THE VILLAGE OF RICHFIELD NORTHEAST CORRIDOR OPPORTUNITY ANALYSIS

Prepared with funding from the USEPA through the Washington County Site Redevelopment Program

June 10, 2016

Washington County
Site Redevelopment Program 2015

A U.S. Environmental Protection Agency
Brownfield Redevelopment Program

Table of Contents

Introduction 2
Regional Position 4
Regional Context 4
Key Area Assets & Destinations 4
Market Analysis 8
Demographics 8
Retail Gap Analysis 9
Tapestry Segmentation Profiles 11
The Northeast Corridor 12
Development Recommendations 17
North Commercial/Industrial Area 17
Historic Downtown Richfield 22
The Farm 27
The Holy Hill Frontage 32
Implementation Priorities 36
About the Work Plan 36
Keeping the Strategy Current 36
Implementation Matrix 38
Appendix I: Open House Public Comment Summary 40
Appendix II: Market Analysis Data and Community Profiles 45
Appendix III: Funding Sources 82

Introduction

In 2013, Washington County formed a coalition with the City of Hartford, City of West Bend, Village of Jackson, Village of Richfield and Village of Slinger to apply for a U.S. Environmental Protection Agency (USEPA) Brownfield Coalition Assessment Grant for Hazardous Substance and Petroleum Brownfields. On May 28, 2014, the USEPA announced that Washington County was successful in securing a Countywide Coalition Brownfield Assessment Grant totaling $600,000. The grant funds will be used to complete a community-wide inventory and prioritization of sites that have redevelopment potential within the County, perform Phase I and Phase II environmental site assessments on priority sites, complete remedial action plans and redevelopment plans for select sites and perform community outreach and education related to redevelopment opportunities. The Site Redevelopment Program is governed by a committee of members from each of the representative communities. Decisions on allocating resources, performing environmental assessments, and producing redevelopment plans are all guided by consensus via the Site Redevelopment Committee.

As a partner in The Washington County Site Redevelopment Coalition, The Village of Richfield was allocated funds to study the long term potential of its highest priority redevelopment area—the Northeast Corridor. This area of the Village contains several sites that have one or more recognized environmental concerns (RECs) and is the highest priority area for redevelopment and revitalization efforts.

The Northeast Corridor Opportunity Analysis was developed in order to further study the potential for commercial and industrial development opportunities in the Northeast portion of the Village. In the 2014 *Comprehensive Plan*, high priority was put on targeting this area of the Village to diversify the tax base with net positive uses such as commercial and industrial in order to provide long term property tax stability and a high level of services for Village residents. Developing commercial and industrial uses here will help to relieve pressure on homeowners whose demand for services such as schools and road maintenance tend to be much greater than industrial and commercial users. This Plan takes into account the need to balance development with the strong desire of Village residents to maintain a country way of life and to keep their tax bills at a modest level.

The current effort builds on the *Community Buildout Analysis* from 2010 and the *Village of Richfield Comprehensive Plan* completed in 2014. Each of these documents provided a step toward providing the tools and policy recommendations necessary to help maintain the highest standard of living for Village residents while incorporating development necessary to address long term tax base considerations. This Plan seeks to incrementally move to a greater level of detail from the *Comprehensive Plan* by identifying

key opportunities, recommendations, and an implementation framework for specific focuses in the project area. The objective is to provide the Village with a tool to identify projects and investments that provide the highest possible return on investment for Richfield residents. The Plan implementation framework will aid staff and elected officials by prioritizing projects and programs on a timeline—providing an organized and logical approach to achieving the desired development outcomes.

The Plan begins with a market assessment and an examination of the existing conditions in the Village and study area. This important background research helps to frame up the Village at a regional and local level—providing the project team with both the big picture and the critical details.

As a portion of the background research, the project team explored brownfield considerations, conducted several roundtable discussions with stakeholder groups and Village Staff, toured the community, and conducted a public input planning charrette (Appendix I). All of the information gathered through this process was critical in shaping a plan that will provide practicable projects for implementation.

Despite being a country community with relatively little heavy industrial history, the vast number of potential brownfield sites are located along the highway 175 corridor (see map in Appendix III). While some sites have a regulatory history of environmental assessment or clean up few sites in the study area are positioned for assessment currently. As part of the implementation plan, the team has recommended ongoing monitoring of these properties and continued dialog with property owners to ensure resources for environmental assessment and/or reuse planning are connected with these properties when the timing aligns.

The background information, market assessment, and existing conditions information provided the project team with the necessary knowledge and tools to make the recommendations in the second portion of this document. These recommendations are applied to four project sub-areas within the larger Northeast Corridor. Sub-areas were defined using natural constraints, existing and past land use patterns, and project team expertise. Project recommendations are made under five categories—each with a specific focus including: land use; Public Improvements and Infrastructure; Brownfield and Environmental Considerations; Policies and Programs; and Catalytic Projects and Programs. When considering these five categories it is important to remember that they are all interrelated and dependent on one another to some degree. In this section, the recommendations are not prioritized. They are assembled as a comprehensive list of projects and programs to implement over time to help the Village achieve its vision for the Northeast Corridor.

The third and final section of the plan is the implementation framework that prioritizes the projects and puts them on a timeline. This does not mean this is the final order of operations. Instead, this is a strategic approach to fitting the pieces together in the most effective way at a given point in time. As projects evolve and opportunities present themselves this framework has enough flexibility built into it to allow priorities to shift to other projects, programs, and development considerations.

Regional Position

The Village of Richfield is at the northern edge of Metropolitan Milwaukee in southcentral Washington County. Located in the heart of the northern unit of the Kettle Moraine, the Village is dotted with rolling hills and no shortage of picturesque views—opportunities for recreational activities are plentiful. Village residents enjoy short commutes to a number of employment centers including the Cities of West Bend, Waukesha, and Milwaukee due to good access to Interstate 41. With country charm and close proximity to big city amenities the residents of Richfield are well positioned to see their community continue as a charming place to live.

Regional Context

Regionally, Richfield is excellently positioned to be a community primarily focused on residential development and residents who commute outside the community to work. These connections provide excellent auto-centric access for the Village to Lake Country and Madison to the west, West Bend, The Fox Valley, Green Bay to the north, Waukesha and the Milwaukee-Chicago Megacity to the south, and Germantown to the east. Richfield's Holy Hill Road (State Highway 167) is the front door to the community and connects the Village with Interstate 41 providing direct access to the Fox Valley and Milwaukee and Interstate 94. From Holy Hill Road drivers are easily able to connect with regional destination such as the Kettle Moraine Scenic Drive and the Holy Hill National Shrine.

Key Area Assets & Destinations

Despite being a predominantly rural residential community, the Village of Richfield has several key assets and destinations within its limits or nearby as indicated in Map 1: Regional Assets. These amenities draw hundreds of thousands of visitors to the area annually and reflect the history, geography, and spirit of the country way of life unique to this segment of the Kettle Moraine. Several of the larger assets and destinations are listed below.

Holy Hill National Shrine

Not only is the Holy Hill National Shrine an important religious effigy for Catholics, it is also a significant tourism attraction for people from around the state, country, and even internationally. The Basilica receives an estimated 500,000 registered visitors per year so it is safe to say that several hundred thousand more arrive through the year. With its location at the top of a knoll, the views are inspiring, especially when the tree canopy changes in the fall.

Outdoor Recreational Areas and Parks
For a small Village there are bountiful recreational facilities, including youth camps at Amy Bell Lake. Several smaller units of the Kettle Moraine State Forest are in or directly adjacent to the Village and draw people from around southeastern Wisconsin for hiking and nature based activities. Also, the two golf courses in the Village offers players a diversity of levels of play.

The Sterling Chalet
The Sterling Chalet is a well-known and long standing establishment in the Village. Located in the Hubertus Hamlet, the Chalet hosts events, especially weddings, and reunions year round. Under current ownership the venue is open during limited hours so it is best to call in advance to book dates for events.

Johnny Manhattan's
Most nights of the week the parking lot is full and Hubertus Road is lined with cars. Johnny Manhattan's is a favorite spot for locals to enjoy a great meal and an aesthetically pleasing atmosphere. The restaurant is well known outside of Richfield with many people from Milwaukee making the journey for weekend pizza, steaks, pasta, and an extensive wine list.

The Ice Age Trail
A segment of the statewide Ice Age Trail runs through the Holy Hill Shrine and Pike Lake Unit of the Kettle Moraine just to the west of the Village. The Ice Age Trail attracts thousands of visitors per year to the area. Often, hikers and enthusiasts coming from distances are looking for other activities to do once their hiking has concluded meaning connecting information about the Village to hikers can help draw them to local establishments after a long day of hitting the trails.

Fireman's Park/Richfield Days
As the biggest local event of the year, Richfield Days creates a flurry of activity in Fireman's Park. Thousands of Village residents attend, and activity spills over to the local restaurants, bars, and recreational facilities. The event is completely volunteer-run and provides an opportunity for neighbors to come together to celebrate.

Cabela's
Cabela's is by far the biggest commercial draw in the Village. As an outdoor mega-store, Cabela's provides tools, gear, machines, and accessories for every type of outdoor enthusiast. Hundreds of thousands of customers visit Cabela's from all of southeastern Wisconsin each year.

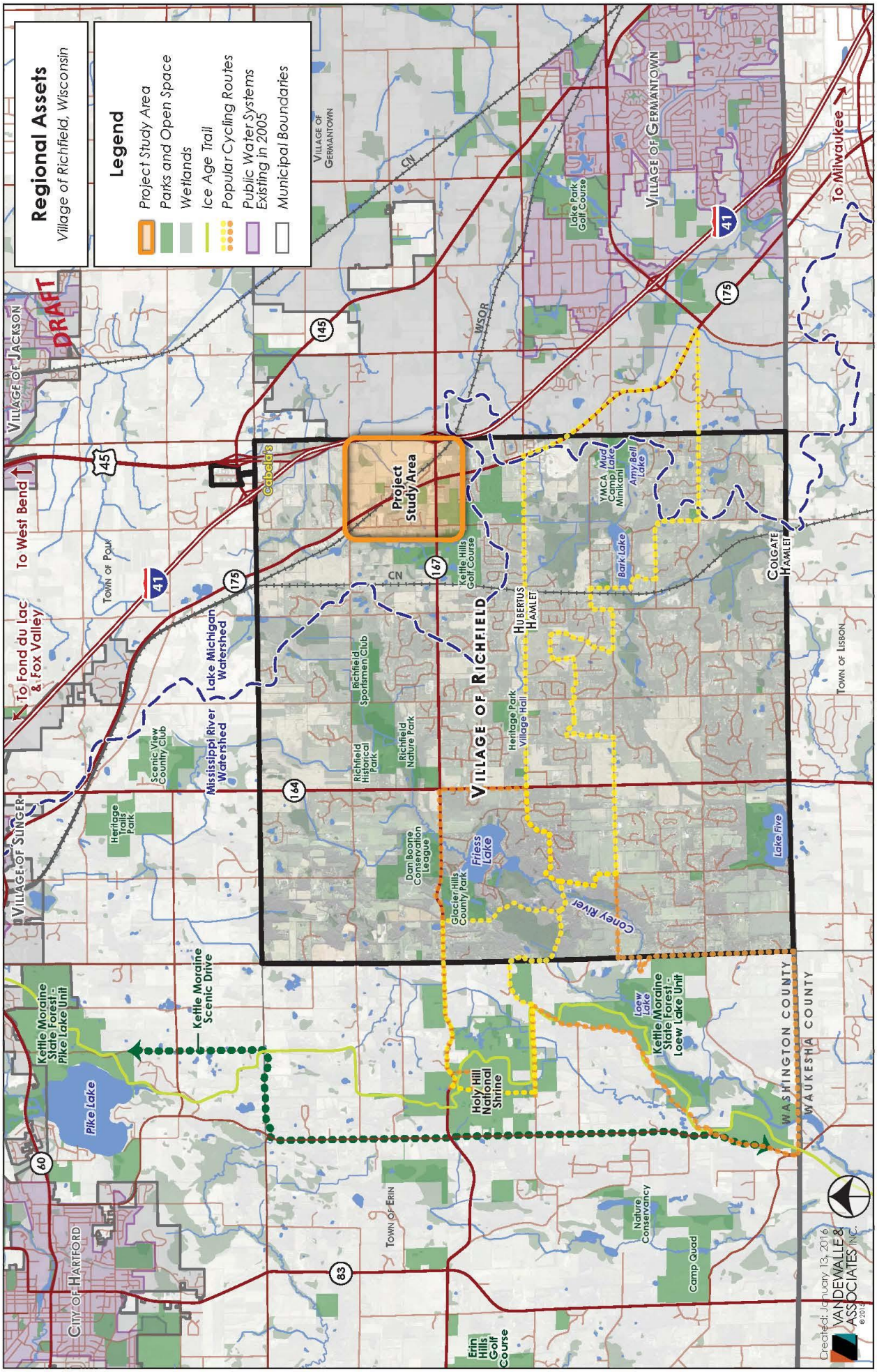
Logger's Park Sports Complex
Logger's Park has several holes of miniature golf and softball diamonds that are well used throughout the warm weather months. The clubhouse provides a place for patrons to unwind and have a drink. Several weekday leagues keep the facility busy on weeknights, and tournament play is known to draw teams from Green Bay, Milwaukee, Racine, Kenosha, and even Illinois.

Pioneer Bowl
Pioneer Bowl provides a large facility for weekday bowling leagues as well as a spot for Richfield youth to enjoy weekend socializing. There are also several softball diamonds used for hosting weekend tournaments and leagues.

The Copper Dock
The Copper Dock is a very popular lakeside restaurant located on the shores of Freis Lake. It is known for a very high quality Friday Fish Fry and spectacular sunset views. The Copper Dock was recently featured in the book *Wisconsin Supper Club* and is known nationally for its casual supper club dining experience that is a throwback to years past set in a modern and well maintained space.

Popular Cycling Routes
Although the Village has no designated cycling routes there are thousands of bikers drawn to the area throughout the spring, summer, and fall due to the picturesque scenery and the rolling hills. The narrow and sweeping country roads present some challenges for balancing cycling and automotive traffic meaning most cyclists are dedicated sport cyclists rather than recreational.

