



# Redevelopment District No. 1 Project Plan

City of Wauwatosa  
CDA Approved Draft  
August 15, 2015

Prepared by: Vandewalle & Associates  
120 East Lakeside Street      247 Freshwater Way, Suite 530  
Madison, WI 53715                      Milwaukee, WI 53204





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## **Acknowledgements**

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### **Wauwatosa Common Council**

Kathleen Ehley, Mayor  
James Moldenhauer – Alderman, District 1  
Matt Stippich – Alderman, District 1  
Kathleen Causier – Alderwoman, District 2  
John Dubinski – Alderman, District 2  
Tim Hanson – Alderman, District 3  
Gregory Walz-Chojnacki – Alderman, District 3  
Dennis McBride – Alderman, District 4  
Michael G. Walsh – Alderman, District 4  
Bobby Pantuso – Alderman, District 5  
Joel Tilleson – Alderman, District 5  
Jeffrey Roznowski – Alderman, District 6  
Allison L. Byrne – Alderwoman, District 6  
Cheryl Berdan – Alderwoman, District 7  
Jason Kofroth – Alderman, District 7  
Jason Wilke – Alderman, District 8  
Craig Wilson – Alderman, District 8

### **Wauwatosa Community Development Authority**

Ald. Allison Byrne  
Susan Eick  
Julie Rettko  
David Schultz  
Ald. Joel Tilleson  
Jennifer Wakefield  
Al Wick

### **Wauwatosa City Staff**

Paulette Enders, Director of Development  
Tamara Szudy, Principal Planner

### **Planning Assistance Provided by:**

Vandewalle & Associates  
247 W. Freshwater Way, Suite 530  
Milwaukee, WI 53204  
[www.vandewalle.com](http://www.vandewalle.com)

Jolena Presti, AICP –Principal, Project Manager  
Dan Johns –Assistant Planner  
Dan Eckberg –GIS Specialist

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## Introduction

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The City of Wauwatosa is a suburban city of 47,134 residents in Milwaukee County, surrounded by the cities of Milwaukee, West Allis, and Brookfield, and the villages of Butler and Elm Grove. This reality severely limits opportunities for new development and emphasizes the importance of quality redevelopment of existing sites. The City is a major employment hub within the region, and a destination of choice for highly skilled workers and their families. Accordingly, ensuring the highest and best use of sites and sustainable development are high priorities for the City. Redevelopment District 1, a 147.39-acre area with frontage along Walnut Road, Mayfair Road, and Highway 45 (also known as the “Walnut Road Area Redevelopment District”), and generally bounded by North Avenue to the north and Watertown Plank Road to the south, represents a prime opportunity to address issues of blight, pollution and underutilized commercial and industrial land in the City, while providing high quality mixed use development along key corridors.

The City of Wauwatosa retained VANDEWALLE & ASSOCIATES, a Madison and Milwaukee-based economic development, urban planning and design firm, to complete a Redevelopment Area Plan for District 1. The purpose of this redevelopment plan is to assess the current conditions and land uses of the site, explore untapped market opportunities, and provide a future vision and implementation strategy to this stretch of Walnut and Mayfair Roads.

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## Statutory Authority

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This plan has been prepared and duly adopted under the provisions of Wisconsin Statute §66.1333 by the Community Development Authority (CDA) of the City of Wauwatosa. The CDA is a separate body politic created for the express purpose of carrying out blight elimination, slum clearance, urban renewal programs and projects, and housing projects under §66.1335, Wis. Stats.

The City may also authorize the CDA “to act as the agent of the City in planning and carrying out community development programs and activities approved by the mayor and Common Council under the federal Housing and Community Development Act of 1974 and as agent to perform all acts, except the development of the general plan of the city, which may be otherwise performed by the Plan Commission.”

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## Redevelopment District

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The boundary of the redevelopment district is shown on Map 1 and is further described below.

### Legal Description

Redevelopment District No. 1 located in the City of Wauwatosa, Milwaukee Co., Wisconsin in the SE ¼ of Sec. 18, E ½ of Sec. 19 and the W ½ of Sec. 20, T7N R21E, described as follows.

Commencing at the intersection of the south line of W. Center St. and the west line of the Union Pacific Railroad said point also being the point of beginning, thence easterly along said south line to a point intersecting with the east line of the Union Pacific Railroad, thence southerly along said east line to a point intersecting with the south line of W. North Ave., thence easterly along said south line extended to a point intersecting with the east line of N. Mayfair Rd. (STH 100), thence southerly along said east line to a point intersecting with the northwesterly line of USH 45, thence southeasterly along said line to a point intersecting with the southerly line of W. Fisher Pkwy., thence southerly along the west line of the Underwood Creek Parkway system to a point intersecting with the north line of the Canadian Pacific Railway, thence southwesterly along said north line to a point intersecting with the west line of the Union Pacific Railroad, thence north along said west line to a point intersecting with the south line of Parcel 1 CSM 4345, thence west along said south line to a point intersecting with the east line of N. 113<sup>th</sup> St., thence north along said east line to a point intersecting with the extended south line of Parcel 2 CSM 4266, thence west along said extended

south line to the west line of Parcel 2 CSM 4266, thence north along said west line to the north line of Parcel 2 CSM 4266, thence east along said north line extended to a point intersecting with east line of N. 113<sup>th</sup> St., thence northerly along the east line of Lot 2 CSM 8300 to a point intersecting with the north line of W. Walnut Rd., thence west along said north line to a point intersecting with the east line of N. 116<sup>th</sup> St., thence north along said east line to a point of intersection with the south line of W. Gilbert Ave., thence easterly along said south line extended to a point intersecting with the west line of the Union Pacific Railroad, thence northerly along said west line to a point intersecting with the south line of W. Center St., also being the point of beginning.



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## Redevelopment Objectives

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The objective of the Redevelopment Plan is to set a vision and implementation strategy for converting a deteriorating area of Walnut and Mayfair Roads into a vibrant, mixed use district. By creating physical and economic vitality, eliminating blight, and ensuring appropriate land uses, the City will be able to provide high-quality development that is tax generating and an attractive destination for new and existing residents. Accompanying this with environmental remediation, streetscape and public space improvements in the area will ensure a reuse strategy that is comprehensive in addressing site challenges and constraints while maximizing opportunities. The over-riding project goals for the Redevelopment District are as follows:

### **Economic Development**

1. Increase the tax base through the redevelopment of vacant or underutilized parcels to support retail and restaurant uses, multi-family residential units, office space and hotel lodging.
2. Prepare portions of the City-owned Department of Public Works (DPW) and landfill lots for multi-family residential and clean manufacturing private development and/or greenspace.
3. Induce more than \$100 million in new development assessment value within the District.
4. Eliminate barriers to economic growth such as blighted properties, deteriorating site improvements, and other functional deficiencies.
5. Expand the existing successful Mayfair Corridor Business District further south, and make it more attractive to visitors and residents alike.

### **Mixed Use**

1. Take advantage of the District's highly visible location, existing assets as a regional destination, access to the greater metro region, and proximity to Highway 45 by developing attractive residential or lodging options. These developments have the added benefit of supporting businesses in the District and encouraging active use of the site during off-peak hours.
2. Actively attract visitors and residents to the District by offering shopping and dining opportunities.
3. Encourage activity in the area by creating gathering places and other centers of activity along the Mayfair Corridor.
4. Provide additional commercial and office space in this high traffic corridor.

### **Parking**

1. Integrate adequate parking into redevelopment sites while reducing excessive paving and underutilized spaces.

### **Quality Design and Density**

1. Create developments with appropriate balance of residential, service, retail, office and greenspace uses.
2. Ensure high architectural and site design standards that maximize use of the site's acreage and increases the amount of pervious surface.
3. Implement significant water quality and stormwater management techniques to observe best management practices for stormwater management and enhance/preserve the vitality of the Mayfair Road Corridor.

