# Transit-Oriented Development Portfolio

## City of Cudahy-St. Francis Appendix

# TRANSIT ORIENTED DEVELOPMENT

## Stakeholder Interviews

## City of Cudahy: Stakeholder Interviews Summary

Below is a summary of comments received during Stakeholder Interviews conducted in the City of Cudahy on January 12, 2006. A listing of interviewees is included at the end of the summary.

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### What are the areas assets and advantages?

- New library
- Cudahy is easy to work with in the development process
- Cudahy started with new plans in the 1990s: the mayor put together the Cudahy Development Authority
- Low quality single family units originally along Layton Avenue; City created TIF district and area cleared
- Land around station had no value before to the community, generating only $20,000-25,000 per year in taxes; after construction assessed value will increase to $70 million and generating $2 million in taxes. Also spur redevelopment beyond the site
- A big benefit to the City is proximity to Mitchell Airport
- Cudahy redevelopment will appeal to younger buyers
- Land value in Cudahy business park used to be $20-$30,000/acre 8-10 years ago; now current value is $100,000-$300,000/acre
- Two years ago, access to Route 794 at Layton created; allows for an easy connection between downtown Milwaukee, Cudahy, and the airport
- When Iceport (new ice arena next to station area) is built there will be a real boon to the area with hotels, shops, etc.
- City is talking to a university that may have a satellite campus in Cudahy
- City put a plan in place now to assist residents with fix ups
- Cudahy is a very walkable city

- Patrick Cudahy Company is 126 years old; plant has recently expanded by 400,000 square feet ---1.2 million square feet total; company has grown from 700 employees to 2,000 employees over the last 7-8 years; it is very successful
- The proposed KRM project was not the catalyst for the downtown redevelopment but the City feels there will be a lot of secondary impacts to the implementation
- People in Cudahy are beginning to realize the benefits of being close to Milwaukee
- Four surrounding communities use Cudahy for their "downtown"

**What are the areas weaknesses and challenges ?**

- North side of Layton & Nicholson, looking at some higher density buildings, but proximity of airport affects allowable height; 90 foot height limit in Cudahy due to airport
- No real office demand
- A major employer in town, the Ladish Company, an aerospace industry now has only 600 employees down from 6,000 employees 10-15 years ago; recently doing better
- Income levels in the City are going down
- The City's image needs to be changed
- Residents concerned with taxes and TIF impacts on their taxes
- At the Cudahy plant, factory workers only get 1/2 hour so don't leave plant—bring their lunch

**How has the area changed over time?**

- Cudahy is in "transition" from the industrial town of the past
- In last 20 years, many companies decreased the number of employees or went out of business including the George Meyer plant
- The south side of Layton used to be low-end houses, taverns, vacant land; whole corridor now has been transitioning to retail uses
- Dramatic change (positive) in the town over the last eight years

- The George Meyer Manufacturing Plant was here for many years in the downtown; sat dormant and an eyesore-City decided to do something so conducted a Master Plan
- City used TIF funds to buy land in the station area for redevelopment purposes

### What businesses exist/are needed in the area?

- Packard Ave. is physically attractive, but not enough retail; critical mass needed
- Potential for large office uses and businesses due to proximity to airport
- New retail planned along Layton Avenue
- Major employers are Ladish-a drop forge plant (700), Patrick Cudahy-a meat processor (2,000), Vilter- makes commercial refrigeration (150), hospital (500-600) and smaller companies in the business park—variety of businesses including air masks, fed ex, printing company, etc.
- Vision of the station area—daycare, drycleaners, small grocery store, coffee shops, restaurants
- Patrick Cudahy plant may open a retail store in the station area
- Corner of Pennsylvania and Layton—City of Milwaukee owns this land and is proposing a retail / office development

### What public uses and/or recreational uses are needed?

- No need for expansion of school facilities; school facilities are adequate

### Are there any physical or urban design issues or opportunities?

- Cudahy is “gem in the rough”, great park district, community is on the lake
- Cudahy has protected parkland on the lakefront

### Are there any aspects of the community that make it difficult to attract new investment?

- Not everyone supports redevelopment efforts

**What type(s) of housing are needed?**

- Downtown buyers likely to be two wage earners without children, single parent with kids, empty nester and retirees.
- Good mix for building in station area would be 1 bedroom with 1,000 square feet and 2 bedroom/2 bath with 1,200-1,500 square feet with parking
- The area east of the UP line should be maintained as a single family residential area
- Would like to see quality multifamily housing-upscale housing
- The single family homes in the blocks immediately north and south of the downtown are somewhat deteriorated and could benefit from investment
- Feels the residential market will continue to grow

**Please Identify any planned or recommended improvements in the area within the next 10 years.**

- New townhouses near train station at Squire & Kingan; 40 units total at completion.; initial price for units in earliest building 3 years ago was $175,000. Last building went for $210,000-$213,000; buyers are in their 20s and 30s, two wage earners, no kids, work downtown, or south including Racine; not many came from Cudahy; most from other parts of the Milwaukee area.
- Doing large condos (64 units) adjacent to library on Packard. Priced at $125-135/square foot. Will have underground parking, courtyard, community room and possibly workout room. $11 million project; units in this project will have 1-2 bedroom/2bath + dens, some duplexes, from $140,000 to low $200,000's, town homes for $265,000; 48 indoor parking spaces, no outdoor spaces
- Construction of the Iceport facility to be completed by spring 2007; hotel to start at same time (take 9 months); idea was to attract higher income people (more spending power), geared more towards hockey & figure skating, a large facility with kids programming and numerous teams to compete at arena
- Marriott proposed next to Iceport (119-121 rooms)
- New retail on Layton near Icepart proposed including an Applebees

- Madison group looking at a possible water park hotel or limited service hotel within area
- Cudahy Connection and Creekside townhouses and condos on the south side of the city have done well.
- 242 new housing units projected for Cudahy in next 10 years
- Southwest corner of Pennsylvania & Layton Ave. (capped landfill), is about 20 acres. Cudahy's comprehensive plan shows open space or park & ride; there was $1.8 million offer for retail from Colbalt Partners
- City wants density downtown; apartments and condos at 10-15 d.u./acre.
- Pennsylvania & Layton - 20 acre landfill site, rest of intersection is gas station, Blockbuster, Payday loans (maybe a good office site)
- Corner of Applewood and Layton, is a dilapidated manufacturing building with small offices, antique shop in back; no current plans for redevelopment
- Starbucks wanted to come to Layton & Packard as a free-standing unit with drive-thru, but plans failed because city couldn't come to terms with their demands.
- Pap Luigis Restaurant has expansion plans

**Do you have any other general comments or observations ?**

- Station could be on either side of the tracks.

## City of Cudahy Interviewees

1. John Burke, Developer
2. Raymond Glowacki, President, Chamber of Commerce
3. Jim Kastin, Developer
4. Joan Houlihan, Community Development Authority
5. Guerie Rudman, Developer
6. Paul Burkhardt, Peoples Credit Union
7. Mark Nicholson, Nicholson Realty
8. Thomas Kujawa, Milwaukee County Transit

9. Jack Vaccaro, Economic Development Coordinator
10. James Heiden, Superintendent of Schools
11. Craig Faucett, Director of Engineering, City of Cudahy
12. William Ottis, Patrick Cudahy Corporation
13. Robert Gottschalk, Vanderwalle and Associates

# TRANSIT ORIENTED DEVELOPMENT
*Stakeholder Interviews*

## City of St. Francis: Stakeholder Interviews Summary

Below is a summary of comments received during Stakeholder Interviews conducted in the City of St. Francis on March 10, 2006. A listing of interviewees is included at the end of summary.

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### What are the areas assets and advantages?

- Three separate new lakefront condominium projects are under development: Park Shore, the Landings (both occupied) and one other project proposed; Park Shore is a townhouse development; the Landings is a high rise condominium development. The new development will be three 8-story buildings. The Park Shore prices range from $200,000 to $500,000. The Landings prices range from $150,000 to $300,000. These developments are high end for St. Francis and attract empty nesters
- The City is close to downtown Milwaukee; can be downtown in 10 minutes
- The community is on the lakefront
- Bike/walking paths along lakefront
- Residents work locally—Ladish or Patrick Cudahy in Cudahy; Kinsinger Co. ( a barrel refinishing company in town); paint roller company in town
- Lake Parkway (Route 784) is lifeline to St. Francis and between St. Francis and Milwaukee
- Close proximity to the airport
- St. Francis Industrial Park is almost completely developed
- City now has a Community Development Authority
- Cousins Center on north end of town is owned by the Catholic Archdiocese; practice courts for the Milwaukee Bucks—potential economic opportunities associated with this; also vacant land area would have redevelopment potential if Archdiocese would sell
- St. Francis is a safe and walkable city

# TRANSIT ORIENTED DEVELOPMENT

*Stakeholder Interviews*

### What are the areas weaknesses and challenges ?

- The City has no real downtown
- The deed to travel to Cudahy, South Milwaukee and Oak Creek to shop
- A lack of public access to lakefront
- Overall, St. Francis is not pro growth
- St. Francis is a bedroom community
- The City has second highest tax rate in the county
- There are not many employment opportunities in the City
- Need for redevelopment of existing commercial property

### How has the area changed over time?

- Construction of Lake Parkway has improved regional access

### What businesses are needed in the area?

- A proposal for a high end grocery store on vacant property across from lakefront developments. This would be part of a mixed use development including retail uses
- A deed for more commercial in town, especially for tax rate purposes
- Competition for the existing grocery store (Pick N'Save)
- More restaurants
- A professional office building

### What public uses and/or recreational uses are needed?

- A new high school is desirable

### What type(s) of housing are needed?

- Higher end single family dwellings
- A single family development is proposed for WE energies vacant land; 25-30 homes planned at a $200,00-$300,000 price

- The condominium market is reaching saturation
- Additional single family homes are needed but sites cannot be identified
- The cost of land is so high that condominiums are making the most financial sense
- Have two senior apartments in town
- A concern that there are too many rental units in town

**Are there any physical or urban design issues or opportunities?**

- The City is currently considering new streets signs and gateway signs
- The community used to have a strong streets and sidewalk program in town, but this has not been as well funded recently
- The City's master plan promotes pedestrian friendly development, including bike paths
- The City's master plan promotes a "city center" with buildings with no setbacks, etc.
- St. Francis is a very walkable city

**Are there any aspects of the community that make it difficult to attract new investment?**

- St. Francis has one of the higher tax rates in the county

**Please Identify any planned or recommended improvements in the area within the next 10 years.**

- There area plans to widen Lake Drive from Howard north to city limits
- Improvements are planned for Highway KK
- Infill commercial on northwest corner of Howard and Highway KK which includes restaurants and some retail proposed
- Hidden Ponds, a new condominium development north of City Hall
- Supreme Builders will be constructing rental units on Thompson Avenue;
- There is some land available south of Howard at tracks
- The Sacred Heart Catholic School facility is being converted into senior housing

**Do you have any other general comments or observations ?**

- KK is the downtown; Packard Avenue also has some businesses
- The City might create a new theme---"St. Francis: Where Your Heart Remains"
- The Chamber of Commerce has a 140 members, but is more of a service group than an economic development group

## City of St. Francis Interviewees

1. Melinda Dejewski, City Engineer
2. Jerome Tylke, Planning Commission
3. Robert Baierl, Supreme Builders
4. Lawrence Burazin, former Mayor, President of Association of Commerce
5. Rick Wier, PDQ Tooling
6. Jackie Hemmer, St. Francis School Board
7. Robert Carr, Community Development Authority

# TRANSIT ORIENTED DEVELOPMENT

## Community Area Workshops

# TRANSIT ORIENTED DEVELOPMENT

*Community Area Workshops*

## Cudahy – St. Francis Station Area: Issues and Opportunities Workshop

Cudahy City Hall

5050 S. Lake Drive

Thursday, March 2nd 2006

5:30 – 7:30 pm

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## Workshop Summary

## (11 completed questionnaires received)

Note: Numbers in parentheses indicate multiple responses for a particular response.

### 1. List the five most important problems/ issues confronting the station area:

#### General

- Funding for the station, for development (6)
- Lack of jobs
- Scope of city involvement (3)
- Community endorsement
- Involving developers
- Preparation of the detailed plan – who does this?

