

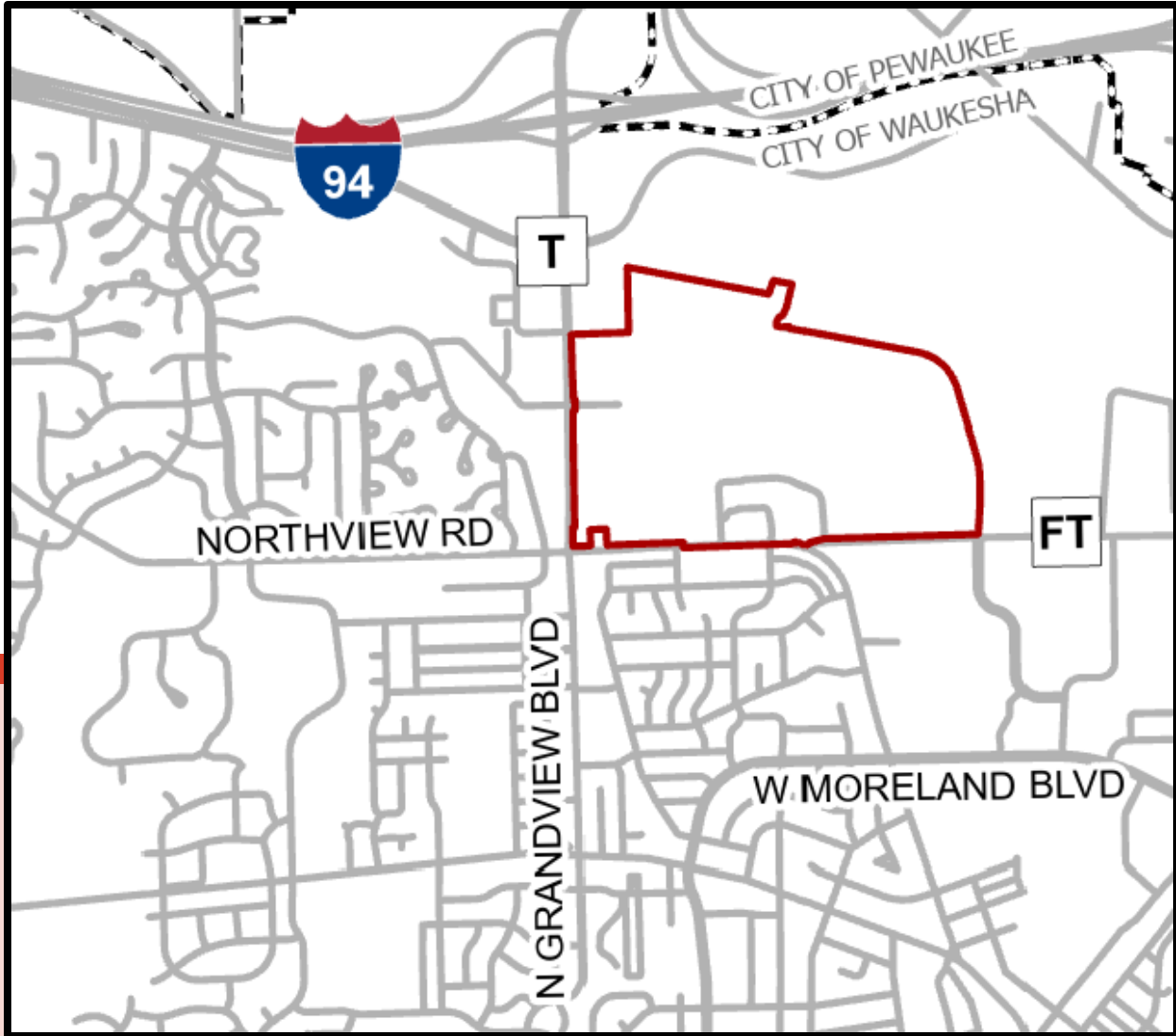
Coffee with CARW

February 11, 2025

Dale R. Shaver

Director of Parks and Land Use
Waukesha County

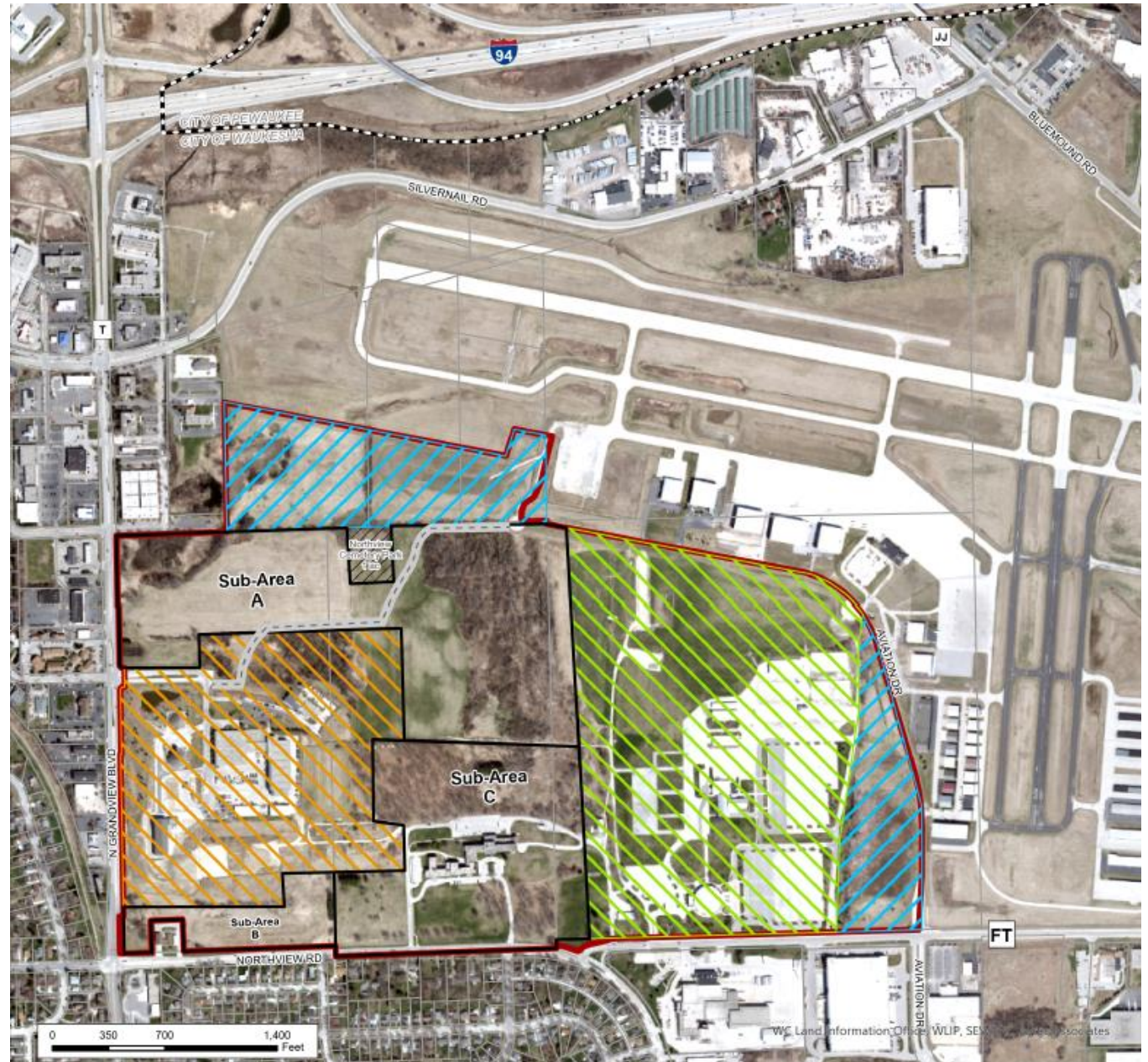
**WAUKESHA COUNTY
NORTHVIEW, EXPO,
HIGHWAY, AND
AIRPORT GROUNDS
MASTER PLAN**



Study Area

MAP

-  Subject Lands
-  Civil Division Boundary
-  Parcel Boundary
-  Concept Road Connection
-  FAA Obligated Lands
-  County Expo
-  County Highway Operations
-  Available Lands



Study Area

SUMMARY

	Site A	Site B	Site C	Total
Total Acres	58.4 acres	8.7 acres	40.5 acres	107.6 acres
Upland Isolated Natural Resource Area	0 acres	0 acres	9 acres	9 acres
Wetland	23.5 acres	0 acres	3 acres	26.5 acres
Hydric Soil (Not including wetlands)	7.4 acres	0 acres	4.7 acres	12.1 acres