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## Consistency with Local Plans

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This redevelopment plan is consistent with the recommendations contained in the City of Wauwatosa Comprehensive Plan, adopted in December 2008. This document is available for inspection at City Hall during normal business hours. Contact Paulette Enders, Director of Development, at (414) 479-3531 for more information.

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## Existing Conditions

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Wisconsin Statute §66.1333 regulates blight elimination and slum clearance. Section 66.1333 (2m)(b)2 defines blighted area as an “*area which by reason of the presence of a substantial number of substandard, slum, deteriorated or deteriorating structures, predominance of defective or inadequate street layout, faulty lot layout in relation to size, adequacy, accessibility or usefulness, unsanitary or unsafe conditions, deterioration of site or other improvements, diversity of ownership, tax or special assessment delinquency exceeding the fair value of the land, defective or unusual conditions of title, or the existence of conditions which endanger life or property by fire and other causes, or any combination of such factors, substantially impairs or arrests the sound growth of a city, retards the provision of housing accommodations or constitutes an economic or social liability and is a menace to the public health, safety, morals, or welfare in its present condition and use.*”

Twelve of twenty-four total parcels within Redevelopment District No. 1 have been identified as blighted, constituting approximately 79% of its total acreage. Many of the structures within the Redevelopment District boundary are considered aged, deteriorating, or vacant in their current state. In addition, much of the land within the District is underutilized and could be redeveloped to a higher and better use compatible with the community’s long-term vision for the area. The District as a whole exhibits blight factors such as obsolete platting, known or suspected environmental concerns, diversity of ownership and poor access. The current streetscape, traffic patterns and parking throughout the area are inadequate for a multi-modal urban business district. Excessive paving is a challenge throughout the area, which may require improved stormwater management and landscaping techniques to adequately mitigate. Other environmental concerns include potential asbestos contamination and subsurface contamination. A District-specific description of the land uses and existing blight conditions follows.

### Existing Land Use

For the purposes of this Project Plan, Redevelopment District No. 1 is divided into Walnut Road and Mayfair Road subareas, bisected by the Union Pacific Railroad right of way. The current land use of both subareas is predominantly general commercial, light and heavy industrial, with additional institutional/utility parcels owned by the City of Wauwatosa (parcel 23) and Milwaukee County (parcel 24). The improved (non-City owned) area south and west of the Wisconsin Electric Power Company substation (parcel 16) and the United States Postal Service office (parcel 17) generally house industrial and some limited commercial uses. Existing land use in Redevelopment District No. 1 is depicted on Map 2.

### Walnut Road Subarea

The Walnut Road subarea is the larger of the two, while containing just four of the 24 parcels. The majority of the acreage in this subarea – 88.14 acres – is owned by the City of Wauwatosa and houses various municipal office, police and Department of Public Works uses, (parcel 23). The latter uses, largely for truck, dirt and road salt and other hazardous material storage as well as vehicle maintenance in the area north of Walnut Road, may be considered blighting influences in the area. The municipally owned area south of Walnut Road is a former landfill, and is otherwise currently vacant and unimproved. A small parcel in the northwest corner (parcel 24), fronting Highway 45, is owned by the Milwaukee County Expressway Commission. Parcels 21 and 22, a vacant commercial/industrial shipping facility with access from 113<sup>th</sup> Street, and a Walgreens home health care

warehouse, respectively, are the other two parcels with potential for reuse. As much of the land in this subarea is already under City control, the CDA may consider redevelopment of a portion of the DPW facility and/or vacant land in the short term future, whether as private development or greenspace.

### **Mayfair Road Subarea**

The majority of District parcels in this subarea feature direct frontage on Mayfair Road or its adjacent service roads. These eighteen parcels include commercial uses by a Walgreens pharmacy; Dave & Buster's; Uptown Automotive; United Food and Commercial Workers Union Hall; Ewald Automotive and Mayfair Rent A Car; Russ Darrow Automotive; Roadhouse Restaurant; Pick & Save; Wisconsin Steel & Tube Corp.; and Thurner Heat Treating. A former oil change facility northwest of the Highway 45 underpass (parcel 6), currently vacant and recently acquired by the State, may require investigation and/or excavation of leaking underground storage tanks (LUSTs) or other hazardous materials before returning to another commercial use.

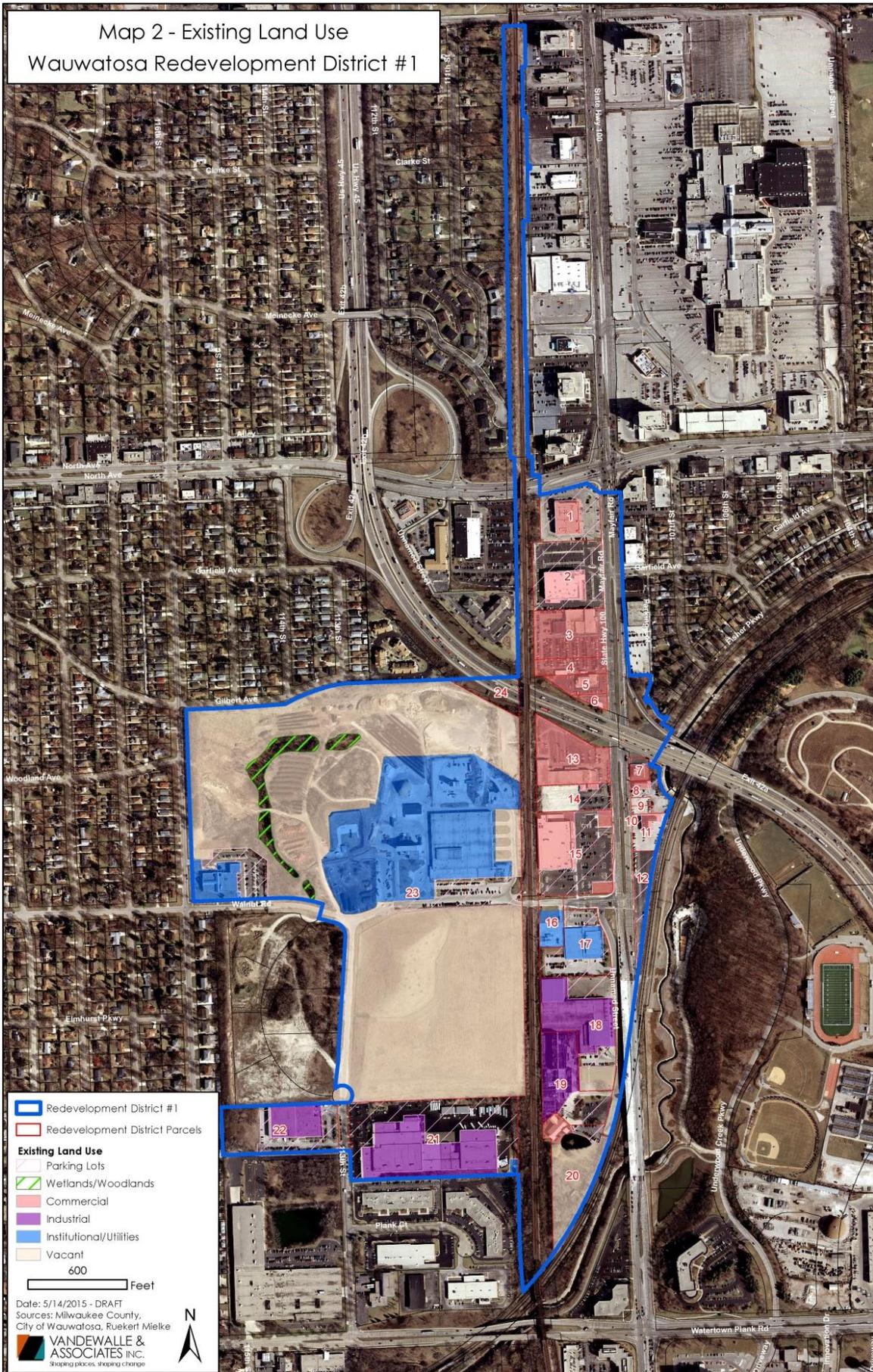
The specific parcels were included in the District because of their proximity to the larger redevelopment project area, the importance of the Mayfair Road Corridor as an active commercial district, and contribution to blight in the District. While some parcels appear to be well-maintained and/or recently constructed, others exhibit signs of wear, faulty layouts, poor access and/or obsolete platting that meet established criteria for blight.