#### Station/ Service

- Station location
- Type and size of station
- Ridership
- Length of the train (blocking traffic) (2)
- Continuation of the train to downtown Milwaukee

### Land use/ Development

- Determining building scale and density (2)
- Determining extent of different land uses; suitable land uses to draw ridership (besides parking)
- Want restaurants and shopping near the station (3)
- Population density, need more new housing like Liberty Street Condos to attract white collar workers likely to ride the train
- Commercial buildings in area
- Architectural controls (2) – local community should coordinate
- Parking reserve
- Remediation of potential soil contamination (3)
- Land acquisition
- Redevelopment area
- Timing

### Transportation

- Intermodal service
- Transportation to and from the station, accessibility to bus/ shuttle service (3)
- Connection to airport
- Traffic management (4)
- Patrick Cudahy trucks overpower automobiles

## 2) Three most important issues mentioned thus far

*The issues are ranked in order of importance, the most important issue being number one.*

1. Funding for station (9)
2. Timing of construction with I-94 improvements (5)
3. Connection to the airport with other transportation (3) – bus

**Other Responses**

- Commercial development (3)
- Economic development tools for the station area
- Location of stations on the line
- Ridership
- Density of development
- Soil contamination
- Traffic volume – Layton Avenue
- Intermodal connections

**3) List the three projects/ improvements would like to see made in the station area**

**General**

- Information map for visitors

**Land Use/ Development**

- Commercial development (6) – coffee shop, restaurants, ice cream parlor, small businesses
- Farmers Market
- Housing density (4)
- Good streetscape – sidewalks, well maintained landscaping, maintenance of public spaces (5)
- Parking (3) – commuter, long term parking for airport users
- Well maintained private residential property (Squire Avenue)

**Transportation**

- Transportation connections
- Secure bike racks (2)

**4) List the primary Assets and Advantages of the Station Area**

**Land Use/ Development**

- Location (2)
- "Station ready"
- Completion of iceport (2)
- Potential for the development of downtown shops

**Transportation**

- Accessibility
- Proximity to airport

**Some respondents listed potential benefits of commuter rail in this question:**

- Better for environment
- Less congestion on roads
- More businesses
- Higher incomes
- Attract more professionals to the town
- Property values increase (2)
- Connect people in the city to new places of employment

# TRANSIT ORIENTED DEVELOPMENT

*Community Area Workshops*

## Cudahy: Preliminary Station Area Plans

Cudahy City Hall

5050 S. Lake Drive

Thursday, July 6th[h] 2006

5:30 – 7:30 pm

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## Workshop Summary

### (2 group comment sheets received)

After a project presentation, the audience was asked to form small groups to discuss and make comments on the preliminary station area plans for future land use, access and circulation, and urban design. The following summarizes all group comments, which will be used to refine the preliminary station area plans.

Preliminary Future Land Use

- Existing railroad
- There could be benefits to moving the station to the west side of the tracks
- Residential land uses should not be used as a buffer along the tracks due to noise
- Noise mitigation should be included in land uses
- Landscaping planting is important is a buffer

Preliminary Future Access and Circulation Patterns

- Emergency access routes should be considered
- Bike path should go down Layton Avenue; there is an existing bike path along Pennsylvania Avenue
- Crossing gates should be installed at at-grade railroad crossings
- Secure parking for bicycles and storage for motorcycles and mopeds should be provided at station
- Future parking structure may be necessary

Preliminary Future Urban Design Framework

- Decorative station area elements including decorative pavers and public art are appropriate
- Enhanced streetscape is necessary

# TRANSIT ORIENTED DEVELOPMENT

# Market Assessment Reports

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# I. EXECUTIVE SUMMARY

## Station Area Land Uses and Business Activity

- The station area is characterized by high population density, relatively high median age and high share of the population over 65 years of age. In addition, 60% of housing units are owner-occupied, approximately half of the population aged 25 and older has at least some college, and the median household income is $41,000, indicative of a middle income area. Within the half-mile station area are over 4,500 residents and 2,200 employees.

- The immediate station area is within a TIF district. Immediately adjacent to the proposed station is a mix of industrial uses (Patrick Cudahy Company plant), institutional use (new library), residential (new townhouses), older suburban downtown with banks, stores and some second story residences, and a large undeveloped area that has been the focus of City redevelopment efforts.

- The City has initiated several recent development projects and is committed to revitalizing the historic retail core along Packard Avenue, located directly east of the proposed station. The area to the west of the proposed station was to include an Iceport with 5 skating rinks and ancillary retail and hotels, however when the developer could not obtain financing, the City withdrew its support of the Iceport project. The ambitious redevelopment plan is now being re-evaluated. Development will ultimately occur on this brownfields site, though the scale and pace is unknown at this time.

## Demographic and Economic Trends and Projections

- As of 2000, the City of Cudahy had a population of 18,429 in 7,888 households. The 2005 estimate of population by the State Department of Administration indicates a slight decrease in population over the past five years.

- Projections to 2025 by the State Department of Administration show an 8.2% increase in population and 14.2% increase in the number of households over the next 20 years. This equals 1,123 new households for the community.

- The Cudahy zip code had 369 employers in 2003 with over 8,500 employees. The largest single employer is the Patrick Cudahy Company, located downtown in the station area, with 2,000 blue collar and white collar employees and growing. Patrick Cudahy has indicated its commitment to the city and to its current location, and has been an important player in station area planning.

- Cudahy's employment base is primarily manufacturing, with a limited number of firms in the professional, financial and business services categories that generate the demand for new office space. Its location adjacent to the back of General Mitchell International Airport makes it a prime spot for firms in transportation and warehousing sectors.

**Residential Development Potential**

- The City issued 422 residential building permits between 2000 and 2005 for an annual average of 70 units. Of these, 241 units were for multi-family construction. A number of mid-rise condominium buildings and attached townhouse style units were built on the south side of the city. A successful, small townhouse development was built in the immediate station area.

- The median price for condominiums and townhouses sold in Cudahy through Realtors and reported in the Multiple Listing Service in 2005 was $151,900, with units selling from a low of $108,500 up to $205,500.

- New townhouses in the station area range in price from $210,000-213,000 for spacious two bedroom plus den units. Planned condominiums in the station area range in price from the low $140,000s to the low $200,000s for one and two bedroom units. Mid-rise lakefront condominiums in St. Francis (outside of the half-mile station area) are considerably more expensive ranging from the $150,000s for a one bedroom unit to $324,000 for two bedroom plus den units.

- Rail service offers the potential for capturing a higher share of future housing construction within the half-mile station area. While construction in the station area has been limited to date, the momentum exists for increased residential development.

- Valerie S. Kretchmer Associates, Inc. (VSKA) estimates that there will be demand for 1,246 new housing units in the City of Cudahy (83 per year on average) between 2005 and 2020. A total of 358 (24 per year on average) could be in the half-mile station area assuming commuter rail

service. Without commuter rail, demand in the station area is estimated to be 249 units (17 per year on average.)

### Retail Development Potential

- Cudahy is currently underserved with retail space based on 2002 Census of Retail Trade statistics for the city compared to other communities in Milwaukee County. City residents are spending a significant amount of their sales dollars outside of the city.

- The demand for retail space will be primarily along Packard and Layton Avenues in free-standing buildings, on the first floor of mixed-use buildings and in small shopping centers.

- The original Iceport plan called for 120,000 square feet of retail and restaurant space, of which approximately 14,000 square feet has been built already (Walgreens). While the Iceport building is not going to be built, some retail and restaurant space is likely to be incorporated into new plans for the area, especially along the Layton Avenue frontage. However, without an anchor, the full retail build-out of 120,000 square feet is not likely to occur.

- Therefore VSKA estimates demand for 70,000-100,000 square feet of new retail space in the half-mile station area over the next 15 years.

### Office Development Potential

- There is limited demand for additional office space in the station area. A small amount of space could be absorbed in small free-standing single or multi-tenant office buildings, or as part of a mixed-use building.

- An office building is likely to be in the immediate station area along Packard or Layton Avenues. Depending on the future of the Iceport area, an office building could be part of this development area.

- VSKA estimates that the half-mile station area could attract 40,000-55,000 square feet of new office space over the next 15 years, at least some of which would be part of mixed-use buildings.

Summary of Demand

STATION AREA DEVELOPMENT DEMAND
2005-2020

| | 2005-2010 | 2010-2015 | 2015-2020 | TOTAL |
|---|---|---|---|---|
| Residential units | 82 | 130 | 146 | 358 |
| Retail (square feet) | 20,000-30,000 | 25,000-35,000 | 25,000-35,000 | 70,000-100,000 |
| Office (square feet) | 5,000-10,000 | 15,000-20,000 | 20,000-25,000 | 40,000-55,000 |

## II. METHODOLOGY

### Residential Demand

To calculate demand for new housing units within the half-mile station area, Valerie S. Kretchmer Associates, Inc. (VSKA) started with the 2004 State of Wisconsin Department of Administration forecasts of population and households for the municipalities from 2005-2020. From this, VSKA estimated the share of new housing demand that would be within the half-mile station area without the commuter rail extension and then with the commuter rail extension. These calculations assume that expanded rail service is available around 2014. The projections assume that there will be an increase in development activity a few years prior to the opening of the rail line (2010) as people realize that the rail extension is a reality.

The demand forecast assumes a 5% residential vacancy factor, which is a conservative estimate. This is also added to the demand generated by the number of new households forecast in each of the communities. Assumptions are also made regarding the need to replace older housing units in the community. The annual rate of replacement is based on one-half of 1% of housing units built prior to 1970, as reported in the 2000 Census.

VSKA looked at the share of development recently completed, planned and under construction within the half-mile station area. VSKA then estimated the station area's share of new development with and without the commuter rail extension given the availability of land and buildings here for new construction and rehabilitation.

### Retail Demand

VSKA assessed the availability of land in the station area, retail concentrations elsewhere in the community, and overall competitiveness of the station area for retail development. VSKA identified the type and scale of retail development that would be supportable at the station by assessing population density, area demographics, retail sales, level of competition and retail market conditions. The estimates of supportable retail space were based on the strength of each location and scale of retail development that the market can support. This assessment also incorporated recommendations in the City's plans for the station area and for other competing areas in the community.

### Office Demand

VSKA assessed the office potential at the station area by evaluating the existing office inventory in the community, vacancy and rental rates for office space in this area, office-prone employment trends, and the employment base in Cudahy. VSKA also assessed the availability of land in the station area and the scale and type of development that could be supported. This assessment also incorporated recommendations in the City's plans for the station area and for other competing areas in the community.

## III. STATION AREA LAND USES AND BUSINESS ACTIVITY

### Proposed Station Location

The station is proposed to be located on the south side of Layton Avenue two blocks west of Packard Avenue, the historic downtown core of Cudahy. As currently proposed, the station will be on the west side of the railroad tracks. The map on the following page shows the station location.

