

**VILLAGE OF GRAFTON
REDEVELOPMENT PLAN
AND
AMENDMENT TO THE
VILLAGE COMPREHENSIVE
MASTER PLAN 2010**

October 2003

Prepared For:

Village of Grafton, Wisconsin

Prepared By:

HNTB Corporation

Date of Adoption:

October 28, 2003

ACKNOWLEDGEMENTS

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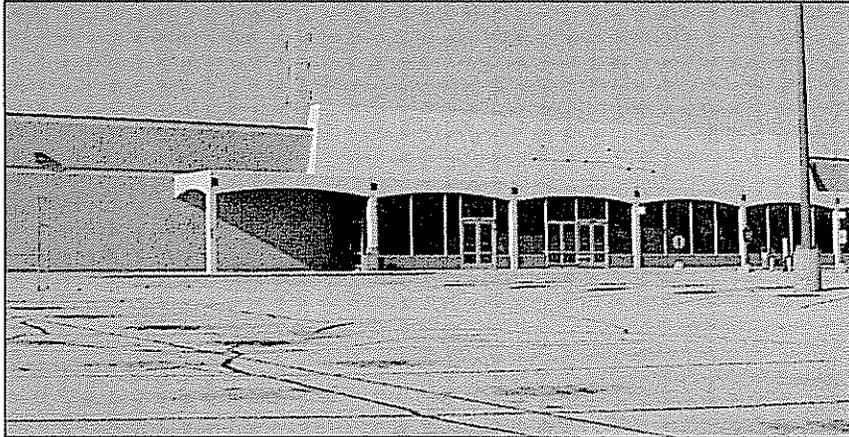
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I. INTRODUCTION

The South Commercial District (SCD) in Grafton, Wisconsin was originally developed as a commercial center in the early 1970's. The addition of a food store and two large department stores provided Grafton residents with convenient shopping, diverse goods and services, and a variety of retail-oriented jobs. However, much has changed in retail market trends since the 1970's. Customer preferences are generally short lived, creating the need for businesses to continuously update their facilities and products. Kohl's food store and Kmart are examples of businesses that once had strong holds in their marketplace and have recently been left behind by their competitors. The result for Grafton has been vacant buildings in the SCD as these businesses closed stores or completely exited the retail market.



Another trend affecting the SCD is the desire for businesses to locate along the Interstate 43. Target, Home Depot and Office Max are the newest businesses to locate along the Interstate 43/Highway 60 interchange. The potential for retail businesses to locate along the Interstate 43 corridor makes it imperative for the Village to take a proactive role in upgrading the SCD and becoming an advocate for new development within the district.

While these trends have no doubt affected the economic vitality of the SCD, action can be taken to reverse its decline. This plan will help the Village of Grafton respond to market trends by identifying appropriate types of tenants for the SCD and improving the area's physical appearance.

Project Purpose

The purpose of this plan is to map out a course of action for the redevelopment of the SCD in Grafton. Revitalization of the area can be accomplished through an active program of public improvements to create a distinctive visual and aesthetic character for the SCD. The proposed improvements can serve as a catalyst for private development within the district. The plan's intent is to encourage existing businesses to remain and upgrade facilities, while at the same time making the SCD attractive for new investment and new businesses.

I. INTRODUCTION

If the Village moves forward in developing a Tax Incremental District (TID), the redevelopment plan will also provide the necessary information to prepare a separate TID plan.

Public Outreach

Input from the public is critical to the success of this plan. As a result, the Village has provided multiple opportunities using a variety of approaches to solicit comments from the public.

Public input and involvement started two years ago when the Village conducted a village wide survey. One of the concerns identified in that survey was the general condition of the CSD and the need for the Village to take some action to improve the area. During the preparation of this redevelopment plan the community had the opportunity to attend two public information meetings as well as Plan Commission meetings which are open to the public. Public input was solicited and modifications to the redevelopment plan were made as a result of that input.

Project Goals

To address the Village's concerns, a set of redevelopment goals were created for the SCD. The goals were developed in working sessions with the Community Development Authority (CDA) and refined after a series of three public information meetings. The goals will help select the most appropriate redevelopment alternative. The goals are as follows:

1. Increase the Village's tax base.
2. Increase business diversity.
3. Increase employment opportunities.
4. Improve physical connections to adjoining neighborhoods.
5. Enhance the development potential of the parcels.
6. Promote land uses that are compatible and complimentary with the surrounding area.
7. Connect the Washington Street "traditional business district" with the South Commercial District.
8. Create an area identity through improved aesthetics.
9. Create a regional draw through "specialty uses."
10. Increase green space in the community.
11. Improve the quality of storm water entering the Milwaukee River.

I. INTRODUCTION

12. Incorporate state of the art "green" storm water detention areas.
13. Promote public events within the area.
14. Create Grafton gateway at south end of district.
15. Create district gateways.
16. Increase pedestrian / bicycle and automobile safety.

Project Area

The redevelopment contains approximately 141 acres. As shown in Map 1, the bulk of the district contains the Manchester Mall and the properties along Wisconsin Avenue, extending from the intersection of 7th Street and Wisconsin Avenue to the north and the intersection of 1st Street and Wisconsin Avenue to the south. A legal description of the boundary is located in Appendix A.

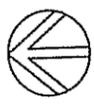
Map 2 shows the zoning within the redevelopment area. The predominant zoning codes are commercial (C-2) and Industrial (M-1). Also, a small area is planned unit development (PUD), which will be developed as residential condominiums and some small isolated office (O) parcels. Map 3 shows the existing land use in the district. Similar to the zoning code, the majority of the land is currently used for commercial and industrial purposes. There are also a few scattered residential areas and some vacant parcels. Table 1 shows the acreage of the district and the public and railroad right-of-way.

Table 1

South Commercial District Acreage	
Total District Area	141.3 Acres
Public Road	24.5 Acres
Railroad R.O.W	4.7 Acres
Net District Area	112.1 Acres



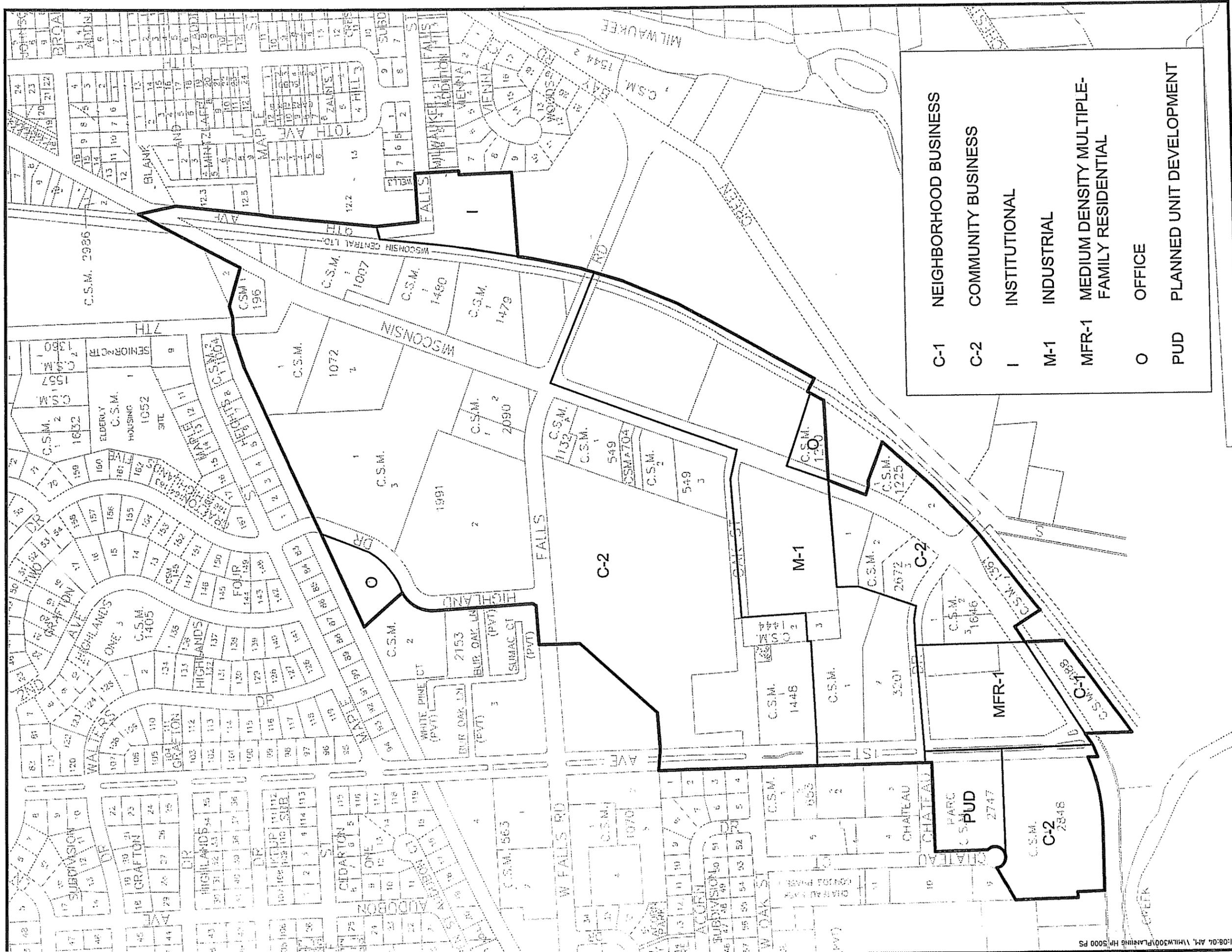
MAP NO.1 - DISTRICT BOUNDARY (PROJECT AREA)
REDEVELOPMENT PLAN
 SOUTH COMMERCIAL DISTRICT
 VILLAGE OF GRAFTON



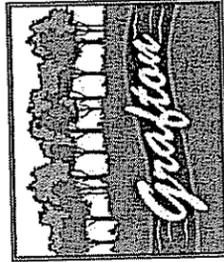
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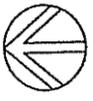
AUGUST 05, 2003



- C-1 NEIGHBORHOOD BUSINESS
- C-2 COMMUNITY BUSINESS
- I INSTITUTIONAL
- M-1 INDUSTRIAL
- MFR-1 MEDIUM DENSITY MULTIPLE-FAMILY RESIDENTIAL
- O OFFICE
- PUD PLANNED UNIT DEVELOPMENT



**MAP NO. 2 - EXISTING ZONING
REDEVELOPMENT PLAN**
SOUTH COMMERCIAL DISTRICT
VILLAGE OF GRAFTON



1" = 400'-0"

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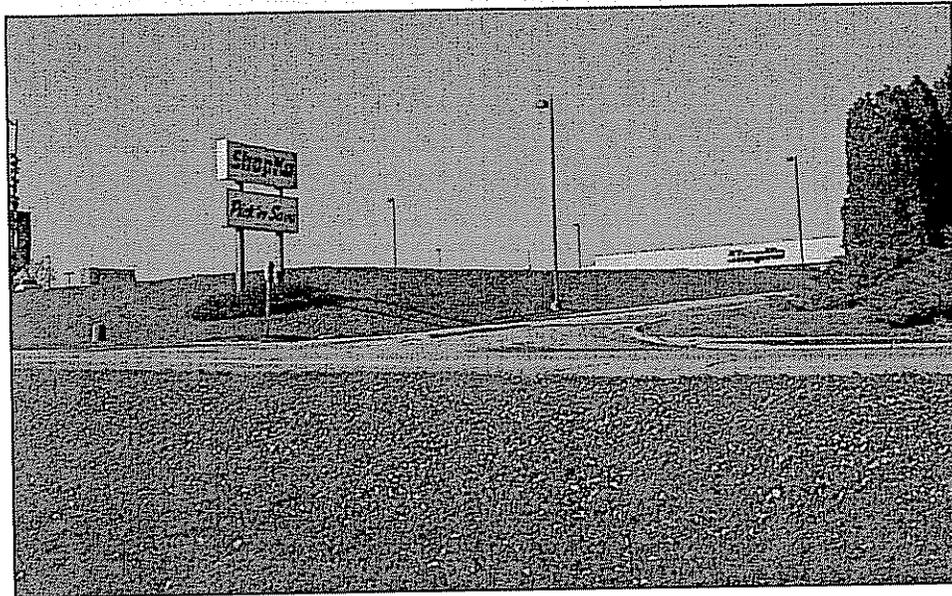
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II. SITE ANALYSIS

As shown in Map 4, a site analysis was conducted to determine the area's constraints and opportunities. It was performed during multiple site visits and used photography, maps and other existing data to make assessments of the area's existing conditions. While the SCD contains several strong anchor tenants, a national and regional retail presence and developable land, the site analysis revealed that the project area has several physical constraints that are exacerbated by lack of visual continuity and poor traffic circulation.

Topography

Topographic challenges exist along the eastern side of the project area, which may have contributed to the decline of some retail establishments within the SCD. Topographic challenges appear to be most severe for the area known as the Manchester Mall. The greatest challenge for this location is the grade change between the east and west sides of Wisconsin Avenue. The land east of Wisconsin Avenue is at an elevation approximately 10-20 feet lower than the roadway. Lands to the west of Wisconsin Avenue are approximately 10-30 feet above the roadway. As a result, the elevations disconnect the businesses from the district's main thoroughfare, creating visibility issues for retail establishments, especially those that are impulse buying dependent.



