

City of Wauwatosa Comprehensive Plan 2008–2030



Vandewalle & Associates
Madison • Milwaukee

Adopted: December 16, 2008

by CITY OF WAUWATOSA PLAN COMMISSION

RESOLUTION

WHEREAS, section 66.1001(4), Wisconsin Statutes, establishes the required procedure for a local government to adopt a comprehensive plan, and section 66.1001(2) identifies the required elements of a comprehensive plan and;

WHEREAS, the City of Wauwatosa Plan Commission has the authority to recommend that the Common Council adopt a “comprehensive plan” under section 66.1001(4)(b) and;

WHEREAS, the City has prepared the *City of Wauwatosa Comprehensive Plan*, containing all required maps and other descriptive materials, to be the comprehensive plan for the city under section 66.1001, Wisconsin Statutes.

NOW, THEREFORE, BE IT RESOLVED that the Plan Commission of the City of Wauwatosa hereby adopts the attached *City of Wauwatosa Comprehensive Plan* as its master plan under 62.23, Wisconsin Statutes and recommends that the Common Council adopt an ordinance to constitute official City approval of the attached *City of Wauwatosa Comprehensive Plan* as the City’s comprehensive plan under section 66.1001(4), Wisconsin Statutes.

Passed and dated OCT 13 2008

Carla A. Ledesma

Carla Ledesma
City Clerk

Jill D. Didier

Jill Didier
Mayor/Plan Commission Chair

By Committee on Community Development

ORDINANCE O-08-32

The Common Council of the City of Wauwatosa do ordain as follows:

AN ORDINANCE CREATING CHAPTER 24.05 ADOPTING THE COMPREHENSIVE PLAN

The Common Council of the City of Wauwatosa do ordain as follows:

Part I. Chapter 24.05 of the Wauwatosa Municipal Code, to be titled "Comprehensive Plan" is hereby created.

Part II. Section 24.05.010 of the Wauwatosa Municipal Code is hereby created to read as follows:

The document titled, "City of Wauwatosa Comprehensive Plan, 2008-2030" is hereby adopted as the Comprehensive Plan of the City of Wauwatosa pursuant to Section 66.1001(4)(c) of the Wisconsin Statutes and as the Master Plan pursuant to Section 62.23(3) of the Wisconsin Statutes. The document, as certified in its current form, shall be available for review at the Department of Community Development and in the office of the City Clerk.

Part III. This ordinance shall take effect on and after its date of publication.

Action of the Common Council

Passed and dated DEC 16 2008

 Carla A. Hedlesma
City Clerk

Approved DEC 17 2008

 Jim D. Doran
Mayor

cc: **Planning**; City Admin.; Mayor; City Atty.

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VOLUME ONE:
Existing Conditions Report

CHAPTER 1.1: INTRODUCTION

The City of Wauwatosa is a dynamic community located just west of Milwaukee, and has emerged as one of the major economic centers in southeastern Wisconsin. Characterized by charming residential neighborhoods, a distinguished park system, high-quality services, and exceptional access to regional employment, entertainment, and shopping, Wauwatosa is a unique, vibrant, and highly sought after community.

Home to both Mayfair Mall, the region's premier shopping destination, and the Milwaukee County Grounds, site of the Milwaukee Regional Medical Center and the Milwaukee County Research Park, the City's opportunities for continued economic growth are substantial. Yet, in the face of such opportunity, the City has been successful at preserving the character of its numerous cultural and historic assets and offers well-maintained, attractive residential neighborhoods. The variety of businesses in Wauwatosa has also been preserved, with both larger-scale, regional businesses and smaller-scale businesses located throughout the City.

In recent years, Wauwatosa has seen a decline in overall population. And yet, development pressures in the City remain strong. This, combined with the emerging need for infrastructure maintenance and increasing traffic concerns, will continue to place additional pressure on the City to plan carefully for future development so as to retain community character, avoid land use conflicts, maintain a high level of services, provide a wide variety of housing and employment opportunities for residents, and preserve natural and cultural resources long into the future.

PURPOSE OF THIS PLAN

The purposes of this *Comprehensive Plan* are to:

- ◆ Provide a Vision for future growth and development in the City;
- ◆ Recommend appropriate future land use for specific areas in the City;
- ◆ Guide the "character" of future development and redevelopment;
- ◆ Preserve natural resources (e.g. the Menomonee River);
- ◆ Identify needed infrastructure and community facilities to serve future land uses;
- ◆ Foster economic development and redevelopment opportunities based on the City's unique assets;
- ◆ Direct housing, commercial, office, research and industrial investments in the City;
- ◆ Provide a framework for intergovernmental cooperation to help achieve *Plan* directions; and
- ◆ Provide detailed strategies to implement *Plan* recommendations.

PLAN ORGANIZATION

This *Plan* is organized into two volumes. The first volume of the *Plan*, Volume One, is this Existing Conditions Report. This Report presents background information related to the nine comprehensive plan elements required by the State of Wisconsin Comprehensive Planning legislation (e.g. *Transportation, Land Use, And Economic Development*).

The information in the Existing Conditions Report will form the basis for the goals, objectives, policies, and programs outlined in Volume Two.

Volume Two is the City's Policy and Recommendation Plan, which presents general goals, objectives, policies, programs, and recommendations related to each of the nine elements introduced in Volume One. The Implementation chapter includes proposed citywide strategies and timelines to ensure that the recommendations presented in this *Plan* become a reality.

PLANNING PROCESS

This *Comprehensive Plan* was prepared under the State of Wisconsin's comprehensive planning legislation, adopted in 1999 and contained in §66.1001, Wisconsin Statutes. This *Plan* meets all of the statutory elements and requirements of the comprehensive planning law. After January 1, 2010, only those plans that address the nine required elements and are adopted under the state's prescribed procedures may be legally used to make and enforce zoning, subdivision, and official mapping decisions.

In order to provide sound public policy guidance, a comprehensive planning process should incorporate inclusive public participation procedures to ensure that recommendations reflect a broadly supported vision for the community. On October 2, 2007, at the outset of this planning process, the City Council adopted the City's public participation plan by resolution.

GENERAL REGIONAL CONTEXT

Map 1.1-1 shows the relationship of the City to neighboring communities in the region. The City is located in southeastern Wisconsin in Milwaukee County and shares its eastern, northern, and part of its southern border with the City of Milwaukee. Wauwatosa is also bordered by the City of West Allis to the south, and the villages of Elm Grove and Butler, and the City of Brookfield to the west.

SELECTION OF THE PLANNING AREA

This *Comprehensive Plan* addresses all lands currently within the City of Wauwatosa's municipal limits. However, given the importance of intergovernmental cooperation for the City, this planning process also takes into consideration the plans, land uses, policies, and issues of the City's neighboring communities. Map 1.1-1 depicts the City of Wauwatosa's municipal boundaries and identifies the surrounding jurisdictions.

PLAN ADOPTION PROCESS

Preparation of a comprehensive plan is authorized under §66.1001, Wisconsin Statutes. Before adoption, a *Plan* must go through a formal public hearing and review process. The Plan Commission approves by resolution a public hearing draft of the *Plan* and recommends that the City Council enact an ordinance adopting the *Plan* as the City's official *Comprehensive Plan*.

Following Plan Commission approval, the City Council holds a public hearing to discuss the proposed ordinance adopting the *Plan*. Copies of the public hearing draft of the *Plan* are forwarded to a list of local and state governments for review. A Class 1 notice must precede the public hearing at least 30 days before the hearing. The notice must include a summary of the *Plan* and information concerning where the entire document may be inspected or obtained. The Council may then adopt the ordinance approving the *Plan* as the City's official *Comprehensive Plan*.

This formal, well-publicized process facilitates broad support of plan goals and recommendations. Consideration by both the Plan Commission and City Council assures that both bodies understand and endorse the *Plan's* recommendations.

Map 1.1-1: Jurisdictional Boundaries

CHAPTER 1.2: ISSUES AND OPPORTUNITIES

This chapter of the *Plan* provides an overview of demographic trends and background information necessary to develop an understanding of the changes taking place in the City of Wauwatosa. This chapter includes data on population, household and employment trends and forecasts, age distribution, educational attainment levels, and employment and income characteristics.

POPULATION TRENDS

The City of Wauwatosa experienced significant population decline since 1970. Figure 1.2-1 compares the City of Wauwatosa's population trends over the past thirty years with neighboring communities, the County, and the State. The communities surrounding the City experienced varied population changes during this time frame, with the Village of Menomonee Falls exhibiting the highest growth and the Village of Butler experiencing the greatest decline. More specifically, the population trends among first-rings suburbs close to Wauwatosa have also been varied, with West Allis declining and Greenfield increasing in population.

Between 1990 and 2000, Wauwatosa contributed to the overall population decline of Milwaukee County, accounting for about 11 percent of the overall population loss.

FIGURE 1.2-1: HISTORIC POPULATION OF AREA COMMUNITIES, 1970 – 2000

	1970	1980	1990	2000	% Population Change 1980-2000	% Population Change 1990-2000
City of Wauwatosa	58,676	51,308	49,366	47,271	-7.9	-4.2
City of Milwaukee*	717,372	636,295	628,088	596,974	-6.2	-5.0
City of Brookfield	32,761	34,035	35,184	38,649	13.6	9.8
Village of Elm Grove	7,201	6,735	6,261	6,249	-7.2	-0.2
City of West Allis	71,649	63,982	63,221	61,254	-4.3	-3.1
City of Greenfield	24,424	31,353	33,403	35,476	13.2	6.2
City of New Berlin	26,910	30,529	33,592	38,220	25.2	13.8
Village of Butler	2,261	2,059	2,079	1,881	-8.6	-9.5
Village of Menomonee Falls	31,697	27,875	26,840	32,647	17.1	21.6
Milwaukee County	1,054,249	964,988	959,275	940,164	-2.6	-2.0
Waukesha County	231,335	280,203	304,715	360,767	28.8	18.4
State of Wisconsin	4,417,821	4,705,642	4,891,769	5,363,675	14.0	9.6

Source: U.S. Census 1970-2000, Wisconsin Department of Administration

* In 2007, the City of Milwaukee challenged the U.S. Census Bureau's 2006 population estimate, resulting in the acknowledgement of an additional 30,000 residents. This indicates that the City of Milwaukee's population is no longer declining, but has actually increased in recent years.

DEMOGRAPHIC TRENDS

Figure 1.2-2 compares the age and gender distribution for the City of Wauwatosa in the year 2000 to neighboring communities, Milwaukee and Waukesha Counties, the State of Wisconsin, and the United States. Age distribution is an important factor when considering the future demands for housing, schools, park and recreational facilities and the provision of social services. Wauwatosa's year 2000 median age of 39.1 was average when compared to the median ages in the communities surrounding the City, but higher than the state and national medians. When compared to other cities in the area of somewhat comparable size, the median age in Wauwatosa is slightly higher than West Allis but lower than Brookfield. Milwaukee County's median age of 33.7 is considerably lower than the median age in Wauwatosa.

The City has a relatively balanced age distribution. And although the City will be experiencing the impacts of the aging baby boom generation, the percentage of school-aged children and seniors in the City in 2007 suggests the City will have to plan for the needs of these age groups as well. Wauwatosa also has a larger proportion of female residents than any of the surrounding communities, the state, and the nation.

FIGURE 1.2-2: AGE AND GENDER DISTRIBUTION, 2000

	Median Age	% Under 18	% 65 and over	% Female
City of Wauwatosa	39.1	23.3	18.2	53.7
City of Milwaukee	30.6	28.6	10.9	52.2
City of Brookfield	42.5	26.8	17.6	51.6
Village of Elm Grove	45.7	24.9	22.5	52.8
City of West Allis	37.8	21.5	17.2	50.9
City of Greenfield	41.7	18.9	20.5	53.1
City of New Berlin	39.8	24.8	12.7	50.8
Village of Butler	40.9	19.5	23.5	52.7
Village of Menomonee Falls	39.2	25.0	15.7	51.6
Milwaukee County	33.7	26.4	12.9	52.1
Waukesha County	38.1	26.3	12.0	50.8
State of Wisconsin	36.0	25.5	13.1	50.6
United States	35.3	25.7	12.4	50.9

Source: U.S. Census, 2000

Other 2000 Census data suggest that Wauwatosa's racial and ethnic diversity is roughly comparable to that of many of the surrounding communities, with the exception of the City of Milwaukee. Figure 1.2-3 compares the City of Wauwatosa's racial and ethnic distribution to neighboring communities, Milwaukee and Waukesha counties, the State of Wisconsin, and the United States. In 2000, the City's non-white population was 6.0 percent. Not including Milwaukee, the surrounding communities' non-white populations ranged from 2.9 percent in the Village of Elm Grove to 6.3 percent in the City of Greenfield. In the City of Milwaukee, however, the non-white population was 50 percent.

The 2000 Census does not include Hispanic and Latino people in the racial distribution. Rather, Hispanic and Latino are considered to be an ethnicity. Hispanic and Latinos can be any race and/or Hispanic.

FIGURE 1.2-3: RACE AND ETHNICITY, 2000

	Racial Distribution				Ethnicity		
	% White	% Black	% Asian	% Other Race	% Hispanic or Latino	% Not Hispanic or Latino	% White Alone
City of Wauwatosa	94.0	2.0	1.9	2.1	1.7	98.3	92.9
City of Milwaukee	50.0	37.3	2.9	9.8	12.0	88.0	45.4
City of Brookfield	94.2	0.8	3.8	1.2	1.2	98.8	93.3
Village of Elm Grove	97.1	0.4	1.5	1.0	1.2	98.8	96.4
City of West Allis	94.0	1.3	1.3	3.4	3.5	96.5	92.1
City of Greenfield	93.7	1.0	2.3	3.0	3.9	96.1	91.6
City of New Berlin	95.8	0.4	2.3	1.5	1.6	98.4	94.9
Village of Butler	97.4	0.3	0.5	1.8	0.9	99.1	96.6
Village of Menomonee Falls	96.5	1.5	0.9	1.1	1.2	98.8	95.6
Milwaukee County	65.6	24.6	2.6	7.2	8.8	91.2	62.1
Waukesha County	95.8	0.7	1.5	2.0	2.6	97.4	94.2
State of Wisconsin	88.9	5.7	1.7	1.6	3.6	96.4	87.3
United States	75.1	12.3	3.6	9.0	12.5	87.5	69.1

Source: U.S. Census, 2000

It is likely that Wauwatosa will continue to be an attractive place to live for all racial and ethnic groups because of the City's good schools and services, quality housing, distinctive neighborhoods, and access to employment opportunities. As is the case with many communities, it is expected that the City's population will become more diverse during the planning period. This presents both opportunities (e.g. new businesses, general cultural diversity) and challenges (e.g. language barriers) for the City.

HOUSEHOLD TRENDS

Figures 1.2-4 and 1.2-5 present household characteristics for the City of Wauwatosa compared to neighboring communities, Milwaukee and Waukesha counties, the State of Wisconsin, and the United States.

The median value of a home in the City of Wauwatosa is lower than in many of the outer suburbs, but higher than or comparable to other first-ring suburbs and higher than the City of Milwaukee. This is typical of the relationships among central cities, landlocked first-ring suburbs, and growing outer ring suburbs where larger lots facilitate the construction of larger, more expensive homes.

FIGURE 1.2-4: HOUSEHOLD CHARACTERISTIC COMPARISONS, 2000

	Total Housing Units	Total Households	Average Household Size	Median Home Value	Median Gross Rent
City of Wauwatosa	20,917	20,388	2.27	\$138,600	\$702
City of Milwaukee	249,225	232,188	2.50	\$80,400	\$527
City of Brookfield	14,208	13,891	2.74	\$189,100	\$1,014
Village of Elm Grove	2,556	2,444	2.49	\$263,900	\$673
City of West Allis	28,708	27,604	2.19	\$99,200	\$571
City of Greenfield	16,203	15,697	2.20	\$125,500	\$659
City of New Berlin	14,921	14,495	2.62	\$162,100	\$830
Village of Butler	938	916	2.05	\$115,100	\$590
Village of Menomonee Falls	13,140	12,844	2.52	\$151,600	\$702
Milwaukee County	400,093	377,729	2.43	\$103,200	\$555
Waukesha County	140,309	135,229	2.63	\$170,400	\$726
Wisconsin	2,321,144	2,084,544	3.05	\$112,200	\$540
United States	115,904,641	105,480,101	2.59	\$119,600	\$602

Source: U.S. Census, 2000

In 2000, Wauwatosa's average household size was lower than most surrounding jurisdictions. Household sizes are trending downward nationwide. This factor is important to consider when planning for land use demand and the distribution of housing in the City. The trend toward smaller households suggests a need for types of housing that accommodate single residents, empty-nesters, and single-parent households. Wauwatosa's percentage of housing units that are owner-occupied is comparable to the state and national averages, but is considerably higher than that of the City of Milwaukee and somewhat lower than some of the neighboring outer suburbs. Although the City's population has decreased significantly over the last several decades (see Figure 1.2-1), this is due mostly to decreases in average household size over this time period (Figure 1.2-6). The City's average household size was 3.28 in 1970, compared to 2.27 in 2000. In addition, the City's vacancy rate (2.5 percent) is significantly lower than that of Milwaukee County (5.6 percent) or the nation (9 percent).

FIGURE 1.2-5: HOUSEHOLD CHARACTERISTIC COMPARISONS, 2000

	Single Person ¹	Average Household Size	Vacant	Owner Occupied ²
City of Wauwatosa	33.9%	2.27	2.5%	67.8%
City of Milwaukee	33.5%	2.50	6.8%	45.3%
City of Brookfield	16.7%	2.74	2.2%	89.9%
Village of Elm Grove	24.7%	2.49	4.4%	89.9%
City of West Allis	37.3%	2.19	3.8%	58.1%
City of Greenfield	34.6%	2.20	3.1%	59.5%
City of New Berlin	19.0%	2.62	2.9%	81.3%
Village of Butler	42.5%	2.05	2.3%	49.7%
Village of Menomonee Falls	23.7%	2.52	2.3%	77.4%
Milwaukee County	33.0%	2.43	5.6%	52.6%
Waukesha County	20.9%	2.63	3.6%	76.4%
Wisconsin	26.8%	3.05	10.2%	68.4%
United States	25.8%	2.59	9.0%	66.2%

Source: U.S. Census, 2000

¹Householder living alone

²Percent of occupied housing units that are owner-occupied

FIGURE 1.2-6: AVERAGE HOUSEHOLD SIZE TRENDS, CITY OF WAUWATOSA

	1970	1980	1990	2000
Average Household Size	3.28	2.56	2.39	2.27

Source: U.S. Census, 2000

POPULATION AND HOUSEHOLD PROJECTIONS

The City considered a variety of information when developing its population projections. The first source of information was the Department of Administration, which prepares population projections for all municipalities in the state. WisDOA's projections for Wauwatosa are presented in Figure 1.2-7. According to these projections, the City's population is expected to decline roughly 12 percent by the year 2030. These projections, however, are based on recent demographic trends, estimated fertility and mortality rates, and historic in-migration/out-migration rates and do not take into account land use plans or employment projections. Furthermore, there is some evidence to suggest that population in the Milwaukee area has been underestimated in recent years. At the time this *Plan* was being prepared, the City of Milwaukee challenged the U.S. Census Bureau's 2006 population estimate, and, as a result, in 2007 the Census Bureau increased the City's population estimate by 30,000 people. This indicated that Milwaukee's population was no longer decreasing, and had instead increased between 2000 and 2006.

In Wauwatosa, a 2030 population of 40,745 would have to mean one of two things: 1) there would be an average household size of less than 2.0 people per household, or 2) the City would lose a significant number of households over the planning period. Estimated employment projections, particularly associated with growth on the Milwaukee County Grounds, the nature of the regional economy, quality of the City's housing stock,

strength of its neighborhoods and schools, and historically low vacancy rates suggest that neither of these two situations are likely to occur.

To provide a comparison, in the year 2000 Naples, Florida had an average household size of 1.9 people per household, which is roughly what Wauwatosa's average household size would be if its population were 40,745 and vacancy rates and the housing stock remained relatively stable. However, Naples' median age was 60.7 and 42.3 percent of the City's population was over age 65. In contrast, in the year 2000 Wauwatosa's median age was 39.1 and only 18.2 percent of the population was over 65. In 2030, WisDOA estimates that roughly 18 percent of Milwaukee County will be over age 65. Therefore, the type of age profile likely to result in such a small average household size (such as seen in Naples, Florida) is not likely to emerge in Wauwatosa. In addition, WisDOA projected Wauwatosa's average household size to be 2.2 persons per household in the year 2025, which is only slightly lower than the 2000 average household size.

If the City's average household size remained at around 2.2 persons per household, it would have to mean that no more housing units would be constructed in the City over the planning period and there would be an 11 percent vacancy rate associated with the existing housing stock (or it would mean the demolition of roughly 2,500 housing units). This situation does not seem likely either since the City's neighborhoods have historically been quite strong and there is no indication of their decline. Further, the City's vacancy rate has historically been low compared with the region and the nation. In 2000, Wauwatosa's vacancy rate was almost 75 percent lower than the national vacancy rate (2.5 percent compared to 9 percent), and 68 percent lower than Milwaukee County's vacancy rate (2.5 compared to 7.8 percent).

FIGURE 1.2-7: DEPARTMENT OF ADMINISTRATION POPULATION PROJECTION

	2000 ¹	2005	2010	2015	2020	2025	2030
State Department of Administration (DOA) Projection	47,271	46,263	45,160	44,450	43,588	42,363	40,745

Source: WisDOA Demographic Services Center, 2008, pre-release municipal projections

¹ U.S. Census, 2000

For all of these reasons, the City explored another approach for projecting its 2030 population. This approach involved taking into consideration potential increases in the density and intensity of residential development over the planning period. Because Wauwatosa is a built-out community and does not have the option of annexing additional land, the City's future population will depend on not only birth/death rates and in-migration/out-migration, but also on its land use decisions, particularly with respect to residential development. That is, in order for the City to accommodate future population growth, there will need to be more housing units available. And since land availability for such development is limited, this would mean increasing the density and intensity with which housing is developed. To flesh out this analysis and what it may mean for population growth, the City looked at several important variables.

First, the City recognizes that its population has declined over the last several decades by over 10,000 people (see Figure 1.2-1), and that this population loss is largely due to substantial decreases in household size. In 1970, average household size was 3.28 persons per household, compared to 2.27 persons per household in 2000. As mentioned above, WisDOA projects that the City's population will continue to decline slightly over the planning period, with the estimated 2025 household size being 2.2 persons per household. This means that if the housing stock were to remain relatively stable over the planning period, the City's population would likely fall slightly (although likely not as much as suggested by WisDOA's projections).

Second, to assess the possibility for building additional housing units in the City, a windshield survey was done to evaluate which parcels may be appropriate or available for redevelopment and/or infill development over the next 20 years. The acreage of these parcels was then added up to determine the City's overall potential land supply for future development. This number came out to roughly 480 acres. Then, based on the loca-

tion of these sites, the parcels likely to develop as non-residential were subtracted from the total, leaving roughly 230 acres that could potentially redevelop as some form of housing.

Third, the City looked at its population/jobs ratio as compared to the population/jobs ratio for the City of Milwaukee, Milwaukee County, and the Milwaukee 7 Region (Milwaukee County, Ozaukee County, Washington County, Waukesha County, Walworth County, Racine County, and Kenosha County). These ratios are shown in Figure 1.2-8.

FIGURE 1.2-8: POPULATION TO JOBS RATIO COMPARISON

	Population to Jobs Ratio (people per job)*
City of Wauwatosa	1.9 people/job
City of Milwaukee	2.3 people/job
Milwaukee County	1.86 people/job
Milwaukee 7 Region	2.0 people/job

** Based on 2006 jobs count*

Because Wauwatosa is home to significant regional employment, and given its regional location, the City considered what its population might look like if it could achieve a population to jobs ratio that was more similar to the City of Milwaukee's (1.9 vs. 2.3). Figure 1.2-9 shows the various calculations associated with this analysis. Based on these calculations, the City's population would need to be roughly 54,000 people today if the City were to achieve a population/jobs balance equal to the City of Milwaukee's (based on Wauwatosa's 2006 jobs). Because the number of jobs in Wauwatosa is expected to increase significantly over the planning period, the population associated with the projected number of jobs was also calculated based on both Wauwatosa's existing population/jobs ratio and the City of Milwaukee's population/jobs ratio. These two calculations yielded populations of 65,540 people (based on Wauwatosa's existing population/jobs ratio) and 79,338 people (based on the City of Milwaukee's population/jobs ratio).

FIGURE 1.2-9: POPULATION SCENARIOS BASED ON POPULATION/JOBS RATIOS

A. Estimated Number of Jobs in Wauwatosa in 2006	23,495 jobs
B. Projected Employment in Wauwatosa ¹	34,495 jobs
C. Population to jobs ratio for the City of Wauwatosa in 2006	1.9 people/job
D. Population to jobs ratio for the City of Milwaukee in 2006	2.3 people/job
E. Population Projection based on the number of jobs in Wauwatosa in 2006 and Milwaukee's pop/jobs ratio (Row A * Row D)	54,038 people
F. Population Projection based on the projected number of jobs in Wauwatosa ¹ if the City maintained its existing pop/jobs ratio (Row B * Row C)	65,540 people
G. Population Projection based on the projected number of jobs in Wauwatosa ¹ and Milwaukee's pop/jobs ratio (Row B * Row D)	79,338 people

¹ Projected jobs were calculated based on the assumption that 3 million sq. ft. will be added to the MRMC and the UWM Engineering School will be an additional 300,000 sq. ft.. Assumed one job per 300 sq. ft.

Based on the numbers in Figure 1.2-9, Figure 1.2-10 indicates at what density residential development would need to develop in order to accommodate these different population projection scenarios, as well as to accommodate a return to the City's 1970 population (58,676). While it is apparent that the City will not likely achieve some of the higher population numbers identified in Figure 1.2-9, the value of this exercise was that it illustrated what the City's population could be if future residential development occurred at reasonably higher densities. For example, if the City were to develop at an average of 15-20 dwelling units per acre, it could accommodate a population of 54,039 people.

