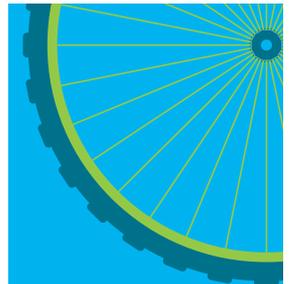
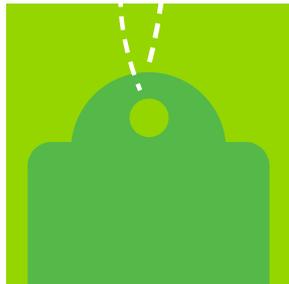
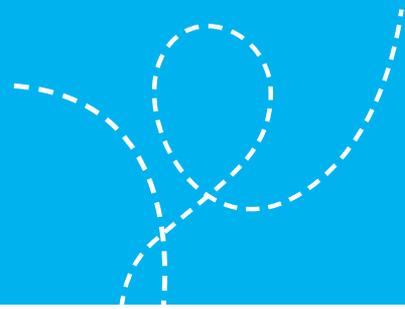


IMAGINE
THE POSSIBILITIES IN
SHOREWOOD

Top Redevelopment Opportunities



SHOREWOOD

Introduction / 1
Shorewood Market Profile / 4
4300 N. Oakland Ave. / 8
1518-30 E. Capitol Dr. / 9
1700-12 E. Capitol Dr. / 11
4201 N. Oakland Ave. / 12
1409-25 E. Capitol Dr. / 13
2400-20 E. Capitol Dr. / 15
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53211

WHY IS SHOREWOOD A GREAT ENVIRONMENT FOR BUSINESSES?

Shorewood is a diverse and thriving community of approximately 13,162 residents that was first established in 1917. It is a small geographical space measuring only a mile by a mile and a half making it the densest community in the state. Residents and visitors can walk or bike anywhere in the Village. It is close to the city of Milwaukee, close to Lake Michigan, close to UWM and close to the Milwaukee River and several parks. It is close to schools and businesses, close to cultural activities, and is a close knit community. Shorewood is close to everything.

Shorewood combines big-city amenities with small-town accessibility and values, balancing historic character with modern convenience and experiences. The business district along the Oakland Avenue and Capitol Drive corridor is comprised of unique shops, superb dining options and friendly service businesses.

Shorewood is decidedly pro-development and has put together the plans, tools and infrastructure needed to make it easier to facilitate high-quality projects and business opportunities. Shorewood has a master plan to facilitate managed growth and development to maintain commercial property vitality throughout the Village. The Community Development Authority (CDA) and Business Improvement District (BID) work with developers, property owners and business owners to provide support and direction so that businesses can thrive in Shorewood.

While a substantial amount of investment has gone into property improvements since 2006, there are still underutilized properties that present new or continuing prospects for redevelopment. These properties provide an opportunity to further enhance the variety of land uses and improve the public realm along the commercial corridors and quality of life in the Village of Shorewood.



\$85,896
AVERAGE
HOUSEHOLD
INCOME
Source: 2010 Census



13,162
SHOREWOOD
POPULATION
Source: 2010 Census

SHOREWOOD IS COMMITTED TO STRATEGICALLY PLANNED GROWTH.

In 2014 Shorewood updated its 2006 Central District Master Plan (CDMP) with the objectives to:

1. Guide Shorewood public committees, staff, and officials involved in community improvement and economic development in their planning and implementation activities.
2. Attract potential developers by identifying projects that are likely to be supported by the Village.
3. Attract and retain thriving local service, retail, and hospitality businesses.
4. Improve pedestrian, bicycle, vehicular access and circulation and public safety.
5. Enhance the physical conditions and overall pedestrian environment.
6. Improve parking for employees, visitors, shoppers, and restaurant patrons.
7. Bring innovative, creative, and feasible ideas to the District.
8. Create a clear, documented vision for the Central District's future.

Desired outcomes from adoption and implementation of the Central District Master Plan are:

1. Continue high vitality of the Central District, in terms of business activity, quality shopping opportunities, and walkability.
2. Improve quality of life, provide opportunities to work in the Village, enhance a safe and friendly community, provide additional opportunities for community activities and events, and embrace sustainable community development.
3. Increase housing opportunities offering desirable residential options that attract diverse people of all ages and stages of life and allow residents to grow and age in place.
4. Continue priority on strong property values and long term shifting of Village property tax levy from residents to Central District property owners and businesses.

In a recent update of the Village's Vision Plan, a summary of public input concluded that Shorewood appeals to people who want to live in a vibrant, safe, urban environment adjacent to Milwaukee, who appreciate, and sometimes rely on, the ability to walk, bike, and bus to excellent local schools, UW-Milwaukee, the Shorewood library, Milwaukee's cultural assets, and metro area jobs and shopping.

19,300

Average daily traffic count:
Oakland Ave.
& Capitol Dr.



16,700

Average daily traffic count:
Oakland Ave.
& Edgewood Ave.



Tax Increment Districts/ Tax Incremental Financing (TID)

The Village of Shorewood continues to grow - not easy for a Village that was nearly fully developed over 70+ years ago! Tax Increment Districts/ Tax Incremental Financing (TID) have improved public infrastructure, private housing and commercial stock in the Village.