### Half-Mile Study Area

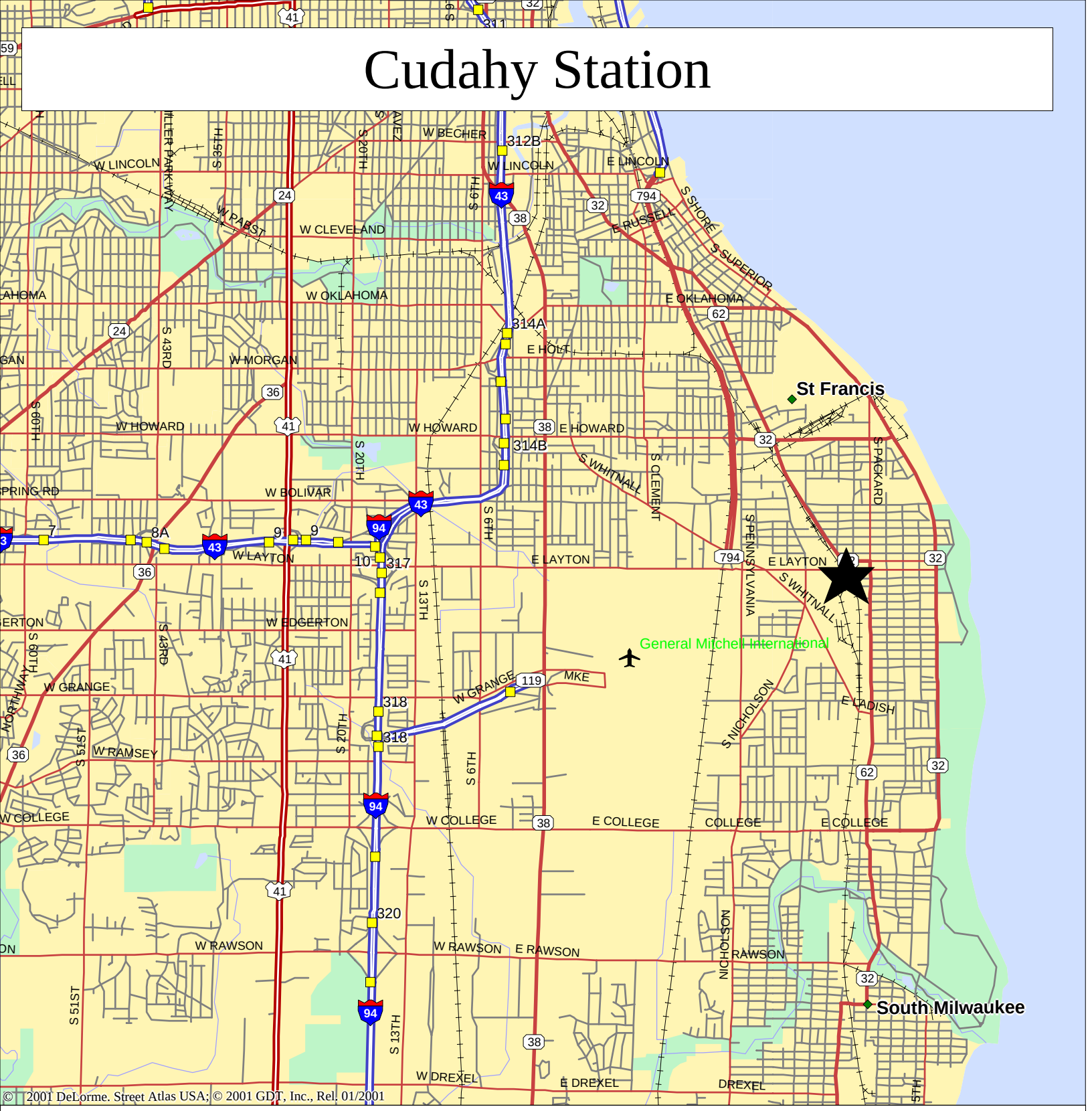
The half-mile area surrounding the train station stretches from Lunham Avenue on the north, Hately on the east, Pulaski on the south and Vermont Avenue on the west. The map that follows shows the boundaries of the half-mile station area and the larger three mile radius from the station.

1. Study Area Land Use

The half-mile study area contains a mix of residential, industrial, civic, retail and commercial use, in addition to a large vacant parcel of land, known as Lakeport Village site (proposed Iceport site). The Patrick Cudahy Company, now 126 years old, is the dominant land use in the immediate station area, located to the southwest of the proposed station. It has 2,000 employees in its plant and administrative offices. The plant expanded recently to a total of 1.2 million square feet of space. It produces bacon, ham, pre-cooked meats, etc. but does not do any slaughtering at this location. The company is one of the 10 largest employers in the Milwaukee area and is the largest employer in the city. It runs three shifts and many of its employees currently use transit.

On the east side of the railroad tracks is a recently completed townhouse development and a new public library. There are plans for two new condominium buildings east of the library. Packard Avenue south of Layton Avenue is the heart of downtown Cudahy and the City has been actively promoting development and redevelopment along this street. The downtown is home to small retail and service establishments, in addition to several banks, some of which have new buildings. The City is looking for a developer to build a retail “Marketplace” near the rail station.

# Cudahy Station



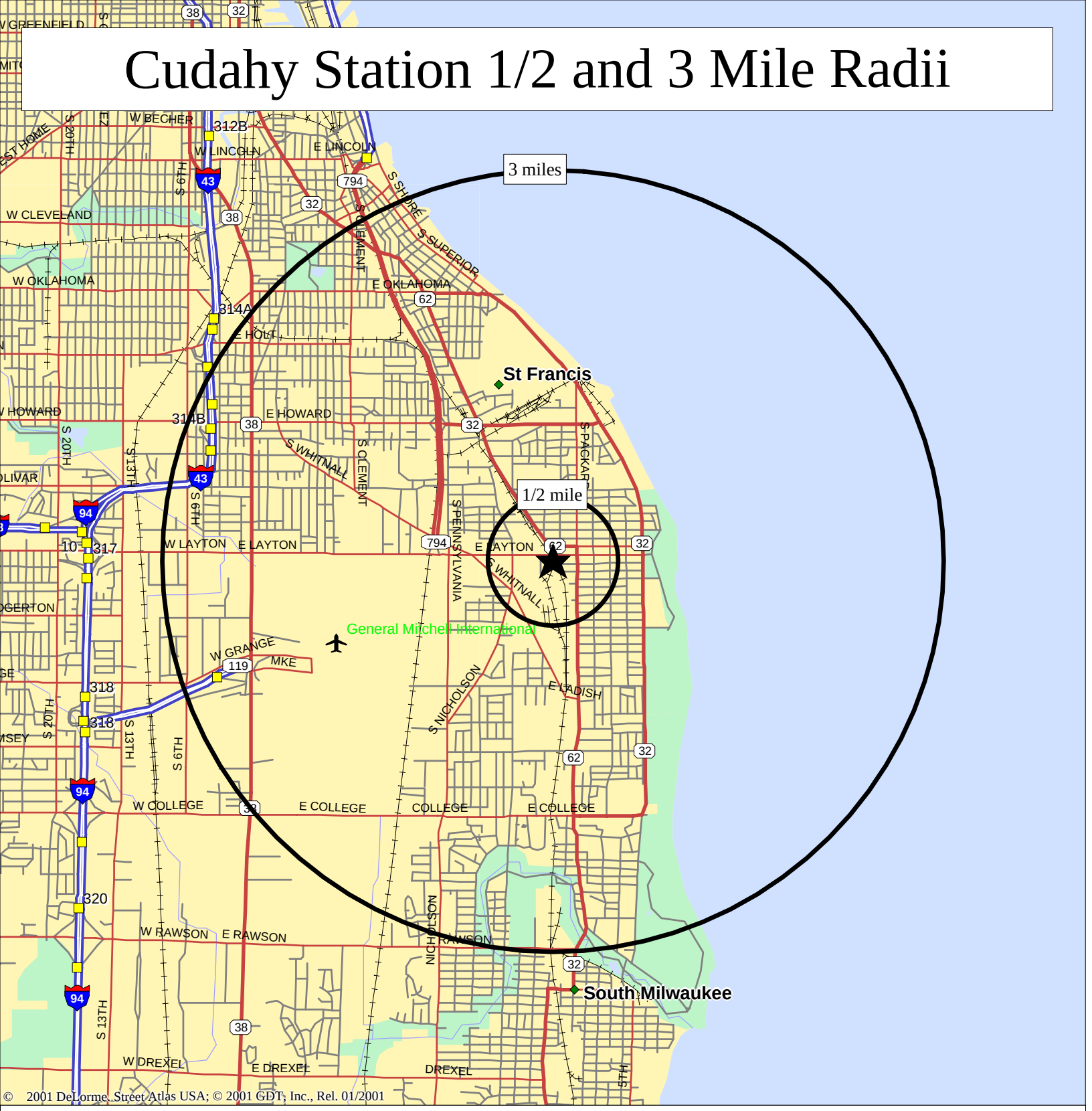

Mag 13.00
Mon May 08 16:21 2006
Scale 1:62,500 (at center)

1 Miles

2 km

- Local Road
- Major Connector
- State Route
- Interstate/Limited Access
- US Highway
- Exit
- Railroad
- Small Town
- Sched Service Airport
- Population Center
- Land
- Water
- River/Canal
- City Park

# Cudahy Station 1/2 and 3 Mile Radii




Mag 13.00
Mon May 08 16:23 2006
Scale 1:62,500 (at center)

1 Miles

2 km

- Local Road
- Major Connector
- State Route
- Interstate/Limited Access
- Exit
- Railroad
- Small Town
- Sched Service Airport
- Population Center
- Water
- River/Canal
- City Park

To the west of the station on the south side of Layton Avenue west of Sweet Applewood Lane is the 40-acre Lakeport Village redevelopment site. Originally planned to include an Iceport with 5 skating rinks and ancillary retail space, the site is now undeveloped except for a Walgreens on Layton Avenue. The original plan for the area included two hotels and 120,000 square feet of retail space. The site is likely to redevelop with a mix of uses, though not as the City originally envisioned.

The area to the east of Packard Avenue and north of Layton Avenue east of the railroad tracks is primarily residential in nature with older single-family homes and small multi-family buildings. The map on the following page shows the dominant land uses in the immediate station area.

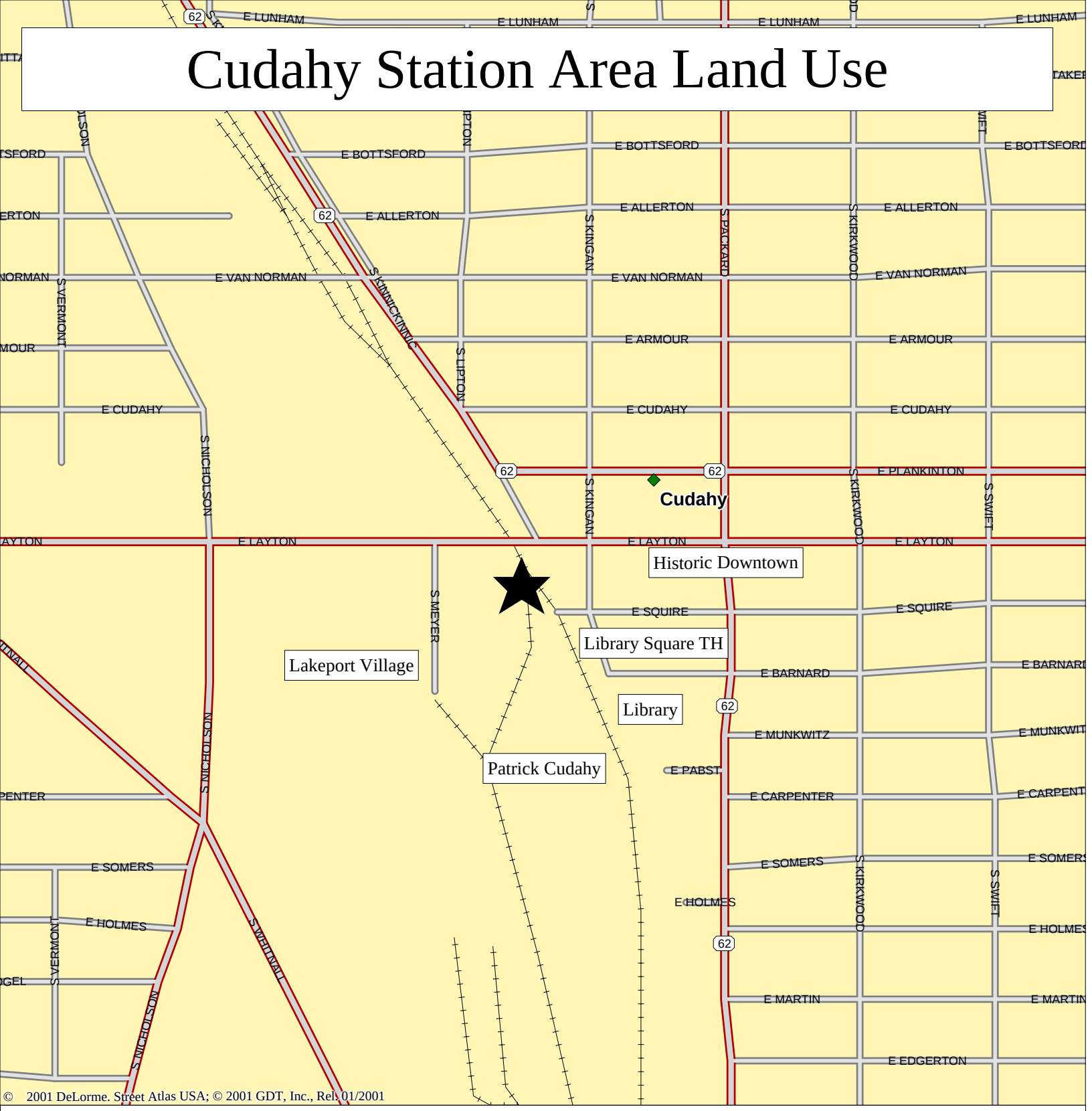
## 2. Study Area Demographics

According to estimates provided by Demographics Now (a national demographic data vendor) and shown in Table 1, the half-mile area has an estimated 2005 population of 4,531, with a density of 5,769 persons per square mile. Population density in this area is high, with only the Kenosha and Racine stations along the KRM line showing higher population densities. There are over 2,200 employees within the half-mile area as well.

