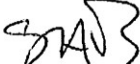


Village of Fox Point

Memo

To: Village Board

From: Scott Botcher 

cc: Eric Larson; Kelly Meyer; Mike Pederson

Date: September 3, 2015

Re: Vandewalle Small Area Study Presentation

As you see on your agenda, Jolena Presti from Vandewalle will be present to make a final presentation of the Small Area Planning Study.

I had brief correspondence with Mr. Larson about how to phrase your motion should you decide to make one. If you wish to receive the report this evening and move to accept next month you could certainly do that, but unless there are concerns which need to be addressed over the next month I might recommend you dispense with it this month. Waiting a month sans concerns doesn't serve any purpose as I see it.

A suggested motion is printed below. As always, please contact me with any questions you might have. Thank you.

Move to find that the contracted work of Vandewalle & Associates is complete, and to place their small area planning study on file, with the understanding that such plans are not intended to be binding or enforceable, but to be a resource outlining issues and options that may be considered by interested persons.



VANDEWALLE & ASSOCIATES INC.

Village of Fox Point Disclaimer: *This small area planning study is the work product of Vandewalle & Associates, Inc. (V&A), and not the work product of the Village of Fox Point (Village). This is not a comprehensive plan or comprehensive plan component, or a master plan. The Village retained V&A to prepare this plan to assist property owners and potential developers, but it is not binding upon any such property owners or developers or upon the Village. No assurance is provided that any development contemplated by any of the Options outlined herein would comply with applicable laws or would be approved by the Village or other necessary parties. No action taken by the Village in relation to this small area planning study shall be deemed to constitute a waiver of any applicable laws, or an approval of any development plan, or as vesting rights to any party, and the Village retains all rights regarding any development and land use that may hereafter be proposed.*

To: Village President Michael West, Trustee Christine Symchych, and Scott Botcher, Village Manager
From: Jolena Presti, AICP, Principal Planner and Jeff Maloney, Principal Designer
Re: Small Area Planning Study – Port Washington Road Corridor
Date: September 1, 2015

The Village of Fox Point retained Vandewalle & Associates to conduct a Small Area Planning Study for the Port Washington Road Corridor. The goal of the project is to determine feasible development options for two defined areas in Fox Point. The Study Area consists of two locations along Port Washington Road that are either currently available for sale/redevelopment or may come to market in the future.

The two areas include:

1. The Northern Range: The area at the northeast intersection of North Port Washington Road and Bradley Road includes four parcels, two of which are currently for sale.
2. The Southern Range: The area to the south, the Fox Point-Bayside School District-owned former Dunwood School and athletic fields is two parcels and nearly 12 acres.

Project Purpose and Scope

The specific task objectives provided by the Village included data collection and analysis, as well as development of land use recommendations for the two priority redevelopment Ranges. Vandewalle & Associates conducted the following Scope of Work, including creation of this Draft Summary Memo and Implementation Strategy.

Task One: Due Diligence, Analysis, and Coordination

1. Conduct overall project coordination and management
2. Review background information, including past and existing plans relevant to the sites
3. Conduct a site visit to consider site location, constraints and opportunities
4. Research the market and test feasibility for redevelopment
5. Conduct stakeholder interviews with property owners and developers to ascertain market feasibility for a variety of potential uses
6. Draft site plans (3 for each site) and building design recommendations

Task Two: Prepare Reuse Concept, Planning Study Memo, and Implementation Strategy

1. Conduct a working team meeting (as defined by Village leadership) to review draft concepts.
2. Refine and advance design of the redevelopment concepts following the working team meeting.
3. Develop the Draft Planning Study Memorandum to summarize project, process, and design concept.
4. Present the draft Planning Study Memo and Concepts to the Village Board and public at one Village Board meeting.

Task Three: Final Planning Study Memo Preparation and Presentations

1. Refine the draft Memo and Concepts and present the final Planning Study Memo to the Village Board and public at one meeting.

Summary of Due Diligence

The findings outlined in this memo are the product of a series of interviews, site investigations and research by Vandewalle & Associates, conducted in March and April 2015. Local stakeholders and market experts were consulted with respect to the background, feasibility and appeal of particular redevelopment scenarios for the Northern and Southern Ranges, and carefully considered in the development of concept site plans that may inform future discussions with interested developers.