This methodology did not yield one single set of population projections for Wauwatosa, since the City's population will largely be influenced by many dynamic variables. However, for the purposes of land use planning, it was worthwhile to gain some understanding of what would be possible based on what land is likely to be available for development. For planning purposes, the City will assume that its future population will be 54,039 people. This is revisited and elaborated upon in the Land Use chapter of Volume Two.

FIGURE 1.2-10: FUTURE RESIDENTIAL DENSITY REQUIREMENTS BASED ON POPULATION AND HOUSEHOLD PROJECTION SCENARIOS

Projection Type	Projected Population	Additional Households Needed to Accommodate Population ¹	Estimated Available Residential Land ²	Minimum Development Density Needed to Accommodate Additional Households on Available Land
"1970" Population	58,676	5,642	230	20-30 dwelling units/acre
Milwaukee Pop/Jobs Ratio (based on Wauwatosa's 2006 jobs)	54,039	3,534	230	15-20 dwelling units/acre
Wauwatosa Pop/Jobs Ratio (based on Wauwatosa's projected jobs)	65,540	8,762	230	30-40 dwelling units/acre
Milwaukee Pop/Jobs Ratio (based on Wauwatosa's projected jobs)	79,338	15,034	230	60-70 dwelling units/acre

¹ Population increase divided by WisDOA 2025 household size projection (2.2)

² This is intended to be a rough estimate of land available for residential development based on an analysis of parcels in the City that may become available for redevelopment/infill development over the planning period.

EDUCATION AND EMPLOYMENT TRENDS

Detailed information on education and employment trends can be found in the Economic Development chapter, later in Volume One of this *Plan*.

WAUWATOSA COMMUNITY TAPESTRY

ESRI Community Tapestry is a market segmentation tool that classifies neighborhoods into 65 different categories based on socioeconomic and demographic composition. This tool is often used to help provide additional insight into the composition of a community, including insights into residents' lifestyles, interests, employment, and consumer characteristics. Such characteristics can then be used to identify what opportunities exist for the future of the community, including opportunities for economic development, housing, recreation, culture, and more.

The ESRI Community Tapestry for Wauwatosa shows that 75% of Wauwatosa neighborhoods fall within 5 categories, and 95% of neighborhoods fall within 10 categories.

The largest category, comprising one-third of City neighborhoods, is *Metropolitans*. *Metropolitan* residents typically favor living in older neighborhoods comprised of a mix of single-family homes and multi-family dwellings. Compared to the nation as a whole, there is a higher proportion of people aged 20-34 in the *Metropolitan* segment. Half of the households in *Metropolitan* neighborhoods are comprised of singles who live alone or with others. Married couples comprise 40 percent of households. Median age is 37.6 years. *Metropolitans* are educated, with 75 percent of the population aged 25 years and older having attended college or completed a degree program. Half of employed residents hold professional or management positions. Median household income is \$61,973. *Metropolitans* typically lead active lives, traveling frequently for both business and pleasure. Leisure activities include going to museums and zoos, watching foreign films, and reading epicurean magazines. Refinishing furniture and playing musical instruments are also favorite hobbies. For recreational activities, *Metropolitans* tend to enjoy yoga, rollerblading, and hiking/backpacking. *Metropolitan* residents also tend to participate in numerous civic activities and belong to business clubs.

The second largest segment of residents in Wauwatosa is, *Retirement Communities*, which characterizes 20 percent of the City's neighborhoods. Households in these neighborhoods largely dominated by singles living alone, and one-fourth of households are comprised of married families with no children living at home. Median age is 51.4 years; one-third of residents are aged 65 years or older. Residents in this segment are well-educated, with 13 percent holding a graduate degree. Those who are still working are generally employed in white-collar occupations. *Retirement Communities* neighborhoods are often comprised of multi-family dwellings mixed with single-family homes and townhomes. Congregate housing is also common in these neighborhoods. *Retirement Communities* residents spend leisurely time working crosswords, playing bingo, canoeing, horseback riding, traveling overseas, attending adult education courses, and gardening indoors. They also typically enjoy going to the movies and attending sports games. Residents also often belong to civic clubs, enjoy eating at family restaurants, and exercise regularly.

Other categories into which substantial portions of Wauwatosa neighborhoods fall include *Cozy and Comfortable* and *Prosperous Empty Nesters*, characterizing 10% and 9% of neighborhoods, respectively. *Cozy and Comfortable* neighborhoods are comprised of settled, married, still-working residents living in pre-1970s, single-family homes. *Prosperous Empty Nesters* are well-established neighborhoods in which 40% of households are comprised of a married couple whose children have grown up and left the house. At least half the residents are 55 or older, and are predominately well-educated, experienced, and focused on their well-being as they transition into retirement.

EXISTING CITY PLANS

The City of Wauwatosa has engaged in multiple planning activities prior to its current comprehensive planning effort, including comprehensive planning in the mid-1970s, the Historic Property Reconnaissance Survey in 1996, the East State Street Land Use and Redevelopment Plan in 1997, the Master Plan and Design Guidelines for Milwaukee County Grounds: Northeast Quadrant, 2004, and most recently the Burleigh Street Triangle Redevelopment Plan in 2005. Because Wauwatosa is a built-out and land-locked community, past planning efforts have focused on redevelopment and historic preservation. The Existing Conditions Inventory cross-references many of these previous plans and documents. The recommendations in Volume Two of

this *Comprehensive Plan* carry forward relevant objectives, policies, and recommendations from the City’s previous planning efforts.

SUMMARY OF PUBLIC PARTICIPATION

The City’s planning process was guided by several participation events and tools, in addition to regular meetings of the Joint Committee on the Comprehensive Plan. The following is a summary of those activities conducted during the early information gathering, issues identification, and priority identification components of this planning process.

Vision Workshops

In September of 2007, the City held a series of four vision workshops to provide an opportunity for residents to identify a shared vision for the City, express concerns for the future of the City, and to develop priority

actions for the City to address over the next 20 years. Below is a compilation of the results for all of four districts, broken down by district.

Northern District

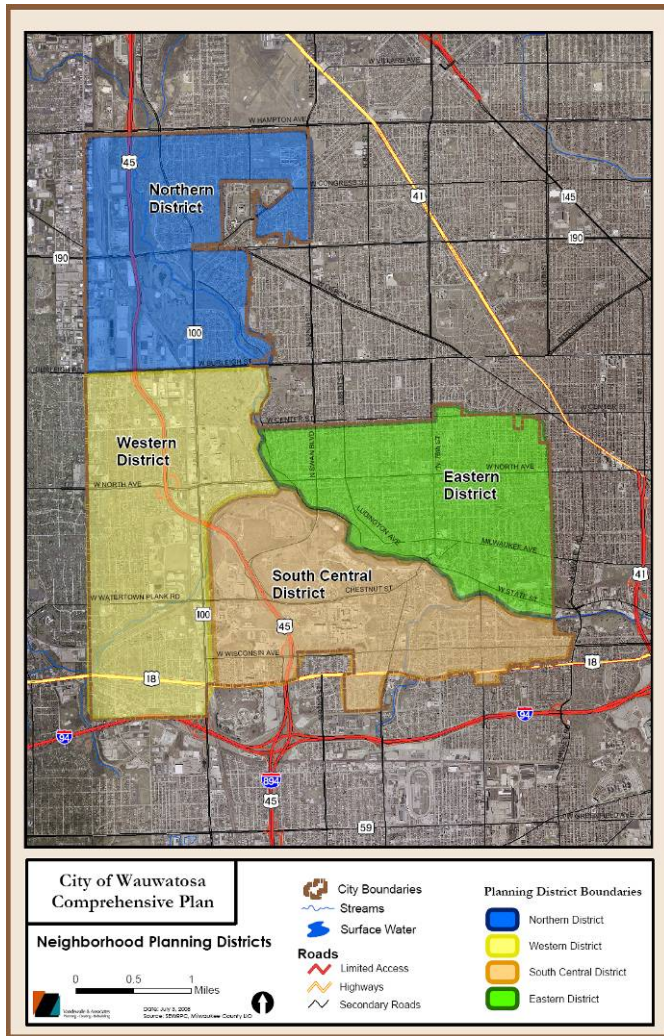
(Total Participants = 5)

Summary of top values:

Participants value the character and attractiveness of the community and the neighborhoods; quality City services, schools, and parks; and access to regional amenities.

Summary of Significant Opportunities:

The City has opportunities to leverage its position within the metro region to attract and retain workers. Well planned, mixed-use developments will increase the tax base and provide housing options for a diversity of people. The City also has an opportunity to focus on sustainable practices, to preserve parks and open spaces, maintain quality schools and connect the City with the region through mass transit and trail networks.



Summary of Threats and Challenges:

Participants reported concerns that in the future the City will struggle to maintain a balance of residential, commercial, and recreational spaces, and may lose its character to poorly planned developments and traffic congestion. Deteriorating public services and increasing environmental challenges may pose new problems.

Western District

(Total Participants = 11)

Summary of Values

Participants value that Wauwatosa is a mature, residential, community-oriented City. The City's variety of neighborhoods offer homes in reasonable price ranges and are located close to shopping opportunities, schools, churches, and medical care, and also offer convenient access to the freeway and the greater Milwaukee area. Public green spaces and quality schools and services are also a highly valued aspect of the City.

Summary of Opportunities

Participants felt that Wauwatosa has the opportunity to attract new development that complements, not detracts from, existing land uses and businesses. Through careful planning and preservation of historical resources, the City can be an attractive, sustainable community.

Summary of Threats and Challenges

Participants reported that in the future the City will be challenged to maintain safety, manage traffic problems, keep up with infrastructure improvements, and to provide transportation and housing options for all age groups. The potential loss of green space was also identified as a threat. Participants also expressed concern that tensions may arise over increasing population diversity.

Eastern District

(Total Participants = 24)

Summary of Values

Workshop participants value the City's safe environment; sense of community; attractive, quality housing; and walk-able, mixed-use neighborhoods. They also valued the City's small-town feel and easy access to the amenities of the metro-Milwaukee area. Participants also reported valuing the City's quality public services, especially the school system.

Summary of Opportunities

Participants reported that Wauwatosa's most important opportunities were redeveloping and/or enhancing significant corridors and key sites throughout the City such as North Avenue, the County Grounds, Burleigh, and Mayfair Road. Such efforts will increase tax base and will provide opportunities to better integrate mixed-use and mixed residential developments into existing neighborhoods to improve the livability and walkability of the City. The City also has an opportunity to provide housing and alternative transportation options that are affordable and appealing to all age groups. Maintaining quality schools and parks will function as economic assets and attract and retain families and businesses.

Summary of Threats and Challenges

Participants reported concerns that the City's image may decline over time due to low development standards, a lack of planning or vision, economic stagnation, and/or a failure to encourage innovation and improvement. Participants felt that the City may struggle to identify the best use for available space. A declining popu-

lation and tax base will make it more difficult to maintain the high level of services to which residents are accustomed. Safety may become a problem due to traffic and crime in business areas.

South Central District

(Total Participants = 29)

Summary of Values

Participants value Wauwatosa's quality public services, particularly the school system, public safety services, and the park and open space system. Participants also value the City's sense of community; the well-established, traditional, walk-able neighborhoods; historic housing stock; and the presence of small-scale neighborhood businesses.

Summary of Opportunities

Participants reported that the City's most significant opportunities are to preserve green space and encourage higher-density infill development in specific locations. The City can preserve quality of life by promoting well-planned development in appropriate areas, preserving historic assets, and pursuing sustainable practices.

Summary of Threats and Challenges

Participants expressed concerns that unplanned development and/or overdevelopment will decrease quality of life in Wauwatosa and lead to declines in City services and increases in traffic problems. The City may struggle to maintain public services and amenities without increasing taxes, to protect green spaces from development, and to manage crime and population spillover from neighboring cities.

Focus Groups

In September and October 2007, the consultant conducted interviews with various representatives of the community. Interviewees were selected by the Steering Committee and City staff. The majority of interviewees fit into one of five groups: City of Wauwatosa small business owners, City of Wauwatosa large business owners, Public amenities, traffic, and neighborhoods and quality of life. The significant outcomes of all of the focus group discussions organized by general topic are as follows:

Transportation

- ◆ Traffic congestion and traffic safety are significant concerns in the City.
- ◆ Businesses need assurance that transport will a) continue to flow; b) allow for growth.
- ◆ There is concern that Highway 45 will not be updated comprehensively. Need to get the right people to the table so that major businesses can be assured that growth will be accommodated.
- ◆ There are concerns that when construction begins on the Zoo Interchange the local network of roads will not be able to handle increased traffic.
- ◆ There is a need for significant coordination to resolve all traffic issues.
- ◆ There is a need to address traffic on Burleigh and Mayfair.
- ◆ The lack of transit services is a deterrent to future growth in the City.
- ◆ The City should accommodate different modes of transportation.
- ◆ Transit is a top priority—need to impress upon government that if these issues aren't addressed companies may leave.
- ◆ Currently parking structures are a Conditional Use—the City should make them easier to develop.
- ◆ **Comment related to a potential shuttle between MRMC and the Village:**
 - This may not work during the day, but maybe after work when people have more time.
 - Some companies have invested in their own dining facilities to keep employees on site during lunch, so they would not like to see employees going to the Village at lunch time.
 - Private businesses might be willing to fund this.

- ◆ City needs to acknowledge and plan for a future transit stop in City.
- ◆ Off-road bike paths are preferred over bike lanes.
- ◆ Community should be inter-connected via a trail network
- ◆ Need to promote walkability in the City and pedestrian safety issues, particularly in the Village and along North Avenue. People should have everything they need within walking distance.
- ◆ There is currently little concern for pedestrians in the Village
- ◆ The stretch of Parkway from North Avenue to the Village is in disrepair. This disconnects the community.
- ◆ There is a need for traffic calming devices throughout the City.
- ◆ The Village is cut off from the rest of the City because of infrastructure issues.
- ◆ MRMC should have dedicated access to Highway 45. There is a need to address ingress/egress for County Grounds
- ◆ Would need to connect UWM to the community with pedestrian and bike connections, bus connections, bike racks. The campus should be integrated with the City and the Village.
- ◆ The Safe Routes to School Program should be a priority.

Economic Development

- ◆ The City needs to leverage its location relative to I-94 and Highway 45. The City is at the center of the metro area.
- ◆ The City should focus on balance—small-scale, still relevant businesses balanced with Fortune 500's.
- ◆ Wauwatosa should market itself as a “cool” work/play area, like Downtown Milwaukee does.
- ◆ The “State Street Nightlife District”: this is a City amenity.
- ◆ MRMC is short on room and will need to expand.
- ◆ Don't replace manufacturing jobs with retail jobs. This decreases the quality of employment. Retail doesn't provide family wages. Support manufacturing and light assembly industries.
- ◆ Action in the Village used to be reactionary, but is shifting to be more proactive.
- ◆ North Avenue has a lot of absentee landlords who don't care who they're leasing to.
- ◆ The City needs to streamline the development approval process—Milwaukee's fast track permits are an example of how to do this.
- ◆ The City needs to maintain a good mix of businesses that people can walk to and that serve all of residents' needs.
- ◆ UWM would be great to have in the City. It would help create the research triangle the City has always wanted, but traffic needs to be addressed.
- ◆ Vliet Street has some recent examples of good development.
- ◆ One of WEDC's focused efforts could be on small businesses: could serve as a mentoring program to teach people how to start and run their businesses

Housing and Neighborhood Development

- ◆ The City should survey big companies to ensure that the housing being built is the housing employees/employers want/need.
- ◆ There is a need for short-term housing options for employees that are transient.
- ◆ There is a need to provide housing for people to age in place. This isn't being addressed now—this also includes providing appropriate services and walkability.
- ◆ There needs to be greater housing diversity, choice, and affordability.

- ◆ Need to not only provide condos, but condos at a range of prices, not just the high-end luxury condos.
- ◆ Neighborhoods need to maintain a positive image to deter crime.

Land Use

- ◆ There is a reluctance to redevelop properties until they get really bad. This gives the City a dated image.
- ◆ The City needs to educate residents on Transit Oriented Development and the importance of housing diversity to reduce the Not-In-My-Backyard attitude.
- ◆ The City needs to update the zoning code. In some districts appropriate land uses are considered conditional uses while inappropriate or less appropriate uses are permitted uses.
- ◆ The City needs more mixed use projects.

Community Facilities

- ◆ The City's school facilities are aging.
- ◆ The schools are an asset, but buildings need to be replaced.
- ◆ The schools need efficiency upgrades.
- ◆ People demand nice schools. Schools and safety are key to maintaining a solid community.
- ◆ There is a lot of competition from newer, "greener" schools in the region—need to support parks and leverage this asset.
- ◆ People are looking for flexible open spaces. Parks and open spaces are key community assets.
- ◆ Parks are fighting over the same dollars and creating conflicts within the City.

Intergovernmental Meetings

In February 2008, the City held several meetings with surrounding and overlapping jurisdictions, agencies, and groups. These meetings included representatives from the cities of Milwaukee, West Allis, and Brookfield, the Village of Elm Grove, Milwaukee County, the Milwaukee Metropolitan Sewerage District, the Milwaukee Regional Medical Center, and University of Wisconsin—Milwaukee. The major outcomes of these meetings are as follows:

- ◆ There are some ADA compliance and air conditional issues at some of the schools, but schools are mostly in good shape.
- ◆ The School District is thinking about preparing a long-range facilities plan.
- ◆ There are no glaring building maintenance needs, but there are a lot of people who want a new school.
- ◆ The District has some concerns over the provision of adequate recreational facilities at Hart Park.
- ◆ The District would be interested in the City's plans for housing to serve young professional and seniors—this would free up some housing for families.
- ◆ The School District coordinates recreational programs, but there is a high demand for them. City should help address demand. There is a need for a field house.
- ◆ Elementary schools in the City are located on very narrow streets, which creates perceived traffic problems. The real traffic problems only last for a few minutes a day. The District tried staggered start times to resolve this.
- ◆ People really value the neighborhood school concept.
- ◆ Underwood offers some opportunities for additional development on-site, as does Wilson.
- ◆ Enrollment was close to 10000 kids at one point in history, but the District could not support this now because since then classrooms have been converted to other uses.
- ◆ Staff and faculty at District are pretty stable.
- ◆ GE and Froedtert experimented with staggered work hours to address traffic issues.

- ◆ Comprehensive Plan should emphasize connectivity (92nd to Bluemound)
- ◆ There is a need for business spin-off growth and smaller supporting businesses like drug stores, restaurants, filling stations. There are 6 million trips per year coming out of the MRMC campus. Small businesses will pop up around campus if you don't invite people to the Village. All of the workers are concentrated on one spot.
- ◆ The Zoo Interchange Project can be used to bury infrastructure.
- ◆ Internal circulation on the MRMC campus needs to be considered and strengthened.
- ◆ The MRMC campus needs to talk about alternative energy and green building. These buildings could be a model of how to do these things.
- ◆ There need to be discussions about who is going to provide utility services to the County Grounds in the long-term.
- ◆ Some of the issues with the current zoning ordinance relate to the County Grounds. The ordinance rewrite will seek to address these.
- ◆ Very important to UWM that they are part of the community. They want to know that residents are excited for them to be there and that students and faculty are excited to be on that campus.
- ◆ The City should work with the County to market Timmerman as a corporate airport
- ◆ The City needs to cooperate with the City of Milwaukee on design standards for North Avenue.
- ◆ Commuter rail and hi-speed rail are both important to Brookfield (on existing rail line); the City of Milwaukee is also in favor of these transit connections.
- ◆ Bus rapid transit is still in the theoretical stages of development.
- ◆ There could be possibilities for student housing along State Street, especially since it is along a bus line.
- ◆ MMSD is submitting comments to WisDOT suggesting that water quantity issues be addressed in addition to water quality issues. The Zoo Interchange project should be taken as an opportunity to do some really good things with respect to water quality. These projects generate a lot of stormwater runoff. They could take storm sewers and direct water into treatment wetlands.
- ◆ Development along Mayfair has stimulated development at Brookfield Square, so it is considered a good thing for Brookfield.

Draft Plan Open House & Public Hearing

On August 21, 2008, the City conducted a public open house on a public review version of the draft *Plan*. The Joint Committee on the Comprehensive Plan then recommended changes to the *Plan* based on public comment. Following its recommendation and that of the City Plan Commission, the City Council conducted a final public hearing on the *Plan*, per legislative requirements, before adopting it.

City of Wauwatosa Opportunities

The City of Wauwatosa is one of the region's most highly desirable places to live, work, and shop, and has emerged in recent years as a major hub of economic activity in the greater Milwaukee area. As a first-ring community outside the City of Milwaukee, the future vitality of the community will depend largely on its ability to maintain a high quality of life for residents, capitalize on its numerous economic assets, and effectively promote, direct, and manage reinvestments in underused and functionally obsolete properties. In the years to come, it is the City's ambition to advance the opportunities described below to help ensure a vibrant future. These opportunities can be summarized by five overarching themes:

- Developing Wauwatosa's regional role as a center for research and innovation.
- Positioning Mayfair Road as the region's premier commercial service corridor.
- Enhancing connections within the City and throughout the region.
- Celebrating and accessing the Menomonee River, Honey Creek, and Underwood Creek Parkways.
- Taking a balanced approach to future growth and change.

Innovation Alley: Linking the I-45 Corridor through Medical and Engineering Research and Technology

The Milwaukee Regional Medical Center and Milwaukee County Research Park, located on the Milwaukee County Grounds, have established Wauwatosa as a center of education and innovation in the Milwaukee area. Maximizing use of remaining space on these campuses is paramount. However, intelligent use of the County Grounds will involve taking measures to ensure that these lands do not become overbuilt and that unique features, such as the historic Eschweiler Buildings and the existing green spaces, are thoughtfully considered as part of the design of new development.

The proposal to relocate an expanded UWM Engineering School on this site is testament to the drawing power of the campus' existing institutions. The proposed Engineering School will be a catalyst for increased innovation, skills-training, commercialization, and business development in and around the City, and will potentially put the MRMC on par with other major national medical centers such as the Cleveland Clinic and Johns Hopkins. Furthermore, it is anticipated that the proposed engineering school would increase the number of high-tech start-up businesses in or near Wauwatosa. This, in turn, would allow the City to attract new residents and private investments, grow its economic base and stabilize its population, and advance the regional economy beyond City borders.

To effectively capture growth emanating from the County Grounds and other existing economic assets, the City must proactively direct redevelopment activities to appropriate locations. The Northwest Quadrant and the Burleigh Triangle, for example, provide ideal locations for an “annex” to the Research Park. These areas offer the key amenities new technology-based businesses require, including proximity to concentrated talent and financial networks, easy transportation access, and market visibility.



A well thought-out redevelopment strategy for the City will enhance connectivity between the existing health-science research institutions and future product development and precision manufacturing industries. To advance this objective, the I-45 corridor may be used as a bridge between the County Grounds and the City’s existing industrial strongholds located at the north end of the City. An I-45 technology corridor would create an opportunity for researchers, innovators, entrepreneurs, venture capitalists, and skilled workers to network and collaborate in a mutually supportive environment.

Mayfair Road: The Miracle Mile

Mayfair Road has rapidly established itself as the premier shopping destination in Metro Milwaukee, offering a critical mass of high-end shopping and dining establishments that establish the corridor as a regional destination.

As Mayfair Mall reaches capacity, complementary retailers and businesses eager to leverage Mayfair’s drawing power and to access its customer base will inevitably seek locations along the Mayfair Road corridor. The Burleigh Triangle and the west side of Mayfair Road provide a logical location for some of these businesses, which can be integrated with office and research uses to promote a mutually-supportive, mixed-use environment.

While the Mayfair area has enjoyed remarkable growth in recent years, escalating traffic issues, safety concerns, and uncoordinated development could diminish the future viability of this corridor. It is imperative that future development along Mayfair Road be well-planned and thoughtfully designed. Streetscaping and design guidelines will help unify the corridor, and coordinated improvements in traffic circulation and pedestrian and bicycle connections will increase the corridor’s appeal for both local residents and regional visitors. The incorporation of high-density, mixed-use redevelopment projects will help advance these initiatives by providing nodes of concentrated activity and integrating people with jobs, services, and shopping in a pedestrian-friendly environment.

Enhancing Connections: A Streetcar Suburb for the 21st Century

Development patterns on the east side of Wauwatosa reflect the community's early access to various transportation routes, including the Menomonee River, the United Stated Road, Watertown Plank Road, railroad, and eventually the streetcar. Today, growing concerns about traffic and global environmental and energy issues are driving communities to explore new solutions for moving people. Just as transportation routes were instrumental in establishing Wauwatosa in the late 1800's, ongoing decisions regarding efficient transportation options will continue to shape change in the City and the region.

Wauwatosa: the Walking City

Wauwatosa's existing neighborhoods afford many opportunities for residents to walk and bike to key destinations and community gathering places. Ensuring a safe walkable and bike-able environment will help preserve the City's small-city character, enhance the safety of the neighborhoods, and improve the health of people and the natural environment. The most walk-able and bike-able communities around the nation possess a variety of complementary components that come together to facilitate such activities, including the presence of an integrated network of sidewalks, trails, and bike facilities; development patterns that allow for the integration

of key commercial destinations and community facilities into every neighborhood; and a generally safe and attractive environment. While many areas of Wauwatosa already lend themselves well to walking and biking, conditions could be improved upon in other areas. The City recognizes the importance of taking a multi-faceted approach to improving conditions for pedestrians and bikers both within existing neighborhoods and in coordination with redevelopment and roadway projects.