Grade change along Wisconsin Avenue

Traffic Circulation

Major roads serving the SCD include Wisconsin Avenue, First Avenue and Falls Road. Minor roads providing access to businesses include Highland Drive, Oak Street, and Chateau Drive. Traffic enters the SCD from four main entrances. To the north the main entrance is at the intersection of Wisconsin Avenue and Ninth Street. To the south the main entrance is along Columbia Road heading north toward Wisconsin Avenue. To the west the main entrance is at the intersection of Falls Road and First Avenue and to the east the main entrance is at the intersection of Falls Road and Green Bay Road. Also, a bicycle trail extends along the residential area to the northwest of the SCD.

II. SITE ANALYSIS

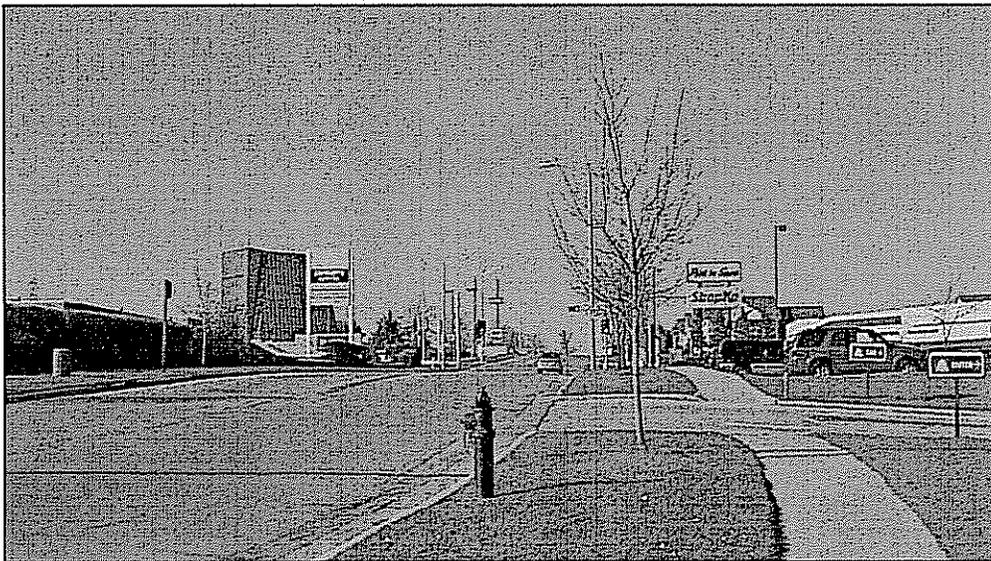
The SCD is shut off from its surrounding neighborhoods and could benefit from improved connections to the surrounding neighborhoods, particularly on the western side of the district. Furthermore, new interior roads serving the businesses within the district could help break up large parcels of land and improve access.

Character, Continuity and Views

Overall, the project area does not have a high level of aesthetic features and is lacking visual continuity. The SCD could benefit from a streetscape program to give the area its own identity while aesthetically linking the area to the Village's traditional business district along Highway 60. A streetscape program could provide pedestrian amenities as well as visual features to create a unified appearance throughout the district.

Signage within the project area is generally weak. Signage should be coordinated with retail establishments and incorporated throughout the district to identify developments and create a sense of place. Signage should be a highly visible part of the redevelopment planning efforts.

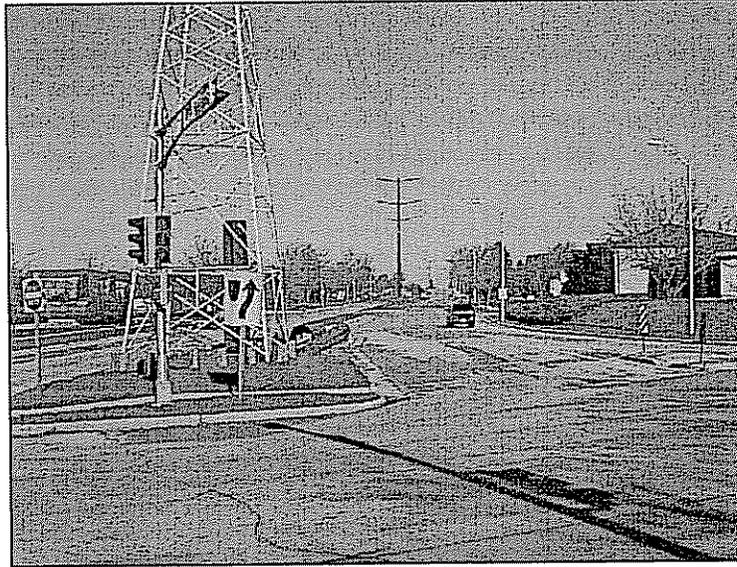
The power transmission line that runs along the median in First Avenue creates a visual impact when entering the district from the south. The intersection of Wisconsin Avenue



View of existing streetscape along Wisconsin Avenue

and First Avenue is an ideal point to create some visual focal point or gateway to the area. By creating this gateway on the pedestrian level, attention will be drawn away from the power lines and their negative visual impact. Also, a gateway feature at this intersection can serve a dual purpose of announcing the entrance to the SCD as well as an entrance into the Village.

II. SITE ANALYSIS



Power transmission lines along First Avenue

The northern entry into the SCD occurs at the intersection of Seventh Avenue and Wisconsin Avenue. This intersection also presents some visual and sight line constraints when entering the area from Seventh Avenue. This intersection could benefit from some type of roadway reconfiguration and gateway feature to announce entry to the SCD from the north.

Condition of Property

While the SCD has many sound businesses, many of the facilities are outdated and require upgrading to keep pace with current market trends. Many of the retail facilities can be characterized by "strip mall" development that was prevalent in the 1970's and 1980's. This type of development generally contains stores laid out in a single line parallel to the street with parking in the front of the building. While the general trend is



Existing retail in the SCD

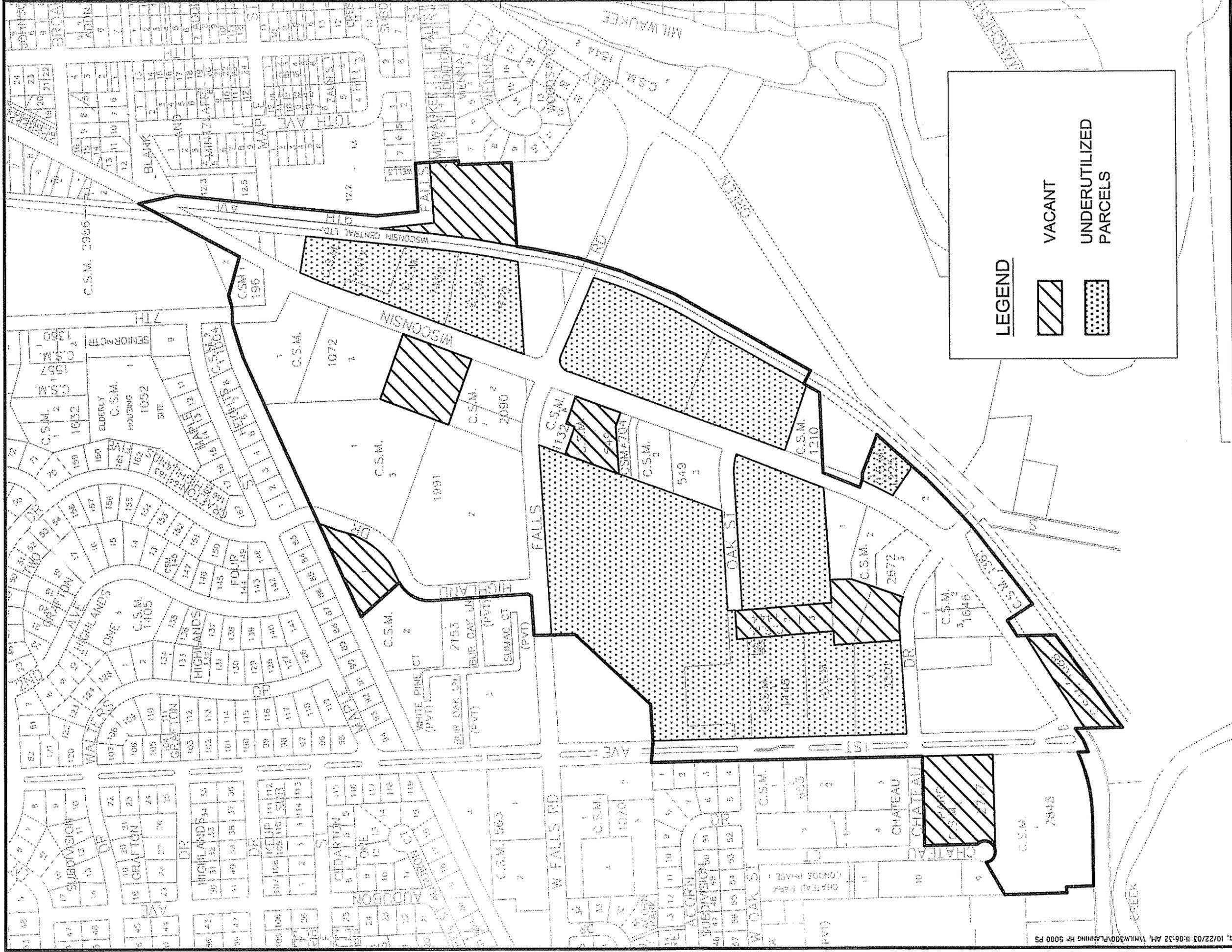
toward free standing retail buildings, the facades of many strip malls can be renovated to create a more desirable place to do business and shop.

II. SITE ANALYSIS

Map 5 shows the condition of property within the SCD. It shows several vacant and underutilized parcels including the Kohl's food store and Kmart properties. Also, many of the parking lots are underutilized and lack landscaping, which creates a sense of emptiness and lack of ownership within the SCD. If the condition of property in the SCD continues to decline, it could not only decrease property values within the district, but also have a negative effect on the surrounding residential neighborhoods.



Parking lot in front of commercial businesses



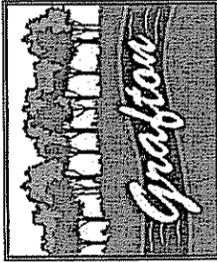
LEGEND



VACANT



UNDERUTILIZED
PARCELS



**MAP NO. 5 - PROPERTY CONDITION
REDEVELOPMENT PLAN
SOUTH COMMERCIAL DISTRICT
VILLAGE OF GRAFTON**



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III. MARKET ANALYSIS

A market analysis was conducted to help determine the potential for Grafton to attract new businesses to the SCD. The market analysis looks at the supply and demand of retail goods and services, but also incorporates locally known conditions that can't be measured. The market analysis will serve as a guide to determine appropriate types of new development for the SCD.

Existing Businesses

One of the most important aspects of any redevelopment plan is to consider and analyze the existing mixture of businesses in the area, as these businesses will provide the foundation for redevelopment efforts. The SCD is fortunate to have a strong presence of locally owned businesses as well as regional and national chain stores providing a diverse selection of goods and services.

The SCD has several strong anchor tenants, including Kohl's, Pick'N Save and Shopko that attract a large number of customers every day to the area. These businesses are complimented by at least two banks and a credit union and several fast food establishments. Furthermore, the district has several specialty stores such as Ace Hardware, Maurice's and Sears Hardware.

Market Area

The businesses within the Village of Grafton provide goods and services for residents. However, the businesses within the Village also capture regional market demand. Customers travel to Grafton to shop from the northern Milwaukee County suburbs, West Bend, Jackson, Germantown, Port Washington, Cedarburg and Saukville.

Cedarburg, in particular deserves some special attention because many of its residents shop in Grafton given its close proximity. Although Cedarburg attracts a substantial amount of tourists each year to its specialty shops, its residents are generally underserved with everyday retail goods and services. Many Cedarburg residents look to Grafton to provide those services. Also, the Village could capture at least a small portion of the tourist dollars by developing and promoting new development within the SCD.

To perform the market analysis, data was collected for two market areas. The first, which will be called the local market area, consists of the Village of Grafton. The second market area, which is called the expanded market area includes all of Grafton and Cedarburg, reaches west along Highway 60 capturing portions of Jackson and then north along Interstate 43, capturing parts of Port Washington and Saukville. It is important to analyze two market areas because demand for goods and services locally may be minimal, but regionally demand may be high. On the other hand, if particular businesses are located outside of Grafton demand locally may be high, but low regionally. These factors can help influence a business' decision to locate in the SCD or not.

