



Downtown Master Plan Village Board Presentation

February 8, 2019
Village of Elm Grove,
Wisconsin



Building a Better World
for All of Us®

Reference

Guide

VILLAGE OF ELM GROVE DOWNTOWN MASTER PLAN

Slides	Description	Notes
1&2	Definition of Project Intent	
3	Project Flow	We are currently in the orange phases as represented in the project flow
4	Project Area Map	
5-7	Existing Conditions and Land Use	Economic Explanation and Calculations for existing condition of project area
8-10	Maximum Dwelling Unit Build-Out	Based on existing Village Ordinances
11	Concept 1	Developed during Charrette Process - Can be detailed further during discussion – Parking, public paths, green space, and utility requirements are included in this concept. These can be shown during the meeting if desired.
12	Concept 2	Developed during Charrette Process - Can be detailed further during discussion – Parking, public paths, green space, and utility requirements are included in this concept. These can be shown during the meeting if desired.
13 - 22	Feedback from all sources during process	For your information and consideration as you assess the 3 concepts
23 - 27	Market Study Information	
28 - 31	Re-Development Scenario	
32 - 38	Concept 3	This is what we perceive as the basis for the preferred concept. This includes parking analysis, loading zone areas, public paths, green space, and appropriate area for utility expansions for servicing development areas and meeting MMSD and Village Ordinance requirements
39 - 44	Elimination of Elm Grove Downtown (Commercial Land Use Only)	Based on request from Village Board

Develop a cohesive redevelopment plan that addresses:

- **Vehicle and Pedestrian Circulation**

All presented concepts take into consideration effective and efficient circulation of vehicle and pedestrian traffic

- **Development Opportunities**

Identified within each concept through new buildings, strategic place making, and the ability to create destination points

- **Enhanced Branding and Identity**

To be discussed and planned after consensus pick of concept

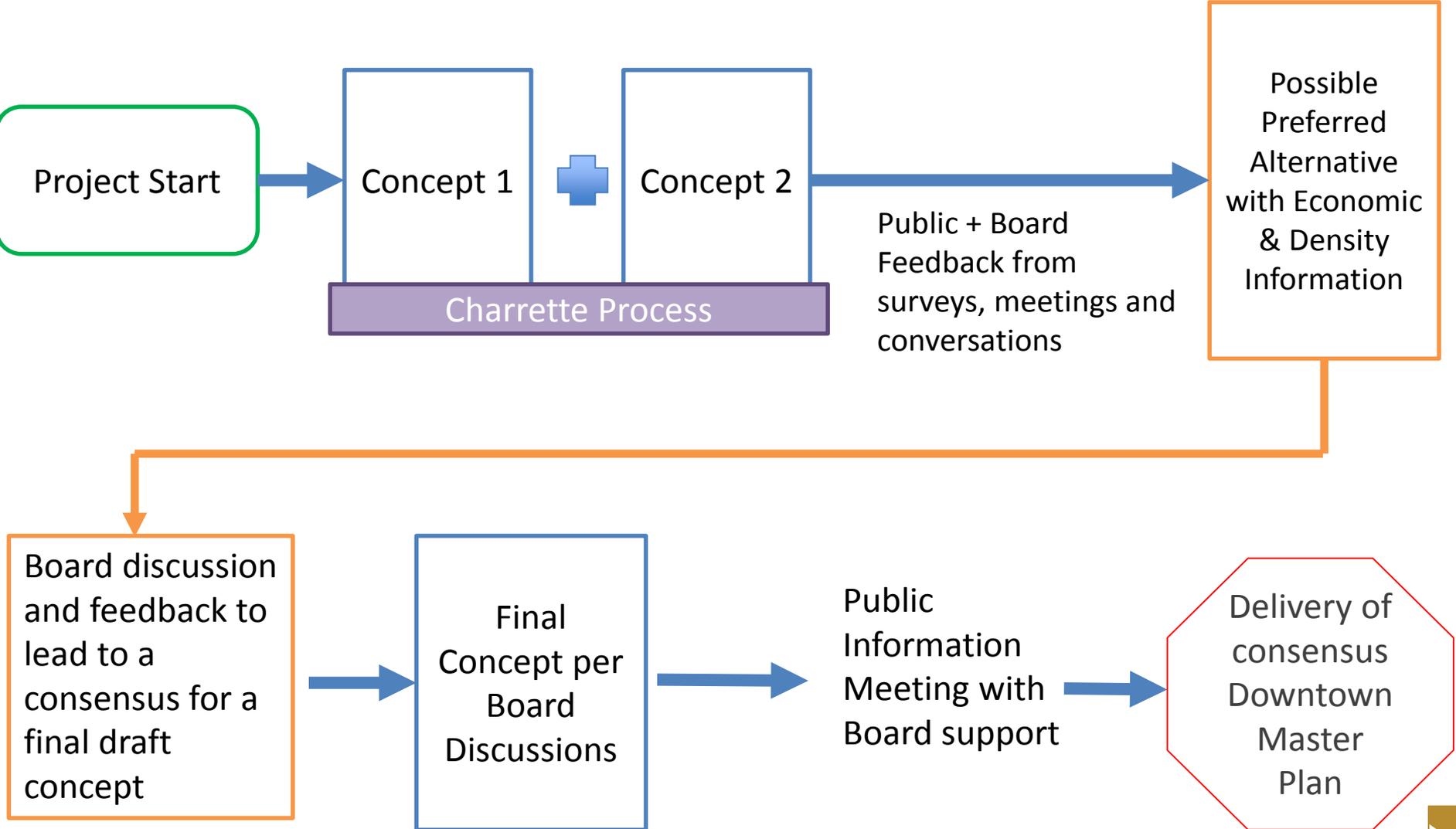
- **Downtown Housing Infill**

Conceptual locations for housing opportunities shown throughout the three concepts

Develop a cohesive redevelopment plan that addresses:

- **Retain current businesses and attract complimentary businesses**
Business retention and attraction of complimentary businesses are shown throughout each concept as well as opportunities for relocation of existing businesses into new focal point positions in the area
- **Overall Consensus Plan**
Results of this meeting and a consensus of direction through the selection of a concept will bring a focused objective to drive overall consensus for the Downtown Master Plan

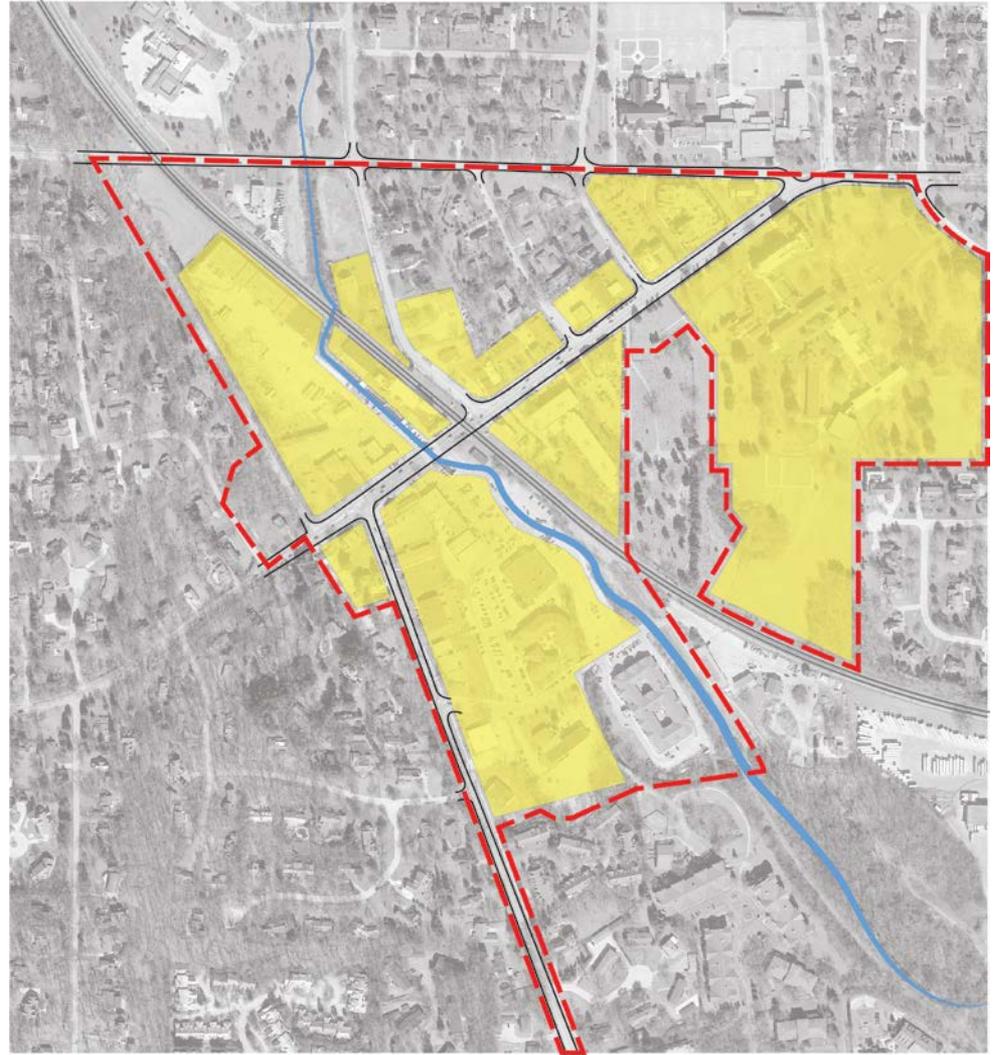
Project Flow



Elm Grove

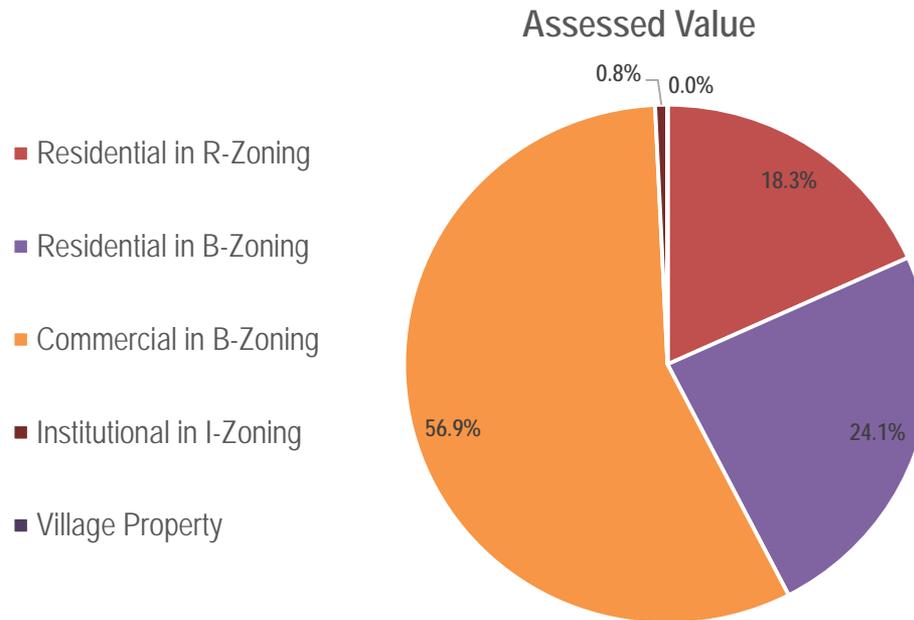
Today

Project Boundary



Existing Conditions & Land Use

- Study Area is comprised of \$71,835,000 of Assessed Value which is 6.21% of the Village; 84.98 acres (4.04%) and generates an estimated \$448,813 in taxes (6.54%).
- There are currently a total of 105 dwelling units in the Study Area which allows for a maximum of 107 dwelling units.
- 56.9% of the Study Area is comprised of commercial assessed value and 42.4% residential assessed value.