Shorewood TIDs have produced over \$116 million in incremental value. Since 2009, the Village has achieved six significant redevelopment projects within less than 1.5 square mile area which have generated much attention within the redevelopment community within the State. TID #2 was very successful, closing in 10 years with an increase in value of nearly \$18 million since inception.

TIDs have significantly improved Shorewood's tax base and have improved housing opportunities for rental properties where the quality of rental housing had not been improved in years. The TID projects provided both higher end and affordable housing, and senior housing. It is also important to note the positive impacts of TIDs to shopping, parking and entertainment (restaurant) facilities within the Village and the net increases in property values for other properties in the BID.

Facade Improvement Program and Loan Program

Shorewood offers two programs to assist business and property owners to rehab their property and grow their business. The Facade Improvement Grant Program offers up to \$25,000 in matching funds to exterior improvements to commercial buildings for qualifying projects. The Business Incentive Loan Program offers low interest access to capital to assist businesses looking to locate or grow in Shorewood. For more information, contact BID Executive Director, Jim Plaisted at jim@shorewoodwi.com.



Drive Times 20 Minute 10 Minute 5 Minute

5 MINUTE DRIVE TIME:

DEMAND EXCEEDS SUPPLY FOR THE FOLLOWING CATEGORIES:

- Building Material & Supplies Dealers
- Full Service Restaurants
- Furniture
- Grocery Stores
- Home Furnishings
- Lawn & Garden Equipment & Supply
- Limited Service Eating Places
- Other General Merchandise (ie: pet supplies, art dealers, art supplies)
- Other Miscellaneous Store Retailers
- Specialty Foods
- Sporting Goods, Hobby, Musical Instruments

Shorewood Market Profile:

53211

The 53211 Zip Code encompasses the entire Village of Shorewood, a portion of Milwaukee south to North Ave. and a portion of Whitefish Bay north to Hampton Ave.

DENSITY STRENGTH

There are 35,406 people living within Zip Code 53211, or 9,317 people per square mile. Population 13,162. 2010 Census

Retail Supply Gaps - 5-minute drive time

Industry Group	Demand	Supply	GAP	Capture
Lawn & Garden Equip & Supply	\$1,758,534	\$0	\$1,758,534	0.0%
Other General Merchandise*	\$28,369,857	\$2,328,806	\$26,041,051	8.2%
Home Furnishings	\$2,691,529	\$306,222	\$2,385,307	11.4%
Shoes	\$3,387,561	\$661,168	\$2,726,393	19.5%
Specialty Foods	\$1,256,715	\$407,598	\$849,117	33.8%
Grocery Stores	\$54,127,975	\$18,311,700	\$35,816,275	33.8%
Other Miscellaneous Store Retailers**	\$3,243,622	\$1,097,378	\$2,146,244	33.8%
Bldg Material & Supplies Dealers	\$9,767,114	\$4,348,287	\$5,418,827	44.5%
Furniture	\$4,740,153	\$2,162,628	\$2,577,525	45.6%
Sporting Goods/Hobby/Musical Instr.	\$6,376,916	\$3,240,338	\$3,136,578	50.8%
Full-Service Restaurants	\$15,230,861	\$9,395,381	\$5,835,480	61.7%
Limited-Service Eatng Places	\$20,076,130	\$16,006,061	\$4,070,069	79.7%
Used Merchandise	\$1,503,793	\$1,393,759	\$110,034	92.7%

Source: ESRI Retail MarketPlace Profile, *Such as warehouse clubs, supercenters, dollar stores, general stores, variety stores.

**Such as pet supplies, art dealers, tobacco stores, art supplies.

Shorewood Business Sales Compared to Trade Area Business Sales

Category	Shorewood Sales		Trade Area Sales		% of TA	
	2008	2013	2008	2013	2008	2013
Food (Groceries)	\$21,984,791	\$15,738,537	\$65,962,963	\$24,019,256	33%	66%
Restaurants	\$20,744,798	\$8,759,271	\$43,672,350	\$28,164,833	48%	31%
Apparel & Accessories	\$3,674,880	\$1,536,145	\$17,449,862	\$8,068,116	21%	19%
Home	\$7,644,520	\$1,664,902	\$36,837,129	\$8,068,116	21%	21%
Other Categories	\$37,953,333	\$72,371,137	\$67,675,866	\$174,442,689	56%	41%
Total Retail Sales	\$92,002,322	\$100,069,992	\$231,598,170	\$242,763,010	40%	41%

Note: 2008 data was from a different source than 2013 data. Additionally, that data was categorized in a different way, combining data source categories to achieve consistency with ULI retail sales categories. Total retail sales for both years should be reasonably comparable.