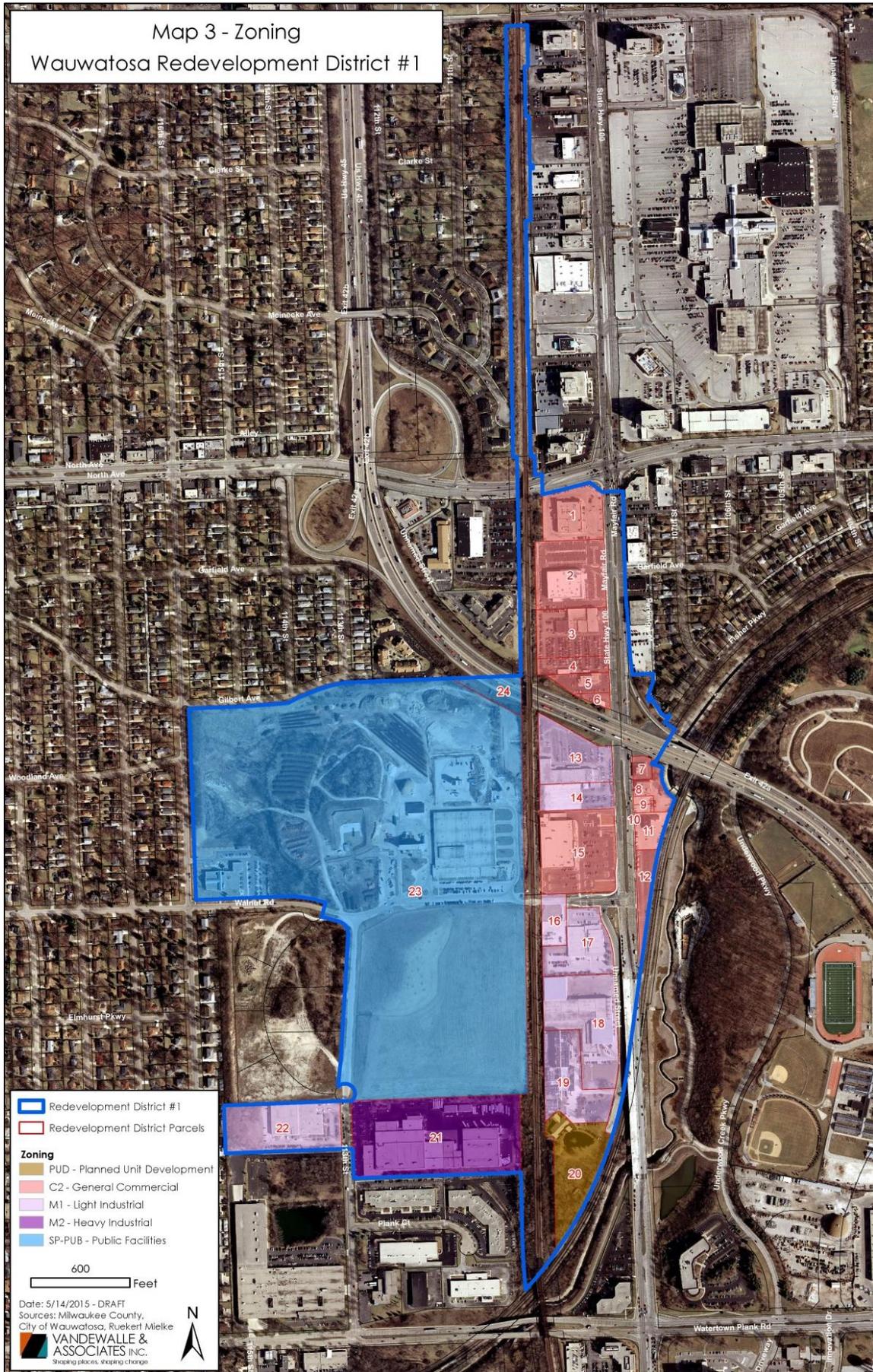
Automotive sales and service uses constitute a large portion of the commercial activity along this stretch of Mayfair Road, with attendant parking lots separating structures from the roadway by a significant distance. Older automotive businesses such as Ewald and Mayfair Rent-A-Car, though active, show signs of disrepair in their parking and backlot areas, with dilapidated storage sheds, uneven pavement and poor access between adjacent parcels and from northbound Mayfair Road. Thurner Heat Treating has rusting metal siding and signage, and facades in need of painting and/or general maintenance. Older commercial spaces like the UFCW Union Hall suffer from poor signage, visibility and lack of landscaping that detract from the aesthetic standards of the corridor.

### **Current Zoning**

Current zoning designations in the Redevelopment District are depicted on Map 3, and are generally consistent with past and present uses. The parcels closest to North Avenue are zoned for commercial uses, and with the exception of Pick & Save, the west side of Mayfair Road south of Highway 45 are zoned for M1 light industrial, as is the warehouse at parcel 22. Parcel 19, a large production and shipping facility, includes M2 heavy industrial uses. Parcels 23 and 24 are designated for public facilities, with all others in the District zoned C2 for general commercial.

As stated previously, Wauwatosa is a fully urbanized community and has a finite amount of space with which to implement new development. Therefore, new development in the City must take place in the form of redevelopment, and should be as flexible as possible to allow for new and innovative commercial and industrial uses while preserving the area's development potential.





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## **Proposed Land Use & Redevelopment Projects**

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Proposed redevelopment projects in the District should strive to create a high-quality mixed-use urban destination that capitalizes on the District's access to major corridors and employers through highest and best land uses – medium to high density commercial, residential and industrial development. Projects should enhance the area's visibility, functionality and aesthetic appeal. Uses should boost property values and create active, vibrant environments for visitors and residents to live, work and play. Site design and street layouts should aim to establish safe access to the district, maximize permeable surface and greenspace, and improve the functionality of existing stormwater management systems. Much of the Mayfair Corridor will be reused for general commercial uses, with the U.S. Post Office and City/DPW lots reserved for Community Facilities. The existing facility at parcel 21 will be reserved for light industrial uses. For a complete overview of these uses, see Map 4. A generalized redevelopment concept is shown in Map 5, and explained in greater detail below.

