

MuskeGO Forward

Muskego's Economic Development Newsletter - Oct 2016

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Current Muskego Sale & Lease Databases:

Muskego Local Database
Locate in Wisconsin

Financing Aid Quick Links:

Revolving Loan Fund
Commercial Grant Program
Commercial Loan Program
Waukesha Co. Econ. Dev. Corp.
Wisconsin Business Development
Small Business Administration
Wisconsin Econ. Dev. Corp.

Contacts:

1-877-atmuskego
1-877-286-8753

Kathy Chiaverotti

City of Muskego Mayor
(262) 679-5675

kchiaverotti@cityofmuskego.org

Jeff Muenkel, CECD AICP EDFP

Community Development Director
(262) 679-4136

jmuenkel@cityofmuskego.org

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The fall season begins and with this time of year we usually see developers buttoning up projects in hopes of getting approvals on the books for 2017 or possibly trying to break that ground before the frost sets in. This fall is looking no different as Muskego is seeing a wealth of pertinent projects in the adoption process. Many of those new developments are discussed in this issue of MuskeGO Forward and I will note that the Parkland Towne Center development continues to be of particular interest.

Now that the Parkland Towne Center is approved the developers have many obligations in order to receive any of the approved tax incremental incentives. Such obligations include starting the development of the commercial buildings approved for the site and with that we

FINANCING SPOTLIGHT Grant & Loan Successes

It has been long overdue in letting Muskego know the many successes produced from the City's grant and loan programs in place. Few people know the degree in which the City's incentives have reached over the years. Many of these loans/grants have enabled our businesses to reach further beyond in the investment of their properties than originally intended. Here are some facts about the approvals the city has issued in the past years.

- Thirty-six (36) grants from Muskego's Commercial Grant Program have been approved since the inception in 2009. The grants total ~\$358,000 while supporting private party investments of ~4,800,000+. That is a 1:18 ratio! Most of the grants have supported façade and site improvements related to beautifying Janesville Road. The grants are paid out in a variety of ways including TIF dollars and CDBG dollars depending on the location of the applicant in the city.
- Five (5) low interest loans have been given



recently saw a couple approvals for these new buildings at the City's Planning Commission. The commercial developments aren't the only changes taking place. Read further herein to hear about some unique senior living and residential proposals as well.

In all, it is great to see the private developers investing in Muskego as of late. It truly shows Muskego is headed in a pleasing direction in regards to increasing the tax base and jobs in the community!

Jeff Muenkel, CECD AICP EDFP
Community Development Director



out under the auspices of the Commercial Loan Program. The loans have totaled \$333,300 while supporting investments of just under \$1.3 mil (1:4 ratio). Terms varied but Muskego was able to offset the businesses main bank loans with an average interest rate of 1.625% on Muskego's investment commitments! Loans have gone toward the recent improvements at the Westwood Centre, Niko's Restaurant, and the John Jewell office/retail building on the southwest corner of Lannon/Janesville!

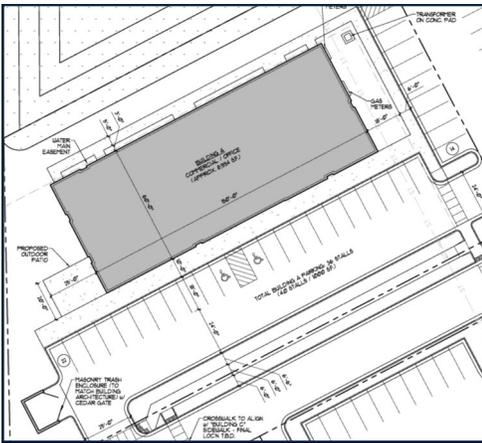
- Six (6) Revolving Loan Funds (RLF) have been distributed over the past years. Loan totals have amounted to \$780,000 with private project costs totaling ~\$3.5 mil! The RLF mandates a full time job equivalent creation for every \$20,000 given and the program has generated over 40 jobs to date.