Sources: 2008 data Village of Shorewood Retail Market Development Plan (ibid), 2013 data ESRI Business Analysis

Consumer Expenditures in the 53211 Zip Code

Consumer Expenditures	Total Expenditure (Million)	Expenditure per Square Mile
Food at home	\$85.8	\$22.5
Food away from home & alcohol	\$69.4	\$18.2
Day care, education & contributions	\$102.1	\$26.8
Healthcare	\$72.3	\$19.0
Household furnishings & appliances	\$37.0	\$9.7
Housing related & personal	\$114.0	\$30.0
Personal care & smoking products	\$33.7	\$8.8
Pet expenses	\$9.1	\$2.3
Sports & entertainment	\$102.4	\$26.9
Transportation & auto expenses	\$260.3	\$68.5
Total apparel	\$67.2	\$17.6

Source: The Nielson Company 2013

Average Annual Daily Traffic Counts

OAKLAND AVENUE AT:		CAPITOL DRIVE AT:	
KENSINGTON BLVD	8,900	WILSON DR	24,900
ELMDALE CT	12,700	OAKLAND AVE	19,300
SHOREWOOD BLVD	13,900	MARYLAND AVE	7,200
NORTH OF EDGEWOOD AVE	16,700	LAKE DR	4,400

Source: WiDOT 2013

Population Density of Comparable Communities

Community	Population Density (per sq. mile)	Housing Unit Density (DU per sq. mile)
Shorewood	8,278	4,245
Fox Point	2,311	1,010
Glendale	2,235	1,075
Milwaukee	6,195	2,662
Wauwatosa	3,502	1,624
Whitefish Bay	6,656	2,619
Milwaukee County	3,926	1,732

Source: Village of Shorewood, 2010 Census

5-MINUTE MARKET HIGHLIGHTS

Median income in the trade area is projected to grow. 50% of the projected income growth will be spent on retail and restaurants in the 5-minute trade area. Shorewood is capturing 41% of retail sales. Only gas and health exceed expected demand in the 5-minute trade area.



SHOREWOOD IS CAPTURING ONLY **41%** OF RETAIL SALES



Shorewood Demographics

Households by Type, 2010

Household Type	Village	5-Min. Drive Area	10-Min. Drive Area
Households with 1 Person	39.0%	34.3%	39.6%
Households with 2+ People	61.0%	65.7%	60.4%
Family Households	48.7%	44.6%	44.8%
Husband-wife Families	38.0%	34.2%	24.0%
Households with Children	23.2%	21.2%	23.9%
Other Family (No Spouse Present)	10.7%	10.3%	20.9%
Other Family with Male Householder	3.0%	3.0%	4.1%
With Related Children	1.6%	1.3%	2.0%
Other Family with Female Householder	7.6%	7.3%	16.8%
Nonfamily Households	12.3%	21.1%	15.5%
Multigenerational Households	0.6%	0.7%	3.1%
Unmarried Partner Households	6.4%	6.5%	8.3%
Total Households	6,381	12,832	54,657

Source: 2010 Census

2013 Population by Age

Age	Village	5-Min. Drive Area	10-Min. Drive Area
0 - 4	4.9%	4.1%	5.8%
5 - 9	4.8%	4.0%	5.4%
10 - 14	5.3%	4.1%	5.4%
15 - 24	16.1%	33.6%	22.3%
25 - 34	16.0%	13.1%	17.6%
35 - 44	12.0%	9.4%	10.9%
45 - 54	12.8%	10.5%	11.2%
55 - 64	13.7%	11.0%	10.7%
65 - 74	7.9%	5.9%	5.8%
75 - 84	4.4%	2.9%	3.3%
85 +	2.1%	1.3%	1.7%
Total Pop.	13,432	31,353	127,007

Source: ESRI

Households by Size, 2010

Household Size	Village	5-Min. Drive Area	10-Min. Drive Area
1 Person Household	39.0%	34.3%	39.6%
2 Person Household	34.3%	34.1%	30.0%
3 Person Household	13.8%	17.5%	14.4%
4 Person Household	8.7%	9.5%	8.7%
5 Person Household	3.2%	3.3%	4.1%
6 Person Household	0.7%	0.8%	1.7%
7 + Person Household	0.3%	0.4%	1.5%
Average HH Size	2.06	2.19	2.20

Source: 2010 Census



Shorewood Business Details

Businesses in Shorewood BID

Business Category	Number of Businesses
Beauty & Grooming	39
Education	10
Food & Beverage	34
Retail	32
Service - Autos	5
Service - Cleaners	3
Service - Financial	13
Service - Health	59
Service - Insurance	7
Service - Legal	10
Service - Realty	12
Service - Staffing	4
Service - Tailor	3
Service - Technology	5
Service - Other*	42
Total	278

Source: Shorewood Business Improvement District

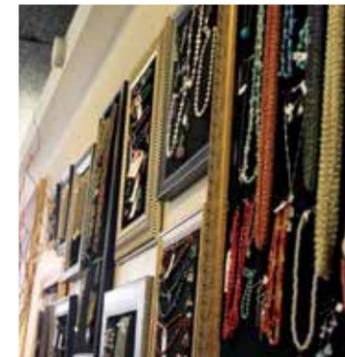
*Such as postal services, vet clinics, funeral services, etc. All services with <4 businesses are in this category.

Shorewood Businesses by Square Footage

Square Feet	Number of Businesses
10,000+	6
5,000-9,999	11
3,000-4,999	25
1,000-2,999	87
<1,000	49
Total*	178
Average sq. ft.	2,400
Median sq. ft.	1,500

Source: Village of Shorewood

*Amongst businesses with a square footage listed. 24 had no sq. ft. listed; listing does not include all BID businesses.