As an upscale, bedroom community in the Milwaukee metro area, Village demographics indicate a populace that has a higher average income relative to Milwaukee County and the State of Wisconsin as a whole. Median, average and per capita incomes are more than double the County average, and are well above State rates. Rates of homeownership are also above average.

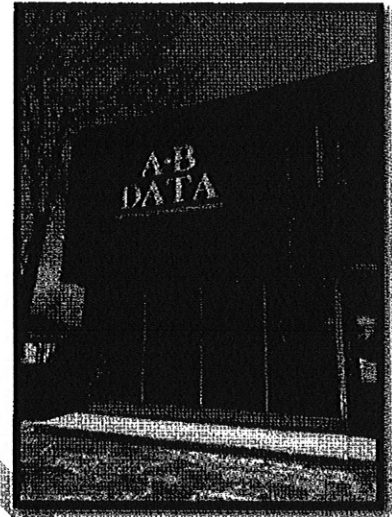
While the school age population generally aligns with local area and state proportions, the aforementioned trends may be explained, in part, by a larger share of older Village residents (age 55+) at peak earning potential or at retirement age. These baby boomers – many of whom are “empty nesters” – represent a significant market opportunity for new residential and commercial development in the Study Area, as some may look to “age in place” within the Village of Fox Point in smaller residences with greater access to local amenities.

An overview of Study Area demographics follows, drawing a distinction between concentric rings of 0.5, 1 and 2 mile radii from the midpoint of the Port Washington Corridor, defined here as the

A-B Data – The three story office building (two above ground) of approximately 15,000 sf, constructed in 1968, is currently available for sale/lease, and can be divided into multiple office suites. Although the site has been on the market for some time and is saddled with a high asking price (\$1.45 million) relative to its assessed value of \$1,116,400, the seller is motivated and interested in divesting the site as soon as possible.

The building's existing configuration may be reused, and is also flexible for mixed-use or conversion to residential. The building itself would benefit from some structural and façade improvement for a more modern look and feel.

Currently the site is zoned D, Business. Permitted uses for D, Business include: business office, computer services, financial services, trade and professional offices.



Northpoint Service Center – The former gas station and current automotive service facility is not currently for sale, but the owner Tom Willets stated he may be willing to entertain offers.

The 0.68 acre property is currently assessed at \$201,200, with site improvements/station facilities valued at only \$33,300. Given its corner location and high visibility to passing traffic on Port Washington, this is perhaps the most market-attractive long-term redevelopment site in the Northern Range.



Currently the site is zoned D, Business. Permitted uses for D, Business include: business offices, computer services, financial services, trade and professional offices.

Northern Range Redevelopment

Findings from each of these interviews suggest that this project area, considered overall, is best suited for neighborhood commercial (local restaurant, coffee shop, bank etc.) that is walkable to neighbors, and some limited residential development. Other considerations and market conditions to note:

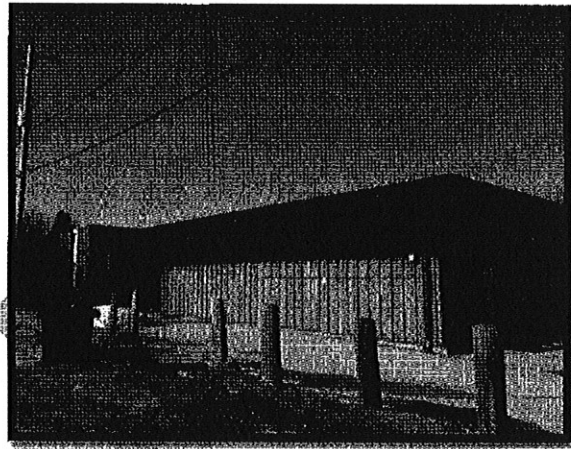
- The cost of land is extremely significant. High value development or village participation (or both) is anticipated to be necessary for any kind of new development to be feasible.
- This is not seen as a marketable site for destination retail, but desirable for neighborhood services/commercial. The highly visible corner site has received some interest as a location for potential bank branch office.
- Interviewees expressed concern about prospects for new multi-family development, but current options in the Village are admittedly outdated: mostly condos and a few outdated rental options that still maintain pretty high occupancy. There is potential here

Northern Range - Bradley & Port Washington Road Area

Vandewalle & Associates interviewed representatives for each of the four Northern Range parcels, located at the northeast corner of Port Washington and Bradley Roads and totaling slightly less than 3 acres. The parcels are zoned for commercial use, bordered by commercial properties to the south and west, and residential properties to the north and east.