Industry Advisors

- **Jeff Hoffman**, *Cushman & Wakefield / Boerke*
- **Kevin Riordan**, *Cushman & Wakefield / Boerke*
- **Mark Irgens**, *Irgens, Ltd.*
- **Tom Irgens**, *Irgens, Ltd.*
- **Tim Nelson**, *Irgens, Ltd.*
- **Peter Ogden**, *Ogden & Company*
- **Stewart Wangard**, *Wangard Partners, Inc.*



The study area is viewed by the industry as a **premier location with strong opportunities**. Specifically, it is anticipated that the proximity to Interstate 94, size of the potentially available lands, complementary adjacent land uses, and diminishing supply of available developable land in the County will contribute to making these lands **uniquely positioned for prime development**.

Planned Land Use Summary

	Site A	Site B	Site C
Compatible Land Uses	Industrial	Dense multi-family residential, medical office or retail	Dense multi- or single-family residential
Development Opportunities	Large industrial HQ or business park with anchor	Townhomes at modest price; 2- and 4-story apartment buildings; Small retail development	Modest homes at lower end of market value; Townhomes at modest price; 2- and 4-story apartment buildings
Projected Capital Investment	\$2.5M <i>(\$1M for 1000' road; \$50k per usable acre for grading and storm water)</i>	\$350k <i>(\$40k per acre for grading and storm water)</i>	TBD <i>(Significant demolition and site reconfiguration needed)</i>
Projected Property Sale Revenue	\$150k-\$200k per usable acre	\$75k per lot; \$10k-15k per unit for apartment; \$20k-30k per unit for condominiums	\$75k per lot; \$10k-15k per unit for apartment; \$20k-30k per unit for condominiums

Projected Impact

Estimated potential value if developed to highest and best use:
\$200M-\$300M

PROPERTY VALUE INCREASE PROJECTIONS BY JURISDICTION			
Jurisdiction	Equalized Tax Rate	Tax Generated on Property Value	
		\$200 Million	\$300 Million
City of Waukesha	9.79	\$1,958,000	\$2,937,000
School District of Waukesha	7.50	\$1,500,000	\$2,250,000
Waukesha County	1.69	\$338,000	\$507,000
WCTC	0.31	\$62,000	\$93,000
Total	19.29	\$3,858,000	\$5,787,000

Note: Assessment Ratio 87.38%; Gross taxes generated

Sale Objective Criteria

The workgroup discussed nine sale objective criteria for the County to consider should any available lands be listed for sale in the future.

1. Adherence to Airport Height Ordinance restrictions
2. Compatibility with adjacent land uses
3. Complimentary to adjacent County functions which will be retained (e.g., Airport, Expo)
4. Creation of family supporting jobs
5. Focus on mixed-use development
6. Housing affordability (e.g., 20% of units at 80% AMI)
7. Preference for corporate headquarters
8. Projected capital investment
9. Property sale revenue

Next Steps

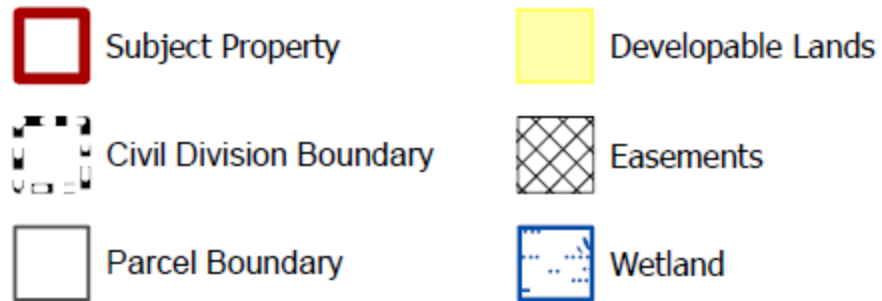
- **Summer / Fall 2025**
Work with the City of Waukesha Community Development Office to make mutually agreed upon amendments to the City of Waukesha **Land Use Plan** and obtain City Council approval.
- **Summer / Fall 2025**
Work with the City of Waukesha Community Development Office **zoning code options** appropriate for the recommended land use changes. Consideration should be given for the site challenges, particularly noise and security, associated with being in close proximity to the 24/7 operations at the Airport and the Highway Operations Center.
- **Fall / Winter 2025**
Prepare requests for proposals for the sale of the identified areas.