THERE ARE
278
BUSINESSES IN
SHOREWOOD



4300 OAKLAND AVE.

PARCEL 1 239-0291-000

ADDRESS	4800 N. Oakland Ave.
TOTAL ASSESSMENT	\$488,200; Land \$308,000
CURRENT USE	Drycleaner
ZONED B-2	100% Commercial or mixed use
PARCEL SIZE	95' X 100' • 9,500 SqFt

OWNER INFORMATION

Shirley Carlson
855 E. Silver Spring Dr.
Whitefish Bay, WI 53217
414.963.1536, 414.962.5150

PARCEL 2 239-0290-000

ADDRESS	1808 E. Marion St.
TOTAL ASSESSMENT	\$205,200; Land \$74,600
CURRENT USE	Single family
ZONED B-2	100% Commercial or mixed use
PARCEL SIZE	48' X 100' • 4,800 SqFt

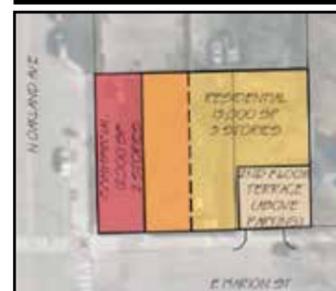
OWNER INFORMATION

Amelia Betzold
1808 E. Marion St., Shorewood, WI 53211
414.405.3477

TOTAL AREA 14,300 SqFt

ZONING

SETBACKS	Front: 15 foot build-to line from street curb
	Rear: 10 feet from 1 & 2 family district
	Side, Interior: Zero unless next to residential
HEIGHT	Min: 2 stories, Max: 4 stories



Site identified in Central District Master Plan as Redevelopment opportunity.
Concept for 12,000 2-story Commercial along Oakland and 3-story 11-unit residential to east. 18 covered or underground Parking stalls.

1518-30 E. CAPITOL DR.

PARCEL 1 240-0358-000

ADDRESS	1518 E. Capitol Dr.
TOTAL ASSESSMENT	\$206,700; Land \$168,300
CURRENT USE	Service retail
PARCEL SIZE	40' X 120' • 4,800 SqFt

OWNER INFORMATION

Jim Petr
8900 N. Upper River Ct., River Hills, WI 53217
jimpetr@milwaukeekepc.com | 414.349.7637

PARCEL 2 240-0359-000

ADDRESS	1520 E. Capitol Dr.
TOTAL ASSESSMENT	\$195,900; Land \$115,000
CURRENT USE	Service
PARCEL SIZE	27.35' X 120' • 3,282 SqFt

OWNER INFORMATION

Wayne Rappold, Caplar LLC
PO Box 13907, 1869 N. 72nd St., Wauwatosa, WI 53213
wayne.rappold@cbre.com

PARCEL 3 240-0360-000

ADDRESS	1530 E. Capitol Dr.
TOTAL ASSESSMENT	\$548,800; Land \$273,000
CURRENT USE	Bank
PARCEL SIZE	52.35' X 120' • 6,282 SqFt

OWNER INFORMATION

Wells Fargo Bank
PO Box 2609, Carlsbad, CA 92018

TOTAL AREA 14,360 SqFt

ZONING

ZONED B-3	100% commercial, mixed use, 100% multifamily
SETBACKS	Front: 15 foot build-to line from street curb Rear: 10 feet from 1 & 2 family district Side, Interior: Zero unless next to residential Side, Corner: 20 feet from curb or exception by Plan Comm
HEIGHT	Min: 2 stories, Max: 4 stories



Site identified in Central District Master Plan as Redevelopment opportunity.
Concept for 32,000 SF 3-story mixed-use, 19 units for senior housing.



wanted:

Tasty Restaurant Business

Hungry residents and shoppers provided.

Current Shorewood Food & Beverage Businesses

- Baker's Square
- Benji's Deli & Restaurant
- Camp Bar
- City Market
- Colectivo Coffee Roasters
- Culver's of Shorewood
- Draft & Vessel
- East Garden Chinese Restaurant
- Einstein Brothers Bagels
- Falbo Brothers Pizza
- Goody Gourmets
- Harry's Bar and Grill
- Hubbard Park Lodge & Beer Garden
- Indulgence Chocolatiers
- Miss Cupcake Bakery
- NaNa Asian Fusion & Sushi Bar

- Nehring's Sendiks on Oakland
- Nino's Southern Sides
- No. 1 Chinese Restaurant
- North Shore American Legion Post
- North Shore Boulangerie
- North Star American Bistro
- Oakcrest Tavern
- Starbucks
- Stone Creek Coffee
- Subway
- The Chocolate Factory
- Thief Wine
- Three Lions Pub
- Vedo's Pizza
- William Ho's
- Yo Mama!

1700-12 E. CAPITOL DR.