The median age of the population is a high 38.0 years, with a relatively high 13.8% of the residents aged 65 and older. A significant percentage of the households living near the train station do not have a motor vehicle (10.1%). Median household income is estimated to be $41,332. The owner occupancy rate is 60%. Just under half of the residents aged 25 and older have at least some college education.

Table 1 that follows compares the characteristics of the station area with a larger area within three miles. The larger area has an estimated population of 58,598, and the overall density is much lower. The population of the three mile area is slightly older, better educated and slightly more affluent (its median household income is $45,802). Its homeownership rate is also higher at 66.4 %. A lower percent of its households have no access to a private vehicle.

# Cudahy Station Area Land Use

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Mag 16.00
Wed May 17 08:28 2006
Scale 1:7,812 (at center)

500 Feet

200 Meters

- Local Road
- Major Connector
- State Route
- Railroad
- Small Town
- Population Center

Table 1

KEY DEMOGRAPHICS FOR 1/2 AND 3 MILE RADII
FROM THE PROPOSED CUDAHY RAIL STATION

| | 1/2 Mile | 3 Mile |
|---|---|---|
| 2005 | | |
| Population | 4,531 | 58,598 |
| Households | 2,014 | 25,660 |
| Population Density/Square Mile | 5,769 | 2,073 |
| Median Age | 38.0 | 39.8 |
| % of Population Aged 65+ | 13.8% | 15% |
| Median Household Income | $41,332 | $45,802 |
| % of Households with No Vehicle Available | 10.1% | 8.8% |
| % of Population 25+ with at least some College | 48% | 52.9% |
| Total Housing Units | 2,198 | 27,394 |
| % Vacant Housing Units | 8.4% | 6.3% |
| % Owner-Occupied Housing Units | 60% | 66.4% |
| Employment | 2,237 | 24,641 |

Source: Demographics Now.

Demographic maps in the Appendix show the median household income, population density and average household size by block group for the area surrounding the proposed Cudahy station. They show that the average household size is between 2 and 2.5 persons; population density is considerably higher on the east side of the tracks at more than 10,000 people per square mile; and that median household incomes are higher north of Layton Avenue than south of Layton.

### Development Opportunity Sites

Within the half-mile radius of the station are several key development sites. The first is the Lakeport Village site described above. The second is the site for the proposed "Marketplace" on the west side of Packard Avenue south of Library Mall. A third is on the north side of Layton Avenue across from Lakeport Village, which is now occupied by a limousine company. The site will become more valuable as plans for Lakeport Village materialize. There are a number of smaller infill sites along Layton Avenue and Packard Avenue that the City would like to see developed with retail, residential or office use.

## IV. DEMOGRAPHIC TRENDS AND FORECASTS

### Cudahy Population and Household Trends

According to the Wisconsin Department of Administration, Cudahy's population declined slightly between 2000 and 2005, though it is projected to grow by 8.2% by 2025. The household count is projected to grow by 14.2% with 1,123 new households in the city. Table 2 below shows these trends.

**Table 2**

**CUDAHY HOUSEHOLD AND POPULATION PROJECTIONS 2000-2025**

| Year | Households | Change | | Population | Change | |
|---|---|---|---|---|---|---|
| | | # | % Change | | # | % Change |
| 2000 | 7,888 | ---- | ---- | 18,429 | ---- | ---- |
| 2005 | 8,141 | 253 | 3.2% | 18,319 | (110) | -0.6% |
| 2010 | 8,383 | 242 | 3.0% | 19,049 | 730 | 4.0% |
| 2015 | 8,607 | 224 | 2.7% | 19,437 | 388 | 2.0% |
| 2020 | 8,877 | 270 | 3.1% | 19,818 | 381 | 2.0% |
| 2025 | 9,011 | 134 | 1.5% | 19,940 | 122 | 0.6% |
| Change 2000-2025 | | 1,123 | 14.2% | | 1,511 | 8.2% |

Source: Wisconsin Department of Administration

### Employment Trends

In 2003, Cudahy's zip code had 369 establishments with 8,514 employees. This represents an employment increase of 7.8% since 2001. Patrick Cudahy Company, the city's largest employer grew from 700 to 2,000 employees in the past 7-8 years. The city's second largest employer, Ladish, a forging company for the aerospace industry, has approximately 600 employees and is located to the south of the

half-mile station area on the west side of Packard Avenue. Table 3 below provides a profile of establishments by industry for the Cudahy zip code from 2001 to 2003.

The city's employment base is primarily in manufacturing, transportation and warehousing, not surprising given its location adjacent to the airport and its industrial history. The city has far fewer companies in financial services, real estate and professional services, the industries that are office users. However, there are a significant number of health care and social assistance employers, some of which have 20 or more employees.

**Table 3**

**2001-2003 ESTABLISHMENTS BY INDUSTRY BY YEAR**
**CUDAHY ZIP CODE 53110**

| Industry | Total Establishments by Year | | | Change | |
|---|---|---|---|---|---|
| | 2003 | 2002 | 2001 | # | % |
| Total | 369 | 373 | 360 | 9 | 2.5% |
| Construction | 30 | 26 | 27 | 3 | 11.1% |
| Manufacturing | 50 | 53 | 52 | (2) | -3.8% |
| Wholesale trade | 17 | 15 | 14 | 3 | 21.4% |
| Retail trade | 46 | 48 | 47 | (1) | -2.1% |
| Transportation & warehousing | 45 | 43 | 42 | 3 | 7.1% |
| Finance & insurance | 15 | 15 | 13 | 2 | 15.4% |
| Real estate & rental & leasing | 14 | 14 | 14 | 0 | 0.0% |
| Professional, scientific & technical services | 15 | 13 | 13 | 2 | 15.4% |
| Management of companies & enterprises | 2 | 1 | 1 | 1 | 100.0% |
| Admin, support, waste mgt, remediation services | 15 | 17 | 17 | (2) | -11.8% |
| Educational services | 1 | 2 | 2 | (1) | -50.0% |
| Health care and social assistance | 40 | 42 | 41 | (1) | -2.4% |
| Arts, entertainment & recreation | 6 | 5 | 6 | 0 | 0.0% |
| Accommodations & food services | 28 | 32 | 26 | 2 | 7.7% |
| Other services (except public administration) | 45 | 47 | 45 | 0 | 0.0% |

Source: U.S. Census Bureau, "County Business Patterns."

### Population and Household Projections – Half-Mile Station Area

Table 4 on the following page presents population and household trends from 2000-2010 for the half-mile and three-mile areas around the Cudahy station, as estimated by Demographics Now, a national data vendor. The population of the half-mile area is projected to decline by 2.9% between 2005 and 2010, and the number of households by 3.5 %. These projections show a slight decline in population in the three mile area (.8%) and a 1.7% decline in the number of households. These projections are more pessimistic than the State's projections for the City of Cudahy which show a 3% increase in population and 4% increase in households during this time period. The three mile area encompasses Cudahy and parts of St. Francis and South Milwaukee.

Table 4

POPULATION AND HOUSEHOLD TRENDS
.5 AND 3 MILE RADII FROM CUDAHY STATION

| | Population | Households |
|---|---|---|
| **0.5 mile radius** | | |
| 2000 | 4,679 | 2,093 |
| 2005 | 4,531 | 2,014 |
| Change 2000-2005 | (148) | (79) |
| % change 2000-2005 | -3.2% | -3.8% |
| 2010 | 4,400 | 1,943 |
| Change 2005-2010 | (131) | (71) |
| % change 2005-2010 | -2.9% | -3.5% |
| **3 mile radius** | | |
| 2000 | 59,111 | 26,106 |
| 2005 | 58,598 | 25,660 |
| Change 2000-2005 | (513) | (446) |
| % change 2000-2005 | -0.9% | -1.7% |
| 2010 | 58,104 | 25,231 |
| Change 2005-2010 | (494) | (429) |
| % change 2005-2010 | -0.8% | -1.7% |

Source: Demographics Now

## V. RESIDENTIAL MARKET CONDITIONS AND STATION AREA OPPORTUNITIES

### Housing Market Trends

1. Building Permits and Construction Activity

Cudahy issued a total of 422 building permits for residential construction between 2000 and 2005, equal to an average of 70 units per year. During this period, 241 multi-family units were built, the largest number in 2004. A number of newer condominium projects have been built on the south side of the city in recent years. The table below shows these trends.

**Table 5**

**CUDAHY BUILDING PERMITS 2000-2005**

| Year | Single-Family Units | 2-4 Units | Multi-Family Units | Total Units |
|---|---|---|---|---|
| 2000 | 4 | 2 | 49 | 55 |
| 2001 | 12 | 6 | 0 | 18 |
| 2002 | 1 | 13 | 0 | 14 |
| 2003 | 4 | 0 | 6 | 10 |
| 2004 | 10 | 10 | 178 | 198 |
| 2005 | 119 | 0 | 8 | 127 |
| **Total** | **150** | **31** | **241** | **422** |
| **Average Annual** | **25** | **5** | **40** | **70** |

Source: U.S. Census

2. Home Sales and Prices

According to data from Nicholson Realty, in 2005 there were a total of 62 condominium/ townhouse sales through the Multiple Listing Service in Cudahy. The median sales price was $151,900, with a range of $108,500 for a one bedroom unit to $205,000 for a two bedroom unit. Over 72% of the units sold had two bedrooms.

In neighboring St. Francis, 49 units sold in 2005 with a median price of $201,900. The higher price is due to two new condominium buildings on the lake which have higher prices. The table below shows a summary of the 2005 condominium sales in Cudahy and St. Francis.

**Table 6**

**CUDAHY AND ST. FRANCIS 2005 CONDOMINIUM SALES**

| Unit Size | Cudahy | St. Francis |
|---|---|---|
| 1 BR | 6 | NA |
| Price Range | $108,500-$134,900 | NA |
| Median Sales Price | $122,882 | NA |
| 2 BR | 45 | NA |
| Price Range | $129,900-$205,000 | NA |
| Median Sales Price | $151,950 | NA |
| 3BR | 11 | NA |
| Price Range | $108,500-$172,000 | NA |
| Median Sales Price | $169,900 | NA |
| **Total** | **62** | **49** |
| Median Sales Price | $151,900 | $201,900 |
| Overall Price Range | $108,500-$205,000 | $157,900-$500,000 |

NA Not Available Source: Nicholson Realty.

**Downtown Condominium and Townhouse Developments Actively Marketing**

As noted earlier in this report, a number of new condominium projects are actively marketing units within the half-mile station area. Details on these properties are provided in Table 7 at the end of this section.

1. Cudahy Library Square

Located on Library Drive and Packard Avenue, this will consist of two mid-rise condominium buildings with 60 units and 4 townhouses. The condominium building fronting on Packard Avenue will have ground floor retail space. The City issued an RFP for development on this City-owned lot. Construction on the first building is scheduled to start in 2006. Units will have either one or two bedrooms with a den with prices in the $140,000s to low $200,000s. The townhouses will be $265,000. This project is one of the key elements in the rejuvenation of Packard Avenue.

2. Library Square Townhouses

Started in 2003, 20 townhouses have been completed to the north of the new city library and across the street from the proposed station. A total of 40 units are planned for this location. These two bedroom plus den units have sold well with current prices of $210,000-$213,000 for units with 1,900 square feet. Buyers are primarily younger couples without children, most of whom came from other parts of the Milwaukee area. Initial prices were $175,000.