UW-MILWAUKEE AT WAUKESHA PROPERTY

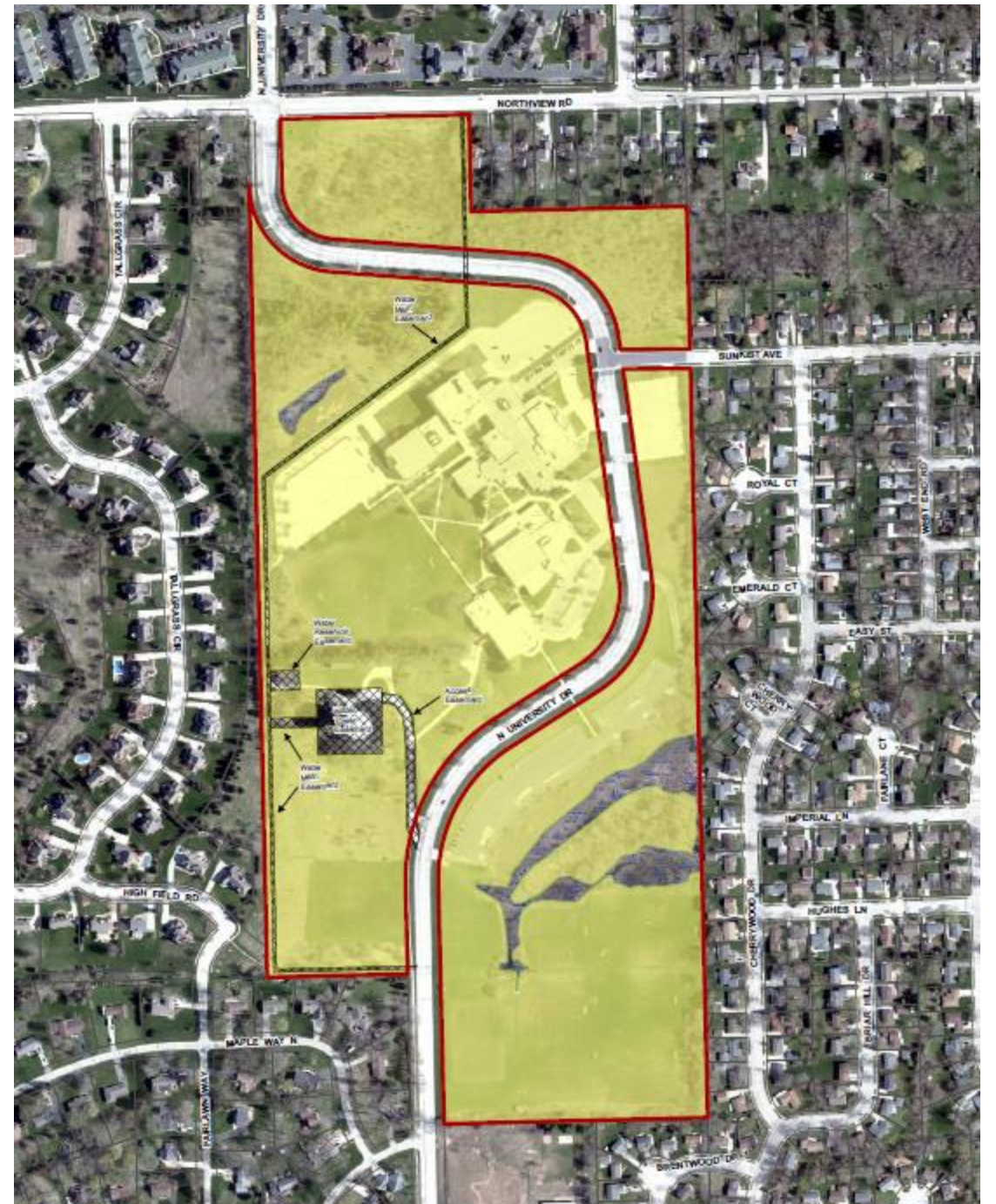


Study Area

MAP



Total Acres: 75.9 ac
Developable Acres: 71.4 ac
Easements: 1.4 ac
Wetlands: 3.1 ac



Study Area

SUMMARY

Property Overview

Total Acres	75.9 acres
Easements	1.4 acres
Wetland	3.1 acres
Developable Acres	71.4 acres

Existing Buildings

Total Square Feet	176,366 sq. ft.
Fine Arts Building	25,039 sq. ft.
Fieldhouse / Maintenance Building	40,928 sq. ft.
Classroom / Commons / Administrative Building	110,399 sq. ft.