PARCEL 1	240-0020-000
ADDRESS	1700 E. Capitol Dr.
TOTAL ASSESSMENT	\$454,300; Land \$176,400
CURRENT USE	Service
PARCEL SIZE	42' X 120' • 5,040 SqFt

OWNER INFORMATION
 Marty Mercen
 310 Auburn Meadows, Ct. B, Campbellsport, WI 53010
 mmercen@aol.com | 414.412.8640, 414.916.8116

PARCEL 2	240-0021-000
ADDRESS	1709 E. Capitol Dr.
TOTAL ASSESSMENT	\$338,000; Land \$210,000
CURRENT USE	Service
PARCEL SIZE	45' X 120' • 5,400 SqFt

OWNER INFORMATION
 Keith Johnson
 2943 N. Hacket Ave., Milwaukee, WI 53211
 keithsola@hotmail.com | 414.412.4450, 414.332.9050

PARCEL 3	240-0022-000
ADDRESS	1712 E. Capitol Dr.
TOTAL ASSESSMENT	\$461,500; Land \$176,400
CURRENT USE	Service
PARCEL SIZE	42' X 120' • 5,040 SqFt

OWNER INFORMATION
 Michael Yerukhimovich/ Dr. Lara Fleysch
 9524 N. Wakefield Ct., Bayside, WI 53217
 mmyerukh@sbcglobal.net | 414.228.1356, 414.963.0950

TOTAL AREA	15,480 SqFt
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ZONING	ZONED B-3 100% commercial or mixed use
SETBACKS	Front: 15 foot build-to line from street curb Rear: 10 feet from 1 & 2 family district Side, Interior: Zero unless next to residential Side, Corner: 20 feet from curb or exception by Plan Comm
HEIGHT	Min: 2 stories Max: 70 feet, not to exceed 5 stories



Site identified in Central District Master Plan as Redevelopment opportunity. Concept for 39,000 SF 3-story commercial with Pedestrian passage.

4201 N. OAKLAND AVE.

PARCEL 1 240-9994-001

ADDRESS	4201 N. Oakland Ave.
TOTAL ASSESSMENT	\$999,000; Land \$557,900
CURRENT USE	2-story bank
PARCEL SIZE	132.85' X 160' • 21,256 SqFt

OWNER INFORMATION
 TCF Bank
 801 Marquette Ave.
 Minneapolis, MN 55369

ZONING

ZONED B-2	Mixed use or 100% multifamily
SETBACKS	Front: 15 foot build-to line from street curb Rear: 10 feet from 1 & 2 family district Side, Interior: Zero unless next to residential Side, Corner: 20 feet from curb or exception by Plan Comm
HEIGHT	Min: 2 stories Max: 60 feet, not to exceed 4 stories



Site identified in Central District Master Plan as Redevelopment opportunity.
 "The existing TCF Bank site is underutilized and could be redeveloped in a manner that better utilizes the space while creating an environment with character more consistent of that in the rest of the Village."

1409-25 E. CAPITOL DR.

PARCEL 1 275-1084-000

ADDRESS	1425 E. Capitol Dr.
TOTAL ASSESSMENT	\$483,400; Land \$193,200
CURRENT USE	Office
PARCEL SIZE	43' X 120' • 5,160 SqFt

OWNER INFORMATION
 David Wolff
 Morris Ave Properties, LLC
 1856 N. 71st St., Wauwatosa, WI 53213
 nccm200@yahoo.com | 414.750.6991

PARCEL 2 275-1085-000

ADDRESS	1421 E. Capitol Dr.
TOTAL ASSESSMENT	\$579,500; Land \$348,600
CURRENT USE	Pharmacy
PARCEL SIZE	83' X 120' • 9,960 SqFt

OWNER INFORMATION
 Jeffrey Lawless, Cap Lane Realty
 jjlrph@aol.com | 414.962.9665

PARCEL 3 275-1086-001

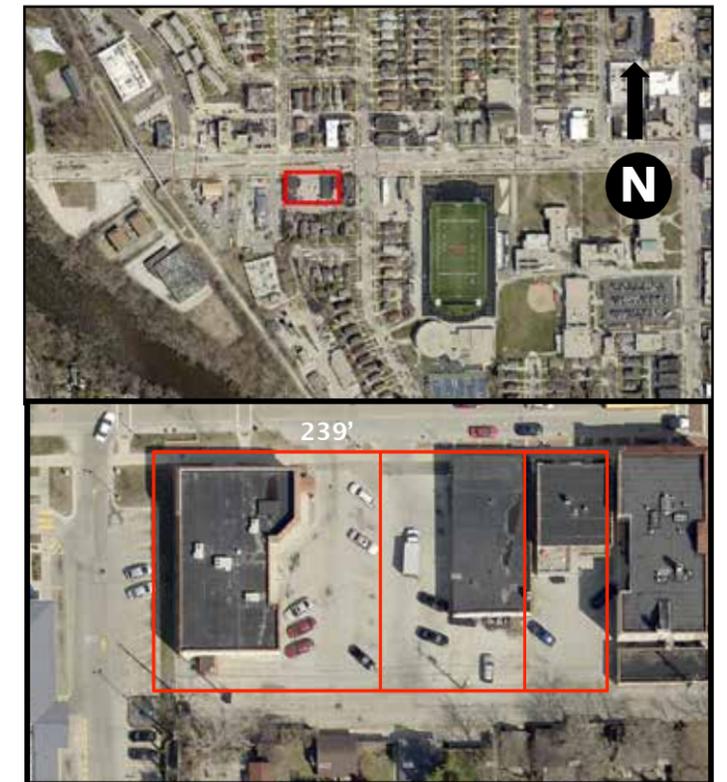
ADDRESS	1409 E. Capitol Dr.
TOTAL ASSESSMENT	\$1,043,500; Land \$462,000
CURRENT USE	Med office
PARCEL SIZE	113' X 120' • 13,560 SqFt