Muskego has reserves ready for more loan and grants like the ones mentioned above. See all procedure and app details [here](#).



NEW DEVELOPMENT NOTES

Parkland Commercial Building #1: The City's Planning Commission approved the first commercial building in the Parkland Towne Center this past month. The first structure was known as "Building A" in the original concept site plan and is the commercial building found in the rear of the development.



The approval is for a 8, 994 square foot retail building on an .86 acre lot. As the rendering found herein demonstrates the new building will have some excellent modern architecture and will match the already approved apartment structures very well with similar materials and colors.

At this time there are no immediate tenants known but the developer, Ener Con Companies, looks to start the building before year's end. Staff anticipates the other commercial parcels, including Sendik's, to come in for site and architectural approval to the city in the next couple months as well. It appears that many, if not all, the originally proposed commercial structures in the Parkland Towne Center will be under construction in 2017!

Heritage Senior Living:



A senior living center, as proposed by MSP Real Estate, received rezoning and architectural approvals for a 108,000 square foot structure that is to be located along Janesville Road along the eastern gateway of town next to the Lakepoint Retail Center. The "age in place" facility looks to create 65-75 new jobs and would house anywhere from 100-120 residents within forty-two (42) memory care units, thirty

-seven (37) assisted living units, and thirty-two (32) independent living units.

The proposed structure will have many unique architectural aspects containing facades with a varying degree of depths along with mixes of materials, altering rooflines, patios, decks, chimneys, tapered columns, accented entryways, and accented soffits. The site plan shows a wealth of landscaping that should provide a



pleasing environment along Janesville Road and for the users of the site. Look for the construction to start early next year. For more information on Heritage Living Center in Muskego please visit their website at heritagesenior.com.

Bevsek-Verbick Funeral Home: Not many know that a new funeral home has taken over the property located at W195 S6610 Racine Avenue along Muskego's northern Racine gateway. Bevsek-Verbick Funeral Home acquired the property earlier this year and began making small improvements including resurfacing the parking lot and cleaning up the landscaping. They are now ready to make the structure a permanent location for their growing business.



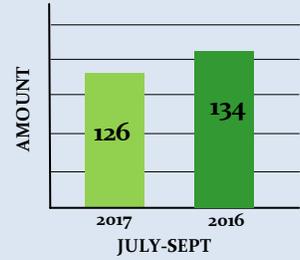
The Plan Commission approved of a 3,160 square foot addition to the existing brick structure. The addition is proposed with a complete internal rehab that will include various office spaces and a new chapel for their funeral services. The addition will compliment the existing structure utilizing the same materials and include a wealth of new landscaping around the perimeter. As per the rendering shown herein Bevsek-Verbick Funeral Home will be a great addition to this gateway into Muskego. Find more information about Bevsek-Verbick at their website [here](http://www.bevsek-verbick.com).

Alpha Plastics: A 3,600 square foot expansion to their existing 22,000 SF building in the Muskego Business Park was recently approved. Tim Hogan and Alpha Plastics continue to expand in the market of injection molding and extruded plastics.

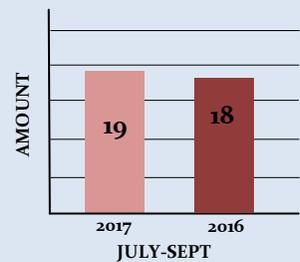


Development Statistics:

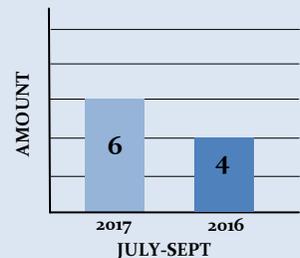
Residential Building Permits Issued



New Home Permits Issued:



Commercial Permits Issued:



MapMuskego

See all mapping layers for your property including zoning, property lines, orthophotos (aerial photos), utilities, and measurements. Also you can find links to the recorded plats and other recorded documents. The tool can be found on the City's website [here](http://www.muskego.org).