**New Condominiums Beyond the Station Area**

The south side of the city between Ramsey and College Avenues west of Packard Avenue has seen the largest concentration of new condominiums and townhouses in a TIF district that was a former industrial area. The largest of these projects is Cudahy Connection on Buckhorn Drive with a total of 156 units in a number of mid-rise buildings. Currently under construction are Walnut Ridge condominiums and townhouses on College Avenue with a total of 108 units planned. Prices here range from $123,999 for a one bedroom condominium to $215,999 for a three bedroom townhouse. Somerset Court, east of Pennsylvania Avenue, is a smaller project with only 24 duplex condominium units priced from $186,900-$209,900 for two and three bedroom units. These projects have been popular with senior citizens.

In St. Francis, two mid-rise condominium buildings are located along the lakefront on Lake Drive. Kimball Hill Homes is marketing Parkshore on the Lake, with 250 units already built and under construction in mid-rise condominium buildings, townhomes and villas. Current condominium prices range from $165,900-191,000 for one bedroom and $229,900-$299,900 for two bedroom units. Townhomes range from $278,900 to $358,000 for large two and three bedroom units. Two bedroom villas right on the lake range in price from $473,000-$523,000. There is land for additional development.

Located south of Parkshore, The Landings is a conversion of a luxury apartment building and new construction. The existing buildings have 150 units and another 150 are under construction and planned for a total of 300 units at completion. Prices are slightly lower than at Parkshore, with one bedroom units ranging from $150,000-175,000, two bedroom units ranging from the $180,000s-$324,000 and three bedroom units from the low $220,000s. Some of the two bedroom units are larger than the three bedroom ones. Some units in the building are still being rented.

Table 7 that follows provides more detail on these newer condominium and townhouse projects. A map showing the location of these projects follows.

**Table 7**

**NEW AND PLANNED RESIDENTIAL PROJECTS IN CUDAHY AND ST. FRANCIS**

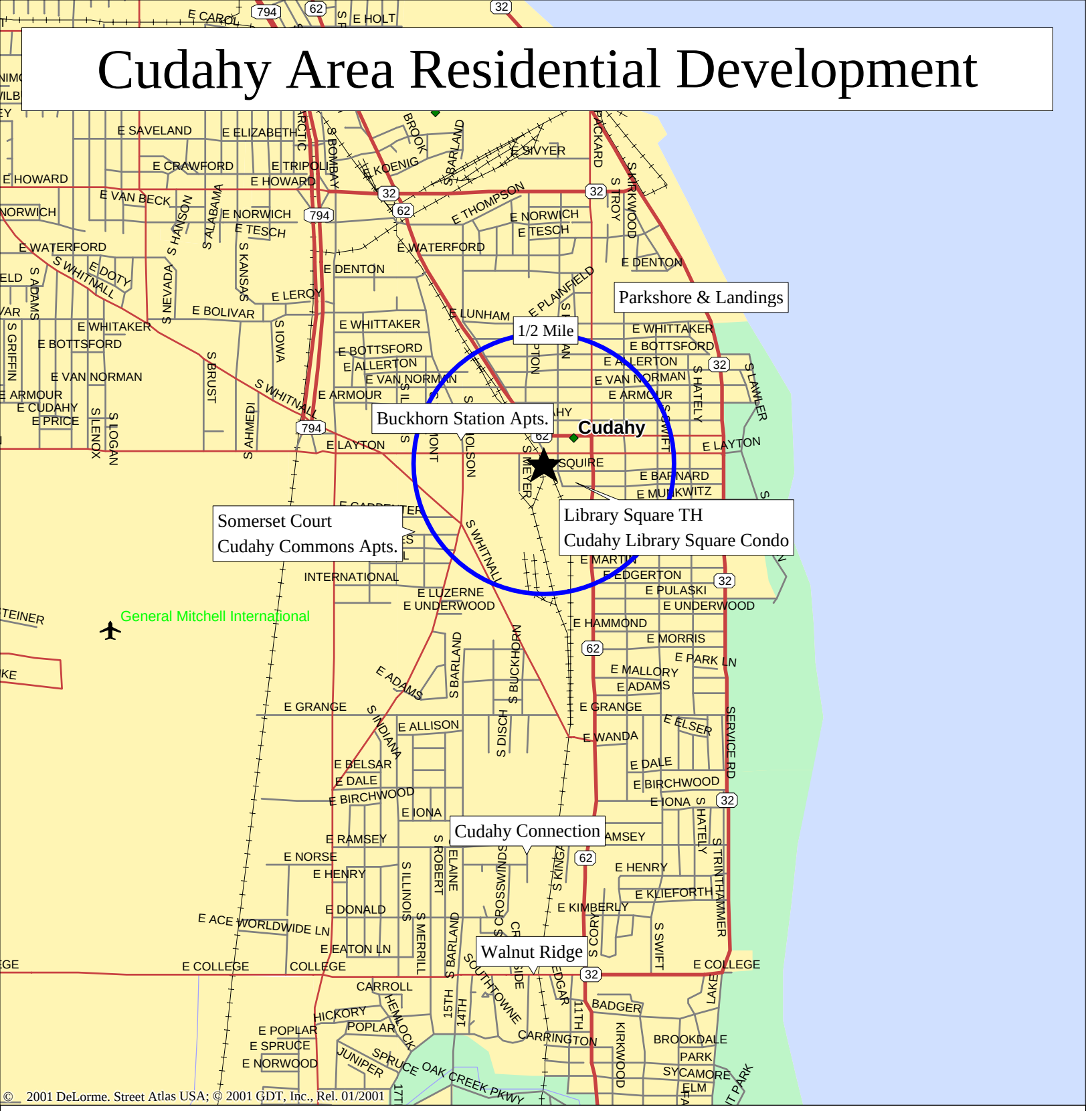
| Project Name & Location | Completion Date | # of Units | Unit Type (BR/BA) | S.F. | Price Range | Comments |
|---|---|---|---|---|---|---|
| **Cudahy** | | | | | | |
| Buckhorn Station Apartments | 1999 | 64 | 1/1 | 778 | $760 | Units include washer/dryer. Fitness room, |
| 4560 S. Nicholson | | | 2/1 | 850-1,100 | $635-$690 | pool. Low-Income Housing Tax Credit |
| | | | 3/2 | 1,330-1,442 | $885-$905 | property. |
| Cudahy Commons Apartments | 2004 | 142 | 1/1 | 460 | $625 | Pool, clubhouse. Low-Income Housing |
| 2770 E. Edgerton | renovation | | 2/1 | 860-890 | $750-800 | Tax Credit property. |
| Cudahy Connection | 2004 | 156 | 1/1.5 | 950 | $124,900-$129,900 | Mid-rise condo bldgs. Prices reflect |
| 6000 S. Buckhorn | | | 2/2 | 1,280-1,450 | $149,000-$179,900 | re-sales. |
| | | | 2/2 + den | 1,510 | $189,900 | |
| Somerset Court | 2005 | 24 | 2/2 | 1,368 | $186,900-$191,900 | Duplex condos. |
| 2810-2832 E. Somers Ct. | | | 3/2 | 1,368 | $209,900 | |
| Library Square Townhouses | 2003-2006 | 20 | 2/2 + den | 1,900 | $210,000-$213,000 | 20 units completed. 6 under construction. |
| Barnard, Kingan and Squire | | | | | | Adjacent to station. |
| Walnut Ridge Condos | 2005 | ~108 | 1/1 | 840 | $123,999 | Exercise room; indoor/outdoor pools; |
| College Ave. | still under | not all are | 2/2 | to | to | TH style units. |
| | construction | finished | 3/2 | 1,508 | about | |
| | | | TH | 1,974 | $215,999 | |
| Cudahy Library Square | 2006-7 | 64 | 1/1 | NA | $140,000s | Mid-rise condos in 2 buildings. |
| Library Drive and Packard Ave. | | | 2/2 + den | NA | low $200,000s | 4 townhouse units. |
| | | | TH | NA | $265,000 | |

NEW AND PLANNED RESIDENTIAL PROJECTS IN CUDAHY AND ST. FRANCIS

| Project Name & Location | Completion Date | # of Units | Unit Type (BR/BA) | S.F. | Price Range | Comments |
|---|---|---|---|---|---|---|
| **St. Francis** | | | | | | |
| Parkshore on the Lake | 2002-2006 | 250 | Condos | | | 3 mid-rise condo bldgs, THs, and Villas. |
| 3800 S Lake Dr. | | | 1/1 | 928 - | $165,900-$191,900 | Land for addl. bldgs. Clubhouse, fitness |
| | | | 2/2 | 1,614 | $229,900-$299,900 | center, beach. Kimball Hill is developer. |
| | | | Townhomes | | | |
| | | | 2/2.5 | 2,020 - | $278,900 - | |
| | | | 3/2.5 | 3,068 | $358,000 | |
| | | | Villas (2-story TH) | | | |
| | | | 2/2.5 | 1,793-1,854 | $473,000 - $523,000 | Villas are located right on the lake. |
| The Landing Condominiums | 2004 | ~300 total | 1/1 | 882-1,120 | $150,000s - | Located on the lake, next to Parkshore. |
| 4100 S. Lake Dr. | (condo | | 1/1 + den | 958-1,293 | $175,000 | Some 2BR/2BA + den are duplex units; |
| | conversion) | 150 units are | 2/2 | 1,099-1,627 | $180,000s - | washer/dryer; underground parking |
| | | finished | 2/2 + den | 1,146-1,790 | $324,000 | available; units have balconies/patios; |
| | | 150 units left to build | 3/3 | 1,363 | low $220,000s | some units have fireplaces. Some units being rented out. |

Source: Valerie S. Kretchmer Associates, Inc.

# Cudahy Area Residential Development

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2000 Feet
1000 Meters

- Local Road
- Major Connector
- State Route
- Railroad
- Small Town
- Sched Service Airport
- Population Center
- Water
- River/Canal
- City Park

### Residential Land Prices

According to data from the City Assessor, residential land sales are tied to density with typical sales in the $15,000 per unit range based on density of 10-15 units per acre on the south side of the city. Downtown density is higher at 30 units per acre.

For small lots, sales have ranged from $3.49 to $10.42 per square foot. Sales for small condominium projects were $8.32 per square foot in 2004.

### Rental Apartment Market

There are few newer apartment buildings in Cudahy and only one in the half-mile station area. A newer rental property is Buckhorn Station Apartments on Nicholson Avenue north of Layton, within the half-mile station area. Developed in 1999, it has 64 units with rents ranging from $760 for a one bedroom apartment to $905 for the most expensive three bedroom unit. The development has many amenities including a pool and fitness center. The building is a Low-Income Housing Tax Credit project. An older senior citizen apartment building, Washington Square Apartments, is located on Packard Avenue, also within the station area.

A second development by the same developer as Buckhorn Station, Gorman and Company, is Cudahy Commons, located on the west side of the city off of Pennsylvania Avenue. It is also a Low-Income Housing Tax Credit property, with rents ranging from $625 for a one bedroom to $800 for the largest two bedroom apartment.

No rental projects are planned in Cudahy at this time, though the City is open to new market rate rental housing in the immediate station area. The achievable rents in Cudahy are likely to be insufficient at this time to justify the higher costs of a mid-rise, market rate apartment building. In the future however, as the area becomes more developed, a market rate apartment building could be financially feasible.

## Opportunities for Residential Development in the Station Area

### 1. General Observations

The City of Cudahy has invested a great deal of time and financial resources to the revitalization of its downtown core and proposed station area. It was instrumental in providing land for the new and planned residential developments here. While Cudahy had a reputation as a blue collar town, home to many who worked at the Patrick Cudahy and Ladish factories, its image is changing. Younger residents are moving into the city, recognizing its solid housing stock, public amenities such as lakefront parks and new library, and easy access to downtown Milwaukee.

The recent extension of the Lake Parkway (Route 794), making downtown Milwaukee only 10 minutes away, will be another advantage for the city in attracting new residents. The proximity to the airport is a factor for many current and future residents. The commuter rail line will be another amenity attracting people to the city and the station area. As neighborhoods on the south side of Milwaukee, such as the Historic Third Ward and Bayview, become more expensive (and in some cases gentrified), younger residents can be attracted to Cudahy by its more affordable housing, yet still have proximity to entertainment in the neighborhoods to the north.

### 2. Future Demand

From 2005-2020, the household projections indicate that there will be demand for 1,246 new housing units in Cudahy (83 per year on average). Valerie S. Kretchmer Associates, Inc. (VSKA) estimates that a total of 358 (24 per year on average) could be in the half-mile station area assuming improved commuter rail service. Without the commuter rail, demand in the station area is estimated to be 249 units (17 per year on average). Table 8 on the following page provides details.