Map 1


Regional Assets
Village of Richfield, Wisconsin
Legend
Project Study Area
Parks and Open Space
Wetlands
Ice Age Trail
Popular Cycling Routes
Public Water Systems Existing in 2005
Municipal Boundaries
DRAFT
Village of Jackson
To West Bend
To Fond du Lac & Fox Valley
Town of Polk
Village of Slinger
City of Hartford
Village of Germantown
Village of Richfield
Project Study Area
Lake Michigan Watershed
Mississippi River Watershed
Kettle Moraine Scenic Drive
Kettle Moraine State Forest - Pike Lake Unit
Kettle Moraine State Forest - Loew Lake Unit
Pike Lake
Friess Lake
Lake Five
Bark Lake
Amy Bell Lake
Mud Lake
Loew Lake
Coney River
Holy Hill National Shrine
Erin Hills Golf Course
Camp Quad
Nature Conservancy
Town of Erin
Washington County
Waukesha County
Richfield Sportsmen Club
Richfield Historical Park
Richfield Nature Park
Dan Boone Conservation League
Glacier Hills County Park
Heritage Park Village Hall
Hubertus Hamlet
Colgate Hamlet
Kettle Hills Golf Course
Lake Park Golf Course
YMCA Camp Minikani
Scenic View Country Club
Heritage Trails Park
Gabela's
Town of Lisbon
To Milwaukee
Created: January 13, 2016
VAN DEWALLE & ASSOCIATES INC.

Market Analysis

Data-driven market analysis is a useful comparative tool for measuring current economic activities and opportunities within a defined "trade area". Though market analyses may also be organized by distance or drive time from a particular point or economic center, the current Village limits of Richfield's relatively large physical footprint (35.9 square miles) offer perhaps the best lens for studying local conditions. Based on a series of socioeconomic reports generated using ESRI Business Analyst mapping software as well as other relevant sources, this assessment highlights some of the most significant findings that provide a basis for further study.

Generally speaking, residents of the Village are the most likely to patronize local businesses, including a mix of year-round convenience and destination retail that is "local" and/or boutique in character and does not duplicate offerings available elsewhere/further away, such as traditional big-box chain retail and dining located in larger nearby communities in the suburban Milwaukee area. Given the low density of the Village's population (315 persons per square mile) and the relative isolation of existing business centers from one another, successful businesses will need to draw year-round customers from Richfield as well as some commuter traffic from the Interstate 41 corridor and surrounding communities.

Demographics

Table 1 offers a brief snapshot of Village demographics compared to Washington County and Wisconsin as a whole. The Village has extremely high levels of homeownership and larger households than the county and state, and its significantly larger median household income and housing values suggest a stable, middle and upper-middle class populace. This also portends a significant proportion of older householders at their peak earning potential and, thus, higher levels of disposable income.

With approximately the same proportion of children as other areas, but fewer seniors and a higher median age, Census data suggests that Village householders are more likely to include middle-aged persons with children and/or empty nesters. However, with fairly low growth rates projected over the next five years (ESRI Business Analyst models project 1.9% annual population growth through 2020), the median age of Richfield residents is expected to climb. As with many other semi-rural communities around the county, younger residents are beginning to trend toward higher density areas, but many longtime residents are choosing to "age in place."

Table 1 Demographic Comparison Summary	Richfield	Washington County	Wisconsin
Population, 2014 estimate	11,460	133,251	5,757,564
Population, percent change - April 1, 2010 to July 1, 2014	1.40%	1.00%	1.20%
Persons under 18 years, percent, 2014	23.90%	23.00%	22.60%
Persons 65 years and over, percent, 2014	12.50%	15.70%	15.20%
Median Age	47.0	41.6	38.8
High school graduate or higher, percent of persons age 25+, 2009-2013	96.0%	92.50%	90.40%
Bachelor's degree or higher, percent of persons age 25+, 2009-2013	35.80%	27.60%	26.80%
Homeownership rate, 2009-2013	98.30%	77.40%	68.10%
Median value of owner-occupied housing units, 2009-2013	$312,400	$222,900	$167,100
Persons per household, 2009-2013	2.72	2.52	2.43
Median household income, 2009-2013	$92,266	$66,159	$52,413

Source: U.S. Census Bureau. 2010-2014 American Community Survey 5-Year Estimates

The **AARP's Livability Index** is a nationwide comparative tool that assigns a normalized score to cities, counties and states based on various national datasets. The Index scores communities relative to one another, with an "average community" score of 50. The Index places Richfield's quality of life as roughly on par with the rest of Washington County (62) and slightly better off than the rest of Wisconsin as a whole (58). While strong on environmental and economic factors, it is less so on housing affordability, transportation options and neighborhood development (the latter two a function of its low population density).

Richfield scored high in categories related to environment and opportunity. This is of interest since both of these points are emphasized on the 2014 *Comprehensive Plan* for the Village. Of particular note, the Village scores very high in the environmental sub-category "quality of drinking water. This is due to the naturally high quality of the aquifers in the area as well as the policy work the Village has undertaken to ensure quality and sustainable drinking water sources. Appendix II contains the detailed Livability Index report for further explanation of the other areas of scoring.

Retail Gap Analysis

The Retail MarketPlace Profile (Table 2) provides a summary of the retail, food and drink gaps/oversupply within the Village. Negative numbers indicate that the particular type of store or food service has a surplus of locations based strictly on the needs of those in the trade area. While many business categories are represented in nearby communities, the report suggests that within Richfield there is room to capture local demand for goods and services that residents must currently travel to access.

The retail gap report projects at least some leakage in nearly every major category except sporting goods (since Cabela's destination appeal and large footprint makes it a so-called "category killer"). This means there may be market capacity (and disposable income) for high-quality, locally-serving specialty retailers such as boutique stores, convenience retail, cafes, and artist galleries. Using national industry

standards as a baseline, the table shows what a typical store size would be and the sales per square foot to determine whether there is enough capacity in the market to support a new business. A mix of convenience-focused retail (hardware, personal care stores) and specialty outlets (electronics, clothing, furniture), may be supported by local demand, as well as one or more full or limited-service casual restaurants.

Table 2

Supportable Retail Square Footage and Estimated New Store Feasibility for Retail Sectors

Industry Group	Retail Gap	Median Sales PSF	Supportable Sqaure Feet	Average Median SF	New Store Market Feasibility?
Automobile Dealers	$37,619,106	-	-	-	Maybe
Auto Parts, Accessories & Tire Stores	$2,503,067	$192	13,042	6,944	Yes
Furniture & Home Furnishings Stores	$2,448,434	$291	8,414	5,767	Yes
Electronics & Appliance Stores	$9,642,238	$339	28,422	2,718	Yes
Bldg Materials & Supplies Dealers	$8,690,935	$160	54,207	6,800	Yes
Health & Personal Care Stores	$8,095,105	$370	21,902	10,123	Yes
Clothing & Clothing Accessories Stores	$1,660,174	$299	5,549	3,638	Yes
Jewelry, Luggage & Leather Goods Stores	$2,049,081	$473	4,329	1,966	Yes
Sporting Goods/Hobby/Musical Instr. Stores	-$55,402,385	$132	(420,376)	3,172	No
Book, Periodical & Music Stores	$1,223,973	$393	3,113	7,692	No
Office Supplies, Stationery & Gift Stores	$536,023	$225	2,381	3,698	No
Food/Beverage Industries					
Full-Service Restaurants	$4,862,144	$496	9,809	5,354	Yes
Limited-Service Eating Places	$7,694,807	$419	18,360	4,231	Yes
Special Food Services	$569,430	$347	1,639	2,261	No
Drinking Places - Alcoholic Beverages	-$1,841	$496	(4)	4,231	No
Grocery Stores	$13,266,317	$295	44,939	48,235	Maybe
Specialty Food Stores	$1,485,918	$132	11,285	1,622	Yes
Beer, Wine & Liquor Stores	$1,133,891	$122	9,290	3,074	Yes

Source: ESRI Business Analyst; Dollars and Cents of Shopping Centers (Urban Land Institute)

Note that this is only a cursory analysis, and does not take into account qualitative factors regarding local preference and viability, but raw sales data does suggest that there is room for growth in several different retail and food and beverage sectors. Further, the analysis also does not account for the fact that certain types of businesses do best when located in clusters (such as restaurants) or businesses with well-established reputations and followings (like restaurants, specialty clothing, art galleries, and interior design) that people will travel to in lieu of similar, closer businesses. Ideally, the Village should look to attract destination type uses that will draw customers based on unique offerings and name recognition.

Tapestry Segmentation Profiles

ESRI divides households across the nation into 65 "Tapestry Segments" that describe (in broad generalizations) their lifestyles and spending habits. Beyond looking at straight demographic information, it provides a more detailed way to get an understanding of the consumer base within a trade area because the program uses credit card data and other information to see where residents are actually spending their money. These segments are not exhaustive, of course, but do summarize some of the expected economic behavior of lifestyle groups that are most heavily concentrated in Richfield.

The Village of Richfield area is predominantly well-to-do, with a large proportion of middle and upper-middle income older residents and some young professional families of means. In this respect, the Village is somewhat typical of upscale, suburban and exurban Milwaukee communities, and the Tapestry Profile breaks Richfield households into three broad categories:

> *Savvy Suburbanites* are well educated, well read, and well capitalized. Families include empty nesters and soon-to-be empty nesters, who still have adult children at home. Located in older neighborhoods outside the urban core, their suburban lifestyle includes home remodeling and gardening plus the active pursuit of physical fitness. Residents actively pursue a number of sports, from skiing to golf, and invest heavily in sports gear and exercise equipment. They enjoy good food and wine plus the amenities of the city's cultural events.
>
> *Comfortable Empty Nesters* are older, with more than half of all householders aged 55 or older; many are professionals working in government, health care, or manufacturing. These Baby Boomers earn a comfortable living or are in their early retirement years, and are benefitting from years of prudent investing and saving. Among these residents, strong value is placed on maintaining their health and financial well-being. This demographic category is often characterized by a desire to invest in quality goods or experiences to enjoy while aging in place. Comfortable Empty Nesters are likely to be collectors of high end art pieces, quality home goods, and enjoy spending money on things like fitness, recreational, and leisure activities.
>
> The *Green Acres* lifestyle features country living and self-reliance. They are avid do-it-yourselfers, maintaining and remodeling their homes, with all the necessary power tools to accomplish the jobs. Gardening, especially growing vegetables, is also a priority, again with the right tools, tillers, tractors, and riding mowers. Outdoor living also features a variety of sports: hunting and fishing, motorcycling, hiking and camping, and even golf.

Regarding specific propensities for outdoor recreation (such as for biking, yoga, hiking, etc.), the **Sports & Leisure Potential report** (See Appendix II) supports the assertions of the Tapestry report, suggesting fairly large expected expenditures (significantly higher than US average) on these kinds of activities among Richfield residents, as well as other outdoor activities like skiing, boating, etc. Market Potential Index scores of at least 120 (twenty point beyond the expected national average of 100) among most sports and exercise categories suggest that the Village may still be able to support more specialized businesses tailored toward active lifestyles.

Vandewalle & Associates expects that, based on firsthand evidence and analysis of the aforementioned lifestyle indicators, a yoga studio, spa and/or wellness center may do well in the Village, drawing residents who wish to work out close to home as well as some visitors from surrounding areas. Not only does Richfield seem likely to support such businesses from a geographic and demographic perspective,

but it is also indicative of larger national trends toward "alternative" wellness routines such as yoga, meditation, massage therapy, and chiropractic treatment.[1]

The Northeast Corridor

The Village of Richfield is comprised predominantly of single family homes on large lots, natural areas, and agricultural land with very little commercial and industrial development. The only two areas of concentrated commercial and industrial land uses are along highway 175 and Hubertus Road in the Hubertus Hamlet and along highway 175 between Holy Hill and Pleasant Hill Roads. While this type of land use pattern provides a quaintness and a pleasant country aesthetic, it also puts the predominance of the tax burden on home owners.

Over the last several years the Village recognized that in order to continue supporting the lifestyles and level of service that Richfield residents are accustomed to it is important to diversify the tax base through concentrated commercial and industrial development. This type of assertion can cause anxiety for those who wish to see the community remain the same, but is a necessary step to ensure the long term sustainability of the way of life residents want to maintain.

What the Village has done through several efforts including the 2010 *Community Build Out Analysis* and 2014 *Comprehensive Plan* is to identify a targeted area for this type of development to occur. According to the future land use map (Map 2) from the 2014 comprehensive plan the Village sees the Northeast Corridor developing with a mix of industrial, commercial, and mixed uses in a land use pattern that is starkly different than the remainder of the Village. By focusing development into the Northeast Corridor the Village will not only help to diversify the tax base with high value tax positive development, it will also position this development to take advantage of transportation infrastructure, available real estate, and an existing downtown commercial center all while isolating it from the majority of the residential development projected to occur.

As Map 3 shows, the Northeast Corridor is naturally isolated from the rest of the Village due to undevelopable land in environmental corridors, recreational and institutional facilities, the natural topography of the area, and the subcontinental divide between the Lake Michigan and Mississippi River watersheds. These natural impediments provide strong protections against development spilling outside the Northeast Corridor. Simply put, there are regulatory prohibitions at the local and state level already in place in addition to financial constraints to commercial and industrial development moving outside of the area bounded by I-41, Holy Hill Road, Mayfield Road, and Pioneer Road.