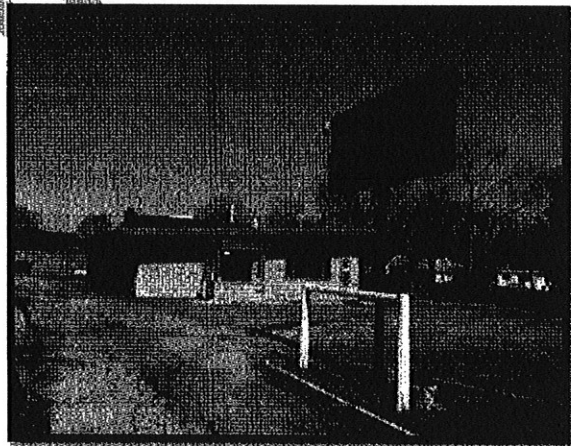
WE Energies "Bradley Center District"-

Wisconsin Energy's corporate real estate portfolio manager has indicated that the site is simply not available for relocation in the foreseeable future. Updated in past 4 years, WE Energies does not anticipate needing to update this location again for the next 40-50 years. Further, it serves as a critical sub-station for more than 500,000 people on the North Shore. There is not another 8KV within a broad range and it is the only substation east of Interstate 43 in the North Shore area.



Costs to relocate are likely prohibitive, even for a well-financed speculative development – WE Energies' estimate is \$15-\$20 million. Logistics to relocate also would require an adequate similar site within relatively close proximity to the existing location. Further, additional screening is not desired/or may not be feasible according to WE Energies representatives, thus presenting additional redevelopment challenges for any potential uses and configuration. With this site unavailable, the draft redevelopment concepts for this Range focus on a combination of the three remaining parcels.

Port China – The former Port China restaurant was a long-term fixture in Fox Point, situated between the corner former gas station at Port Washington Road to the west and residential Mohawk Road to the east. The site is currently listed for sale at \$500,000, well above the most recent assessment of \$300,100 for the 0.67 acre lot. The 2,720 sf building, constructed in 1958, would require significant rehabilitation for commercial use, and represents a significant cost per acre for demolition/redevelopment. Seller Karl Cheng has had a few offers to date, but remains firm on asking price.



Currently the site is zoned D, Business. Permitted uses for D, Business include: business office, computer services, financial services, trade and professional offices.

intersection with Bradley Road. Summary information for Milwaukee County, as well as the State of Wisconsin, is also included for the sake of comparison.

	0.5 mile	1 mile	2 miles	Milwaukee County	Wisconsin
2014 Population Summary					
Population	1,795	5,536	16,547	961,119	5,749,323
Households	834	2,414	7,051	391,095	2,311,640
Families	500	1,527	4,691	223,893	1,482,488
Average Household Size	2.14	2.27	2.30	2.39	2.41
Owner Occupied Housing Units	71.9%	76.9%	82.1%	50.6%	67.5%
Renter Occupied Housing Units	28.1%	23.1%	17.9%	49.4%	32.5%