Table 8

CUDAHY STATION AREA RESIDENTIAL DEMAND FROM 2005-2020

Number of Housing Units

| | Short term 2005-2010 | Medium term 2010-2015 | Long term 2015-2020 | Total 15 years | Average Annual |
|---|---|---|---|---|---|
| **City of Cudahy** | | | | | |
| Demand due to household growth (1) | 242 | 224 | 270 | 736 | 49 |
| Plus 5% vacancy allowance | 12 | 11 | 14 | 37 | 2 |
| Replacement demand (2) | 158 | 158 | 158 | 473 | 32 |
| **Total City demand - baseline** | 412 | 393 | 441 | 1,246 | 83 |
| **Demand Alternatives** | | | | | |
| Half mile station area - baseline (3) | 82 | 79 | 88 | 249 | 17 |
| Half mile station area - w/rail (4) | 82 | 130 | 146 | 358 | 24 |

Notes:

(1) From State of Wisconsin household projections

(2) Assumes annual replacement demand equal to .5% of housing stock built prior to 1970 (as reported in the 2000 Census).

(3) Baseline allocates 20% of City demand to half mile ring without commuter rail.

(4) Rail alternative increases half mile ring demand to 33% starting in 2010.

Source: Valerie S. Kretchmer Associates, Inc.

## VI. RETAIL MARKET CONDITIONS AND STATION AREA OPPORTUNITIES

### Retail Sales and Sales Per Household

The 2002 Census of Retail Trade provides insight into retail sales activity in the City of Cudahy. A detailed table showing sales by category is included in the Appendix. The City had only 46 establishments and $131.6 million in sales in 2002 (the last year data are available). The City's sales per household figure is $16,684 compared to the average sales of $23,433 per household in Milwaukee County. This means that residents of Cudahy are leaving the city for much of their shopping. There are many categories of stores that are not represented in Cudahy, some of which could be appropriate for the station area.

### Expenditure Potential in 2005

Based on its estimated average household income of $46,388 in 2005 and its household composition and age characteristics, Demographics Now estimates that City of Cudahy households have an aggregate retail expenditure potential of $161.7 million, or $20,484 per household. Of this, new car dealers account for 20.3% of household spending, grocery stores account for 15.6%, gasoline stations 10.3%, full service and limited service restaurants 9.6% and department stores (including discount stores) 7.4%. The Appendix provides additional details from Demographic Now regarding spending potential by store category for Cudahy's households.

While Cudahy's spending potential per household is only 82% of the national average (a result of its income and age profile), there is a significant difference in the potential sales compared to the actual sales in the city as reported in the Census of Retail Trade. Thus, there is an opportunity to improve the retail offerings and capture some of the sales going out of the community now.

### Shopping Concentrations in or Near Cudahy

The major retail nodes in and near Cudahy are along Layton Avenue and Packard Avenue. Packard and Layton is the prime intersection in downtown Cudahy with small businesses and services along both streets for several blocks. A new Walgreens opened on Layton Avenue west of Packard, but the other retailers downtown tend to be small and independently owned.

Several shopping centers are located along Layton Avenue (some of which are in St. Francis) and on the south end of the city on Packard Avenue.

- Packard Plaza is the largest center in the city with almost 118,000 square feet. It is anchored by Aldi, Osco Drug and JoAnn Fabrics. Rent ranges from $8-12 per square foot triple net with common area charges and real estate taxes adding approximately $2.56 per square foot. There is approximately 11,500 square feet of space available for lease.

- Pick n' Save Marketplace, also located on the south side of the city along Packard Avenue, has 103,500 square feet and is anchored by the Pick n' Save grocery store. It has one larger vacancy of approximately 11,000 square feet, the result of Walgreens leaving the center for a free-standing store. That space, given its size and the fact that it is a sub-lease, has an asking rent of $8 per square foot on a gross basis (common area charges and taxes are included in the rent).

- Value Village Shopping Center on Layton Avenue in St. Francis has 75,000 square feet and has Value Village, Family Dollar, hardware store, Dairy Queen and Curves. The center has approximately 2,000 square feet of space vacant and is asking only $8 per square foot triple net with $2 in additional common area charges and real estate taxes. It is an older center with most of it built in the 1960s with an addition dating from the 1990s.

- Whitnall Square on Layton Avenue in St. Francis is a nicer center anchored by Pick n' Save, Fashion Bug and Hallmark store. Occupancy is high in this center.

There are no new centers or retail space in Cudahy and St. Francis to compare for rents at newer locations. According to retail brokers, new small store space in the south suburbs can rent for as much as $18 per square foot on a triple net basis. Larger stores in the 10,000-15,000 square foot range will rent for $12-13 per square foot triple net.

### Retail/Commercial Land Prices

According to the City Assessor, retail and commercial land sales in the past few years have ranged from $1.92-$14.96 per square foot. The highest priced land was at the corner of Layton and Packard Avenues and was purchased by Walgreens, which is known to pay a premium for a desired corner parcel with 1-2 acres of land. Banks will also pay a premium for a specific corner location.

A 4.5-acre site at Packard Avenue north of College Avenue with B-2 zoning sold for $9.41 per square foot. This was the only recent retail sale of a sizable parcel. Several parcels of 1 acre or less are for sale along Packard Avenue at asking prices of $4-6 per square foot for vacant commercially zoned land.

### Future Retail Demand in the Station Area

The expenditure categories that are most relevant for built-up areas immediately adjacent to commuter rail stations are convenience stores, specialty stores (including prepared food specialties), pharmacies, eating and drinking places, and personal services. Time-pressed commuters (especially those who are riding long distances possibly to Chicago suburbs) will use the station area to buy breakfast items, snacks, sandwiches, and prepared foods to take home after work. They will also need conveniences such as dry cleaners and personal care (beauty and barbershops), as well as easy-to-carry specialty items such as flowers and cards.

Despite the proximity of the Patrick Cudahy plant to the station, the overwhelming majority of its employees are factory workers who only have ½ hour for lunch and typically bring their lunch. There are 125 administrative employees who get an hour for lunch who could be potential patrons of restaurants in the station area.

The future of the Lakeport Village development will have an impact on the amount of retail space that is likely in the station area. The Iceport project was extremely ambitious and called for 120,000 square feet of retail and restaurant space, which includes the Walgreens store currently open (with an estimated 14,000 square feet). The City will be re-evaluating its options for the entire site and though several big box retailers have been mentioned as possible users of the entire site, the City has resisted this development scenario in favor of a mixed-use, pedestrian-oriented development.

The table below shows the additional retail space that could be absorbed in the half-mile station area. This does not include a calculation of the improved retail offerings in existing downtown buildings that are expected to occur as a result of the additional housing in the area. These estimates are dependent on the aforementioned development of new housing in the half-mile area.

Table 9

CUDAHY STATION AREA RETAIL DEMAND FROM 2005-2020

| 2005-2010 (Square Feet) | 2010-2015 (Square Feet) | 2015-2020 (Square Feet) | Total (Square Feet) |
|---|---|---|---|
| 20,000-30,000 | 25,000-35,000 | 25,000-35,000 | 70,000-100,000 |

## VII. OFFICE MARKET CONDITIONS AND STATION AREA OPPORTUNITIES

### Office Market Conditions

There is very little traditional office space in Cudahy. According to information from Grubb and Ellis, there is only 146,459 square feet of non-owner occupied office space in 10 buildings. Most of the space is Class C in quality (older and lower quality buildings). However, despite the quality of space, there is very little space available now for rent (2.2%), which means that a limited amount of new space could be warranted.

However, local brokers indicated that Cudahy is not a location for larger office buildings, as the employment base is not geared to professional, financial and other business services that typically occupy office space. It is on the back side of the airport which caters primarily to industrial and quasi-industrial users rather than office tenants, e.g., freight forwarders, trucking companies, food service. Some of the buildings along Pennsylvania Avenue (outside of the half-mile station area) have some office space, but they are more office/warehouse than pure office space. Older, Class C office space on Packard Avenue downtown is currently asking $9 per square foot on a gross basis for small tenant space.

### Office Demand

Office brokers interviewed by VSKA were not optimistic about the potential for a significant amount of office space in the city overall or in the station area, and were cautious about the likelihood in the near term of any significant office development in the station area. However, there would be potential demand for new office space in mixed-use buildings to house some professionals who now have limited choices for quality space in Cudahy.

With rail service, more firms might find a downtown Cudahy location attractive. A modest amount of new space could be absorbed in free-standing single- or multi-tenant office buildings, or as part of mixed-use buildings to serve medical professionals and allied health care practitioners, attorneys, accountants, financial services, insurance agents, etc. Some of this space could be in Lakeport Village, while some could be in buildings along Packard Avenue.

The table below suggests a modest amount of office space that might be absorbed in the station area over the next fifteen years.

Table 10

CUDAHY STATION AREA OFFICE DEMAND FROM 2005-2020

| 2005-2010 (Square Feet) | 2010-2015 (Square Feet) | 2015-2020 (Square Feet) | Total (Square Feet) |
|---|---|---|---|
| 5,000-10,000 | 15,000-20,000 | 20,000-25,000 | 40,000-55,000 |

## VIII. APPENDIX

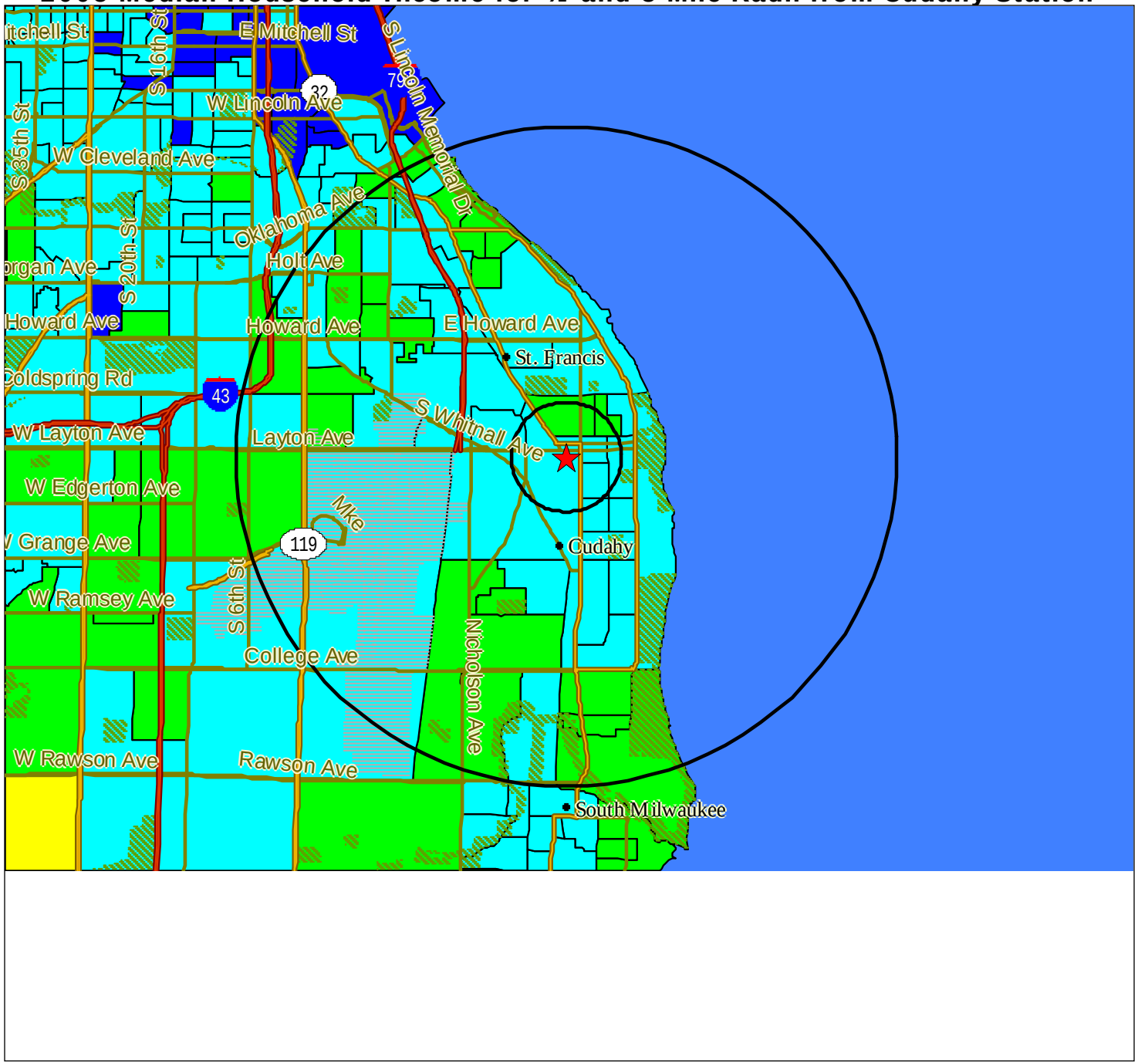
A. Demographic Maps

1. Median Household Income for ½ and 3 Mile Radii from the Proposed Station
2. Average Household Size for ½ and 3 Mile Radii from the Proposed Station
3. Population Density per Square Mile for ½ and 3 Mile Radii from the Proposed Station