Alternatives for Commuters

To better serve the thousands of people who commute in and out of the City on daily basis for employment, and the thousands more who visit Wauwatosa for its numerous other regional amenities, it is becoming increasingly apparent that public transit opportunities need to evolve in the City and the region. While upgrades to existing roadways will be needed to accommodate increases in automobile traffic over the planning period, a more comprehensive approach to local traffic management should implement strategies for

removing cars from the road and transporting people via bus, light rail, or other means of public transit. For these modes of transportation to be successful, future re-



development patterns will also need to be supportive of this approach. For instance, transit-oriented development projects may be explored for areas of the City where transit routes are envisioned.

Celebrating the Parkway: Maintaining our Link in the Emerald Necklace

Wauwatosa's well-established park system is often cited as one of the City's most impressive and valuable assets--a key ingredient in the community's overall quality of life. The preservation and enhancement of existing parks is an important ongoing objective for Wauwatosa, particularly because the City's options for securing new parkland are limited. The City also recognizes the need to take advantage of unique opportunities for establishing new parks and public spaces whenever possible. The most notable component of the local park and open space system is the Menomonee River, Honey Creek, and Underwood Creek parkway system, an expansive corridor of green space that functions as a key link in Milwaukee County's linear park system and provides a North-South greenway connection through Wauwatosa. New opportunities may exist to improve public access to certain sections of the corridor and to carve out new park spaces within and around the Parkway. For redevelopment and infill projects occurring adjacent to the Parkway and other parklands, efforts will be made to ensure that development complements and preserves natural features to the greatest extent possible.



The Parkway and other local parks such as Hart Park, which is one of the City's jewels, also provide important services related to stormwater management and air and water quality control. To this extent, the City supports efforts to maintain natural systems and to restore components of these systems that have been degraded over time. One example involves working with Milwaukee Metropolitan Sewerage District to remove the concrete channel surrounding Underwood Creek, restoring it to its natural state.

Striking a Balance: Economic Growth and Local Character

The City of Wauwatosa is poised for significant economic growth over the planning period. Therefore, it will be important to thoughtfully balance regional economic development initiatives with efforts to preserve the local character of the City; to maintain an environment where small, locally operated businesses can thrive; where City residents feel comfortable riding their bikes or walking to the store; and where the historic

flavor and aesthetic value of Wauwatosa can shine through. In this context, the City recognizes the following opportunities.

North Avenue: “Main Street” Tosa:

North Avenue runs east-west through Wauwatosa, functioning as one of the City’s most important commercial corridors. Unlike Mayfair Road, which hosts regional commercial destinations, North Avenue supports less intense nodes of commercial activity, interspersed with residential development.

Currently, North Avenue carries both local and commuter traffic, presenting both opportunities and challenges for businesses located along the corridor. Although such a high traffic volume means that more people pass by local businesses on a daily basis, it also means reduced safety and convenience for the local residents who are reliable customers. Preparation of a unifying corridor plan for North Avenue is a key priority for the City. Plans for the corridor will define an attractive North Avenue streetscaping theme that helps to connect West Town and East Town Tosa, identify traffic control improvements to help slow vehicles and create an environment where people are encouraged to get out of their cars and walk, and address updates to wayfinding signage to direct attention to the City’s other unique destinations such as the Village and the Menomonee River Parkway. The plan will also advance the redevelopment of key sites, address strategies for shared public parking, and encourage the development of programmed events along the corridor.



The Village:

The Village’s numerous shopping and dining amenities and historic charm combine to create a commercial activity center that is entirely distinct from Mayfair Mall. The future vitality of the Village will depend on the City’s ability to continuously attract and direct new visitors to the area without intensifying traffic concerns, maintain the Village as a central gathering place for City residents, and celebrate the Village’s history. One key strategy for achieving increased daily activity in the Village without exacerbating traffic concerns is to provide a convenient means for people working on or visiting the County Grounds to access the Village’s businesses, such as providing shuttle service between the Regional Medical Center and the Village. Depending on the success of this service, the shuttle could also loop around to Mayfair Mall to enhance connections between Mayfair Road’s regional destinations and the Village. The Village should also retain an appropriate blend of retail, office, and residential uses to promote Village activity both day and night.

State Street:

State Street serves as an important extension of the City's historic Village. Therefore, new projects along this corridor should complement the character of the Village and the surrounding historic neighborhoods. Redevelopment in this area of the City should focus on mixed-use projects that could blend unique artisan spaces, small-scale retail and employment uses and a mixture of higher-density residential options.

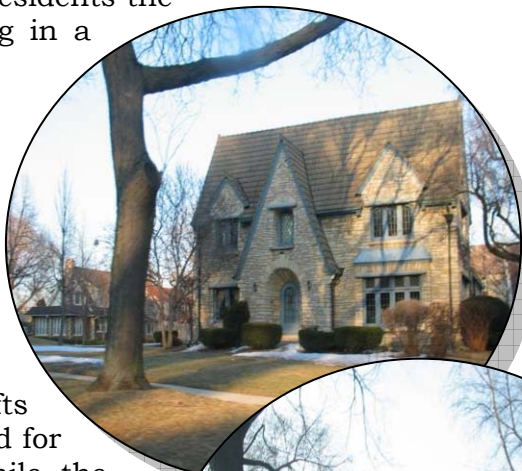
Preserving Our Neighborhoods: Residents for Life

Wauwatosa's high quality of life, exceptional public services and parks, and attractive, safe residential neighborhoods are a significant part of what makes the City such a desirable place to live. In planning for the future, the City will take measures to ensure preservation of the long-term integrity and character of these neighborhoods, continue to invest in key community assets such as schools, parks, and public services, and foster neighborhood organizations and initiatives.

Wauwatosa's existing neighborhoods and tree-lined streets serve as a valuable reminder of the City's rich history as a residential community. The City's attractive, quiet neighborhoods once represented a welcomed respite from the burgeoning activity in downtown Milwaukee, and today allow residents the amenities and convenience of urban living in a peaceful and safe residential environment.

In the years to come, the City will actively seek to preserve these neighborhoods by mitigating traffic and land use conflicts and exploring new approaches for preventing tear-downs, preserving historic character, and revitalizing local business districts.

At the same time, recent and emerging shifts in the City's demographics suggest the need for new and diversified housing options. While the City's exceptional stock of single-family homes provides appropriate options for many families, other groups such as singles, young couples, smaller families, empty nesters, and retirees may not have enough housing options available to them. To address this issue, the City will advance opportunities to introduce more high-quality multi-family housing options in appropriate locations throughout the community, including a balanced mix of condominiums, townhouses, and apartments. Such housing alternatives will not only attract new residents to the City but will also provide opportunities for life-long residency in Wauwatosa by appealing to young individuals who are just starting out in their careers, as well as empty-nesters and retirees looking to downsize their homes but remain in the City.



Map 1.2-1: Opportunity Analysis

CHAPTER 1.3: AGRICULTURAL, NATURAL, AND CULTURAL RESOURCES

This chapter of Volume One of the *Plan* contains background information related to agricultural resources, natural resource conservation, and historical and cultural resource preservation.

AGRICULTURAL RESOURCES

No land in the City of Wauwatosa has been used primarily for agricultural purposes in many decades due to the City's location and urban development pattern. Nevertheless, the City recognizes that agriculture remains an important and vital component of Wisconsin's economy and culture. The City may have opportunities, via its own local economy to take advantage of access to regional agricultural products and to promote the ongoing viability of agriculture in the state. At the time this *Plan* was written, the University of Wisconsin Extension managed roughly 350 rentable garden plots on the Milwaukee County Grounds.

NATURAL RESOURCE INVENTORY

A survey of Wauwatosa's natural resources provides an important framework for guiding several elements of the comprehensive planning process. As a land-locked, largely built-out community, such information can help identify the appropriate locations for certain types of development, and can pinpoint areas that should be preserved and managed for recreational purposes, stormwater management, ground water protection, and other quality of life issues. Maintenance of these natural features is also important for community appearance and for the ecological functions they perform. Map 1.3-1 depicts the City's key environmentally sensitive areas, some of which are described in more detail below.

Landscape and Topography

The topography in the Milwaukee County region was shaped over 10,000 years ago by Wisconsin's most recent period of glacial activity. The landscape is generally characterized by gently rolling moraines and drumlins that were formed by material deposited along the edges of the ice sheet during the glacier's retreat. However, the topography within the City of Wauwatosa's municipal limits is generally uniform, with areas of 1 percent to 6 percent slopes. Some small areas of 12-20 percent slopes are located in the southeast portion of the City.

Metallic and Non-Metallic Minerals

There are no extraction activities in Wauwatosa, and the only active quarries in Milwaukee County are located in the City of Franklin. Under State Statutes (295.20), landowners who want to register their property as a nonmetallic mining deposit are required to notify each county, city, village and/or town that has zoning authority over their property. Registrations must be recorded at the County Register of Deeds in the County where the mineral deposit is located. State law limits the ability of a municipality or a county to rezone or otherwise interfere with the future extraction of a mineral resource from a registered nonmetallic mineral deposit. It is important to note that zoning changes prohibiting mining on land registered as a marketable nonmetallic mining deposit cannot take effect during the registration period. Registration is effective for 10 years and renewable for an additional 10 years. In addition, registration of property with active mining operations can be renewed for as long as mining is ongoing. Zoning changes may take effect after the registration has expired.

Environmental Corridors

Environmental Corridors in the City are shown on Map 1.3-1. Environmental Corridors are continuous systems of open space that include environmentally sensitive lands, floodplains and wetlands, natural resources requiring protection from disturbance and development, and land specifically designated for open space or recreational use. Within the City, the most significant environmental corridors are located along the Menomonee River, Honey Creek, and Underwood Creek. These corridors encompass about 693 acres in the City. The majority of these corridors is in public ownership and fall within one of the City's parkways.

Geological Areas

There are two areas of geological significance within the City of Wauwatosa, identified as such based on their scientific importance, significance in industrial history, natural aesthetic value, ecological qualities, educational value, and public access potential. The Schoonmaker Reef is a bedrock geological site of statewide significance and a National Landmark. It is a five-acre site, one acre of which is owned by Milwaukee County. The remainder is privately owned. The Reef is a 425 million-year-old fossil reef, and is one of the first recognized as such in the United States (1862).

A second bedrock site of regional significance is the Menomonee River Outcrops, east of Jacobus Park. This site is owned by Milwaukee County, and two-thirds of it lie within the City of Wauwatosa. Both of these geological areas are located in the southeast corner of the City.

Surface Waters and Watersheds

Situated roughly five miles west of Lake Michigan, Wauwatosa is located within the Milwaukee watershed, which is comprised of the East-West Milwaukee River, North Branch Milwaukee River, Milwaukee River South, Cedar Creek, Menomonee River, and Kinnickinnic River subwatersheds. Wauwatosa is located mostly within the Cedar Creek subwatershed. The entire City is part of the Lake Michigan Drainage Basin.

There are five water bodies in the City of Wauwatosa. The Menomonee River runs through the City from the northwest corner to the southeast corner. Honey and Underwood Creeks are located in the southern portion of the City and connect with the Menomonee River near the Milwaukee County Grounds. Grantosa Creek is another small tributary of the Menomonee River and is located in the northern section of the City. Schoonmacker Creek is located in the eastern portion of the City.

Floodplains

The Federal Emergency Management Agency (FEMA) designates floodplain areas. These are areas predicted to be inundated with flood waters in the 100-year storm event (e.g., a storm that has a 1 percent chance of happening in any given year). The State requires local regulation of development in floodplains. Development is strongly discouraged in floodplains to avoid both on-site and up- and downstream property damage. In the City of Wauwatosa, floodplains are located primarily along the Menomonee River, Honey Creek, and Underwood Creek.

Environmental Corridor Analysis

Environmental corridors are a composite of the best elements of the natural resource base occurring in a linear pattern on the landscape. These corridor areas normally include one or more natural resource elements that are essential to the maintenance of an ecological balance and diversity, and the preservation of natural beauty and should be preserved and protected in essentially natural open uses. Almost all of the remaining high-value wetlands, woodlands, wildlife habitat areas, major bodies of surface water, and delineated floodlands and shorelands are contained within these corridors. As defined by the SEWRPC, environmental corridor features include:

- ◆ Lakes, rivers, streams, shorelands, and floodlands
- ◆ Wetlands
- ◆ Woodlands
- ◆ Wildlife habitat areas
- ◆ Prairies
- ◆ Wet, poorly drained, and organic soils
- ◆ Rugged terrain and high relief topography

Vegetation

Prior to European settlement, much of Milwaukee County was covered with prairies, wetlands, oak savanna, and dense forests of basswood and sugar maple. Since that time, the majority of the land has been converted to agricultural and urban land uses. Currently, the most abundant concentrations of vegetation in the City can be found in the Menomonee River and Underwood Creek Parkways and the northeast quadrant of the Milwaukee County Grounds. Most of the remaining natural areas in the region are located within the Menomonee River Parkway, Root River Parkway, and in city and county parks. Wauwatosa has been designated as a Tree City by Tree City, USA, since 1982.

Rare Species Occurrences

According to the Wisconsin Department of Natural Resources, there are occurrences of both aquatic and terrestrial endangered species in many areas of the City. Although the exact type and location of species is not available, more information regarding endangered animals, plants, and natural communities can be found at the Wisconsin Department of Natural Resources' (WisDNR) website:

http://dnr.wi.gov/org/land/er/nhi/countymaps/pdfs/Milwaukee_County.pdf

Natural Areas

Wauwatosa has five designated natural areas, totally roughly 145 acres of land, or 2 percent of the City's area. Most of these lands are publicly owned. All five areas are classified as NA-3, meaning that they are natural areas of local significance that been altered by human activities, but still offer refuge for native plants and animals that cannot exist elsewhere in the area due to disruptive land use.

Air Quality

The City of Wauwatosa currently lies within a moderate 8-hour ozone nonattainment area that covers Milwaukee County and other southeast Wisconsin counties. The DNR has submitted a request to the EPA for redesignation to attainment status for this area. A response to this request can take months, and at the time of this report, Wauwatosa remains in the nonattainment area.

The City has also joined the U.S. Mayors Climate Protection Agreement. This agreement is intended to advance the principles of the Kyoto Protocol on a local level in order to address global climate change. The agreement commits the city to meeting or beating Kyoto Protocol targets and urging policy makers to take action.

Map 1.3-1: Natural Features

HISTORIC AND CULTURAL RESOURCES

Today residents and visitors experience the history of Wauwatosa through published research and essays, and by touring the City and the many remaining buildings and sites that tell the story of the City's rich past. This section of the *Plan* provides a brief overview of the history of the City and a description of historic and cultural resources.

Historical Overview

In 1835, the first pioneers settled along the Menomonee River in the area that would soon become the original Village of Wauwatosa. One of the area's most notable and significant first settlers, Charles Hart, along with his brother Thomas Hart, established two milling operations on the river, a sawmill and a grist mill, which together helped to build a small community known as Hart's Mill.

Within years, transportation improvements such as a bridge across the Menomonee River (built in 1837) and the United States Road (constructed in 1838), began to spur more rapid growth in the small community. The township of Wauwatosa incorporated in 1842 and included 36 square miles from what is now-27th Street in Milwaukee to the Waukesha County line. The town was named after local Indian Chief Wauwautosa (the second "u" is the correct spelling). Wauwautosa is derived from the Ojibwa word Wewatessi, meaning "firefly." As the area's population grew, new businesses also developed. Early industries included a pickle factory, limestone quarries, and breweries, which were primarily located along old Watertown Plank Road.

In the early years, religion played a notable role in the development of Wauwatosa. The First Congregational Church in Wauwatosa was founded in 1842. The congregation constructed its church in 1853, shortly followed by the first Baptist church. Reverend Luther Clapp and Pastor Enoch Underwood lead these founding congregations for many years. Both men were avidly opposed to slavery and were supporters of the Underground Railroad, which traveled through Wisconsin and up to Canada. Over the years, several other Methodist, Baptist, and Congregationalist churches established themselves in the area.

In 1852, Milwaukee County purchased the Milwaukee County Grounds, which was formerly a 160-acre farm in the town of Wauwatosa. As the grounds were developed in the years that followed, they became home to the county farm, an orphanage, and a tuberculosis sanitarium, and insane asylum, and a poorhouse among other uses.

The county farm also stood as an example of the value of recreational open space in the County. Amenities such as this, as well as increased efficiencies in transportation began to draw residents of the City of Milwaukee out into Wauwatosa and other surrounding communities to build homes. Captain Frederick Pabst was one of the first and most notable individuals to move out to the town of Wauwatosa, and in the 1880s came the first major influx of residents moving from Milwaukee to Wauwatosa. This trend continued for several decades, further facilitated by the development of the streetcar.

In 1892, the Village of Wauwatosa incorporated at the center of the township, 5 miles west of Milwaukee. Formally established by Captain Pabst, Charles Henning, Charles Stickney, and Emerson Hoyt, the Village had a founding population of 1,150 residents and the surrounding township had 11,000 residents.

In a sad turn of events, in 1895, the village's commercial district was destroyed by a major fire. As business began rebuilding, the Village passed an ordinance requiring all new buildings to be constructed out of more fireproof materials, such as brick.

In 1897, Wauwatosa incorporated as a fourth class city when Assemblyman Emerson Hoyt helped with the passage of new legislation. Hoyt became the City's first mayor. Over the next couple of decades, the expan-

"Of the eight Milwaukee suburbs formed at the turn of the century, whether residential or industrial, Wauwatosa was the only one that had an appreciable history as a community."

--John Gurda, The Making of Milwaukee

sion of public utilities and the annexation of land continued to support growth and development, and the area became home to an increasing number of German immigrants. The population of Wauwatosa reached 10,000 by 1924 and had grown to over 21,000 by 1928. Rapid population growth created a boom in residential construction which, with the exception of the Great Depression, continued through the Baby Boom era.

Today, many cultural artifacts from Wauwatosa's past still remain, and the overall pattern of development in the City tells the story of the community's growth and change. The historic Village still stands, the neighborhoods to the east still take the form of a turn-of-the-century streetcar suburb, and the parkways and Milwaukee County Grounds are still living proof of why Wauwatosa was and still is such an attractive and desirable place to live.

Summary of Historic Resources

Wauwatosa Local Historic Landmarks

Having emerged as one of the first suburbs of Milwaukee, Wauwatosa has numerous historic resources located within the City. The City also hired Mead & Hunt, Inc. in 1996 to complete a Historic Property Reconnaissance Survey identifying and describing properties that had already been formally recognized as historic properties, as well as those that could be listed in the future. This survey provides a wealth of information about the City's history and significant locales.

The Wisconsin Historical Society's Architecture and History Inventory (AHI) also contains data on a wide range of historic properties throughout the State, and identifies over 1,600 documented historic buildings in the City of Wauwatosa. Not surprisingly, given the amount and age of housing in the City, this list is mainly comprised of the residences that make up the City's historic districts. Most of these buildings have not been formally recognized.

The Wauwatosa Historical Society was created to "preserve and disseminate materials related to the history of Wauwatosa." The Society is housed in the historic Kneeland-Walker House, where they maintain educational programming, preservation work, artifact displays, and community events. The City also has a standing Wauwatosa Historic Preservation Commission. This body is responsible for designating local historic landmarks. When an exterior change is proposed on a locally designated historic landmark, it must be reviewed by the Historic Preservation Commission as opposed to the City's regular design review boards. Wauwatosa historic landmarks are listed below.

- ◆ **Arcade Building:** 7210-26 West North Avenue. This building was built in 1928 and is an example of Spanish Colonial Revival with Mission style influences. The building is the only commercial example of the Mission style in Wauwatosa. The building is also listed on the National Register of Historic Places.
- ◆ **Church Street Historic District (1850-1949):** Church Street is the oldest residential street in Wauwatosa and showcases the Thomas B. Hart House, the retirement home of former saw and grist mill operator in the pre-Wauwatosa settlement of Hart's Mill. The Gothic Revival home and barn are significant for their nine ornate barge boards in six different patterns. The District is also listed on the National Register of Historic Places.
- ◆ **Dittmar-Robertson Building (1897):** 1409-1417 Underwood Avenue. This two-story, triangular commercial building is an example of Queen-Anne Style. The building has served as a hardware store since its construction.
- ◆ **Dr. Fisk Holbrook Day Residence (Sunnyhill Home) (1874-75):** 8000 West Milwaukee Avenue. Dr. Fisk Hollbrook Day, a prominent physician in Wauwatosa, commissioned Milwaukee society architect James Douglas to design his Sunnyhill Home in 1874. Constructed with local Cream City brick, the Victorian mansion sits atop a hill and is currently a private residence. This home is also on the National Register of Historic Places and is recognized as a Milwaukee County Historic Landmark.
- ◆ **First Congregational Church:** 1511 Church Street. This church building was constructed in 1853 by the first church congregation in Wauwatosa (founded in 1842). The church is also listed on the National Reg-

ister of Historic Places as part of the Church Street district and is recognized as a Milwaukee County Historic Landmark.

- ◆ **Flagg Stone Masonry House:** 7105 Grand Parkway. This home is one of 5 Flagg House homes located in Wauwatosa.
- ◆ **Harrison Ludington Farm (1881):** 343 Glenview Avenue. In 1970, Harrison Ludington purchased 100 acres and established a stock farm to help improve the quality of the state's livestock. In 1881, he constructed a farmhouse on the property where his son and daughter-in-law lived. Ludington was a prominent businessman, three-term Milwaukee mayor, and governor of Wisconsin. In 1926, 62 acres of the farm were subdivided and became Ravenswood subdivision. The Queen Anne Style farmhouse still stands in its original location.
- ◆ **Home for Dependent Children Administration Building:** 9508 Watertown Plank Road. This building was constructed in 1898 and was one of several buildings built by the County to provide temporary care to poor and dependent children. At this time, it was unusual for a County government to provide this type of service. This building is also listed on the National Register of Historic Places.
- ◆ **Kneeland-Walker House:** 7406 Hillcrest Dr. This home is one of the best examples of Queen Anne architecture in the City and is the site of a museum, research library, and garden. The site is also listed on the National Register of Historic Places and is recognized as a Milwaukee County Historic Landmark.
- ◆ **The Little Red Store:** 7720 Harwood Avenue. The Little Red Store was built in 1854 was used as the community's first railway station. Over time, this building has also been used for a variety of commercial purposes, including a post office, library, and harness shop.
- ◆ **Lowell Damon House:** 2107 North Wauwatosa Avenue. The Lowell Damon House was the first residence in Wauwatosa, started in 1844 by Oliver Damon and completed in 1847 by his son, Lowell. The building currently operates as a museum. The House is also on the National Register of Historic Places and is recognized as a Milwaukee County Historic Landmark.
- ◆ **Milwaukee County School of Agriculture and Domestic Economy Historic District (1900-1949):** This historic district is comprised of five buildings, including a residence hall and buildings for dairy, poultry and horticulture studies, used for the Milwaukee County School of Agriculture and Domestic Economy in the early 20th century. The buildings were designed by architect Alexander C. Eschweiler and the school opened in 1912. By 1928, the school was closed due to declining rural population and, consequently, an inability to maintain adequate school enrollment. This property is also on the National Register of Historic Places and is recognized as a Milwaukee County Historic Landmark.
- ◆ **Reverend Luther Clapp Residence:** 12323 Watertown Plank Road. This residence was built in 1856. Reverend Clapp was an important founding father who was a traveling minister in Wisconsin and started the First Congregational Church in Wauwatosa. One of Reverend Clapp's daughters was the first missionary to China.
- ◆ **Thomas B. Hart House (1845):** 1609 Church Street. This is the retirement home of former saw and grist mill operator in the pre-Wauwatosa settlement of Hart's Mill. The Gothic Revival home and barn are significant for their nine ornate barge boards in six different patterns. The house is also listed on the National Register of Historic Places as part of the Church Street district and is recognized as a Milwaukee County Historic Landmark.
- ◆ **Wauwatosa Woman's Club:** 1626 Wauwatosa Avenue. The Woman's Club was constructed in 1925 and is a fine example of the Georgian Revival architectural style. The Club was formerly founded in 1894 and provided one of the few organized social activities for woman in the city other than church and school. This building is also listed on the National Register of Historic Places and is recognized as a Milwaukee County Historic Landmark.

National Register of Historic Places

The 1966 National Historic Preservation Act created the National Register of Historic Places, which recognizes properties of local, state, and national significance. Properties are listed in the National Register because of their associations with particular persons or events, their architectural or engineering significance, or their importance to our history. Designation on the National Register confers certain benefits to private properties, including federal and state investment tax credits for historic preservation projects. Designation also provides limited protection from federally financed or licensed actions that may adversely affect such buildings.

Seventeen designated National Register historic places and districts are located in Wauwatosa, plus one National Historic Landmark:

- ◆ **Annunciation Greek Orthodox Church (1950-1974):** (9400 W. Congress Street) The church was designed by Frank Lloyd Wright in the mid-20th century as one of his last commissions. Formed entirely of concrete, the facility seats over 1000 and continues to operate as a Greek Orthodox Church. The church is also recognized as a Milwaukee County Historic Landmark.
- ◆ **Arcade Building:** 7210-26 West North Avenue. See the list of Wauwatosa local landmarks above.
- ◆ **Church Street Historic District/Thomas B. Hart House (1850-1949):** See the list of Wauwatosa local landmarks above.
- ◆ **Dr. Fisk Holbrook Day Residence (Sunnyhill Home) (1874-75):** 8000 W. Milwaukee Avenue. See the list of Wauwatosa local landmarks above.
- ◆ **Ernest Flagg Stone Masonry Houses (1920's):** These include the H.R. Davis House (6839 Cedar Street), the J.H. Fiebing House (7707 Stickney Street), the Willis Hopkins House (325 Glenview), the George B. Warren House (7105 Grand Parkway), and the Pearl C. Norton House (2021 Church Street). Ernest Flagg was a prominent New York architect who came to influence residential architecture throughout the United States.
- ◆ **Home for Dependent Children Administration Building:** 9508 Watertown Plank Road. See the list of Wauwatosa local landmarks above.
- ◆ **Kneeland-Walker House (1890):** 7406 Hillcrest Dr. See the list of Wauwatosa local landmarks above.
- ◆ **Lowell Damon House (1847):** 2107 North Wauwatosa Avenue. See the list of Wauwatosa local landmarks above.
- ◆ **Milwaukee County Home for Dependent Children School (1915):** The building served as the school for the County Children's Home and is an example of Neoclassical style (now demolished).
- ◆ **Milwaukee County School of Agriculture and Domestic Economy Historic District (1900-1949):** See the list of Wauwatosa local landmarks above.
- ◆ **Washington Highlands Historic District (1900-1949):** The Washington Highlands neighborhood was developed in the early 20th century on 133 acres of the former Pabst Farm along 60th Street. The heirs of Captain Frederick Pabst hired planners Werner Hegemann and Elbert Peets to design the residential neighborhood, which is now an award-winning example of Garden City planning. Neighborhood design emphasized housing design controls, minimization of through-streets, and provision of private parks. The District is also recognized as a Milwaukee County Historic District.
- ◆ **Wauwatosa Woman's Club:** 1626 Wauwatosa Avenue. See the list of Wauwatosa local landmarks above.
- ◆ **Schoonmaker Reef:** In addition to being considered a bedrock geological site of statewide significance, Schoonmaker Reef is also a National Historic Landmark, the highest designation given by the National Park Service. The five-acre site is a 425 million-year-old fossilized reef from the Silurian Period when much of North America lay beneath a shallow, tropical sea. The reef was identified in 1862, making it first identified in North America and possibly the world.

