

Wauwatosa, Wisconsin
**Burleigh Street Triangle
Redevelopment Plan**

Commissioned by:
The Wauwatosa Economic Development Corporation

May 25, 2005



Vandewalle & Associates
120 East Lakeside Street
Madison, WI 53715

1. Project Background

The Burleigh Triangle represents a major redevelopment opportunity for the City of Wauwatosa. The impending relocation of the combined distribution facilities puts this important site in play at a critical time in the City's history. This plan along with other recent redevelopment proposals in the Burleigh corridor, have the potential to either establish a new model of development – one based on the timeless features of compactness, walkability, mixed-use, and transit compatibility – or offer up just a new version of generic chain store development that will do little to showcase the community or advance its economy.

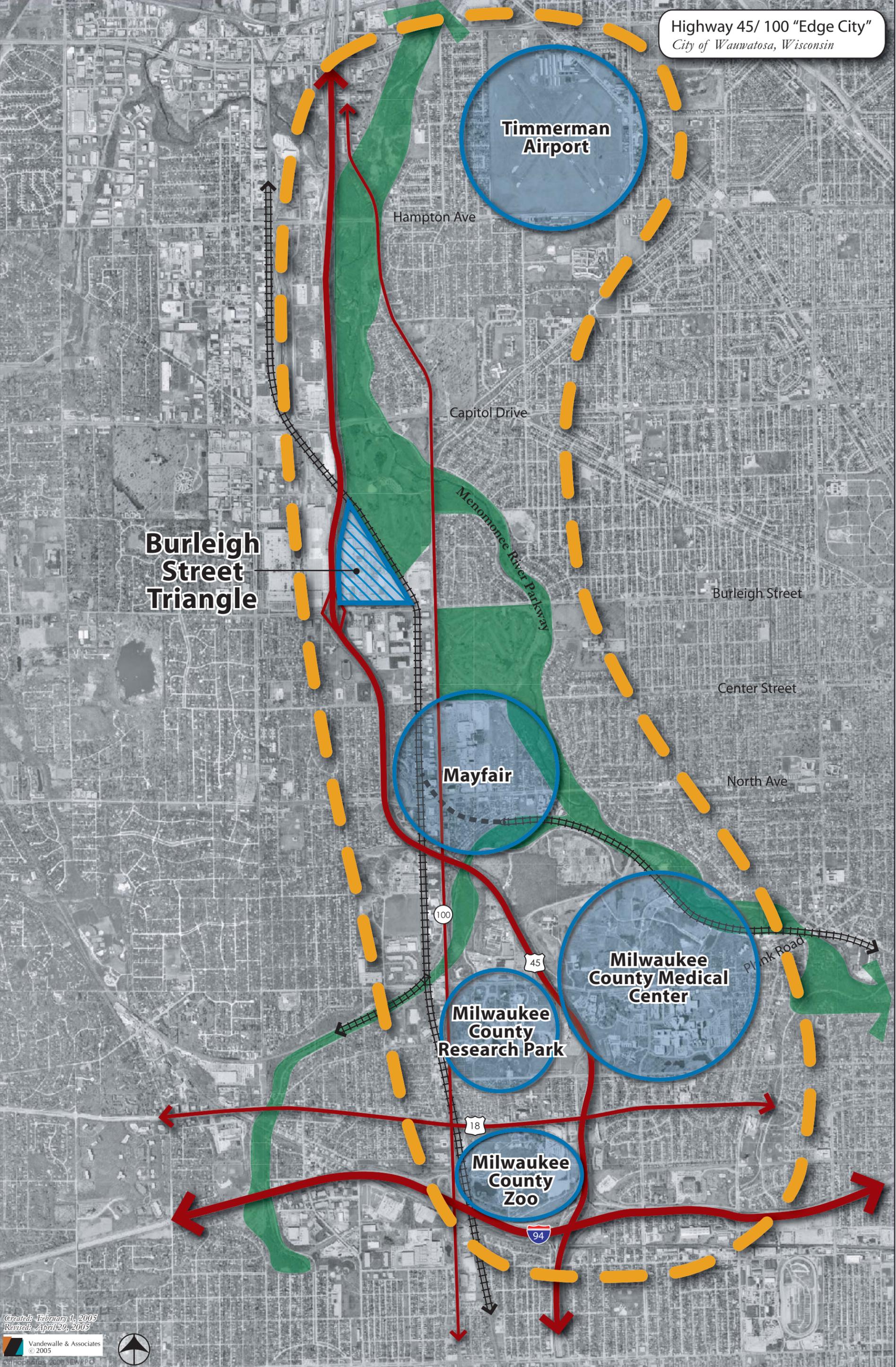
The Burleigh corridor has the potential to establish a new model of development in Wauwatosa

Meanwhile, the continued expansion of the Milwaukee County Research Park and the Regional Medical Center places Wauwatosa at the very epicenter of economic development for southeastern Wisconsin, if not the State. The City's ability to fulfill this vitally important role will depend on its ability to identify other sites where technology-based businesses can locate and expand in the community. Rather than reinventing the traditional high tech business, many of this generation's technology based businesses will instead be involved in remaking existing products using new tools, techniques, and materials of the *New Economy*. Many of these jobs may be in advanced and precision manufacturing and large scale processing, sectors in which southeastern Wisconsin has historically enjoyed a comparative advantage.

Wauwatosa is at the very epicenter of economic development for southeastern Wisconsin



Highway 45/ 100 "Edge City"
City of Wauwatosa, Wisconsin



**Burleigh
Street
Triangle**

**Timmerman
Airport**

Hampton Ave

Capitol Drive

Menomonee River Parkway

Burleigh Street

Center Street

Mayfair

North Ave

**Milwaukee
County Medical
Center**

Plank Road

**Milwaukee
County
Research Park**

**Milwaukee
County
Zoo**

Created: February 1, 2005
Revised: April 29, 2005



Another critical factor in realizing this potential is identifying places where the workforce of this economy can affordably live, learn, play, and shop that are close to their workplace. Many of these workers have different lifestyles, habits, and needs than their parent's generation and have shown preferences for vibrant, amenity-rich neighborhoods with a diversity of people and activities. Wauwatosa, like the other communities of Greater Milwaukee, needs places for such neighborhoods to take root.

Thinking Outside the “Big Box”

The redevelopment of the Burleigh Triangle offers an opportunity to do nothing less than establish a new aesthetic and economic direction for the community. Physically, new development at the site should help landmark the site while establishing a strong western gateway to the community.

Economically, the site should serve to help retrain, retool, and reindustrialize the region for a new economic era.

The site's exceptional location, visibility, and access make it attractive for any number of purely market-driven development projects. However, the question that City officials should be asking themselves is “What is the *optimal* development project for the site?” measured not just in terms of tax base, but also in terms of jobs, economic spin-off, and community identity. To achieve the optimal project, the City will have to forego marginally projects, such as standard box retail or continued warehousing, both of which are land hungry and job-poor, for something that may be more difficult to make happen but will pay much higher dividends. As a largely built-out and land-locked community with few opportunities to reshape itself, the City can ill afford to do otherwise.