Elm Grove, Wisconsin
Village of Elm Grove

Downtown Master Plan Study Area:
Economic Development Analysis Summary Sheet

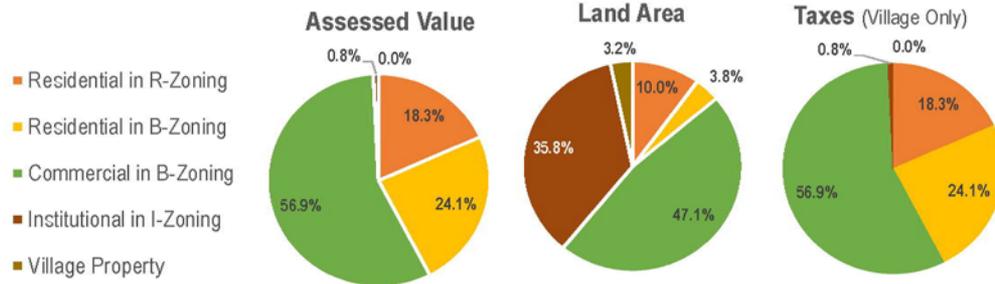
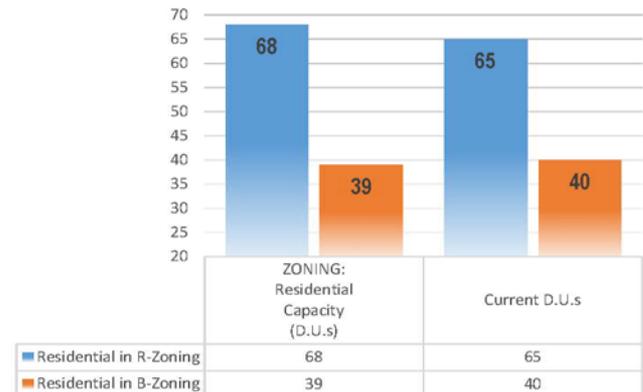
EXISTING CONDITIONS AND LAND USES

	Assessed Valuation		Land Area		Taxes Due (Village Only)	
Totals for the Village:	\$ 1,156,859,400		2,105.60		\$ 6,859,781	
Current: Study Area:	\$ 71,835,000	6.21%	84.98	4.04%	\$ 448,813	6.54%

	Assessed Valuation	%	Land Area	%	Taxes Due (Village Only)	%
Residential in R-Zoning	\$ 13,124,400	18.3%	8.52	10.0%	\$ 81,999	18.3%
Residential in B-Zoning	17,327,300	24.1%	3.21	3.8%	108,258	24.1%
Commercial in B-Zoning	40,843,300	56.9%	40.03	47.1%	255,182	56.9%
Institutional in I-Zoning	540,000	0.8%	30.46	35.8%	3,374	0.8%
Village Property	-	0.0%	2.76	3.2%	-	0.0%
Total:	\$ 71,835,000	100.0%	84.98	100.0%	\$ 448,813	100.0%

ZONING: Residential Density (D.U.s Per Acre)	ZONING: Residential Capacity (D.U.s)	Current D.U.s	ACTUAL: Residential Density (Per Acre)	VARIANCE: Residential Density (Per Acre)
8.00	68	65	7.63	-3
12.00	39	40	12.46	1

DWELLING UNIT ANALYSIS



**Downtown Master Plan Study Area:
Build Out Analysis of Study Area - Existing**

Zoning Classification Land Use Total Acres <i>(County GIS Data)</i>	<i>Rm-1 Multi Family, R-4</i> Residential	<i>B-1 Local, B-2 Office</i> Residential	<i>B-1 Local, B-2 Office</i> Commercial	<i>I-1</i> Institutional	<i>B-1, M-1</i> Village	Total
	8.52	3.21	40.03	30.46	2.76	84.98
Allowed Zoning D.U. Density <i>(per Zoning Ordinance)</i>	8.00	12.00	12.00	0.00	0.00	
Maximum D.U.s <i>(per Zoning Ordinance)</i>	68.00	39.00	480.00	0.00	0.00	587.00
Current D.U.s per Acre	7.63	12.46	0.00	0.00	0.00	
Current D.U.s	65.00	40.00	0.00	0.00	0.00	105.00
Variance (D.U.s)	3	(1)	480	0	0	482

Assessed Value

Current Assessed Value	\$ 13,124,400	\$ 17,327,300	\$ 40,843,300	\$ 540,000	\$ -	\$ 71,835,000
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Estimated Tax Liability

Village	\$ 81,999.05	\$ 108,258.06	\$ 255,182.08	\$ 3,373.83	\$ -	\$ 448,813.01
School	127,954.96	168,930.69	398,197.46	5,264.67	-	700,347.78
School Credit	(23,341.92)	(30,816.83)	(72,640.34)	(960.40)	-	(127,759.49)
Technical College	4,795.01	6,330.54	14,922.13	197.29	-	26,244.97
County	25,032.62	33,048.96	77,901.84	1,029.96	-	137,013.37
Total	\$ 216,439.72	\$ 285,751.42	\$ 673,563.16	\$ 8,905.36	\$ -	\$ 1,184,659.65
					Total Tax Credits:	(240.16)
					Estimated Total Tax Liability:	\$ 1,184,419.49

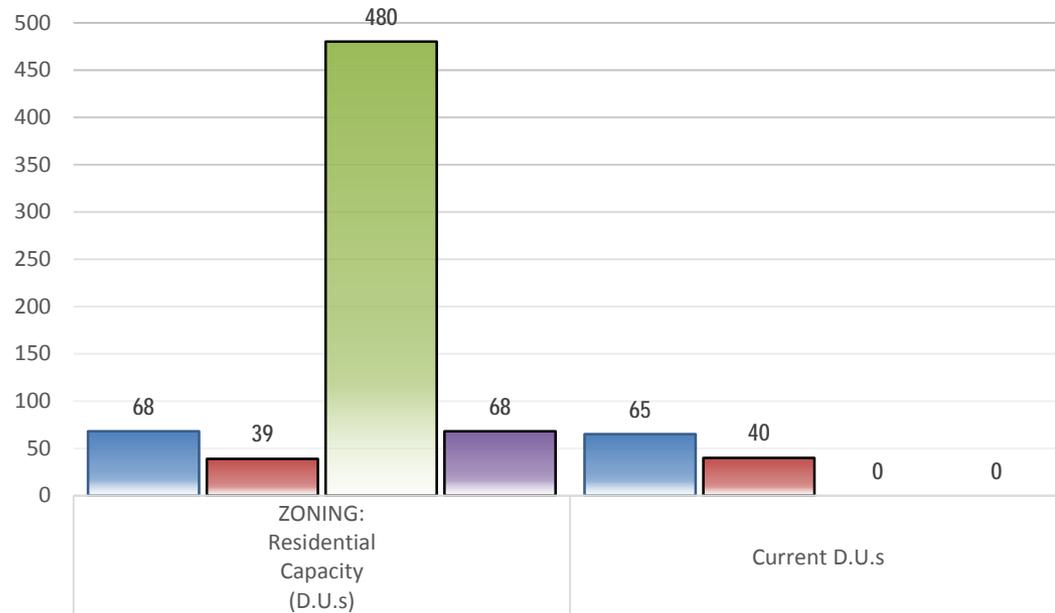
Tax Rate Impact

Current Assessed Value	\$ 71,835,000
Village Total Assessed Value	\$ 1,156,859,400
Rate Impact Percent	6.21%

Maximum Dwelling Unit Build-out

- By allowing for a maximum build-out of residential units in the Study Area, the Village could potentially see an increase of \$285,888,361 in assessed value which equates to an estimated \$1,006,873 in tax revenue.
- The number of dwelling units would increase from the current amount of 105 to 655.