Demographics

It is important to consider the demographics of the market area. Positive demographic characteristics can play an integral role in attracting new developments to the SCD. Ideally, developers and retail brokers like to work in areas that have healthy population

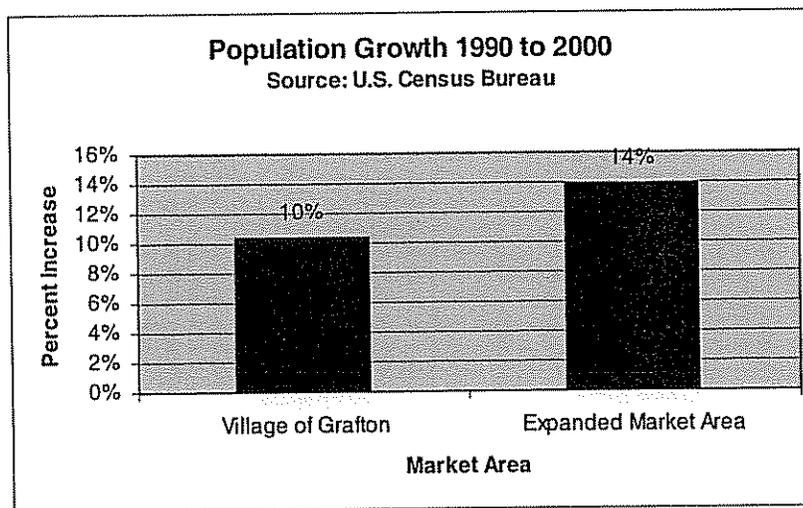
III. MARKET ANALYSIS

growth and sizeable disposable incomes. The Village of Grafton and the expanded market area has both.

Population

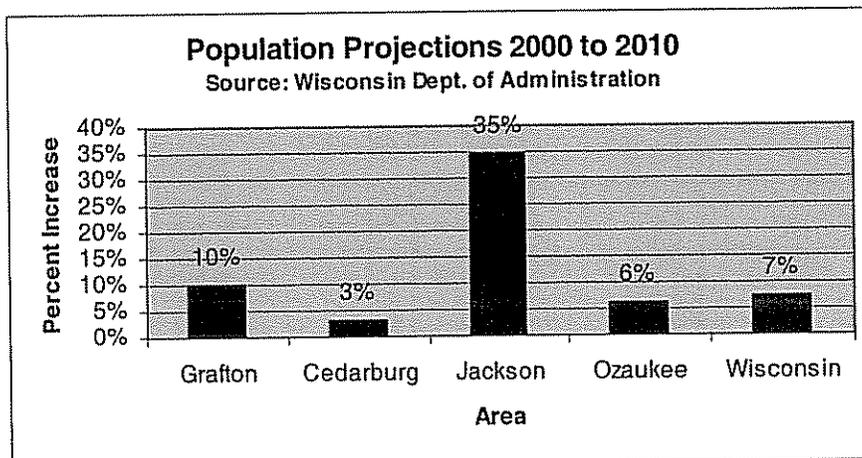
According to the U.S. Census Bureau, the Village of Grafton's 2000 population was 10,312. This is a 10 percent increase from 1990, which had a population of 9,340. The 2000 population for the expanded market area was 43,104 and in 1990 it was 37,857. This is a 14 percent increase over the 10 year time period. As shown in Chart 1, the populations for the local market area and the expanded market area are increasing rapidly.

Chart 1



The projected population for Grafton and the surrounding areas are expected to continue to increase between 2000 and 2010. As shown in Chart 2, Grafton's population is

Chart 2



III. MARKET ANALYSIS

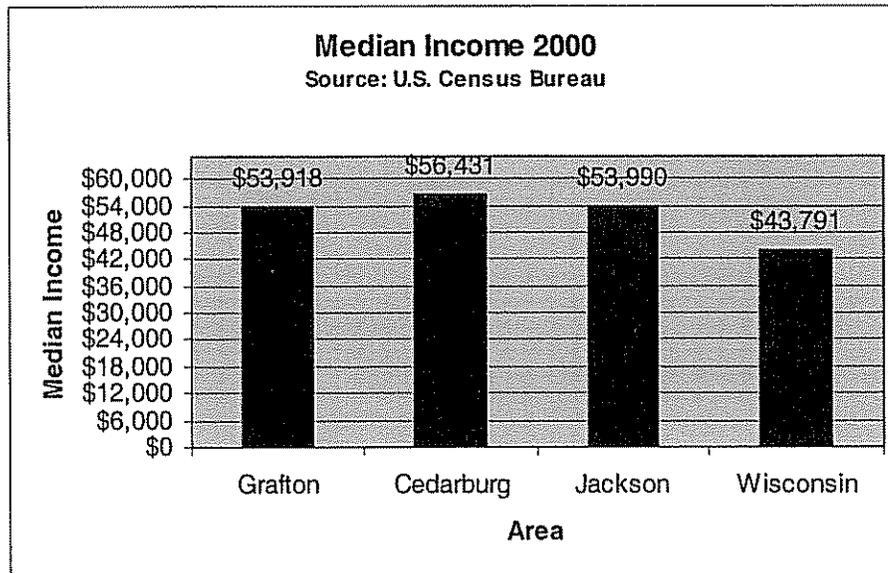
expected to grow at a faster rate than Ozaukee County and the state of Wisconsin as a whole. The population for Grafton in 2010 is expected to be 11,505, a 10 percent increase from 2000. Population projections for the expanded market area are not available. However, population growth for Cedarburg and Jackson represent a sample of the expanded market area's projected population. As shown in chart 2, Cedarburg's population growth (3%) will remain steady and Jackson will see rapid population increases (35%) over the next decade.

The population growth that has occurred and is anticipated for Grafton and the expanded market area is a sign of strong communities that attract new residents, increasing the demand for goods and services. This is important to retailers looking for new locations or for existing businesses considering expansions or renovations.

Income

Incomes in Grafton and the expanded market area are among the highest incomes in the State of Wisconsin. As shown in Chart 3, the median income for the state of Wisconsin in 2000 was \$43,791. The median income for Grafton was \$53,918, which is 23 percent higher than the state's median income. Although the aggregate median income is not available for the expanded market area, the median income levels for Cedarburg (\$56,431) and Jackson (\$53,990) can help demonstrate the income levels of the expanded market area. The median incomes for these communities are also substantially higher than the state's median income. As a result, Grafton and the expanded market area have relatively large disposable incomes that can be used to attract developers and retail brokers.

Chart 3



III. MARKET ANALYSIS

Retail Analysis

The retail analysis creates a guide to determine which commercial businesses could provide potential infill and redevelopment opportunities within the SCD. The first set of data is for the local market area, Grafton, while the second set of data reflects the expanded market area.

The retail market analysis for the Village of Grafton as displayed in Table 2 shows demand for some types of businesses is not being met locally. These businesses are highlighted in grey and are comprised of Automotive Dealers, Drug and Proprietary Stores, Furniture and Home Furnishing Stores and Gasoline Service Stations.

Table 2

Retail Market Analysis Village of Grafton			
Description	Potential Expenditures	Actual Sales	Deficit/Surplus Demand
Apparel and Accessory Stores	\$2,582,728	\$3,900,000	-\$1,317,272
Automotive and Home Supply Stores	\$1,942,217	\$2,200,000	-\$257,783
Automotive Dealers	\$30,052,064	\$0	\$30,052,064
Drug and Proprietary Stores	\$5,002,883	\$3,200,000	\$1,802,883
Eating and Drinking Places	\$12,108,340	\$19,000,000	-\$6,891,660
Food Stores	\$18,294,274	\$39,300,000	-\$21,005,726
Furniture and Home Furnishings Stores	\$4,006,899	\$2,000,000	\$2,006,899
Gasoline Service Stations	\$10,725,394	\$7,000,000	\$3,725,394
General Merchandise	\$10,516,412	\$27,300,000	-\$16,783,588
Hardware, Lumber and Garden Stores	\$9,732,902	\$18,100,000	-\$8,367,098
Home Appliance, Radio, and T.V. Stores	\$3,000,349	\$5,700,000	-\$2,699,651
Total Retail Expenditures/Sales	\$107,964,462	\$127,700,000	-\$19,735,538

Source: Claritas February 28, 2003

Demand for retail goods and services for the expanded market area are highlighted in grey in Table 3. This chart shows that demand is not being met regionally for Apparel and Accessories, Automotive and Home Supply Stores, Drug and Proprietary Stores and Gasoline Service Stations.

Table 4 compares the demand and supply of retail businesses of the local market area to the expanded market area. The table shows opportunity for new businesses within Grafton that can meet both local demand and regional demand. Those businesses are highlighted in grey and include Apparel & Accessories, Automotive and Home Supply Stores, Automotive Dealers, Drug and Proprietary Stores, Furniture and Home Furnishing Stores, and Gasoline Service Stations. The businesses that would be most appropriate for the SCD based on local conditions include Apparel and Accessories, Drug and Proprietary Stores, Furniture and Home Furnishing Stores and potentially Gasoline Service Stations.

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Table 3

Retail Market Analysis Expanded Market Area			
Description	Potential Expenditures	Actual Sales	Deficit/Surplus Demand
Apparel and Accessory Stores	\$10,229,239	\$7,200,000	\$3,029,239
Automotive and Home Supply Stores	\$7,842,651	\$7,200,000	\$642,651
Automotive Dealers	\$121,212,213	\$131,500,000	-\$10,287,787
Drug and Proprietary Stores	\$20,764,831	\$11,500,000	\$9,264,831
Eating and Drinking Places	\$48,343,271	\$77,400,000	-\$29,056,729
Food Stores	\$75,714,033	\$132,100,000	-\$56,385,967
Furniture and Home Furnishings Stores	\$15,545,330	\$21,200,000	-\$5,654,670
Gasoline Service Stations	\$43,915,635	\$21,400,000	\$22,515,635
General Merchandise	\$42,949,018	\$63,600,000	-\$20,650,982
Hardware, Lumber and Garden Stores	\$40,134,826	\$63,000,000	-\$22,865,174
Home Appliance, Radio, and TV. Stores	\$12,137,322	\$65,900,000	-\$53,762,678
Total Retail Expenditures/Sales	\$438,788,369	\$602,000,000	-\$163,211,631

Source: Claritas, February 28, 2003

Table 4

Market Area Comparison		
Description	Grafton	Expanded Market
	Deficit/Surplus Demand	Deficit/Surplus Demand
Apparel and Accessory Stores	-\$1,317,272	\$3,029,239
Automotive and Home Supply Stores	-\$257,783	\$642,651
Automotive Dealers	\$30,052,064	-\$10,287,787
Drug and Proprietary Stores	\$1,802,883	\$9,264,831
Eating and Drinking Places	-\$6,891,660	-\$29,056,729
Food Stores	-\$21,005,726	-\$56,385,967
Furniture and Home Furnishings Stores	\$2,006,899	-\$5,654,670
Gasoline Service Stations	\$3,725,394	\$22,515,635
General Merchandise	-\$16,783,588	-\$20,650,982
Hardware, Lumber and Garden Stores	-\$8,367,098	-\$22,865,174
Home Appliance, Radio, and TV. Stores	-\$2,699,651	-\$53,762,678
Total Retail Expenditures/Sales	-\$19,735,538	-\$163,211,631

Source: Claritas, February 28, 2003

Given that Grafton already has a regional draw to its community it is likely that it could draw upon the regional deficits of the expanded market area. The Village should look at creating a mix of businesses within the district that will serve the Village residents but also become a destination commercial center drawing from the expanded market area to meet this demand.

Industry Growth

Village of Grafton
South Commercial District
Redevelopment Plan

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Table 5 shows the fastest growing industries for southeastern Wisconsin between 2000 and 2015. Since these industries are expanding, they are potential targets for the SCD. The Machine & Computer industry is expected to grow the fastest, increasing by 134 percent. It is followed by the Electric Equipment and Wholesale Sales industries. Other growing industries include Miscellaneous Business Services, Auto Repair & Services, and Credit & Finance.

Table 5

Fastest-Growing Industries Southeastern Wisconsin By Value-Added (Billions 1992 Dollars)			
Industry	2000	2015	Projected Growth
Machine & Computer	5.81	13.57	134%
Electric Equipment	2.39	4.11	72%
Wholesale Sales	5.27	8.92	69%
Miscellaneous Business Services	3.03	5.06	67%
Auto Repair & Services	0.71	1.1	55%
Primary Metals	0.83	1.27	54%
Rubber & Plastics	0.74	1.13	53%
Credit & Finance	0.52	0.79	52%

Source: Wisconsin Department of Transportation & REMI Economic Model

From a commercial standpoint, businesses from this list that are most appropriate for the SCD are Miscellaneous Business Services, Auto Repair and Services, and Credit & Finance. The other businesses are more orientated towards light manufacturing; however, in some instances they may also be appropriate for the SCD.

Potential New Businesses to Target

The recommended businesses are based on the information provided in the market analysis. However, it also includes locally known market conditions that could not be analyzed in the study. The potential uses outlined in this section could be targeted new businesses for the SCD. The uses are arranged by districts; however, businesses from multiple districts could complement each other when appropriate to create a diverse mixture of land uses within the SCD.