The redevelopment of the Burleigh Triangle offers an opportunity to do nothing less than establish a new aesthetic and economic direction for the community

2. Opportunities Analysis

The redevelopment of the Burleigh Triangle offers the City a timely opportunity to energize its economy by rebuilding a very visible piece of its urban fabric. It can do this by building from the economic power of its neighbors that include among others, the Milwaukee County Research Park, the Regional Medical Center, Mayfair, Briggs & Stratton, and Harley-Davidson.

The 70-acre site is located in the largest commercial and employment corridor outside of Downtown Milwaukee and is the nexus of Milwaukee County's regional trade area. Located within this corridor are Mayfair and the Milwaukee County Grounds - the second largest concentration of office space in the region. The Regional Medical Center and the nationally renowned Milwaukee County Zoo bring people in from throughout the region and State.

Also located in this corridor is the Menomonee River Parkway, which forms the main spine of Milwaukee County's linear park system. The parkway is a major recreational corridor that ties Wauwatosa to Downtown Milwaukee and the Lake Michigan shore via the Hank Aaron Trail. The triangle itself is bracketed by two major north-south transportation spines (STH 100 and US 45), which together carry over 180,000 vehicles per day. The nearby Zoo interchange is the busiest freeway interchange in the State. The site has convenient access to nearby centers of employment, shopping, entertainment, health care, and is within 15 minutes of Downtown Milwaukee.

Occupying a geographic high point, the site has excellent visibility from one of the region's busiest freeways and offers upper story views to Downtown Milwaukee and adjacent open space features including the James Currie Golf Course and the Bluemound Country Club. Public transit is currently available along Burleigh Street and Mayfair Road, while a major freight rail line that borders the site offers future commuter rail potential.



Industry

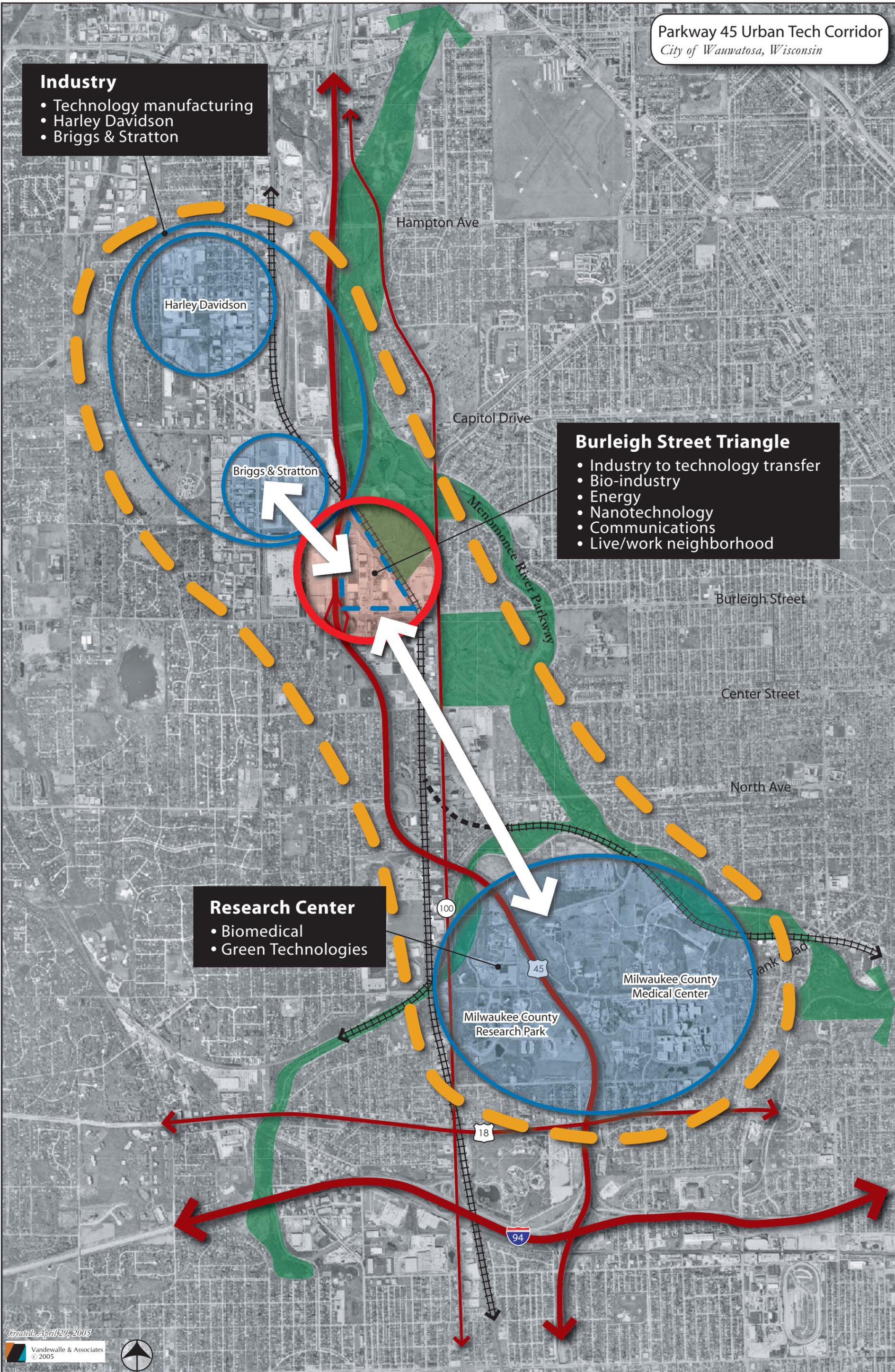
- Technology manufacturing
- Harley Davidson
- Briggs & Stratton

Burleigh Street Triangle

- Industry to technology transfer
- Bio-industry
- Energy
- Nanotechnology
- Communications
- Live/work neighborhood

Research Center

- Biomedical
- Green Technologies



Building on Wauwatosa's Quality of Life

The regional amenities above as well as Wauwatosa's historic downtown, tree-lined neighborhoods, numerous restaurants, and quality shopping provide a high quality of life for residents. With an almost built out community, opportunities for new residential development are scarce. Although the Burleigh Triangle is not suited for only residential development, it is well suited to host higher density apartments and condominiums as a part of a larger mixed use development. With a mixed use development, retail and office space can be used to buffer the residential uses from the externalities of I-45 and Burleigh Street, while rounding out the City's housing options with higher density apartments and condominiums in a more urban environment that has proximity to the golf course, employment centers, shopping, and views of downtown and Miller Park. Such development would target medical and technology workers of the Regional Medical Complex and the Research Park as well as retirees and empty nesters.

Growing the Regional Retail Mix

As Mayfair reaches capacity, new locations should be identified to host additional complementary retail development. Complementary retailers, such as those that tend to cluster in areas surrounding major malls or in upscale lifestyle centers, are a good fit for the Burleigh Triangle as they can tap into the traffic generated by Mayfair as well as help draw new customers to the area and augment the diversity and appeal of Mayfair.