DWELLING UNIT ANALYSIS



■ Residential in R-Zoning	68	65
■ Residential in B-Zoning	39	40
■ Commercial in B-Zoning	480	0
■ Institutional in I-Zoning	68	0

Elm Grove, Wisconsin
Village of Elm Grove

Downtown Master Plan Study Area:
Economic Development Analysis Summary Sheet

MAXIMUM DWELLING UNIT BUILD-OUT

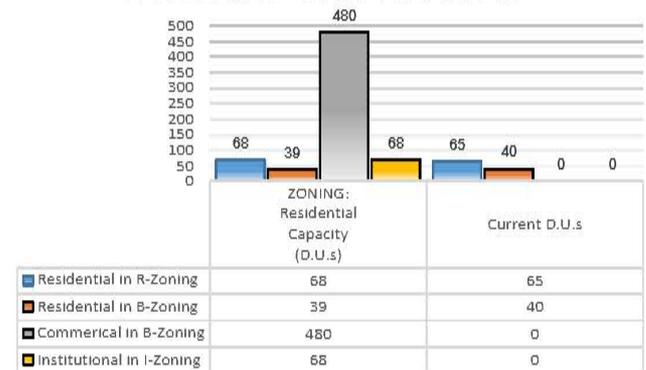
	Assessed Valuation		Land Area		Taxes Due (Village Only)	
Totals for the Village:	\$ 1,156,859,400		2,105.60		\$ 6,859,781	
Existing Study Area:	\$ 71,835,000	6.21%	84.98	4.04%	\$ 448,813	6.54%
Maximum Build-out:	\$ 285,888,361	24.71%	84.98	4.04%	\$ 1,455,686	21.22%
Variance:	\$ 214,053,361	18.50%	0.00	0.00%	\$ 1,006,873	14.68%

	Assessed Valuation		Land Area		Taxes Due (Village Only)	
Residential in R-Zoning	\$ 14,204,400	5.0%	8.52	10.0%	\$ 72,326	5.0%
Residential in B-Zoning	17,327,300	6.1%	3.21	3.8%	88,227	6.1%
Commerical in B-Zoning	229,336,661	80.2%	40.03	47.1%	1,167,736	80.2%
Institutional in I-Zoning	25,020,000	8.8%	30.46	(a) 35.8%	127,397	8.8%
Village Property	-	0.0%	2.76	3.2%	-	0.0%
Total:	\$ 285,888,361	100.0%	84.98	100.0%	\$ 1,455,686	100.0%

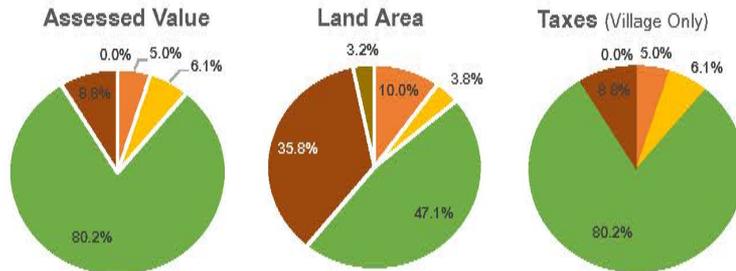
Note (a): Net developable area applied. See Worksheet.

ZONING: Residential Density (D.U.s Per Acre)	ZONING: Residential Capacity (D.U.s)	Current D.U.s	ACTUAL: Residential Density (Per Acre)	VARIANCE: Residential Density (Per Acre)
8.00	68	65	7.63	-3
12.00	39	40	12.46	1
12.00	480	0	0.00	-480
8.00	68	0	0.00	-68

DWELLING UNIT ANALYSIS



- Residential in R-Zoning
- Residential in B-Zoning
- Commerical in B-Zoning
- Institutional in I-Zoning
- Village Property



Downtown Master Plan Study Area:
Build Out Analysis of Study Area - Maximum Density Allowance

Zoning Classification	Rm-1 Multi Family, R-4	B-1 Local, B-2 Office	B-1 Local, B-2 Office	I-1	B-1,M-1	Total
Land Use	Residential	Residential	Commercial	Institutional	Village	
Total Acres (County GIS Data)	8.52	3.21	40.03	30.46	2.76	84.98
	<i>Estimated Developable Area (Acres):</i>			8.50		
Allowed Zoning D.U. Density (per Zoning Ordinance)	8.00	12.00	12.00	8.00 (a)	0.00	
Maximum D.U.s (per Zoning Ordinance)	68.00	39.00	480.00	68.00 (a)	0.00	655.00
Current D.U.s per Acre	7.83	12.46	0.00	0.00	0.00	
Current D.U.s	65.00	40.00	0.00	0.00	0.00	105.00
Variance (D.U.s)	3	(1)	480	68	0	550

Note (a): Assumes the D.U. Density is the same as the Rm-1 Multi Family, R-4 Zoning Classification.

Potential Land Available for Development (s.f.)	371,131	139,828	1,743,707	370,260	120,228	2,745,151
Maximum Lot Coverage (per Zoning Ordinance)	30%	60%	60%	30%	60%	
Land Use Development Envelope (s.f.)	111,339	83,897	1,046,224	111,078	72,135	1,424,673
Developed Area (s.f.) (b)			836,979 (b)			836,979
Net Available Developable Area			209,245			209,245

Note (b): Square footage data of existing real property improvements is not available from the assessment data online. Assumption made on developed commercial land uses: 80%

Estimated New Assessed Value

Current Assessed Value	\$ 13,124,400	\$ 17,327,300	\$ 40,843,300	\$ 540,000	\$ -	\$ 71,835,000
Assessed Value, if Built-out (Residential)	1,080,000	-	172,800,000	24,480,000	-	198,360,000
Assessed Value, if Built-out (Commercial)	-	-	15,693,361	-	-	15,693,361
Total Assessed Valuation	\$ 14,204,400	\$ 17,327,300	\$ 229,336,661	\$ 25,020,000	\$ -	\$ 285,888,361
Variance: New Investment	\$ 1,080,000	\$ -	\$ 188,493,361	\$ 24,480,000	\$ -	\$ 214,053,361
Percent Variance	8.23%	0.00%	461.50%	4833.33%	-	297.98%

Estimated Tax Liability

						Current Land Use Development		New Investment	
						Actual	Variance		
Village	\$ 88,747	\$ 108,258	\$ 1,432,857	\$ 156,321	\$ -	\$ 1,786,182	\$ 448,813	\$ 1,337,369	
School	138,484	168,931	2,235,894	243,930	-	2,787,239	700,348	2,086,891	
School Credit	(25,263)	(30,817)	(407,878)	(44,498)	-	(508,456)	(127,759)	(380,697)	
Technical College	5,190	6,331	83,788	9,141	-	104,450	26,245	78,205	
County	27,093	33,049	437,422	47,722	-	545,285	137,013	408,271	
Total	\$ 234,250	\$ 285,751	\$ 3,782,082	\$ 412,615	\$ -	\$ 4,714,699	\$ 1,184,660	\$ 3,530,039	
				Total Tax Credits (Deemed Immaterial):					
				Estimated Total Tax Liability:		\$ 4,714,699	\$ 1,184,419	\$ 3,530,280	

Impact on Tax Rates

New Assessed Value	\$ 214,053,361
Village Assessed Value	\$ 1,156,859,400
Rate Impact Percent	-18.50%

Adjusted Tax Rates

	Current Tax Rate	Tax Rate Impact	Adjusted Tax Rate
Village	\$ 6.2478	\$ (1.1560)	\$ 6.0918
School	9.7494	(1.8039)	7.9455
School Credit	(1.7785)	0.3291	(1.4494)
Technical College	0.3854	(0.0676)	0.2977
County	1.9073	(0.3529)	1.5544
Total	\$ 16.4914	\$ (3.0514)	\$ 13.4400

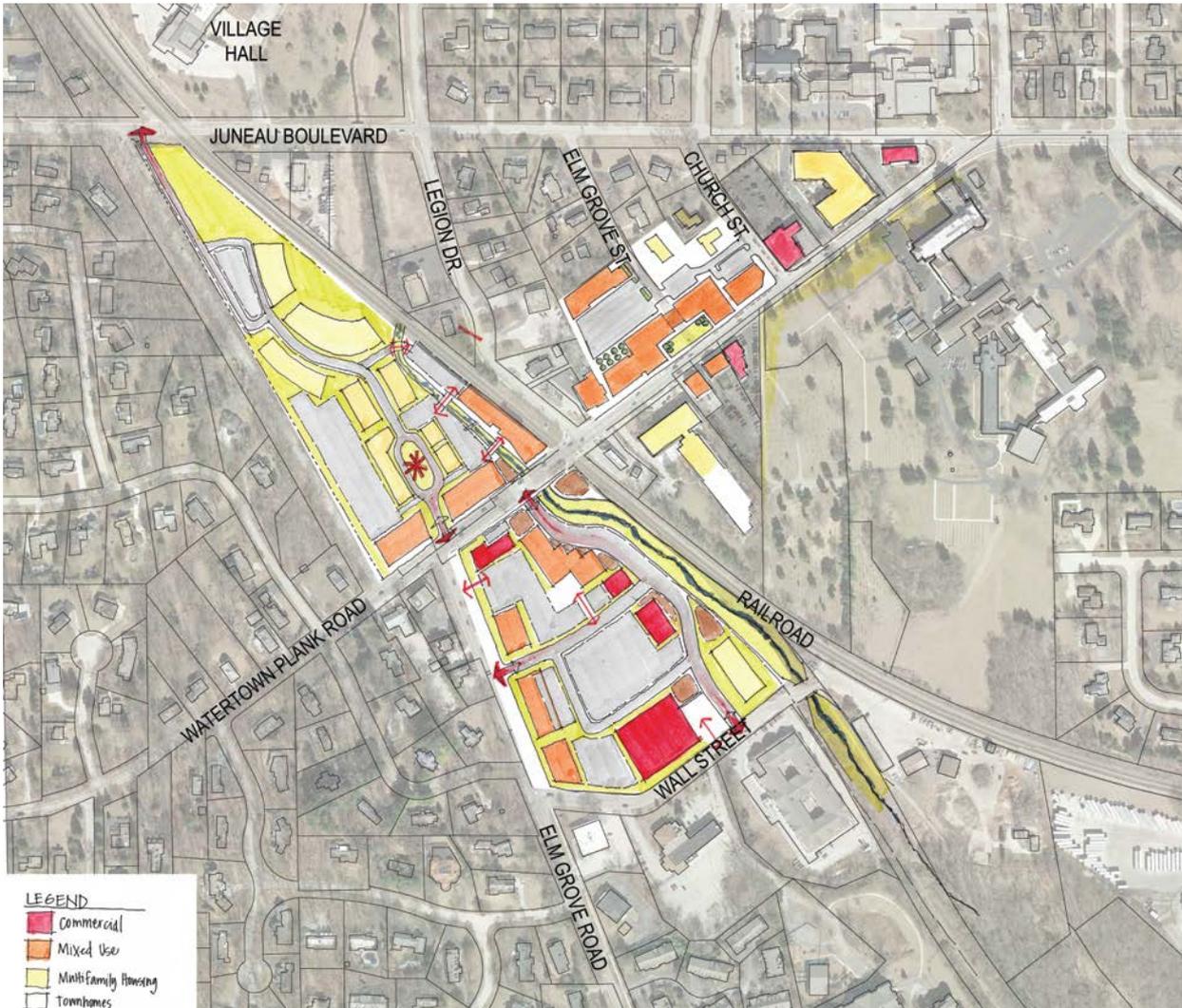
Estimated Tax Liability: Adjusted Tax Rates