Entertainment District

Although data to measure demand for an entertainment district was not available for this study, there are limited entertainment establishments in the local market area. Moviegoers need to travel to West Bend, Menomonee Falls or Mequon to see a first run movie. Furthermore, there are a limited number of family-orientated and sit-down

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restaurants in this area. This type of district creates a regional draw for typically evening hours and could include the following types of businesses:

- Movie Theaters (4-plex)
- Sports Bar
- Restaurants including a destination fine dining establishment
- Coffee shop
- Small restaurant or coffee shop with small entertainment venue

Automotive-Oriented District

The market analysis indicated demand for automotive supplies and sales. The automotive repair and service industry is expected to continue its growth as shown in Table 5. Although automotive sales may not be appropriate for the SCD because they require larger tracts of land, automotive repairs and automotive supplies could be considered one use that fits into the retail district. The following are examples:

- Auto supply store
- Auto service station

Specialty Retail

Specialty retailers that serve local communities can add a desirable amenity to a community. Also, they provide a niche in the retail market that is not served by the “big box” retailers that are generally attracted to locations along the freeway. Grafton already has some specialty stores and could build upon those in the SCD and the downtown. Examples of specialty retail stores include:

- Ace Hardware with knowledgeable staff in terms of home repairs and tools (The goal is to retain the existing Ace Hardware as an integral part of the SCD)
- Garden accessories for hard to find and unusual items
- Specialty food stores or stores offering a selection of utensils and ingredients for various types of gourmet or ethnic cooking
- Lighting store
- Wild Birds Unlimited or similar store catering to bird watching and feeding
- Specialty hobby stores
- Video / Electronics
- Furniture and home furnishing stores
- Specialty clothing and accessory stores

Light Industrial/Manufacturing

The Machine, Computer and Electric Equipment industries are rapidly growing within southeastern Wisconsin as shown in Table 5. Although the SCD is primarily slated for commercial development, some types of related light industrial/manufacturing businesses could be appropriate for the SCD. Some examples include:

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- Electronics controls manufacturing and installations specializing in home and small business applications. These include security, communications, home electronics, heating and air conditioning.
- Small scale specialty printing companies.

Miscellaneous Uses

There are other potential miscellaneous uses that could help support the SCD. The businesses would help diversify the economic base of Grafton and generate additional traffic and potential customers. The businesses include:

- Professional office building.
- Department store (in addition to Kohl's).
- Medical clinic.
- Senior-oriented housing or multi-family dwelling units, such as apartment buildings or condominiums units.

IV. REDEVELOPMENT CONCEPTS AND APPROVED REDEVELOPMENT PLAN

Four concept plan alternatives were developed for the SCD, including one do nothing scenario and three redevelopment scenarios that involve action from the Village of Grafton. Each redevelopment scenario included public improvements for utilities, streetscaping and roadway improvements. The Community Development Authority (CDA) was charged with the responsibility of determining which concept alternative would best guide future development in the SCD. That selected guide ultimately became Alternative 4 - which is referred to as the approved redevelopment plan for the area.

For sake of background information, the text of this section briefly discusses each concept plan alternative that was evaluated by the CDA, and also discusses in detail the approved redevelopment plan (Alternative 4), of which the rest of this study is based upon.

It is important to note that the zoning for the selected redevelopment plan will remain as it currently exists. If required, the Village will consider and evaluate zoning changes on a case by case basis as new developments or redevelopments arise.

Concept 1- Do Nothing Alternative

The "do nothing" alternative relied on natural forces of the real estate market to initiate the redevelopment of the SCD. The problem with the "do nothing" alternative was that generally real estate in the area would continue to decline in value along with the availability of leasable rental space. Furthermore, the uses that would move into declining commercial areas would be underutilized for the Village of Grafton. Under this scenario it would have been likely that the real estate market would continue to decline for a period of years until the buildings had little or no value.

The positive aspect of this scenario was that there was no risk of capital expenditures by the Village. However, the negative impact of a declining area within a community is that it negatively impacts property values in the SCD and adjacent neighborhoods. This, in turn negatively impacts the local property tax revenue for the community.

Concept 2 – Minimum Redevelopment Alternative

This alternative proposed a relatively conservative approach to the redevelopment of the SCD. The majority of the redevelopment was anticipated to take place along Wisconsin Avenue with approximately 268,000 square feet of potential mixed use redevelopment and 40,000 square feet of industrial use for a total of 308,000 square feet of redevelopment.

This alternative indicated Wisconsin Avenue would be reconstructed into a boulevard as part of the public improvements for the area. The plan also identified the reconstruction and reconfiguration of Chateau Drive as part of the plan to improve access to the Manchester Mall area.

Under this alternative Manchester Mall would remain in tact with minor remodeling taking place. This meant that the Village would be faced with major public improvement costs

IV. REDEVELOPMENT CONCEPTS AND APPROVED REDEVELOPMENT PLAN

with minimal new development potential. Tax revenue generated from a TID would most likely not be able to support loans for public improvements from the small increment in tax base.

Conversely, under this alternative Wisconsin Avenue would become a redeveloped corridor with new uses and enhanced aesthetic treatments. The positive message sent to developers would be that the Village cares about the area, which may have spurred developers to invest in the Manchester Mall buildings. Another positive impact was the increase to the Village's tax base.

Concept 3 – Two phased redevelopment approach with maximum redevelopment Alternative

This alternative proposed two phases of redevelopment with major new developments or renovations occurring. Phase 1 concentrated on redeveloping the Wisconsin Avenue corridor, similar to Alternative 2. The second phase of this alternative identified additional lands including Manchester Mall, Milwaukee Sign and Philipp Litho as potential redevelopment parcels.

This alternative had the potential to generate 560,000 square feet of mixed use and 40,000 square feet of industrial use, for a potential total of 600,000 square feet of redevelopment.

The negative aspect of this plan was that the Village would be faced with major public improvement costs. One major cost of this alternative would be the right-of-way required to rebuild Wisconsin Avenue as a boulevard and the additional cost of reconstructing it. A TID may not have been able to support the debt service for public improvements based upon this scenario.

Positive impacts of the alternative were that Wisconsin Avenue became a redeveloped corridor with new uses and enhanced aesthetic treatments. Additional improvements in and adjacent to the Manchester Mall would encourage developers to look seriously at the area for potential redevelopment. Another positive impact was the potential to substantially increase the Village's tax base.

Approved Redevelopment Plan Alternative 4 – Two phased redevelopment approach with maximum redevelopment

Alternative 4 is the approved redevelopment plan. It proposes the same development scenario as Alternative 3, except it does not include the reconstruction of Wisconsin Avenue into a boulevard. Wisconsin Avenue would remain the same with four lanes and a two way left turn lane in the center.

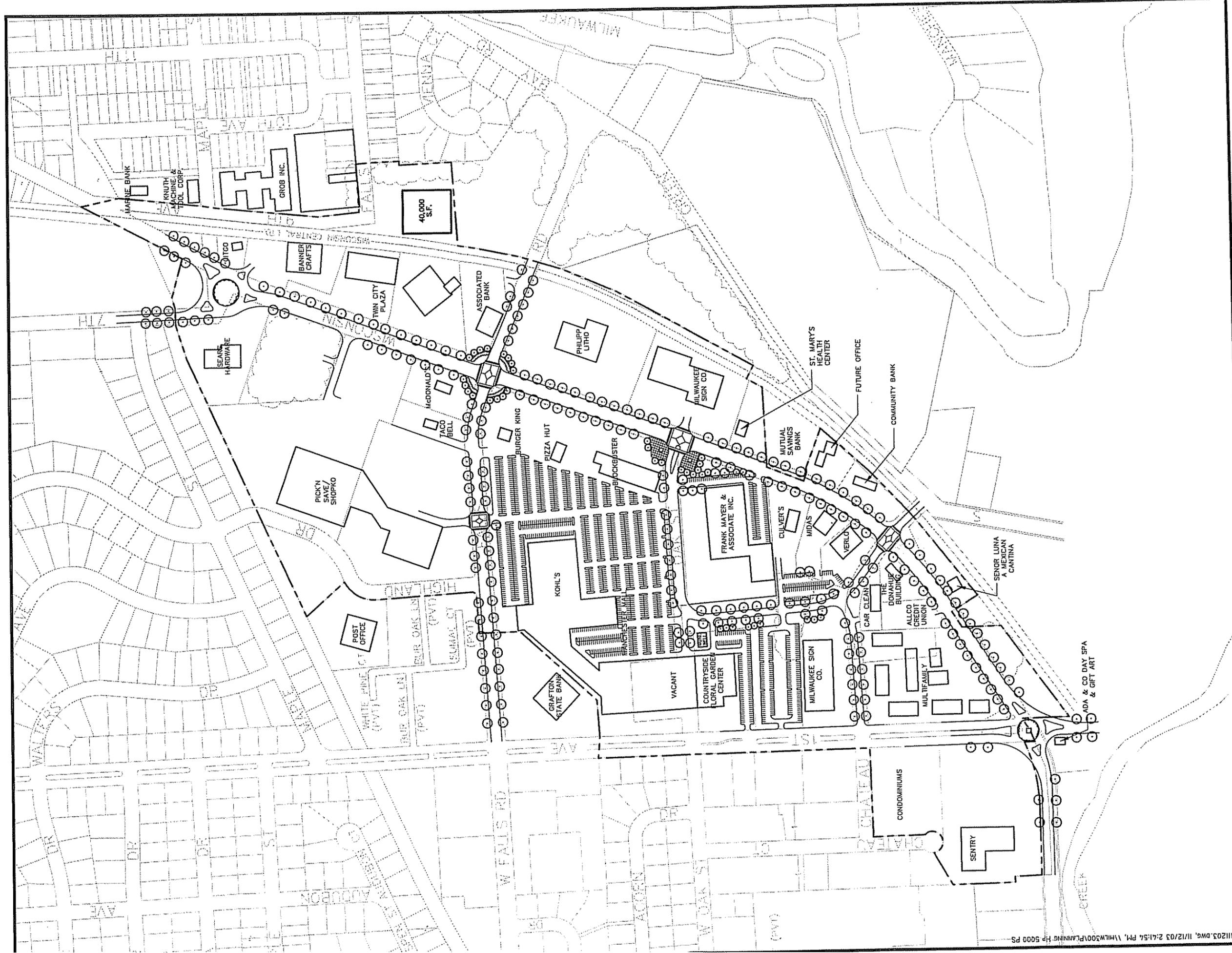
This alternative maximizes potential redevelopment utilizing 585,000 square feet of mixed use development and 40,000 square feet of industrial use, for an estimated total of 625,000 square feet of redevelopment.

IV. REDEVELOPMENT CONCEPTS AND APPROVED REDEVELOPMENT PLAN

The proposed development and redevelopment are expected to occur over two phases. Under Phase I emphasis is placed on upgrading existing business establishments and infilling vacant parcels. Phase II demonstrates a long term vision of what the SCD could look like in the future.

Positive and negative impacts are the same as those for Alternative 3; however, this alternative is more financially feasible because it does not require the reconstruction of Wisconsin Avenue.

In addition to the proposed commercial development in this alternative, multi-family developments could add to the customer base making the district more viable from the developer's perspective. Multi-family developments could expand next to existing multi-family developments within the SCD and offer a buffer to adjoining neighborhoods.



SOUTH COMMERCIAL DISTRICT REDEVELOPMENT PLAN

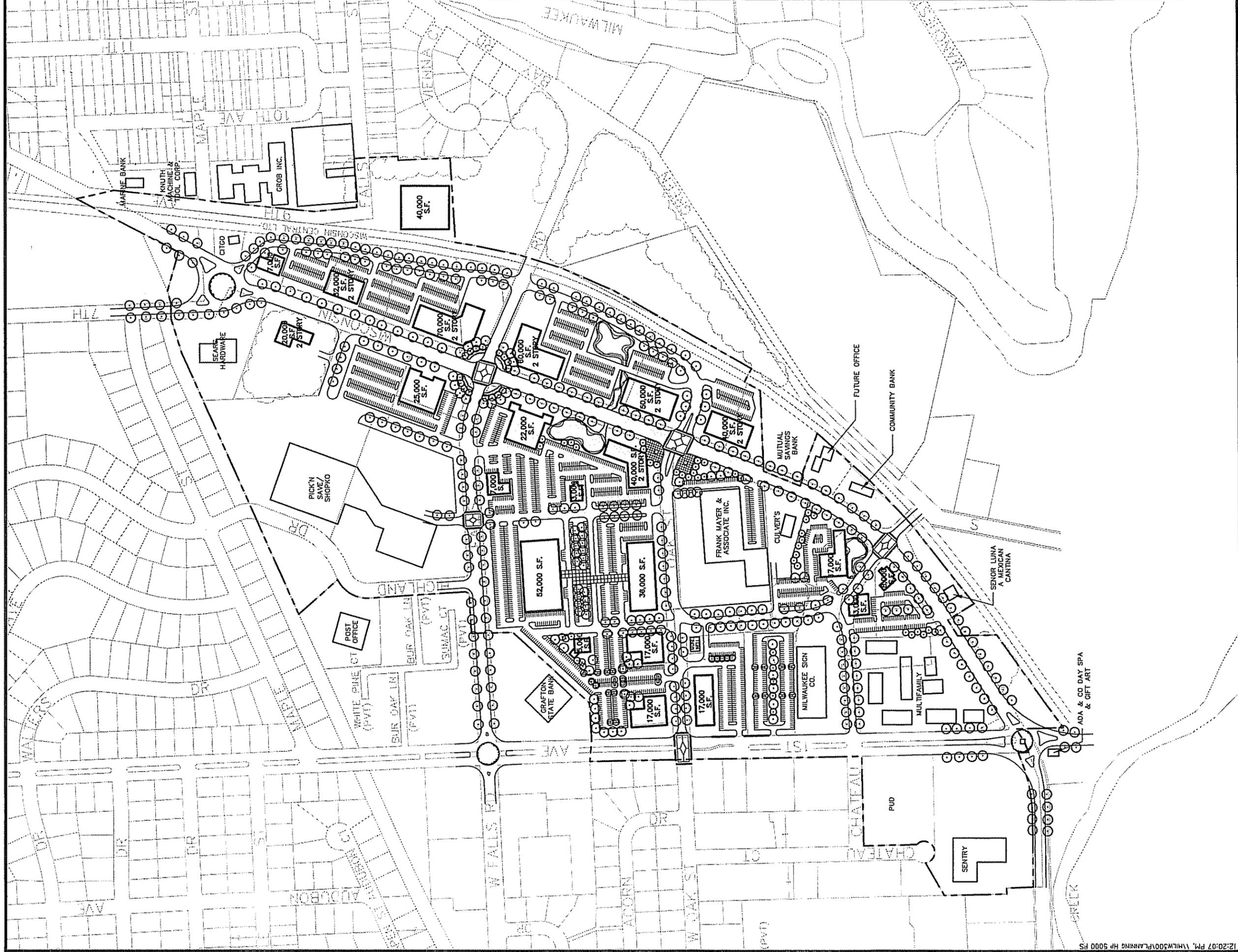
APPROVED REDEVELOPMENT PLAN - PHASE I
SHORT TERM AND LONG TERM REDEVELOPMENT PLAN