Milwaukee County Historic Landmarks

The Milwaukee County Historical Society was founded in 1935 and is located in Pere Marquette Park in the City of Milwaukee. Its mission is to “collect, preserve, and make available materials relating to the history of the Milwaukee community.”

The Milwaukee County Historical Society designates County historic landmarks. However, this is solely an honorary designation, as County landmarks do not undergo design review by the Wauwatosa Historic Preservation Commission unless they are also designated a Wauwatosa historic landmark.

Milwaukee County historic landmarks are listed below.

- ◆ **Annunciation Greek Orthodox Church:** 9400 W. Congress Street. See the list of National Register Historic Places above.
- ◆ **Dr. Fisk Holbrook Day Residence (Sunnyhill Home) (1874-75):** 8000 West Milwaukee Avenue. See the list of Wauwatosa local landmarks above.
- ◆ **First Baptist Church (1852):** Located on the west side of Wauwatosa Avenue in the Wauwatosa Cemetery. The church was originally located at the southwest corner of Wauwatosa Avenue and North Avenue. When a second church building was going to be built to replace in 1915, the original church was moved to Wauwatosa Cemetery. The church is a significant example of the Greek Revival style.
- ◆ **First Congregational Church:** 1511 Church Street. See the list of Wauwatosa local landmarks above.
- ◆ **Kneeland-Walker House:** 7406 Hillcrest Dr. See the list of Wauwatosa local landmarks above.
- ◆ **Latvian Evangelical Lutheran Holy Trinity Church of Milwaukee (1887-88):** 1853 North 75th Street. This church was originally constructed as the second home the First Baptist Church of Wauwatosa. Over the years, the church has been home to several Latvian Lutheran Congregations.
- ◆ **Lowell Damon House:** 2107 North Wauwatosa Avenue. See the list Wauwatosa local landmarks above.
- ◆ **Milwaukee County Cemeteries:** Milwaukee County Grounds. From 1872 all the way until 1974, Milwaukee County provided burial for the poor in one of four cemeteries located on the Milwaukee County Grounds. Two of these cemeteries were located north of Wisconsin Avenue and two others were located north of Watertown Plank Road at about 87th Street. The former were used from 1872 until 1925, and the latter were used from 1925 to 1974. Over 6,000 names are listed in the “Register of Burials of the Milwaukee County Poor Farm.
- ◆ **Milwaukee County School of Agriculture and Domestic Economy Historic District (1900-1949):** See the list of Wauwatosa local landmarks above.
- ◆ **Milwaukee Psychiatric Hospital/Lorton Professional Building (formerly Colonial Hall):** 1220 Dewey Avenue. This hospital was founded in 1884 and was originally named Milwaukee Sanitarium for the treatment of nervous disorders. In 1993, Milwaukee Psychiatric Hospital affiliated with Aurora Health Care. Today, it is one of the leading centers for behavioral health services in Wisconsin. The Lorton Professional Building (formerly known as Colonial Hall) was originally one of the buildings on the Milwaukee Sanitarium campus.

- ◆ **Muirdale Sanitarium:** 10437 Watertown Plank Road. (1915) This Sanitarium was originally constructed to isolate and treat tuberculosis patients. Between 1915 and 1936, 10,000 patients were admitted and treated. The Sanitarium was closed in 1970 when antibiotic and chemotherapy treatment decreased the number of cases.
- ◆ **Ranch Historic District:** This District is located between West Wisconsin Avenue and West Wells Street and North 72nd Street and North 74th Street. The district includes a collection of ranch style residences built during the 1950s.
- ◆ **Thomas B. Hart House (1845):** 1609 Church Street. See the list of Wauwatosa local landmarks above.
- ◆ **Underwood Memorial Baptist Church Buildings:** 1916 Wauwatosa Avenue. This church was founded in 1845 when a group of members of the Greenfield Baptist Church who were opposed to slavery separated to form their own church in Wauwatosa. One of the new church's first acts was to deny membership to anyone owning slaves or supporting slavery. Over the years, the church erected three buildings, all of which remain to this day, and all of which are considered local landmarks.
- ◆ **Washington Highlands Historic District (1900-1949):** See the list of National Register Historic Places above.
- ◆ **Watertown Plank Road Nurses Residence (1922):** 10431 Watertown Plank. This building served as the nurses' residence for the Muirdale Sanitarium. The building is constructed in the Mediterranean Revival style. Before the building was demolished in 1992, it was one of the oldest nursing schools in the country that was still active.
- ◆ **Wauwatosa Woman's Club:** 1626 Wauwatosa Avenue. See the list of Wauwatosa local landmarks above.



*Colonial Hall, Part of the Milwaukee Sanitarium
Source: The Transport Company Web Station*

Archaeological Resources

According to the State Historical Society and local sources, there were no known archeological sites in the City as of June 2006. However, since few of the sites reported to the Society or noted by local interested parties have been evaluated for their importance or eligibility for listing on the State or National Register of Historic Places, this inventory may not include all of the sites that might be present in the City. Few of the sites reported to the Society or noted by local interested parties have been evaluated for their importance, or eligibility for listing on the State or National Register of Historic Places.

Under Wisconsin law, Native American burial mounds, unmarked burials, and all marked and unmarked cemeteries are protected from encroachment by any type of development. Many of these sites are located on private land, and may not be viewed by the general public.

Previous Historic Resource Planning and Preservation Initiatives

The City has initiated several efforts to understand and record their community's history and ensure appropriate measures are taken to preserve the historic character and resources of the City. Efforts to document and preserve historic buildings, blocks, and districts Wauwatosa are summarized below.

Historic Property Reconnaissance Survey (1996)

The City of Wauwatosa received a Community Development Block Grant in 1995 to complete a reconnaissance survey with the intention to "selectively and representatively document the history and architecture manifested in the community" and identify buildings and districts eligible for the National Register of Historic Places. The survey document includes a historical overview of Wauwatosa and detailed descriptions of the architecture styles used in the City, as well as architects and builders. The survey identified 257 properties and 11 districts eligible for the National Register and survey cards were prepared for each of the properties. The survey forms include information about the locations, boundaries, and descriptions of individual properties and districts.

Historic Design Guideline Manual

This document is a user's manual for owners of historic properties in Wauwatosa. The manual instructs owners on how they may or may not alter their historic properties in an effort to preserve their historic nature.

Wauwatosa Village District Intensive Survey

The Village District includes a collection of 24 buildings. The District dates back to 1838 and was the original commercial center of the community. The Village District Intensive Survey was conducted to chronicle the history of the District, its significant buildings, and its architectural styles.

Wauwatosa Intensive Survey of Residential Historic Districts

This survey highlights the significance of five historic neighborhoods in the City: Grand Parkway, Pasadena Boulevard, Rockway Place, Warren Avenue, and Wauwatosa Avenue.

Wauwatosa Cemetery & First Baptist Church

The Wauwatosa Cemetery served as the primary burial ground for several of the City's early prominent residents, and the First Baptist Church is the cemetery chapel, placed on the National Register of Historic Places.

Wauwatosa Walking Tour In 2003, the Wauwatosa Historic Preservation Commission prepared a tour booklet describing five on-foot tours of Arts and Crafts, Bungalow, and mail-order homes in the City. The book provides maps as well as descriptions of 48 homes that can be seen on the tours. The five tour routes are all generally located in the eastern portion of the City around the Village.

Modern-Day Cultural Resources

With its rich history and central location in the Milwaukee metro area, Wauwatosa residents have access to a wide variety of cultural offerings. These include parks and trails, entertainment venues, festivals and events, and groups and civic organizations. These cultural offerings are part of the fabric of the community and connect the City to the larger metropolitan area. Special events and activities include the Tosa Tonight Concert Series, Firefly Art Show, Tosafest, Hartfest, Harley-Davidson tours, and the Blarney Run/Walk. The City is also the headquarters of the Milwaukee Irish Fest Foundation, which is responsible for organizing the Irish Fest. The Kneeland-Walker Museum, historic neighborhood districts, the Village, with its emerging art and food scenes, and other historic sites add to the City's sense of place in the larger metropolitan region. The City's network of parks and open spaces also provide a significant cultural asset to the City.

More information on several of these resources is provided in other chapters of Volume One of this *Plan*.

CHAPTER 1.4: LAND USE

This Chapter is intended to provide information on existing land use and land use trends in the City of Wauwatosa. Long-range land use planning allows municipalities to phase and guide development in a manner that maintains community character, protects sensitive environmental features, and directs public and private investments to appropriate areas of the City. Land use planning also enables the City to identify lands well-suited for specific purposes such as parks, municipal facilities, and major employment areas.

This chapter contains a compilation of background information that will be used to form policies and programs to guide the future preservation and development and redevelopment of public and private lands in the City of Wauwatosa. The policies and programs will be included in Volume Two. This Chapter includes maps showing existing land uses in the City and provides land use data and analysis as required under §66.1001, Wisconsin Statutes.

EXISTING LAND USE

Map 1.4-1, Existing Land Use, organizes the City's land uses into the categories listed and described below. The following list includes categories for existing land uses only. Future land use categories are listed and described in Volume Two of the *Plan*.

The existing land use map indicates what types of development are currently located on each parcel in the City. It is important to note that land use categorizations do not necessarily reflect a parcel's current *zoning* designation.

Existing Land Use Categories

The land use pattern as of Fall of 2007 is shown in Map 1.4-1. The categories below were used to prepare the existing land use map for the City.

- ◆ **Vacant:** open lands and vacant parcels that may be available for infill development or other future use;
- ◆ **Single Family Residential:** detached single-family residential development;
- ◆ **Mixed Residential:** a variety of residential uses, including attached single-family residences, two-family residences, townhouses, duplexes, apartment complexes, condominiums, and some single-family detached homes;
- ◆ **Commercial:** indoor commercial, retail, office, and service uses with moderate landscaping and signage;
- ◆ **Downtown:** a mix of retail, commercial service, office, institutional, and residential (mainly upper story units) uses arranged in a pedestrian-oriented environment with on-street parking, minimal building setbacks, and complementary building designs. The Downtown future land use category is mapped over the City's historic Village area.
- ◆ **Industrial/Manufacturing:** Controlled industrial land uses and outdoor storage areas with moderate landscaping and signage;
- ◆ **Institutional:** public buildings (e.g. City Hall, police station), schools, religious institutions, hospitals, youth and elderly service facilities, and special care facilities. Some smaller-scale institutional uses may also be mapped in other future land use categories (e.g. a church in a residential area).
- ◆ **Public Utilities:** public utility uses (e.g. water tower, substation). Some small-scale public utility uses may also be mapped in other future land use categories (e.g. a stormwater detention basin in a commercial area).
- ◆ **Public Parks and Open Space:** publicly-owned parks devoted to playgrounds, play fields, play courts, trails, picnic areas, and related recreational activities and other publicly-owned lands that have been preserved for their environmental significance or sensitivity or for flood protection and stormwater management;

- ◆ **Surface Water:** lakes, rivers, creeks, and perennial streams;
- ◆ **Rights-of-Way:** publicly-owned land for roads, highways, and railroads.

Existing Land Use Pattern

The City of Wauwatosa encompasses roughly 8469 acres of land (13.2 square miles). Figure 1.4-1 summarizes the existing acreage allocated to each of the various land use categories in the City.

FIGURE 1.4-1: EXISTING LAND USE TOTALS, 2007

Land Use	Acres	Percent
Vacant	28.4	0.34%
Single-Family Residential	2538.8	30%
Mixed Residential	394.1	4.7%
Commercial	553.8	6.5%
Downtown	21.8	0.26%
Industrial/Manufacturing	559.9	6.6%
Institutional	1384.3	16.3%
Public Parks and Open Space	1136.1	13.4%
Surface Water	20.9	0.25%
Right of Way	1831.1	21.6%
Total	8469.2	

Source: GIS Inventory, 2007; City of Wauwatosa, 2007; Milwaukee County, 2007; SEWRPC, 2007

Residential Development

Single-family residential development is the City of Wauwatosa's most abundant land use, comprising roughly 30 percent of development in the City.

One of Wauwatosa's unique characteristics and assets is its diverse assemblage of residential neighborhoods. The east side of the City is characterized by pre-World War II neighborhoods built before and around the time when Wauwatosa was emerging as a streetcar suburb, with narrow, tree-lined residential streets and small lots. (between 6 and 9 homes per net acre for single-family lots) Washington Highlands, located just east of 68th Street and north of the Village was the first large subdivision in Milwaukee County. Designed based on the principles of the "Garden City" movement, the neighborhood is organized around natural features, such as Schoonmaker Creek and incorporates various public spaces such as parks, and two circular plazas. The City also has Victorian Neighborhoods established prior to the invention of the streetcar.



On the west side of the City, homes are more representative of post World War II development, oriented more towards the automobile, on slightly larger lots (between 3 and 4.5 homes per net acre), and with slightly wider streets. Some of the homes in these neighborhoods are still served by alleys.



New multi-family residential development along State Street.

Mixed Residential development includes mostly two-family, multi-family, and attached single-family housing (i.e. town-homes). Mixed Residential development accounts for roughly five percent of land in the City. Major corridors such as North Avenue are lined with attractive, brick, multi-family residences, and new apartment and condominium developments are developing throughout the City, in the Village, along State Street, and in other appropriate locations throughout the community to meet the housing needs of smaller households.

Residential neighborhoods in Wauwatosa are mature and well-maintained and represent one of significant reasons why the City remains such a highly desirable place to live.

Commercial Development

There are approximately 575 acres in Wauwatosa devoted to commercial use, including those uses located in the Village and shown as “Downtown” on the Existing Land Use Map. Together these uses account for approximately seven percent of the City’s land. The City’s commercial development is focused along several major corridors, including North Avenue, Mayfair Road (Highway 100), Burleigh Street, and Bluemound Road. Large-scale regional shopping destinations are located predominately on Mayfair Road in and around Mayfair Mall. Commercial destinations oriented toward local residents and business owners are located primarily along North Avenue and State Street. In addition, the Village supports over 120 businesses, including retail, office, and service-related shops. The southwest quadrant of the Milwaukee County Grounds is the site of the Milwaukee County Research Park, which includes the global headquarters for GE Healthcare’s information technologies, e-commerce, and ultra-sound divisions.

Industrial Development

There are approximately 560 acres in Wauwatosa devoted to industrial use, accounting for approximately seven percent of the City’s land. A significant portion of the City’s economy is manufacturing related. Existing industrial areas are located on the north side of the City, adjacent to Highway 45, as well as along State Street in the southeast portion of the City. Harley-Davidson occupies an area on the north side of the City, and Briggs & Stratton, the world’s largest producer of small engines for outdoor power equipment, is located in close proximity to Harley-Davidson, along Highway 45 and the railroad line. A significant portion of the City’s industrial land on the north side of the City, namely the Burleigh Triangle, which is located near Harley-Davidson and Briggs & Stratton, is designated for redevelopment to a mix of commercial, residential, and office uses. The City’s desire to maintain a range of employment options into the future suggests the need to continue to plan for the preservation and in some cases the redevelopment/revitalization of high-quality industrial and production uses in the City.

Other Development

Institutional uses account for 1384 acres (16.3 percent) of the City’s land. Facilities such as schools and special care facilities are located throughout the City. The Milwaukee County Grounds is a 1,000-acre property owned by Milwaukee County and hosts the Milwaukee Regional Medical Center, which includes the Froedtert

Hospital, the Children's Hospital of Wisconsin, Curative, Care Network, The Eye Institute, The Blood Center of Southeast Wisconsin, the Milwaukee County Mental Health Center, the Milwaukee County, Child and Adolescent Center, and the Medical College of Wisconsin, and is home to the historic Eschweiler buildings.

DEVELOPMENT TRENDS ANALYSIS

A review of recent land development trends provides a foundation for projecting the demand for housing and other types of development in the future.

Figure 1.4-2 presents the number and type of all building permits issued with the City from 2001 through 2006. For the six-year period, the City issued a total of 4,918 residential and commercial building permits, for an average of 820 permits per year. Of these permits, 29 percent were for commercial construction and 71 percent were for residential construction.

Figure 1.4-3 presents the number and type of building permits issued within the City from 2001 through 2006 for the construction of new buildings only (not including permits issued for the construction of additions or modifications to existing buildings). According to the City's Building and Safety Division, for the five-year period, the City issued a total of 82 residential and commercial building permits for the construction of new buildings. An average of 16 building permits was issued each year. Of these 82 permits, 23 percent were for new single-family or two-family residential development, 5 percent were for multi-family development, and 72 percent were for commercial development.

FIGURE 1.4-2: ALL BUILDING PERMITS ISSUED, 2001- 2006

Type	2001	2002	2003	2004	2005	2006	TOTAL
Residential	576	579	597	597	574	546	3,469
Commercial	235	244	256	245	228	241	1,449
Total	811	823	853	842	802	787	4,918

Source: City of Wauwatosa Buildings and Safety Division, 2007

FIGURE 1.4-3: BUILDING PERMITS ISSUED FOR NEW BUILDINGS, 2001 – 2006

Type	2001	2002	2003	2004	2005	2006	TOTAL
Residential (single & two- family)	1	8	4	2	2	2	19
Residential (multi-family)	1	0	1	0	2	0	4
Commercial	2	8	10	16	12	11	59
Total	4	16	15	18	16	13	82

Source: City of Wauwatosa Buildings and Safety Division, 2007

During this planning process, many development projects were underway throughout the City. New condominium projects were being proposed or developed along Burleigh Street and State Street, and a mix of 420+ housing units were being proposed for the 18-acre Public Works site on the west side of the City. New commercial and office developments were occurring along Mayfair Road and Burleigh Street. And various mixed use developments were cropping up along North Avenue and around State Street.

At the time this *Plan* was being prepared, the Milwaukee County Board was contemplating the relocation and redevelopment of the current Milwaukee County Mental Health Center. Also under consideration was the proposed sale of land in the Northeast Quadrant to the University of Wisconsin-Milwaukee (UWM) for the construction of a new Innovation Park anchored by a new UWM Engineering school.

Valuations

Between 2000 and 2007, the State Department of Revenue reported a 67 percent increase in the total equalized value of residential property in the City, a 99 percent increase in the equalized value of commercial property in the City, and an 11 percent increase in the equalized value of the manufacturing property. As can be seen in Figures 1.4-4 to 1.4-6, residential and commercial property has seen a more or less steady increase in equalized value over the seven year period, whereas, the value of manufacturing property in the City has seen a decline in value since 2004. Due to its heavy concentrations of major institutions, at the time this *Plan* was prepared.



FIGURE 1.4-4: TOTAL EQUALIZED VALUES: RESIDENTIAL

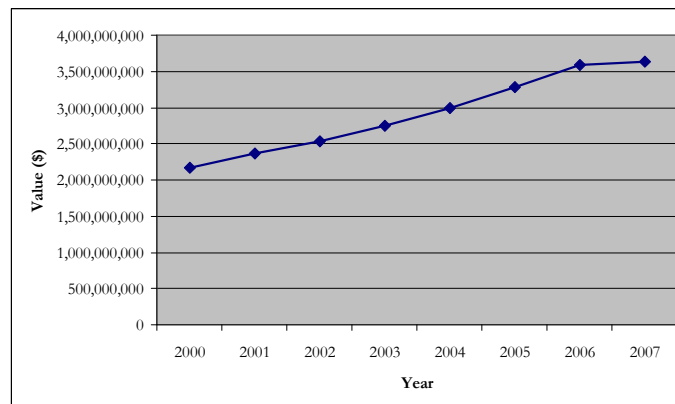


FIGURE 1.4-5: TOTAL EQUALIZED VALUES: COMMERCIAL

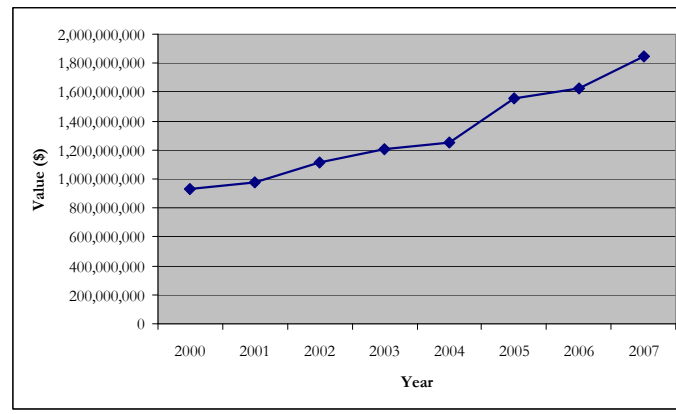
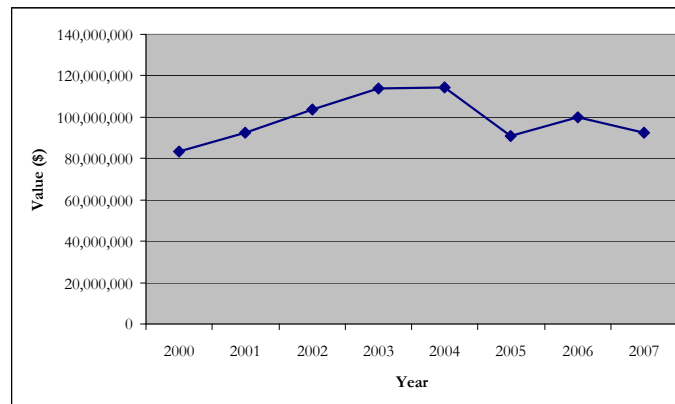


FIGURE 1.4-6 TOTAL EQUALIZED VALUES: MANUFACTURING



Land Use Conflicts

Areas where land use conflicts are most significant in the City include the State Street corridor, the boundaries of the Milwaukee Regional Medical Center, Wisconsin Lutheran College, and the North Avenue Corridor.

Future land use recommendations presented in this *Plan* seek to minimize these types of conflicts through thoughtful planning and implementation, buffering strategies, and through strategic redevelopment efforts.

Land Supply

The supply of land available for development includes areas of the City that have been planned or approved for development, but are not yet built-out, the few remaining vacant parcels within the City that have not been planned for development, and sites that are appropriate for redevelopment over the planning period.

Furthermore, because there are not opportunities to annex additional land, the City must be strategic in its use of vacant, underutilized or functionally obsolete properties if it is going effectively capture the growth emanating from its existing economic assets.

At the time of this analysis, the City had approximately 28 acres of vacant land. As indicated in Figure 1.4-1, the City's land demand over the next twenty years exceeds the existing supply of vacant land. However, there are many properties within the City that are currently underused and present opportunities for redevelopment. Such redevelopment sites contribute significantly to the supply of land that will be available for new development in the future and will allow the City to accommodate additional growth.

At the beginning this planning process, a windshield survey was conducted to provide a general estimate of what parcels in the City may become available for redevelopment/infill development over the planning period. Based on this analysis, roughly 450 acres of land fell into this category. However, the amount of land that actually becomes available for development will be determined by several other factors, including the status and nature of land ownership; the landowner's willingness to sell their property; market conditions; the location of certain environmental features such as wetlands, floodplains, and soils; and a variety of other factors. In addition, several properties in the City are considered brownfields that will require clean-up before redevelopment.

PROJECTED LAND USE DEMAND

Map 2.1-1 and the analysis, policies, and recommendations detailed in the Land Use Chapter in Volume Two of this *Plan* suggest how the City can accommodate future land use demand based upon the supply of land that is potentially available for development.

Map 1.4-1: Existing Land Use

CHAPTER 1.5: TRANSPORTATION

This chapter includes background information to guide policies toward the future development and maintenance of various modes of transportation in the City of Wauwatosa over the 20-year planning period that will be included in Volume Two. The chapter also compares the City's transportation policies and programs to State and regional transportation plans.

At the time this *Plan* was prepared, Wisconsin Department of Transportation (WisDOT) was studying substantial new and enhanced highways, including upgrades to the Zoo Interchange. The City of Wauwatosa has good connections to the region through the existing roadway network. Other transportation, such as freight rail, nearby airport service, county bus service (MCTS), and outstanding recreational trails are key transportation infrastructure in the City. Both the City of Milwaukee and Milwaukee County are advancing new rapid transit plans that propose connections to the Milwaukee County Grounds.

EXISTING TRANSPORTATION NETWORK

The City is very well connected to the region by existing roads and highways. This section describes the City's existing transportation facilities.