Sources: ESRI Business Analyst, Gale Cengage Demographics Now

	0.5 mile	1 mile	2 miles	Milwaukee County	Wisconsin
2014 Households by Income					
<\$15,000	5.9%	5.3%	4.8%	16.6%	11.6%
\$15,000 - \$24,999	8.5%	8.5%	7.8%	13.5%	11.2%
\$25,000 - \$34,999	4.4%	4.4%	5.3%	2.1%	10.7%
\$35,000 - \$49,999	7.8%	7.5%	9.1%	14.8%	14.6%
\$50,000 - \$74,999	11.6%	10.4%	13.1%	18.1%	20.4%
\$75,000 - \$99,999	19.8%	17.0%	14.0%	10.8%	13.6%
\$100,000 - \$149,999	19.7%	18.8%	20.0%	9.5%	12.0%
\$150,000 - \$199,999	11.8%	12.3%	10.0%	2.3%	3.1%
\$200,000+	10.4%	15.7%	15.9%	2.1%	2.8%
Median Household Income	\$87,688	\$94,240	\$91,143	\$42,215	\$52,172
Average Household Income	\$108,852	\$123,577	\$123,026	\$58,969	\$68,297
Per Capita Income	\$49,180	\$53,783	\$52,307	\$24,317	\$27,790
2014 Population by Age					
Age 0 - 4	5.7%	5.2%	4.4%	7.4%	6.2%
Age 5 - 9	6.6%	6.4%	5.7%	6.8%	6.4%
Age 10 - 14	6.2%	6.9%	6.8%	6.6%	6.5%
Age 15 - 19	5.6%	5.9%	6.5%	7.0%	6.9%
Age 20 - 24	3.9%	4.1%	4.6%	8.0%	6.8%
Age 25 - 34	9.6%	8.2%	7.2%	15.9%	12.8%
Age 35 - 44	12.5%	11.9%	10.5%	12.4%	12.3%
Age 45 - 54	13.9%	14.6%	14.7%	13.0%	14.9%
Age 55 - 64	15.8%	16.2%	16.8%	11.2%	13.0%
Age 65 - 74	9.8%	10.3%	11.8%	5.7%	7.5%
Age 75 - 84	6.4%	6.1%	7.0%	3.8%	4.5%
Age 85+	4.1%	4.1%	4.1%	2.0%	2.2%
Median Age	44.9	45.9	48.1	33.8	38.8
2014 Race and Ethnicity					
White Alone	88.6%	88.8%	87.6%	60.2%	85.6%
Black Alone	3.8%	3.8%	5.3%	26.6%	6.4%
American Indian Alone	0.2%	0.1%	0.2%	0.7%	1.0%
Asian Alone	5.0%	4.8%	4.4%	3.6%	2.5%
Pacific Islander Alone	0.0%	0.0%	0.0%	0.04%	0.03%
Some Other Race Alone	0.6%	0.5%	0.6%	5.6%	2.5%
Two or More Races	1.9%	2.0%	1.9%	3.2%	2.0%
Hispanic Origin (Any Race)	3.6%	3.4%	3.4%	14.0%	6.3%

Sources: ESRI Business Analyst, Gale Cengage Demographics Now

for a small amount of ground floor commercial and upper floor residential – low-to-medium density, high-end, market rate units. This site may present a potential market for Fox Point/Bayside empty nesters wishing to move to a multi-family option within Fox Point.

- Nearby restaurants do well and are popular with the community – other restaurants are desired. The Port China restaurant closing was considered a loss – as it had been there for many years.
- There is a nearby industry cluster of high-end resale furniture/home goods, as well as medical/fitness cluster of small branch offices, nearby health club, specialty clinics. A medical office building immediate south of the Bradley Road intersection (7950 N. Port Washington) is currently for sale at \$1.75 million or lease at \$13.50 sf/year.

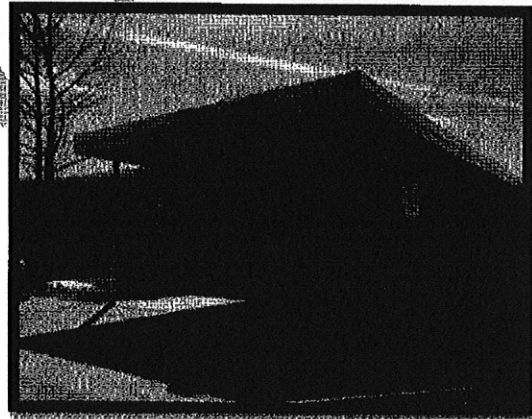
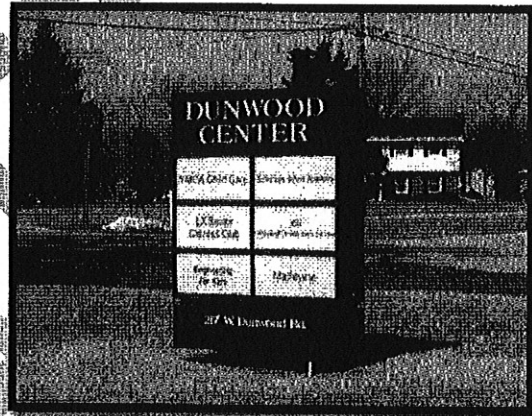
Southern Range: Dunwood School Area

The southern range of the Study Area contains two parcels owned by the Fox Point-Bayside School District, containing an elementary school building that is currently being used as rental property by the School District as well as adjacent athletic fields that are currently being rented by youth athletic organizations.