1" = 400'-0"

HNTB
ARCHITECTS ENGINEERS PLANNERS
11414 WEST PARK PLACE
SUITE 300
MILWAUKEE, WISCONSIN 53224

NOVEMBER 12, 2003



SOUTH COMMERCIAL DISTRICT REDEVELOPMENT PLAN

APPROVED REDEVELOPMENT PLAN - PHASE II
SHORT TERM AND LONG TERM REDEVELOPMENT PLAN



1" = 400'-0"

HNTB
ARCHITECTS ENGINEERS PLANNERS
11414 WEST PARK PLACE
SUITE 300
MILWAUKEE, WISCONSIN 53224

OCTOBER 23, 2003

V. PROPOSED PUBLIC IMPROVEMENTS

This section describes in greater detail the public improvements and aesthetic enhancements that are being proposed for the SCD. Elements are shown in Map 6 and described below.

Streetscape Development and Urban Design Elements

A streetscape design can create a distinctive character for the area, visually link the SCD with the Highway 60 traditional business district and make the area a more pleasant place for customers and businesses to shop and work. A streetscape program can be broken down into a number of phases or elements. Any of these elements could be combined into a larger implementation phase if desired. Appendix B provides examples of aesthetic enhancements that are discussed below.

- **Gateway features.**
Gateway features would be appropriate for the north entrance at the intersection of Wisconsin Avenue and Seventh Avenue and for the south entrance at the intersection of Wisconsin Avenue and First Avenue. Gateway features could be a simple sign on a masonry wall or as elaborate as a three dimensional sculpture with the Village's name and/or logo included in the design.
- **Wisconsin Avenue streetscape.**
Streetscape development along Wisconsin Avenue should include sidewalks along the east side of the roadway and street tree planting from First Avenue to Seventh Avenue. In addition, it should include the Village's selected ornamental lighting on both sides of the roadway and potentially locations for the installation of benches and trash receptacles.
- **Special intersection treatments.**
Key intersections within the SCD can be enhanced with special pavement and landscaping. The special intersection treatments should occur along Wisconsin Avenue at First Avenue, Oak Street and Falls Road. Also, a special intersection should occur at the Shopko/Kohl's entrance on Falls Road. When the roadway is extended, the intersection of Oak Street and First Avenue is another location for a special intersection treatment.
- **Wayfinding signage.**
Wayfinding signage helps direct vehicles and pedestrians to area shops and businesses. It should be continued throughout the SCD with special emphasis placed at the intersections of Falls Road and Wisconsin Avenue, Oak Street and Wisconsin Avenue and the north and south gateways.
- **Manchester Mall parking lot.**
Landscaping and special treatments could help break up the expansive Manchester Mall parking lot and create a unique public area that serves local business patrons. This area could be a grassed area with some special pavement for pedestrians along with a canopy of shade trees. Furthermore, Street tree planting and ornamental lighting should accompany the proposed Chateau Drive extension to the north into the Manchester Mall area. Also, it should occur along Oak Street and its extension to First Avenue as well as along Falls Road.

V. PROPOSED PUBLIC IMPROVEMENTS

Utilities

The district will require the upgrading of sanitary sewer and water mains along Wisconsin Avenue. The Village will need to televise the sanitary sewer to ascertain the extent of replacement. For the purposes of this study, it is anticipated that approximately half of the sanitary sewer will need replacement. Likewise, the study anticipated that approximately half of the water mains in Wisconsin Avenue will need replacement along with its associated hydrants.

There may be a need for a small number of replacement laterals for both sanitary sewer and water necessary for existing and potential new developments along the corridor. This will need to be determined as new buildings are constructed or existing buildings are renovated

Storm sewer modifications along Wisconsin Avenue will be limited to a reconstruction of catch basins with replacement of approximately half of the catch basins. Replacement of the storm sewer main is not anticipated.

Roadway Improvements

New roadway improvements are planned for the redevelopment to improve traffic circulation and make businesses more accessible to customers. Roadway improvements will include the potential construction of two roundabouts at the intersections of First Avenue and Wisconsin Avenue and Seventh Avenue and Wisconsin Avenue. The roundabouts will serve a number of functions within the district. First, they will act as traffic calming measures to slow vehicles as they move through intersections. Secondly, they will act as visual focal points upon entering and leaving the SCD. Lastly, they will reduce traffic conflict points within intersections and eliminate the need for signals at First Street.

Special intersections are proposed at four locations within the SCD. The intersections of Wisconsin Avenue and Falls Road, Wisconsin Avenue and Chateau Drive and Wisconsin Avenue and Oak Street will be treated as special intersections with special pavement and well defined pedestrian crosswalks. This type of special intersection tends to slow traffic and draw attention to the pedestrian environment. A potential fourth special intersection may be considered for Falls Road and the entrances to Shopko and Kohl's Department Store.

The redevelopment plan identifies two roadway extensions that are necessary to improve the access to the Manchester Mall area. The first is the reconfiguration of Chateau Drive. It will be extended to the north to connect with the Manchester Mall area and create an internal "loop road" within the development area connecting Falls Road with Wisconsin Avenue. The second roadway access point is the extension of Oak Street to First Avenue. This connection provides a new connection to the western residential neighborhoods.

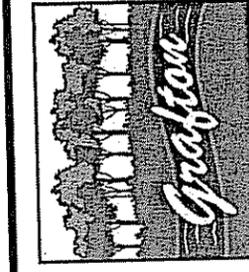
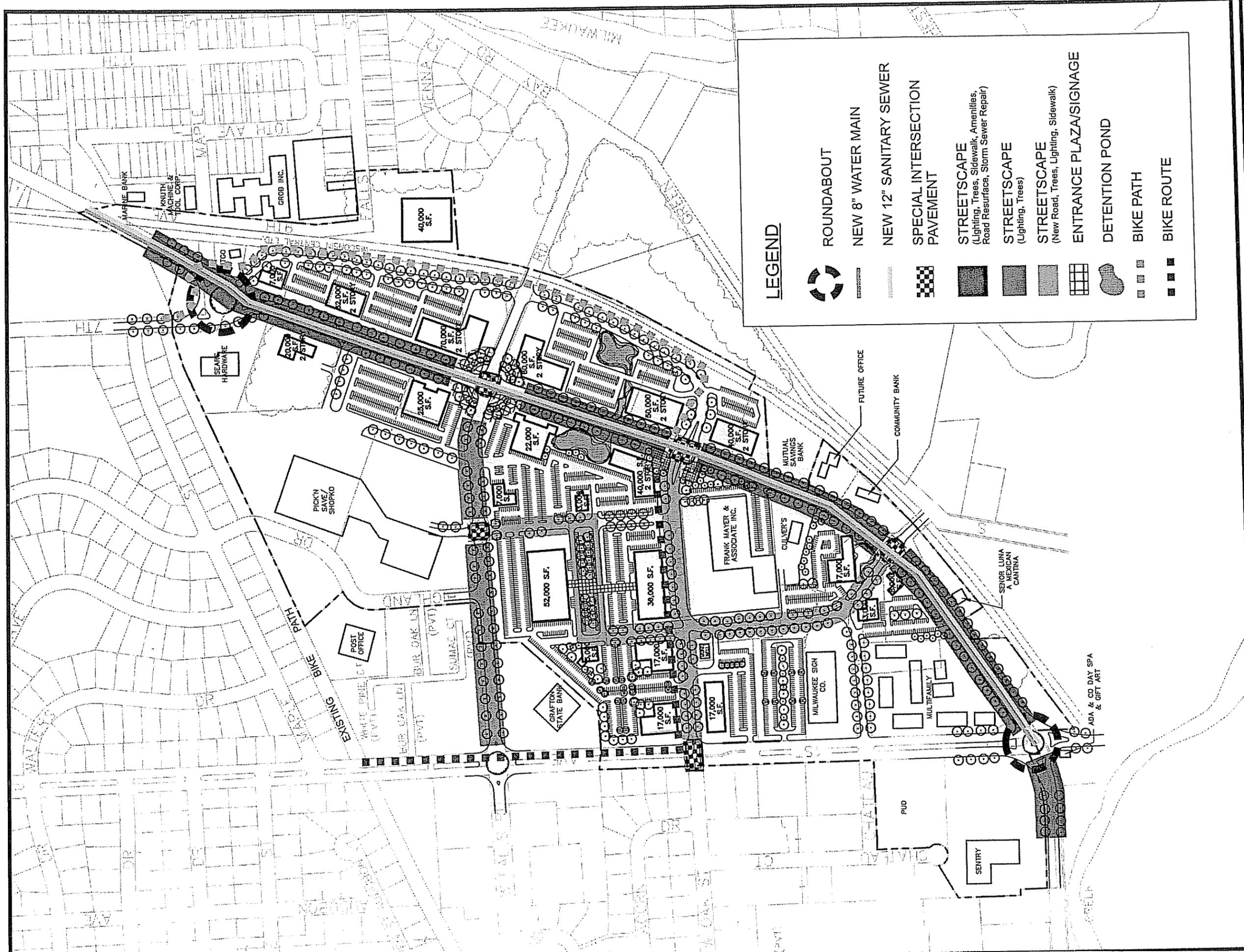
The final roadway improvement will be to resurface Wisconsin Avenue after the utility work has been completed. Wisconsin Avenue will remain a four-lane roadway with a

V. PROPOSED PUBLIC IMPROVEMENTS

two-way left turn lane in the center. No on-street parking is recommended within the SCD since all businesses have adequate on-site parking lots.

Economic Development Fund

To ensure the success of the redevelopment plan an economic development fund may be created. This could include incentives for developers to make site improvements such as landscaping and lighting around the building and in the parking lots. Also, it could provide incentives for façade upgrades on existing businesses. The fund should include money dedicated to a marketing plan that can be used to attract developers and retail brokers to the SCD.



MAP NO.6 - PUBLIC IMPROVEMENTS
 REDEVELOPMENT PLAN
 SOUTH COMMERCIAL DISTRICT
 VILLAGE OF GRAFTON



SCALE: 1" = 400'-0"

HNTEB
 ARCHITECTS ENGINEERS PLANNERS
 11414 WEST PARK PLACE
 SUITE 300
 MILWAUKEE, WISCONSIN 53224
 AUGUST 05, 2003

VI. EXPENDITURE SCHEDULE AND FUNDING

This section outlines the redevelopment plan expenditure schedule and funding mechanisms that will be required to carryout the proposed public improvements. The plan assumes the majority of the funding will come from Tax Incremental Financing (TIF); however additional non-TIF funding will also be pursued.

Schedule

The proposed public improvement expenditure schedule is shown in Exhibit 1. The figures are preliminary and will change when a Tax Incremental District (TID) boundary is finalized.

The proposed expenditure schedule expands a seven year time frame. This allows the Village to take a conservative approach to borrowing and moving ahead with improvements that will directly benefit planned development or redevelopment. By phasing the expenditures for public improvements to match the growth within the redevelopment area the Village ensures that its investments will be paid for by growth in tax revenue. Also, the seven year expenditure time-frame is consistent with the Wisconsin State Statutes regarding Tax Incremental Financing (TIF).

Tax Incremental Financing

The redevelopment plan assumes TIF will fund the majority of the proposed public improvements. TIF is a mechanism to fund public improvements and other related municipal costs for redevelopment projects. It was adopted into the Wisconsin State statues in 1975 and has been widely used throughout the state to help stimulate private sector investment and economic development.

A TIF is a desirable method to pay for improvements because the tax increment from new development within the district will pay for the majority of the proposed public improvements. This limits the Village's risk of debt and its potential impact on future property taxes within the Village.

The Village of Grafton is considering the creation of a TID to fund some of the proposed public improvements for the SCD. Boundaries of the TID and a financial analysis need to be finalized.