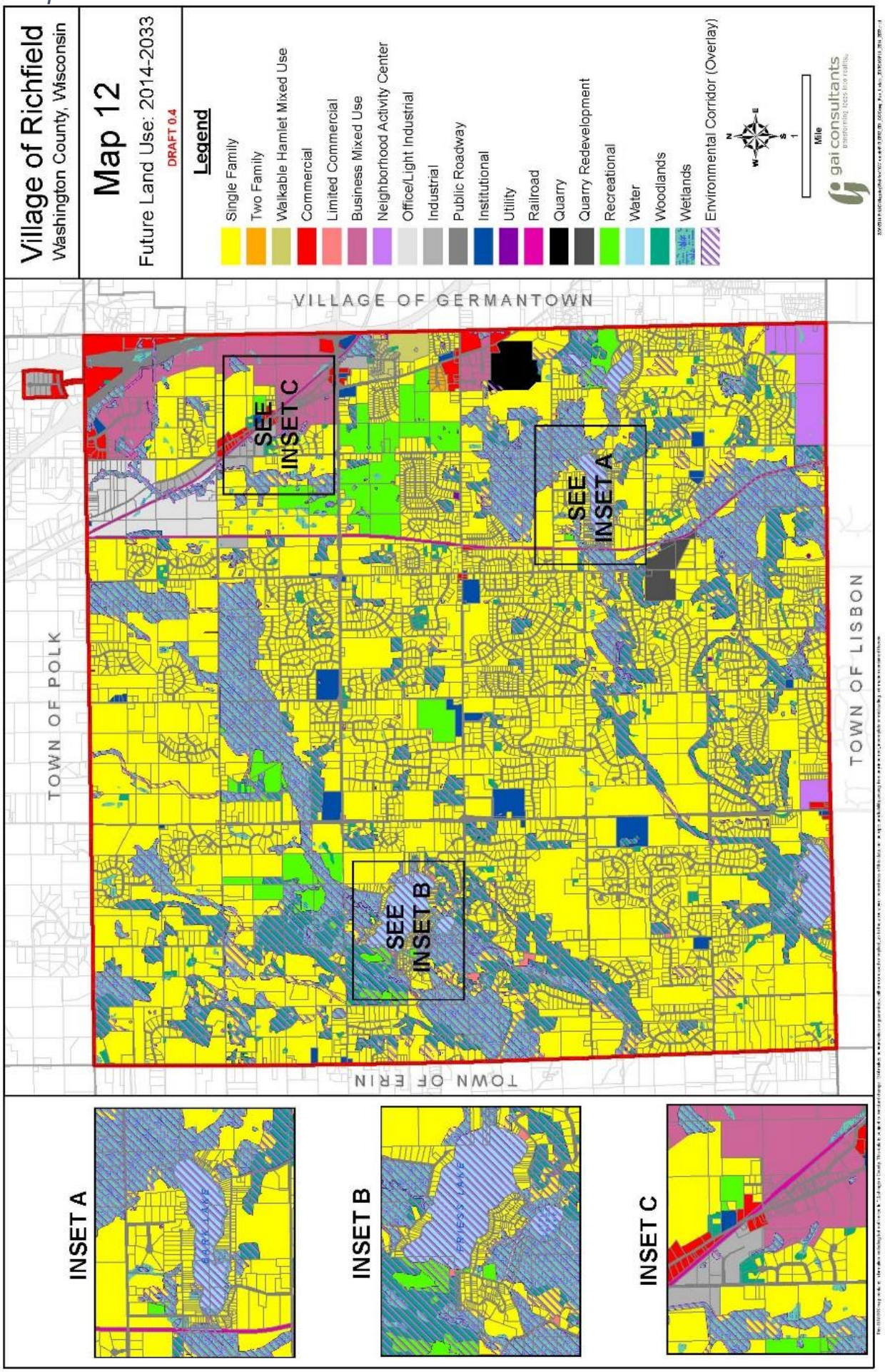
Additionally, the existing historic commercial center (Map 3) provides features not found in the rest of the Village: Small lots with structures built out to the lot lines; mixed use buildings; several historic structures; designated street parking; a cluster of local restaurants; and planned future sidewalks. All of these features are key ingredients to a walkable commercial district. By focusing on the Downtown as a sub-area of the project, momentum is built to create a center of activity with local shops, a community park, and restaurants in a walkable environment.

Lastly, the Northeast Corridor of the Village is the only area with an identified redevelopment prerogative as stated in the comprehensive plan. Redevelopment within the corridor is important to

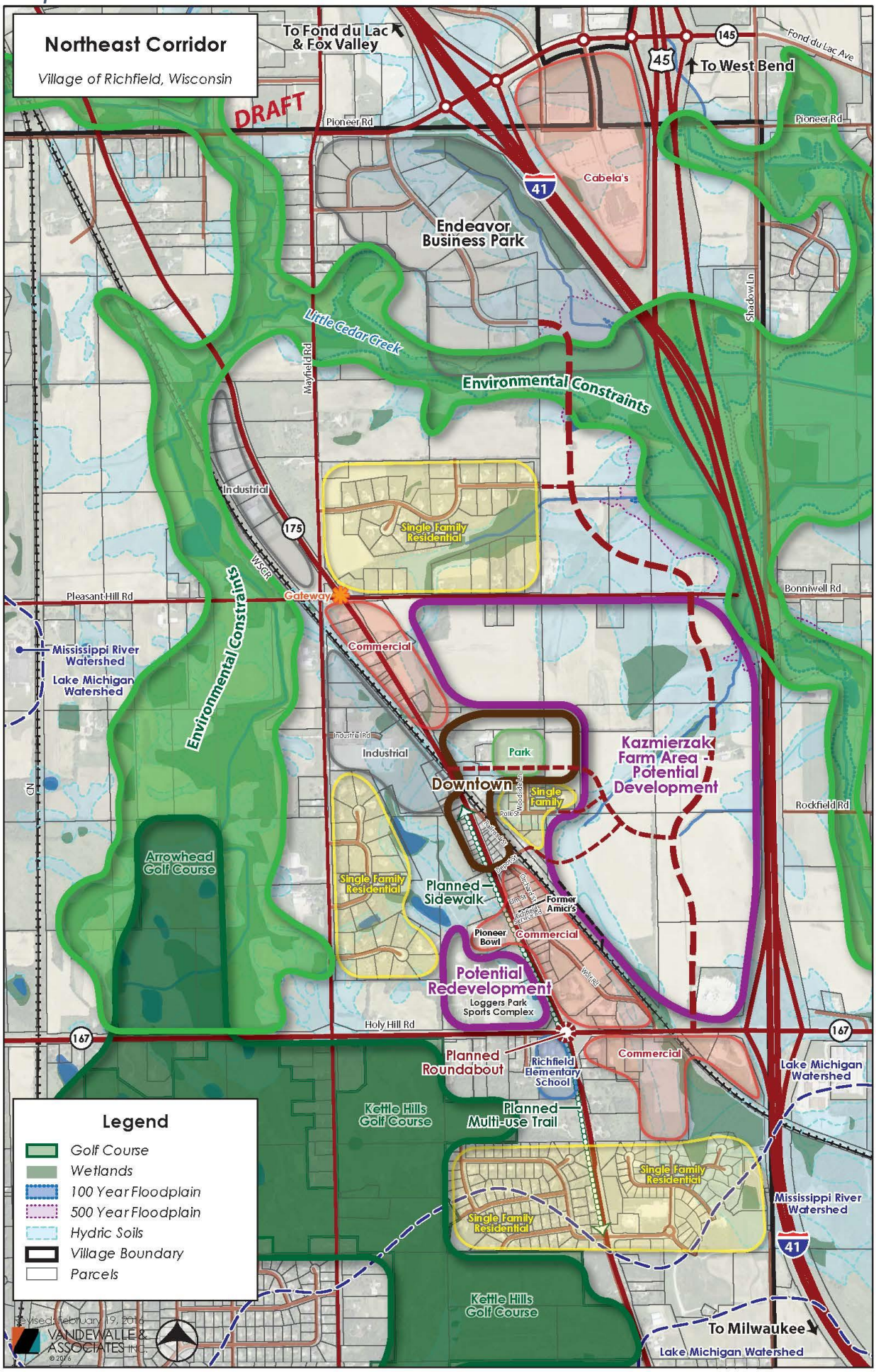
[1]National Health Interview Survey (NHIS), "Use of Complementary Health Approaches in the U.S." 2012. https://nccih.nih.gov/research/statistics/NHIS/2012/mind-body/yoga

increase land value, but also to ensure that the environmental and public health are protected. With the number of industrial sites and historic buildings in the Northeast Corridor it is necessary to monitor opportunities to address environmental concerns as redevelopment opportunities arise.

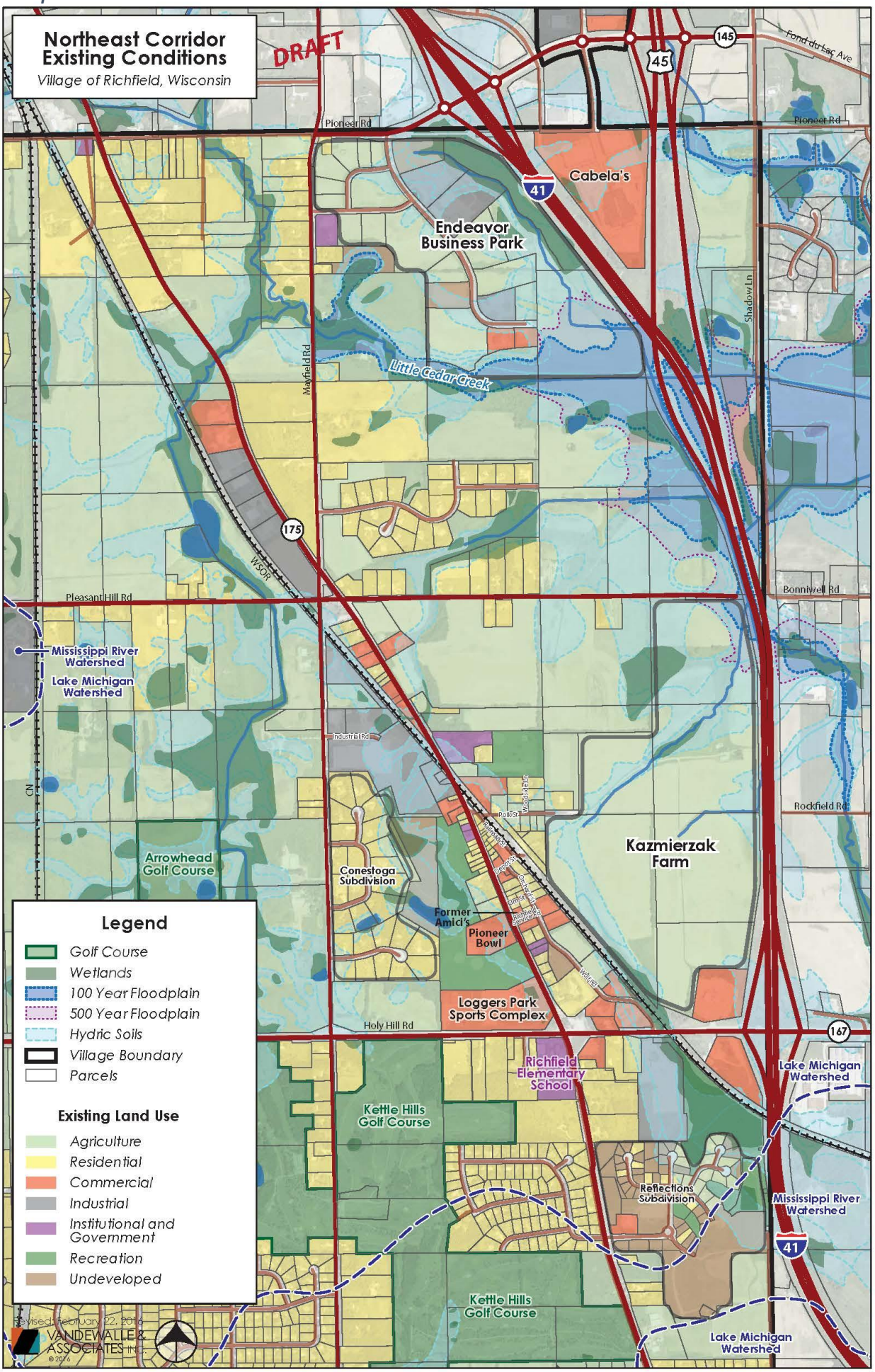
Map 2


Village of Richfield
Washington County, Wisconsin
Map 12
Future Land Use: 2014-2033
DRAFT 0.4
Legend
Single Family
Two Family
Walkable Hamlet Mixed Use
Commercial
Limited Commercial
Business Mixed Use
Neighborhood Activity Center
Office/Light Industrial
Industrial
Public Roadway
Institutional
Utility
Railroad
Quarry
Quarry Redevelopment
Recreational
Water
Woodlands
Wetlands
Environmental Corridor (Overlay)
Mile
gai consultants
VILLAGE OF GERMANTOWN
TOWN OF POLK
TOWN OF LISBON
TOWN OF ERIN
SEE INSET A
SEE INSET B
SEE INSET C
INSET A
INSET B
INSET C

Map 3


Northeast Corridor
Village of Richfield, Wisconsin
DRAFT
To Fond du Lac & Fox Valley
To West Bend
Fond du Lac Ave
Pioneer Rd
Cabela's
Endeavor Business Park
Little Cedar Creek
Environmental Constraints
Mayfield Rd
Shadow Ln
Industrial
Single Family Residential
WSCR
Gateway
Pleasant Hill Rd
Bonniwell Rd
Commercial
Mississippi River Watershed
Lake Michigan Watershed
Industrial Rd
Park
Downtown
Kazmierzak Farm Area - Potential Development
Rockfield Rd
Arrowhead Golf Course
Planned Sidewalk
Former Amici's
Pioneer Bowl
Potential Redevelopment
Loggers Park Sports Complex
Holy Hill Rd
Planned Roundabout
Richfield Elementary School
Kettle Hills Golf Course
Planned Multi-use Trail
To Milwaukee
Legend
Golf Course
Wetlands
100 Year Floodplain
500 Year Floodplain
Hydric Soils
Village Boundary
Parcels
Revised: February 19, 2016
VANDEWALLE & ASSOCIATES INC.
© 2016

Map 4


Northeast Corridor
Existing Conditions
Village of Richfield, Wisconsin
DRAFT
Pioneer Rd
Fond du Lac Ave
145
45
41
Cabela's
Endeavor
Business Park
Little Cedar Creek
Mayfield Rd
Shadowl Ln
175
WSOR
Pleasant Hill Rd
Bonniwell Rd
Mississippi River
Watershed
Lake Michigan
Watershed
Industrial Rd
CN
Rockfield Rd
Kazmierzak
Farm
Arrowhead
Golf Course
Conestoga
Subdivision
Former
Amici's
Pioneer
Bowl
Loggers Park
Sports Complex
Holy Hill Rd
167
Richfield
Elementary
School
Kettle Hills
Golf Course
Reflections
Subdivision
Legend
Golf Course
Wetlands
100 Year Floodplain
500 Year Floodplain
Hydric Soils
Village Boundary
Parcels
Existing Land Use
Agriculture
Residential
Commercial
Industrial
Institutional and
Government
Recreation
Undeveloped
Revised: February 22, 2016
VANDEWALLE &
ASSOCIATES INC.
© 2016

Development Recommendations

The recommendations in the following section are derived from a synthesis of information gathered from a variety of sources including stakeholder interviews, community input, public planning charrettes, property owner feedback, background research, and consultation with the economic development authorities in Washington County. Recommendations are made for four sub-areas within the Northeast Corridor: 1. The North Commercial/Industrial Area; 2. Historic Downtown Richfield; 3. The Farm; 4. The Holy Hill Frontage. Each sub-area was chosen based on existing land use, historic context, and physical and environmental constraints.