While currently occupied by five nonprofit and education-oriented tenants, including the LX Club and the Scholaris Gifted Academy, the former Dunwood School building can be considered underutilized relative to its size and location in the Village. Built in 1955, the school has not hosted formal district programming since 1992, and substantial rehabilitation would be needed to plan a reuse of the existing building.

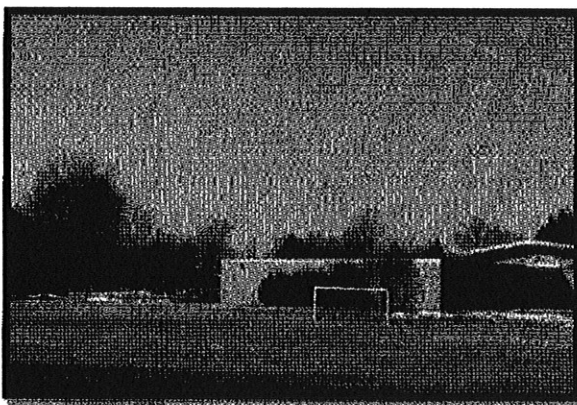
Interviews with developers/real estate professionals indicate high interest in redevelopment of this site in particular for residential development.

Currently the Dunwood School Area is zoned F, Institutional. Permitted uses include: dwellings as permitted in B district; schools; churches; social clubs or lodges; community recreational; social or cultural services (non-profit); and convalescent nursing homes.



Southern Range Redevelopment

The site's longstanding status as a school, community center, recreational fields, and neighborhood service center could receive some public pushback against private redevelopment. The soccer fields adjacent to the site are well used, and serve as park space for nearby single family neighborhoods. Based on information shared by the Fox Point-Bayside School District, it is expected the entire site (both parcels) would be included in an RFP for future redevelopment opportunities.



School District officials have shown interest in working with the Village to advance the reuse strategy for the property. In the future, the District intends to issue a Request for Proposals for the site. The Village may share with the School District the redevelopment concepts for the site (from the options introduced in this memo) which the District could use in RFP development, as a guide for appraisal value determination, and to inform strategy development for reuse and marketing the site to developers.

Market Analysis

All market sectors were considered in the Vandewalle & Associates analysis of the subject sites. Findings are based on market understanding, expert interviews, and data analysis.

Retail

WisDOT traffic counts for the Port Washington corridor generally decrease when travelling north from Glendale to Fox Point, but the area between the North and South Range sites generally average 9,000-11,000 cars per day. This represents significant visibility for small and medium sized retail and commercial developments that are the most sustainable typologies for the Village in the short term.

Using data from ESRI Business Analyst, the following charts summarize a market study technique known as retail gap analysis, a measure of supply vs. demand for certain kinds of retail. From this data, one can infer the relative success of the existing business mix, as well as opportunities for expansion in particular sectors. If a particular kind of store is underrepresented in Fox Point, residents likely must leave the trade area in order to find that good or service – a “leakage” of retail expenditures from the locality. Conversely, specialty stores or those that are not supported by local demand alone may draw shoppers from outside of the area, or may represent an underserved niche for expansion – a “surplus” of demand.

Given the population and location of the Village relative to other shopping areas, neighborhood-serving retail focus on convenience and specialty retail is recommended, generally defined as those options found within a 10 minute drive from the center of the Study Area.