Potential Non-Tax Incremental Financing Options

It may be advantageous for the Village to look for additional funding mechanisms other than TIF for some of the proposed public improvements within the district. Introducing other forms of financing will reduce the burden on the TID and potentially allow the Village to pay off the TID ahead of schedule.

Although some general utility funding may used, the majority of non-TIF funding is expected to come from federal and state grants.

The following is a list of potential sources of non-TIF funding that could be pursued by the Village. The list in not intended to be all-inclusive since many grant and funding programs are in a state of change in today's tight budgetary climate.

VI. EXPENDITURE SCHEDULE AND FUNDING

The potential funding options include:

1. Stewardship Grants – This group of grants are administered through the Wisconsin Department of Natural Resources (DNR) and are limited to park, recreation and open space acquisition and improvement. These grants may be applicable for bicycle improvements within the district.
2. Statewide Transportation Enhancement Program (STEP) – This funding mechanism is administered through the Wisconsin Department of Transportation and includes funding (on a cost sharing basis) for some aesthetic enhancements along public roadways.
3. Transportation Economic Assistance (TEA) Grant – The TEA Grant program is administered through the Wisconsin Department of Transportation and includes funding for roadway projects that create jobs. An evaluation of the new job potential within the redevelopment area may qualify some of the roadway work for this program.
4. Transportation and Community and System Preservation Pilot Program (TCSP) – The TCSP is a “Livable Communities Grant” administered through the Federal Highway Administration (FHWA). Its intended use is to promote smart growth (clustered development and redevelopment) including transportation links, pedestrian facilities and alternative modes of transportation. While this grant program is on temporary “hold,” the Village should continue to monitor its funding status and be prepared to submit an application once funding is restored.
5. Congestion Mitigation and Air Quality Grant (CMAQ) – The CMAQ grant program is administered through the Wisconsin Department of Transportation and includes funding for projects that may reduce congestion or improve air quality. Bicycle facilities and roundabouts may qualify for this program.

Exhibit 1
Village of Grafton, Wisconsin
Proposed Public Improvements

Project Description	Estimated Budget Costs*														Total Cost* TIF	Total Cost* Non-TIF	Notes
	20 05		20 06		20 07		20 08		20 09		20 10		20 11				
	TIF	Non-TIF	TIF	Non-TIF	TIF	Non-TIF	TIF	Non-TIF	TIF	Non-TIF	TIF	Non-TIF	TIF	Non-TIF			
1. Roadway Improvements																	
a. Wisconsin Avenue (inc. intersections)									\$1,020	\$500							B, G
b. Wisconsin Avenue Utilities	\$30	\$30	\$340	\$340													B,C,D, G
c. North Roundabout					\$85	\$340											A,C,D, G
d. South Roundabout			\$90	\$340													A,C,D
e. Falls Road (special intersection)							\$50	\$25									A,C,D
f. Chateau Dr / Oak St and internal road connections									\$325	\$325							
Total Roadway Costs	\$30	\$30	\$430	\$680	\$85	\$340	\$50	\$25	\$1,345	\$825						\$1,940	\$1,900
2. Streetscape Improvements																	
a. Wisconsin Av (lighting, walks, stscape)											\$390	\$385					E, G
b. North Roundabout					\$60												E
c. South Roundabout			\$60														E
d. Falls Road									\$220	\$8							E,G
e. Chateau Dr / Oak St and internal road connections											\$450	\$50					E
f. Stormwater detention basins													\$200	\$200			E,G
g. Bike trail and bike lanes							\$20	\$228									E,D,G
h. Gateway features and wayfinding					\$190	\$10	\$190	\$10			\$190	\$10	\$190	\$10			E,D
Total Streetscape Costs			\$60		\$250	\$10	\$210	\$238	\$220	\$8	\$1,030	\$445	\$390	\$210		\$2,160	\$911
3. Redevelopment Projects																	
4. Planned Capital Improvements																	
5. General																	
a. Administration, CDA staffing, legal	\$50		\$50		\$50		\$50		\$50		\$50		\$50				
b. Economic development advising	\$25		\$25		\$25		\$25		\$25		\$25		\$25				
d. Marketing, developer negotiations business development	\$25		\$25		\$25		\$25		\$25		\$25		\$25				
e. Economic Dev. Master Fund	\$300		\$300		\$300		\$300		\$300		\$300		\$300				
Total General Costs	\$400		\$400		\$400		\$400		\$400		\$400		\$400			\$2,800	
Total Annual Cost	\$430	\$30	\$890	\$680	\$735	\$350	\$660	\$263	\$1,965	\$833	\$1,430	\$445	\$790	\$210		\$6,900	\$2,811

Total \$9,711

*All dollar figures are in thousands of dollars

Notes:

1. Construction dollars in 2003 dollars
2. Construction costs include 20% contingency for engineering, inspection and general construction
3. Construction budgets are subject to change based upon final Construction Documents
4. Construction Budgets and allocation of funds for public improvements should be reviewed annually

- A. Utilities not included
- B. Sanitary sewer and water included
- C. Relocation of power lines not included
- D. Land acquisition not included
- E. Streetscape elements only - No roadway improvements
- F. Public improvements only
- G. Non TIF sources- CIP, WisDOT grants, WDNR grants, Federal grants, private

VII. IMPLEMENTATION STRATEGY

Implementation of the redevelopment plan outlined in this report will be a shared responsibility involving the Village, the Community Development Authority (CDA), real estate brokers, developers and existing businesses and businesses owners. The successful implementation of this plan will require a series of action steps including approval of a TID and an amendment to the Village's Comprehensive Plan.

Implementation Action Steps

The following are a set of action steps that will be critical to implementing the plan. The action steps include.

- Adopt the SCD Redevelopment Plan.
- Amend the Village's comprehensive plan to be consistent with the recommendations set forth in this redevelopment plan.
- Establish a TID to fund public improvements
- Implement some portion of the public improvements early on to show the Village's commitment to the redevelopment of the area. This step alone sends a very strong message to developers that the Village is serious about the future economic vitality of the area. Implementation of specific improvements can coincide with private investment and should be proportional to the increment generated by any new development.
- Develop a marketing plan for the area in coordination with a consultant to assist in recruiting developers. Part of the plan should include a marketing brochure as well as a strategy to work with real estate brokers to search for potential developers.
- Offer economic assistance to developers for site improvements, utility extensions and roadway/access improvements. Economic assistance can also be used to encourage existing businesses to remodel building facades and other elements of their property.
- Form a SCD Business Improvement District (BID). While the Village of Grafton needs to do its part to help the redevelopment effort of the SCD, it is desirable for the business community to take an active role. Forming a BID has a number of important functions to ensure the economic viability of the SCD. The BID could develop a year long coordinated marketing campaign and work with local real estate brokers to actively recruit desired businesses to the area. Also, the BID could pursue the organization of periodic special events to be held in the SCD. Examples include art fairs, concerts, bike races, sidewalk sales, farmers markets, children's day, senior citizen's day and other events that attract potential customers and create activity in the area.
- The Village should hold open the option to acquire certain properties within the SCD.

VII. IMPLEMENTATION STRATEGY

Amending the Village's Comprehensive Plan

The Village Board, upon review and acceptance of the material presented herein, needs to adopt this document. Upon adoption of this document the Village thereby amends the Comprehensive Master Plan 2010 for the Village of Grafton.

IX. APPENDICES

Appendix A - Legal Boundary of Redevelopment Area

Appendix B – Aesthetic Enhancements

Appendix C - Architectural Design Guidelines

APPENDIX A – LEGAL BOUNDARY OF REDEVELOPMENT AREA

VILLAGE OF GRAFTON LEGAL BOUNDARY OF REDEVELOPMENT AREA

A portion of the Southwest 1/4 of Section 13, the Northwest 1/4 of Section 25 and the Northeast 1/4 of Section 26, Town 10 North, Range 21 East, Village of Grafton, Ozaukee County, Wisconsin, described as follows:

Commencing at the North 1/4 corner of said Section 25, which point is also the point of beginning of the district being described, thence West along the North line of the Northwest 1/4 of said Section 25 to the East right-of-way line of the Wisconsin Central Railroad, thence Southwesterly along said East right-of-way to the extension of the South line of Lot 1 of Ozaukee County Certified Survey Map No. 1210, thence West along said South line extended to the Southwest corner of said Lot 1, also being the East right-of-way of C.T.H. 57, thence Southwesterly and Easterly along said East right-of-way of C.T.H. 57 to the Northwest corner of Lot 1 of Ozaukee County Certified Survey Map No. 1225, thence Easterly and Southeasterly along the North line of said Lot 1 to the Northeast corner of said Lot 1 and the Westerly right-of-way line of the Wisconsin Central Railroad, thence southwesterly along the said Westerly Railroad right-of-way to the Southeasterly corner of Lot 1 of Ozaukee County Certified Survey Map No. 1361 thence Northwesterly along the extension of the Southwesterly line of said Lot 1 to the centerline of C.T.H. 57, thence Southwesterly along said centerline of C.T.H. 57 to the extension of the East line of Lot 1 of Ozaukee County Certified Survey Map No. 1088, thence Southerly along said East line extended to the Southeast corner of said Lot 1, also being the Northwesterly right-of-way line of the Wisconsin Central Railroad, thence Southwesterly along the Southeasterly line of said Lot 1 to the Southeast corner of said Lot 1, thence North along the extended West line of said Lot 1 to the centerline of C.T.H. 57, thence Southwesterly along said centerline of C.T.H. 57 to the extension of the East line of Lot 1 of Ozaukee County Certified Survey Map No. 2848, thence North along the extended East line of said Lot 1 to the Southeast corner of said Lot 1, thence Southwesterly and Westerly along the South line of said Lot 1 to the Southwest corner of said Lot 1, thence North and West along the West line of said Lot 1 to the Northwest corner of said Lot 1, thence Northeasterly along the North line of said Lot 1 to the West right-of-way line of Chateau Court, thence Southerly, Easterly and Northerly along the right-of-way of Chateau Court to the Northwest corner of Lot 1 of Ozaukee County Certified Survey Map No. 2747, thence East along the North line of said Lot 1 to the Northeast corner of said Lot 1 also being the West right-of-way line of First Avenue, thence North along said West right-of-way line to the Southeast corner of Lot 2 of Ozaukee County Certified Survey Map No. 1070, thence Easterly to the Southwest corner of lands described in Ozaukee County Warranty Deed, Volume 523, Page 870, thence East along the South line of lands described in said Warranty Deed to a property corner, thence Northeasterly along the Southeasterly line of land described in said Warranty Deed to a property corner, thence Northerly along the extension of the East line of lands described in said Warranty Deed to a point on the North right-of-way line of Falls Road said point being on the South line of Lot 3 of Ozaukee County Certified Survey Map No. 2153, thence Easterly and Northeasterly along said North right-of-way line to the West right-of-way line of Highland Drive, thence Northerly and Northeasterly along said West right-of-way of Highland Drive to the South corner of Lot 1 of Ozaukee County Certified Survey Map No. 2153, thence Northwesterly along the Southwesterly line of said Lot 1 to the Northwest corner of said Lot 1 and the Southerly right-of-way line of Wisconsin Electric Power Company lands, thence Northeasterly along said Southerly

APPENDIX A – LEGAL BOUNDARY OF REDEVELOPMENT AREA

right-of-way line to the Southwest corner Lot 2 of Ozaukee County Certified Survey Map No. 196, thence Southeasterly along the South line of said Lot 2 to the Southeast corner of said Lot 2 and the West right-of-way line of C.T.H. 57, thence Northeasterly along the East line of said Lot 2 to the Northeast corner of said Lot 2, thence Northeasterly to the South corner of Lot 2 of Ozaukee County Certified Survey Map No. 2986, also being the intersection of the East right-of-way of the Wisconsin Central Railroad and the West right-of-way line of C.T.H. 57, thence Southerly to the intersection of the South right-of-way line of Wisconsin Electric Power Company lands and the East right-of-way line of Ninth Avenue, thence Southerly along said East line of Ninth Avenue to the North line of Falls Street, thence East along said North line to a point of intersection with the extension of the West line of Lot 7 of Block 3 of Milwaukee Falls Addition, thence Southerly along the extended West line of said Lot 7 to the Southwest corner of said Lot 7, thence Easterly along the South line of said Lot 7 to the East line of the Southwest 1/4 of said Section 13, thence Southerly along the East line of said Section 13 to the point of beginning.

APPENDIX B – AESTHETIC ENHANCEMENTS

The redevelopment of the South Commercial District presents an opportunity to create a unique retail district in Grafton. This can be accomplished through a streetscape program that enhances the area's aesthetics and creates a visually distinct district. Possible improvements include developing a district logo, installing high quality street furniture, ornamental lighting, and street trees, enhancing key intersections, and, where appropriate, replacing traditional intersections with roundabouts. Also, landscaping will play a critical role in improving the aesthetics of the area.

Identity Logo

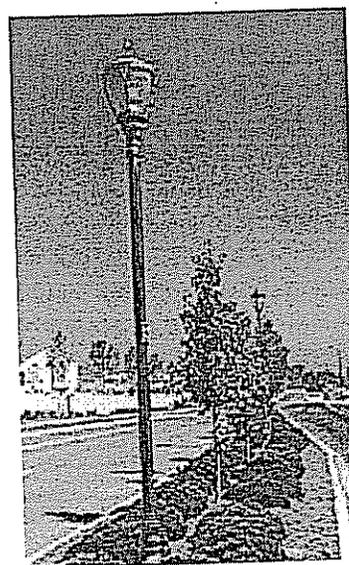
Creating a distinctive design through an identity logo throughout will be an important part of forming a district identity for the redevelopment area. The identity logo can be incorporated into district entry monuments, street signs, and metal banners on light poles.