OWNER INFORMATION
 Property Management: Windermere Properties
 Contact: John Stern, 219 N. Milwaukee St., Milwaukee, WI 53202
 windprop@earthlink.net | 414.271.0210, 414.305.0210

TOTAL AREA 28,680 SqFt

ZONING

ZONED B-3	100% commercial, mixed use, 100% multifamily
SETBACKS	Front: 15 foot build-to line from street curb Rear: 10 feet from 1 & 2 family district Side, Interior: Zero unless next to residential Side, Corner: 20 feet from curb or exception by Plan Comm
HEIGHT	Min: 2 stories, Max: 70 feet, not to exceed 5 stories



Site identified in Central District Master Plan as Redevelopment opportunity.
 Concept for 4-story mixed use, 10,000 SF commercial space and 27 residential units with 43 rear surface parking spaces and pedestrian passage

wanted: Friendly Local Business

Healthy business district and abundant shoppers provided.

Current Shorewood Retailers

C.C. Conrad Jewelers
 Chattel Changers
 Clicks
 Dahlia Blooms
 Family Pharmacy
 Grande Flowers
 Harleys: The Store for Men
 Hayek's Pharmacy
 House of Engraving
 Mike Crivello's Camera Center
 Min's
 Mixa Jewelers
 MOD GEN
 Oxford Glass Art Studio
 Olson House
 Performance Running Outfitters

Pet Outpost
 Rainbow Jersey Bicycles
 Rethreads
 Sherwin-Williams (2)
 SHOP
 Shorewood Coin Shop
 Sound By Design
 Swanky Seconds
 Sydney b
 The Waxwing
 VisionWorks
 Walgreens
 The Workroom
 Russian Food and Gifts
 Thompson's Serv-U Pharmacy

2400-20 E. CAPITOL DR.

PARCEL 1 239-0113-000

ADDRESS 2400 E. Capitol Dr.
TOTAL ASSESSMENT \$385,600; Land \$375,300
CURRENT USE Multifamily parking lot
PARCEL SIZE 89.35' X 120' • 10,722SqFt

OWNER INFORMATION
 Ben Crichton, Lpt 45, LLC
 1007 N. Cass St., Milwaukee, WI 53202
 ben.shoreline@gmail.com | 414.510.5793

PARCEL 2 239-0114-000

ADDRESS 2418 E. Capitol Dr.
TOTAL ASSESSMENT \$170,000; Land \$168,000
CURRENT USE Retail parking lot
PARCEL SIZE 40' X 120' • 4,800 SqFt

OWNER INFORMATION
 Michael Gall, agent for owner
 4761 Seda Dr., San Diego, CA 92124-2456
 mgall1@san.rr.com | 858.268.8086

PARCEL 3 239-0255-000

ADDRESS 2420 E. Capitol Dr.
TOTAL ASSESSMENT \$645,300; Land \$378,000
CURRENT USE Retail
PARCEL SIZE 90' X 120' • 10,800 SqFt

OWNER INFORMATION
 Michael Gall, agent for owner
 4761 Seda Dr., San Diego, CA 92124-2456
 mgall1@san.rr.com | 858.268.8086

TOTAL AREA 26,322 SqFt

ZONING

ZONED B-3 100% commercial, mixed use,
 100% multifamily

SETBACKS **Front:** 15 foot build-to line
 from street curb
Rear: 10 feet from 1 & 2 family district
Side, Interior: Zero unless next to residential
Side, Corner: 20 feet from curb or
 exception by Plan Comm

HEIGHT Min: 2 stories, Max: 60 feet, not to exceed
 4 stories



Site identified in Central District Master Plan as Redevelopment opportunity.

This site provides an opportunity for a mixed used building on the north side of the street.

4230 N. OAKLAND AVE.

PARCEL 1	240-9994-001
ADDRESS	4230 N. Oakland Ave.
TOTAL ASSESSMENT	\$315,000; Land \$313,600
CURRENT USE	Service
PARCEL SIZE	66' X 40', 67' x 110' • 10,010 SqFt

OWNER INFORMATION
 Frederic Wein
 PO Box 17396
 Milwaukee, WI 53217
 414.351.4248

ZONING

ZONED B-2	Mixed use or 100% multifamily
SETBACKS	Front: 15 foot build-to line from street curb Rear: 10 feet from 1 & 2 family district Side, Interior: Zero unless next to residential Side, Corner: 20 feet from curb or exception by Plan Comm
HEIGHT	Min: 2 stories, Max: 60 feet, not to exceed 4 stories



Site identified in Central District Master Plan as Redevelopment opportunity.

A plaza is recommended for this site due to the site's shallow block depth. Commercial redevelopment also supported.