Radius from Center of Planning Area	0.5 mile	1 mile	2 miles
2014 Population	1,795	5,536	16,547
2014 Households	834	2,414	7,051
Total Retail Trade Gap (Including Food & Beverage Stores)	\$15,357,244	\$45,004,977	\$164,839,815
Total Food Services & Drinking Places Gap (Restaurants and Bars)	\$3,468,570	\$9,121,081	\$22,733,176
Total Retail Trade and Food Services & Drinking Places Gap	\$18,825,814	\$54,126,058	\$187,572,991

Supportable Retail Square Footage and Estimated New Store Feasibility for Retail Sectors (2 mile radius)					
Industry Group	Retail Gap	Median Sales PSF	Supportable Square Feet	Median SF	New Store Market Feasibility?
Automobile Dealers	\$50,055,390	-	-	-	Maybe
Auto Parts, Accessories & Tire Stores	\$4,087,109	\$331	-	3,450	Maybe
Furniture & Home Furnishings Stores	\$3,090,065	\$253	12,196	3,630	Yes
Electronics & Appliance Stores	\$16,662,906	\$336	(49,529)	2,240	No
Bldg Materials, Garden Equip. & Supply Stores	\$8,088,457	\$211	38,393	6,800	Yes
Health & Personal Care Stores	\$9,909,217	\$464	21,352	8,993	Yes
Clothing Stores	\$2,257,940	\$243	9,292	2,220	Yes
Shoe Stores	\$2,373,655	\$246	9,636	2,605	Yes
Jewelry, Luggage & Leather Goods Stores	\$7,515,560	\$553	(13,597)	1,200	No
Sporting Goods/Hobby/Musical Instr Stores	\$2,803,669	\$284	9,878	1,750	Yes
Book, Periodical & Music Stores	\$1,222,653	\$250	4,894	2,034	Yes
Office Supplies, Stationery & Gift Stores	\$1,675,709	\$284	5,904	1,750	Yes
Food/Beverage Industries					
Full-Service Restaurants	\$9,207,200	\$500	18,414	4,000	Yes
Limited-Service Eating Places	\$10,071,264	\$347	28,987	1,750	Yes
Special Food Services	\$1,655,444	\$347	4,765	1,750	Yes
Drinking Places, Alcoholic Beverages	\$1,799,268	\$800	2,249	4,000	No
Grocery Stores	\$760,293	\$417	1,823	29,000	No
Specialty Food Stores	\$743,711	\$417	1,783	1,750	Yes
Beer, Wine & Liquor Stores	\$762,444	\$398	1,914	2,400	No

Sources: Urban Land Institute and ESRI Business Analyst

Based on national surveys of median sales and retail outlets by square footage, this analysis presents a simple opportunity matrix for retail sectors with the greatest market potential. If a positive retail gap supports at least the national median square footage for a particular use, it is deemed to have new store market feasibility. Most industry groups offer encouraging potential for small outlets in Fox Point that would not necessary compete with larger, regional-scale offerings in surrounding communities.

By this metric, auto parts and sales, furniture, hardware/building materials, health/personal care stores, and restaurants (full service and fast casual) all demonstrate the largest potential for new locations supporting unmet local demand. Note that this preliminary analysis makes only general recommendations, however – identification of specific tenants, as well as consideration of a number of community and site specific variables (local preference, ingress, parking, demolition

vs. reuse, etc.) will be necessary in determining the optimal retail uses, if any, for the N. Port Washington Corridor in general and the two priority redevelopment sites in particular.

Commercial Office

The commercial real estate market in the immediate area presents a markedly different picture. North Shore office vacancy rates currently hover around 30%, per interviews with real estate professionals. This is well above the Milwaukee area average of 23% for all commercial properties, as well as other suburban submarkets (Brookfield, Wauwatosa, Pewaukee, etc.) and this speaks to a general glut of available commercial space in the area.¹ While rents and net absorption rates are expected to rise overall as the area continues to rebound from the recession, the subject properties within the Study Area – older Class B & C offices in a suburban, largely residential location – remain at a significant disadvantage relative to new construction, as well as more centrally located properties in the region. Significant rehabilitation of Study Area commercial options, or conversion into mixed-use or residential properties, may hold more long-term potential for sustainable development in Fox Point.