Development vs. Economic Development

The site comes on the market at a critical time as both the State and Greater Milwaukee embark on new economic initiatives aimed at new business creation through technological innovation and local resource retention. At the State level, there is a growing urgency to stem the leakage of research and innovation, as well as human capital or brain power, grown here in Wisconsin but allowed to bear fruit elsewhere. Meanwhile, Milwaukee and other manufacturing centers in the State are struggling to retool their production oriented economies and workforces to be able to manufacture new products using new materials for export to new markets.

Stemming this economic drain will require connecting critical resource networks. It will involve creating places where inventors, entrepreneurs, venture capitalists, and highly skilled workers can network and collaborate in a mutually supporting environment. Such places take the form of business incubators, and technology-transfer/commercialization centers that serve as mutual support centers and clearing houses. These centers are best located within proximity to kindred industries and potential end users and have access to quality services and neighborhoods and a regional transportation network. Most major metro areas can or will support several such facilities. Many of these centers may be specially niched to specific industries including bio-technology, bio-medical, bio-energy, information technology, nanotechnology, and bio-industry.



While the State is generally doing a good job of early stage technology development, it lags with respect to latter stage of actually getting the product to market using local workers and local supply networks (i.e. commercialization). With its financial networks, highly skilled workforce, infrastructure and transportation system, Metro Milwaukee is particularly well suited for this final stage production; however, the region has very few commercialization centers. The region's only true research park is on the Milwaukee County Grounds, which is quickly nearing capacity.

A Technology Parkway

With the Milwaukee County Research Park approaching build-out, the City of Wauwatosa along with other communities in the Metro Milwaukee area need to be reserving other areas where technology based businesses can grow together. Preferred locations will have excellent visibility, proximity to quality services and neighborhoods, integrated transportation networks, and perhaps most importantly, proximity to other technology businesses, educational and research institutions, and customer networks. The Burleigh Triangle meets all of these criteria. In fact, the Burleigh Triangle should be seen as an extension of the Milwaukee County Research Park, and perhaps as a larger Milwaukee urban tech corridor benefiting surrounding communities. It is strongly suggested that the City of Wauwatosa use this opportunity to engage neighboring communities in a long overdue regional initiative that will help lift all of Metro Milwaukee.

The City of Wauwatosa along with other communities in the Metro Milwaukee area need to be reserving areas where technology based businesses can grow together

Burleigh Triangle should be seen as an extension of the Milwaukee County Research Park, and perhaps as a node on a larger urban tech corridor

Milwaukee Area Bio-Medical Alliance

Earlier this spring, a consortium of Milwaukee area educational institutions, and some of its better known corporations such as GE Healthcare Technologies and Covent, announced the formation of a new Bio-Medical Alliance led by UWM. The purpose of the initiative is to advance local bio-medical innovation, collaboration, and new business development in the Milwaukee area. As of now, no permanent location has been selected to serve as the focal point for this initiative. With its proximity to the Medical College of Wisconsin, one of the key players in the initiative, the Burleigh Triangle could be an ideal fit.

UW Discovery Institute

As is often the case in economic development, the future of the Burleigh Triangle may be strongly affected by developments elsewhere.

Construction of the State's new Discovery Institute to be housed on the University of Wisconsin campus was also announced earlier

this spring. The role of the institute is to advance and facilitate the process of research innovations leading to new product creation and new business development. The Institute, with funding from a public/partnership including GE Healthcare Technologies, is intended to be a feeder of early stage technology to satellite commercialization centers throughout the State. The Burleigh Triangle may be an ideal location for such a commercialization center given its central location and proximity to the Milwaukee County Research Park.

Networks can be more effectively formed if they are under a single roof such as a dedicated commercialization center facility

Wisconsin's Bio-Industrial Initiative

Wisconsin's historic strengths in agriculture, renewable natural resources, and manufacturing, combined with its strong science community, makes it fertile ground for the emerging field of bio-industry. This sector is involved in the discovery of new uses for renewable and agricultural products such as for plastics, polymers, and bio-fuels. At the State level there is a strong interest in finding new outlets and applications for the State's flagging industrial sectors.

Recognizing our State's needs and potentials in this area, the Department of Agricultural Trade and Consumer Protection (DATCP) is currently undertaking a study to determine how to

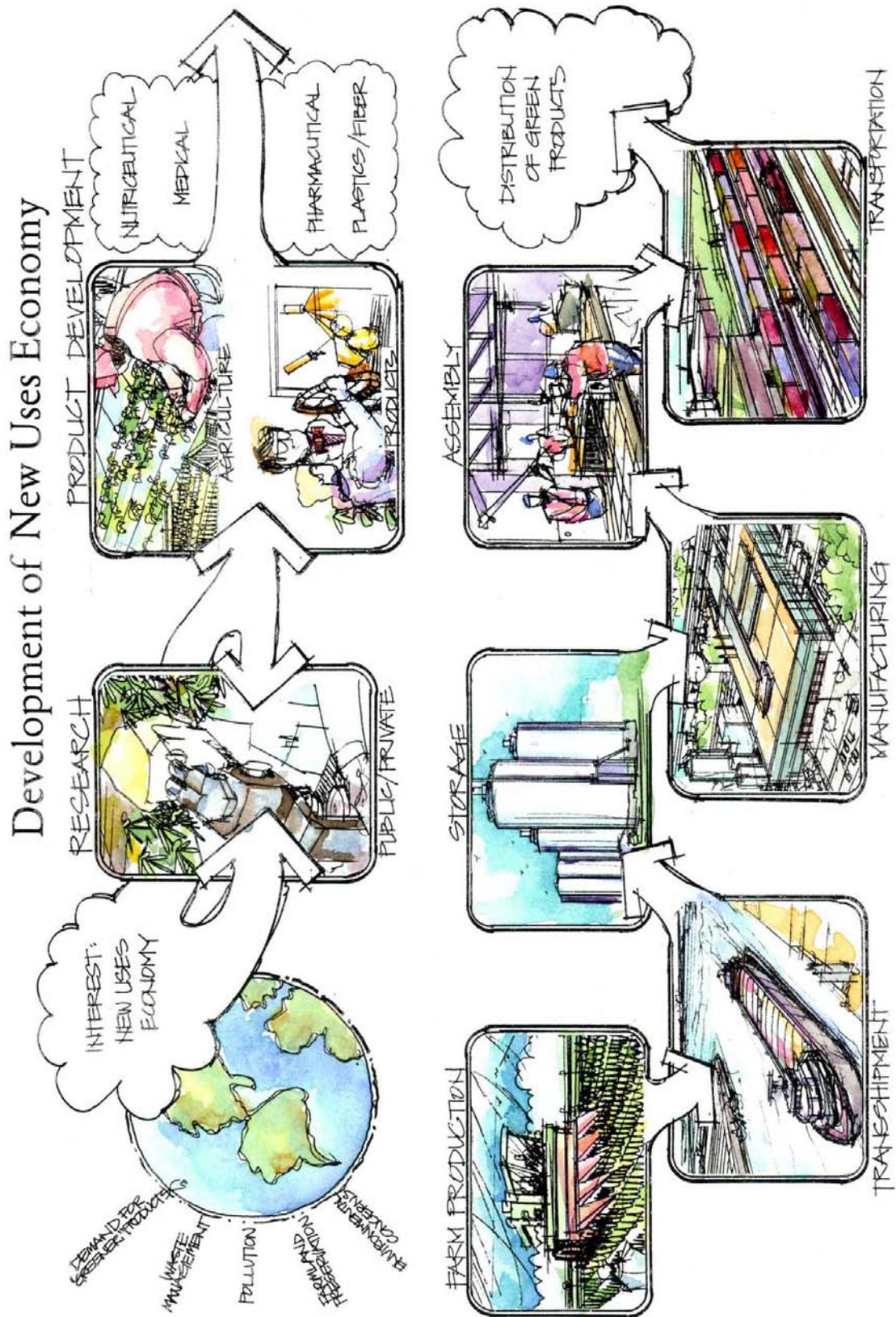
advance the market potential of bio-industry in Wisconsin. The Milwaukee area, with its extensive transportation/transshipment infrastructure, large labor force, and large scale production/distribution capacity is a focus area for the study. Bio-industry could be a special niche for a new commercialization center on the Burleigh Triangle. Getting this site positioned and on the State's radar at this early stage may help secure future government funding and investor interest.