### **Walnut Road Corridor Proposed Reuse**

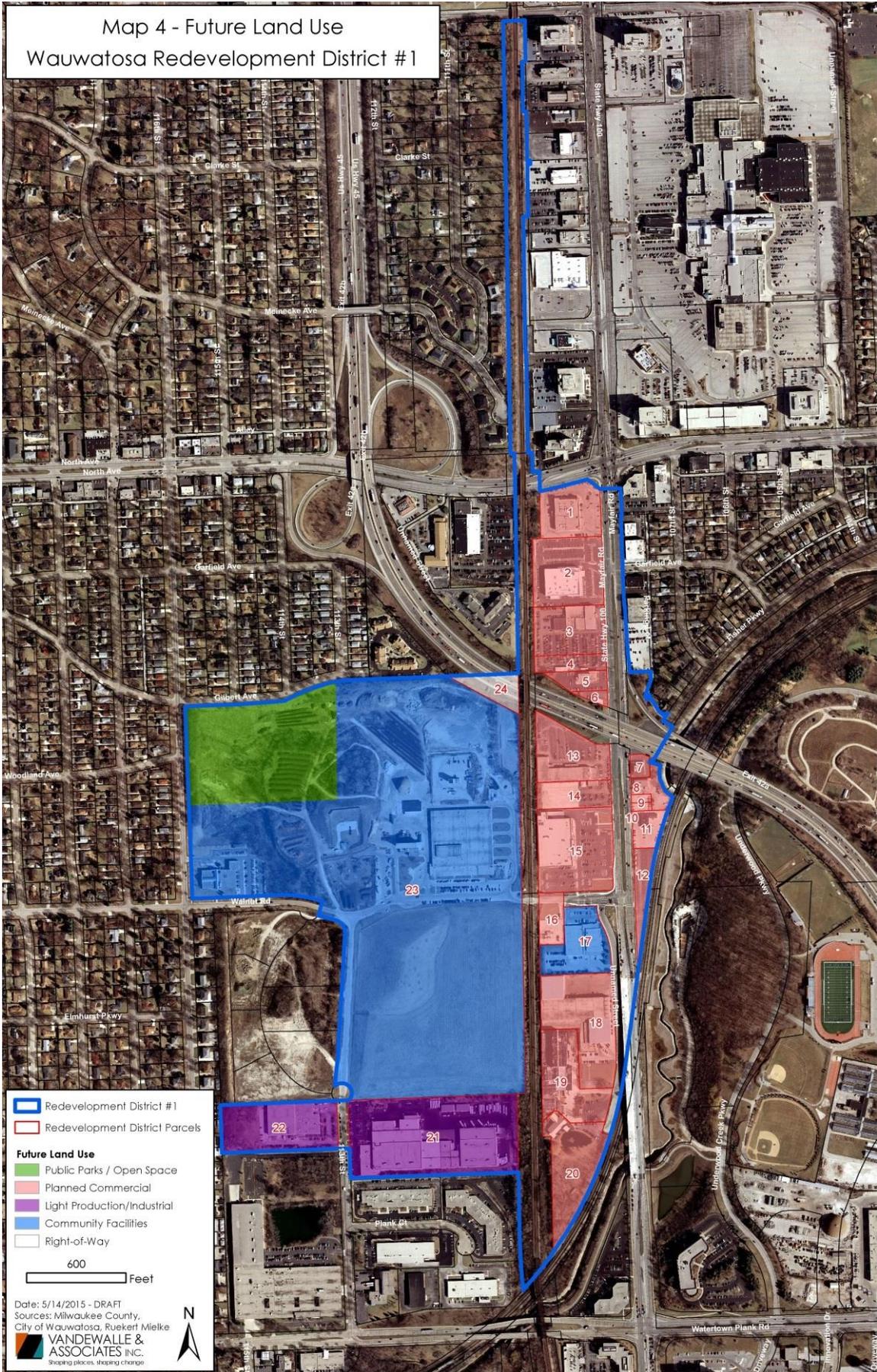
The City's DPW site on Walnut Road and the vacant shipping facility on 113<sup>th</sup> Street are priorities in the District because of their shovel-readiness for redevelopment and/or reuse for light industrial and clean manufacturing uses, with high visibility and easy truck access to Mayfair Road, Watertown Plank Road, and Highway 45. Reuse of these sites should be of equal quality and prominence. Other potential uses could include residential development of high quality architectural design, as well as attractive green spaces (since reuse of some land is limited by former landfill uses and topography).

### **Mayfair Road Corridor Proposed Reuse**

Connecting development in the western portion of the District with the variety of economic activities taking place on Mayfair Road will be key to ensuring a cohesive redevelopment of the District as a whole, as well as the continued revitalization of the larger Highway 100 Corridor already underway in Wauwatosa and surrounding municipalities by WisDOT. The City owns a great deal of land in the Walnut Road subarea, therefore, initial focus will be placed on redeveloping the western segment with the expectation that the momentum of high-value redevelopment will produce urban scale density and development that will facilitate redevelopment of the eastern segment – the Mayfair Road subarea.

The subarea's visibility and access from Highway 45 and proximity to Mayfair Mall, North Avenue hotels and existing employers would also support mixed-use development and makes it ideal space for newly constructed offices and commercial projects. Because of the subarea's direct adjacency to existing residential neighborhoods, diverse dining and shopping opportunities may also be developed in the area, utilizing high quality materials and architecture. These businesses could be supported in part by hotel patrons, District residents and workers throughout the day and during off-peak hours as well. Site design emphasizing "walk-to-work" employment opportunities may induce increased demand for the surrounding residential area, as well as improved pedestrian connections to existing businesses within and surrounding the District.

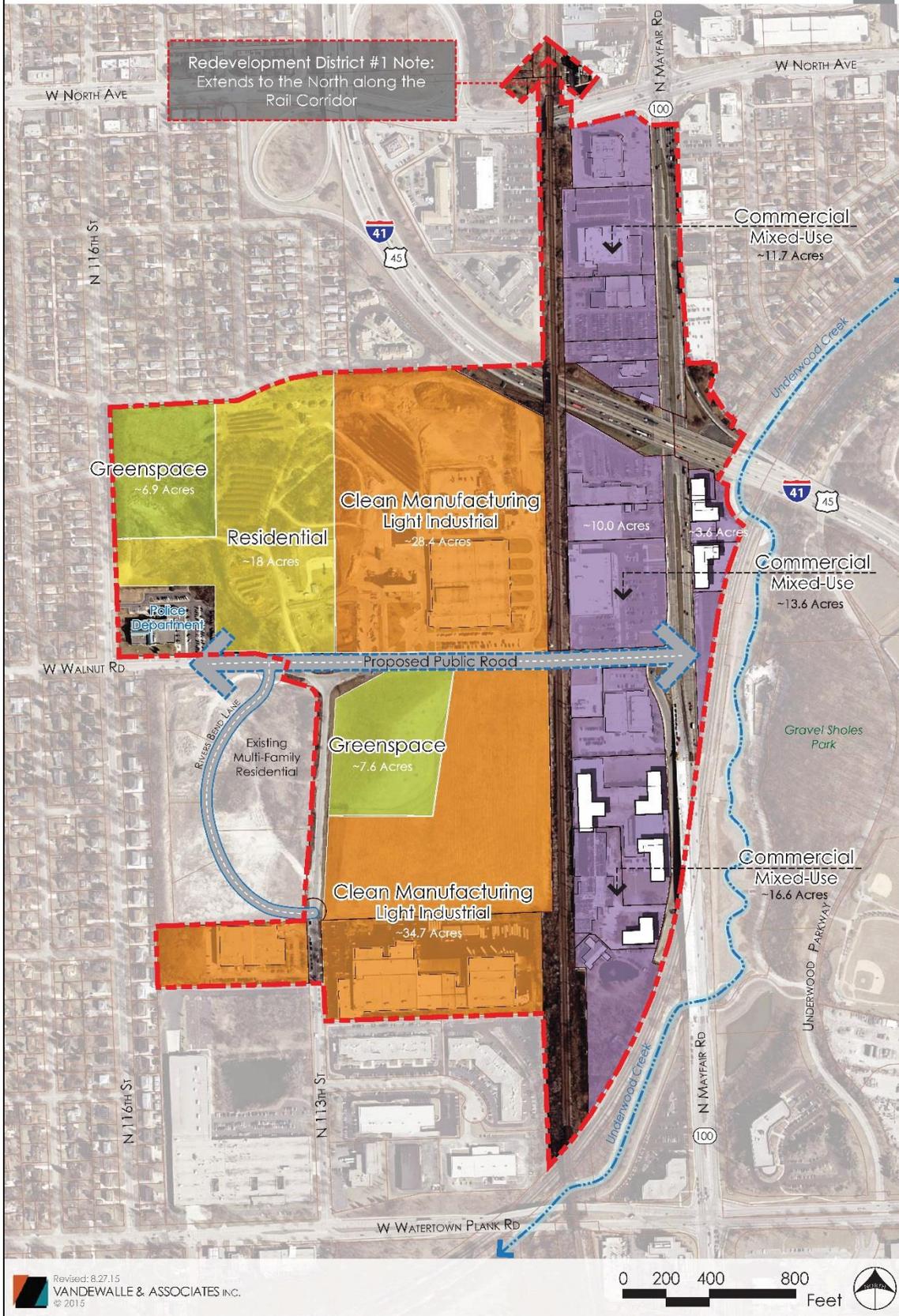
A segment of Union Pacific rail right of way between North Avenue and Center Street is included within the District boundary, offering potential for development of a Safe Routes to School pathway linking the Mayfair commercial corridor and surrounding residential neighborhoods with Wauwatosa West High School and Whitman Middle School. As mentioned in prior sections, Mayfair Road is predominantly a high-volume vehicular corridor and may benefit from future streetscape, pedestrian/non-motorized and right-of-way improvements. Any such improvements should be built in conjunction with private development and provide safe pedestrian and bike connectivity between subareas and the surrounding area.