Industry Advisors

- **Rick Andritsch**, VJS Development Group
- **Katie Kawczynski**, VJS Development Group
- **Jim Siepmann**, Siepmann Realty
- **John Siepmann**, Siepmann Realty
- **Adam Templer**, Bear Real Estate Group
- **SR Mills**, Bear Real Estate Group
- **Stewart Wangard**, *Wangard Partners, Inc.*
- **Steve DeCleene**, *Neumann Companies*
- **Matt Neumann**, *Neumann Companies*

Planned Land Use Summary

Recommended Land Uses	<p>Mixed Residential (single, two-family and multi-family)</p> <p>A development proforma will require higher density residential uses.</p>
Other Uses	<p>Retail – not a good location. Other retail areas exist close by.</p> <p>Office – limited opportunities, low demand and not a good location.</p> <p>Recreational – limited potential use of fieldhouse. Complicated by separated facilities (heating and cooling) plant. Keeping the fieldhouse does not maximize land value.</p>
Continued Educational Use	<p>The overall condition of the facilities is good and well maintained.</p> <p>Conversion from a higher education campus to K-12 or Assembly uses (recreational) requires significant investment in life safety</p>

Housing Needs Analysis

SUMMARY

Owner-Occupied Housing Affordability Balance by Monthly Cost

Income Range	Owner Occupied HH In Income Range	Affordable Monthly Housing Cost Range	Owner Occupied Units in Affordable Range	Balance
\$0 - \$24,999	1,026	\$0 - \$624	1,385	359
\$25,000 - \$49,999	1,909	\$625 - \$1,249	5,042	3,133
\$50,000 - \$74,999	2,350	\$1,250 - \$1,874	6,545	4,195
\$75,000 - \$99,999	2,752	\$1,875 - \$2,499	2,662	-90
\$100,000 - \$149,999	4,931	\$2,500 - \$3,749	1,605	-3,326
\$150,000+	4,647	\$3,750 +	376	-4,271

Renter-Occupied Housing Affordability Balance by Rent

Income Range	Renter Occupied HH In Income Range	Affordable Monthly Rent Range	Renter Occupied Units in Affordable Range	Balance
\$0 - \$24,999	2,798	\$0 - \$624	629	-2,169
\$25,000 - \$49,999	3,889	\$625 - \$1,249	9,316	5,427
\$50,000 - \$74,999	2,421	\$1,250 - \$1,874	1,855	-566
\$75,000 - \$99,999	1,718	\$1,875 - \$2,499	235	-1,483
\$100,000 - \$149,999	1,168	\$2,500 - \$3,749	110	-1,058
\$150,000+	397	\$3,750 +	82	-315

Projected Impact

Estimated potential value if developed to highest and best use:
\$150M-\$200M

PROPERTY VALUE INCREASE PROJECTIONS BY JURISDICTION

Jurisdiction	Equalized Tax Rate	Tax Generated on Property Value	
		\$150 Million	\$200 Million
City of Waukesha	8.58	\$1,286,000	\$1,715,000
School District of Waukesha	5.64	\$846,000	\$1,128,000
Waukesha County	1.39	\$208,000	\$278,000
WCTC	0.24	\$36,000	\$48,000
Total	15.85	\$2,376,000	\$3,169,000

Sale Objective Criteria

The workgroup discussed nine sale objective criteria for the County to consider should any available lands be listed for sale in the future.

1. Property sale revenue
2. Property tax base Generator
3. Compatibility with adjacent land uses
4. Housing affordability consistent with City of Waukesha Housing Assessment
5. Preference for corporate headquarters
6. Strong ROI for Waukesha County investment in site preparation

Next Steps



Available Soon
UWM at Waukesha Property

1500 N. University Drive
Waukesha, Wisconsin

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Parks and Land Use Director
dshaver@waukeshacounty.gov