Bio-industry could be a special niche for a new commercialization center on the Burleigh Triangle

The Harley-Briggs Connection

The fact that the Burleigh Triangle is in the same neighborhood as two of the region's industrial powerhouses provides further rationale for an on-site commercialization center. Both of these companies would be logical partners in an effort to bring new technology based development to the area as they have significant research & development components to their manufacturing operations.





3. Market Study Highlights

A companion market study prepared by the Kilduff Company noted that the potential trade area for the Burleigh Triangle extends well beyond Wauwatosa to encompass nearly all of Metro Milwaukee (*Burleigh Triangle Market Analysis: Kilduff Co. 2005*). The breadth of the trade areas was estimated to be a

driving range of 20 minutes - an area that well extends into the most populous counties in the State and places the site within reach of nearly 1.2 million people. The Burleigh Triangle sits astride USH 45, one of the strongest and under-retailed growth corridors in Greater Milwaukee and it has the potential to intercept shoppers from the northwestern rim of the Metro area.

The potential trade area for the Burleigh Triangle extends well beyond Wauwatosa to encompass nearly all of Metro Milwaukee

Market/Site Strengths

- Excellent access and visibility
- Heavy drive-by traffic (150,000 vpd on USH 45)
- Synergies with Milwaukee County Research Park and Regional Medical Center
- Geographic center of the trade area
- Nearby amenities and major retail
- Strong growth of the trade area to the north and northwest

Potential Weaknesses

- Office location not as convenient as I-94 corridor
- Uncertain future of surrounding uses may cause developer hesitation
- Potential community resistance toward intensive, mixed-use development

Retail

The study notes that the unique drawing power of the Burleigh Triangle was attributed to a host of factors already discussed, including its proximity to such major regional attractions as the Milwaukee County Research Park, the Regional Medical Center, the Milwaukee County Zoo, and Mayfair, and that it is positioned in the geographic center of the Greater Milwaukee area. The nearby presence of Mayfair in particular, the only genuine upscale retail center in the entire market, offers opportunities for complementary spin-off development that cannot be accommodated in, or immediately outside of, the mall. Also, the presence of several large employers including those on the Milwaukee County Grounds, provides a captive market of potential shoppers who inhabit the area on a regular basis.

The presence of the only upscale retail center in the market, Mayfair, offers opportunities for spin-off development

In comparing the retail potential of the Triangle to similar retail markets in the Midwest it is noted that higher-end retailers in other markets have shown a marked tendency to group together to capitalize on the wider market reach of the major retailers already located in an area. In the case of Mayfair, it is believed that the presence of Marshall Fields brings in customers that are more affluent, and who are willing to drive significantly farther than many customers of other regional malls such as Brookfield Square and Southridge. This dynamic is not dissimilar to the tendency in many markets for niche

Marshall Fields brings in customers that are more affluent, and who are willing to drive significantly farther

retailers such as home furnishing businesses and even car dealerships to agglomerate in certain areas to feed off the traffic generated by competitive as well as complementary businesses. In self-reinforcing fashion, the cluster helps grow the trade area as the cluster itself expands.

The study determined that there is approximately \$305 million of untapped purchasing capacity in the trade area. Much of this is in the area of food and beverage, specialty food, books and music, and home improvement sales.

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Other retail segments for which the site seems well positioned include upper-end retailers especially those that generally eschew mall locations in favor of alternative format centers such as upscale lifestyle centers and “new town” shopping districts. Finally, the site provides an opportunity for a high quality hotel, perhaps as part of a mixed-use building, to capitalize on major nearby employment and health care facilities.

Housing

Anecdotal evidence strongly suggests that the Wauwatosa housing market is currently underserved with housing types that tend to attract young, mobile professionals and affluent retirees such as condos and other forms of attached owner-occupied housing.

The Wauwatosa housing market is currently underserved with housing types that tend to attract young, mobile professionals and affluent retirees

This is especially true for higher priced units. The nearby presence of major professional employment centers and medical services, facilities that are strong attractors for these demographic groups, suggest that this market could be tapped much more effectively. With its exceptional access to the regional transportation network and nearby services and amenities such as the Menomonee River Parkway, as well as distant views to Downtown Milwaukee, the interior portions of the Burleigh Triangle site are well suited for new, high quality, multifamily housing. Compared to suburbs in metro Detroit and St. Louis, Wauwatosa generally has fewer residential units in the upper range over all categories of housing.

Office

Based on locational advantages and the nearly built out capacity of the Milwaukee County Research Park, the study indicates a potential market for large, modern office space in the immediate area of the site. Demand for smaller office space is limited; however, the supply for larger office space users, those needing approximately 15,000 square feet and up, is limited. To be competitive, new office should be fully wired for high speed internet and wireless fidelity. Although local office rental rates are slightly below comparable markets, local vacancy rates compare well.

Recommendations

1. The Burleigh Triangle site should be planned for a mix of uses. This site should be densely developed with ample public amenities and quality architecture to create an identifiable sense of place.
2. Plan the mix of uses to be acceptable to the 5 minute drive time trade area population, but plan for uses that will attract a growing number of the 20 minute drive time trade area.
3. Retail development should be high-end and lifestyle retail that is well-linked to the other uses on the site and contributes to a sense of place.
4. Large-floor plate corporate office and hotel use should be planned and actively recruited.

5. Some small-office and new tech use may be incorporated into the site. These uses should work well with the Regional Medical Complex and the Milwaukee County Research Park.
6. Densely developed multi-family housing geared for professionals, empty nesters, and active retirees should be planned for this site.
7. Residential development should include multiple level condominiums, possibly in mixed-use high rise buildings as well as street level town homes.
8. The residential price point should be \$200,000 and higher to support the retail on-site, take advantage of the existing upper-end retail and quality of life of the Wauwatosa marketplace.