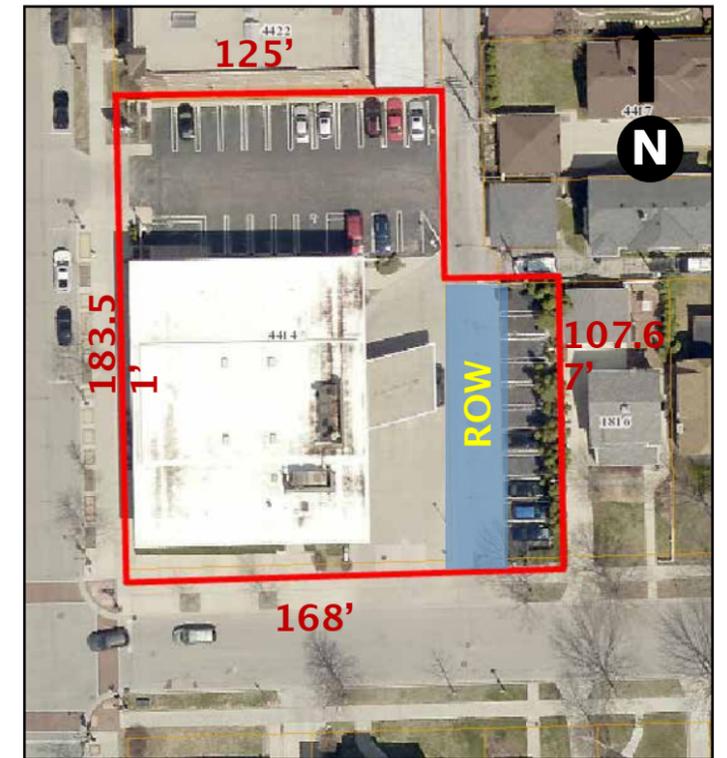
4414 N. OAKLAND AVE.

PARCEL 1	239-0154-000
ADDRESS	4414 N. Oakland Ave.
TOTAL ASSESSMENT	\$1,550,000; Land \$902,200
CURRENT USE	Bank
PARCEL SIZE	56,244 SqFt

OWNER INFORMATION
 North Shore Bank
 15700 W. Bluemound Rd.
 Brookfield, WI 53005

ZONING

ZONED B-2	Mixed use or 100% multifamily
SETBACKS	Front: 15 foot build-to line from street curb Rear: 10 feet from 1 & 2 family district Side, Interior: Zero unless next to residential Side, Corner: 20 feet from curb or exception by Plan Comm
HEIGHT	Min: 2 stories, Max: 60 feet, not to exceed 4 stories



Top Redevelopment Opportunity List 2015

	Address	Current use	Opportunity
1	4300 N. Oakland Ave.	Queensway Cleaners	Mixed use
2	4100 block Oakland Ave. (entire block)	Verizon, Benjis, Starbucks	2 mixed use buildings
3	4230 N. Oakland	UPS	Pocket park
4	1516-30 E. Capitol Dr.	Wells Drive Thru and garages	Senior apartments
5	700-12 E. Capitol Dr.	3 parcels: Crivello's, Brighter Concepts	Commercial/mixed use
6	1610 E. Capitol Dr.	Post Office	Adaptive commercial reuse
7	1300 E. Capitol Dr.	Baker's Square	Mixed use
8	1409-25 E. Capitol Dr.	Thompson Drug, 2 other parcels	Mixed use
9	3600 block Oakland Ave.	East Gardens, BP station and office building	Residential or mixed use, office first floor
10	4201 N. Oakland Ave.	TCF Bank	Mixed use
11	2400-20 E. Capitol Dr.	private parking lot and Sunseekers	Mixed use
12	3900 block Oakland Ave.	North Shore Bank building parking lot	Redevelopment of excess space in lot
13	3800 block Oakland Ave.	3 Single Family, east side	Redevelopment when available
14	4400 N. Oakland Ave.	North Shore Bank	Mixed use Theatre?/Bank?/Other use?
15	4057-67 N. Wilson Dr.	AB Data and The Legion Post	Redevelopment??
16	4442-50 N. Oakland Ave.	Multifamily and public parking lot	Public parking deck
17	1820 E. Capitol Dr.	ATT Building	Retail reuse 1st floor
18	1200 E. Capitol Dr.	Remax Building	Create access from trail to building and public/private rest stop/bike station and patio
19	1572 E. Capitol Dr.	Improvements to Northwoods vacant stories	Ability to increase revenue
20	Oakland Ave.	Several prospective sites	Boutique hotel

Source: Central District Master Plan updated in 2015 and input from Village of Shorewood