Roadways

Principal Arterials

Interstate 94 runs east-west along the southern edge of the City of Wauwatosa. Interstate 94 is an important regional highway in southern Wisconsin, and provides a direct route from the Milwaukee metro area to Madison and south to Chicago. Highway 45 runs north-south through the western portion of the City. The interchange between Interstate 94 and Highway 45, otherwise known as the "zoo interchange" is the busiest interchange in Wisconsin. Other principal arterials include Bluemound Road, or Highway 18, running east-west through the extreme southern portion of Wauwatosa from the City of Milwaukee to Waukesha County, and Mayfair Road, or Highway 100, providing a key north-south route through the City just east of Highway 45. This designation also includes STH 190 (Capitol Drive), STH 181 and North Avenue, all significant local corridors that connect Wauwatosa with its neighboring cities.

Minor Arterials

Watertown Plank Road, Wisconsin Avenue, Milwaukee Avenue and State Street in the southern half of the City, and Hampton Street, Burleigh Street and Center Street in the northern half of the City are significant minor arterials that extend all the way into the City of Milwaukee. The three northern arterials as well as Watertown Plank Road also extend into Waukesha County. Running north-south, Swan Boulevard, 60th Street, 92nd Street, 119th Street and 124th Street also serve as minor arterials for the City.

Roadway Function Classification System
Wisconsin's functional classification system groups roads and highways according to the character of service they offer, ranging from rapid through access to local land access. The purpose of functional classification is to enhance overall travel efficiency and accommodate traffic patterns and land uses by designing streets to the standards suggested by their functional class. The four main functional classes include:

Principal Arterials: Serve longer inter-urban type trips and traffic traveling through urban areas, including interstate highways and other free-ways.

Minor Arterials: Provide intra-community continuity and service trips of moderate length, with more emphasis on land access than principal arterials. The minor arterial interconnects the arterial system and provides system connections to rural collectors.

Collectors: Provide both land access and traffic circulation within residential neighborhoods, commercial areas, and industrial areas. These roadways collect traffic from local streets in residential neighborhoods and channel it onto the arterial system

Local Streets: Provide direct access to abutting land and access to collectors. Local roads offer the lowest level of mobility. Through traffic movement on this system is usually discouraged.

Source: WisDOT, Facilities Development Manual, Procedure 4-1-15

Collectors

Major east-west collectors in the City of Wauwatosa include Center Street and Congress Street. Major north-south collectors include 76th Street, 92nd Street, the Menominee River Parkway and Ludington Avenue.

FIGURE 1.5-1: TRAFFIC COUNTS

DOT Annual Average Daily Traffic Counts-- City of Wauwatosa	AADT 2006	AADT 2004	AADT 2001 (*'99)	AADT 1992	"average weekday volume" 1980	"average weekday volume" 1970
Principal Arterials						
1-94 W exit ramp to STH 100/Mayfair Rd NB	4700	4500	4600			
On ramp to 1-94 W from STH 100/Mayfair Rd	8600	8000	8000			
I-94 WB, approaching zoo interchange	74400	87900	83600			
I-94 EB, just through zoo interchange	61300	n/a	78600			
USH 45 NB, between North Ave and Burleigh St	78600	78500	*74700			
USH 45 SB, between Burleigh St and North Ave	67100	74800	*70900			
USH 45 N exit ramp to N 95th St & Bluemound Rd/USH 18	3200	3200	2900			
USH 45 N exit ramp to Watertown Plank Rd	11900	13200	12800			
USH 45 S exit ramp to Watertown Plank Rd	5800	5400	5200			
USH 45 N exit ramp to Burleigh St	10100	9000	8400			
USH 45 S exit ramp to Burleigh St	5200	5800	5200			
Bluemound Rd/USH 18 WB, western City border	n/a	10600	12300	10600	12260	10805
Bluemound Rd/USH 18 EB, western City border	n/a	12100	13100	11510	12280	9580
Mayfair Rd/STH 100 NB, immediately North of USH 18	n/a	16800	15800	15110	n/a	9205
Mayfair Rd/STH 100 SB, immediately North of USH 18	n/a	17300	16400	15170	n/a	9165
Mayfair Rd/STH 100 NB, approaching Burleigh St	n/a	14600	15500	15750	16610	14000
Mayfair Rd/STH 100 SB, just across Burleigh St	n/a	14500	14500	14440	15520	12105
North Ave EB, just across City's western border	n/a	11700	11700	13140	10590	7070
North Ave WB, approaching City's western border	n/a	12100	11500	12980	10480	9390
North Ave EB, just across Mayfair Rd/STH 100	n/a	13200	13600	14110	12000	13862
North Ave WB, approaching Mayfair Rd/STH 100	n/a	13600	14000	15800	12520	10400
STH 181/Wauwatosa Ave and 76th St NB, approaching North Ave	n/a	9500	9500	9120	9480	n/a
STH 181/Wauwatosa Ave and 76th St NB, just across North Ave	n/a	7500	7900	7210	n/a	8630
STH 181/Wauwatosa Ave and 76th St SB, approaching North Ave	n/a	8900	8000	6920	n/a	8215
STH 181/Wauwatosa Ave and 76th St SB, just across North Ave	n/a	8300	7800	6730	8440	n/a
Minor Arterials						
Watertown Plank Rd EB, immediately East of I-45	n/a	11900	13900	10900	8020	n/a
Watertown Plank Rd WB, immediately East of I-45	n/a	10500	13900	11100	7320	9470
Burleigh St EB, just across City's western border	n/a	8100	8900	8760	8600	8018
Burleigh St WB, approaching City's western border	n/a	8700	9100	9890	8930	7845
Burleigh St EB, just across Menominee River Pkwy	n/a	7900	8200	8260	8570	7675
Burleigh St WB, approaching Menominee River Pkwy	n/a	7900	7800	7960	8330	7475
Center St, just inside City's western border	n/a	3200	3400	3310	2450	n/a
State St, between N Wauwatosa Ave and N 74th St	n/a	15500	14400	14550	12300	13635
Collectors						
76th St, just North of Bluemound Rd	n/a	4400	4600	4890	4650	4150

Bridges

There are 9 WisDOT recognized bridges in the City of Wauwatosa to provide access across the Menomonee River Parkway, Underwood Creek, Honey Creek, and Schoonmacher Creek. The State maintains condition reports for all of these bridges.

Airports

General Mitchell International Airport is located about 15 miles southeast of Wauwatosa. This airport, known as “Chicago’s 3rd Airport”, is owned and operated by Milwaukee County. Mitchell’s 13 airlines offer roughly 252 daily departures and arrivals. Approximately 90 cities are served directly from Mitchell International. It is the largest airport in Wisconsin with 42 gates. The Airport has five hard-surfaced runways and encompasses over 2,100 acres.

Lawrence J. Timmerman Airport, also known as Timmerman Field is located just north of Wauwatosa. This airport is used for general and private aviation.

Water and Truck Transportation

There is no waterborne freight movement in the City. However, freight shipments in and out of Wauwatosa mostly occur by truck. Semi-truck shipments are most prevalent along Interstate 94 and Highway 45. Section 11.40 of the Wauwatosa Municipal Code prohibits trucks of over three tons from taking certain routes through the City.

Rail

Passenger rail service is available to residents of the City out of downtown Milwaukee. The Hiawatha Amtrak passenger trains connect Chicago and Minneapolis. The Canadian Pacific Railway and Union Pacific Railroad operate freight lines through the City of Wauwatosa.

Public Transportation and Paratransit

Bus service is available through the Milwaukee County Transit System with buses running on major streets in Wauwatosa. Wauwatosa has a park and ride lot for use in conjunction with the Milwaukee County Transit System. As of 2001, this lot had 240 parking spaces, about 55 percent of which were used on an average weekday. The Wisconsin Department of Transportation is responsible for managing the Southeast Wisconsin rideshare program, which matches people with other commuters for carpooling.

Bicycle and Pedestrian Facilities

Wauwatosa is part of the 100+ mile Oak Leaf Trail system that winds through Milwaukee County. Portions of the trail can be found in various parks within the City, including Underwood Creek, Jacobus, and Currie Parks. The trail is open to bikers, walkers, skaters, and runners and links Wauwatosa with the Hank Aaron Trail to the east. A bike lane is also currently available along Center Street.

Walking and Biking in Wauwatosa

Wauwatosans from a variety of interest groups and walks of life participated in and contributed to the City's comprehensive planning process. In general, these participants expressed a variety of perspectives regarding the future of the community. Of the many issues raised and discussed, the goal of enhancing the walk-ability and bike-ability of the City stands out as being one of the most universally agreed upon themes of the comprehensive planning process.

Cited by nearly all participants as one of Wauwatosa's most attractive and valuable assets was the opportunity for most residents to walk (and bike) to key destinations. Those who expressed this opinion further agreed that enhancing pedestrian and bicycle connections and improving pedestrian and bicycle safety will be one of the most significant steps the City can take to preserve the desirability of its neighborhoods, promote economic growth, and conserve energy and environmental resources in the long-term.

To help advance this important goal, an analysis was performed to help identify the areas of the City that are most "walk-able," based on a variety of characteristics. The results of this analysis are intended to help focus the City's long-term efforts to enhance walk-ability by calling out areas where "improvements" are most needed. Although the analysis was focused on walk-ability, the information obtained from the analysis can also be used to identify approaches for increasing the bike-ability of the community.

Research indicates that the most walk-able communities around the nation possess a variety of complementary components that come together to facilitate pedestrian activity. As part of this analysis, several of these factors were considered, including the following:

- Availability of sidewalk connections
- Availability of other multi-purpose trails
- Population density
- Concentration of jobs
- Proximity of housing to key pedestrian destinations (e.g. schools, parks, neighborhood businesses)

Figures 1.5-2 through 1.5-5 below show the results of an analysis of four different variables.

- **Figure 1.5-2: Sidewalk and Trail Density** - This map shows an analysis of existing sidewalk and trail density, or the number of linear feet of sidewalks per acre. Results of this analysis clearly indicate that the area north east of the River and east of 92nd Street are very well served by sidewalks and trails, while other areas of the City are not as well served.
- **Figure 1.5-3: Population Density**—This map depicts population density. Based on this analysis there are higher concentrations of people living in the area north of North Avenue and east of 72nd Street.
- **Figure 1.5-4: Concentration of Jobs**—This map shows the number of jobs per census block. As indicated on Figure 1.5-4, major employment centers in the City are located on the southern half of the Milwaukee County Grounds along Mayfair Road and in the northwest portion of the City.
- **Figure 1.5-5: Diversity of Key Pedestrian Destinations**— Research on community walk-ability suggests that there are certain categories of businesses and institutions that people are more likely to walk to than others. For this analysis, these categories have been termed "Key Pedestrian Destinations." Businesses and institutions in the City that fell into one of these categories were mapped to illustrate areas of the City that have a higher diversity of such key destinations.

The Key Pedestrian Destination categories included in this analysis are as follows:

- Foods/beverage stores, including grocery stores, and pharmacies
- Restaurants, bars, clubs, and coffee shops
- Financial services (e.g. banks)
- Government services (e.g. City Hall, Library)
- Neighborhood services (e.g. salon)
- Neighborhood retail (e.g. flower shop, gift shop)
- Public Parks
- Religious facilities (e.g. churches)
- Schools

Destinations oriented more towards automobile traffic and/or large employment destinations were not included in this analysis (e.g. big box stores, large hospitals, etc.). However, such places were taken into consideration as part of the concentration of jobs analysis shown in Figure 1.5-4. For example, the Milwaukee Regional Medical Center was not considered a key pedestrian destination since most people visiting the hospital would get there by car. However, *employees* of the hospital could certainly be expected to walk to work if feasible. Results of this analysis show areas with a diversity of key pedestrian businesses scattered throughout the City. For the purposes of this analysis, stores located within Mayfair Mall were considered separate destinations. However, stores that did not meet the criteria listed above were not identified as a Key Pedestrian Destination in this analysis.

The results of this analysis indicate that although the east side of the City is better served by sidewalks and is more densely populated than the west side of the City, major employment destinations are more centrally located and Key Pedestrian Destinations are fairly well distributed throughout the City.

It is clear that this analysis does not take into consideration all the factors that contribute to the walk-ability of the City. Some such factors could be incorporated into a more in-depth analysis in the future, and others were not included because they are difficult to quantify or represent on a map.

For example, one shortcoming of this analysis is that it uniformly assumes that areas with sidewalks are automatically more walk-able than areas without sidewalks. However, the presence or absence of sidewalks or trails does not necessarily determine whether people will be willing to walk to their destinations. On the west side of Wauwatosa, residential neighborhoods are still quite walk-able despite the fact that there are not many streets with sidewalks. This, combined with the reality that there are many employment and key pedestrian destinations on the west side of the City (see Figures 1.5-4 and 1.5-5) might suggest that west side neighborhoods are equally, if not more, walk-able than the east side of the City. Yet, anecdotally, residents of the City agree that the east side of Wauwatosa is more pedestrian friendly than the west side. This is likely the result of several characteristics not captured by this analysis, including, but not limited, to the following:

- **Presence of Major Barriers and Perception of Safety:** One of the most obvious examples of a major pedestrian barrier in Wauwatosa is Mayfair Road, which is generally conceived of as the dividing line between the east and west side of the City. This corridor is designed specifically for moving auto traffic and does not provide much of a safe environment for residents wanting to walk or bike to destinations that are located on the opposite side the roadway. This means that even though a destination may be within a reasonable walking or biking distance, many residents may feel safer driving there if for no other reason than to avoid crossing Mayfair Road.

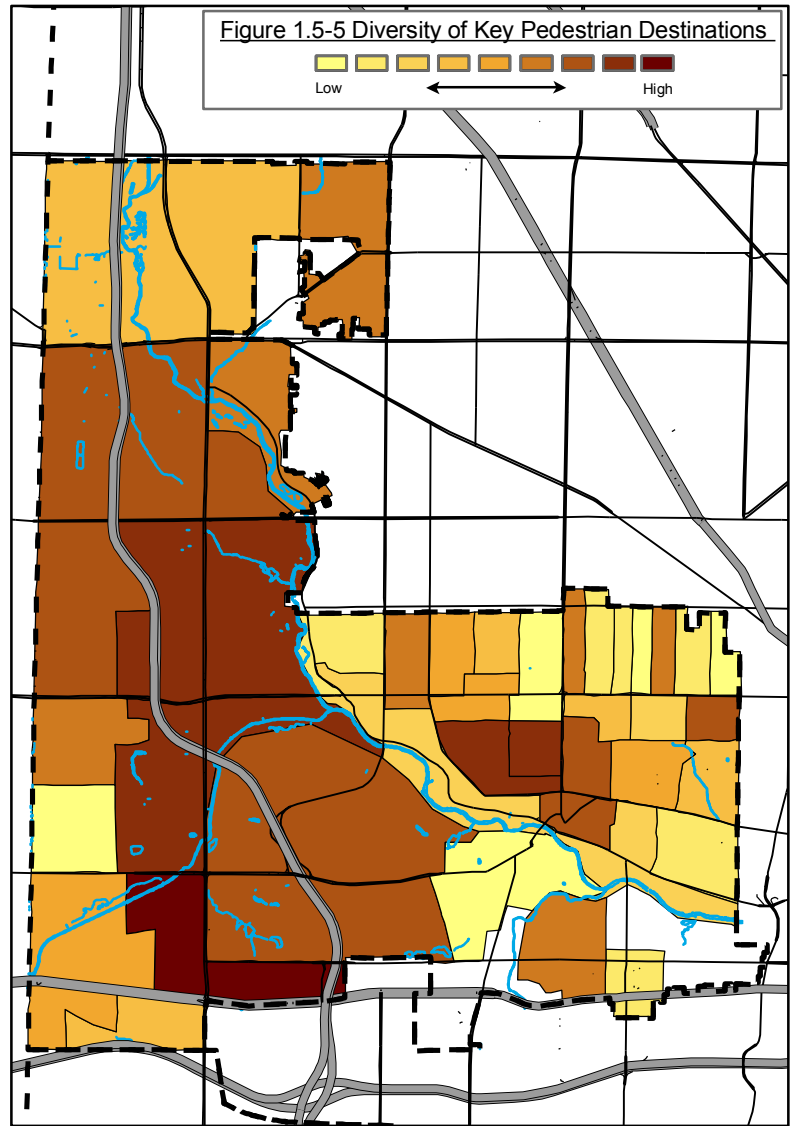
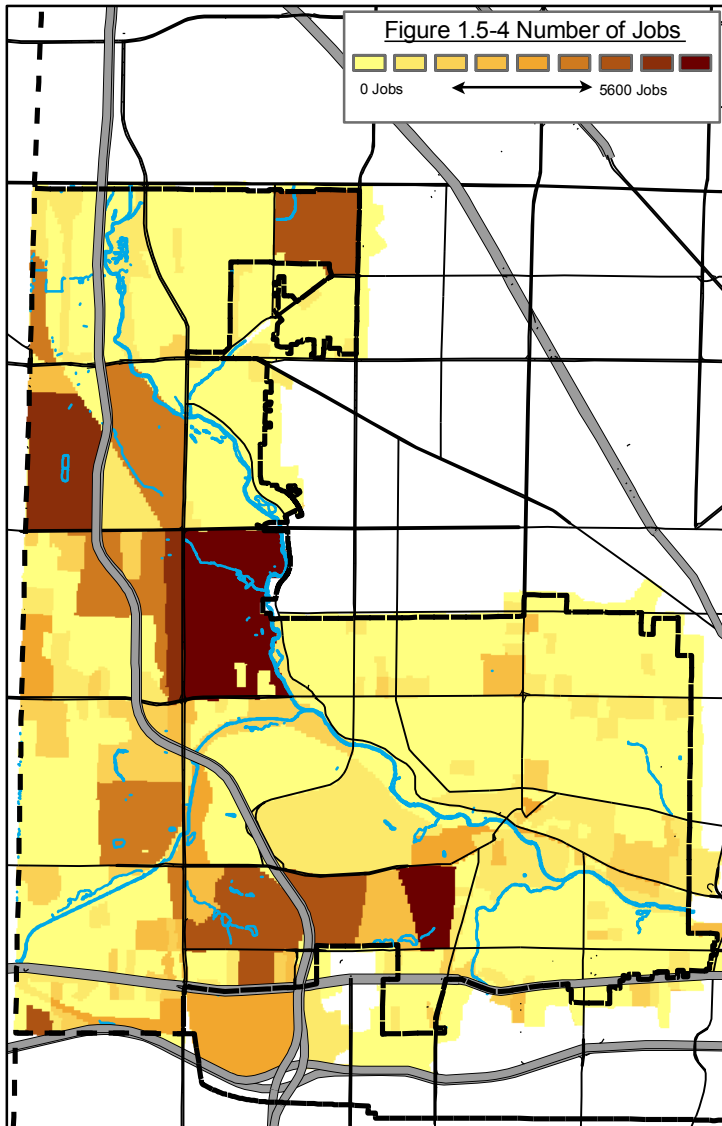
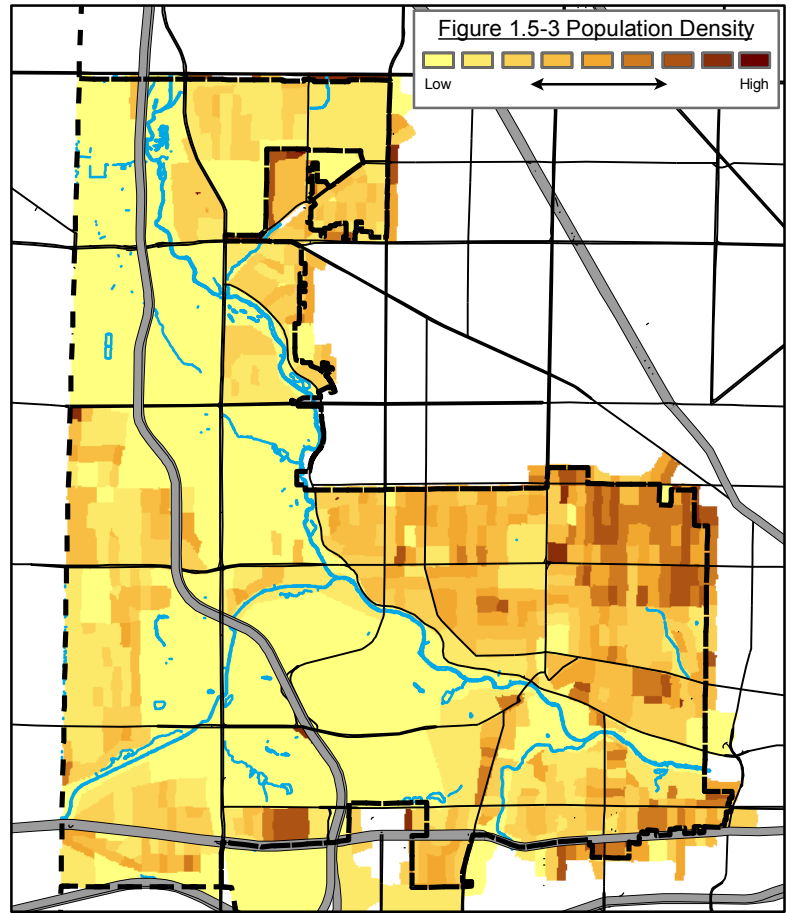
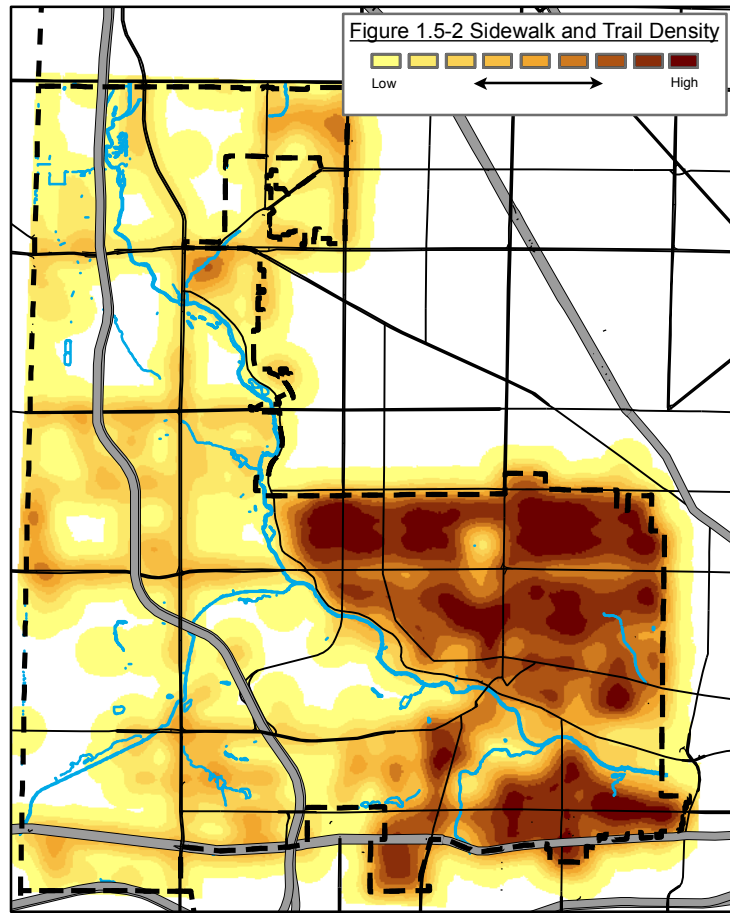
Also, because the roadway and development along the roadway was not designed for pedestrians, the corridor does not necessarily feel safe to walk or bike even if your destination does not require you to actually *cross* the street. Mayfair Road is certainly not the only example of this in the City, but provides one obvious example.



The historic Village offers a pedestrian friendly environment, with smaller scale buildings, ground level windows, wide sidewalks, and street trees.

- **Pedestrian Scale and Orientation:** Although Figure 1.5-5 indicates a high diversity of key pedestrian destinations located in the central and western portions of the City (an even higher diversity than on the east side), the major observable difference between much of this development as compared to development on the eastern side of the City is scale and orientation. To illustrate this point, simply consider the difference between the look and feel of buildings along eastern North Avenue or in the Village versus those located on Mayfair Road, or those on western North Avenue. While many of the destinations on the eastern side of the City appear to be inviting to pedestrians, many of the destinations on Mayfair Road (again, to take an obvious example) are oriented towards automobile traffic. This is not to suggest that all development on the east side of the City is oriented towards pedestrians and that all development on the west side is oriented towards the automobile, but it is likely one reason why the east of the City is perceived to be so much more walk-able than the west side.

Overall, this analysis is intended to serve as a foundation upon which a more detailed bike and pedestrian study could be based in the future, and, more importantly for this comprehensive planning process, serves as a general basis for the walking and biking recommendations in Volume Two.



REVIEW OF STATE AND REGIONAL TRANSPORTATION PLANS

The following are State and regional transportation plans and studies relevant to this *Plan*.

Wisconsin State Highway Plan (2000)

The Wisconsin State Highway Plan focuses on the 11,800 miles of State Trunk Highway routes in Wisconsin. The plan does not identify specific projects, but broad strategies and policies to improve the state highway system over the next 20 years. Given its focus, the plan does not identify improvement needs on roads under local jurisdiction. The plan includes three main areas of emphasis: pavement and bridge preservation, traffic movement, and safety. There are no Wauwatosa-specific recommendations.

Wisconsin Highway Improvement Program (2006)

WisDOT has a six-year highway improvement program for Wisconsin Highways. Wisconsin has 112,362 miles of public roads, from Interstate freeways to city and village streets. This highway improvement program covers only the 11,753-mile state highway system which is administered and maintained by WisDOT. The other 100,609 miles are improved and maintained by the cities, towns, counties and villages in which they are located. The state highway system consists of 750 miles of Interstate freeways and 11,010 miles of state and US-marked highways.

While the 11,753 miles of state highways represent only 10.5 percent of all public road mileage in Wisconsin, they carry over 34.7 billion vehicle miles of travel a year, or about 60.5 percent of the total annual statewide highway travel. To ensure the system's vitality and viability, WisDOT currently invests over \$750 million each year, resulting in over 565 miles of roads improved and rehabilitated annually.