4. Development Scenarios:

The recommended use mix for the Burleigh Triangle includes office, residential, retail, and hotel. The following two development scenarios, Live/Work Village and Urban Island, identify the recommended density range and alternate development patterns. The form that these uses take will vary based on numerous factors, the greatest of which is the City's attitude toward density.

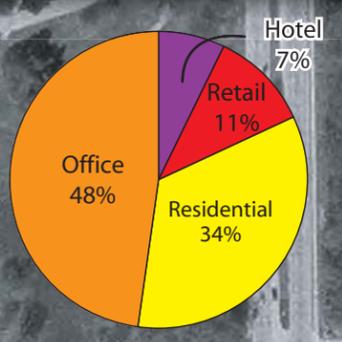
Live/Work Village

The Live/Work Village scenario recommends moderate density development, approximately a .7 floor area ratio, with larger footprint commercial buildings and low- to moderate density residential. The tallest buildings at the southeast and southwest corners could reach 10 stories. The use mix emphasizes Class A office and mid-density residential, hotel, and local and neighborhood retail. Residential development should include street-level townhouses and mid-rise condominiums geared toward working professionals. Some parking would be structured, specifically as a ground-level use of commercial buildings along USH 45. As a component of vertical mixed-use, ground level retail uses along Burleigh Street extend minimally into the site along the primary site access street. Following this scenario, the primary users of the site would be those who live and work in the new development. Retail uses would be geared to serve daily office and residential needs, with retail along Burleigh Street having a more local/regional focus.

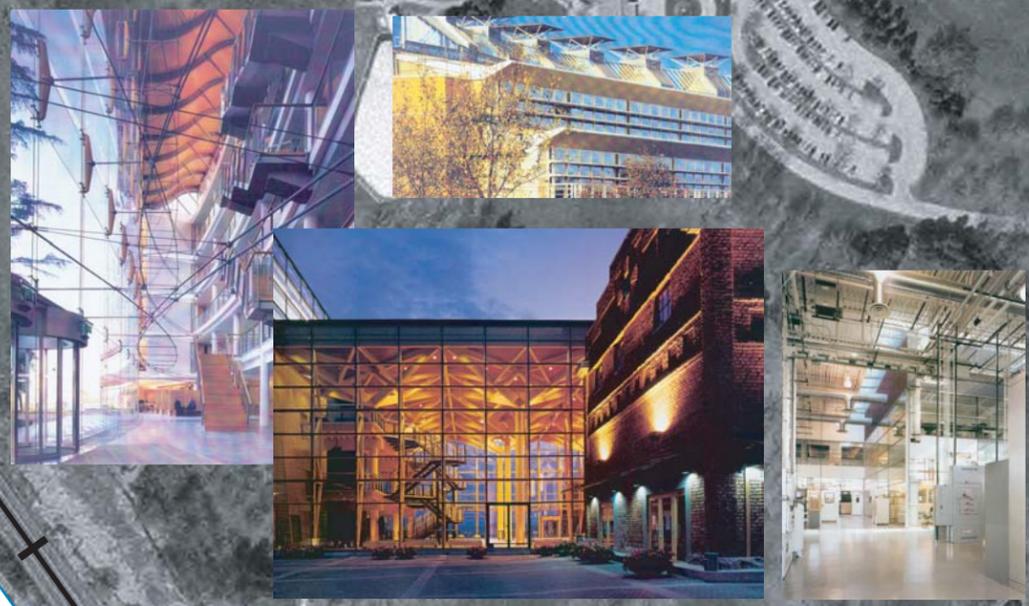
Recommended Land Uses

- Upper end housing for empty nesters or active retirees
- Professional workforce housing for health care/technology professionals
- Corporate flagship
- Large format office
- Lifestyle retail (DSW, Ann Taylor Loft, CJ Banks, Oshkosh)
- Neighborhood retail (coffee shop, book store, dry cleaning, deli)
- Wellness center/health club
- Specialty grocery (Sendiks, Whole Foods, Trader Joe's)
- Technology incubation/acceleration, commercialization & flex-space (Wi-Fi zone)
- "Big box" uses in non-standard format-- in two story form or as a component of a larger mixed-use development
- Extended stay lodging and/or hotel
- Entertainment, recreation, and related retail

Alt 2: Live/Work Village
Burleigh Street Triangle
City of Wauwatosa, Wisconsin



Approximate Land Use (sq. ft.)



Tech Campus

Incubator

(P)

(P)

(P)

(P)

(P)

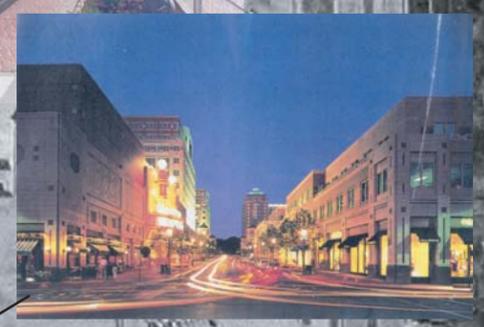
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Burleigh Street