Residential

Mid-rise, medium density, and market rate residential development are desirable qualities in the local market, and the success of recent projects in nearby communities portend rising demand for upscale, “in town” housing options on the North Shore. For example, the \$27 million Beaumont Place apartments in downtown Whitefish Bay, constructed by Mandel Group, offer more than 80 units with high-end finishes and a location walkable to both Lake Michigan and Bayshore Town Center and are currently over 75% pre-leased at a range of prices, from \$1,400 to \$3,200 per month. These units feature more spacious, condominium-like layouts than traditional apartments, and finishes with amenity packages including stainless steel appliances, full-size washer and dryer, walk-in closets, and granite countertops. All homes feature at least one balcony or patio, and common areas include community green space and a patio, clubroom, fitness center, on-site management office and underground parking.² It was reported that this development is attracting some empty nesters from Fox Point as there are not comparable options in the Village.

The Blair Williams/Wired Development project in the Mequon Town Center has also enjoyed quick lease up, further indicating to the market that there is high demand for empty-nester North Shore multi-family development. Directly adjacent to Mequon City Hall, this new community features 28 luxury apartments and over 36,000 square feet of retail and commercial space. The project is styled as a mixed-use lifestyle center; commercial tenants such as Colectivo Coffee, Cafe Hollander, Sola Salon, The Ruby Tap, Elements Massage, Health in Balance Physical Therapy and Yoga, Fisher Family Chiropractic, and Supercuts, and walkable destinations include a riverfront park, the Mequon Pool, Library and Community Center.³

¹ NAI MLG Commercial. “Office Market Report: Metropolitan Milwaukee, Q2 2014.”

http://www.mlgcommercial.com/wp-content/uploads/2015/02/Office_Market_Report_2014Q2.pdf

² http://www.mandelgroup.com/apartments/apartment_detail.cfm?n_id=107

³ <http://www.mequontowncenter.com/>

Draft Site Redevelopment Concepts

Northern Range: Bradley & Port Washington Road

Due to the fact that the existing WE Energies substation is unlikely to be relocated for the foreseeable future, the Northern Range consists of two non-contiguous redevelopment sites. North of the substation, the A-B Data building may be reused, reconfigured or demolished for new commercial, residential or mixed-use. South of the substation, between N. Port Washington, W. Bradley and N. Mohawk Roads, two existing parcels containing the Northpoint Service Center and former Port China restaurant may be combined to form a larger site for medium density, mid-rise redevelopment with access from the west or south. Three draft redevelopment concepts (Attached Bradley Road Redevelopment Options: One, Two, and Three) present a mix of potential uses for these two sites – elements of each may be combined in future stages of Plan development.

Option One - Commercial

- Reuse of A-B Data building for commercial/office use in current configuration; maintain access from N. Port Washington Road, parking in rear
- One-story or split level (1.5 story) commercial development of about 9,500 square feet at northeast corner of Bradley and Port Washington Road (combine gas station and former Port China site)
 - Improved landscaping facing road, public sidewalks
 - Outdoor seating/plaza overlooking intersection
 - Surface parking north and east (57 spaces); access from both W. Bradley and N. Port Washington
- Maintain vegetative buffers facing N. Mohawk Road for both sites

Option Two – Mixed-Use – Bank

- Conversion of A-B Data to mixed-use: office and commercial with residential units above
 - Outdoor plaza facing N. Port Washington Road
 - Maintain existing surface parking for commercial uses; parking for residential units under building
- New mixed-use construction near intersection: bank with office use above on southwest portion of site, residential on the southeast, with under-building parking.
- Access from both N. Port Washington and W. Bradley (drive-thru under building)
- Maintain vegetative buffers facing N. Mohawk Road for both sites

Option Three – Mixed-Use

- New three-story residential construction on A-B data site
 - Surface and under-building parking for residents
 - Greenspace southeast serves new and existing residential and screens existing WE Energies substation

- Mixed-use commercial with upper story residential on highly visible intersection; 3 stories of residential on western portion of site
 - Outdoor seating or plaza
 - Under-building parking for residents
 - Access from N. Port Washington Road
- Maintain vegetative buffers facing N. Mohawk Road for both sites

Southern Range: Dunwood School

As the largest redevelopment site in Fox Point in some time, the Dunwood School site provides many opportunities for reuse or reconfiguration in the future. The following three concepts (Attached Dunwood School Redevelopment Options: One, Two and Three) consider several different land use approaches, taking current conditions and interview feedback into consideration.