B. 2002 Census of Retail Trade for the City of Cudahy

C. Retail Expenditure Potential for City of Cudahy

# 2005 Median Household Income for ½ and 3 Mile Radii from Cudahy Station




**S KINGAN AVE & E SQUIRE AVE, CUDAHY, WI 53110**

**Legend**

**Block Groups**
Basic Variables (2005) Income:Household Income: Median Household Income

- Above 100,000
- 75,000 to 100,000
- 50,000 to 75,000
- 25,000 to 50,000
- Below 25,000
- No Data

- Subject Site
- 0.5,3 mile radii
- Block Group Bndry
- Big City Ctr
- Medium City Ctr
- Small City Ctr
- Prim. Hwy
- Secd. Hwy
- Maj. Rds
- Airports
- Parks
- Aerial Photo Coverage

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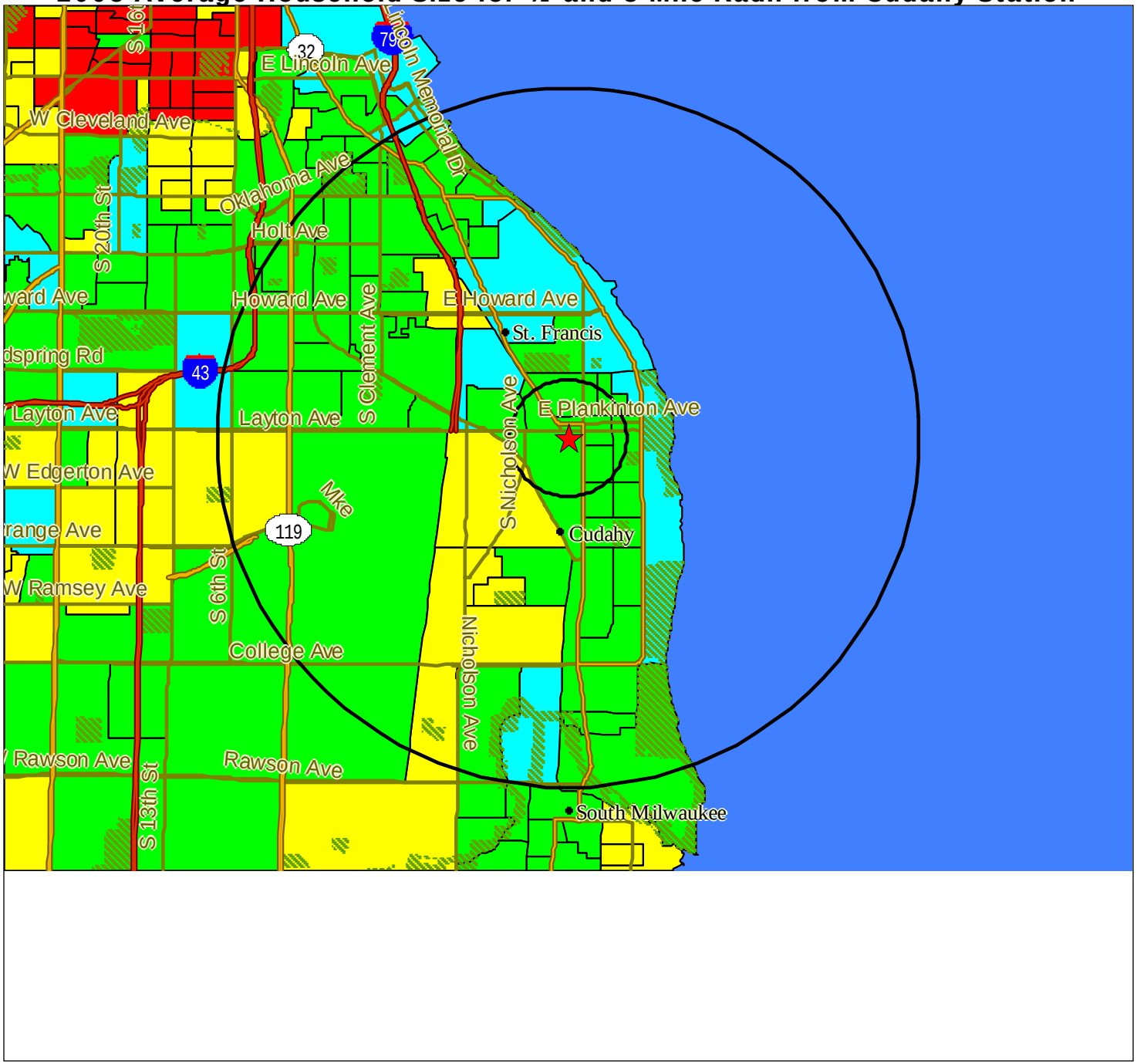
Date: 05/17/06

# 2005 Average Household Size for ½ and 3 Mile Radii from Cudahy Station




**S KINGAN AVE & E SQUIRE AVE, CUDAHY, WI 53110**

**Legend**

**Block Groups**
Basic Variables (2005) Average Household Size
- Above 3
- 2.50 to 3
- 2 to 2.50
- 1.50 to 2
- Below 1.50
- No Data

- Subject Site
- 0.5,3 mile radii
- Block Group Bndry
- Big City Ctr
- Medium City Ctr
- Small City Ctr
- Prim. Hwy
- Secd. Hwy
- Maj. Rds
- Parks
- Aerial Photo Coverage

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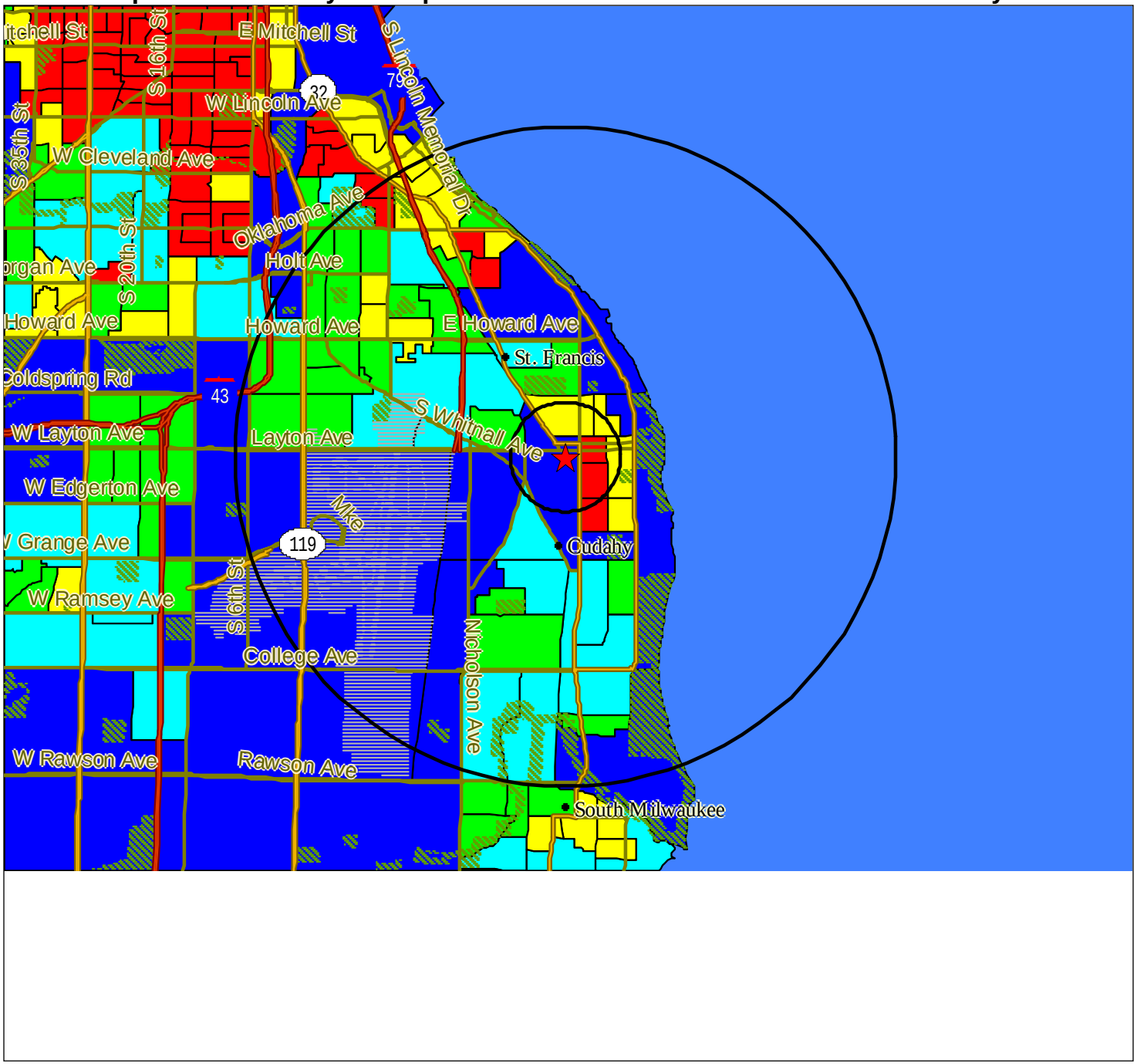
Date: 05/17/06

## 2005 Population Density Per Square Mile for ½ and 3 Mile Radii from Cudahy Station




**S KINGAN AVE & E SQUIRE AVE, CUDAHY, WI 53110**

**Legend**

**Block Groups**
Basic Variables (2005) Population Density
- Above 10,000
- 7,500 to 10,000
- 5,000 to 7,500
- 3,000 to 5,000
- Below 3,000
- No Data

- Subject Site
- 0.5,3 mile radii
- Block Group Bndry
- Big City Ctr
- Medium City Ctr
- Small City Ctr
- Prim. Hwy
- Secd. Hwy
- Maj. Rds
- Airports
- Parks
- Aerial Photo Coverage

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Date: 05/17/06

## 2002 CUDAHY RETAIL SALES AND AVERAGE SALES PER HOUSEHOLD

| SIC Code | Category | Establishments # | Sales $ | 2000 Households | Sales/Household Cudahy | Sales/Household Milwaukee County |
|---|---|---|---|---|---|---|
| | **Total Households** | | | 7,888 | | |
| 441 | Motor vehicle/parts dealers | 8 | $41,514,000 | | $5,263 | $6,240 |
| 442 | Furniture/home furnishing stores | 0 | 0 | | NA | $797 |
| 443 | Electronics/appliance stores | 2 | NA | | NA | $802 |
| 444 | Building material/garden equipment/supply stores | 4 | $9,274,000 | | $1,176 | $1,673 |
| 445 | Food/beverage stores | 4 | NA | | NA | $3,610 |
| 446 | Health/personal care stores | 5 | $11,828,000 | | $1,499 | $2,019 |
| 447 | Gasoline Stations | 5 | NA | | NA | $1,840 |
| 448 | Clothing/clothing accessories stores | 3 | $1,242,000 | | $157 | $1,302 |
| 451 | Sporting goods, hobby, book, music stores | 8 | $7,460,000 | | $946 | $604 |
| 452 | General Merchandise stores | 3 | NA | | NA | $3,195 |
| 453 | Miscellaneous stores | 2 | NA | | NA | $567 |
| 4531 | Florists | 0 | 0 | | NA | $53 |
| 4532 | Office supplies/stationery stores | 0 | 0 | | NA | $238 |
| 4539 | Other miscellaneous store retailers | 0 | 0 | | NA | $181 |
| 454 | Non-store retailers | 2 | NA | | NA | $783 |
| | **Total** | **46** | **$131,603,000** | | **$16,684** | **$23,433** |

NA Not Disclosed due to small number of establishments.