Reserved for Potential Transit



Townhomes



Mixed Use & Potential Transit



Mixed Use - Office/Residential/Retail



Office Above Parking



Mixed Use - Residential above retail

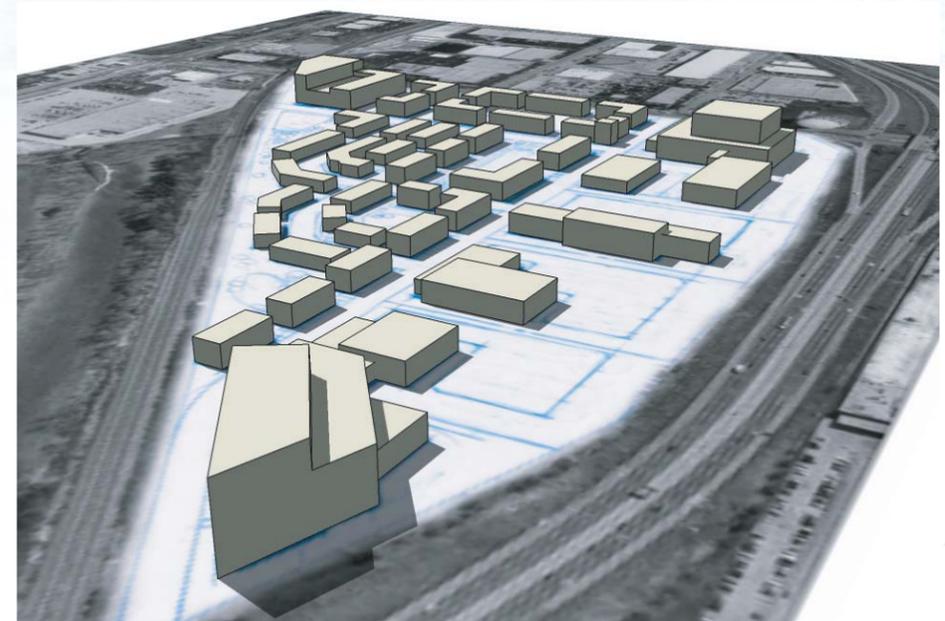
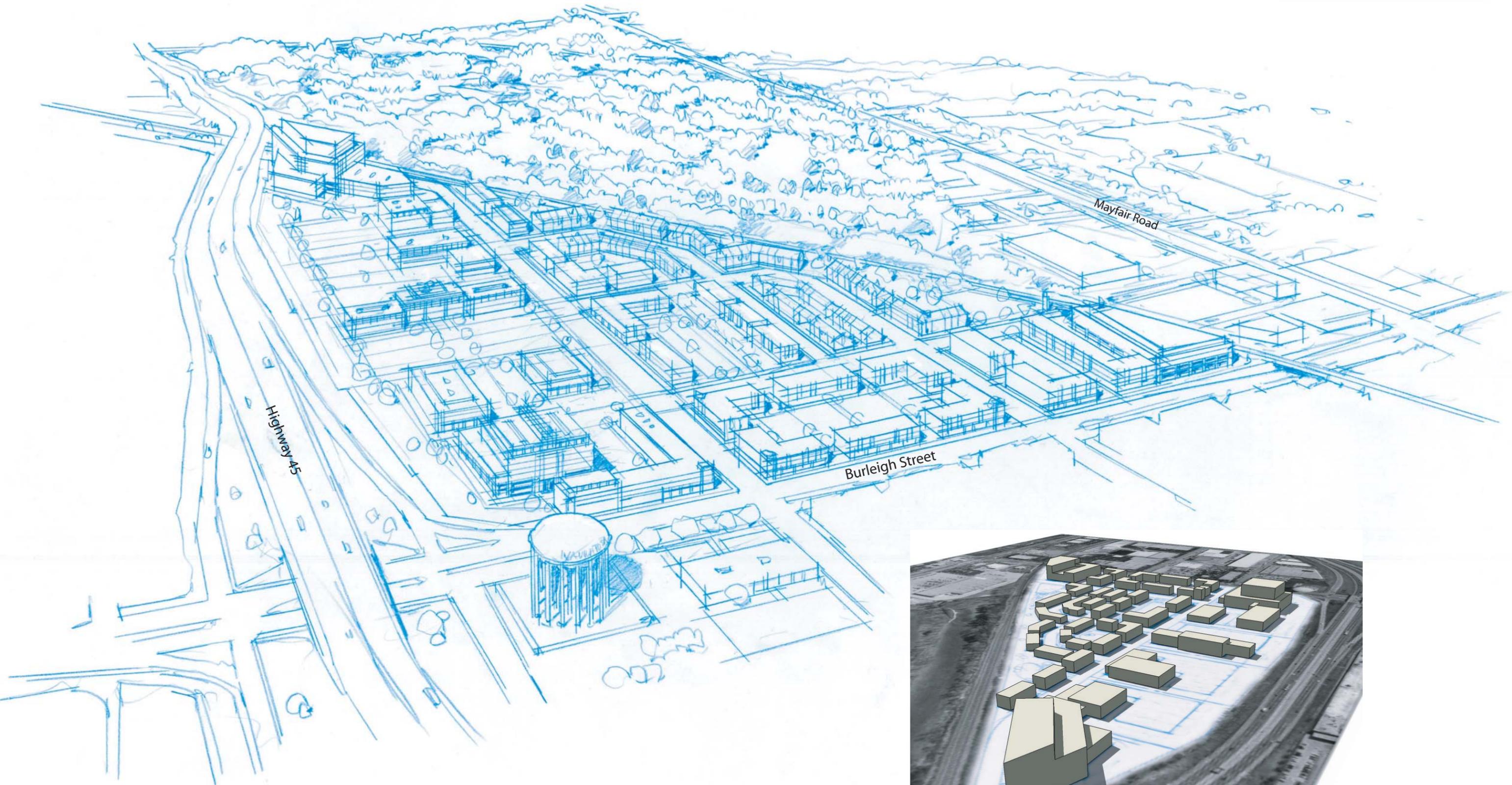


Mixed Use - Office above retail

45

Mayfair Road

Alt 2: Live/Work Village
Burleigh Street Triangle
City of Wauwatosa, Wisconsin



Created: May 10, 2005

Urban Island

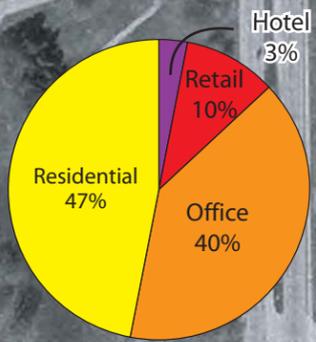
The Urban Island scenario recommends higher density development, approximately a 1.0 floor area ratio that is achieved through taller buildings with smaller foot prints. The tallest buildings at the southeast and southwest corners could reach 15 stories, and the majority of parking is structured with street parking and some subsurface. This scenario emphasizes high-end, mid- to high-rise residential including retirement housing and Class A office with regional lifestyle and neighborhood retail, and supporting hotel uses. The additional square footage of residential and office uses are achieved through taller buildings, while the additional retail (also as a component of vertical mixed-use) is ground floor along Burleigh Street that reaches well into the site. In addition to those who live and work on the site, development under this scenario would draw from the larger, 20 minute market area because of the high-end retail and lifestyle retail offerings.

Preliminary Development Value Estimate Table

| Land Use | Urban Island | Live/Work Village | Continued Single-use Retail |
|--------------|--|--|---|
| Retail | \$20 - \$24 million (240k sq. ft. @ \$85-\$100/sq. ft.) | \$16 - \$19 million (190k sq. ft. @ \$85-\$100/sq. ft.) | \$39 million (525k sq. ft. @ \$75/sq. ft.) |
| Office | \$150 - \$180 million (1 mill sq. ft. @ \$150 - \$180/sq. ft.) | \$100 - \$125 million (850k sq. ft. @ \$125-\$150/sq. ft.) | -- |
| Residential | \$215 million (600 units @ \$225k, 200 units @ \$400k) | \$90 million (400 units @ \$225k) | -- |
| Hotel | \$8 - \$9.6 million (80k sq. ft., 200 rooms @ \$100-\$120/sq. ft.) | \$12 - \$14.4 million (120 sq. ft., 300 rooms @ \$100 - \$120/sq. ft.) | -- |
| Total | \$393 - \$428.6 million | \$218 - \$248.4 million | \$39 million |

Costs per square foot and resultant development values are preliminary estimates only.

Alt 1: Urban Island
Burleigh Street Triangle
City of Wauwatosa, Wisconsin



Approximate Land Use (sq. ft.)