Village	\$ 72,326	\$ 88,227	\$ 1,167,736	\$ 127,397	\$ -	\$ 1,455,686
School	112,861	137,673	1,822,187	198,796	-	2,271,517
School Credit	(20,588)	(25,115)	(332,409)	(36,265)	-	(414,377)
Technical College	4,229	5,159	68,285	7,450	-	85,123
County	22,080	26,934	356,486	38,892	-	444,391
Total	\$ 190,907	\$ 232,879	\$ 3,082,285	\$ 336,269	\$ -	\$ 3,842,340
				Total Tax Credits (Deemed Immaterial):		
				Estimated Total Tax Liability:		\$ 3,842,340

Difference in Taxes: \$ 2,657,920
Percent Change: 224.41%



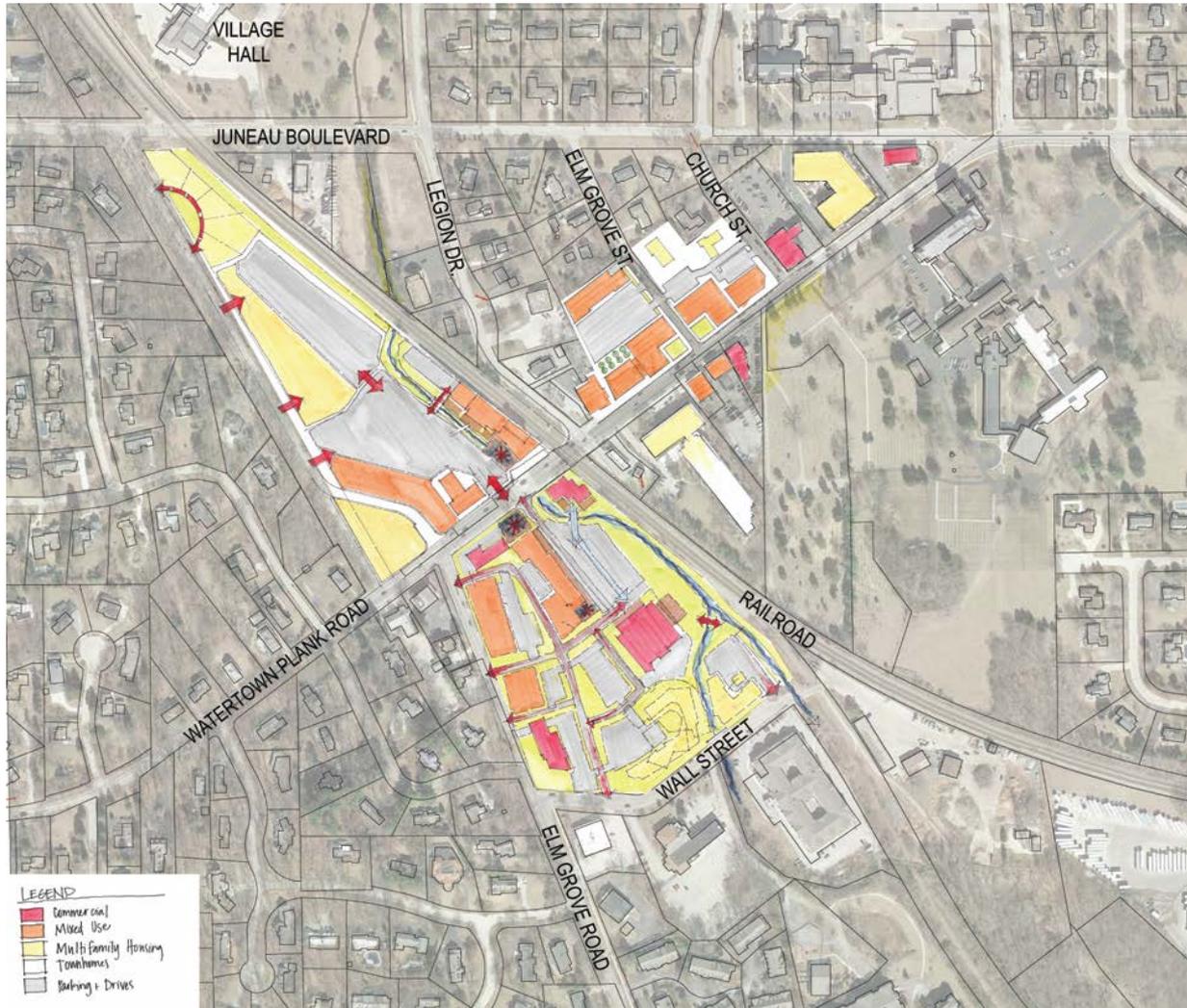
Concept #1



Parking in
planned lot
areas only =
863 spots

Concept #2

VILLAGE OF ELM GROVE DOWNTOWN MASTER PLAN



Parking in
planned lot
areas only =
1,018 spots

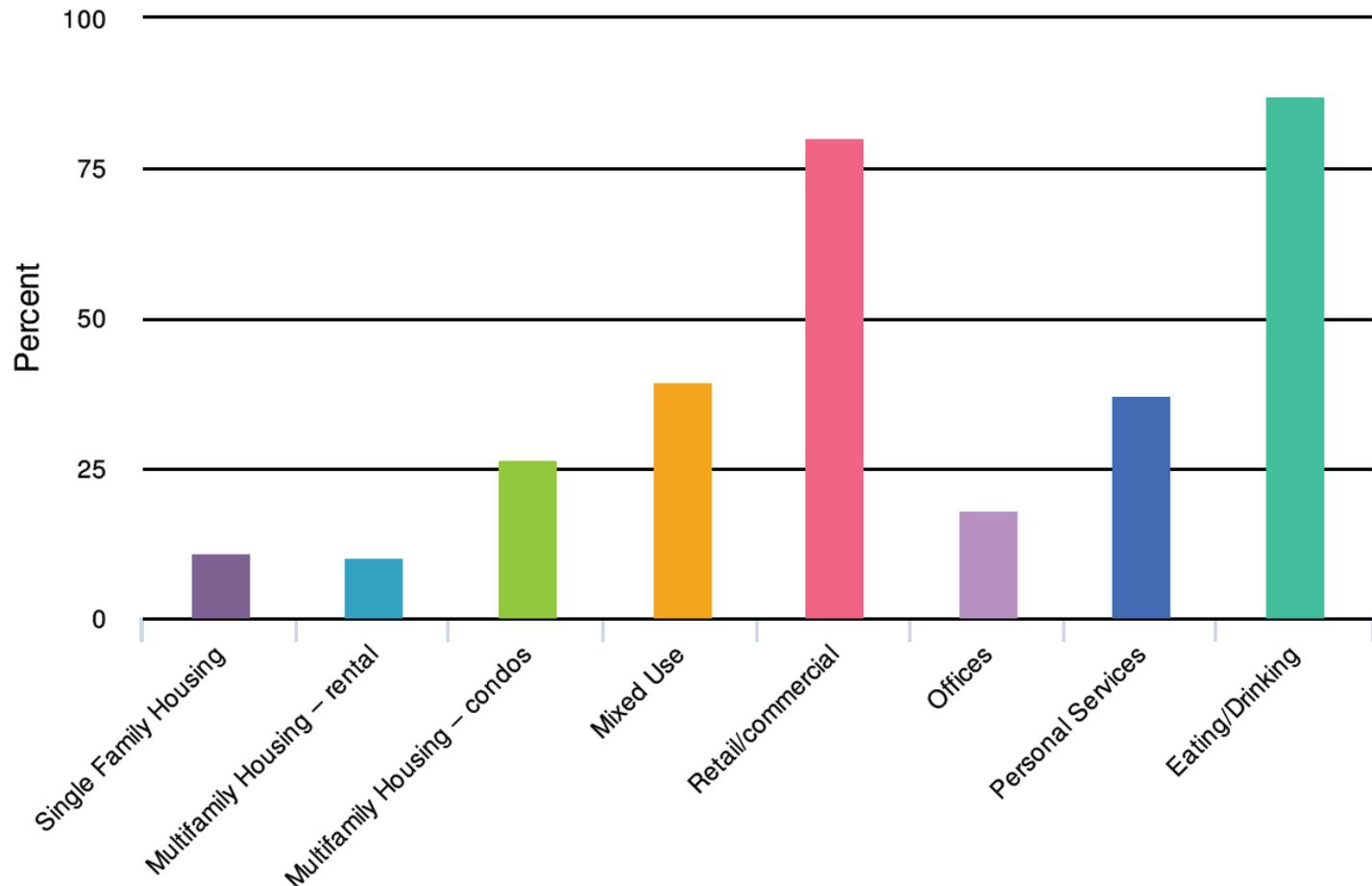
Public and Board feedback from surveys, meetings and conversations

Focus Points

- Online Survey Results
- Focus Group Findings
- Comments from Stakeholders and Public
- Implementation Concerns

Online Survey Findings

4. What land uses should be the priority of Downtown Elm Grove's redevelopment?
(select all that apply)



Online Survey

Findings

2. What are three words or phrases that best describe Downtown Elm Grove's strengths or assets?



Focus Group

Findings

- Buying local
- Parking + Access
- Branding + Wayfinding
- Walkability + Housing
- Managing the district

ECONOMIC

- Challenge of retail retention
- Encourage linked trips
- Makers/art/artisan cluster
- Restaurants – diverse mix from quick serve to formal dining
- Mixed use development
- Co-working facilities

BRANDING + IDENTITY

- Walkable and bikeable downtown
- Balance between attraction and quaintness
- Public green space
- Community events: bike rides, music, etc.
- Update signage code and recommendations
- Parking: on street, underground, or back of building

TRANSPORTATION

- Lots of car accidents due to lack of well-designed parking lots
- No continuity of bike/sidewalk/parking
- Lots of driveway entrances to Watertown Plank Road; both confusing and congested

HOUSING

- Increase in downtown housing desired
- Multifamily housing – downsizing households
- Senior housing – mix of independent and assisted living

During the presentation and discussion with the board the team would like to engage the board in conversations regarding ownership of certain utilities, paths, and drives throughout the development properties