Village of Shorewood Zoning Map



Zoning Height Map

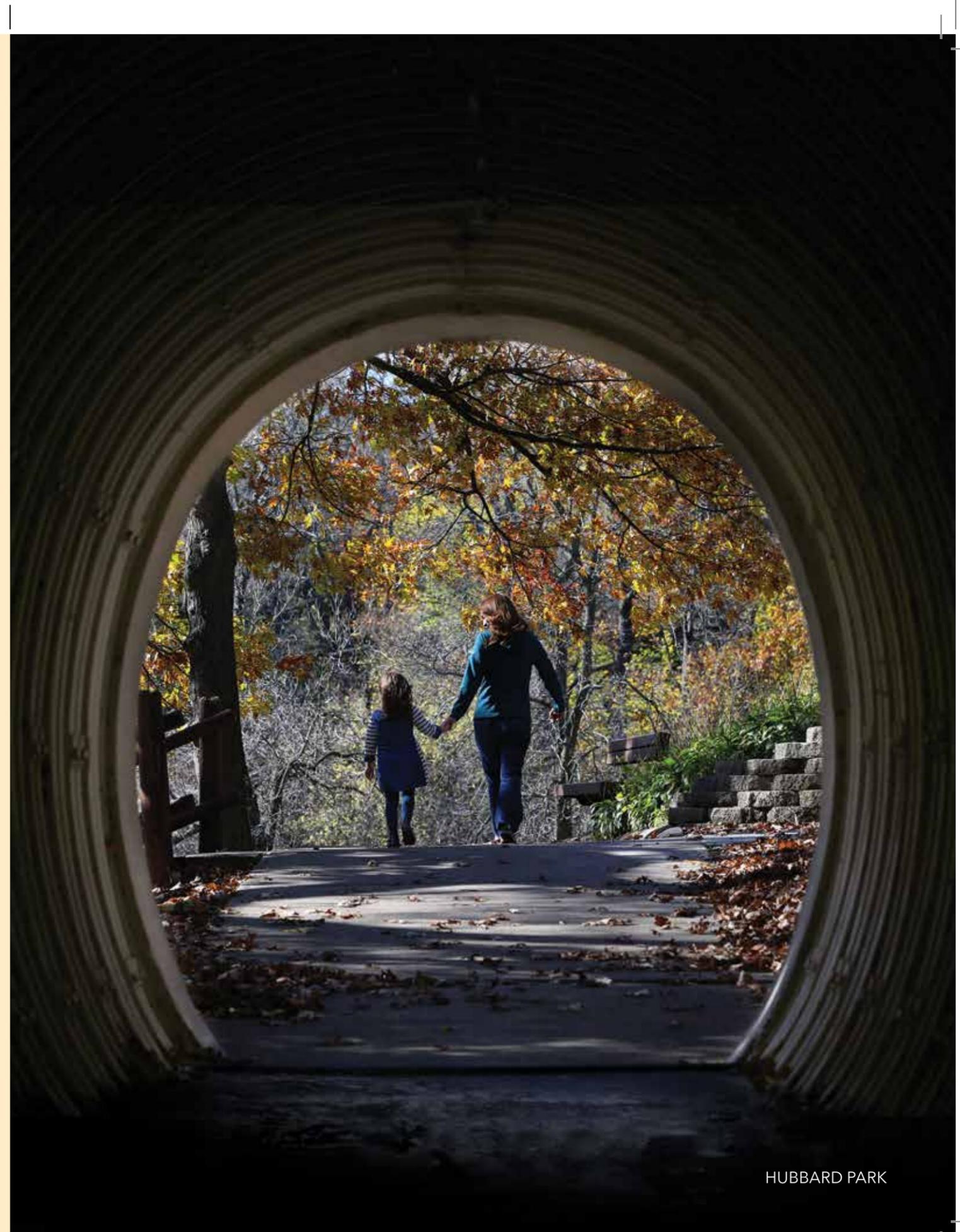


SHOREWOOD ZONING HEIGHT

Shorewood's Zoning Code supports density in the commercial district, with a **MINIMUM TWO-STORY BUILDING HEIGHT** and a **MAXIMUM HEIGHT OF FOUR AND FIVE STORIES.**

Vacancies

ADDRESS	SPACE SQ FOOT	LOCATION	PREVIOUS USE	IDEAL USE	ONSITE PARKING	NEARBY
1572 E. Capitol Dr	13,264 2 spaces: 1,227-6,632 sqft ea	3rd-4th floors	office	office	yes	Walgreens, Culvers, Sendik's
1200 E. Capitol Dr	3,500	LL	office	retail, food, office	yes	Bakers Square, Culvers, Oak Leaf Bike Trail, Milwaukee River
4414 N. Oakland Ave	4,150	2nd Floor mezzanine office	office	office	yes	North Shore Bank, North Shore Boulangerie, Draft & Vessel, Chocolate Factory
4465 N. Oakland Ave	400-2400		office	office	yes	Colectivo, Three Lions Pub, North Star Bistro, Thief Wine, Performance Running, Indulgence Chocolatiers, Sydney Bs
1522 E. Capitol Dr	437	one story	service, office	retail	yes	Walgreens, Culvers, Sendik's
1926 E. Capitol Dr	1,000	one story	food	retail, food, office	yes	Rethreads, Clicks, City Market
2211 E. Capitol Dr	1,266	one story	retail	retail, food, office	no	Falbos, Swanky Seconds, City Market
3555 N. Oakland Ave	450	1st floor	retail	retail, office	yes	Harry's Bar & Grill, Harley's Store for Men, Supercuts, Russian Food & Gifts
3970 N. Oakland Ave	2,525	1st floor	retail	retail, food	yes	North Shore Bank, Oak Crest Tavern, Sendik's, Walgreens, Stone Creek Coffee
3970 N. Oakland Ave	1,884	4th floor	office	office	yes	North Shore Bank, Oak Crest Tavern, Sendik's, Walgreens,
4001 N. Oakland Ave	3,300	1st floor	retail	retail, food	no, public parking deck behind	North Shore Bank, Oak Crest Tavern, Sendik's, Walgreens,
4114 N. Oakland Ave	11,900	one story	retail	retail, food	yes	Metro Market, Camp Bar, Sendik's, Walgreens





wanted:

Unique Local Business

Thriving business district and local shoppers provided.

CONTACT US TO DISCUSS.

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JIM PLAISTED

Shorewood Business
Improvement District (BID)
Executive Director

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