Within each of the four sub-areas there are five categories of recommendations in order to provide detailed and practical focuses for each. These five categories are: 1. Land Use Considerations; 2. Public Improvements and Infrastructure; 3. Brownfields and Environment; 4. Policies and Programs; 5. Catalytic Projects. When combined the five categories cover the entirety of the topics to consider for successful long term community growth and prosperity. Additionally, all five categories are consistent across all four sub-areas to ensure each is considered with the same metrics when prioritizing and to provide consistency across all sub-area recommendations.

The team developed recommendations that, when implemented over time, will stimulate economic investment in the Northeast Corridor, redevelop properties while addressing environmental concerns, and balance development with the communities character. These recommendations are intended to be implemented by the Village and its partners as time, capacity and resources are available. The implementation Work Plan that follows this section is intended to be a guide with the flexibility to shift focus as opportunities become available.

As part of a Brownfield Assessment Program the team also conducted a thorough examination of sites (see Appendix III)—especially in the North Commercial/Industrial Area—that had the potential to be brownfields. Although this evaluation did not yield sites for current assessment there are several sites that have been identified for continued monitoring as redevelopment interest moves forward. Resources for assessment have been allocated to Richfield as a portion of their dedicated funding and will be utilized as opportunities become available. If additional funding is needed for future site assessments the Village can make a request to the Site Redevelopment Committee for resources from the county wide pool of assessment and reuse planning monies.

North Commercial/Industrial Area

The North Commercial/Industrial Area is the northern gateway to downtown. There is a clear difference in the type of development and land uses here than further south. Traveling south along highway 175 from Pleasant Hill Road there is a blend of various small machine shops and storefront with a variety of long standing businesses meeting the needs of a variety of markets. The recommendations for this area are consistent with the current development and focus more on organization and aesthetics to help create a visual theme as drivers enter downtown from the north along highway 175.

The North Commercial/Industrial subarea has the most varying array of land uses and zoning classifications of the four sub-areas in the Northeast Corridor. Over time this has led to a pattern of development that feels disjointed and inconsistent. Moving forward it is important for the Village to address this by using the proper tools to align the land uses with the future land use plan for the area.

This can be accomplished through a complete rezoning of the area to a fitting zoning category or through rezoning properties as they develop/redevelop. By developing a clear strategy and the appropriate policy for the North Commercial/Industrial Area the Village can ensure that development patterns fit the larger area and Village wide context as well as focused on land use patterns that ensure long term tax base growth.

Land Uses

- Focus additional light industrial and heavy commercial users to this area rather than at Holy Hill Road. Traffic counts from the North are significantly lower and there is still developable land along highway 175 just south of Pleasant Hill Road.
- Direct new development to farm fields as infill. Ensure that rezoning of parcels is consistent with the future land use map for this area.
- Phase in new and uniform zoning that is consistent with the long term land use vision for the area.
- Incorporate buffers where possible to reduce the impact to residential development and further define a specific boundaries for light industrial and heavy commercial land use.

Public Improvements and Infrastructure

- Implement traffic calming measures to slow traffic entering downtown from the north. There is a noticeable transition from county highway to a more commercially oriented area meaning reducing the speed of through traffic is essential. Install features between Pleasant Hill Road and the Richfield Volunteer Fire Station.
- Install a gateway feature at Pleasant Hill Road to create a sense of place as drivers enter downtown. This can be done where the current signage exists, but expands on the design and emphasizes downtown. There is also an opportunity to improve the triangle of land here with landscaping improvements.

Brownfields and Environment

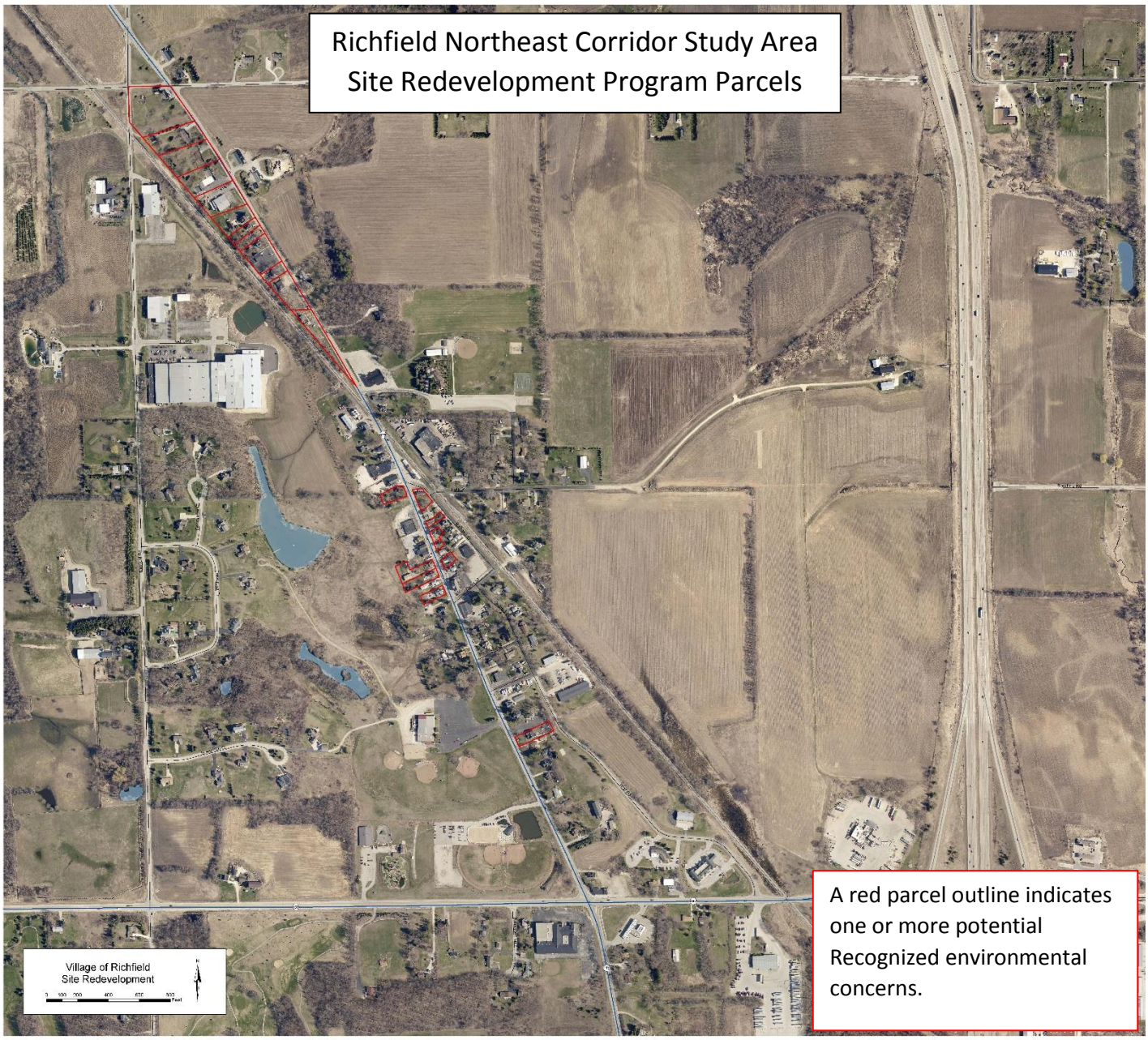
The North Industrial/Commercial Area is the portion of the Northeast Corridor with the highest likelihood to contain sites with environmental challenges. The area is characterized by an assortment of various small machine shops and heavy commercial businesses which may have environmental needs in the future.

- Consider environmental assessments for the parcels in map below as redevelopment or reuse interest is expressed.
- Provide property owners with educational material on addressing and preventing brownfields.
-

Policies and Programs

As the north gateway to downtown it is important to organize the development patterns, consolidate land uses, and target areas for infill development in the North Industrial/Commercial Area. The area can be further augmented through the use of landscaping elements that help create an aesthetically pleasing entry to downtown and function to reduce noise from industrial uses and automobiles.

<u>Richfield Priority Site Selection for the Washington County Site Redevelopment Program</u> As a coalition partner the Village of Richfield was asked to identify its top priority brownfield redevelopment area to utilize its $40,000 funding allocation. As a result a list of properties was assembled along WI-175 from Pleasant Hill Road to Holy Hill Road. This area is characterized by the presence of a number of heavy commercial and industrial uses and a long running rail corridor. In the Village's 2014 Comprehensive Plan the area was defined as the top redevelopment priority for the Village. Utilizing the brownfield assessment funds to identify a number of redevelopment opportunities and better understand the environmental considerations of the identified properties gives the Village a powerful tool to move toward implementation. As redevelopment interest grows phase I and II assessments will be necessary to facilitate the sale of properties with environmental considerations and additional program funding can be secured as a valuable tool to catalyze the process.

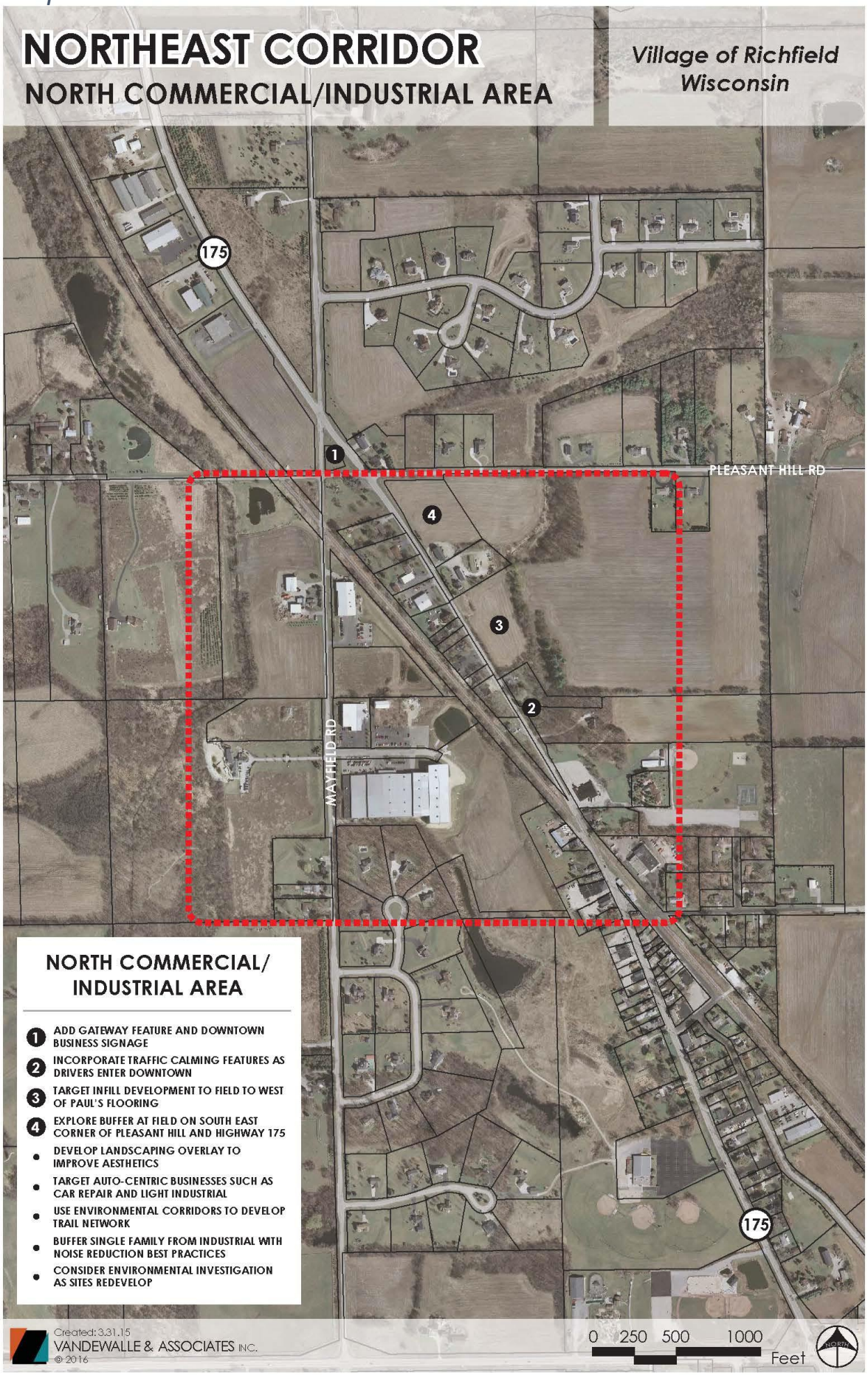


- Create a landscape overlay district that focuses on creating an organized and thoughtful transition point from country road to a downtown commercial street. Landscaping inspiration can draw from the country elements common in areas that are both functional and attractive such as post and rail fences, field stone, and native plants.
- Discuss future plans for land use with property owners of undeveloped parcels along highway 175 to explore future their future plans for the land.
- Develop a zoning ordinance that is consistent with the desired long term future land use for the area. This positions the Village to shape the development pattern in a manner consistent with the future land use plan as development/redevelopment occurs.
- Integrate existing environmental corridors into a trail system. There are several single family residential developments that can be connected through an off street trail system that follows these corridors. A trail system along these corridors provides residents safe areas for recreation, exercise, and leisure and can be used to connect to other development in the area including downtown and The Farm. Over the long term a trail system could be linked to a larger network and area parks to provide recreational connections.

Catalytic Projects and Programs

- Work with the Site Redevelopment Committee to develop educational brochures and (potentially) a brownfield 101 seminar on preventing and addressing brownfield concerns. This will help to familiarize property owners with the resources available and destigmatize what it means to be a brownfield.
- Install gateway signage and improvements at highway 175 and Pleasant Hill Road. As the northern gateway to Downtown these improvements will help define a sense of place entering Downtown and represent community values.