Source: U.S.Census, "2002 Census of Retail Trade"; 2000 Census.

## Cudahy Retail Sales Potential Summary Report

Index Base Average = 100 Index Base File: US

**Demographic Overview**

| | | | | | |
|---|---|---|---|---|---|
| Total Population | 18,642 | Total Households | 7,896 | Median Income | $43,589 |
| % Male Population | 49.10% | Average Household Size | 2.4 | Per Capita Income | $19,769 |
| % Female Population | 50.90% | Household Growth from 1990 to 2000 | 6.00% | Average Household Income | $46,388 |
| Median Age | 38.7 | % Owner Occupied Housing Units | 59.20% | Employees | 8,247 |
| Population Density | 3,925.20 | % Renter Occupied Housing Units | 34.00% | Establishments | 627 |
| | | % Vacant Housing Units | 6.90% | | |

| Current Year Annual | Aggregate Dollars | Average Household Dollars | Percent of Total | Index |
|---|---|---|---|---|
| Appliances and Electronics Stores | $2,414,229 | $305.75 | 1.50% | 82 |
| Art Dealers | $8,758 | $1.11 | 0.00% | 78 |
| Auto Parts and Accessories | $1,610,216 | $203.93 | 1.00% | 84 |
| Book Stores | $875,701 | $110.90 | 0.50% | 77 |
| Camera and Photography Stores | $240,332 | $30.44 | 0.10% | 83 |
| Childrens' and Infant's Clothing Stores | $496,263 | $62.85 | 0.30% | 79 |
| Clothing Accessory Stores | $96,670 | $12.24 | 0.10% | 79 |
| Computer Stores | $1,163,250 | $147.32 | 0.70% | 80 |
| Convenience Stores | $1,172,685 | $148.52 | 0.70% | 84 |
| Costmetics and Beauty Stores | $134,461 | $17.03 | 0.10% | 82 |
| Department Stores | $12,005,075 | $1,520.40 | 7.40% | 81 |
| Drinking Places | $607,325 | $76.92 | 0.40% | 80 |
| Family Clothing Stores | $2,438,540 | $308.83 | 1.50% | 81 |
| Fish and Seafood Markets | $78,138 | $9.90 | 0.00% | 85 |
| Floor Covering Stores | $461,684 | $58.47 | 0.30% | 74 |
| Florists | $127,704 | $16.17 | 0.10% | 79 |
| Fruit and Vegetable Markets | $153,392 | $19.43 | 0.10% | 85 |
| Fuel Dealers | $1,132,767 | $143.46 | 0.70% | 84 |
| Full Service Restaurants | $7,683,199 | $973.05 | 4.80% | 81 |
| Furniture Stores | $2,752,483 | $348.59 | 1.70% | 78 |
| Gasoline Stations with Convenience Stores | $11,465,613 | $1,452.08 | 7.10% | 84 |
| Gasoline Stations without Convenience Stores | $5,177,748 | $655.74 | 3.20% | 85 |
| Gift and Souvenir Stores | $303,153 | $38.39 | 0.20% | 80 |
| Grocery Stores | $25,308,447 | $3,205.22 | 15.60% | 84 |
| Hardware Stores | $1,455,985 | $184.40 | 0.90% | 79 |
| Hobby, Toy, and Game Stores | $721,657 | $91.40 | 0.40% | 82 |
| Home Centers | $3,143,047 | $398.06 | 1.90% | 80 |
| Hotels and Other Travel Accomodations | $1,125,697 | $142.57 | 0.70% | 81 |
| Jewelry Stores | $724,877 | $91.80 | 0.40% | 76 |
| Limited Service Restaurants | $7,727,280 | $978.63 | 4.80% | 81 |
| Liquor Stores | $1,055,037 | $133.62 | 0.70% | 81 |
| Luggage Stores | $78,927 | $10.00 | 0.00% | 80 |
| Mail Order and Catalog Stores | $3,547,792 | $449.32 | 2.20% | 81 |
| Meat Markets | $326,887 | $41.40 | 0.20% | 85 |
| Men's Clothing Stores | $498,795 | $63.17 | 0.30% | 81 |
| Mobile Home Dealers | $3,869 | $0.49 | 0.00% | 80 |
| Motorcycle and Boat Dealers | $1,350,641 | $171.05 | 0.80% | 82 |
| Musical Instrument Stores | $281,217 | $35.62 | 0.20% | 83 |
| New Car Dealers | $32,809,301 | $4,155.18 | 20.30% | 83 |
| Nursery and Garden Stores | $619,263 | $78.43 | 0.40% | 80 |
| Office and Stationary Stores | $294,326 | $37.28 | 0.20% | 79 |
| Optical Goods Stores | $791,775 | $100.28 | 0.50% | 87 |
| Other Apparel Stores | $378,704 | $47.96 | 0.20% | 81 |
| Other Building Materials Stores | $4,220,737 | $534.54 | 2.60% | 79 |
| Other Direct Selling Establishments | $717,121 | $90.82 | 0.40% | 82 |
| Other General Merchandise Stores | $1,410,082 | $178.58 | 0.90% | 81 |
| Other Health and Personal Care Stores | $280,417 | $35.51 | 0.20% | 83 |
| Other Home Furnishing Stores | $673,583 | $85.31 | 0.40% | 80 |
| Other Miscellaneous Retail Stores | $338,238 | $42.84 | 0.20% | 85 |
| Other Specialty Food Markets | $242,322 | $30.69 | 0.20% | 85 |
| Outdoor Power Equipment Stores | $77,578 | $9.82 | 0.00% | 79 |

# CUDAHY MARKET ASSESSMENT

| Current Year Annual | Aggregate Dollars | Average Household Dollars | Percent of Total | Index |
|---|---|---|---|---|
| Paint and Wallpaper Stores | $130,698 | $16.55 | 0.10% | 80 |
| Pet and Pet Supply Stores | $444,924 | $56.35 | 0.30% | 83 |
| Pharmacy and Drug Stores | $3,339,413 | $422.92 | 2.10% | 82 |
| RV Parks | $14,736 | $1.87 | 0.00% | 83 |
| Record, Tape, and CD Stores | $538,943 | $68.26 | 0.30% | 83 |
| Recreational Vehicle Dealers | $40,747 | $5.16 | 0.00% | 83 |
| Rooming and Boarding Houses | $7,939 | $1.01 | 0.00% | 82 |
| Sewing and Needlecraft Stores | $132,956 | $16.84 | 0.10% | 79 |
| Shoe Stores | $1,376,583 | $174.34 | 0.90% | 84 |
| Special Food Services and Catering | $1,293,946 | $163.87 | 0.80% | 81 |
| Sporting Goods Stores | $1,475,888 | $186.92 | 0.90% | 81 |
| Tire Dealers | $731,652 | $92.66 | 0.50% | 84 |
| Used Merchandise Stores | $259,263 | $32.83 | 0.20% | 80 |
| User Car Dealers | $2,299,205 | $291.19 | 1.40% | 83 |
| Vending Machines | $488,499 | $61.87 | 0.30% | 84 |
| Warehouse Superstores | $4,950,357 | $626.94 | 3.10% | 83 |
| Women's Clothing Stores | $1,414,742 | $179.17 | 0.90% | 81 |
| Total Annual Retail | $161,743,479 | $20,484.23 | 100% | 82 |

Current year data is for the year 2005, 5 year projected data is for the year 2010. More About Our Data.

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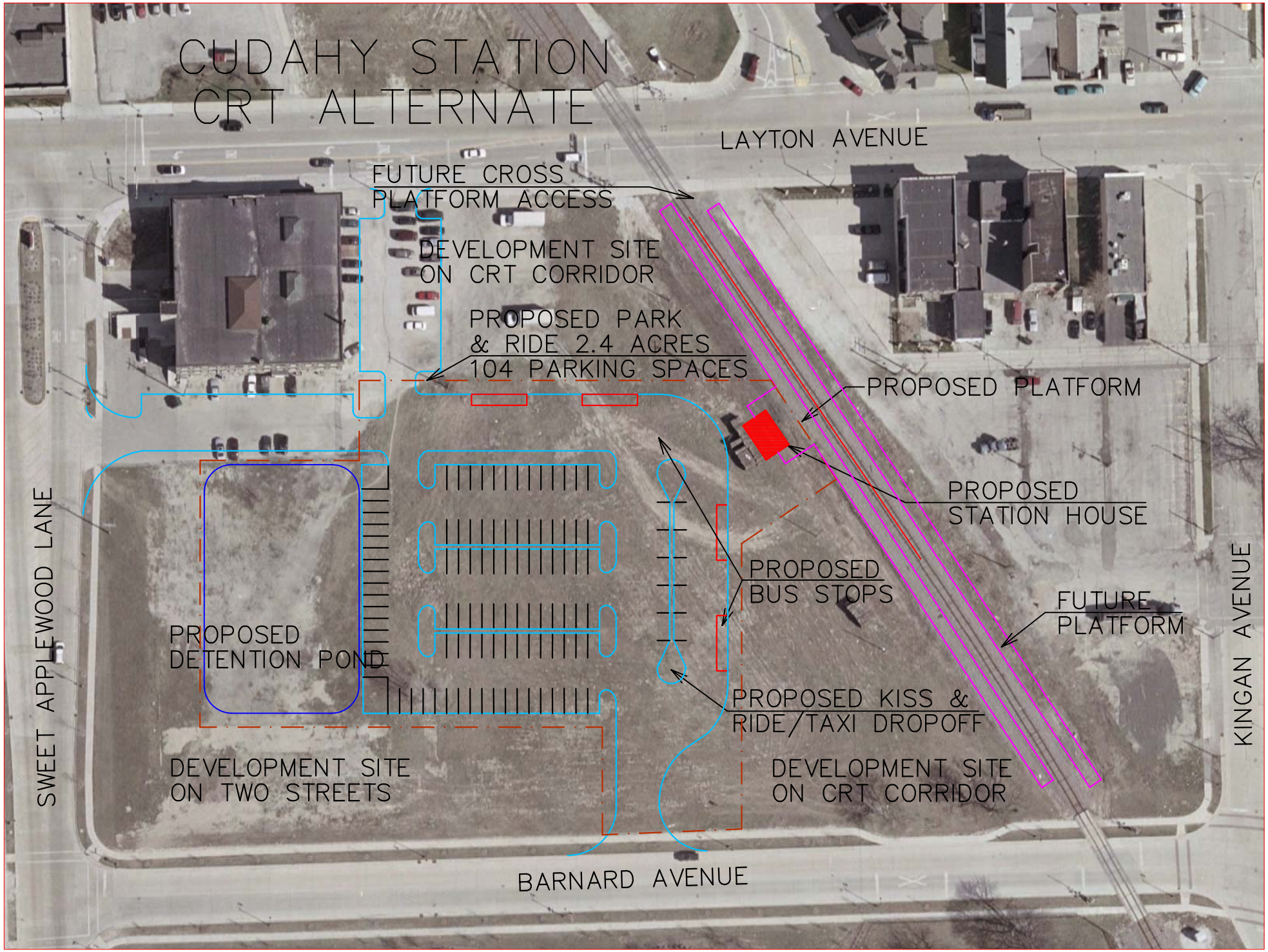
# TRANSIT ORIENTED DEVELOPMENT

## Station Layout Plans


CUDAHY STATION
CRT ALTERNATE
LAYTON AVENUE
FUTURE CROSS
PLATFORM ACCESS
DEVELOPMENT SITE
ON CRT CORRIDOR
PROPOSED PARK
& RIDE 2.4 ACRES
104 PARKING SPACES
PROPOSED PLATFORM
PROPOSED
STATION HOUSE
PROPOSED
BUS STOPS
FUTURE
PLATFORM
PROPOSED
DETENTION POND
PROPOSED KISS &
RIDE/TAXI DROPOFF
DEVELOPMENT SITE
ON TWO STREETS
DEVELOPMENT SITE
ON CRT CORRIDOR
SWEET APPLEWOOD LANE
KINGAN AVENUE
BARNARD AVENUE