# Map 5 : Redevelopment Concept

Wauwatosa Redevelopment District #1

Wauwatosa  
Wisconsin



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## Project Implementation

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The City anticipates redevelopment in the District in the coming years, particularly in the form of medium to high density commercial uses along Mayfair Road. The City is willing to engage in informal discussions with developers interested in projects on municipally owned land and may conduct additional proactive efforts to identify and select developers for specific project components. The preparation of a master plan and the types and design of the individual development components will all be driven by the redevelopment objectives and proposed uses and projects described previously in this document.

The City anticipates an initial period of redevelopment and/or public improvement activities in the District taking place over the next several years. Private redevelopment projects within each subarea are likely to take place in phases over the next five to ten years. Private sector activities would include assemblage of property, demolition, site preparation, and construction of new development and/or rehabilitation of existing buildings. As noted previously, it is hoped that new, high quality development in the Walnut Road subarea will drive market interest and demand for redevelopment along Mayfair Road in the years that follow.

Because commercial and industrial reuse are key features of the entire Redevelopment Plan for the District, public improvements and private redevelopment will need to be carefully coordinated. As outlined in the next section, a number of public improvements will be required to create a setting that will facilitate the level of high quality private development that is desired. Thus, not only is the timing of the improvements important, but so is the financing, which will likely rely significantly on the property taxes paid by the new projects. As such, the City may explore creation of a tax increment finance district in the future that encompasses some or all of the parcels in Redevelopment District No. 1.

Future development projects will be subject to a development agreement with the City that specifies the type, quality and density/intensity of the project, the development schedule, and the use of TIF and other forms of public participation, if any, in addition to other terms and conditions that will ensure high quality, financially feasible projects.

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## Proposed Public Improvements and Utilities

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Central to this Redevelopment Plan are public improvements for the redevelopment of vacant or underutilized properties, business stimulation and support, public circulation and safety, way-finding and streetscape, landscaping and private redevelopment. Aesthetics of the area are also a high priority.

The following is a list of potential public project activities, which include, but are not limited to:

- Streetscape and public space improvements (e.g., pedestrian plazas, greenspace/public parkland, on-street pedestrian/bicycle paths, wayfinding signage, lighting, benches, etc.);
- Public infrastructure improvements (utility construction and/or relocation, right-of-way, stormwater management system improvements/construction, parking, street realignment, intersection improvements etc.);
- Site assemblage, environmental assessment, clean-up, and site preparation;
- Relocation of displaced businesses, if applicable; and
- Administration (e.g. marketing, developer recruitment, financial administration).

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## **Standards of Population Density, Land Coverage and Building Intensity after Development**

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Properties in Redevelopment District No. 1 will be developed in accordance with applicable municipal zoning, subdivision and other land use regulations.

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## **Present and Potential Equalized Value**

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The potential equalized value has been projected based on Map 1: Redevelopment District No. 1 redevelopment sites. As of January 1, 2015, the total equalized value of all parcels in the redevelopment area was \$62,076,000 (see Table 1).

It is projected that the new total equalized value of the Redevelopment District, applying reasonable standards of development density as shown in Map 5, could potentially reach \$165 million or more at full occupancy. This represents a tax base increase of over \$130 million in new equalized value for new construction and redevelopment projects, assuming current (2015) land values as a constant. Note that the loss of tax value resulting from demolition or maintenance of existing uses/structures within the District has also been accounted for in these projections.

*The City of Wauwatosa and its consultants make no warranty that any projected redevelopment activity will or will not actually occur within the District, and have included these figures for planning purposes only.*

**Table 1: Redevelopment District No. 1 Valuation by Parcel 2015**

MAP	Tax Key	Owner Name	Physical Address	Acres	Land Value	Improvement	Total Value
1	339999900	MRED MAYFAIR NORTH	2275 N MAYFAIR RD	2.67	\$3,469,100	\$7,402,300	\$10,871,400
2	339999700	NATIONAL RETAIL PROPERTIES LP	2201 N MAYFAIR RD	4.01	\$4,413,200	\$4,543,500	\$8,956,700
3	339999400	PENTLER MARCELENE M REV LIV	2111 N MAYFAIR RD	2.91	\$2,559,600	\$385,700	\$2,945,300
4	339999200	PENTLER MARCELENE M REV LIV	2021 N MAYFAIR RD	0.99	\$600,700	\$17,200	\$617,900
5	339999100	UNITED FOOD & COMMERCIAL	2001 N MAYFAIR RD	0.85	\$152,500	\$180,500	\$333,000
6	339999000	STATE OF WISCONSIN	1935 N MAYFAIR RD	0.28	\$0	\$0	\$0
7	340012100	DYNAMIS PROPERTIES LLC	1900 N MAYFAIR RD	0.39	\$416,700	\$429,300	\$846,000
8	340018800	SONSHINE 1826 LLC	1826 N MAYFAIR RD	0.82	\$542,300	\$192,100	\$734,400
9	340019000	EWALD REAL ESTATE 1728 LLC	1810 N MAYFAIR RD	0.14	\$75,000	\$7,300	\$82,300
10	340019100	EWALD REAL ESTATE 1728 LLC	1800 N MAYFAIR RD	0.14	\$75,000	\$7,300	\$82,300
11	340019200	EWALD REAL ESTATE 1728 LLC	1750 N MAYFAIR RD	0.92	\$607,900	\$100,200	\$708,100
12	340999400	EWALD REAL ESTATE 1728	1728 N MAYFAIR RD	1.15	\$408,700	\$52,800	\$461,500
13	339998700	RUSS DARROW WAUWATOSA	1901 N MAYFAIR RD	3.17	\$477,400	\$1,960,000	\$2,437,400
14	339998600	RUSS DARROW WAUWATOSA	1825 N MAYFAIR RD	1.68	\$1,281,100	\$110,000	\$1,391,100
15	339998500	BRE DDR BR WAUWATOSA WI LLC	1717 N MAYFAIR RD	5.24	\$4,349,300	\$11,841,300	\$16,190,600
16	375999800	WISC ELECTRIC POWER CO	10901 W WALNUT	1.08	\$0	\$0	\$0
17	375999900	UNITED STATES POSTAL SERVICE	1655 N MAYFAIR RD	2.98	\$0	\$0	\$0
18	375999700	WISC STEEL & TUBE CORP	1555 N MAYFAIR RD	5.21	\$2,141,400	\$2,343,700	\$4,485,100
19	375999300	ENCO REALTY CO INC	1501 N MAYFAIR RD	3.58	\$224,800	\$100	\$224,900
20	375999300	ENCO REALTY CO INC	1441 N MAYFAIR RD	4.09	\$178,500	\$154,800	\$333,300
21	375999000	1400 NORTH LLC	1400 N 113TH ST	11.06	\$2,241,100	\$4,883,900	\$7,125,000
22	375998900	FREUND NANCY A	1435 N 113TH ST	4.69	\$2,249,300	\$1,000,400	\$3,249,700
23	375999600	CITY OF WAUWATOSA	11100 W WALNUT	88.14	\$0	\$0	\$0
24	375999600	MILW COUNTY EXWY COMM	HIGHWAY 45	1.20	\$0	\$0	\$0
<b>TOTAL</b>				<b>147.3</b>	<b>\$</b>	<b>\$</b>	<b>\$</b>

## **Project Financing**

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Sources of revenues for project expenses may include, but are not limited to: private capital and loans, tax increments, taxes from potential Business Improvement District which could be established in the District, state and federal grants, private foundation grants, utility funds, and other City funds as authorized by the City Council. The financing of improvements can be accomplished in several different ways, including CDA bonding as provided in Wis. Stat. §66.1333. Principal and interest on CDA bonds can be paid through the following three methods:

1. Revenues generated from the sale or lease of the property;
2. Payments made to the CDA from tax increment revenues received by the City from increased taxes on new development within a Tax Increment District;
3. Receipt of revenues directly from a TIF District Redevelopment Fund.