Map 5


NORTHEAST CORRIDOR
NORTH COMMERCIAL/INDUSTRIAL AREA
Village of Richfield
Wisconsin
175
PLEASANT HILL RD
MAYFIELD RD
1
2
3
4
NORTH COMMERCIAL/
INDUSTRIAL AREA
1 ADD GATEWAY FEATURE AND DOWNTOWN BUSINESS SIGNAGE
2 INCORPORATE TRAFFIC CALMING FEATURES AS DRIVERS ENTER DOWNTOWN
3 TARGET INFILL DEVELOPMENT TO FIELD TO WEST OF PAUL'S FLOORING
4 EXPLORE BUFFER AT FIELD ON SOUTH EAST CORNER OF PLEASANT HILL AND HIGHWAY 175
• DEVELOP LANDSCAPING OVERLAY TO IMPROVE AESTHETICS
• TARGET AUTO-CENTRIC BUSINESSES SUCH AS CAR REPAIR AND LIGHT INDUSTRIAL
• USE ENVIRONMENTAL CORRIDORS TO DEVELOP TRAIL NETWORK
• BUFFER SINGLE FAMILY FROM INDUSTRIAL WITH NOISE REDUCTION BEST PRACTICES
• CONSIDER ENVIRONMENTAL INVESTIGATION AS SITES REDEVELOP
Created: 3.31.15
VANDEWALLE & ASSOCIATES INC.
© 2016
0 250 500 1000
Feet
NORTH

Historic Downtown Richfield

Although the boundaries of historic Downtown Richfield can be defined in different terms, the most widely agreed upon boundaries are along highway 175 from Depot St to the Richfield Volunteer Fire Department. This area is distinct due to a similar development pattern of small lots and structures built with little to no side and street setbacks. It is also sprinkled with historic buildings and contains many of the oldest structures in the Village as it was the historic center of commerce for the Hamlet of Richfield. With its proximity to the Wisconsin and Southern Railroad tracks and core of legacy commercial and industrial building—including the long running Wolf Brothers Feed Mill—there are clear signs of commercial activity in the Hamlet.

As evidence of its commitment to create a viable downtown commercial corridor, the Village adopted a new zoning district (B-5 Downtown Business). This solves the problems with non-conforming uses and non-conforming lots other zoning classifications could not by allowing smaller lot sizes and residential units above first story commercial establishments. The result is a zoning district that allows current properties to meet the code while setting the stage to grow the density of commercial activity in this locale.

Land Uses

Consistent with the adopted polices of the *Comprehensive Plan,* commercial uses continue to be the primary target for Downtown. Rezoning to the newly adopted B-5 Downtown Business District emphasizes the long term vision of the Village to create a vibrant commercial corridor in downtown Richfield. However, the extent of Downtown development will depend largely on attracting people to Downtown either as neighbors living in close proximity, employees working nearby, and out of town visitors coming for shopping, dining, and leisure activities.

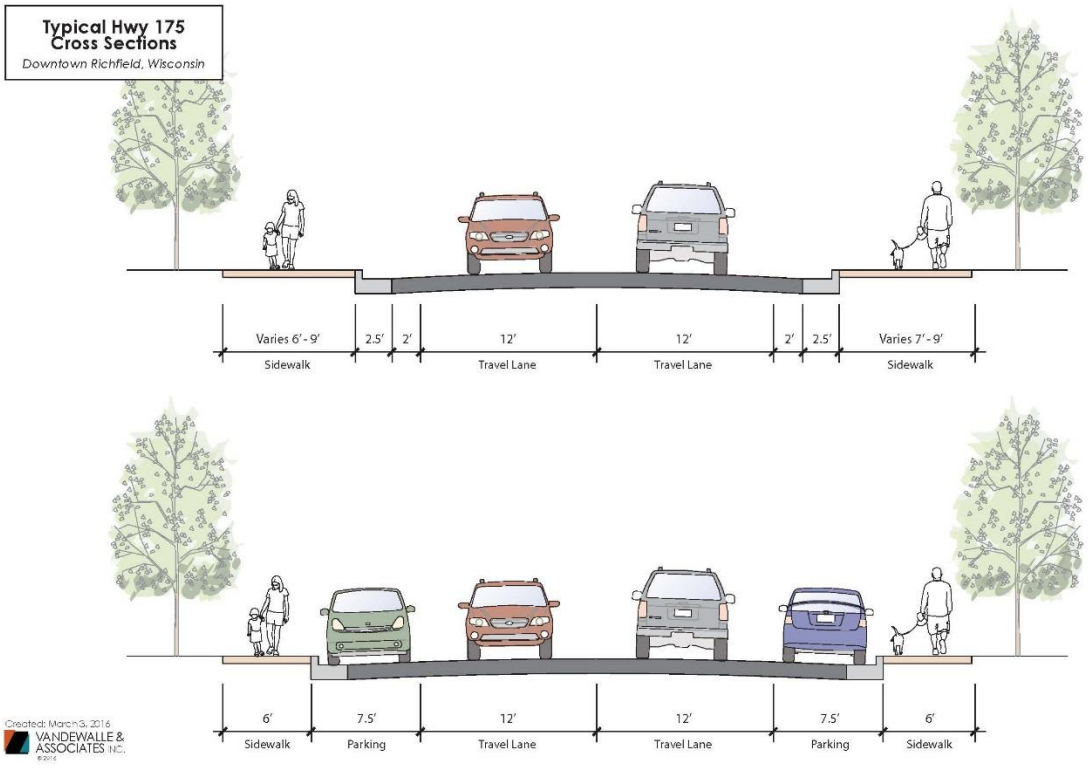
- Capitalize on the existing Downtown restaurants. Focus on building on this core through recruiting additional restaurants that create a cluster and thus a stronger identity as a place to dine.
- Devise a strategy to reach out to the property owners of the unoccupied buildings in downtown. Many of these structures are in poor condition and have not been occupied for a long period of time. Owners may need help identifying resources or opportunities for redevelopment of their properties—returning them to productive use and improving the aesthetics of downtown. The Village sees many of these properties as substantial impediments to revitalizing Downtown as they detract from aesthetic value and affect the adjacent properties. Many of the structures are inhabitable and have not been occupied for extended periods of time.
- Target additional live-work spaces to Downtown for professionals looking for affordable startup space. Small or sole proprietor firms (architects, engineers, accountants, planners, and attorneys) are often looking for affordable spaces that also provide housing options. These types of businesses are focused on daytime hours and have a minimal impact on traffic volume and parking capacity. The B-5 District allows these entrepreneurs to have office space on the first level and living space on the second story.
- Recruit boutique shops as tenants at the identified reuse/redevelopment sites.
- Recruit lifestyle businesses as tenants at the identified reuse/redevelopment sites.

- Conduct a structural assessment of the historic bank building and the building on the corner of highway 175 and Railroad Street to determine their current condition. These brick structures have potential as reuse sites if renovation and repair costs are reasonable. Targeting commercial development to these properties would capture some of the history of the Village similar to Amici's.
- Position Wolf Brothers Feed Mill as a focal point of activity as a long standing business and a known landmark. The Mill can be positioned to draw visitors who then make stops at dining establishments and other storefronts.
- Reposition Fireman's Park as a festival and event space; explore adding a community center/facility with bathrooms. Suggested upgrades include the addition of a pavilion and public use grills, a skating rink, a disc golf course, and dog park. As part of the repositioning effort a park master plan should be created to reorient the park, maximize the current space, and incorporate the Village owned land to the west and south. Expanding the park will simultaneously create a buffer between The Farm development and the residential neighborhood on Polk Street.

Public Improvements and Infrastructure

To build a sense of place in Downtown and create a walkable experience it is critically important to provide the proper facilities and improvements. By focusing on using public space as a resource for enjoyment and connections, Downtown will grow and existing businesses will benefit through increased interest in use from the community and an inviting atmosphere for visitors. In many ways the Village is in a very opportunistic position with the Department of Transportation's reconstruction project on

Figure 1



highway 175. The addition of sidewalks and improved road at no cost to the Village tees up other public improvements to build momentum for other projects.

- Develop a plan to address public parking considerations. There are several key areas of Downtown that could provide public parking near existing and future businesses. This is a key consideration to support a customer base too far from downtown to walk.
- Develop a landscaping plan to build a pedestrian environment following the installation of a sidewalk—as seen in the cross sections in Figure 1—that is part of the highway 175 reconstruction project.
- Integrate street furniture and lighting along the planned sidewalk. Adding waste receptacles, park benches, harp lighting, and public art creates a sense of place and creates a more inviting atmosphere for pedestrians.
- Develop a wayfinding signage program for vehicular and pedestrian traffic. This signage goes beyond street signs and is intended to help visitors more easily navigate Downtown businesses, amenities, and parking facilities. Kiosks with message boards are an affordable and flexible option to add information as Downtown grows. At a minimum consider wayfinding kiosks at the Richfield Fire Station, at Wolf Brothers Feed Mill, and at the former Amici's building.
- Create better visibility at the north and south ends of downtown by adding gateway features. Gateway signage should incorporate some of the history of the Richfield Hamlet. When developing sign themes the Richfield Historical Society may prove a valuable resource for material.

Brownfields and Environment

Downtown Richfield is not known to have past industry so the occurrence of highly contaminated sites is not likely. However, there are several auto garages, a rail corridor, heavy commercial uses, and structures with potentially hazardous building materials. As the area redevelops, there may be opportunities to help property owners evaluate environmental considerations in order to position their properties for productive and safe future uses.

- Consider the potential need for environmental assessment at several of the key redevelopment sites along highway 175. There are several buildings with potential environmental concerns either due to hazardous building materials (such as asbestos siding and insulation) or past use that may impede redevelopment. Many of these buildings are currently unoccupied.
- Conduct basic brownfield and environmental education to provide property owners with the knowledge and tools necessary to address any environmental concerns they may have.
- Develop architectural review standards for Downtown that emphasize low impact building materials for infill and redevelopment projects that emphasize sustainable and long lasting development.

Policies and Programs

Currently, all Downtown properties are privately owned. All plans for redevelopment will pay considerable attention to the needs of property owners and help connect them with resources to achieve their vision for their property. Collaboration between all parties will help ensure that new investment and improvements are targeted to Historic downtown Richfield.

- Conduct a detailed property inventory in Downtown along highway 175 in order to know which parcels and structures may be candidates for new businesses to occupy.
- Consider financing mechanisms that allow new development to help pay for public improvements.
- Meet with owners of key sites to determine what their long term plans are.
- Pursue funding for landscaping and community facility improvements in Downtown that leverage the planned highway 175 reconstruction.

Catalytic Projects and Programs

To stimulate economic investment and redevelopment in downtown there are a few priority projects to consider. These projects will help build momentum by showcasing success and capitalizing on momentum that is already in place.

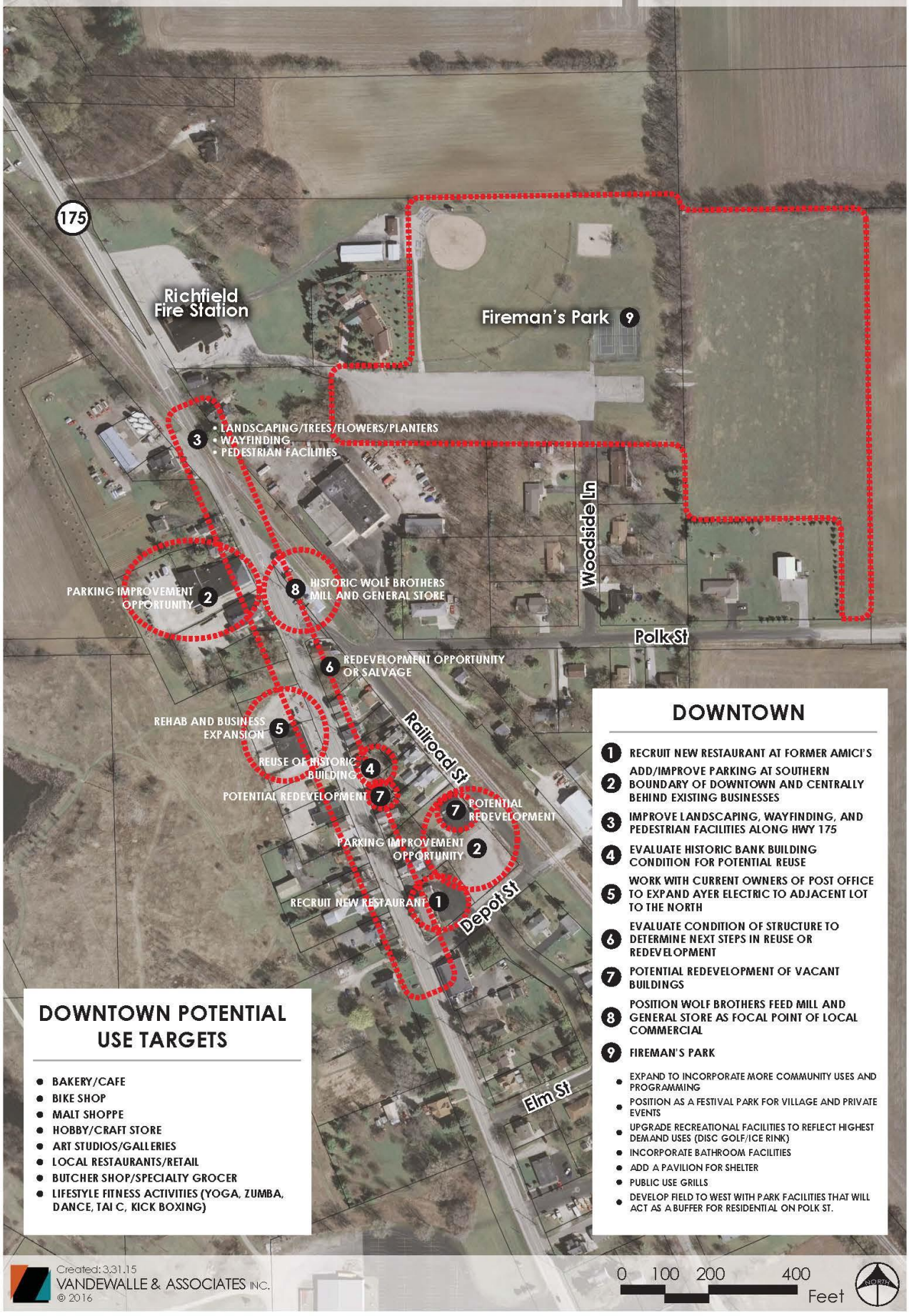
- Recruit and work with prospective new restaurant operator for the former Amici's building. The former Amici's site is arguably the most important historic building in downtown. A significant amount of investment went into restoring and renovating the building to make it a key feature of commercial and social activity in the Hamlet. A top priority for the Village should be working to ensure the future owner/operator is positioned to successfully operate to once again create an strong commercial pull to the Hamlet that other commercial activity can build from.
- Develop a landscaping plan and mechanism to incorporate landscaping and pedestrian features along the new sidewalk as part of the highway 175 reconstruction project. Landscaping should quickly follow the completion of the sidewalks to capitalize on the momentum of the project.