Selecting a name for the area will be important to create a distinct sense of place within the SCD. Words that might be incorporated include:

- Village
- Green
- Grafton
- View
- Promenade
- South
- Esplanade
- Wisconsin venue
- Circle
- Center
- Town
- Park
- Commons
- River

Ornamental Lighting

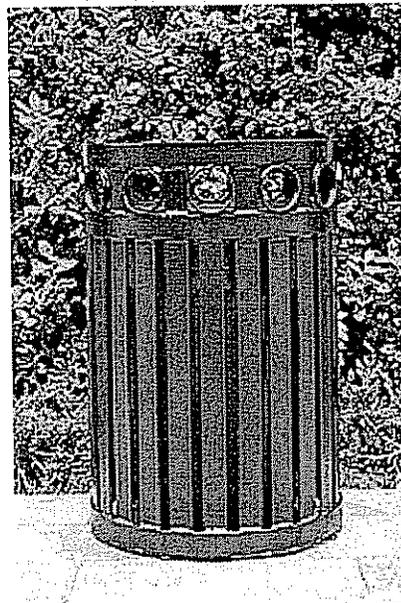
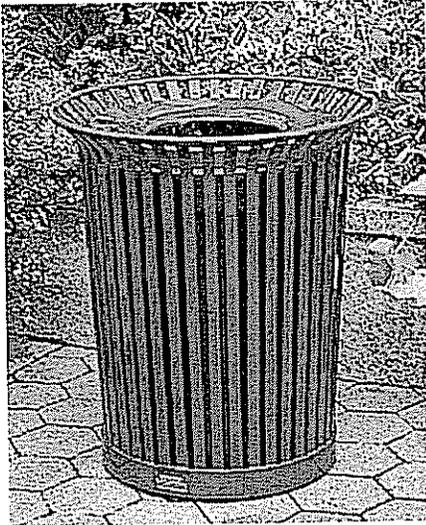
The ornamental lighting that exists on Washington Street should be extended down Wisconsin Avenue. For consistency, the same Sternberg fixture and pole should be utilized where possible. However, the width of Wisconsin Avenue might necessitate a taller pole height. To create a slight variation from Washington Street, a different color powder coating can be selected for the lighting on Wisconsin Avenue.



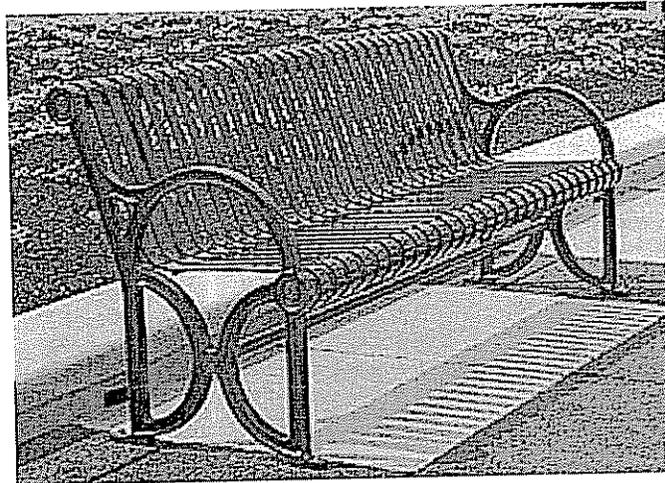
APPENDIX B – AESTHETIC ENHANCEMENTS

Street Furniture

The use of decorative street furniture increases the level of pedestrian amenities. Attractive, durable benches and trash receptacles should be selected. Some options for the area are shown below. These elements should be powder coated to match the ornamental lighting along Wisconsin Avenue. The style, material, and color of the selected street furniture further define the character of the redevelopment area.



APPENDIX B – AESTHETIC ENHANCEMENTS



Special Intersections

Some key intersections in the new development area include West Falls Road, Oak Street, and Chateau Drive. To help define these intersections, colored and imprinted concrete should be utilized. The contrasting colors break up wide expanses of pavement and helps delineate pedestrian crosswalks. The selected color should complement the existing colored concrete and pavers found along Wisconsin Avenue. Universal accessibility must be kept in mind when choosing an imprinting pattern; rough, irregular patterns should be avoided.

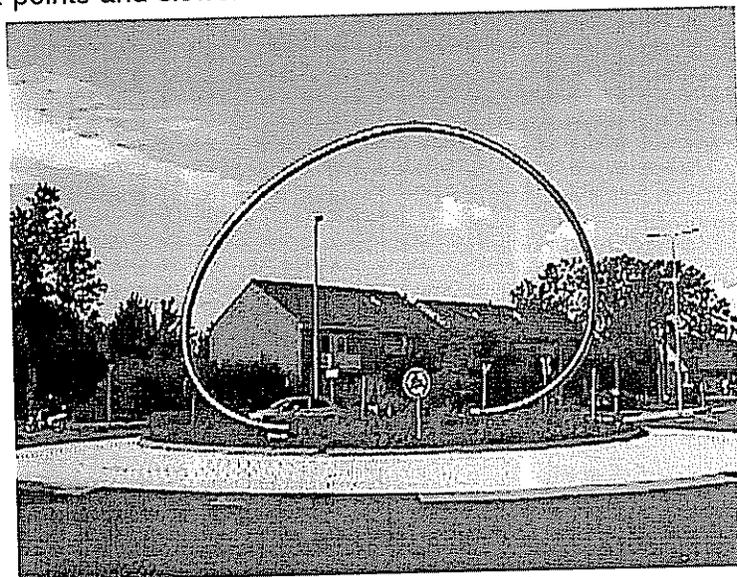


Where space allows, additional streetscape features can be added to further define intersections. The example below shows an attractive planter. Seating or sculpture is also an option.



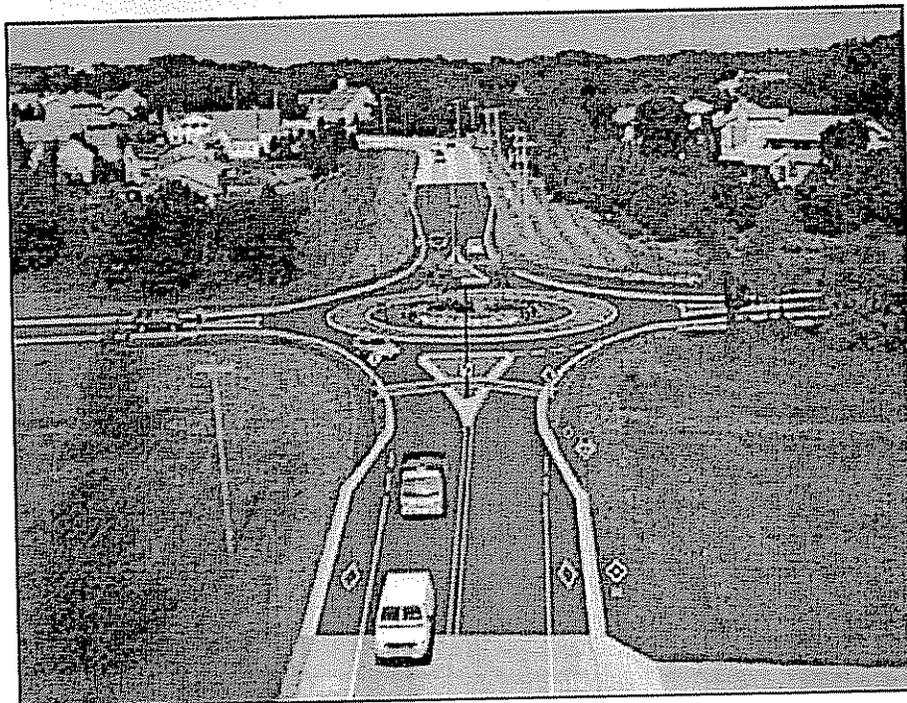
Roundabouts

Roundabouts provide an excellent opportunity to create a dramatic entry statement for the new development district. The central island can be landscaped to provide color and seasonal interest, and could also feature a community welcome sign or sculpture that incorporates the district logo. Roundabouts reduce automobile accidents due to fewer potential conflict points and slower traffic. Pedestrians also benefit from refuge islands

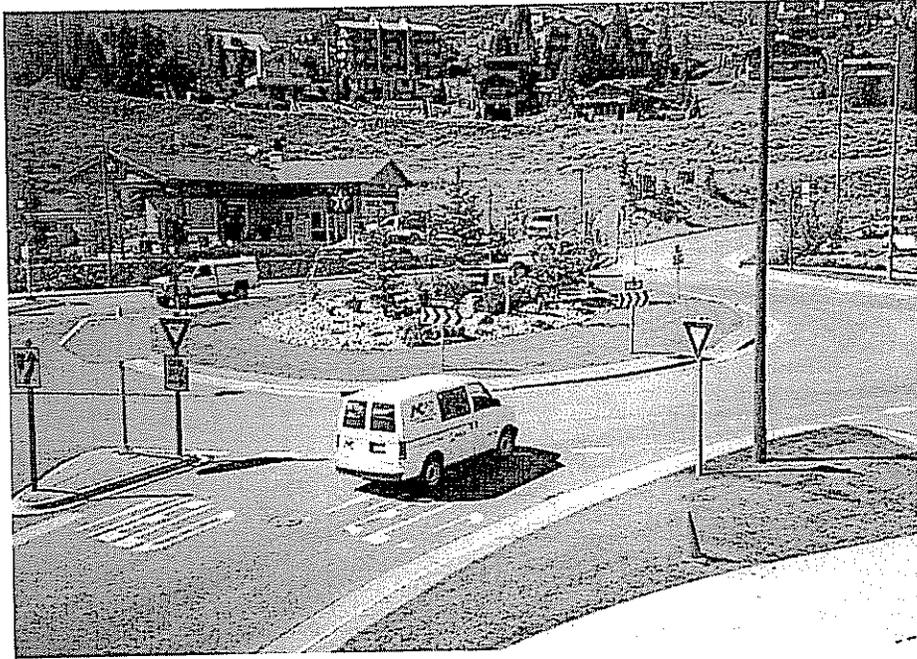


associated with roundabouts and the slower traffic speeds.

APPENDIX B – AESTHETIC ENHANCEMENTS



APPENDIX B – AESTHETIC ENHANCEMENTS



Landscaping

Wisconsin Avenue currently has street trees along some stretches, but not in others. Street trees planted at regular intervals, where possible, would unify the corridor and create a visual edge as a user progresses through the corridor. Street trees also help define a road, by focusing views. The soft texture of foliage breaks up the visual impact of large amounts of paving in urban areas.

APPENDIX C – ARCHITECTURAL DESIGN GUIDELINES

One of the goals of the South Commercial District is to work toward a more aesthetically pleasing collection of structures. Architectural enhancements will visually announce the special nature of this redeveloped district and help attract targeted businesses. The guidelines are intended to be liberal enough to give architects a wide variety of design options and at the same time give the Village the type of visual quality desired within the district.

Industrial, commercial, and multi-family residential buildings and their sites shall be designed in a manner consistent with the guidelines set below. These guidelines are intended to be in accordance with and not supercede other applicable Village codes and State statutes.

Design Context

It is the intent of the Village that new buildings or additions to existing buildings constructed within the South Commercial District (SCD) will create a distinct high quality visual character for the area and help to create an identity unique to the SCD. To meet that goal, the Village has created the following set of design guidelines to assist property owners and developers as they prepare plans for new construction and substantial renovation or expansion of existing buildings. These guidelines are intended to apply to all news developments, redevelopment and building upgrades in the SCD. They are intended as guidance subject to review by the Village Plan Commission.

It is not the intent of the Village that these guidelines dictate public taste or a particular school of design. The Village encourages good design in every project. However, it recognizes that good design may be in conflict with its surroundings. These guidelines attempt to create a harmonious environment throughout the Village and set a high aesthetic design standard to protect property values.

The following general guidelines apply:

- A. New buildings should be compatible with nearby buildings in terms of materials, scale, proportion, and visual organization.
- B. Buildings areas with pedestrian traffic should be scaled and detailed for the pedestrian, not the automobile driver or rider.
- C. Specific features contributing to the understanding of a building's history or development should be created, restored, or maintained.
- D. New buildings should be oriented toward the principal street abutting the parcel or clustered along internal drives.
- E. All building facades visible from public streets need to address the street with the design and placement of windows, doors and other details.
- F. Designs should take into account the building and the site as a whole composition, not as competing factors. The site, the setting, and the amenities surrounding the building on the site should be considered important components of the building's design.

APPENDIX C – ARCHITECTURAL DESIGN GUIDELINES

Setbacks

Setbacks are determined by ordinance for each zoning district. Setbacks will reflect the general character of the zoning district in which a building is to be constructed or renovated. In keeping with the character of that district, a minimum front yard setback will be applied except as otherwise determined by the Plan Commission as part of its site plan review. It is intended that new buildings be situated toward the front of the lot along Washington Avenue.