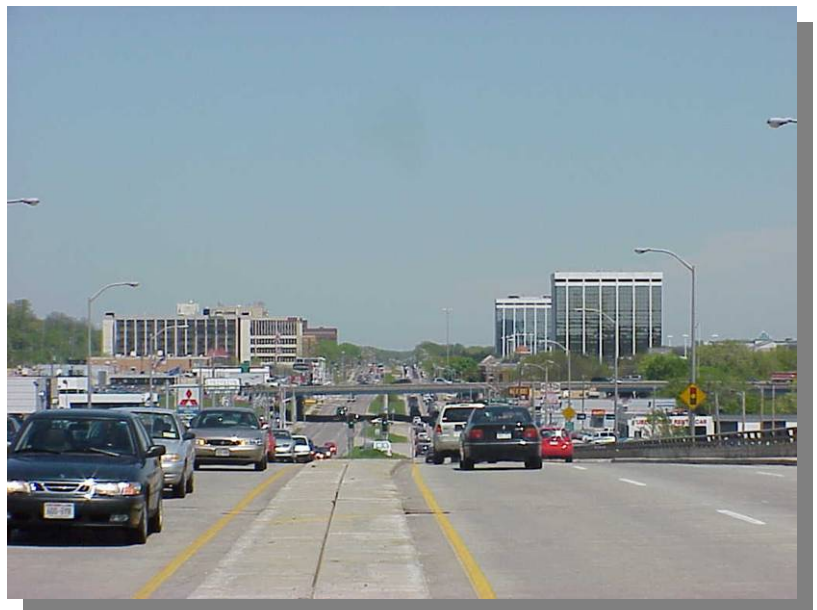
Projects in this six-year plan that will affect Wauwatosa include plans for reconstruction of a large portion of Bluemound Road and resurfacing of Mayfair Road (Highway 100).

Translinks 21: A Multimodal Transportation Plan for Wisconsin's 21st Century (1995)

The Translinks 21 Plan provides a broad planning “umbrella” including an overall vision and goals for transportation systems in the state for the next 25 years. This report documents a statewide highway network designed to provide essential links to key centers throughout the state, to shape a comprehensive, integrated, multimodal transportation blueprint to set the framework for our future policies, programs and investments. Translinks 21 will address the highways, airports, railroads, water ports and urban transportation systems that carry people and goods throughout Wisconsin and provide safe, dependable access to and from Wisconsin communities and help promote regional and statewide economic development.

This 1995 plan recommended complete construction of the Corridors 2020 “backbone” network by 2005, the creation of a new state grant program to help local governments prepare transportation

corridor management plans to deal effectively with growth, the provision of state funding to assist small communities in providing transportation services to elderly and disabled persons, and the development of a



detailed assessment of local road investment needs. There were no Wauwatosa-specific recommendations outlined in this plan.

During the time this *Plan* was being prepared, Translink 21 was being updated. The new document is titled Wisconsin Department of Transportation Connections 2030 (see below).

Wisconsin Department of Transportation Connections 2030

Currently being prepared as an update to Translink 21: A Multimodal Transportation Plan for Wisconsin's 21st Century (see above), Connections 2030 will identify a series of multimodal corridors for each part of the state. Each corridor will identify routes and/or services of several modes such as highways, local roads, rail, air, transit, etc. When completed, the multimodal corridors will accomplish these key goals: portray key Connections 2030 recommendations; prioritize investments; and assist WisDOT transportation districts in identifying future segments for more detailed corridor plans. At the time this *Plan* was being prepared, no specific recommendations had been formulated as part of the Connections 2030 document.

Wisconsin Bicycle Transportation Plan 2020 (1998)

Wisconsin Bicycle Transportation Plan 2020 presents a blueprint for improving conditions for bicycling, clarifies the WisDOT's role in bicycle transportation, and establishes policies for further integrating bicycling into the current transportation system. While there are no Wauwatosa-specific recommendations, the plan is used by WisDOT district offices in considering the needs of bicyclists on the state highway system. The document also makes recommendations on the roles different groups and government agencies have in making the plan successful and in improving bicycling conditions throughout the state.

Wisconsin Pedestrian Plan Policy 2020

In 2001, the State also adopted a pedestrian policy plan, which highlights the importance of walking and pedestrian facilities. Additionally, the plan outlines measures to increase walking and to promote pedestrian comfort and safety. This Plan provides a policy framework addressing pedestrian issues and clarifies WisDOT's role in meeting pedestrian needs.

Milwaukee County Transit System Development Plan: 2007-2010

At the time this *Plan* was being prepared, the Southeast Wisconsin Regional Plan Commission was in the process of preparing the new Milwaukee County Transit System development plan. The plan will focus on needed transit service changes and improvements for the fixed-route bus services provided by Milwaukee County within Milwaukee County, that is, the bus services that are sponsored by Milwaukee County for Milwaukee County residents and funded in part with Milwaukee County property tax dollars. To a limited extent, the plan will also review other publicly sponsored inter-county commuter bus services that provide important connections for Milwaukee County residents who need to travel to adjacent Ozaukee, Washington, Waukesha, and Racine Counties for work, school, or other purposes.

In Wauwatosa, Rapid Transit bus service and Express Transit bus service is planned to continue through the City. Potential commuter rail and light rail/bus guide ways are still being studied for Wauwatosa.

A Transportation Improvement Plan for Southeastern Wisconsin: 2007-2010

This transportation improvement program (TIP) is the twenty-third such program prepared for the Southeastern Wisconsin Region. The TIP is a federally required listing of all arterial highway and public transit improvement projects proposed to be carried out by State and local governments over the next three years (2007-2010) in the seven county southeastern Wisconsin region. It includes general transportation system improvements and maintenance, as well as specific projects in the City of Wauwatosa, including reconstruction of part of Wauwatosa Avenue, improvements to the intersection of Highway 100 and USH 18 and the intersection of Highway 100 and the Mayfair Mall south entrance, rehabilitation of Highway 100 from Watertown Plank Road to Burleigh Road, and rehabilitation of the Highway 190 bridge over the Menomonee River.

Midwest Regional Rail Initiative

The Midwest Regional Rail Initiative (MWRRI) is a cooperative effort between Amtrak, the Federal Railroad Administration, and the states of Illinois, Indiana, Iowa, Michigan, Minnesota, Missouri, Nebraska, Ohio, and Wisconsin to develop an improved and expanded passenger rail system in the Midwest.

In February on 2000, MWRRI released a report prepared by Transportation Economics, & Management Systems, Inc. that outlines a new vision for passenger rail travel across the Midwest. This Midwest Regional Rail System would be comprised of a 3,000-mile rail network, and would serve nearly 60 million people.

As part of this initiative, a rail system is proposed to provide a high-speed connection between Milwaukee and Madison. In the interest of maintaining efficient service between major cities, it is unlikely that rail stops will be planned for smaller communities along the proposed corridor.

Regional Land Use and Transportation System Plan, 2035

SEWRPC recently updated the Regional Land Use Plan and the Regional Transportation System Plan. The new Land Use Plan will replace the existing plan, and will serve as a guide to land use development and redevelopment at the regional level to the year 2035.

The Transportation System Plan is a multimodal plan of recommended transportation actions designed to address existing and anticipated future transportation problems and needs. The document also cites other plans, such as the Rapid Transit Plan, summarized in this section. Transportation recommendations related to Wauwatosa have been reflected in the Transportation Chapter in Volume Two of this *Plan*.

Zoo Interchange Study, 2007-2008

At the time this *Plan* was being prepared, the WisDOT was in the process of conducting an environmental and engineering analysis to begin assessing ways to rebuild and upgrade the Zoo Interchange, which is the busiest interchange in Wisconsin. Following the analysis in 2007 and 2008, WisDOT will conduct a final design analysis and begin addressing real estate and utility issues in the study area. At the time this *Plan* was prepared, no decisions had been made as to the final design of the interchange.

Milwaukee County Transit Plans: SMART and COMET

In the years just prior to the preparation of this *Plan*, Milwaukee Mayor Tom Barrett and County Executive Scott Walker both introduced transit plans for the Milwaukee region.

Using \$91.5 million dollars in federal transit funds, matched by \$16.2 million local dollars, Mayor Barrett's plan, called COMET (County of Milwaukee Express Transit System), was intended to upgrade the City's bus system, and would include a downtown Milwaukee circulator. Express transit routes would also connect to the University of Wisconsin-Milwaukee campus, the Amtrak station, and the Milwaukee Regional Medical Center and Milwaukee County Research Park in Wauwatosa, among other destinations.

County Executive Walker's proposal is similar to Mayor Barrett's, but would use only \$59.5 million of the federal money, reserving the remaining \$32 million for future expansions. A \$10.5 million local match would also be required. Walker's plan, called SMART (Suburban and Milwaukee Advanced Rapid Transit express bus system) also provides similar links from downtown to the University of Wisconsin-Milwaukee and the County Grounds in Wauwatosa, but offers slightly different north south links than Mayor Barrett's plan.

Both plans have generally been reflected in the Transportation chapter of Volume Two of this *Plan*.

CHAPTER 1.6: UTILITIES AND COMMUNITY FACILITIES

This chapter describes the various utilities and community facilities that serve the City's existing population and development, including water, sewer, municipal buildings, libraries, police and fire services, schools, and parks.

EXISTING UTILITIES AND COMMUNITY FACILITIES

City Hall and Other Municipal Facilities

Many of Wauwatosa's municipal departments are housed at City Hall, located at 7725 West North Avenue, including the offices of the City Administrator, Clerk, Assessor, Community Development, Finance, the Health Department, Human Resources, Purchasing, Municipal Court, and the Water Department. The City Parks and Forestry Department is located at 7300 Chestnut Street. The Public Works Department is located at 11100 West Walnut Road. Locations of other municipal facilities are specified elsewhere in this Chapter.

County Facilities

Milwaukee County owns and maintains a number of facilities in the City of Wauwatosa, including several parks, the Milwaukee County Public Works yard, and Milwaukee County Research Park. Many of these facilities are described in greater detail elsewhere in this chapter.

Water Supply

Wauwatosa Water Utility, a City department, supplies and manages the City's water distribution system. Water is provided by Lake Michigan and is purchased from Milwaukee Water Works, which filters and treats the water according to regulation. Milwaukee Water Works tests the water for 90 EPA-regulated contaminants, as well as 450 unregulated contaminants. The Water Utility also provides water for fire protection and maintains 2,084 hydrants throughout the water system. Over 1.9 billion gallons of water were provided to over 15,000 Wauwatosa homes and businesses in 2006. Water service in the City is not funded by tax dollars. Rather the Utility is an enterprise fund, which is self-supported through the sale of water and related services to customers. The Utility is independent from the Department of Public Works, but is overseen by the Board of Public Works and is subject to regulation by WisDNR and the Wisconsin Public Service Commission. The Wisconsin Public Service Commission sets the water rates.

Within the planning period, the Water Department anticipates the need for many upgrades to infrastructure to accommodate new redevelopment projects and maintain a high level of service for existing development, as well as a new elevated storage tank on the west side of the City. The district will be challenged to maintain affordable rates as water sales continue to decline for industrial businesses.

Wastewater Service

Wauwatosa Sanitary and Storm Sewer Services is a division within the City's Department of Public Works. Sewer service in Wauwatosa is provided by the Milwaukee Metropolitan Sewer District, which is a regional government agency with taxing authority, established by the State of Wisconsin. MMSD serves over 1 million people in 28 Milwaukee area communities. The Wauwatosa Sanitary and Storm Sewer Services division cleans sewer mains, responds to emergency sewer backups, takes care of emergency flood pumping, and completes spot sewer line repairs.

Wauwatosa has separate storm sewer and sanitary sewer lines. Sewage is collected from the sewer mains, and treated at one of two wastewater treatment plants, one in the City of Milwaukee and one in Oak Creek. The Jones Island Treatment Plant in Milwaukee is on the National Register of Historic Places and is also designated as a National Historic Civil Engineering Landmark by the American Society of Civil Engineers. Clean water from the plants is discharged back into Lake Michigan.

Solid Waste Disposal

The City of Wauwatosa provides weekly garbage and recycling collection services for single-family and multi-family homes with 4 or fewer units. The City contracts with Waste Management for waste handling and disposal and utilizes a recycling program in which customers use a City-approved recycling cart. Mixed household waste and recyclables are collected by City crews and separated. Wauwatosa is the only City whose waste collection operates this way in the Milwaukee area. Waste collection for larger housing developments and non-residential properties must be handled through private haulers. Waste Management has 2 landfills in the Milwaukee area - Orchard Ridge in Menomonee Falls and Metro in Franklin. The Orchard Ridge landfill is part of a historic landfill complex. Other Waste Management sites in close proximity are the Boundary Road, Omega Hills, and Parkview landfills. The Metro site in Franklin is located across the street from Veolia's Emerald Park landfill.

Stormwater Management

Many communities around the State are adopting stormwater management regulations to control stormwater run-off. The Stormwater Utility division of the Public Works Department is responsible for managing stormwater issues. The City storm drainage system is a network of 10 inch to 72 inch diameter sewers. Run-off collected by this 94-mile system is discharged to the Menomonee River or its four tributaries, Honey Creek, Underwood Creek, Grantosa Creek and Schoonmasher Creek. The System also consists of 46 drainage basins. In addition, streets are swept on a monthly basis to remove material that would otherwise be carried into the stormwater system and eventually enter waterways.

In 1999, the City created a stormwater reserve to allocate the costs of maintaining the stormwater system to property owners based on their estimated contribution to the system. Properties are divided into residential and non-residential classes. Each residential unit equals one Equivalent Residential Unit (ERU). A single-family property will be charged about \$42 per year. Non-residential properties are charged based on the amount of impervious surface located on the property.

Law Enforcement and Protection

The Wauwatosa Police Department is located at 1700 N. 116th Street. Police service is available 24 hours a day. As of 2006, the Police Department had 89 sworn officers, with a capacity for 90, and 32 civilian support staff. The Department includes an Administrative Bureau, which also houses the Records Division, and an Operations Bureau, which includes the Community Support Division, Investigative Division, and Patrol Division. The Community Support Division provides a number of community services and crime prevention activities, such as bike safety programs, fraud prevention programs, neighborhood watch, children's safety programs, and free safety inspections and recommendations for both commercial and residential properties.

The Investigative Division has 14 investigators, a juvenile officer, and a detective/technician who together conduct an average of 2,000 investigations per year. The Patrol Division operates 24 hours a day in 7 city squad areas. Each squad area is patrolled by one officer. One to two radar enforcement squads are regularly on patrol, and additional officers are assigned to higher crime areas. Special police teams include Special Response Team and Special Operations Group. In 2006, the Department received about 30,000 service calls and made about 1900 adult arrests.

Within the planning period, the Police Department anticipates a significant need for additional staff, including both sworn officers and civilian staff. The Department will also explore opportunities to expand office, storage, and training spaces to better accommodate staff.

Fire Protection and Emergency Medical Services

The City of Wauwatosa Fire Department Administrative Offices are located at 1463 Underwood Avenue. The Department consists of 115 staff members split between 3 fire stations. Stations are located at the Administrative Offices (Station 1), 4187 N. Mayfair Road (Station 2), and 10525 Watertown Plank Road (Station 3). Administration includes a Fire Chief, Assistant Chief and four Deputy Chiefs. The Fire Prevention Services Division has five members and serves to promote fire prevention in the City by enforcing rules and

regulations pertaining to fire hazards. Minimum daily staffing is 25 firefighters covering the three fire stations. All firefighters are paid City employees. The Department provides fire protection service to the City and the Milwaukee County Medical Complex.

The Wauwatosa Fire Department provides Emergency Medical Services (EMS) to the City of Wauwatosa. EMS staff consists of Emergency Medical Technicians and Paramedics. EMS provides three types of response services: EMT First Responder, Basic Life Support Rescue Squads, and Paramedic Rescue Squads.

The Department provides Fire and Emergency Medical Service to a 13 square mile area within the Wauwatosa City limits, as well as to the Milwaukee Regional Medical Center campus. In 2006, the Department responded to nearly 5,000 incidents. The Department provides the following services: advanced and basic life support, fire suppression, specialized rescue services, fire safety inspections, fire protection, smoke detector installation and home health care. All three stations house a rescue squad. Two stations house an engine, and one station houses an ambulance.

Within the planning period, the Department will need to construct two new and expanded fire stations.

Library

The Wauwatosa Public Library is located at 7635 West North Avenue. The building was remodeled in 1992 and expanded to 52,000 square feet at that time. In addition to 227,000 books, the library loans videos, DVDs, audio books, and periodicals. The library also has a Business Center with resources for investors and small businesses, as well as a Wauwatosa history collection and multiple databases. Public internet access is available, as is wireless connectivity to the internet. Home delivery is available to homebound residents. Other library features include a Health Reference Center, Auto Repair Reference Center, Heritage Quest, kids programs, and World Book Online. The Wauwatosa Public Library Foundation exists to help enhance the resources available at the library.



A research library is also located at the historic Kneeland-Walker house.

Health Department

The Wauwatosa Health Department provides a variety of services to City residents. Services include an adult health clinic, senior resources, Wisconsin Well Woman Program, WIC, tobacco use prevention services, lead poisoning prevention services, and nurse visits. The Department also does health and safety inspections at over 450 city- and state-licensed establishments to check for compliance with federal, state, and local regulations. The Department also has a strategic plan for the community-wide health, "Healthiest Wauwatosa 2010."

Telecommunication and Power Facilities

There are several cellular communication towers located throughout the City. In recent years, new antennae have been installed on top of buildings and the water tower.

WE Energies provides the City of Wauwatosa's electric and gas services. Electricity generated by a regional coal-fired power plant located in Oak Creek on the shore of Lake Michigan. WE Energies also operates a coal-fired plant on 15 acres of the Milwaukee County Ground for the primary purpose of providing steam and chilled water to the facilities on the Grounds.

The American Transmission Company owns and operates the electric transmission lines and substations in the eastern portion of Wisconsin. Their 10-Year Transmission System Assessment Summary Report, Zone 5, which includes Wauwatosa, identified numerous system limitations such as low voltages, transmission facility overloads and transmission service limitations. In addition, chronic transmission service limitations within Zone 5 need to be addressed. Numerous projects are planned in Zone 5 to address service issues, including a planned transmission line for the west side of the Wauwatosa.

When Volume One of this *Plan* was prepared the City did not have regional broadband or Wi-Fi systems, but was exploring this opportunity as part of a regional effort.

Elementary and Secondary Schools

Residents of the City of Wauwatosa are served by the Wauwatosa School District. The District is comprised of 13 schools providing Pre-Kindergarten through 12th grade education for children in the City of Wauwatosa. The District also opened Tosa School of Health Science and Technology, a charter school housed in Wilson Elementary, in fall 2007. According to the Wisconsin Department of Public Instruction, enrollments in the District have fluctuated slightly between 2002 and 2007 and are currently lower than they were five years ago. The District reports an increasing population of students enrolled in free or reduced price lunch programs, with about 13 percent of students currently eligible for this program.



In addition to public schools, Wauwatosa also has several private schools including but not limited to St. Bernard Elementary School, St. John's Evangelical Lutheran School, St. Joseph Catholic School, St. Pius X Elementary School, Open Arms Academy, St. Jude the Apostle, Our Redeemer Lutheran, Kradwell School and Turning Point Elementary (CESA).

FIGURE 1.6-1: WAUWATOSA SCHOOL DISTRICT ENROLLMENT 2002-2007

Name	Location	2002	2003	2004	2005	2006	2007
Children's Hospital of Wisconsin School	9000 W. Washington Ave	23	30	28			
Detention Center School	10201 W Watertown Plank Road	109	88	107	21		
East High School	7500 Milwaukee Ave	1,232	1,200	1,211	1,168	1,173	1,158
Eisenhower Elementary School	11600 W Center St	395	377	379	383	388	401
Jefferson Elementary School	6927 Maple Terrace	303	314	314	298	281	288
Lincoln Elementary School	1741 N Wauwatosa Ave	306	311	304	317	314	325
Longfellow Middle School	7600 W North Ave	928	933	878	835	833	838
Madison Elementary School	9925 W. Glendale	350	357	354	340	339	335
McKinley Elementary School	2435 N 89th St	434	428	432	425	416	417
Plank Road Complex	9501 W Watertown Plank Rd	57	54	49		11	8
River Hills School (CATC)	9501 W Watertown Plank Rd	22	24	8	1		
Roosevelt Elementary School	2535 N 73rd St	434	458	432	457	446	455
Underwood Elementary School	11132 W Potter Rd	332	339	331	308	274	279
Washington Elementary School	2166 N 68th St	384	374	374	379	362	353
West High School	11400 W Center St	959	952	974	710	1,033	995
Whitman Middle School	11100 W Center St	561	581	613	578	589	612
Wilson Elementary School	1060 N Glenview Ave	262	259	252	246	256	279
Total		7,092	7,080	7,040	6,466	6,715	6,743

Source: Wisconsin Department of Public Instruction, 2007

Higher Education

Most notable of the City's higher education institutions is the Medical College of Wisconsin, a private medical school located on the Milwaukee Regional Medical Center campus. Over 1,200 students are currently enrolled at the College, and the school provides continuing education to over 13,000 health professionals each year. The Medical College of Wisconsin is a major national research center and the largest private research institution in the state. Wauwatosa is also home to four other private colleges, including Bryant & Stratton College, Wisconsin Lutheran College, and Mount Mary College (located just outside the City boundaries).

Two schools of the Wisconsin Technical College System are located in close proximity to Wauwatosa. Milwaukee Area Technical College has campuses in Mequon, Milwaukee, Oak Creek, and West Allis. Waukesha County Technical College has campuses in Waukesha, Pewaukee, and Menomonee Falls. These colleges offer a variety of programs to a diverse student population. The City of Milwaukee is also home to a number of public and private educational institutions, including UW-Milwaukee, Marquette University, Cardinal Stritch University, Alverno College, Concordia University, Milwaukee School of Engineering, and Mount Mary College. Pending a major state budget appropriation and County land sale, at the time this *Plan* was prepared, the University of Wisconsin-Milwaukee was proposing to build a new engineering school campus specializing in

advanced automation and bio-medical technologies on the northeast quadrant of the Milwaukee County Grounds.

Parks and Recreation Facilities

The Wauwatosa area has a long and rich history in planning for parks, natural areas, and open spaces. Using innovative and progressive planning strategies, the City of Milwaukee first began purchasing parkland as early as 1890. Financed largely by municipal dollars, these early land acquisitions along the Milwaukee, Menomonee, and Kinnickinnic rivers established the framework for Milwaukee County's early park system. Referred to as the "lungs of the city" these natural areas were preserved for the public's health and welfare and to maintain the ecological processes that would help sustain the growing city.

Charles Whitnall's 1923 Master Plan for Milwaukee County built upon this growing legacy of preserving open space and presented a comprehensive park system plan for Milwaukee County and the surrounding communities. Whitnall envisioned a vast system of natural parks and open spaces, lakes, wetlands, and forests that would enable residents to maintain a close connection with nature. For many years, this vision helped guide land use decisions throughout Milwaukee County. Whitnall's efforts established the political precedent that Milwaukee area communities should purchase land well in advance of need and develop that land with the utmost respect for the environment.

Today, many of the parklands in the City of Wauwatosa are owned and maintained by Milwaukee County. Following is a list of parks located in the City.

City-Operated Parks

- ◆ **Hart Park:** This park is located in the southeastern portion of Wauwatosa on the Menomonee River and south of the Village. The park is currently undergoing an expansion and redevelopment process to implement a \$48 million flood management project. As a result, the park has been expanded from 20 acres to 50 acres. The flood management project is being conducting in an effort to prevent the flooding of homes and businesses in the area. The project will involve the removal and relocation of a number of trees. The Hart Park stadium, community center and bike paths will remain through the construction, and a new playground and parking lot will also be constructed. Other facilities planned for the park include a skate board park area, an ice-skating rink, a bocce ball field, a splash park, and an amphitheater.
- ◆ **Webster Park:** This park is a five-acre portion of the Menomonee River Parkway. While it is owned by Milwaukee County, the County leases the land to City of Wauwatosa to use as its own public park. The park includes a playfield, playground, and sandlot baseball diamond. Webster Park is located in the northwest corner of the City, near Highway 45 and the Menomonee River.



County-Operated Parks

- ◆ **Currie Park:** In the northwestern section of the City, near the Menomonee River Parkway, this 196-acre park is an 18-hole golf course that includes a club house, golf dome, and a section of the Oak Leaf Trail.

- ◆ **Hoyt Park:** Part of the Menomonee River Parkway, Hoyt Park is a 20-acre park centrally located in Wauwatosa along the Menomonee River. Amenities include picnic areas, sand volleyball and soccer facilities, and a playground. The park also is the site of the community pool, which has been closed for five years due to severe budgetary restrictions for the Milwaukee County parks system. At the time this *Plan* was written, the Friends of Hoyt Park and Pool (FOHPP) were in the process of raising funds to redesign and open the community pool. If successful, FOHPP would be responsible for maintaining and managing the facility under a lease with Milwaukee County. The facility is intended to be financially self-sustaining, not requiring tax payer dollars to operate.
- ◆ **Jacobus Park:** This park covers over 25 acres in the southeast corner of Wauwatosa. It includes a segment of the Oak Leaf Trail, a wading pool, picnic areas, a playground, and an Exceptional Native Plant Community. Much of this park is wooded.
- ◆ **Madison Park:** Madison Park is located at the northern periphery of Wauwatosa on Glendale Avenue. The park is roughly 59 acres and includes a nine-hole golf course, baseball and softball diamonds, tennis, soccer, sand volleyball, basketball, picnic areas, and a playground
- ◆ **Menomonee River Parkway:** This parkway forms the spine of the Milwaukee County park system, connecting Wauwatosa to Downtown Milwaukee and the Lake Michigan shore via the Hank Aaron Trail. The corridor contributes to local and regional flood control and resource preservation. It also provides the residents of Wauwatosa and the surrounding communities with various active and passive recreational opportunities, including biking, hiking, nature study, and picnicking.
- ◆ **Underwood Creek Parkway:** Covering 196 acres in the southwest section of the City, the Underwood Creek Parkway includes a segment of the Oak Leaf Trail system and connects to the County Grounds and the Menomonee River Parkway.
- ◆ **Wisconsin Avenue Park:** Located in the southern portion of the City, just outside the County Grounds, this 18-acre park includes softball and baseball diamonds, picnic areas, and a playground.
- ◆ **Chippewa Park:** This park is roughly 10 acres and is located in the far southwest portion of the City, just north of Interstate 94 and west of the Zoo.
- ◆ **Hansen Park:** This roughly 55-acre park is part of the Underwood Creek Parkway and is located just north of the Milwaukee County Grounds and southeast of Mayfair Mall.
- ◆ **Grantosa Parkway:** This narrow parkway is located along Grantosa Creek in the northern portion of the City, east of Currie Park.
- ◆ **Honey Creek Parkway:** This parkway is located along Honey Creek in the southern portion of the City. At the time this *Plan* was written, Milwaukee County was pursuing National Register of Historic Places designation for this parkway due to the parkway's important role in providing historic transportation networks.