Map 6

NORTHEAST CORRIDOR

HISTORIC DOWNTOWN

Village of Richfield Wisconsin



DOWNTOWN

1. RECRUIT NEW RESTAURANT AT FORMER AMICI'S
2. ADD/IMPROVE PARKING AT SOUTHERN BOUNDARY OF DOWNTOWN AND CENTRALLY BEHIND EXISTING BUSINESSES
3. IMPROVE LANDSCAPING, WAYFINDING, AND PEDESTRIAN FACILITIES ALONG HWY 175
4. EVALUATE HISTORIC BANK BUILDING CONDITION FOR POTENTIAL REUSE
5. WORK WITH CURRENT OWNERS OF POST OFFICE TO EXPAND AYER ELECTRIC TO ADJACENT LOT TO THE NORTH
6. EVALUATE CONDITION OF STRUCTURE TO DETERMINE NEXT STEPS IN REUSE OR REDEVELOPMENT
7. POTENTIAL REDEVELOPMENT OF VACANT BUILDINGS
8. POSITION WOLF BROTHERS FEED MILL AND GENERAL STORE AS FOCAL POINT OF LOCAL COMMERCIAL
9. FIREMAN'S PARK
   - EXPAND TO INCORPORATE MORE COMMUNITY USES AND PROGRAMMING
   - POSITION AS A FESTIVAL PARK FOR VILLAGE AND PRIVATE EVENTS
   - UPGRADE RECREATIONAL FACILITIES TO REFLECT HIGHEST DEMAND USES (DISC GOLF/ICE RINK)
   - INCORPORATE BATHROOM FACILITIES
   - ADD A PAVILION FOR SHELTER
   - PUBLIC USE GRILLS
   - DEVELOP FIELD TO WEST WITH PARK FACILITIES THAT WILL ACT AS A BUFFER FOR RESIDENTIAL ON POLK ST.

DOWNTOWN POTENTIAL USE TARGETS

- BAKERY/CAFE
- BIKE SHOP
- MALT SHOPPE
- HOBBY/CRAFT STORE
- ART STUDIOS/GALLERIES
- LOCAL RESTAURANTS/RETAIL
- BUTCHER SHOP/SPECIALTY GROCER
- LIFESTYLE FITNESS ACTIVITIES (YOGA, ZUMBA, DANCE, TAI C, KICK BOXING)

Created: 3.31.15
VANDEWALLE & ASSOCIATES INC.
© 2016

0 100 200 400 Feet

The Farm

Between highway 175 and I-41 from Holy Hill Rd. to Pleasant Hill Rd. there are approximately 320 acres of agricultural lands. The area along the south side of Pleasant Hill Rd. consists of 6 parcels with 4 owners. The remainder of the area alongside I-41 consists of a single, 208-acre tract under one ownership, which is referred to as The Farm for purposes of this plan. For the last 10-15 years, The Farm has been marketed for development, and projects proposed for the site in the past have included a regional hospital and a large distribution center/warehouse. For a variety of reasons, none of these projects came to fruition, and the property went through bankruptcy and recently changed ownership. The current owner is interested in selling for development but also is content to continue farming it until that occurs with no set timeframe for a sale.

The 2014 Village *Comprehensive Plan* designated The Farm as "Business Mixed Use" on the Future Land Use Map, which allows a wide range of commercial and industrial development. This land use designation was chosen based on the site's proximity to I-41 and the results of a *Community Buildout Analysis* prepared in 2013, which found that the taxes and fees paid by commercial and industrial uses tend to exceed the cost of providing services to them. Single family homes, on the other hand, tend to have the opposite effect without significant increases in taxes. Accordingly, the strategy of developing The Farm with tax positive uses is intended to relieve some of the tax burden on home owners. In order to realize the long term land use necessary to provide the land values and thus the tax base increase necessary to maintain tax affordability the Village needs to consider the various scenarios for the development of centralized water and sewer services to the The Farm. This is further compounded by the property's underlying geology that has a low water-producing shallow aquifer that can serve only an equivalent of about one residential unit per acre or very limited types of commercial and industrial development. Although a few different options exist to provide these services, they are very expensive and will require a significant amount of development, and likely financing mechanisms, to pay for them.

Land Uses

Consistent with the adopted polices of the *Comprehensive Plan*, commercial and industrial uses continue to be the primary use targets for The Farm. However, the intensity of development will directly depend on whether centralized water and sewer services are provided to the property. Without centralized water and sewer services at The Farm, the land values and thus property tax revenues will be significantly lower. Further, buffering the impacts of these uses on existing residential development along Polk Street and east of highway 175 will be important while also connecting new employees to the businesses in the downtown.

- On the south side of the property, capitalize on the access to I-41 from Holy Hill Rd. by seeking highway-oriented commercial uses such as a hotel, large restaurant(s), a movie theater, large format retail and/or professional offices, all of which will require centralized water and sewer services. This should be carefully planned and function as a single, integrated development project (although the buildout may be phased) to present a high quality image as part of Richfield's "front door" along Holy Hill Rd. In addition, the exiting truck stop should be renovated and fully integrated with the new development, including obtaining access from the new road serving The Farm. Without centralized water and sewer services,

logistics/warehousing and light assembly would be the most appropriate uses for the south side of the property.

- Along the west side of the property, seek to locate industrial and heavy commercial uses, some of which could be served by a future spur off of the adjoining WSOR tracks. This can be accomplished with or without water and sewer service, but would be greatly accelerated and intensified with such services.
- Along I-41, seek offices and flex space/less intensive manufacturing that would not include outdoor storage or operations and use quality building materials in order to maintain a high quality appearance along the interstate. The intensity of these uses and in turn land values will be governed by whether water and sewer service are provided.
- Buffer the homes along Polk Street and south of the Downtown by wrapping an extension of Fireman's park around the area.
- South of Pleasant Hill Rd., seek a mix of residential development including smaller lot single family homes, duplexes and townhouses that can take advantage of the open space and recreation area provided by an enlarged Firemen's Park and serve as a buffer between the single family neighborhood to the north and the industrial commercial development to the south and east. More people living in this area will also help create an increased customer base for the downtown, but the ultimate density of development will be directly dependent upon whether centralized water and sewer services are provided.

Public Improvements and Infrastructure

Beyond water and sewer service, The Farm also will require significant transportation and energy infrastructure and should also include an expansion of Firemen's Park. With the possible exception of the Park, the cost of infrastructure improvements will need to be borne primarily by new development on the property rather than the Village as a whole. Beyond the costs themselves, which will be substantial, a significant challenge with this approach is that much of these costs are front-end-loaded. As a result, a developer will need to start a project with a very large userA and/or multiple users in hand in order to afford the supporting infrastructure.

- Centralized water and sewer options include extending services from the Villages of Jackson and Germantown, or sinking a deep-aquifer well on the property along with a storage tank and providing a shared, on-site sewer system. From the limited information currently available about each of these options, it appears that the on-site services (deep well and sewer) may be the most affordable. However, a more in-depth analysis needs to be conducted to determine the full potential of these, and possibly other, options and their related costs.
- Coordinate with utility companies to address considerations with electricity and natural gas that may arise as users are recruited. It is important to understand the current capacity of the infrastructure in place and the future upgrades that may be necessary for certain types of industrial uses.
- A new, north-south road should bisect The Farm from Holy Hill Rd. to Pleasant Hill Rd., with a future extension to the north to potentially connect with Richfield Parkway in the Endeavor Business Park. Because the road will serve mostly commercial and industrial uses, it should be constructed to a collector street standard capable of supporting higher weight trucks. Further, as the primary feature that will link all development on The Farm, it also should include an off-

street multiuse path and a high level of streetscaping improvements that serve as unifying elements for the entire property.

- Having the new street connect directly with Holy Hill is absolutely essential for developing The Farm as contemplated in the *Comprehensive Plan* and this study. A previous development proposal for The Farm included a potential roundabout at the intersection of the new road and Holy Hill Rd. However, this was done before the roundabout at the intersection of Holy Hill and highway 175 was finalized, so the location and type of intersection of the primary access road with Holy Hill will need to be revisited with the state Department of Transportation (DOT).
- Rebuild Aicher Ln. into a full public street between highway 175 and the new north-south street. Development on the The Farm needs to be connected to the downtown in order to encourage employees to patronize downtown businesses. Aicher presents the best opportunity to do so as it does not cross the railroad tracks and currently serves only a couple of houses. The road should be reconstructed to a local street standard and include sidewalks with heavy truck traffic prohibited. The east end of Polk Street should tie into the road network on the Farm, but remain a neighborhood street, not used for through traffic to the new north-south street as it provides the primary access to a residential neighborhood and has a sub-standard rail crossing.
- Enlarge Firemen's Park by encircling the Polk Street neighborhood to the west and south. This will create a buffer from the more intensive uses planned for the remainder of The Farm while providing an amenity the Village residents and employees from development on The Farm can use. Additional amenities and facilities in the Park could include disc golf, improved playground equipment, a shelter, bathroom facilities, and a community center.
- Investigate the potential to continue Depot St. for public access to the west across the railroad tracks. This could take on the form of a public street, public access drive, or a pedestrian crossing. While Aicher St. should continue to provide the primary access to Firemen's Park, Depot St. would provide an important secondary access directly from the downtown to an enlarged Park. If it were to be a public street, it potentially could loop back to the north to connect with Polk Street.

Brownfields and Environmental

Unique environmental features on The Farm include a couple of isolated wetlands, a small drainageway/creek, and significant topography. Generally, the land slopes from the north to the south, with about a 100-foot change in elevation from Holy Hill Rd. to Pleasant Hill Rd. Over that distance, there are generally three levels that roll into one another in addition to a couple of knolls. Given its undeveloped state, contamination of the soil and groundwater on The Farm is unlikely, but it is possible in the vicinity of the abandoned farmstead and there may be potential for the migration of contaminants from nearby properties.

- Encourage the use the existing topography to help separate and buffer uses of different intensity.
- To the extent possible, layout new streets and lots in a manner that works with the existing topography rather than requiring extensive cut and fill and retaining walls.
- Use a property-wide approach to stormwater management to take advantage of the existing topography by locating larger retention areas toward the north end that can be used as open space amenities rather than having each new lot construct their own.

- Use the high knoll in the southwest area of The Farm for a potential ground level water storage tank and locate an on-site wastewater treatment plant toward the northeast corner (assuming centralized water and sewer service is provided).
- Preserve existing wetlands and/or provide on-site mitigation.
- Conduct an asbestos survey of the abandoned farmhouse and out-buildings prior to demolition.
- Prior to development, conduct a Phase I environmental site assessment of The Farm including an investigation of the former farmstead area to determine the potential past or current existence of heating oil and/or petroleum storage tanks and the potential for migration of contamination from adjoining/nearby properties.
- Encourage use of environmentally friendly building materials and energy efficiency standards in all new development.

Policies and Programs

The Farm is under private ownership and future development will need to be driven by a private entity. Nevertheless, a high level of cooperation and coordination between the property owner/developers and the Village will be required for the property to reach its full potential. Further, there are things the Village and the property owner can do in the short-term to better prepare for future development.

- Conduct an analysis of options for proving centralized water and sewer services to the property. With the options and costs better defined, the Village will have a much better understanding of the density/intensity of development necessary to pay for such services and the likelihood of them occurring any time soon.
- Meet with Economic Development Washington County (EDWC) to further discuss the types of industries that are well-suited to locating on The Farm and their infrastructure requirements.
- Meet with the DOT to discuss intersection requirements and design options for the new, north-south road and Holy Hill Rd.
- Be prepared to engage with a prospective developer in providing infrastructure financing assistance including the potential for a tax increment finance district, special assessments, industrial revenue bonds, and obtaining federal and state grants.
- Discourage indiscriminant divisions of The Farm property by requiring a master plan for the entire site before approving any plats or certified survey maps.
- Prepare a plan for reconstructing Aicher Ln to a contemporary local street standard.
- Meet with the DOT and the current property owner to discuss the potential for extending Depot St. across the railroad tracks for public access.

Catalytic Projects and Programs

The most significant action the Village can take to help encourage development of The Farm is to engage with the property owner to get a better handle on options for extending infrastructure to the property and the related costs. Having such information in hand will not only make the property more marketable, but is essential to the Village for understanding the likely types and magnitude of development and the potential long range impacts on Village finances.