In addition, the City may choose to bond separately for improvements through their normal borrowing channels.

## **Performance Standards**

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Throughout the project, developers and contractors will adhere to the provisions of applicable municipal ordinances and codes including, but not limited to, the zoning ordinance, subdivision and platting ordinance, building and construction codes, traffic ordinances, site plan review regulations and deed restrictions.

## **Plan Amendments**

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This plan may be amended at any time in accordance with the provisions of Wis. Stat. §66.1333(11). If the plan is modified, a public hearing will be conducted by the CDA. All modifications to the plan must be recommended by the CDA, and approved by the City Council by a two-thirds majority.

## **Relocation of Displaced Persons and Businesses**

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Persons and businesses displaced by project activities will be relocated in accordance with applicable state laws and regulations. Relocation plans for the project will be filed with the Department of Administration. These plans will be the basis for all relocation payments made as part of this project.

## **Land Disposition**

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The City or the CDA may acquire land as a result of implementation of this plan. All negotiations will follow the legal requirements imposed on the City and CDA for land acquisition.

## **Termination**

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This redevelopment plan and area will terminate when the CDA determines that the goals of the Redevelopment District Plan have been met.

## **Blighted Area Finding**

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Urban redevelopment is done to affect removal of blight and to promote economic development, enhance community character and increase quality of life.

VANDEWALLE & ASSOCIATES, a Madison and Milwaukee-based urban planning and economic development consulting firm, evaluated the property proposed for inclusion in the redevelopment district and determined that the properties contained in the area meet the statutory requirement of a redevelopment district.

This redevelopment plan finds that not less than a predominance or substantial number of the properties within the proposed redevelopment area are blighted and in need of rehabilitation within the meaning of the criteria set forth in Wisconsin Statute §66.1333 that they demonstrate deteriorating architecture, obsolete and vacant buildings that are a physical hazard, inappropriate land uses, economically obsolete uses, environmental concerns, poor or unsafe access and circulation for vehicles and pedestrians, or other statutory factors meeting the definition of blight that do not comply with adopted City planning documents.

Some properties that are in good physical condition, are properly maintained and meet the land uses appropriate for the area may be included in the District. The purpose for inclusion of these “non-blighted” properties is to comprehensively address the redevelopment district in the long-range planning process and encourage other property owners to upgrade their properties in order to accomplish the goals and objectives of this Redevelopment District.

The criterion for defining conditions of blight in this analysis is the statutory definition of blight appearing in Wis. Stat. §66.1333. “Blight elimination and slum clearance,” which reads as follows:

**§66.1333(2m)(b)** *“Blighted area” means any of the following:*

1. *An area, including a slum area, in which there is a predominance of buildings or improvements, whether residential or nonresidential, which by reason of dilapidation, deterioration, age or obsolescence, inadequate provision for ventilation, light, air sanitation, or open spaces, high density of population and overcrowding, or the existence of conditions which endanger life or property by fire and other causes, or any combination of such factors is conducive to ill health, transmission of disease, infant mortality, juvenile delinquency, or crime, and is detrimental to the public health, safety, morals or welfare.*
2. *An area which by reason of the presence of a substantial number of substandard, slum, deteriorated or deteriorating structures, predominance of defective or inadequate street layout, faulty lot layout in relation to size, adequacy, accessibility or usefulness, unsanitary or unsafe conditions, deterioration of site or other improvements, diversity of ownership, tax or special assessment delinquency exceeding the fair value of the land, defective or unusual conditions of title, or the existence of conditions which endanger life or property by fire and other causes, or any combination of such factors, substantially impairs or arrests the sound growth of a city, retards the provision of housing accommodations or constitutes an economic or social liability and is a menace to the public health, safety, morals or welfare in its present condition and use.*
3. *An area which is predominantly open and which because of obsolete platting, diversity of ownership, deterioration of structures or of site improvements, or otherwise, substantially impairs or arrests the sound growth of the community.*

**§66.1333 (2m)(bm)** *“Blighted property” means any property within a city, whether residential or nonresidential, which by reason of dilapidation, deterioration, age or obsolescence, inadequate provisions for ventilation, light, air or sanitation, high density of population and overcrowding, or the existence of conditions which endanger life or property by fire and other causes, or any combination of such factors, is conducive to ill health, transmission of disease, infant*

*mortality, juvenile delinquency or crime, and is detrimental to the public health, safety, morals or welfare, or any property which by reason of faulty lot layout in relation to size, adequacy, accessibility or usefulness, unsanitary or unsafe conditions, deterioration of site or other improvements, diversity of ownership, tax or special assessment delinquency exceeding the fair market value of the land, defective or unusual conditions of title, or the existence of conditions which endanger life or property by fire and other causes, or any combination of such factors, substantially impairs or arrests the sound growth of a city, retards the provisions of housing accommodations or constitutes an economic or social liability and is a menace to the public health, safety, morals or welfare in its present condition and use, or any property which is predominantly open and which because of obsolete platting, diversity of ownership, deterioration of structures or of site improvements, or otherwise, substantially impairs or arrests the sound growth of the community.*

## **Redevelopment District Blight Determination**

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Table 2 provides a parcel-by-parcel analysis of the general condition of existing structures and improvements. A detailed physical analysis has been undertaken as a part of the planning process. Implementation of the redevelopment plan, including such activities such as appraisals and environmental examinations, may identify additional information that will substantiate the blight findings found in this analysis. The blight finding made in this report is primarily based on the broader conditions within the overall district. These conditions emphasize inconsistent land use patterns, properties not being used to their highest and best use, visually and/or physically blighted properties, environmental concerns, poor layout and platting, substandard buildings that are hazardous to the public welfare, and transportation problems that are substantially impairing the sound growth and expansion of the district as a whole.

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**Table 2: Redevelopment District No. 1 Blight Determination**