- **Municipal Water**

There will need to be water expansion to service development areas

- **Utilities**

Additional capacity is available for Sanitary Sewer to service the proposed development areas

- **Stormwater Management**

All concepts meet the requirements of MMSD Chapter 13 and Article II Stormwater Management of the Village's Code of Ordinances

Comments

Implementation Concerns

During the presentation and discussion with the board the team would like to engage the board in conversations regarding ownership of certain utilities, paths, and drives throughout the development properties

- **Public Safety**

Public Safety is shown to be of the utmost importance through the use of designated routes of multimodal travel and building locations and positioning

- **Business Marketing + Promotions**

To be discussed after consensus pick of concept

Market Study

Findings

VILLAGE OF ELM GROVE
DOWNTOWN MASTER PLAN

- Demographic trends
- Retail & Dining
- Development Trends
- Housing Trends

Retail and Dining

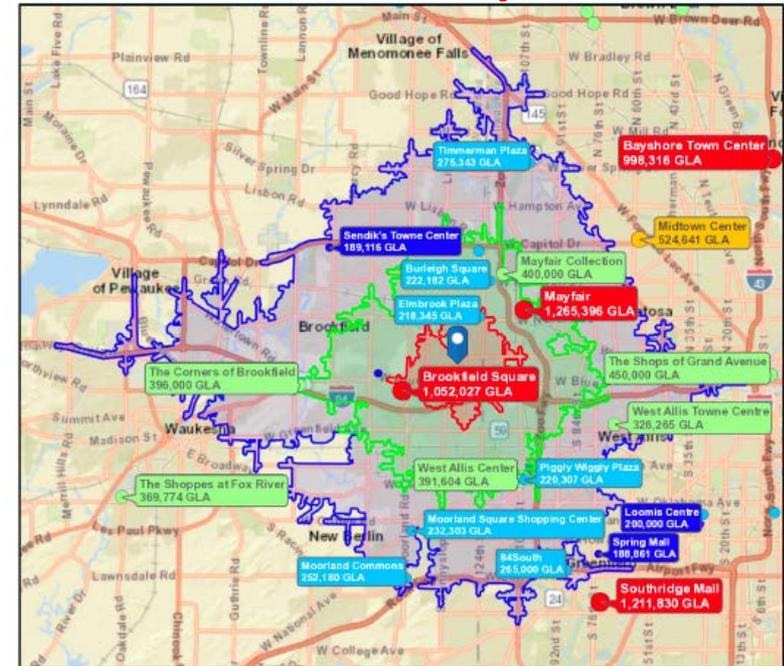
VILLAGE OF ELM GROVE DOWNTOWN MASTER PLAN

Market Potentials

TOTAL SPENDING	2018
Full Service Restaurants	\$170,609,000
Limited Service Restaurants	\$215,358,000
Other venues	\$40,554,000
TOTAL	\$426,520,000

RETAIL CATEGORY	MARKET POTENTIAL
Apparel and accessories	162 Million
Gifts and novelties	47 Million
Art galleries and art or craft supplies	13 Million
Furniture and home furnishings	47 Million
Hobby, toy, and game shops	10 Million
Specialty food stores	22 Million

Intense Competition



Current Development Trends within the marketplace:

- Destination: Downtown Elm Grove
- The promotion of pedestrian space
- Parking and Circulation
- Density and Mixed Use
 - Housing
 - Retail
 - Recreation



Benefits of Housing

- Supports aging in place
- Critically important to local business vitality

Concerns with Housing

- Traffic impacts
- Impact on Village character

Key Questions

- Where should it go?
- What type of housing?
- How much housing downtown?

Re-Development Scenario

Focus Points

- Area selected by Village Administrator and SEH
- Sample of what a re-development project would financially mean for this specific area
- Purposefully stretches the current Village Ordinances as an example of what Developers may bring to the table
- Shows economic impact for the selected area under current, Multi-Family, and a Developer proposed scenario

Scenario Contains

1. Pics of Existing area and footprint of selected properties
2. Example footprint and pictures of developer proposal
3. Economic Data

Ultra Dry Cleaners – Bigsby's Sewing Center

THE CORNERSTONE – SHOREWOOD, WI



Ultra Dry Cleaners – Biggsby’s Sewing Center

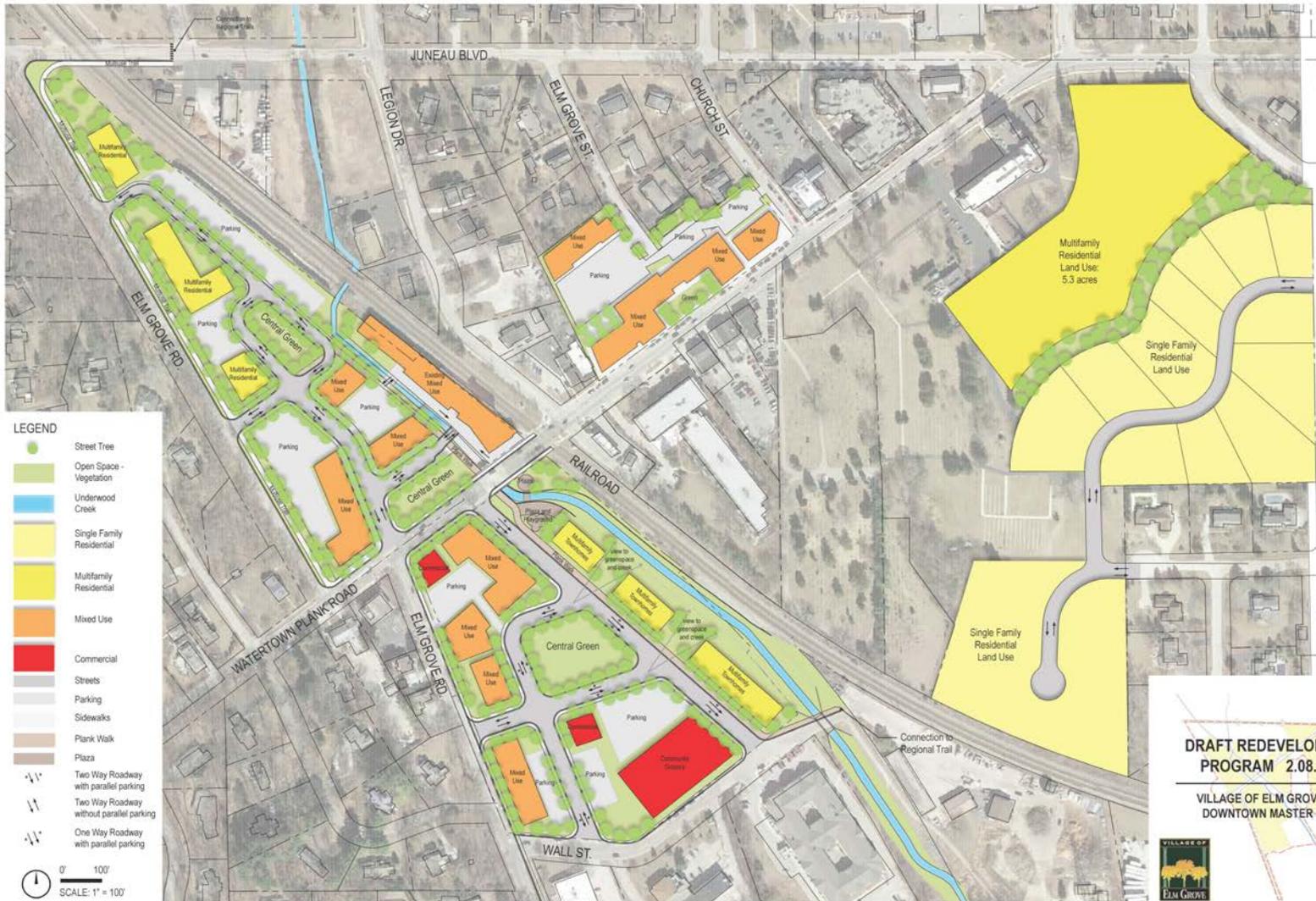
Zoning	B-1 (current zoning)	Rm 1 Multi Family	Developer Scenario (4 story / at grade parking)
<u>Assessed Values</u>			
Land	\$ 96,750	\$ 96,750	\$ 96,750
Improvements	2,303,200	1,533,700	6,374,700
Total	\$ 2,399,950	\$ 1,630,450	\$ 6,471,450
<u>Annually</u>			
Current Taxes Paid	\$ 9,036	\$ 9,036	\$ 9,036
Estimated Taxes Paid	39,338	26,648	106,483
Variance	\$ 30,302	\$ 17,612	\$ 97,447
<u>20 Year Outlook</u>			
Current Taxes Paid	\$ 180,712	\$ 180,712	\$ 180,712
Estimated Taxes Paid	786,760	532,960	2,129,660
Variance	\$ 606,048	\$ 352,248	\$ 1,948,948

Assumptions

6 apartments with an estimated AV of \$360,000 each	4 apartments with an estimated AV of \$360,000 each	17 apartments with an estimated AV of \$360,000 each
6,525 s.f. of commercial with an estimated AV of \$75 per s.f.	2,325 s.f. of commercial with an estimated AV of \$75 per s.f.	7,869 s.f. of commercial with an estimated AV of \$75 per s.f.
land valued at \$180,000 an acre	land valued at \$180,000 an acre	land valued at \$180,000 an acre

Concept #3

VILLAGE OF ELM GROVE DOWNTOWN MASTER PLAN



LEGEND

- Street Tree
- Open Space - Vegetation
- Underwood Creek
- Single Family Residential
- Multifamily Residential
- Mixed Use
- Commercial
- Streets
- Parking
- Sidewalks
- Plank Walk
- Plaza
- Two Way Roadway with parallel parking
- Two Way Roadway without parallel parking
- One Way Roadway with parallel parking

0' 100'
SCALE: 1" = 100'