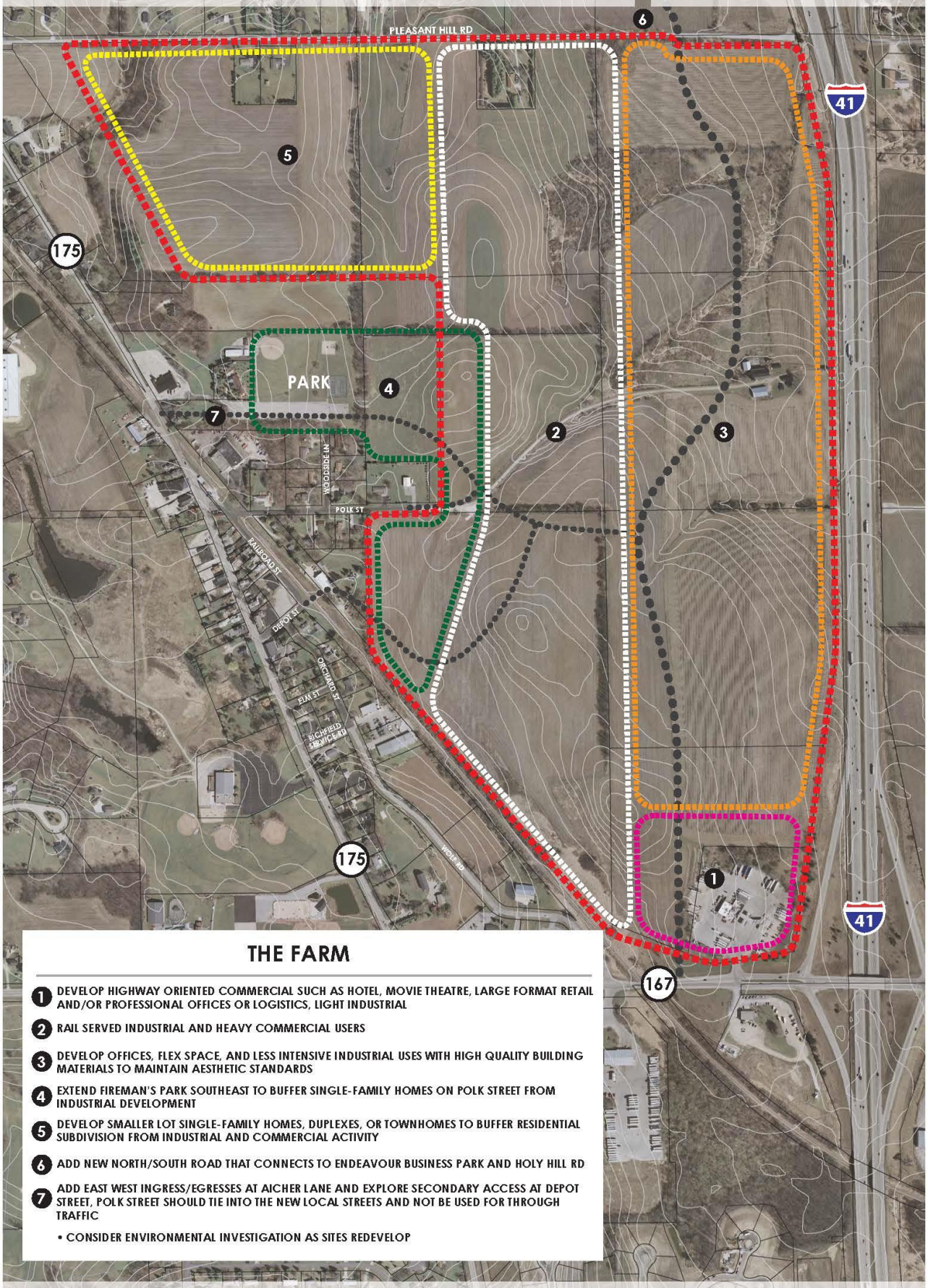
- Work with current property owner to understand level of interest in development and to connect with resources including financing, developers, and potential partners.

Map 7

NORTHEAST CORRIDOR

THE FARM

Village of Richfield
Wisconsin



THE FARM

1. DEVELOP HIGHWAY ORIENTED COMMERCIAL SUCH AS HOTEL, MOVIE THEATRE, LARGE FORMAT RETAIL AND/OR PROFESSIONAL OFFICES OR LOGISTICS, LIGHT INDUSTRIAL
2. RAIL SERVED INDUSTRIAL AND HEAVY COMMERCIAL USERS
3. DEVELOP OFFICES, FLEX SPACE, AND LESS INTENSIVE INDUSTRIAL USES WITH HIGH QUALITY BUILDING MATERIALS TO MAINTAIN AESTHETIC STANDARDS
4. EXTEND FIREMAN'S PARK SOUTHEAST TO BUFFER SINGLE-FAMILY HOMES ON POLK STREET FROM INDUSTRIAL DEVELOPMENT
5. DEVELOP SMALLER LOT SINGLE-FAMILY HOMES, DUPLEXES, OR TOWNHOMES TO BUFFER RESIDENTIAL SUBDIVISION FROM INDUSTRIAL AND COMMERCIAL ACTIVITY
6. ADD NEW NORTH/SOUTH ROAD THAT CONNECTS TO ENDEAVOUR BUSINESS PARK AND HOLY HILL RD
7. ADD EAST WEST INGRESS/EGRESSES AT AICHER LANE AND EXPLORE SECONDARY ACCESS AT DEPOT STREET, POLK STREET SHOULD TIE INTO THE NEW LOCAL STREETS AND NOT BE USED FOR THROUGH TRAFFIC

- CONSIDER ENVIRONMENTAL INVESTIGATION AS SITES REDEVELOP

Created: 3.31.15
VANDEWALLE & ASSOCIATES INC.
© 2016

0 250 500 1000 Feet

NORTH

The Holy Hill Frontage

The intersection of Interstate 41 and Holy Hill Road is the "front door" to the Village of Richfield. The front door of a community is the entry point that has the most activity and is the primary access point for residents and visitors. In Richfield, this assertion is supported by high traffic counts at this intersection when compared to other entry points around the Village. At the Holy Hill Road exit there are nearly 15,000 Average Daily Trips according to the most recent WisDOT traffic study. The next closest count is only about half that amount. It is a safe assumption that most people heading to or from work or visiting the community access Richfield at the intersection of Holy Hill Road and Interstate 41. As the front door, the development patterns at this intersection should balance aesthetics and community image with commercial potential.

The land directly west of the Interstate 41 and Holy Hill road interchange is well positioned to add tax positive development to the Village by targeting the right mix of commercial development and investment. Currently, the interchange is largely undeveloped relative to the interchanges to the north and south. Developers, real estate professionals, and staff at Economic Development Washington County have identified the interchange as one of the last high value development sites along the I-41 corridor in Washington County.

The Village has identified this area as a primary target for commercial and industrial investment due to its proximity to the interstate and relative isolation from the rest of the Village, but challenges with centralized water and sewer will need to be considered depending on the type of development effort undertaken. As development occurs at the Farm to the north, there are opportunities to integrate both developments to encourage compatible uses and to ensure new development reflects the importance of the interchange as the front door to the Village.

Land Uses

All new development should balance development considerations with high aesthetic standards since this area is the front door to the Village. By creating this balance Village residents will benefit from diversified tax base, increased shopping choices, and a community entry point reflective of the country way of life the Village is known for.

- Target commercial development from I-41 on the east to Logger's Park on the west. Commercial development should transition from highway oriented and/or regional commercial uses closest to the interstate to more local forms of commercial to the west. This type of development pattern will help preserve the aesthetics as drivers enter the Village.
- Explore redevelopment potential of the south side of Holy Hill Road from the I-41 off ramp to the BP on the corner of highway 175. The frontage along this corridor has the potential for long term infill development compatible with the current gas station use.
- Identify a potential tenant for the restaurant space at the BP on the corner of highway 175 and Holy Hill Road to replace the Dairy Queen that previously occupied the space.
- At Logger's park consider the feasibility to redevelop as new commercial or build on the existing recreational uses. The owner is currently happy operating the facility, but has the property listed for sale. Depending on the amount of developable land, the site could be a good location for future commercial development to tie the highway frontage to downtown.
- Recruit an anchor tenant to occupy the former Westbury Bank space at the commercial center at the corner of Holy Hill Road and Wolf Road. Any potential tenant that provide a business compatible with the Village's needs should be considered. However, the facility is turnkey ready

for a banking institution so the Village should focus most effort on recruitment of a financial institution.

- Consider the orientation of the ingress/egress and site layout of the truck stop as the north/south connection develops on The Farm. It will be important to work with the owner of the truck stop to ensure the north/south connection and truck stop are integrated.

Public Improvements and Infrastructure

Public improvements along the Holy Hill Frontage will provide enhancements that will act to compliment private development in order to maximize the success of projects. It is important for the Village to focus energy and resources into improvements that will facilitate development that will be successful and contextually appropriate for the Village.

- Locate an access point just west of the truck stop for the proposed north/south street connecting Endeavour Business Park, the Farm, and the Holy Hill Frontage. Consider reorienting the ingress/egress for the truck stop to a point along this new street to help address east/west traffic considerations along Holy Hill Road.
- Develop a landscaping master plan for the north and south sides of Holy Hill Road from the truck stop to Logger's Park Sports Complex. The plan should capture the country lifestyle of the Village. Use landscaping materials that reflect the rustic country lifestyle such as white picket fencing, hedge rows, field stone, coniferous trees, and low maintenance plants.
- Design and install a landmark feature near the planned roundabout that captures the Village's history and acts as a gateway to the Village. The landmark should incorporate elements that tell the story of Richfield in a unique yet universally understood way.
- Incorporate auto-oriented wayfinding signage to the east of the planned roundabout to direct vehicles heading west on Holy Hill Road to amenities and shopping opportunities in Historic Downtown Richfield and south on highway 175 to the commercial development in the Hubertus Hamlet.

Brownfields and Environment

Although there are no immediate environmental considerations at the Holy Hill Frontage there are several properties with current or past uses that may make environmental investigation necessary should they be redeveloped. Additionally, there are several small pockets of wetlands along Holy Hill Road that can be integrated into the landscaping plan for the area as attractive and functional micro-ecosystems.

- As redevelopment occurs along the Holy Hill Frontage consider the current and past uses of several of the properties used for industrial or heavy commercial operations. Before any real estate transactions, consider any necessary environmental assessments to ensure all benchmarks are achieved toward timely redevelopment.
- Encourage use of environmentally friendly building materials and energy efficiency standards in all new development.

- Protect environmental corridors and wetlands and capture as amenities in any new development.

Policies and Programs

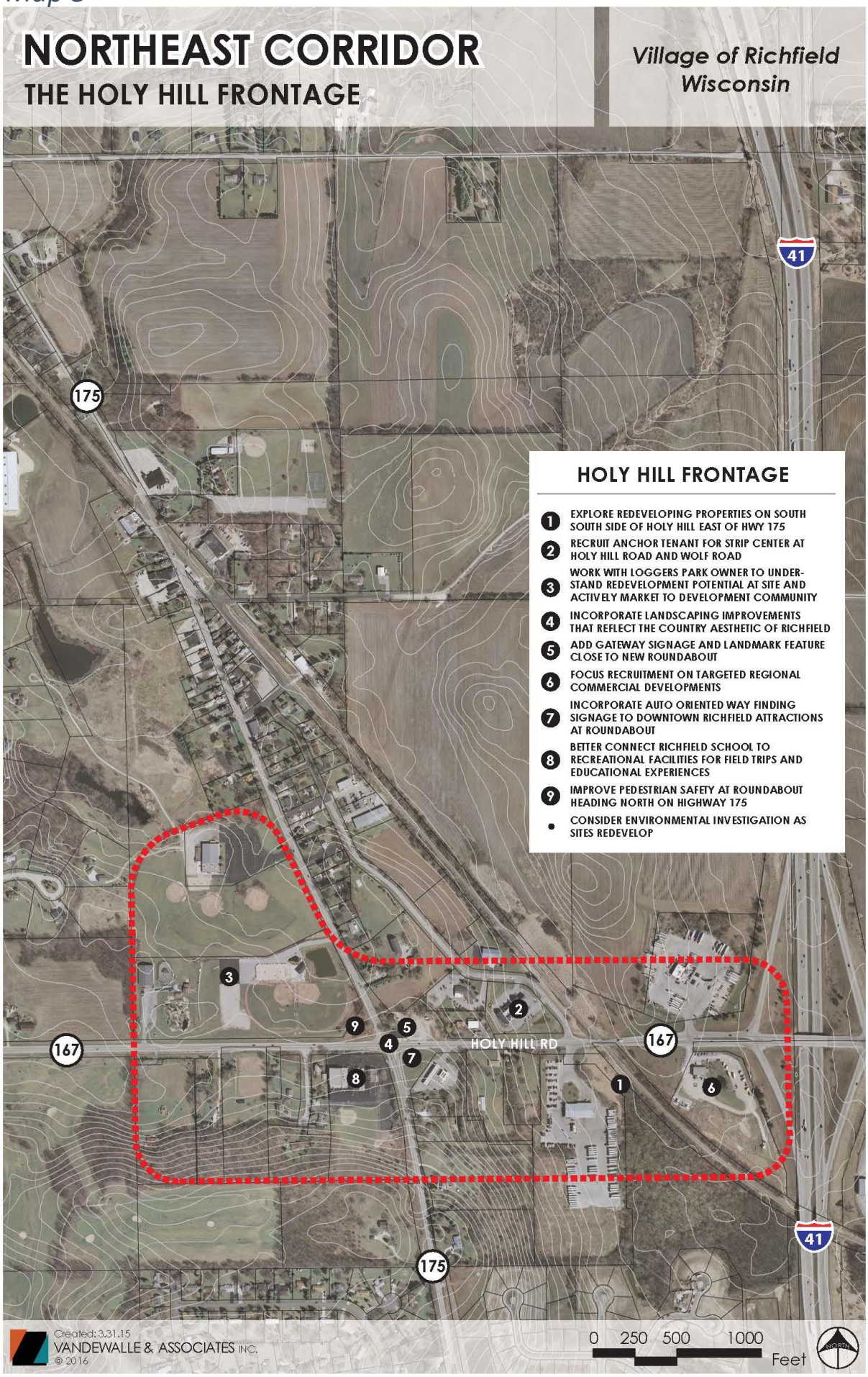
Currently all properties along Holly Hill road, with the exception of Richfield School, are privately owned. Any development scenarios along the Holy Hill Frontage will be driven by private development interests. However, by coordinating with the Village, the County, and Economic Development Washington County property owners and private developers can tee up the projects to maximize the return on investment for the private interests and the public (through tax base diversification and development that fits the context of the community).

- Meet with owners of properties on the South side of Holy Hill Road to discuss their long term plans.
- Meet with the owner of the truck stop to discuss the long term plans for property.
- Meet with the owner of Logger's Park to discuss long term plans for the property. The parcel is currently listed and the owner has expressed a willingness to sell. Developing a better understanding of how the Village, the current owner, and any potential partners can work together will provide a plan to move redevelopment forward in line with the vision of all parties.
- Engage prospective developers to connect with property owners who are interested in development opportunities.
- Explore financing tools that allow new development to support the necessary public improvements.
- Consider a design overlay district to provide specific perimeters and controls on new development to ensure it meets acceptable standards. This type of design overlay will allow the Village to cultivate an attractive front door to the Village over the next several years.