MAP VA_ID	Tax Key	Owner Name	Physical Address	Land Value 2015	Improvement Value 2015	Total Value 2015	Acres	Existing Structure/Use	Dilapidated - Serious Building Deficiencies	Age/Obsolescence/No longer suits purpose built for	Faulty street or lot layout	Unsafe conditions	Obsolete platting	Diversity of ownership	Deterioration of structure	Deterioration of site improvement	Impairs sound growth	Additional Notes	Description	Class
1	3399999000	MRED MAYFAIR NORTH	2275 N MAYFAIR RD	\$3,469,100	\$7,402,300	\$10,871,400	2.7	Walgreens drug store										obsolete - could be reserved for higher density commercial development	COMMERCIAL	G
2	3399997002	NATIONAL RETAIL PROPERTIES LP	2201 N MAYFAIR RD	\$4,413,200	\$4,543,500	\$8,956,700	4.0	Dave & Buster's restaurant/arcade										Recent construction and/or renovation	COMMERCIAL	G
3	3399994002	PENTLER MARCELENE M REV LIV TR	2111 N MAYFAIR RD	\$2,559,600	\$385,700	\$2,945,300	2.9	Uptown Motors sales lot/service										Recent construction and/or renovation	COMMERCIAL	G
4	3399992001	PENTLER MARCELENE M REV LIV TR	2021 N MAYFAIR RD	\$600,700	\$17,200	\$617,900	1.0	Uptown Motors sales lot/service										Recent construction and/or renovation	COMMERCIAL	G
5	3399991001	UNITED FOOD & COMMERCIAL	2001 N MAYFAIR RD	\$152,500	\$180,500	\$333,000	0.8	UFCW Union Hall/Zenith Administration		X					X		X	Dilapidated façade	COMMERCIAL	G
6	3399990000	STATE OF WISCONSIN	1935 N MAYFAIR RD	\$0	\$0	\$0	0.3	Vacant commercial				X			X	X	X	Appears to be former quick oil change facility. Probable oil/environmental contamination, possible LUSTs?	STATE	X
7	3400121003	DYNAMIS PROPERTIES LLC	1900 N MAYFAIR RD	\$416,700	\$429,300	\$846,000	0.4	Roadhouse restaurant and bar											COMMERCIAL	G
8	3400188002	SONSHINE 1826 LLC	1826 N MAYFAIR RD	\$542,300	\$192,100	\$734,400	0.8	Enterprise Rent A Car/Pampered Paws		X			X					Uneven parking surface/grade, metal garages/storage in back	COMMERCIAL	G
9	3400190000	EWALD REAL ESTATE 1728 LLC	1810 N MAYFAIR RD	\$75,000	\$7,300	\$82,300	0.1	Ewald Automotive/Mayfair Rent A Car		X			X					Uneven parking surface/grade, metal garages/storage in back	COMMERCIAL	G
10	3400191000	EWALD REAL ESTATE 1728 LLC	1800 N MAYFAIR RD	\$75,000	\$7,300	\$82,300	0.1	Ewald Automotive/Mayfair Rent A Car		X			X					Uneven parking surface/grade, metal garages/storage in back	COMMERCIAL	G
11	3400192000	EWALD REAL ESTATE 1728 LLC	1750 N MAYFAIR RD	\$607,900	\$100,200	\$708,100	0.9	Ewald Automotive/Mayfair Rent A Car		X			X					Uneven parking surface/grade, metal garages/storage in back	COMMERCIAL	G
12	3409994001	EWALD REAL ESTATE 1728	1728 N MAYFAIR RD	\$408,700	\$52,800	\$461,500	1.1	Ewald Automotive/Mayfair Rent A Car		X			X					Uneven parking surface/grade, metal garages/storage in back	COMMERCIAL	G
13	3399987001	RUSS DARROW WAUWATOSA	1901 N MAYFAIR RD	\$477,400	\$1,960,000	\$2,437,400	3.2	Russ Darrow Kia showroom, service and sales lot										Recent construction and/or renovation	COMMERCIAL	G
14	3399986000	RUSS DARROW WAUWATOSA	1825 N MAYFAIR RD	\$1,281,100	\$110,000	\$1,391,100	1.7	Russ Darrow Kia showroom, service and sales lot										N/A	COMMERCIAL	G
15	3399985002	BRE DDR BR WAUWATOSA WI LLC	1717 N MAYFAIR RD	\$4,349,300	\$11,841,300	\$16,190,600	5.2	Pick & Save grocery store										Recent construction	OTHER	G
16	3759998000	WISC ELECTRIC POWER CO	10901 W WALNUT RD	\$0	\$0	\$0	1.1	WE Energies sub station										N/A	OTHER	X
17	3759999001	UNITED STATES POSTAL SERVICE	1655 N MAYFAIR RD	\$0	\$0	\$0	3.0	Post Office										N/A	FEDERAL	X
18	3759997000	WISC STEEL & TUBE CORP	1555 N MAYFAIR RD	\$2,141,400	\$2,343,700	\$4,485,100	5.2	Wisconsin Steel & Tube manufacturing		X					X	X		Deteriorated exterior - paint chips, rust, deteriorating roof signage (visible from Highway 45 overpass)	COMMERCIAL	G
19	3759993002	ENCO REALTY CO INC	1501 N MAYFAIR RD	\$224,800	\$100	\$224,900	3.6	Thurner Heat Treating (multiple connected industrial buildings)	X	X		X			X	X		Deteriorated metal sided exterior - paint chips, rust, visible asbestos insulation	COMMERCIAL	G
20	3759993001	ENCO REALTY CO INC	1441 N MAYFAIR RD	\$178,500	\$154,800	\$333,300	4.1	Thurner Heat Treating (office building, pond and vacant RR frontage)		X								Dated chalet-style office building (obsolete?)	COMMERCIAL	G
21	3759990005	1400 NORTH LLC	1400 N 113TH ST	\$2,241,100	\$4,883,900	\$7,125,000	11.1	Vacant commercial/industrial/shipping facility									X	Currently vacant but well kept. Gated loading dock area with 10+ bays	COMMERCIAL	G
22	3759989002	FREUND NANCY A	1435 N 113TH ST	\$2,249,300	\$1,000,400	\$3,249,700	4.7	Walgreens warehouse											COMMERCIAL	G
23	3759996006	CITY OF WAUWATOSA	11100 W WALNUT RD	\$0	\$0	\$0	88.1	Department of Public Works Maintenance Yard; Landfill; Wauwatosa Police Department (NE corner of Walnut Road/116th St)			X	X	X				X	Visual blight; heavy truck traffic; economic blight (deters new residential/commercial development)	OTHER	X
24	3759996002	MILW COUNTY EXWY COMM	HIGHWAY 45	\$0	\$0	\$0	1.2	Northeast corner of DPW yard - Highway 45 frontage										N/A	COUNTY	X
<b>TOTALS</b>				<b>\$26,463,600</b>	<b>\$35,612,400</b>	<b>\$62,076,000</b>	<b>147.39</b>													

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## Conclusion

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Based on the blight findings detailed in the previous sections, it is determined that a predominance or substantial number of properties within the redevelopment area are blighted and in need of rehabilitation within the meaning of the criteria set forth in Wis. Stat. §66.1333 for the following reasons:

- Economic blight due to properties not developed to the highest and best use.
- Vacant and/or obsolete facilities.
- Potential of environmental concerns due to historical uses.
- Physical and/or visual deterioration of the structures and site improvements of a significant number of properties.
- Inappropriate land use within the context of the surrounding area for a significant number of properties along the Walnut Road and Mayfair Road Corridors.
- Inadequate street lay out that impedes internal circulation and access to the Redevelopment District.

It is determined that physical and economic conditions exist that, if left unattended, would continue to impair and impede the sound and safe growth of the City of Wauwatosa. Only through comprehensive redevelopment of a majority of this area will the deterioration of the subject properties substantially slow down and reverse, thereby contributing to the overall vitality of the community.