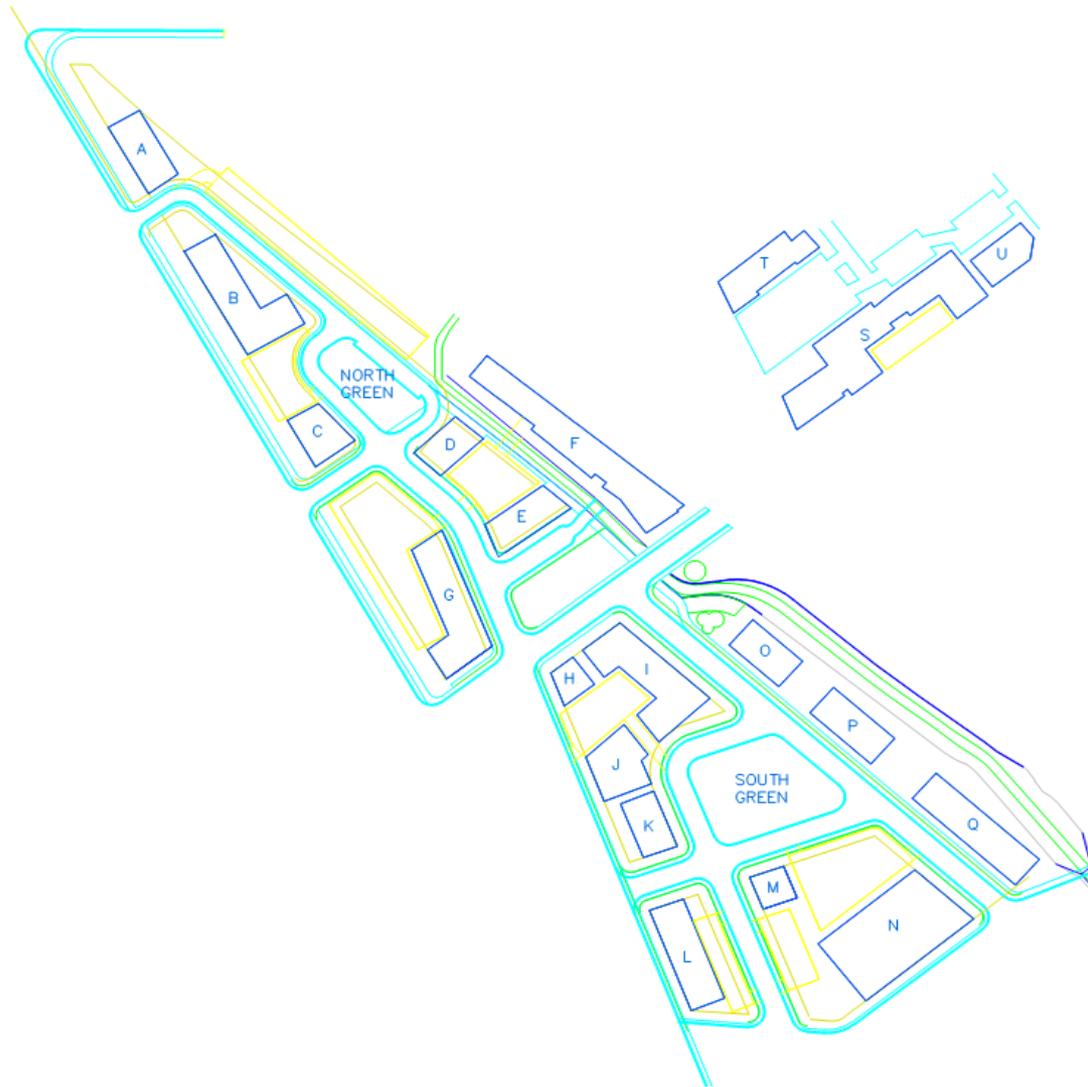
DRAFT REDEVELOPMENT PROGRAM 2.08.2019

VILLAGE OF ELM GROVE 2018 DOWNTOWN MASTER PLAN




Parking Key

VILLAGE OF ELM GROVE
DOWNTOWN MASTER PLAN



Parking

VILLAGE OF ELM GROVE DOWNTOWN MASTER PLAN

Total Parking Required by Elm Grove Village Ordinance

STRUCTURE	USEAGE					SQUARE FOOTAGE AND REQUIRED PARKING BY CODE						
	USE	SF	FLOORS	MULTI-FAMILY FLOORS	COMMERCIAL FLOORS	SF MULTI-FAMILY	SF COMMERCIAL	SF/DWELLING	DWELLING UNITS	DWELLING SPACES @ 2 PER	COMMERCIAL SPACE	TOTAL PARKING SPACES
A	MULTI-FAMILY	9315	3	3	0	27945	0	1500	18	36	0	36
B	MULTI-FAMILY	18410	3	3	0	55230	0	1500	36	72	0	72
C	MULTI-FAMILY	7516	3	3	0	22548	0	1500	15	30	0	30
D	MULTI-FAMILY	6758	3	3	0	20274	0	1500	13	26	0	26
E	COMMERCIAL	9447	2	0	2	0	18894	N/A	N/A	0	95	95
F	EXISTING	27258	2	0	2	N/A	N/A	N/A	N/A	N/A	17	17
NORTH RIVER LOT	PARKING	0	0	0	0	0	0	N/A	N/A	0	0	0
NORTH GREEN	GREEN	0	0	0	0	0	0	N/A	N/A	0	0	0
SUBTOTAL:												276
G	MIXED USE	18416	3	2	1	36832	18416	1500	24	48	93	141
H	COMMERCIAL	3851	1	0	1	0	3851	N/A	N/A	0	20	20
I	MIXED USE	19299	2	0	2	0	38598	N/A	N/A	0	193	193
J	MIXED USE	10322	2	0	2	0	20644	N/A	N/A	0	104	104
K	MIXED USE	7302	2	0	2	0	14604	N/A	N/A	0	74	74
L	MIXED USE	13323	2	2	0	26646	0	1500	17	34	0	34
M	COMMERCIAL	4230	1	0	1	0	4230	N/A	N/A	0	22	22
N	COMMERCIAL	33234	1	0	1	N/A	N/A	N/A	N/A	N/A	90	90
O	MULTI-FAMILY	7800	3	3	0	23400	0	1500	15	30	0	30
P	MULTI-FAMILY	9600	3	3	0	28800	0	1500	19	38	0	38
Q	MULTI-FAMILY	16204	3	3	0	48612	0	1500	32	64	0	64
SOUTH GREEN	GREEN	0	0	0	0	0	0	N/A	N/A	0	0	0
SUBTOTAL:												810
R	MIXED USE	4,800	2	0	2	0	9600	N/A	N/A	0	48	48
S	MIXED USE	22,000	3	2	1	44000	22000	1500	29	58	110	168
T	MULTI-FAMILY	7,500	2	2	0	15000	0	1500	10	20	0	20
U	MIXED USE	5,000	2	1	1	5000	5000	1500	3	6	25	31
V	COMMERCIAL	6,120	2	0	2	0	12240	N/A	N/A	0	62	62
W	COMMERCIAL	3,200	2	0	2	0	6400	N/A	N/A	0	32	32
X	MIXED USE	2,000	2	1	1	2000	2000	1500	1	2	10	12
Y	MIXED USE	2,000	2	1	1	2000	2000	1500	1	2	10	12
Z	MIXED USE	2,500	2	1	1	2500	2500	1500	1	2	13	15
SUBTOTAL:												400
TOATL:												1486

Parking

VILLAGE OF ELM GROVE DOWNTOWN MASTER PLAN

Total Parking Provided

STRUCTURE	USE	SF	USEAGE				SQUARE FOOTAGE AND PROVIDED PARKING					TOTAL SPACES PROVIDED
			FLOORS	MULTI-FAMILY FLOORS	COMMERCIAL FLOORS	UNDERGROUND SF	UNDERGROUND SPACES	SURFACE PARKING SF	SURFACE PARKING SPACES	STREET PARKING STALLS		
A	MULTI-FAMILY	9315	3	3	0	9315	31	0	0	0	31	
B	MULTI-FAMILY	18410	3	3	0	18410	61	3970	12	0	73	
C	MULTI-FAMILY	7516	3	3	0	7516	25	7939	24	0	49	
D	MULTI-FAMILY	6758	3	3	0	6758	22	5951	18	6	46	
E	COMMERCIAL	9447	2	0	2	9447	31	5952	18	9	58	
F	EXISTING	27258	2	0	2	0	0	~5525	17	0	17	
NORTH RIVER LOT	PARKING	0	0	0	0	0	0	29163	89	0	89	
NORTH GREEN	GREEN	0	0	0	0	0	0	0	0	7	7	
SUBTOTAL:											370	
G	MIXED USE	18416	3	2	1	18416	61	31602	97	0	158	
H	COMMERCIAL	3851	1	0	1	0	0	2432	7	0	7	
I	MIXED USE	19299	2	0	2	19299	64	2432	7	0	71	
J	MIXED USE	10322	2	0	2	0	0	7296	22	0	22	
K	MIXED USE	7302	2	0	2	0	0	0	0	0	0	
L	MIXED USE	13323	2	2	0	13323	44	7860	24	0	68	
M	COMMERCIAL	4230	1	0	1	0	0	8705	26	13	39	
N	COMMERCIAL	33234	1	0	1	33234	110	23068	70	0	180	
O	MULTI-FAMILY	7800	3	3	0	7800	26	0	0	12	38	
P	MULTI-FAMILY	9600	3	3	0	9600	32	0	0	12	44	
Q	MULTI-FAMILY	16204	3	3	0	16204	54	0	0	4	58	
SOUTH GREEN	GREEN	0	0	0	0	0	0	0	0	19	19	
SUBTOTAL:											704	
R	MIXED USE	4,800	2	0	2	4,800	16	0	0	9	25	
S	MIXED USE	22,000	3	2	1	22,000	73	12949	39	10	122	
T	MULTI-FAMILY	7,500	2	2	0	7500	25	18151	55	0	80	
U	MIXED USE	5,000	2	1	1	5000	16	4783	14	10	40	
V	COMMERCIAL	6,120	2	0	2	6120	20	0	0	0	20	
W	COMMERCIAL	3,200	2	0	2	3200	10	0	0	0	10	
X	MIXED USE	2,000	2	1	1	2000	6	0	0	0	6	
Y	MIXED USE	2,000	2	1	1	2000	6	0	0	0	6	
Z	MIXED USE	2,500	2	1	1	2500	8	0	0	0	8	
SUBTOTAL:											317	
TOTAL:											1391	

Parking

Strategies for Consideration

Short Term Parking Strategies

- Timed Spaces
- Wayfinding Signage promoting strategic parking based on land use
- Creation of pick-up and drop-off zones for shared parking services and ride-hailing services

Long Term Parking Strategies

- App based parking occupancy sensors showing real-time parking availability
- Parking Fees
- Bike sharing
- Trolley usage if appropriate

Parking volumes will vary according to time of day and usage. The available parking is within a +/-9% margin. Time of day and usage will accommodate variance.