Chamber of Commerce: Don't forget to be a part of our great business partner the Muskego Chamber of Commerce.



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NEW DEVELOPMENT NOTES *Cont.*

Business Registrations: Below please find some new businesses moving or expanding in Muskego within some of the existing tenant spaces in the community.

⇒ **Pipe Gods LLC:** This new sewer and drain cleaning service is taking residence in Muskego at W125 S9800 North Cape Rd which is known as the Durham Hill area of the community. Contact Dave Stewart at (262) 895-9443 for any service needs!

⇒ **Little Caesars:** The Planning Commission recently approved a



Little Caesars

plan for Little Caesars Pizza to establish a new location in the Muskego Jetz Fuel Store at S69 W15461 Janesville Road. Look for Little Caesars to open in the former Quizno's Subs location on the south side of the structure complete with a drive up lane for quick service!

MISC. ECONOMIC DEVELOPMENT NOTES

WEDA Award Finalist: The Wisconsin Economic Development Association (WEDA) annually promotes and awards projects of economic development excellence in Wisconsin. The City of Muskego recently was notified that they were a top three finalist for an award in the Public-Private Partnership category for the Parkland Towne Center development.



Park-Conservation Plan: Staff is happy to report that the multi-year effort of compiling a new Park and Conservation Plan is now complete. The Parks and Conservation Committee and Common Council approved of the new plan this past August.



The plan is unlike any previous parks and conservation plan the city has approved. A wealth of recommendations on how to serve the community better was implemented. Further, all these goals were derived directly from the users of the park themselves. A series of surveys were sent out to the neighbors of all the park and conservation areas in the city. Surveys and personal interviews were conducted with various stakeholders (rec clubs, etc.) of the park and conservation system as well. Lastly, an individual assessment of each park area was completed by staff from a variety of viewpoints. The assessments were onsite reviews of the efficiencies and deficiencies of each park and conservation area from the standpoints of recreation, maintenance, future planning, and conservation efforts.

In all, the new 2017-2021 Park and Conservation Plan is going to be a working document that the City of Muskego can rely on in the next few years. Look for many improvements and unique recreational opportunities coming your way. Check out the full plan, along with the individual assessments and recommendations, at the City's website [here](#).

In order to qualify for the Public-Private Partnership award you must demonstrate:

- That public/private sector participants formed a true partnership in planning, developing, and financing the project.
- A direct economic benefit to the community (tax base/jobs).
- Spin-off impacts to the surrounding area.
- Creativity/innovation in packaging the project (TIF, etc.)

The Parkland Towne Center development easily met all these requirements. The tax base return is to change by over a half million dollars a year while the job increase is expected to be over 100 new jobs for the downtown area. Lastly, the partnership between the City of Muskego, Ener Con Companies and the Wisconsin Economic Development Corporation (\$500,000 grant) to finance the project via a tax incremental district carried the day.

In the end the City of Muskego didn't receive the award. However, being a finalist is great recognition that Muskego is going in the right direction in economic development on preparing the business community for the future.

Did You Know.....

That the City of Muskego has a "Current Developments" section on it's website available now?

Have you ever wondered why dirt is being moved on a site downtown? What is being built next door to you? OR, What everyone was talking about at the restaurant regarding that rezoning?



Well you can now be informed with rather ease at anytime during a given day. The Community Development Department as added a "Current Developments" section to the front-page of the city website. Click on this section to find information regarding the various commercial, industrial, and residential projects that are either being constructed, or in various stages of the approval process.

We've included great links for every project as well so you can view the latest site plans, renderings, and building elevations.

Look for the current developments website on the city's main webpage [here](#).

Social Media:

Keep up with the latest in Muskego via our social media links below. These media links have been great for the city in getting the word out on various subjects! Like us today!!