For example, a series of medium density, multi-unit structures could be accommodated on the site, with a mix of market rate and/or senior townhouses, condominiums and apartments, with attendant greenspace as well as neighborhood-serving retail or office uses on site. An "intergenerational development" in the style of St. Anne's in St. Francis, Wisconsin, may present one such opportunity to mix older residents with services for children and families.⁴

The concepts also seek to maintain a buffer between single family residential and playground/athletic fields, with new single family lots, as well as townhome/rowhouses sited closer to existing single family neighborhoods in the surrounding area (varied configurations depending on the Option). The North Shore Library, which had been considering plans to relocate from Glendale location, could be part of the site's mix of private and civic uses. In concept, the new library would function as a community center and destination for events, gatherings, meetings, classes, in the same way that the Dunwood Center is currently being utilized. Under these scenarios, existing nonprofit/educational tenants could also be worked into the site's reuse. In keeping with local tastes and market potential, one real estate broker stated he has received interest from a high end grocer to potentially locate a ~20,000 sf store at this site. Specific features for each of the three redevelopment options are outlined in the following section.

⁴ <http://www.stanncenter.org/>

Option One – Residential

- Mix of residential uses: apartments, townhomes, single family
 - Three-story apartments along N. Port Washington Road and along private parking lane – under building tenant parking
 - Two-story townhomes (garages in rear, along alley) along W. Dunwood Road to transition to existing single family home neighborhood
 - Single family homes at Southeast edge of development accessed from W Dunwood Road
 - 5 lots: 20,000-26,000sf each
 - Conforms to A-3 Zoning
 - One proposed public street to access future development
 - Greenspace setback at N. Port Washington Road and W. Dunwood Road

Option Two – Mixed-Use

- Mix of civic, commercial and residential
- Public building, such as a two-story library at the corner of N. Port Washington Road and W. Dunwood Road
- Mixed-use building along N. Port Washington Road – commercial on ground floor with office or residential above
- Two-story townhomes (garages in rear, along alley) along W. Dunwood Road to transition to existing single family home neighborhood
- Senior Village housing development on south end of the site – one story duplexes on private street
- Single family homes at Southeast edge of development accessed from W Dunwood Road
 - 5 lots: 20,000-26,000sf each
 - Conforms to A-3 Zoning
- Two proposed public streets to access future development

Option Three – Mixed Residential

- Mix of residential uses
- Three-story apartments along N. Port Washington Road, under-building tenant parking
- Two-story townhomes (garages in rear, along alley) along W. Dunwood Road to transition to existing single family home neighborhood
- Inter-generational care facility south of proposed public street
- One proposed public street to access future development
- Greenspace setback at N. Port Washington Road and W. Dunwood Road
- Maintain greenspace along the eastern edge of the site, behind the homes along N. Seneca Road as a Village park

Conclusions and Next Steps

The Northern Range site at W. Bradley & N. Port Washington Roads is particularly challenging for several reasons. The high cost of available properties in the area discourages assembly of a parcel large enough for significant redevelopment, and substantial preparation costs would need to be incurred if all existing properties were to be demolished.

Redevelopment of the Dunwood School site will be most successful for the community and school district if a joint strategy is approached to achieve the goals of both parties. The Village and School District may choose to work together in RFP/RFQ development and developer recruitment. Further, zoning and general Planned Unit Development (PUD) should be agreed upon early in the process, with site entitlements advanced through the Village approval process well ahead of time for the Dunwood site. This will set the parameters for the developers anticipated to be interested in the site and will set the stage for a smoother process between the Village and development proposals.

Option One Residential

DECEMBER

- 2 Story
- ~17 Units
- Transition to surrounding neighborhood
- Garages behind units accessible by alley

- 3 Story
- ~243 Units
- Under-building tenant parking

- 5 Lots
- 20,000 sf - 26,000 sf
- Conforms to A-3 Zoning

**"Note the Village of Fox Point
Disclaimer shown on page 4 of this
Small Area Planning Study."**



Fox Point Area Vision

Dunwood School Redevelopment

Option Two
Mixed Use

Fox Point
Wisconsin

Draft



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