“No Place is worth caring about that doesn’t have a parking problem.”

~ Rollin Stanley

Proposed Concept Plan

- The Concept Plan is a smaller area than that of the entire Study Area (only 30.25 acres).
- Per the Concept Plan, it is estimated that the assessed value of commercial land would be \$20,145,535 while residential land would be valued at \$64,800,000.
- The concept plan increasing the assessed value of the area by \$65,973,025, an estimated \$381,919 in tax revenue is generated from this increase.
- Due to the increase in assessed value, it is estimated that the tax rate would drop 5.70% from \$16.4914 to \$15.5509.
- As an example, this would reduce the tax bill by \$470.23 for every \$500,000 in assessed value.
- The total number of dwelling units in the Concept Plan is an estimated 180 units which is 5.95 dwelling units per acre, under the maximum of 12.00.

Elm Grove, Wisconsin
Village of Elm Grove

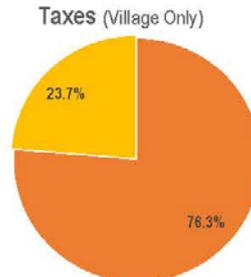
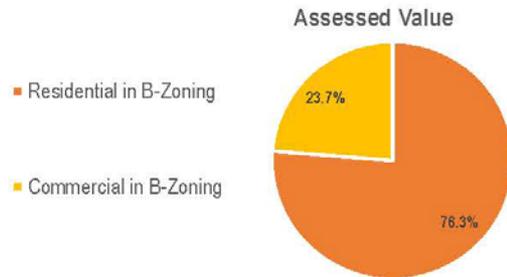
Downtown Master Plan Study Area:
Economic Development Analysis Summary Sheet

PROPOSED CONCEPT PLAN

	Assessed Valuation		Land Area		Taxes Due (Village Only)	
Totals for the Village:	\$ 1,156,859,400		2,105.60		\$ 6,859,781	
Existing Concept Area:	\$ 18,981,500	1.64%	30.25	1.44%	\$ 118,593	1.73%
Proposed Concept:	\$ 84,954,525	7.34%	30.25	1.44%	\$ 500,512	7.30%
Variance:	\$ 65,973,025	5.70%	0.00	0.00%	\$ 381,919	5.57%

	Assessed Valuation	%	Land Area	%	Adjusted Taxes Due (Village Only)	%
Residential in B-Zoning	64,800,000	76.3%	30.25	#DIV/0!	381,771	76.3%
Commercial in B-Zoning	20,154,525	23.7%	30.25	#DIV/0!	118,741	23.7%
Total:	\$ 84,954,525	100.0%			\$ 500,512	100.0%

ZONING: Residential Density (D.U.s Per Acre)	ZONING: Residential Capacity (D.U.s)	Current D.U.s	ACTUAL: Residential Density (Per Acre)	VARIANCE: Residential Density (Per Acre)
12.00	363	40	1.32	-323
Proposed Concept Plan:		180	5.95	



Impact on Tax Rates

Estimated Assessment of Concept Plan	\$ 84,954,525
Existing Assessment of Concept Plan Area	18,981,500
Net (New) Assessment of Concept Plan	\$ 65,973,025
Village Assessed Value	\$ 1,156,859,400

Rate Impact Percent	-5.70%
Current Tax Rate	\$ 16.4914
Tax Impact	\$ (0.9405)
Adjusted Tax Rate	\$ 15.5509

Tax Impact per \$ of AV:	\$ 500,000	\$ (470.23)
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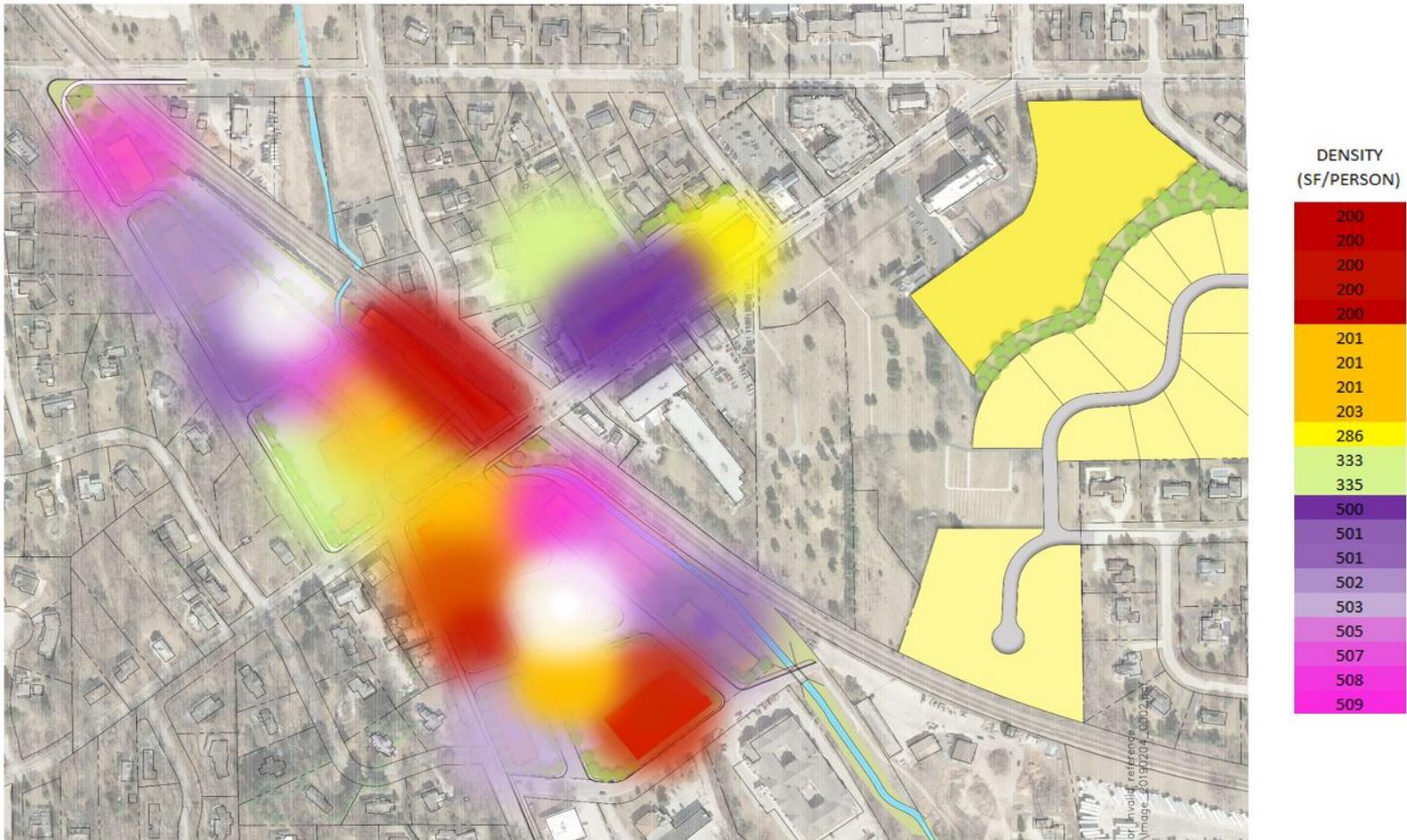


Density

Heat Map

VILLAGE OF ELM GROVE DOWNTOWN MASTER PLAN

This will be re-accomplished with a new Heat Mapping software and sent over before meeting.

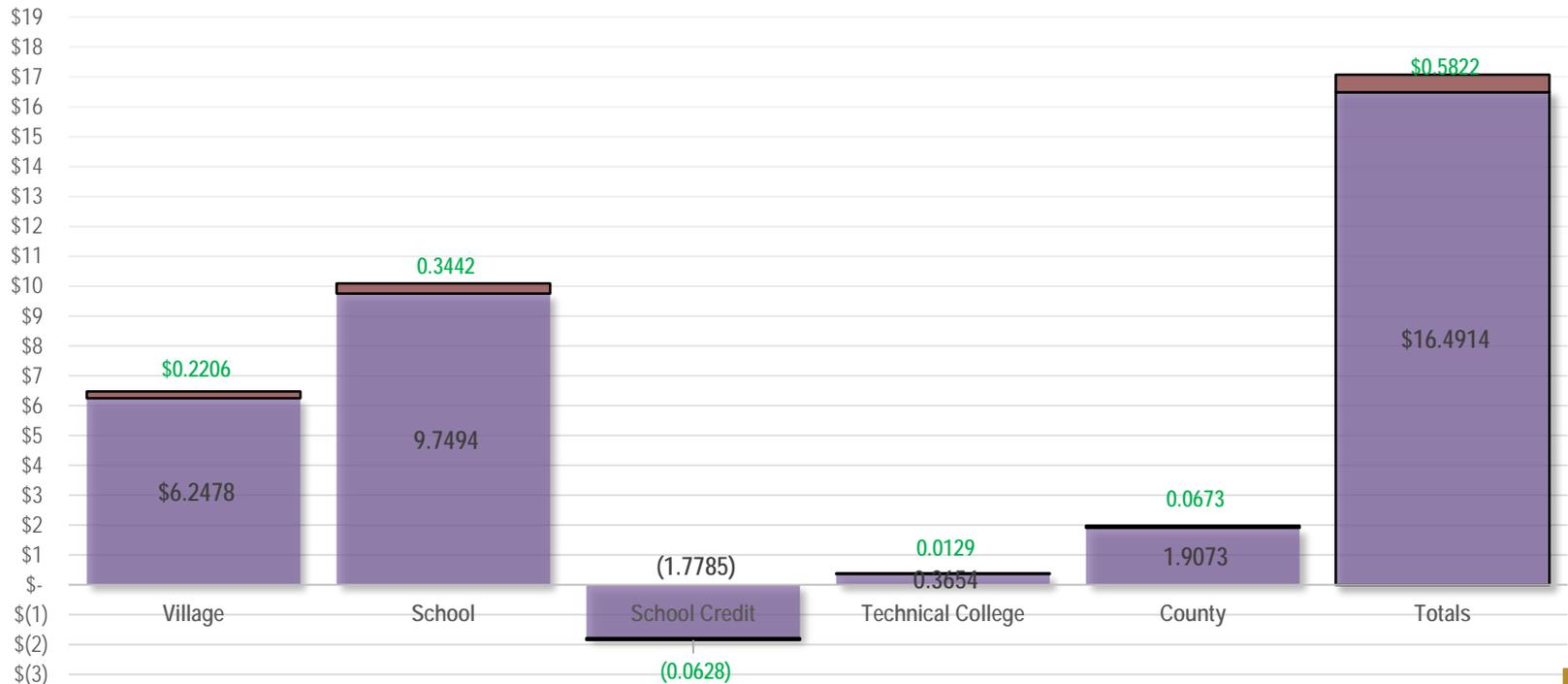


No Downtown Scenario

Removal of Commercial in Downtown

- The assessed value of commercial property in the Downtown Study Area is \$40,843,300 and an estimated \$200,467 in taxes.
- Removing commercial property in the Downtown Study Area would increase the tax rate by 3.53% from \$16.4914 to \$17.0736.
- As an example, this would increase the tax bill by \$291.12 for every \$500,000 in assessed value.