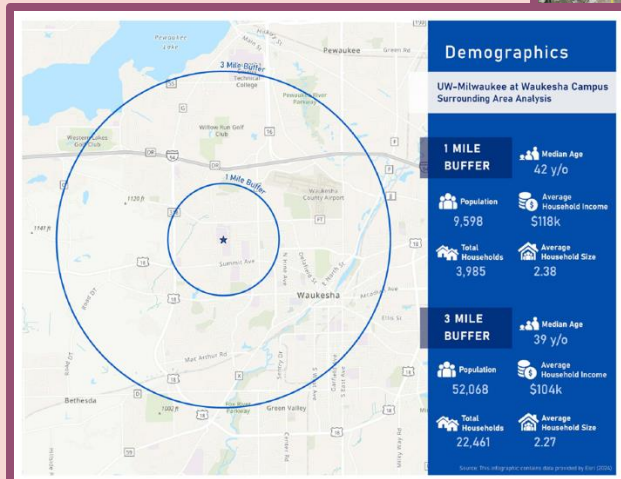
Allison Bussler
Public Works Director
abussler@waukeshacounty.gov



Requests for proposals anticipated February 2025

75.9 acres of land in the heart of Waukesha County

- Tax Key WAKCO989999 in the City of Waukesha
- Proposed Mixed Residential Land Use
- Perfect for residential and senior living
- Public water/sewer
- Minutes from major highways and retail
- Waukesha School District



- **Fall 2024**
Released “Coming Soon” promotional piece.
- **January 2025**
City of Waukesha approved land use plan amendment from civic / institutional to allow for mixed residential development.
- **February 2025**
Release requests for proposals for the sale of the property.

WAUKESHA COUNTY BUSINESS PARK SUITABILITY

Business Park Suitability App User's Guide Link to Waukesha County GIS

Search a Business Park Name

Layers

- BUSINESS SUITABILITY ANALYSIS: Parcels Selected for Detailed Study
- BUSINESS SUITABILITY ANALYSIS: Study Area
- BUSINESS PARKS: Existing & Proposed
- NATURAL RESOURCE CONSTRAINTS: Developable Acres
- NATURAL RESOURCE CONSTRAINTS: Environmental Corridors
- NATURAL RESOURCE CONSTRAINTS: FEMA Floodplain
- NATURAL RESOURCE CONSTRAINTS: Wetlands Less Than 0.25 Acres
- NATURAL RESOURCE CONSTRAINTS: Wetlands Greater Than 0.25 Acres
- SEWER: Sewered Lands
- SEWER: Planned (Refined) Sewer Service Area
- WATER: Public Water Service
- Transmission_Lines
- TRANSPORTATION: Major Transportation Nodes
- TRANSPORTATION: Within One Mile of Transportation Node
- TRANSPORTATION: Arterials
- TRANSPORTATION: Transit
- TRANSPORTATION: Highway Jurisdiction - 2050
- TRANSPORTATION: Park & Rides
- TIF DISTRICTS
- LAND USE: Neighborhood Compatibility Ranking
- LAND USE: Waukesha County Development Plan - 2035

Legend

- BUSINESS SUITABILITY ANALYSIS: Parcels Selected for Detailed Study
- BUSINESS SUITABILITY ANALYSIS: Study Area
- Surrounding Area
- Buffered Transportation Node Areas
- TRANSPORTATION: Major Transportation Nodes
- BASEMAP: Civil Div

3mi
2,276,506.334 380,442.737 Feet

WC Land Info

- Major Transportation Nodes
- TIF Districts
- Land Use Compatibility
- Sewer / Water
- Transmission lines
- Land Characteristics
- And more.....



bilty



Advancing Business. Growing Communities.

The Waukesha County Center for Growth is a non-profit serving as the lead economic development organization for Waukesha County. Created in 2016, we are focused on expanding the county's economic base by ensuring our businesses and communities have access to the resources they need to grow.

[Our Services >](#)



Therese Thill

Executive Director
262.542.4249 Ext. 20

tthill@waukeshagrowth.org



Attraction, Retention & Expansion Services

We serve as a one-stop-shop to help businesses grow and thrive in Waukesha County.



Small Business Consulting

We partner with the SBDC to ensure small businesses have access to high quality, no-cost counseling services.



Talent Pipeline

We provide innovative and customized solutions to help businesses address workforce challenges.