Hoyt Pool Master Plan (2008), from Friends of Hoyt Park and Pool

Special Recreation Areas and Special Facilities

- ◆ **Muellner Building:** Located in Hart Park, this community center building was renovated in 1999 for public and private functions. The Wauwatosa Senior Center and the Curling Club are tenants of this building.
- ◆ **Oak Leaf Trail:** This recreational trail loops through all the major parkways in Milwaukee County, extending south through Wauwatosa along the Menomonee River and continuing along Underwood Creek. An east-west connector joins the trail system with the eastern portion of the City and Honey Creek. Walking and biking are permitted on the trail.
- ◆ **Bluemound Country Club:** This country club, located on North Avenue, includes a private 18-hole golf course.
- ◆ **Hawthorn Glen:** Maintained by Milwaukee Public Schools and located just outside Wauwatosa's boundaries, Hawthorn Glen is a nature center located at the intersection of 60th and State Street. The center also has soccer fields and playgrounds.
- ◆ **Wil-O-Way Underwood Recreation Center:** Located on the Milwaukee County Grounds, this facility includes a community recreation center that specifically serves the needs of disabled persons, and a fully ADA accessible playground.

The Parks Section of the Parks and Forestry Department has a staff of five laborers and two clerks who collectively administer hall rentals and maintain parks and related facilities, this department also plants and maintains boulevard foliage throughout the City. The City also has a Beautification Committee, which operates independently of the City and works to plant and maintain shrubs, annuals, and perennials throughout the City. As plans to expand Hart Park are implemented, the City may need to increase staff to help with the programming and maintenance of the park.

The City's Recreation Department is administered by the Wauwatosa School District. The Departments organize sports-related and non-sports related activities for all age groups.

Health Care Facilities

Health care has a very significant presence in the City of Wauwatosa and is a significant part of the City's economy. The City is home to the largest concentration of medical providers in southeastern Wisconsin, located at the 250-acre Milwaukee Regional Medical Center (MRMC) campus in the southwest section of the City. The campus is metropolitan Milwaukee's largest employer. According to the Milwaukee Regional Medical Center Economic Health and Community Services Impact Study, the campus has an estimated local economic impact of \$1.8 billion. The campus and the surrounding area are home to the following healthcare facilities:

- ◆ **Froedtert Hospital and Medical College of Wisconsin:** This facility is an advanced comprehensive medical center with the only Level 1 trauma care in eastern Wisconsin. They specialize in a number of medical issues and are pioneers in the fields of cancer, cardiovascular problems, stroke, and epilepsy. The facility was listed among the best hospitals in 2007 according to U.S. News and World Report. The Medical College of Wisconsin is the only medical college in the Milwaukee area and is one of two medical schools in Wisconsin. The Eye Institute is also a nationally recognized ophthalmology program that is the region's source for the most up-to-date knowledge about eye diseases and treatments.
- ◆ **Milwaukee County Mental Health Center**
- ◆ **Milwaukee County Child and Adolescent Center**
- ◆ **Children's Hospital of Wisconsin:** This hospital has received numerous awards for excellence, including being recognized by one of the nation's top ten children's hospitals. The hospital is part of a 14-entity healthcare network throughout Wisconsin.
- ◆ **Curative Care Network:** Curative Care is a comprehensive rehabilitation services center that serves individuals of all ages living with disabilities. The Network provides services at seven facilities throughout the Milwaukee area and also has nine residential facilities in the area.

- ◆ **Blood Center of Southeast Wisconsin:** This facility is the largest provider of blood products in Wisconsin. The Blood Center includes blood services, diagnostic laboratories, medical services, and the Blood Research Institute.
- ◆ **Aurora Psychiatric Hospital:** This facility has been providing behavioral health care since 1884 and was formerly known as Milwaukee Psychiatric Hospital. The facility provides child, adolescent, and adult services on an outpatient, partial hospital, residential, and inpatient basis.
- ◆ **The Wisconsin Heart Hospital:** This hospital recently won five national awards for quality and service and top prize in the nation for its cardiology/telemetry services.
- ◆ **Wheaton-Franciscan Healthcare:** An outpatient and urgent care center located on Mayfair Road and specializing in a variety of medical services and specialties.

Child Care Facilities

A number of child care facilities serve Wauwatosa including but not limited to Bluemound Childcare at 7474 Harwood Avenue, Childcare Service of Wisconsin at 1012 Glenview Avenue, Children's Edu-care at 4057 N Mayfair Road, Children's World Learning Center at 1109 N Mayfair Road, Grandma's House Day Care Center at 11401 W Watertown Plank Road and 6119 W. Vliet Street, St. John's Evangelical Lutheran at 1278 Dewey Avenue, and Wauwatosa Day Care and Learning at 1741 Wauwatosa Avenue.

Cemeteries

There are three cemeteries located in the City of Wauwatosa. These include Wauwatosa Cemetery, located at 2405 Wauwatosa Avenue, which was founded by pioneer Charles Hart in 1841, Pine Lawn Memorial Park, located at 10700 W. Capitol Drive, and Oak Hill Cemetery at Capital Drive adjacent to the Highway 45 northbound on-ramp. The Wauwatosa Cemetery Association was formed in 1854 and continues to operate today.

Community Organizations

The City of Wauwatosa is valued for the strong sense of community experienced by residents. The City is fortunate to have numerous civic organizations that contribute to this, including, but not limited to, the following:

- ◆ **West Suburban YMCA of Metropolitan Milwaukee:** The Wauwatosa branch of the West Suburban YMCA is located at 2420 North 124th Street in Wauwatosa. The facility offers a variety of programs, including aquatics, camping, fitness programs, international programs, AmeriCorps, and sports. The YMCA serves residents of all ages.
- ◆ **Hart Park Senior Center:** Wauwatosa's senior center is located in Charles Hart Park at 7300 West Chestnut Street. It is administered by the West Suburban YMCA and offers a variety of social, wellness, and education opportunities for seniors. The facility requires an annual membership.
- ◆ **Wauwatosa Children's Theater:** The Children's Theater is an operation of the Wauwatosa Recreation Department. The Theater has operated for over 70 years and gives performances at Wauwatosa's two high schools.
- ◆ **Wauwatosa Community Band:** This ensemble is a 40 to 50 piece concert band run by the Wauwatosa Recreation Department and is open to any resident who can play an instrument and read music.
- ◆ **Wauwatosa Neighborhood Associations:** The City of Wauwatosa is comprised of 23 distinct neighborhood associations.
- ◆ **West Suburban Chamber of Commerce:** This business association represents companies in and around the Milwaukee suburbs. The Chamber focuses on supporting businesses and fostering cooperation among companies.

The Wauwatosa community is also served by a number of national and worldwide fraternal and service organizations including the Rotary Club, Kiwanis Club of Milwaukee, the Wauwatosa Lions Club, the Knights of Columbus, Rotary Club of Milwaukee, and the Wauwatosa Woman's Club.

CHAPTER 1.7: HOUSING & NEIGHBORHOOD DEVELOPMENT

A community's housing stock is its most significant long-term capital asset. As is typical in most communities, housing is the largest single land use in Wauwatosa. Housing not only provides shelter, but the City's neighborhoods also help to establish a "sense of place." Likewise, neighborhoods provide a political, economic, and social foundation in the City beyond geographic boundaries.

The Housing and Neighborhood Development chapter of Volume One describes housing trends and existing conditions in the City. The information in this chapter will help shape policies and recommendations regarding housing.

NEIGHBORHOOD CHARACTERISTICS

In the 1880's, access to efficient transportation by way of Watertown Plank Road followed by the construction of the railroad began to transform the once sleepy rural trading center of Wauwatosa into a bedroom suburb of Milwaukee. Early residential development occurred in the eastern part of the City, near the City of Milwaukee, and gradually progressed to the west past Mayfair Road to the Waukesha County line. Prominent Milwaukee citizens, Captain Frederick Pabst and Harrison Ludington, purchased land in the then-Village of Wauwatosa for rural escapes for their families. In the late 19th century, other city-dwellers followed the lead of these prominent businessmen and created residences in Wauwatosa as an escape from the city.

The establishment of streetcar lines, in combination with an influx of German immigrants, promoted a surge of residential settlement in Wauwatosa around 1900, and as early as 1899 the City was characterized primarily by residential development. Annexations and upgrades to utilities led to the continued growth of the community until the Great Depression. Significant growth occurred again between 1940 and 1960.



Some of the historic neighborhoods in Wauwatosa include Washington Highlands (an early 20th century Pabst family subdivision development strongly influenced by the Garden City movement) and the Church Street neighborhood, the oldest neighborhood in the City, established in 1845.

The newest neighborhood in the City is the Webster School Neighborhood, which was established as recently as 1984-85.

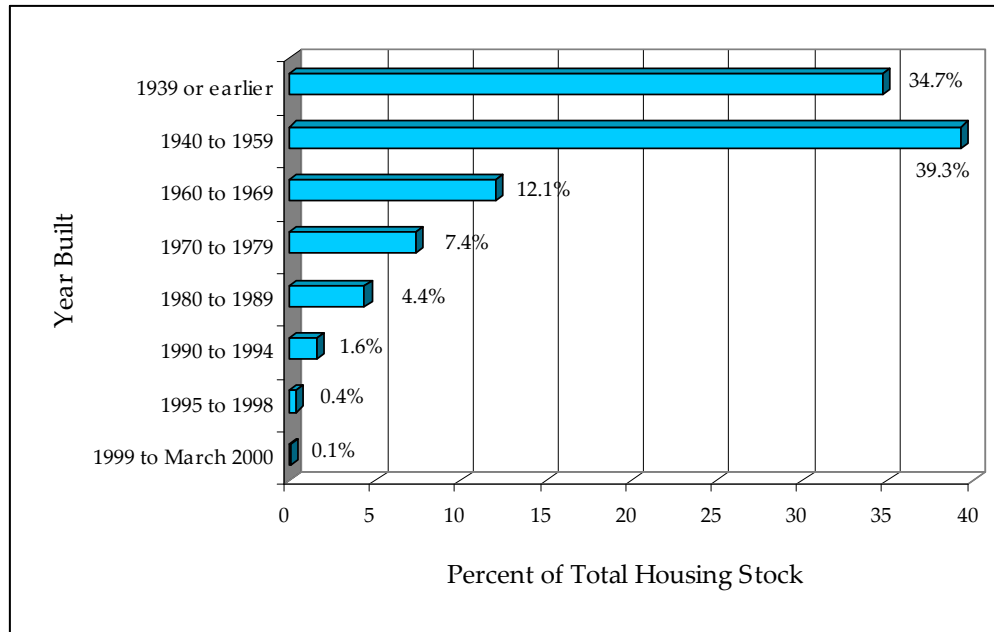
EXISTING HOUSING FRAMEWORK

This section describes the characteristics of the City's housing stock including type, value, occupancy status, age and structural condition. This section also provides projected housing demand in the City and describes housing development and rehabilitation programs available to City residents. The Land Use Chapter also provides extensive information on the City's residential building activity in recent years.

Housing Condition and Age

Acknowledging Wauwatosa's rich history as a residential community, it is not surprising that 74 percent of the housing stock was constructed before 1960, with almost 35 percent of housing built before 1940. Another 40 percent of the housing stock was constructed between 1940 and 1959, two decades that saw tremendous growth in population and housing nation-wide due to the baby boom. Wauwatosa experienced dwindling housing construction in the second half of the 20th century, and only 110 housing units were built after 1995 since remaining vacant and developable lands had become scarce and most new construction was and continues to be the result of redevelopment projects (Figure 1.7-1).

FIGURE 1.7-1: WAUWATOSA AGE OF HOUSING STOCK, 2000



In spite of the age of the City's housing stock, residential neighborhoods in Wauwatosa are amongst the City's most remarkable assets, as individual homes and residential streets are well-maintained and attractive, exude charm and character, and exhibit a variety of architectural styles, including tudor, craftsman bungalows, and other eclectic historic styles.

Figure 1.7-2 compares the City's housing types for the years 1990 and 2000. Overall, the total number of housing units increased by only 3 percent over this decade, with moderate changes in the composition of the City's housing types. Over 60 percent of all housing units in Wauwatosa are single family homes, with the total number of single-family homes increasing over the 10-year period. It should be noted that the estimated increases in housing units may partially be the result of differences in sampling methodology between the 1990 and 2000 census. The number of two family or duplex units decreased slightly from 1990 to 2000, suggesting that in 2000, many of these duplexes were re-counted as Single Family Attached units. The number of smaller multi-family buildings or developments remained somewhat stable, while multi-family buildings or developments with 10 or more units increased between 1990 and 2000.

FIGURE 1.7-2: CITY OF WAUWATOSA HOUSING TYPES, 1990 AND 2000

Units per Structure	Number		Percent	
	1990	2000	1990	2000
Single Family Detached	12,806	13,116	63.1	62.7
Single Family Attached ¹	399	469	2.0	2.2
Two Family (duplex)	3,124	2,901	15.4	13.9
Multi-Family: 3-4 units	1,002	939	4.9	4.5
Multi-Family: 5-9 units	798	820	3.9	3.9
Multi-Family: 10-19 units	371	464	1.8	2.2
Multi-Family: 20 or more units	1,567	2,205	7.7	10.5
Mobile Home or Other	222	6	1.1	0
Total	20,289	20,920	100%	100%

Source: U.S. Census, 1990 & 2000

¹ Includes townhouses and zero lot line duplexes.

Figure 1.7-3 compares the City's housing characteristics with the surrounding area, Milwaukee and Waukesha Counties, Wisconsin, and the United States. The City's owner occupancy rate was higher than neighboring first-ring suburb and the central city of Milwaukee, but lower than the outer suburbs. Likewise, Wauwatosa's median home value in 2000 was higher than some of the other first-ring suburbs and higher than Milwaukee County as a whole, but lower than some of the outer suburbs and Waukesha County. Median rent was mid-range in the City compared to the surrounding area.

The City has a healthy housing market, with values well above the County as a whole. Similar to other first-ring suburbs, Wauwatosa is not capturing its fair share of the high end housing market – almost all of which is going to development in suburbs further from the City of Milwaukee. This is reflected in the substantially higher median home value in the Village of Elm Grove (\$371,788) and the City of Brookfield (\$314,347) in comparison to Wauwatosa (\$223,673). Still, Wauwatosa's home values are comparable to or above those of its closest and most comparable neighbors.

FIGURE 1.7-3: CITY OF WAUWATOSA HOUSING CHARACTERISTICS, 2000

	Total Housing Units	Percent Vacant	Percent Owner Occupied	Median Home Value in 2000	Average Assessed Value in 2005/2006	Median Gross Rent in 2000
City of Wauwatosa	20,917	2.5	67.8	\$138,600	\$223,673	\$702
City of Milwaukee	249,225	6.8	45.3	\$80,400	\$122,294	\$527
City of Brookfield	14,208	2.2	89.9	\$189,100	\$314,347	\$1,014
Village of Elm Grove	2,556	4.4	89.9	\$263,900	\$371,788	\$673
City of West Allis	28,708	3.8	58.1	\$99,200	\$146,787	\$571
City of Greenfield	16,203	3.1	59.5	\$125,500	\$178,728	\$659
City of New Berlin	14,921	2.9	81.3	\$162,100	\$237,648	\$830
Village of Butler	938	2.3	49.7	\$115,100	\$160,480	\$590
Village of Menomonee Falls	13,140	2.3	77.4	\$151,600	\$233,942	\$702
Milwaukee County	400,093	5.6	52.6	\$103,200	\$158,856	\$555
Waukesha County	140,309	3.6	76.4	\$170,400	\$279,966	\$726
Wisconsin	2,321,144	10.2	68.4	\$112,200	\$161,565	\$540
United States	115,904,641	9.0	66.2	\$119,600	N/A	\$602

Source: U.S. Census, 2000

HOUSING AND NEIGHBORHOOD DEVELOPMENT PROGRAMS

Several housing programs are available to Wauwatosa residents, including, but not limited to, the following. See the Wisconsin Department of Commerce, Division of Housing and Community Development webpage (www.commerce.state.wi.us/cd/) for more information on available housing programs.

- ◆ **Wisconsin Housing and Economic Development Authority (WHEDA):** Offers home mortgage and improvement loans. Further information can be obtained by visiting the WHEDA website at www.wheda.com.
- ◆ **Community Development Block Grant (CDBG):** As a CDBG Entitlement City, the City of Wauwatosa receives an annual allocation from the Department of Housing and Urban Development (HUD) for

local use. The amount of the allocation varies each year depending upon the funding decisions made by the federal government. There are certain guidelines as to the types of programs eligible for CDBG funds. The CDBG funds are managed locally by the City's Department of Community Development and CDBG Advisory Committee, which is responsible for reviewing funding requests and making recommendations to the City for awarding funds.

- ◆ **HOME Investment Partnerships Program:** Federal grant that provides money to states and localities that can be used to fund a range of activities that build, buy, and/or rehabilitate affordable housing for rent or homeownership or provide direct rental assistance to low-income people. Wauwatosa receives funding directly from HUD and relies on Milwaukee County for grant administration.
- ◆ **Housing Cost Reduction Initiative (HCRI):** Grantees can use funds to help eligible homebuyer purchase homes by providing down-payment, closing cost, and/or gap financing assistance and to help low-to-moderate income homeowners prevent foreclosure. Eligible grantees include governments (local or county), Indian tribes, nonprofit corporations, for-profit corporations, a cooperative, a religious society, a housing authority, including a redevelopment authority or housing and community development authority. For information contact the Wisconsin Department of Commerce, Division of Housing and Community Development at 608-267-6904 or visit the website at www.commerce.state.wi.us/cd/
- ◆ The **U.S. Veterans Administration** provides low-cost loans and other housing assistance to veterans.

CHAPTER 1.8: ECONOMIC DEVELOPMENT

This chapter contains a compilation of background information that will inform goals, policies, and programs to promote the retention and stabilization of the economic base in the City of Wauwatosa. This chapter includes an assessment of new businesses and industries that are desired in the City, an assessment of the City's strengths and weaknesses with respect to attracting and retaining businesses and industries, and an inventory of environmentally contaminated sites.

The City of Wauwatosa has a strong history of economic development. Due to its proximity to the City of Milwaukee, economic development efforts were able to thrive since the birth of the City. As early as the mid 1800s, Wauwatosa began to grow its manufacturing base with mills, a pickle factory, brickyards, a furniture factory, and two chemical companies. Rail service and street cars, along with an influx of residents in the late 1800's supported the City as its economy continued to grow into the early 20th century. Wauwatosa is now home to various high-profile businesses and industries, such as Harley Davidson, Briggs and Stratton, and GE Healthcare. The City is also the hub of the region's healthcare economy, and Mayfair Mall has grown to be the epicenter of regional shopping. In addition, the City's local businesses have continued to thrive, particularly along North Avenue and in the historic Village.

EXISTING ECONOMIC DEVELOPMENT FRAMEWORK

This section details labor force trends, educational attainment, employment forecasts, income data and other economic development characteristics of the City. The City has an economic base of educational and health services and retail, as well as manufacturing.

Workforce Flow

According to the 2000 Census, 82,457 workers in Milwaukee County commuted to places outside the County. Of these, 17 percent (57,291 workers) commuted to Waukesha County and roughly 5 percent commuted to the surrounding counties of Ozaukee, Washington, Kenosha, and Racine. Less than 1 percent of commuters worked in Illinois.

In 2000, 18,309 City of Wauwatosa workers commuted to places outside the City for work. Nearly half (8,830 workers) of these commuted to the City of Milwaukee and roughly 30 percent (5,296 workers) commuted to Waukesha County. Roughly two thirds of the Wauwatosa workforce is employed in the City of Milwaukee, the City of Brookfield, or the City of Wauwatosa. By contrast, about 37,103 workers from outside Wauwatosa commuted into Wauwatosa for employment. About 40 percent of these, or 14,701 workers, commuted from the City of Milwaukee.

In 2000, 75 percent of workers in the City of Wauwatosa commuted to work alone in a personal vehicle. Roughly 11.5 percent carpooled to work, and 13.5 percent used public transportation or non-vehicular means. The mean travel time to work was 25.5 minutes.

Labor Force Trends

The City's labor force is the portion of the population employed or available for work and includes people who are in the armed forces, employed, unemployed, or actively seeking employment. In Wauwatosa, according to estimates by the Wisconsin Department of Workforce Development, this included 24,625 people, down from 25,160 in the 2000 census. Of this population, an estimated 4.1 percent were unemployed, which is roughly comparable to 2007 estimates for Waukesha County and the State, but lower than estimates for the City of Milwaukee and Milwaukee County.

Figure 1.8-1 lists estimated unemployment trends from 2000 to 2007 for the cities of Wauwatosa and Milwaukee, Milwaukee County and Waukesha County, and the State. Trends indicate a state-wide increase in unemployment rates from 2000 to 2007, with Wauwatosa's unemployment rate increasing from an estimated 2.7 percent in 2000 to 4.1 percent in August 2007. However, from 2001 to 2007, unemployment rates have remained relatively stable.

FIGURE 1.8-1: ESTIMATED UNEMPLOYMENT TRENDS, 2000-2007

	Estimated Unemployment Rate August, 2007	Estimated Unemployment Rate 2005	Estimated Unemployment Rate 2003	Estimated Unemployment Rate 2001	Estimated Unemployment Rate 2000
City of Wauwatosa	4.1%	3.7%	4.3%	3.5%	2.7%
City of Milwaukee	8.0%	7.2%	8.2%	6.7%	5.3%
Milwaukee County	6.6%	5.8%	6.6%	5.3%	4.2%
Waukesha County	4.2%	3.9%	4.6%	3.6%	2.7%
State of Wisconsin	4.9%	4.8%	5.3%	4.4%	3.4%

Source: Wisconsin Department of Workforce Development, 2007

The percentage of the City's labor force employed by sector in 2000 is shown in Figure 1.8-2. In 2000, educational, health and social services was the dominant sector in Wauwatosa, comprising over 25 percent of the labor force, an increase of 1.6 percent from 1990. This is indicative of the importance of the Milwaukee Regional Medical Center and associated facilities and businesses to the City's economy. The manufacturing sector employed roughly 14 percent of the labor force in 2000, indicating that this remains another important component of the economy.

FIGURE 1.8-2: CITY OF WAUWATOSA INDUSTRIES, 1990 & 2000

Industry	% of Labor Force (1990)	% of Labor Force (2000)
Educational, health and social services	24.0	25.6
Manufacturing	15.7	14.1
Professional, scientific, management, administrative, and waste management services	9.7	12.5
Retail trade	14.4	10.8
Finance, insurance, real estate, and rental and leasing	10.3	9.9
Arts, entertainment, recreation, accommodation and food services	3.2	5.5
Information	N/A	4.4
Other services (except public administration)	4.7	4.1
Transportation and warehousing, and utilities	5.0	3.6
Construction	2.6	3.5
Wholesale trade	5.7	3.5
Public administration	2.4	2.3
Agriculture, forestry, fishing and hunting, and mining	0.3	0.1

Source: U.S. Census Bureau, 2000

Figure 1.8-3 compares labor force characteristics (as show in Figure 1.8-2) with those of Milwaukee County and the State of Wisconsin. Wauwatosa's labor force break down is relatively similar to the County and the State. However, Wauwatosa has a higher percentage of people employed in education, health, and social services occupations, as well as professional, scientific and management services. The City also has a lower percentage of its workforce in industries such as manufacturing and construction compared to the County and State.

FIGURE 1.8-3: INDUSTRIES COMPARISON, 2000

Industry	Wauwatosa	Milwaukee County	Wisconsin
	Percent of Labor Force (2000)		
Educational, health and social services	25.6	22.4	20.0
Manufacturing	14.1	18.5	22.2
Professional, scientific, management, administrative, and waste management services	12.5	9.3	6.6
Retail trade	10.8	10.4	11.6
Finance, insurance, real estate, and rental and leasing	9.9	7.7	6.1
Arts, entertainment, recreation, accommodation and food services	5.5	7.7	7.3
Information	4.4	3.0	2.2
Other services (except public administration)	4.1	4.3	4.1
Transportation and warehousing, and utilities	3.6	5.3	4.5
Construction	3.5	4.0	5.9
Wholesale trade	3.5	3.2	3.2
Public administration	2.3	3.9	3.5
Agriculture, forestry, fishing and hunting, and mining	0.1	0.3	2.8

Source: U.S. Census Bureau, 2000

FIGURE 1.8-4: MILWAUKEE COUNTY EMPLOYMENT FORECASTS BY SECTOR, 2006-2030

	2006	2010	2015	2020	2025	2030
Total Employment: Milwaukee County	1,422,940	1,495,620	1,586,260	1,676,640	1,766,700	1,856,400
Farm Employment	0.83%	0.78%	0.73%	0.67%	0.63%	0.59%
Agricultural Services	1.04%	1.08%	1.11%	1.15%	1.17%	1.20%
Mining	0.06%	0.06%	0.05%	0.05%	0.05%	0.05%
Construction	4.49%	4.55%	4.60%	4.66%	4.70%	4.75%
Manufacturing	16.80%	16.19%	15.50%	14.89%	14.34%	13.84%
Transportation, Communication, and Public Utilities	4.32%	4.28%	4.25%	4.21%	4.18%	4.15%
Wholesale Trade	4.72%	4.72%	4.73%	4.73%	4.73%	4.73%
Retail Trade	15.78%	15.54%	15.29%	15.06%	14.85%	14.66%
Finance, Insurance, and Real Estate	7.53%	7.47%	7.39%	7.33%	7.27%	7.22%
Services	34.12%	35.15%	36.30%	37.33%	38.26%	39.09%
Federal Civilian Gov- ernment	0.88%	0.84%	0.79%	0.75%	0.71%	0.67%
Federal Military Gov- ernment	0.56%	0.54%	0.51%	0.49%	0.47%	0.45%
State and Local Gov- ernment	8.85%	8.80%	8.74%	8.69%	8.64%	8.60%

Source: Woods & Poole Economics: 2006 State Profile, Wisconsin

Milwaukee County employment projections were provided by Woods & Poole Economics, Inc., a regional economic and demographics analysis firm (Figure 1.8-4). These data predict the County's total employment to grow approximately 30 percent by the year 2030. Over this time period, the most significant increase in jobs is projected to be in the service sector. The overall percentages of employees working in the agricultural services sector and construction sector are projected to increase slightly, while the overall percentages of employees in all other sectors are project to decrease. Percentages of employees in the mining sector and whole-sale trade sector are projected to remain fairly stable by 2030.