TAX RATE IMPACT OF NO DOWNTOWN



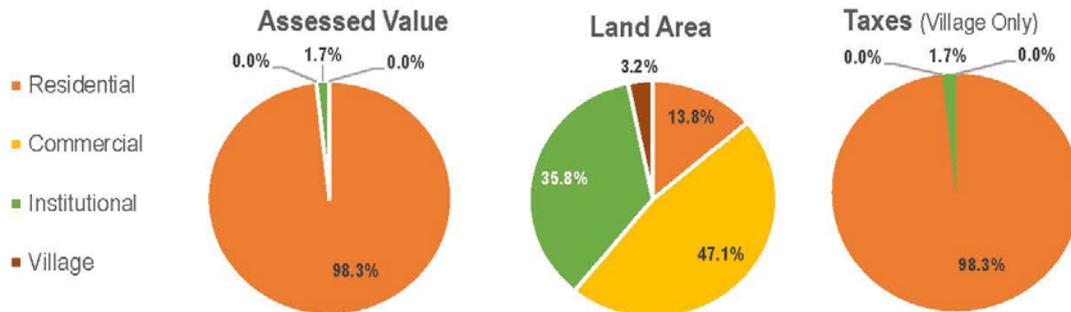
Elm Grove, Wisconsin Village of Elm Grove

Downtown Master Plan Study Area: Economic Development Analysis Summary Sheet

ELIMINATION OF EGV DOWNTOWN (Commercial Land Uses Only)

	<u>Assessed Valuation</u>		<u>Land Area</u>		<u>Taxes Due (Village Only)</u>	
Totals for the Village:	\$ 1,156,859,400		2,105.60		\$ 6,859,781	
Existing Study Area:	\$ 71,835,000	6.21%	84.98	4.04%	\$ 448,813	6.54%
Elimination of Commercial Land Uses:	\$ (40,843,300)	-3.53%	0.00	0.00%	\$ (200,467)	-2.92%
Net Totals:	\$ 30,991,700	2.68%	84.98	4.04%	\$ 248,346	3.62%

Land Use	Assessed Valuation		Land Area		Taxes Due (Village Only)	
		%		%		%
Residential	\$ 30,451,700	98.3%	11.73	13.8%	\$ 196,974	98.3%
Commercial	-	0.0%	40.03	47.1%	-	0.0%
Institutional	540,000	1.7%	30.46	35.8%	3,493	1.7%
Village	-	0.0%	2.76	3.2%	-	0.0%
Total:	\$ 30,991,700	100.0%	84.98	100.0%	\$ 200,467	100.0%



Elm Grove, Wisconsin
Village of Elm Grove

Downtown Master Plan Study Area:
Economic Development Analysis Summary Sheet

ELIMINATION OF EGV DOWNTOWN (Commercial Land Uses Only)

Tax Rate Impact

Variance of Assessed Value (<i>No Downtown</i>)	\$	40,843,300
Village Total Assessed Value	\$	1,156,859,400
Rate Impact Percent		3.53%

Adjusted Tax Rates

Overlapping Taxing Unit	Current Tax Rate	Tax Rate Impact	Adjusted Tax Rate
Village	\$ 6.2478	\$ 0.2206	\$ 6.4684
School	9.7494	0.3442	10.0936
School Credit	(1.7785)	(0.0628)	(1.8413)
Technical College	0.3654	0.0129	0.3782
County	1.9073	0.0673	1.9747
Totals	\$ 16.4914	\$ 0.5822	\$ 17.0736

Tax Levy Impact

Current Taxes Due in Study Area	\$	1,184,660	
Adjusted Taxes Due (Elimination of DT)	\$	529,141	
Variance (Difference in Taxes)	\$	(655,518.73)	<i>To be supplemented by all other taxpayers.</i>



Tax Impact per \$ of AV:	\$	500,000	\$ 291.12
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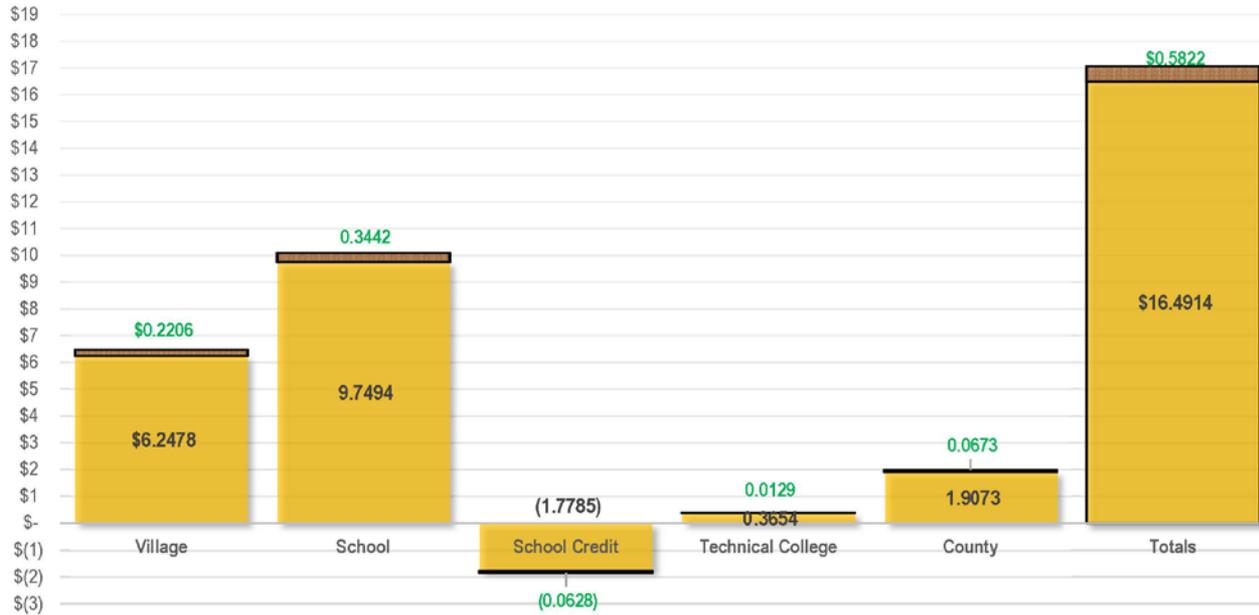


Elm Grove, Wisconsin
Village of Elm Grove

Downtown Master Plan Study Area:
Economic Development Analysis Summary Sheet

ELIMINATION OF EGV DOWNTOWN (Commercial Land Uses Only)

TAX RATE IMPACT OF NO DOWNTOWN



Downtown Master Plan Study Area:
Impact of Elimination of Commercial Land Uses in Downtown

	<u>Residential</u>	<u>Commercial</u>	<u>Institutional</u>	<u>Village</u>	<u>Total</u>
Assessed Value					
Existing Assessment	\$ 30,451,700	\$ 40,843,300	\$ 540,000	\$ -	\$ 71,835,000
Elimination of Commercial Assessment		\$ (40,843,300)			
Net Assessment of Study Area	\$ 30,451,700	\$ -	\$ 540,000	\$ -	\$ 30,991,700

Current Taxes of the Study Area

Village	\$ 190,257	\$ 255,182	\$ 3,374	\$ -	\$ 448,813
School	296,886	398,197	5,265	-	700,348
School Credit	(54,159)	(72,640)	(960)	-	(127,759)
Technical College	11,126	14,922	197	-	26,245
County	58,082	77,902	1,030	-	137,013
Totals	\$ 502,191	\$ 673,563	\$ 8,905	\$ -	\$ 1,184,660

Tax Rate Impact

Variance of Assessed Value <i>(No Downtown)</i>	\$ 40,843,300
Village Total Assessed Value	\$ 1,156,859,400
Rate Impact Percent	3.53%

Adjusted Tax Rates

<u>Overlapping Taxing Unit</u>	<u>Current Tax Rate</u>	<u>Tax Rate Impact</u>	<u>Adjusted Tax Rate</u>
Village	\$ 6.2478	\$ 0.2206	\$ 6.4684
School	9.7494	0.3442	10.0936
School Credit	(1.7785)	(0.0628)	(1.8413)
Technical College	0.3654	0.0129	0.3782
County	1.9073	0.0673	1.9747
Totals	\$ 16.4914	\$ 0.5822	\$ 17.0736
Tax Impact per \$ of AV:	\$ 500,000	\$ 291.12	

Estimated Taxes at New Rate

Village	\$ 196,974	\$ -	\$ 3,493	\$ -	\$ 200,467
School	307,367	-	5,451	-	312,818
School Credit	(56,071)	-	(994)	-	(57,065)
Technical College	11,518	-	204	-	11,723
County	60,132	-	1,066	-	61,198
Totals	\$ 519,921	\$ -	\$ 9,220	\$ -	\$ 529,141
			<i>Difference in Taxes:</i>		\$ 655,519

Estimated Tax Impact of New Rate Per AV:

	\$ 500,000
Village	\$ 110.29
School	172.10
School Credit	(31.40)
Technical College	6.45
County	33.67
Total	\$ 291.12

What is next?

- Board presentation
- Board input and decision on final concept
- Team to revise concept into final concept for presentation to Board and Public
- Prepare Final Plan
- Plan Adoption



Thank you!