Urban Office



High-Rise Residential



Mixed Use - Residential above retail



45

Mayfair Road

Burleigh Street

Park



Mixed Use - Office/Residential/Retail

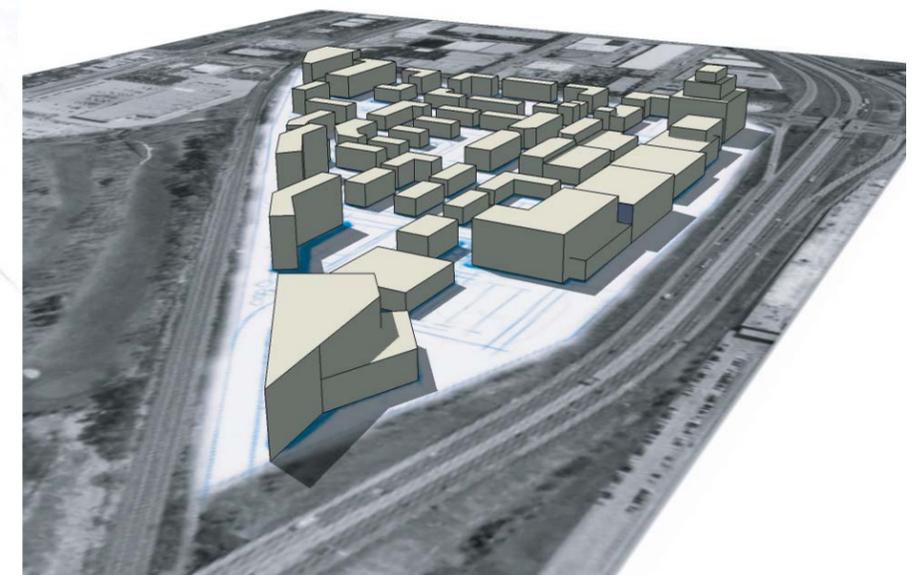
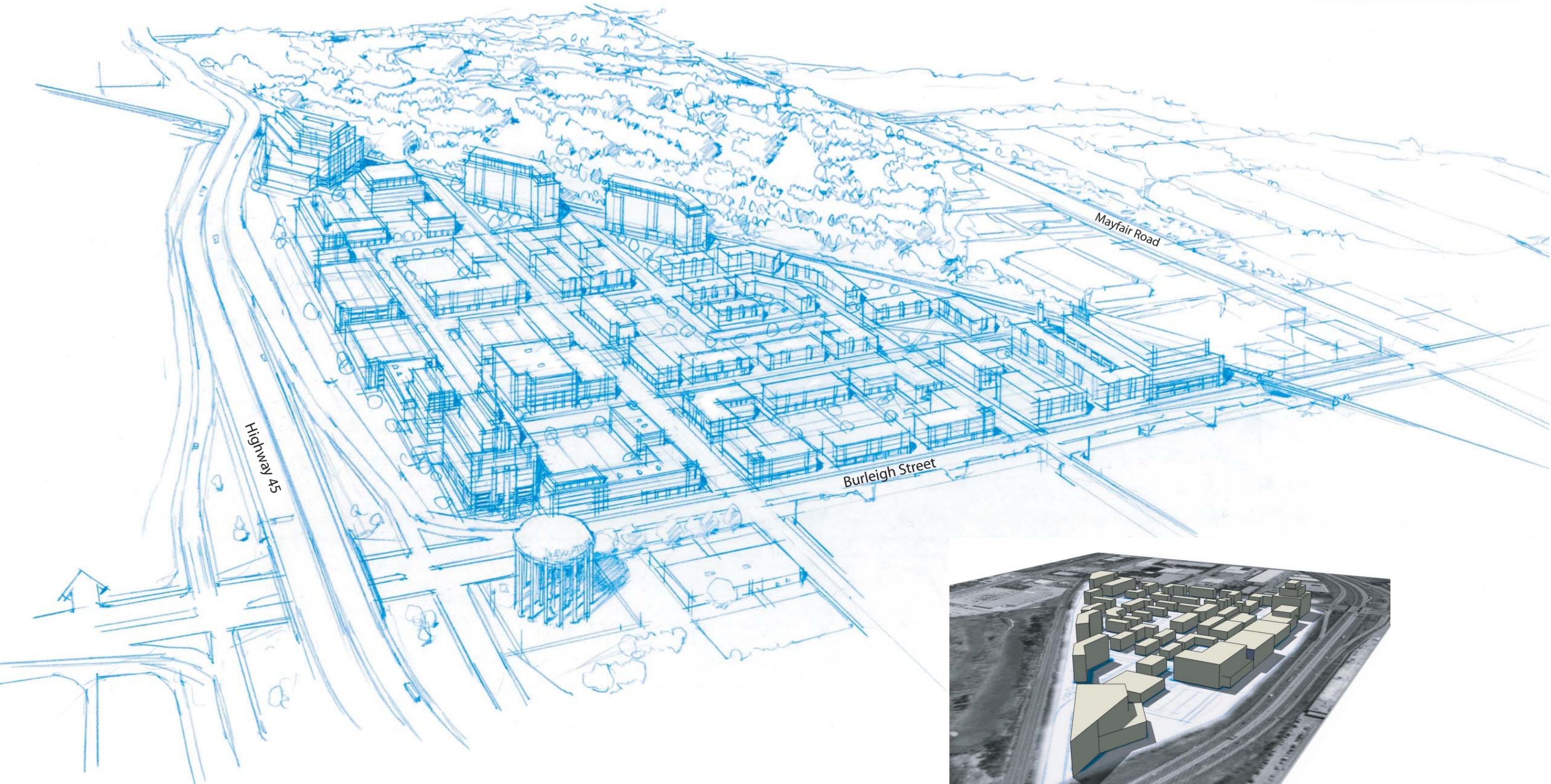


Vertical Mixed Use



Office/Residential & Potential Transit

Alt 1: Urban Island
Burleigh Street Triangle
City of Wauwatosa, Wisconsin



5. Physical Design Recommendations

The following physical design recommendations leverage site amenities to achieve the highest value and are intended to pose a positive influence on the community's development expectations and surrounding development quality.

- As the gateway to the community, an entry feature should be located at the southwest corner of the site that announces entry into the City
- Buildings should be terraced in height and oriented to the east to capture views of downtown, Miller Park, and the Golf Course
- Buildings should be no smaller than three stories and possibly reach 15 stories
- Taller commercial office buildings should line USH 45 to buffer the interior of site—structured parking should comprise the lower 3-5 stories of many of these buildings to raise actively used floors above the highway
- The points of the Triangle are the most marketable and should be the location of for the tallest, highest-priority buildings
- Three story mixed-use buildings should line Burleigh Street
- Vertical mixed-use over street level retail
- Northern corner is well suited for a large flat iron office building
- The main north-south street should align with street opening south of Burleigh with the possibility of connecting to Wirth Street to the north, under the freeway overpass
- Pedestrian connection over or under the railroad to access the golf course
- Development should be transit-ready (rail and surface transportation)
- Exact placement of uses/buildings may be dictated by the possibility of underground contamination



6. Site Programming

With a proactive positioning strategy, the potential impact of the Burleigh Triangle could go well beyond expanding the City's tax base and setting a new standard for redevelopment of the area. If positioned as the home of any one of the recently announced State technology initiatives, the Burleigh Triangle could become a future technology-based, economic development engine comparable with the Milwaukee County Research Park.