Building Materials and Colors

Building materials and color schemes should generally follow a similar theme as other buildings in the area to create a cohesive and consistent architecture character. It is not the intent of the Village to prevent architectural expression; however, it is interested in the outcome of design efforts as they relate to the overall image of the area. Therefore, the Village requires detailed colored building exterior elevations of all exterior surfaces clearly showing all building material types, colors and textures as part of the submittal package to the Plan Commission. Building exterior elevations should include signage, light fixtures and accurate exterior finished grade.

The submission of a material board depicting samples of all proposed exterior materials including masonry samples, paint color chips with manufacturer's name and number, roofing materials and exterior wall treatments is required as part of the application. Materials will be identified on the elevations or attached specifications. Following their review, the Plan Commission will rule on the acceptance of the proposed materials for each application. The following guidelines are intended to show examples of the type of materials suggested for building design and construction.

Building Materials

The Village requires the use of quality building materials such as brick, wood, and decorative concrete materials. Plain concrete block or unfinished metal surface materials are not acceptable. Use of highly reflective surfaces will be discouraged except in certain special cases to be determined by the Plan Commission.

- A. Materials should be selected for suitability to the type of building and style in which they are designed and are used or intended to be used. Materials should also be in harmony with surrounding buildings.
- B. Buildings and additions should continue the same building materials on all sides visible or partly visible from the public walkway.
- C. The use of natural materials is encouraged including stone, brick and wood. This does not preclude the use of pre-cast materials including decorative concrete block as long as their use corresponds with these guidelines.
- D. Use a predominant facade material and a limited number of compatible secondary facade materials consistently and uniformly on all facades of the building.

APPENDIX C – ARCHITECTURAL DESIGN GUIDELINES

- E. Outbuildings on a parcel should be designed to be compatible to the principal structure on the site in scale, materials and colors.
- F. Roofing design and materials should be consistent with the architectural style of the building or addition and surrounding buildings. High quality architectural roofing materials should be used on all roofing elements visible to the public on all elevations.
- G. Avoid dominating roof overhangs. Roof elements should compliment the horizontal elements of the facade and relate to pedestrian scale. When compatible, use architectural elements such as gables and dormers to break up long horizontal lines.
- H. Wherever possible, parapet walls or other acceptable architectural screening should block rooftop HVAC units from public view.

Color

- A. A variety of textures and colors achieved by using natural materials is encouraged.\
- B. A palette of exterior colors should be established throughout the site. A limited number of harmonious colors should be used. This color palette should unify the principle building and all other buildings on the site into a single visual composition.
- C. The painting of masonry materials is discouraged. Wherever possible, colors should be integral to building materials and not applied. This not only enhances the design but requires less maintenance and will maintain its original appearance longer.
- D. Colors for predominant facade materials should be a range of earth tones which reflect natural materials.
- E. Secondary, or trim, colors should compliment the predominant color. Contrasting colors should not dominate the visual character of the building or addition.
- F. Ancillary features such as downspouts, HVAC grills, utility connections, communications antennae and equipment, etc. should be painted the color of the background wall.

Entrances and Windows

The placement of windows and doors on a building are an important part of its overall design. Well designed windows and doors and their placement can define the overall composition of a design. The following are a set of guiding principles for entrances and windows:

- A. Window and door placement should be used to avoid large blank walls on elevations visible to the public. Blank walls should especially be avoided along sidewalks.

APPENDIX C – ARCHITECTURAL DESIGN GUIDELINES

- B. Window placement can enhance community safety. Pedestrians should feel comforted by window placement with a sense that street crimes could be observed and police summoned to provide assistance.
- C. Entrances should be clearly visible from parking areas and pedestrians walkways. Entrances should provide some element of shelter from inclement weather.
- D. The design, quality of materials, scale, and character of the entrances should identify which are public and which provide staff or auxiliary access to the building. Indicate a clear hierarchy of entrances.
- E. Design windows and doors to form a part of the overall composition of the building.

Lighting

The illumination of a building is an important architectural and public safety feature. The following guidelines are designed to make the best use of exterior lighting fixtures without creating a nuisance for surrounding properties.

- A. Building facades and identification signs should be illuminated after dark.
- B. Area floodlighting shall not be mounted on the building except at the loading dock in which case a hooded light fixture will be used to direct lighting downward rather than toward adjoining properties.
- C. Lighting fixtures should match the color, style, and height of streetscape light fixtures, where appropriate.
- D. The use of colored light bulbs or spotlights is prohibited.
- E. Exterior lighting should be presented in a lighting plan which identifies all exterior lighting features, either mounted on the building or freestanding, along with dispersion pattern, intensity of light, and cut-off shielding that reflects away from the street. Light distribution should not spill over between adjacent parcels. Pedestrians should not be able to see the light source and glare should be minimized.
- F. Overpowering light levels should not be used.
- G. Lighting that highlights landscaping is encouraged.

APPENDIX C – ARCHITECTURAL DESIGN GUIDELINES

Signage

Signs are a necessary part of any business district. In addition to the vital function of identifying each business, signs also contribute to the image of the individual business as well as the district as a whole. Signs play an important role in creating the visual character of the district and have the ability to enhance the image of the area or detract from it. Visual clutter is often the result of uncontrolled signage. Business signs should accent the building and function as part of the overall composition of the building. A good sign should express a simple, clear, and legible message.

- A. Signs on each property shall be limited to business identification signs and directional signs.
- B. Individual business centers will be permitted either a wall sign or a monument sign.
- C. Multi-tenant centers will be permitted a monument sign to identify the name of the multi-tenant center or building. Such signs shall not contain the names of tenants or occupants of the center. Tenants of multi-tenant centers with exterior entrances will be permitted a wall sign.
- D. Sign typeface should not be overbearing to the scale of the building.
- E. Signs should be indirectly lit by separate clearly articulated architectural lamps mounted to the exterior of the building, above and below the sign.
- F. Pole signs are not recommended.
- G. Recommended types of signs include:

Monument Signs

Sign Location

Signs must be located between the front property line and the front face of the building.

Sign Size

A monument sign may be double-faced. The area of each sign face shall be computed as 0.6 square foot multiplied by the lineal front foot dimension of the property, to a maximum area of one hundred (100) square feet. Monument signs shall be limited to 10-15 feet in height.

Materials and Landscaping

Monument signs must be placed on a solid base constructed of the principle materials used in the visible elevations of the building. Monument signs shall be located in a landscaped area of meaningful open space.

APPENDIX C – ARCHITECTURAL DESIGN GUIDELINES

Wall Signs

Sign Location

Wall signs must be located on the facade of the building. Signs located on the facade shall be mounted parallel to the face of the façade with individually channel-mounted letters. Signs extending perpendicular or at an angle from the building facade are not permitted.

Sign Size

The area of each sign face shall be computed as .8 square foot the lineal front foot of the building, to a maximum of one hundred twenty five (125) square feet.

Directional Signs

Directional signs shall be a post and panes system and shall be limited to six square feet in size and three feet in height above the finished grade and shall match the color and style of streetscape light fixtures. Not more than one sign shall be provided at each access drive. Directional sign materials shall conform with the overall design of the site.

- H. Sign lighting shall be ground mounted or internally illuminated. Ground mounted fixtures shall not be visible from the street. Neon and other special lighting techniques are subject to Plan Commission approval on a case by case basis. Flashing and rolling lights and electronic message boards are not permitted.

Service and Utility Areas

Every building has some functions which are necessary to the operation of the building but do not need to be visible to or accessible by the public. General guidelines for the treatment of these areas follow:

- A. All service and utility areas should be located away from the view of the general public. To the extent possible, these areas should be in the rear of the building; however, they should never be located adjacent to residential uses or on the primary street elevation.
- B. Provide adequate space for vehicular access to service areas. Parking for service areas should be located in the rear of building and screened from pedestrian view.
- C. To the extent possible, the building design should screen these areas from public view. If space permits, utility and service functions should be enclosed with the building envelope.
- D. Where possible, incorporate trash and waste disposal facilities within the building envelope.
- E. Where trash and waste disposal facilities must be outside the building envelope, they must be screened from public view. When not located adjacent to the building, they

APPENDIX C – ARCHITECTURAL DESIGN GUIDELINES

must be screened by a walled enclosure with at least three sides and preferably four. This enclosure should be located in a manner least visible to the passing public.

- F. Utility connections or other appurtenances should be screened and camouflaged by harmonious color selection or landscaping. To the greatest extent possible, these intrusions should not be placed on the front facade of buildings or additions.
- G. If rooftop mechanical equipment is deemed necessary, it must be screened from public view by architectural building treatments.

Parking and Loading

Providing customer parking and access for loading and service is a necessity for any business. It is not, however, the prime objective of the business. Parking is a support service and should be treated as such. It should be as unobtrusive as possible and easily accessible. Parking requirements for each zoning district are found in the Village zoning ordinance.

- A. Parking lots shall be designed to include landscaped islands with vegetation providing shade and aesthetically tying the area into the rest of the site. Islands should be of a size and configuration to ensure the viability of the plant materials used. Screening requirements for parking lots are found below.
- B. All parking areas shall be surfaced with a dustless all-weather material such as bituminous concrete or asphalt. All parking area materials shall be of sufficient strength to maintain the surface and support the normal load placed on it.
- C. All parking areas shall be designed with curbing and/or wheel-stops for each parking space.
- D. Whenever possible, surface parking is to be located at the rear or to the side of the structure it serves, not extending toward the street past the front of the building.

Screening

Visual screening allows incompatible land uses such as sidewalks and parking lots or commercial businesses and residential homes to co-exist. It lessens the visual impact and provides a physical barrier between uses. Guidelines for the use of screening are as follows:

- A. Screening, when required, shall consist of masonry walls, solid wood fences, densely planted hedges, earthen berms, and combinations of the aforementioned where appropriate. Earth berms shall not exceed a slope of 3 horizontal to 1 vertical (3:1), for lawn areas. Berms planted with ground covers and shrubs shall not exceed a slope of 2 horizontal to 1 vertical (2:1). Berms should be graded to appear as smooth, rounded, naturalistic forms.
- B. Incompatible land uses on adjacent properties shall be separated by a landscape strip generally eight feet in width containing a four-foot high screen.

APPENDIX C – ARCHITECTURAL DESIGN GUIDELINES

- C. In areas adjacent to residential developments, solid visual screening, such as wall, fences, and berms shall be required with a minimum height of four feet. In addition, a semi-transparent vegetative screen shall create 50 percent opacity of the developed area above the solid man-made screen to a height of six feet.
- D. All surface parking is to be visually screened from the roadway and adjacent residential developments. The screen is to be a minimum of four feet above the existing elevation adjacent to residential properties and four feet along road frontages and constructed of materials compatible with any adjacent structure. Acceptable materials include but are not limited to masonry walls and wood fences. Also acceptable are densely planted hedges and earthen berms. All walls and fences shall be aligned or set back from the face of the adjacent structure.
- E. As noted in the previous section, all loading and utility areas, including dumpsters and trash bins, shall be screened from public view with a solid screen. The screen shall be at least one foot higher than the top of the dumpster or similar receptacle. Loading areas shall be screened from view from adjacent properties. The appropriate screening method will depend on the extent and layout of loading areas and shall be approved by the Plan Commission.
- F. The owners and tenants of affected properties in each zoning district shall be jointly responsible for the maintenance of all landscaping which shall be kept in good condition so as to present a healthy, neat and orderly appearance. No plant material shall be allowed to encroach on rights-of-way and easements to the extent that motorists' or pedestrians' vision of vehicular traffic is impeded.
- G. The owners and tenants of properties adjacent to landscaped easements shall be responsible for general maintenance of that portion of the easement. Maintenance shall include mowing and general clean up.
- H. Fences are used for the purpose of screening, security, and pedestrian control. All fences should appear to be an integral component of the site design. Fences shall be made only of masonry, wood or natural plant materials; however, in certain cases alternative materials may be used with the approval of the Plan Commission. Fences should be aesthetically pleasing while unobtrusively providing the security and control required.
- I. Fencing shall not be located in the front yard or easements unless approved by the Plan Commission.
- J. Maximum fence height shall be limited to six feet without specific City approval.
- K. All fences and walls shall have the structural components, including posts and stringers, facing the inside of the lot.

Landscaping and Green Space

All development shall devote a minimum of 25 percent of the site to planted landscape development. Landscape plans should be presented to the Plan Commission for approval.

APPENDIX C – ARCHITECTURAL DESIGN GUIDELINES

The amount of interior landscaping of off-street parking areas shall amount to no less than 10 percent of the total area used for parking. The minimum size of each landscape area shall not be less than one hundred square feet. A minimum of one large canopy tree shall be required for every one thousand square feet of landscape planting area. Planting around the perimeter of the parking lot shall not be considered as part of the interior landscaping requirements.

Provide an eight-foot wide minimum planting buffer between all development and adjacent residential development. Parking areas shall additionally have visual screening between all parking and loading areas and adjacent residential developments.

The minimum sizes for plant materials are two-and-one half inch caliper for deciduous trees and six feet in height for evergreen trees at the time of planting. Evergreen shrubs and deciduous shrubs should be a minimum of twenty-four inches in height or diameter (depending on AAN measuring standard) when planted.