. In that original plan, there was no specifically identified property reserved for future DOT use. There was no habitat zone defined in that plan; rather, the area now reserved as the habitat zone was identified for development. The 2004 plan consisted of a 'base plan A' and an 'advanced plan B.' The green space identified in the earlier plan has been carried forward.

The earlier plan consisted of 70.91 acres, with 78,600 square feet of existing building, and 771,480 square feet of allowable new building space. This totaled 850,000 square feet spread over 42.2 acres, creating a floor area ratio of 0.46.

The current plan consists of 88.4 acres; removing the DOT-reserved parcel lowers the acreage to 70.9 acres. The total new building square footage proposed is 1,113,600 square feet; the existing building square footage is still 78,600. Using the same formula of total building area square footage spread over the 59.5 acres of buildable area yields the same floor area ratio of 0.46.

Ms. Strigens then displayed a conceptual drawing of the main entrance to the UWM Innovation Park, noting that it is designed to maintain much of the large front yard feature that the current Parks building enjoys.

Ms. Strigens reviewed the sustainable site strategies that will be incorporated in the project: natural habitat zone, pedestrian and bike connectivity, contiguous green spaces to connect site elements, incorporation of habitat zone plantings in the landscape, use of demonstration landscape to engage and educate, land use efficiency via compact development, and responsible storm water management that will actually reduce the total volume of water leaving the site now.

The preliminary parking strategies were also introduced; rather than building a 6-7 story structure, there will be a series of smaller lots that will evolve as development occurs. Some will be partly nested into the natural grade; some will be below grade with surface lawns.

Ms. Strigens addressed the phasing of the project, noting that Phase 1 consists of the construction of the research accelerator building and the UWM research building. Both will cluster around the existing Parks building.

Committee members posed several questions. Ald. Birschel inquired whether the residential buildings in the 'Eschweiler area' will look similar to the existing buildings. Mr. Block replied that it is unknown at present; while the buildings will complement the existing Eschweiler buildings they will likely not necessarily be similar. The heights of the new buildings, however, will not exceed the heights of the Eschweiler buildings.

Ald. McBride inquired about the review process for the new buildings designated for construction around the Eschweiler buildings. Ms. Welch explained that specific issues that may impact the Eschweiler buildings (i.e., visual impact) will be reviewed by the Historic Preservation Commission.

When Ald. Herzog inquired about traffic control devised for the entry points into the development, Ms. Strigens replied that nothing has been determined yet. However, discussions have been held with city staff.

Ald. Donegan noted that excluding parking, three uses (academic, research, and residential) have been identified for the parcel. Has it been determined what type of residential housing will be provided, and will it be made available to the general public?

Mr. Block responded that a significant demand for housing in this location will likely exist from employees of the medical complex, the Research Park, and the research activities. The buildings will be of high quality, and there will be no restriction on who can live there. It is likely they will be rental properties due to the flexibility needs of the personnel. Two hundred units are needed for economic viability, according to developers. It is not anticipated that special grants will be needed to renovate the Eschweiler buildings, though a historic tax credit program may be an option.

In response to a follow-up question, Mr. Block stated that much of the development should be taxable, though a tax-exempt entity may choose to locate therein. He reminded the Committee that the assets owned by the Real Estate Foundation are for the benefit of UWM. The benefits reaped from those assets go to the state system and to the state in the end. It is to their benefit to develop as much as possible.

Mr. Block replied to a question concerning the pace of future development, noting that much of the plan as presented is currently conceptual. Construction immediately surrounding the existing Parks building, however, will create the much-needed 'wow' factor for the Park's entrance. Beyond that, the next phase could include private sector development. Much depends on future users.

The agreement with Milwaukee County suggests that perhaps one-half of the development will be devoted to academic buildings. Construction of the first building will be followed in perhaps two years by the construction of the second. Single applications are submitted to the state for the construction of a building. With respect to the residential component, it is a stand-alone option and development sooner, rather than later, is preferred. If the agreement with the County is closed this year, it is hoped that the sale of the residential parcel will occur shortly after that. Then, the initial infrastructure work can begin.

Ald. Donegan requested that when this issue comes before the Community Development Committee that some estimate of the taxable value of the project be presented.

The meeting adjourned at 7:28 p.m.

Carla A. Ledesma, City Clerk

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