Finance & Incentive Programs

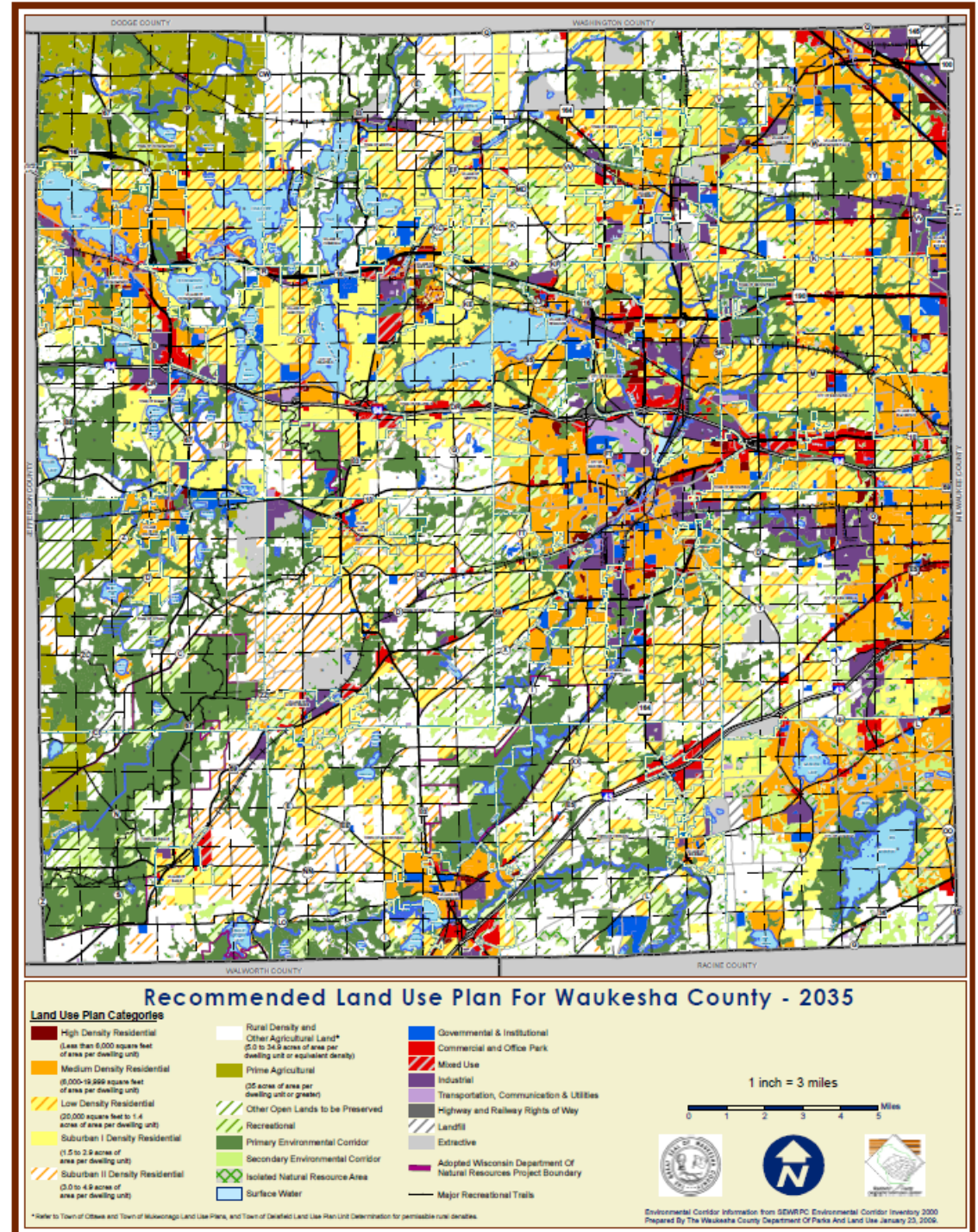
We work with lenders and economic development partners to develop financial packages tailored to your project.



bitly

Economic Growth and Government Services

- Land Use Plan projects population, household and employment change
- Significant amount of development occurred in mid 80's to early 2000's
- Net new growth was about 4%
- Since 2015, net new growth has not been above 2%
- Projected not to change due to available lands
- New growth **~1.5%**, Average inflation **~2.65%**
- 44% of new growth revenue needs to pay for underfunded State mandates
- Budget cuts focus on public safety and infrastructure maintenance
- Use of TIF – currently diverts ~\$28 million in property taxes (\$2.8 million from County)



QUESTIONS?