While employment projects were not available at the City level, the population projection analysis outlined in Volume One, Issues and Opportunities includes a very rough estimate of the number of future jobs in Wauwatosa based on projected future development associated with the Milwaukee Regional Medical Center (see specifically Figure 1.2-9).

Educational Attainment

Educational attainment is another important characteristic of a community's labor force. According to the 2000 Census, roughly 93 percent of Wauwatosa's population age 25 and older had attained a high school level education or higher. Approximately 47 percent of this same population had attained a college level education (bachelor's degree or higher). These percentages are considerably higher than those of Milwaukee County and many other first ring suburbs, but are roughly comparable to those of Waukesha County and Waukesha County communities (see Figure 1.8-4).

FIGURE 1.8-4: EDUCATION CHARACTERISTICS, 2000

	High School Graduates (%)	Bachelor's Degree or Higher (%)
City of Wauwatosa	93.4	47.6
City of Milwaukee	74.8	18.3
City of Brookfield	94.0	49.0
Village of Elm Grove	96.3	65.1
City of West Allis	82.7	16.4
City of Greenfield	85.0	20.2
City of New Berlin	92.4	36.8
Village of Butler	77.4	13.0
Village of Menomonee Falls	90.4	30.4
Milwaukee County	80.2	23.6
Waukesha County	92.0	34.1
Wisconsin	85.1	22.4
United States	80.4	24.4

Source: U.S. Census Bureau, 2000

Income Data

Figure 1.8-5 presents income characteristics for the City of Wauwatosa and the surrounding communities. According to 2000 Census data, the City's median household income was \$54,519. Although higher than some of the other first-ring suburbs, the County, State, and national medians, the median household income in the City of Wauwatosa is lower than the median household income in many of the outer-ring suburbs, such as Brookfield and Elm Grove. The City's per capita income in 2000 was \$28,834, which is also higher than many other first-ring suburbs and Milwaukee County, but is lower than that of surrounding outer-ring suburbs. Per capita income is defined as the total personal income divided by total population.

FIGURE 1.8-5: INCOME CHARACTERISTICS, 2000

	Median Household Income	Per Capita Income
City of Wauwatosa	\$54,519	\$28,834
City of Milwaukee	\$32,216	\$16,181
City of Brookfield	\$76,225	\$37,292
Village of Elm Grove	\$86,212	\$48,871
City of West Allis	\$39,394	\$20,914
City of Greenfield	\$44,230	\$23,755
City of New Berlin	\$67,576	\$29,789
Village of Butler	\$38,333	\$22,167
Village of Menomonee Falls	\$57,952	\$27,454
Milwaukee County	\$38,100	\$19,939
Waukesha County	\$62,839	\$29,164
Wisconsin	\$43,791	\$21,271
United States	\$41,994	\$21,587

Source: U.S. Census Bureau, 2000



Primary Employers

Employers in the healthcare and education fields are a vital part of Wauwatosa's economy. The Milwaukee Regional Medical Center is comprised of a number of leading employers in the Milwaukee area and statewide, including two of the Milwaukee area's largest employers: Froedtert Hospital, which employs over 4,100 people, and Medical College of Wisconsin, which employs about 4,200 people at its Milwaukee Regional Medical Center facility. GE Healthcare is a recent addition to the top employers in Wauwatosa, em-

ploying between 1,000 and 2,000 people.

Manufacturing is another important component of the City's economy, and Harley-Davidson is a significant employer in for the region. Headquartered in the City of Milwaukee, this company is among the largest in Wisconsin, and its powertrain operations facility, located in Wauwatosa, employs over 500 people.

In addition to these private sector employers, Milwaukee County and the Wauwatosa Public School District are also significant public sector employers in the area.

FIGURE 1.8-6: CITY OF WAUWATOSA MAJOR EMPLOYERS

Employer	Industry Sector	Number of Jobs
Froedtert Hospital*	General Medical and Surgical Hospitals	1000+
Briggs and Stratton Corp.	Other Engine Equipment Manufacturing	1000+
Supportive Homecare Options Inc.	Services for the Elderly and Persons with Disabilities	1000+
GE Healthcare	Medical Technology	1000+
Clean Power LLC	Janitorial Services	500-999
United Lutheran Program	Continuing Care Retirement Communities	500-999
Macy's (formally Marshall Fields)	Department Stores	500-999
Franciscan Shared Laboratory	Medical Laboratories	500-999
Chelsea Cambell/Aeropostale	Women's Clothing Stores	500-999
Harley-Davidson Motor Co.	Motorcycle, Bicycle, and Parts Manufacturing	500-999
Wisconsin Lutheran College*	Colleges, Universities, and Professional Schools	500-999
QTI Professional Staffing*	Professional Employer Organizations	500-999
JCP Logistics LP	General Warehousing and Storage	250-499
Strattec Security Corporation*	All Other Motor Vehicle Parts Manufacturing	250-499
Lutheran Homes, Inc.	Continuing Care Retirement Communities	250-499
The Cheesecake Factory Restaurants	Full-service Restaurants	250-499
Grede Foundries	Iron Foundries	250-499
Boston Store	Department Stores	250-499
Aerotek	Engineering Services	250-499
Milwaukee Psychiatric Hospital	Psychiatric and Substance Abuse Hospitals	250-499

*Source: Wisconsin Department of Workforce Development, City of Wauwatosa *Listed with Milwaukee address*

Environmentally Contaminated Sites

Environmentally contaminated sites are discussed in the Economic Development component of the City's *Comprehensive Plan* because these areas present opportunities for redevelopment and revitalization. The Wis-

consin DNR's Environmental Remediation and Redevelopment Program maintains a list of contaminated sites, or "brownfields," in the State.

The WisDNR defines brownfields as "abandoned or under-utilized commercial or industrial properties where expansion or redevelopment is hindered by real or perceived contamination." Examples of brownfields might include a large abandoned industrial site or a small corner gas station. Properties listed in the WisDNR database are self-reported, and do not necessarily represent a comprehensive listing of possible brownfields in a community.

As of July 2007, there were 596 documented sites in the City listed in WisDNR's database. Of these sites, 306 were classified as LUSTs, or leaking underground storage tanks. These tanks are, or were, known to be contaminating the soil and/or groundwater with petroleum. Fifty-six sites in the Wauwatosa area are classified as environmental repair, or ERP. These sites are often older and have been releasing contaminants to the soil, groundwater, or air over a long period of time. Spills have occurred on 161 sites, and 26 of those cases were "open" as of July 2007. A spill is defined as "a discharge of a hazardous substance that may adversely impact, or threaten to impact public health, welfare or the environment."

Brownfield redevelopment programs seek to return abandoned or underused industrial and/or commercial sites to active use by cleaning up environmental contamination and encouraging redevelopment of the sites. The Wisconsin Department of Commerce and WisDNR work together to administer a grant program that funds brownfields cleanup. This program provides funds for environmental studies that determine the nature and extent of contamination, as well as for the actual clean up of contamination. More information on the requirements a community must meet to receive these grants is available through the Department of Commerce and WisDNR.

ECONOMIC DEVELOPMENT PROGRAMS, AGENCIES, AND PLANS

The following list provides information on programs designed to stimulate economic development:

Community Economic Development Agencies

- ◆ **City of Wauwatosa Department of Community Development** is comprised of the Building and Safety Division and Planning and Zoning. The Department's purpose is to regulate development within the City of Wauwatosa by managing the City's building and zoning codes and building inspections, reviewing development proposals, overseeing the building permit process, coordinating with other agencies and organizations on economic development and historic preservation, and administering the Community Development Block Grant program.
- ◆ **Wauwatosa Redevelopment Authority:** The City's Redevelopment Authority currently meets on an as-needed basis. Their responsibilities include issuing redevelopment bonds, and holding lands for redevelopment.
- ◆ **Wauwatosa Economic Development Corporation (WEDC)** was created in 1990 as a non-profit public-private partnership to promote the economic vitality of Wauwatosa by increasing tax base, promoting high quality employment opportunities, and maintaining a desirable regulatory and physical environment for businesses. The WEDC works with businesses looking to relocate to or expand in Wauwatosa. The WEDC receives funding from the City, businesses, and the City's Community Development Block Grant program. Since its inception, the WEDC has been involved in many programs to promote economic development in Wauwatosa, including the Façade Improvement Program (1990); several business retention surveys; the Bluemound Road Business/Property Owner Survey and Strategic Plan (1994); Formation of WEDC, LLC for property acquisition (1997); East Town Business and Property Inventory (2000/2202); and the Commercial Building Improvement Program (2005).

The WEDC has also played a leading role in the redevelopment and improvement of several commercial sites throughout the City, including the cleanup and redevelopment of the Outpost Natural Foods site on State Street and the transformation of the JC Penney Catalog Center into a JCP Logistics facility. The WEDC has also engaged in two major economic development planning efforts: The East State Street

Land Use & Redevelopment Plan (1997) and The Burleigh Street Triangle Redevelopment Plan (2005) – which are described later in this chapter. The WEDC also promotes and markets the Wauwatosa Revolving Loan Fund (WRLF), which offers loans of up to \$100,000 to start-up and existing businesses in the City. Eligible projects include land building/acquisition, construction, remodeling, business expansion, purchase of machinery and equipment, and leasehold improvements. WEDC also administers CDBG revolving loan funds and grants to create opportunities for low-to-moderate income persons, and Wisconsin Women’s Business Initiative Corporation revolving loan funds.

- ◆ **Village of Wauwatosa Village Business Improvement District** was created in 1994 to increase economic activity in the City’s historic Village sector. BID members focus on increasing business activity in the Village, investing in redevelopment projects, enhancing property values in the area, and creating a pleasant environment within the district.
- ◆ **West Suburban Chamber of Commerce** is a business association that represents companies in and around the Milwaukee suburbs. The Chamber focuses on supporting businesses and fostering cooperation among companies. The organization hosts multiple breakfasts and luncheons for business networking, provides training seminars, and provides special events for members.

Existing Economic Development Plans and Studies

The following summarizes the key recommendations of plans and studies focused on economic development in Wauwatosa.

- ◆ **East State Street Land Use and Redevelopment Plan (1997).** The purpose of this project was to plan for the redevelopment and future of the East State Street corridor. An important component of the planning process was an economic analysis of the area and identification of market opportunities for this key corridor. Specifically, the plan identified residential, retail, and some office niches that would be appropriate for the area.
- ◆ **Milwaukee County Grounds: Northeast Quadrant Economic Development Zone Area A (2004).** This planning document serves as a resource guide for development within the Economic Development Zone of the Milwaukee County Grounds. The goal for the EDZ is to promote conservation development using mixed use commercial, office, and residential land use.
- ◆ **Burleigh Street Triangle Redevelopment Plan (2005).** This planning effort identified Wauwatosa as being at the epicenter of economic development in southeastern Wisconsin given its redevelopment opportunities and the expansion of the Milwaukee County Research Park and the Regional Medical Center. The plan includes the following recommendations for physical redevelopment and economic development:
 - Plan the area for a mix of uses acceptable to populations within a 20-minute drive time.
 - Create high-end and lifestyle retail that is well-linked to the other uses on the site and contributes to a sense of place in the community and neighborhood.
 - Plan for and actively recruit corporate office and hotel uses. Some small-office and new-tech uses may also be incorporated.
 - Plan for high-density multi-family housing, geared towards professionals, empty nesters, and active retirees on this site. Residential development should include multiple level condominiums and street level townhomes. The residential price point was recommended to be \$200,000 and higher to support retail on-site.

City Economic Development Programs

- ◆ **Tax Increment Financing (TIF):** In 2007, the City had four active TIF Districts and one retired district. TIF District #2 is comprised of the Milwaukee County Research Park and was created in 1994. TIF District #3 was created in 2000 and is comprised of the State Street corridor, extending from the City limits west to approximately 72nd Street. TIF District #4 was created in 2002 and consists of a single parcel located at 10900 West Bluemound Road. TIF District #5 is also comprised of a single site located

at 2979 North Mayfair Road and was created in 2007. TIF District #1 was created in 1978 and was retired in 1992. This District comprised the Village.

It is anticipated that two new TIF districts will be created along Burleigh Road in the future.

- ◆ **Community Development Block Grants (CDBG)** is a flexible grant program administered by the U.S. Department of Housing and Urban Development that provides the City with resources to help in the provide decent housing, a safe living environment, and economic opportunities primarily for disadvantaged populations, and to create job opportunities for low-to-moderate income persons. The City's CDBG funded projects from 2003 to 2007 include:
 - Milwaukee Fair Housing – Fair housing enforcement and awareness programs.
 - Wauwatosa Senior Center
 - Tosa Interfaith – Social services for area senior citizens
 - PEP Adult Center – Social services for area senior citizens
 - Tosa For Kids – Supportive programs (food supplies, school supplies) for area households with children
 - Tosa Food Pantry
 - ARC Milwaukee – Social services for developmentally disabled persons
 - Elena's House – Housing for persons with HIV / AIDS
 - Badger Association for the Blind – Supportive services for visually disabled persons
 - Milwaukee County Parks – Replacement of and ADA improvements to area county playgrounds
 - Milwaukee County facilities – Rehab and ADA improvements to a county recreation center for disabled persons
 - Economic Development grants for micro enterprise businesses
 - Water system study
 - Historic preservation study
 - Economic development study
 - Sanitary and Storm sewer rehab
 - Watermain rehab
- ◆ **City of Wauwatosa Big Box Ordinance** was passed in 2005 to apply specific regulations to retail developments over 50,000 square feet in size. The regulation focuses primarily on building design/aesthetics, parking layout, pedestrian and traffic flow, and vacancy.
- ◆ **Check/Convenient Cash Ordinance:** Adopted in August 2007, this ordinance placed regulations on where convenient cash check cashing businesses could be opened in the City.

Regional and State Agencies and Programs

- ◆ **Southeastern Wisconsin Regional Planning Commission** was established in 1960 and is the official regional planning agency for the seven county region of southeastern Wisconsin, including Milwaukee County. The Commission assists with planning issues of an intergovernmental nature, including transportation planning, utilities planning, economic planning, and park and open space facilities planning.
- ◆ The State's **Community Based Economic Development Program (CBED)** provides funding assistance to local governments and community-based organizations that undertake planning, development and technical assistance projects that support business development. Any Wisconsin municipality or community-based organization is eligible to apply for funding. Funds are available on an annual basis through a competitive application process. Application materials are available from the Wisconsin Department of Commerce.
- ◆ The **U.S. Small Business Administration's Certified Development Company (504) Loan Program** provides growing businesses with long-term, fixed-rate financing for major fixed assets, such as land and buildings. 504 loans can be used to fund land purchases and improvements, grading, street improvements, utilities, parking lots and landscaping, construction of new facilities, or modernizing, renovating or converting existing facilities.
- ◆ The **Wisconsin Department of Commerce** administers several financial assistance programs to communities to promote economic development by linking them to applicable programs within the Department of Commerce or other agencies.

- Community Development Zones are State programs that rewards job creation, specific industries, and environmental remediation through the provision of tax incentives.
- Wisconsin Enterprise Development Zones provide tax credits to specific employers based on significant job creation; location in a specific development zone is not required.
- Customized Labor Training Grants provide state funding for training employees on new technologies.
- ◆ The **State Infrastructure Bank Program** is administered through the Wisconsin Department of Transportation to provide revolving loans used by communities for transportation infrastructure improvements to preserve, promote, and encourage economic development and transportation efficiency, safety, and mobility.
- ◆ **Forward Wisconsin** is a non-profit organization that was created in 1984 to market the State of Wisconsin and to attract businesses, jobs, and economic development to the State. The organization provides information at no cost to businesses interested in expanding in Wisconsin.
- ◆ **Wisconsin Housing and Economic Development Authority (WHEDA)** is a state-wide organization that provides a variety of loan options to businesses owners to start-up acquire, or expand a business. The Neighborhood Business Revitalization Guarantee (NBRG) helps experienced developers or already exiting business owners obtain financing to stimulate economic development in urban neighborhoods.
- ◆ **The Milwaukee 7 (Choose Milwaukee)** is a regional entity created in 2005 to promote cooperative regional economic development in the seven southeastern Wisconsin counties, including Milwaukee County. Its mission is to attract, retain and grow diverse businesses and talent and enhance the economic competitiveness of the region. The We Energies headquarters in downtown Milwaukee houses the Milwaukee 7 Resource Center, which provides interested parties with armchair access to information about prospective site locations, demographics, and the region's cultural and leisure activities. The group's Strategic Framework (2007) presents the organization's approach to cooperative, regional economic development.

Strengths, Assets, Weaknesses and Challenges for Economic Development

Volume Two of this *Comprehensive Plan* will detail Economic Development Goals, Objectives, Policies, and Programs for the City. The most effective strategies are those that capitalize on the assets and strengths of the City, while accounting for and overcoming the City's weaknesses and challenges.

Strengths	Weaknesses
The City has an ideal regional location in the Milwaukee metro area.	Nearly all development must occur through redevelopment and the City has no expansion potential.
Wauwatosa has several well-established anchor industries and regional employers, such as the Milwaukee Regional Medical Center, Briggs & Stratton, and Harley-Davidson.	The City is experiencing a declining population trend.
The City has a high concentration of health, education, and technology businesses and services upon which to build.	The City is experiencing increasing traffic congestion.
The City has a high-quality and desirable K-12 public education system.	Like other first-ring suburbs, the City's infrastructure and building stock is aging.
Residents have access to post-secondary education and training opportunities through Milwaukee Area Technical College, the Medical College of Wisconsin, UW-Milwaukee, and others.	Brownfields in the City will serve as a barrier to redevelopment.
Wauwatosa has a high-quality housing stock and attractive, well-maintained neighborhoods.	The City's zoning code is out of date and inappropriate for many areas of the City.
The City has immediate access to highways, including Interstate 94, Highway 45, and Highway 18.	Building codes make it difficult to renovate aging buildings without access to significant capital.
There is an active rail line through the City.	There is a need for more diversity in housing types throughout the City.
The City is located in close proximity to General Mitchell Regional Airport	
Wauwatosa has a long-standing and high-quality park and open space system.	
The City has a unique, attractive, and active "downtown" in the historic Village.	
The City maintains high-quality community services.	
The epicenter of regional retail is located in Wauwatosa at Mayfair Mall.	
The City has an active Economic Development Corporation	
The City has an existing Redevelopment Authority	
There is a balance of large businesses and small-local businesses in the City.	
The City has four active TIF districts and ongoing willingness to engage in redevelopment activities.	
The City has access to a large and diverse workforce.	

CHAPTER 1.9: INTERGOVERNMENTAL COOPERATION

In a state with over 2,500 units of government and in an era of diminishing local government resources, it is increasingly important to coordinate decisions that affect neighboring communities. This chapter of the *Plan* contains a compilation of background information on neighboring and overlapping jurisdictions relevant to the City's planning effort. Volume Two will outline strategies for cooperation, collaboration, and minimizing potential and existing conflicts.

EXISTING REGIONAL FRAMEWORK

Map 1.1-1, presented earlier in Volume One, shows the boundaries of Wauwatosa's neighboring and overlapping jurisdictions. All play an important part in the area's future. Relationships among those jurisdictions are analyzed to identify future opportunities and potential planning conflicts below, and in Volume Two. The following is a summary of existing relationships and planning context:

City of Milwaukee

The City of Milwaukee is located on the eastern and northern borders of Wauwatosa. Milwaukee is the largest municipality in Wisconsin, and had a 2000 population of 596,674. The City is in the process of updating its Citywide Policy Plan by preparing both a city-wide policy plan and 13 area plans. At the time this *Comprehensive Plan* was adopted, Milwaukee's West area plan was being prepared and was scheduled for adoption in October 2009. The Northwest area plan was adopted in February 2008. The Plan includes recommendations to promote the reuse of vacant lots and buildings, to endorse Timmerman Airport as a local commercial asset and to work to support the operations of the airport through redevelopment around the airport. The Plan also specified that if Timmerman Airport were to close that the land should redevelop as a residential development using the principles of Traditional Neighborhood Design.

City of West Allis

The City of West Allis is located on the southern border of Wauwatosa and had a 2000 population of 61,254. At the time this plan was being prepared, the City was in the process of updating its 1991 Comprehensive Plan.

Village of Elm Grove

The Village of Elm Grove is located west of Wauwatosa and had a 2000 population of 6,249. The Village completed their comprehensive plan in March of 2008. The plan identifies primarily residential land uses adjacent to the Village/City border, with some commercial and manufacturing uses located around Watertown Plank Road and Bluemound Road.

Village of Butler

The Village of Butler is located northwest of Wauwatosa and had a 2000 population of 1,881. At the time this *Plan* was being prepared, the Village was in the process of completing their comprehensive plan as part of a multi-jurisdictional planning effort in Waukesha County.

City of Brookfield

The City of Brookfield is located west of Wauwatosa and had a 2000 population of 38,649. The City last updated their land use plan in 2005. This plan indicates the conversion of single-family residential development along North Avenue, Burleigh Road, Capitol Drive, and Bluemound Road to higher intensity commercial uses. The City also indicates plans to 4-lane North Avenue and parts of 124th Street sometime after 2010.

At the time this plan was written, the City of Brookfield anticipated beginning an update to their Comprehensive Plan starting in 2008.

Milwaukee County

The City of Wauwatosa is located in the western portion of Milwaukee County. In 2000, the County's population was 940,164 – down 2 percent from 1990. While no comprehensive plan has been prepared for the County, SEWRPC conducts a number of regional planning efforts, some of which have been identified in other chapter of this *Plan*. In the future, cooperation with the County will be vital to the economy and quality of life in the City, as significant portions of land in the City are owned and/or managed by the County, including the Milwaukee County Grounds and the majority of the City's parklands. Regional transportation issues will be increasingly prominent as growth continues in the region, and opportunities may exist to coordinate on regional transit options. Environmental concerns, including air and water quality will also remain important regional issues in the coming decades, which will require coordination with Milwaukee County and other local and regional entities.

Regional Planning Commission and Metropolitan Planning Organization

The City of Wauwatosa is part of the Southeast Wisconsin Regional Planning Commission (SEWRPC). SEWRPC was established in 1960 as the official area-wide planning agency for the highly urbanized southeastern region of the State. The Commission serves the seven counties of Kenosha, Milwaukee, Ozaukee, Racine, Walworth, Washington, and Waukesha. The Commission was created to provide the basic information and planning services necessary to solve problems which transcend the corporate boundaries and fiscal capabilities of the local units of government comprising the Southeastern Wisconsin Region. Specific planning services include comprehensive and land use planning; transportation improvements and corridor planning; open space, recreational and environmental planning; economic development; demographic information and projections; and Geographic Information Systems services and aerial photography distribution.

SEWRPC recently updated the Regional Land Use Plan and the Regional Transportation System Plan. The new Land Use Plan will replace the existing plan, and will serve as a guide to land use development and redevelopment at the regional level through the year 2035. The Transportation System Plan is a multimodal plan of recommended transportation actions designed to address existing and anticipated future transportation problems and needs.

SEWRPC also acts as the Metropolitan Planning Organization (MPO) for the Kenosha, Milwaukee, Racine, and Round Lake Beach urbanized areas including the City of Wauwatosa. As the designated regional policy body responsible for cooperative, comprehensive regional transportation planning and decision making, the MPO prepares a long-range transportation plan and a five-year Transportation Improvement Program (TIP). Projects must be listed in these documents to obtain federal funding support. More details regarding the current TIP are included in the Transportation chapter.

Milwaukee Metropolitan Sewer District

As a regional government agency providing wastewater treatment and flood management services for 28 communities, the Milwaukee Metropolitan Sewerage District (MMSD) serves 1.1 million people in a 420 square-mile service area including the City of Wauwatosa. Established by state law, the MMSD is governed by 11 commissioners and does have taxing authority. MMSD also conducts and provides water quality research, laboratory services, household hazardous waste collection, mercury collection, industrial waste monitoring, and Milorganite production and marketing.

School Districts

Residents of the City of Wauwatosa are served by the Wauwatosa School District. The District is described in detail in the Utilities and Community Facilities Chapter of Volume One.

Important State Agency Jurisdictions

The Wisconsin Department of Natural Resources (WisDNR) Southeast Region office in Milwaukee serves Wauwatosa and all of Milwaukee County. The Wisconsin Department of Transportation (WisDOT) Southeast Region office in Waukesha serves Wauwatosa and all of southeastern Wisconsin. Plans and reports relevant to the Wauwatosa have been referenced elsewhere in Volumes One and Two of this *Plan*.