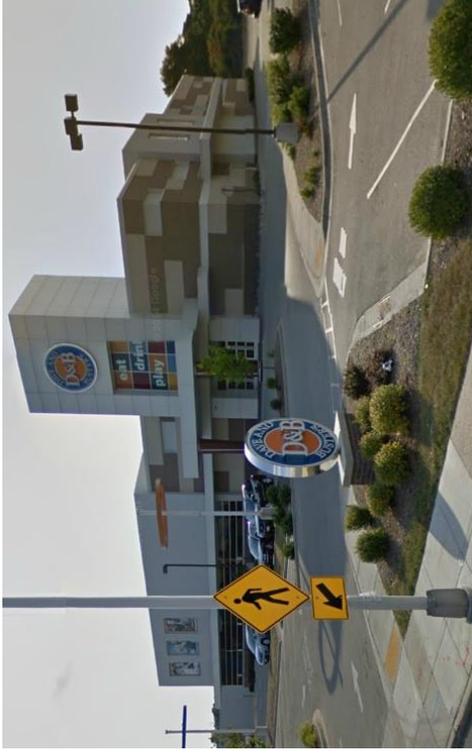
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**Appendix A – Photos of District Site-by-Site**

Parcel 1



Parcel 2



Parcel 3



Parcel 4

Parcel 5



Parcel 6



Parcel 7



Parcel 8



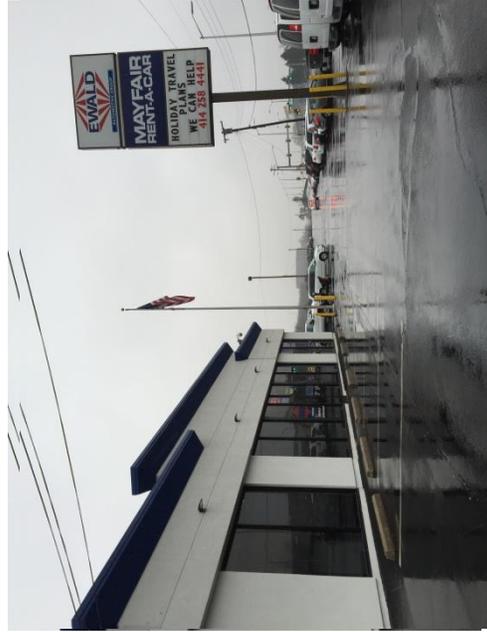
Parcel 9



Parcel 10



Parcel 11



Parcel 12



Parcel 13



Parcel 14



Parcel 15



Parcel 16



Parcel 17



Parcel 18



Parcel 19 (office)



Parcel 19 (industrial)

Parcel 20



Parcel 21



Parcel 22



Parcel 23 (landfill)



Parcel 23 (municipal offices)



Parcel 24



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**Appendix B – Redevelopment District No. 1 Brownfield Inventory**

**COMMUNITY DEVELOPMENT AUTHORITY OF  
THE CITY OF WAUWATOSA, WISCONSIN**

**RESOLUTION NO.       /**

**A RESOLUTION APPROVING THE BOUNDARIES FOR REDEVELOPMENT  
DISTRICT #1; APPROVING THE REDEVELOPMENT PLAN THEREOF; AND  
SUBMITTING SAID BOUNDARIES AND REDEVELOPMENT PLAN TO THE  
COMMON COUNCIL**

WHEREAS, the Community Development Authority of the City of Wauwatosa (“the CDA”) lawfully exists pursuant to section 66.1335 of the Wisconsin Statutes, and possesses all powers granted therein; and

WHEREAS, the CDA has studied the facts and circumstances relating to the proposed Redevelopment District #1; consideration having been given, among other items, to the following matters: (i) the definition of “blighted area” within the meaning of Section 66.1333(2m)(b), (ii) the report prepared by Vandewalle & Associates with respect to the existence of blight in the Redevelopment District, (iii) the past and existing condition of, and the proposed uses in, the Redevelopment District, (iv) the goals and objectives for redevelopment of the Redevelopment District, (v) visual inspection of the Redevelopment District and surrounding areas by various members of the CDA and by various staff and consultants to the City, and (vi) comments received at the public hearing; and

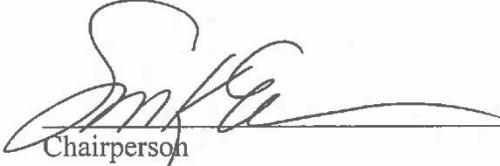
WHEREAS, the CDA has designated the boundaries of Redevelopment District #1 and caused to be prepared a redevelopment plan for said area; and

WHEREAS, on August 13, 2015, a duly-noticed public hearing was held regarding the creation of Redevelopment District #1 and the adoption of a Redevelopment Plan thereof, at which time all interested parties were afforded a full opportunity to express their views; and

NOW, THEREFORE, BE IT RESOLVED by the Community Development Authority of the City of Wauwatosa, Wisconsin, that:

1. The boundaries of Redevelopment District #1, as set forth in Exhibit A, are hereby approved.
2. Redevelopment District #1 is found and declared to be a blighted area within the meaning of section 66.1333(2m)(b) of the Wisconsin Statutes.
3. The Redevelopment Plan for Redevelopment District #1, attached hereto as Exhibit B, is found to be feasible and in conformity with the comprehensive plan of the City, and approved.

4. The boundaries and Redevelopment Plan are hereby submitted to the Common Council in accordance with section 66.1333(6) of the Wisconsin Statutes. Adopted and approved this 13<sup>th</sup> day of August, 2015.

  
Chairperson

  
Secretary

**Appendix C – Proof of Publication**

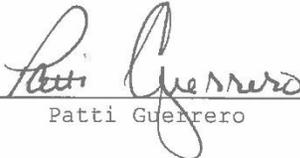
COMMUNITY  NEWSPAPERS

AFFIDAVIT OF PUBLICATION  
\*15 0804AM 11:35 WAUWATOSA CLERK  
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WAUWATOSA, CITY OF  
7725 W NORTH AVE  
ATTN : LAURIE SCHLEIMER  
  
WAUWATOSA, WI 53213

Patti Guerrero hereby states that she is authorized by Journal Media Group to certify on behalf of Journal Community Publishing Group, publisher of Community Newspapers, public newspapers of general circulation, published in the city of Hartland and county of Waukesha, printed in the city and county of Milwaukee; was published and delivered in the My Community Now- West on 7/23/2015 and 7/30/2015 ;that said printed copy was taken from said printed newspaper(s).

  
Patti Guerrero



State of Wisconsin  
County of Milwaukee

Subscribed and sworn before me this 30 day of July, 2015.  


Notary Public State of Wisconsin

My Commission Expires DOYNA LAIRD  
NOTARIZED 07-30-15  
COMMISSION  
EXPIRES 10-09-16

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Registrar Initials: N/A

**NOTICE OF PUBLIC HEARING AND COMMUNITY DEVELOPMENT AUTHORITY MEETING REGARDING THE CREATION OF REDEVELOPMENT DISTRICT NO. 1 CITY OF WAUWATOSA, WISCONSIN**

PLEASE TAKE NOTICE that, pursuant to Wisconsin Statutes Sections 66.1333, the Community Development Authority of the City of Wauwatosa will hold a public hearing at the following time and place:

Date: August 13, 2015  
Time: 12:00 pm  
Place: Wauwatosa City Hall, Committee Room #1  
7725 W. North Avenue  
Wauwatosa, Wisconsin

The purpose of this hearing shall be to assist the Community Development Authority in making a determination whether the proposed Redevelopment District No. 1 Project Plan is feasible and is in conformity with the general plan of the City, and in submitting a report concerning this plan to the City of Wauwatosa Common Council. The project area for the Redevelopment District No. 1 Project Plan is generally described as the 147.39+/- acre area bounded by N. Mayfair Road, W. North Avenue, W. Walnut Road and Watertown Plank Road, as shown on the map below. A complete legal description of the area is included in the plan.

All interested parties will be afforded a full opportunity to express their views respecting the proposed plan at this public hearing. Any owner of property included within the boundaries of the redevelopment plan and objecting to such plan shall be required to state his or her objections and reasons therefore, in writing, and file the same with the Community Development Authority either prior to, at the time of the public hearing, or within fifteen (15) days thereafter. Such owner must state their mailing address and sign their name to these reasons. The filing of such objections in writing is a condition to the commencement of an action to contest the right of a redevelopment authority to condemn the property under Wisconsin Statutes Section 32.06(5).

Any Statement of Objections and Reasons should be filed with the Community Development Authority in care of: **Paulette Enders, Development Director, 7725 W. North Avenue, Wauwatosa, Wisconsin 53213.**

A copy of the Redevelopment Project Plan and boundary map is available at City Hall between the hours of 8:00 a.m. and 4:30 p.m., Monday through Friday.

Dated at Wauwatosa, Wisconsin, this 10th day of July, 2015.

City of Wauwatosa  
Paulette Enders, Development Director

Published: July 23 and 30, 2015



WNAXLP 4543512-01