The Triangle is a superior location to host a major job creating, economic development initiative as it is served with sufficient infrastructure, located near existing research venues, in proximity to major learning institutions, and within the second largest employment center in Milwaukee. With a larger positioning strategy for the Burleigh Triangle, the City could attract businesses and skilled jobs to replace those that are leaving the area, contribute to the economic growth of the region and enhance the Metro area's competitiveness in the New Economy.

The critical components of retail, residential, and "traditional" office uses should be pursued concurrently with the greater impact uses identified to the right. These critical components will help ensure a dynamic environment that capitalizes on the sites proximity to Mayfair and expands the City's residential market. In fact, inclusion of a high profile technology focus could increase the attraction of retail and residential developers to a site with built-in customer base of the 30 something medical and technology workers.

Opportunity Knocks

In addition to higher density residential and new retail uses that host off Mayfair, possible initiatives to support a broader economic development effort at the Burleigh Triangle include:

- Receiver for spin-off technologies and companies from Discovery Institute and other research institutions (*UW, DOA & DOC*).
- Home for Wisconsin Biobased Industries Research and Commercialization based on Blueprint for Biobased Industries of WI (*DATCP, DNR, DOA & DOC*).
- Overflow for Milwaukee County Research Park and Tech Transfer for growing MCRP companies.
- Home for Bio-Medical Alliance research collaborations (*UWM, Medical College, Marquette, MSOE & UW Parkside*).
- Industry/Manufacturing Research Park (*Networked with Briggs, Harley R&D Departments*)

Specific uses or occupants could include:

- Technology Incubator/Accelerator
- Technology Transfer Center
- Technology Placement & Commercialization
- Intellectual Property Management
- New Uses "showroom" & demonstration
- Patent Attorneys
- Venture Capitalists
- R&D Liaisons

7. The Extended Neighborhood

Much of the area surrounding the Burleigh Triangle is poised for redevelopment, and redevelopment of the Triangle will prompt that process. As such, the following recommendations are put forth as a precursor to future planning efforts as well as to encourage wider application of the redevelopment and design principals recommended for the Triangle to the surrounding area. Specifically, development of the surrounding areas should be a continuation of higher density, mixed-use development, with emphasis on quality design and building materials, and sited to better define the street and accommodate pedestrians and future transit options.

- Burleigh Street, from Mayfair Road to 124th Street: two and three story vertical mixed-use with street-level retail and upper story office or housing
- Mayfair Road and Burleigh Street: “Four corners” design concept with mixed-use, neighborhood retail, office and/or residential, minimum of three story construction that brackets the intersection
- South of Burleigh Street and Briggs-Harley industrial belt following the rail corridor: Tech-manufacturing redevelopment
- Community Gateway feature at 124th at Burleigh that announces entry to the City

Preliminary Concept Plan
Burleigh Street Triangle
 City of Waunatosa, Wisconsin



3. Corporate Office Site



4. Mixed-Use - Office over retail



5. Mixed-Use - Residential over retail



6. High-Rise Residential
- Views of downtown



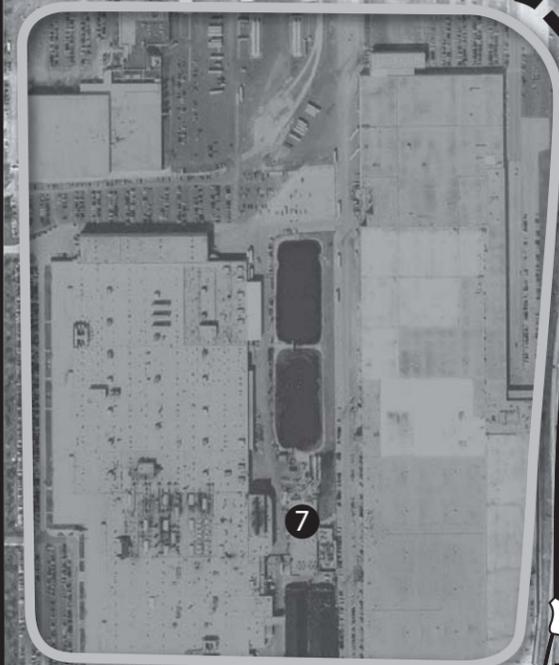
7. Tech Manufacturing



2. Office above Structured Parking



1. Retail / Commercial



James Currie Park
Golf Course



10. Potential Future Transit



8. Pedestrian Oriented Streetscape



10. Bike/Pedestrian Connection
- Under Railroad

Four Corners
Mixed-Use

Building
Remains

Blue Mound Country Club

Land Uses

- █ Retail
- █ Commercial
- █ Residential
- █ Tech Manufacturing
- Proposed Street
- Pedestrian Oriented Streetscape
- Bike / Pedestrian Connection
- Potential Future Transit

Created: April 1, 2005
 Revised: May 23, 2005



8. Next Steps

With its programming, land use, and physical form recommendations, this plan is the first step to redeveloping the Burleigh Triangle and positioning Wauwatosa's local economy for the next century. Regardless of whether the City decides to pursue a larger economic development initiative for the Triangle, additional work is necessary to develop the appropriate regulations that will result in the desired development density, pattern, and style; to put the necessary redevelopment tools in place (Tax Increment Financing, Special Assessment District, Business Improvement District, etc.); to undertake environmental due diligence; and to recruit developers.

In pursuit of a larger economic development initiative, the next steps include:

- Outreach to regional partners: MCRP, MMAC, Harley Davidson, Briggs & Stratton, Milwaukee County Economic Development, Discovery Institute, the Bio-Medical Alliance, and State representatives to identify potential partners and champions
- City endorsement and support outreach
- Adopt Burleigh Triangle Redevelopment Plan and supporting zoning and design guidelines
- Brand the site: "HWY 45 Technology Center", "Tech Triangle" etc.
- Define property control: secure purchase options, develop Memoranda of Understanding or cooperative agreements with current property owners to avoid land speculation that could postpone or derail redevelopment
- Prepare white paper and test technology positioning concept potential partners
- Refine concept based on feed back
- Shop refined concept to regional and State players
- Install redevelopment tools: Tax Increment Financing, Special Assessment District Business Improvement District, etc.
- Identify tenants
- Recruit developers

In the immediate future, increment from the Milwaukee County Research Park's Tax Increment Financing District can fund the next level of research and analysis to explore the suitability of the Burleigh Triangle as an extension of the Research Park's research and economic development initiatives. Because that district is close to being built out, exploration of expansion sites is an eligible activity under Wisconsin TIF statutes. Additionally, local corporate players, such as Roundy's, the Burleigh Partners, Briggs & Stratton, and Harley Davidson should be approached to solidify their involvement early in the initiative. The City and WEDC should use these companies' desire to be good corporate citizens as an entre to gain funding for additional planning and positioning activities. Additionally, creation of a TIF for the Triangle will provide additional funding options for the implementation activities bulleted above.