Catalytic Projects and Programs

- Installation of the Landmark feature that represents Richfield's past, present, and future near the highway 175 and Holly Hill Road roundabout. This project will help define the Richfield gateway while building and strengthening community engagement.
- Develop a conceptual master plan for the Holy Hill Frontage. This master plan will act as a road map and communication tool for prospective development in order to clearly convey the Village's vision for what development should look like along the corridor.
- Recruit a new business for the vacant bank building in the commercial center at the intersection of Holy Hill Road and Wolf Road.
- Recruit a destination commercial use east of highway 175. Targeted developments should provide goods and services utilized by Village residents, but attract interstate traffic to exit at Holy Hill Road.

Map 8


NORTHEAST CORRIDOR
THE HOLY HILL FRONTAGE
Village of Richfield
Wisconsin
HOLY HILL FRONTAGE
1 EXPLORE REDEVELOPING PROPERTIES ON SOUTH SOUTH SIDE OF HOLY HILL EAST OF HWY 175
2 RECRUIT ANCHOR TENANT FOR STRIP CENTER AT HOLY HILL ROAD AND WOLF ROAD
3 WORK WITH LOGGERS PARK OWNER TO UNDERSTAND REDEVELOPMENT POTENTIAL AT SITE AND ACTIVELY MARKET TO DEVELOPMENT COMMUNITY
4 INCORPORATE LANDSCAPING IMPROVEMENTS THAT REFLECT THE COUNTRY AESTHETIC OF RICHFIELD
5 ADD GATEWAY SIGNAGE AND LANDMARK FEATURE CLOSE TO NEW ROUNDABOUT
6 FOCUS RECRUITMENT ON TARGETED REGIONAL COMMERCIAL DEVELOPMENTS
7 INCORPORATE AUTO ORIENTED WAY FINDING SIGNAGE TO DOWNTOWN RICHFIELD ATTRACTIONS AT ROUNDABOUT
8 BETTER CONNECT RICHFIELD SCHOOL TO RECREATIONAL FACILITIES FOR FIELD TRIPS AND EDUCATIONAL EXPERIENCES
9 IMPROVE PEDESTRIAN SAFETY AT ROUNDABOUT HEADING NORTH ON HIGHWAY 175
• CONSIDER ENVIRONMENTAL INVESTIGATION AS SITES REDEVELOP
41
175
167
HOLY HILL RD
Created: 3.31.15
VANDEWALLE & ASSOCIATES INC.
© 2016
0 250 500 1000
Feet
NORTH

Implementation Priorities

To begin immediately applying the recommendations in this plan several key catalytic priorities have been identified. These priorities should be considered as the most attainable short term recommendations on the list. This is due to momentum already underway, timing of other projects or funding opportunities, and/or each being a key component to set in motion a longer term development opportunity. The Village should consider the recommendations listed in the Work Plan as the top priorities to ensure that the long term vision for the Northeast Corridor builds momentum and demonstrates measurable success. By achieving quantifiable and observable outcomes the Village will build credibility for the project with residents and a reputation with funding agencies. Appendix IV contains a list of current and upcoming grants that should be tracked over time to align funding with project opportunities.

About the Work Plan

A list of catalytic projects and programs identified in the Northeast Corridor are displayed in Table 3. The table is classified by project sub-area with the catalytic projects below each. Under each catalytic project or program the typical steps necessary to move the project forward and achieve success are listed out. The Implementation Work Plan and Schedule provides details on the steps to achieve project success, project leads and partners, and a generalized timeframe for completion of each step in the project.

The top projects for each sub-area are listed first. It should be noted that these projects can begin and run concurrently. The Village should focus on timing projects around available resources and staff time in order to maximize efficiency and build momentum through successful execution of the projects. As projects are completed and programs implemented this should be indicated on the Work Plan.

Keeping the Strategy Current

This document contains many more recommendations than are included in the Work Plan. The initial Work Plan is intended to provide the Village with a realistic list of projects and programs that can have an immediate impact and are achievable with the current staff capacity. This strategy is intended to have an 18 month timeline in order to provide enough time to begin and complete several elements within the table. It is recommended that the Village reevaluate the contents of the Work Plan regularly in order to continue identifying the most current opportunities within the Northeast Corridor.

When conducting periodic updates and reviews of the Work Plan the Village should transfer completed projects and programs to another tab within the Work Plan. This will allow the active projects and programs portion of the plan to stay current and clutter free, while allowing the Village to track what has been accomplished to date. This is especially important for grant and funding reporting or to build a rationale for pursuing other funding opportunities.

Priority projects are those that:

1. Have already started, are making progress, and have established momentum for moving ahead
2. Are more cost effective and efficient to advance simultaneously with another project(s) already identified as a priority
3. Continue/build off of a previous project
4. Have funding source(s) available that are specific to the project/are economically viable
5. Have potential to serve as a catalyst that will accelerate other identified projects

6. Result in the development of more detailed plans, establishment of policies, or decisions necessary for other implementation activities to be undertaken
7. Have identified partners who are willing and able to participate
8. Have the strong support and interest of the Village Board and citizens

Implementation Matrix

Village of Richfield

Table 3: Implementation Work Plan & Schedule

April 2016 to December 2017

Ongoing/Evaluation
Discrete/Focused
Completed

Action Items	Responsible Party	2016 Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	2017 Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
North Commercial/Industrial Area																						
1 Develop Educational Material on Preventing and Addressing Brownfields																						
a) Propose idea at next SRC meeting	Village																					
b) Interview property owners of potential brownfield sites to establish needs	Village																					
c) Draft 2 page brochure	Village																					
d) Send brochures to property owners	Village																					
e) Develop presentation material	Village																					
d) Hold brownfield 101 seminar(s)	Village																					
2 Install Gateway Signage Improvements at highway 175 and Pleasant Hill Road																						
a) Get Village Board approval	Village																					
b) Form committee to oversee planning and development process	Village																					
c) Engage public for feedback	Village																					
d) Hold design competition or hire a professional artist	Village																					
e) Develop landscaping plan for island where feature will be installed	Village																					
f) Recruit potential sponsors and funders	Village																					
g) Hire landscaper to install signage and improvements	Village																					
h) Landscape crew installs signage and improvements	Village																					
Historic Downtown Richfield																						
1 Recruit and Work with New Restaurant Owner/Operator at Former Amici's Building																						
a) Interview potential operators	Village																					
b) Prepare and distribute recruitment materials	Village																					
b) Connect prospects with available financial resources	Village																					
c) Determine additional needs for facilities	Village																					
d) Develop communication strategy to spread information on new restaurant	Village																					
e) Work to position new restaurant as activity hub in Downtown	Village																					
2 Develop Landscaping Master Plan for highway 175 from Richfield Fire Station to Holy Hill Road																						
a) Meet with DOT to discuss timing of project completion	Village																					
b) Form Committee to oversee landscape/streetscape improvement planning	Village																					
b) Develop conceptual landscape/streetscape master plan for corridor	Village																					
b) RFP landscaping master plan for corridor	Village																					
c) Interview potential landscape designers	Village																					
d) Develop detailed landscape/streetscape master plan for corridor	Village																					
The Farm																						
1 Begin Development Discussions with Land Owner																						
a) Interview property owner to determine intent	Village																					
b) Identify key infrastructure considerations for development	Village																					
c) Determine access options to site with DOT	Village																					
d) Identify preliminary partnerships or development arrangements	Village																					
e) Prepare preliminary financial analysis for development scenarios	landowner/developer																					
f) Prepare site oncept plan	landowner/developer																					
g) Approve final concept plan	Village																					
Holy Hill Road Frontage																						
1 Install Landmark Gateway Feature Near 175 Rorundabout																						
a) Get Village Board approval	Village																					
b) Form committee to oversee planning and development process	Village																					
c) Engage public for feedback	Village																					
d) Hold design competition or hire a professional artist	Village																					
e) Develop landscaping plan for island where feature will be installed	Village																					
f) Recruit potential sponsors and funders	Village																					
g) Hire landscaper to install signage and improvements	Village																					
h) Landscape crew installs signage and improvements	Village																					
2 Create Corridor Master Plan for Holy Hill Frontage																						
a) Get Village Board approval	Village																					
b) Interview property owners in corridor to determine long term plans	Village																					
c) Hold public input session	Village																					
d) Create conceptual master plan for corridor	Village																					
e) RFP for landscape design services	Village																					
f) Interview landscaping and design firms	Village																					
g) Select design team	Village																					
h) Prepare landscape master plan for corridor	Village																					
3 Recruit new business for vacant bank building at Wolf Road Shopping Center																						
a) Interview property owner	Village																					
b) Identify current impediments to occupancy	Village																					
b) Determine recruitment strategy	Village																					
c) Enage prospective tenants	Village																					
d) Shop around for prospective tenants	Village																					
4 Recruit destination commercial use located east of highway 175																						
a) Identify preferred use targets & recruitment methods	Village																					
b) Prepare concept plan	Village																					
c) Recruit developers	Village																					
d) Negotiate development agreement	Village																					
e) Construct project	Village																					

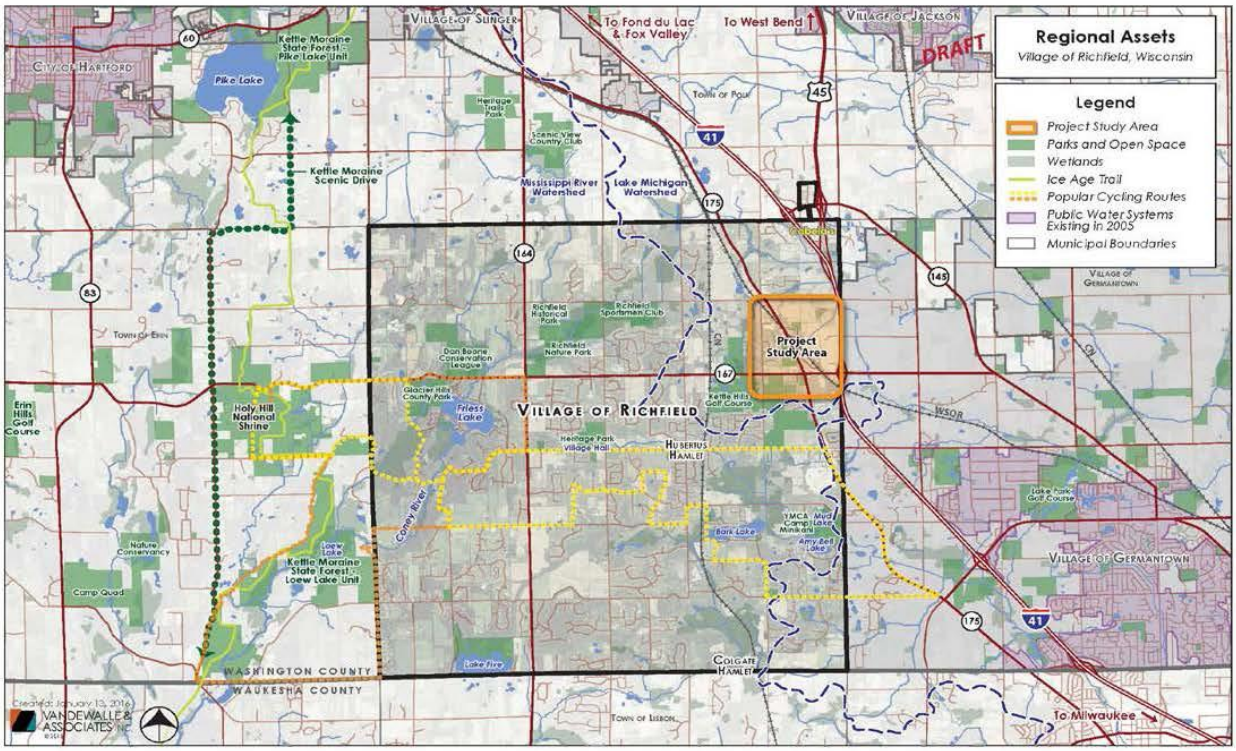
Appendix I: Open House Public Comment Summary

Washington County
Site Redevelopment Program 2015

A U.S. Environmental Protection Agency Brownfield Redevelopment Program

Community Charrette – March 8, 2016
We Need Your Input!

The Village of Richfield is a member of the Washington County Site Redevelopment coalition—a program focused on targeting resources and investment to the highest priority redevelopment sites in Washington County. As a Coalition Partner, Richfield was allocated funds to study the long term potential of its highest priority redevelopment area—the Northeast Corridor. The Community Charrette held on March 8, 2016 was an opportunity for the public to share their vision for the future of the Northeast Corridor and how it relates to the vision for the community as a whole. Thirty-four attendees registered at this event. Following is a summary of the input received. The average ranking number represented in the tables, shows the "Very Important" as a weight of "1" and "Not Important" as a weight of "4" – so the lower the average number, the more important it was ranked.



STATION 1: HOLY HILL ROAD FRONTAGE

1. There are several types of development scenarios that could occur at the Holy Hill frontage—each a different mix of uses and intensity. Please indicate the level of importance for each of the following types of development:

	Very Important	*Important*	*Somewhat Important*	*Not Important*	*Avg Ranking*
TYPES OF DEVELOPMENT					
Highway oriented development (hotels, chain/fast food restaurants, truck stops, car rentals, self-storage, gas stations, auto dealerships)	0	3	9	8	3.25
Regional commercial development (strip centers, movie theater, general merchandise/specialty retailers)	6	1	4	9	**2.80**
Local commercial development (small format strip malls, free standing businesses, mix of personal service/niche retail)	3	4	6	7	2.85
Recreational development (mini-golf, batting cages, ball diamonds, bowling alley, sports fields, driving range, outdoor sportsman facility)	6	3	5	5	**2.47**

2. There are several aesthetic enhancements that could be made to the Holy Hill Frontage. Please indicate how important each of the following enhancements are to you:

	Very Important	*Important*	*Somewhat Important*	*Not Important*	*Avg Ranking*
TYPES OF ENHANCEMENTS					
Sidewalks/walking paths	6	3	7	5	2.52
Pedestrian lighting	6	2	4	7	2.63
Trees, shrubs, flowers, native plants	11	3	5	1	**1.80**
Cohesive landscaping theme	9	7	0	3	**1.84**
Themed street and wayfinding signage	1	4	9	4	2.89
Current aesthetics are acceptable	1	4	9	1	2.67

3. What are some of your ideas for an iconic gateway feature that best represents Richfield that could be located in the area of the new roundabout on Highway 167 (Holy Hill Road) and Highway 175?
   - Want to see how it looks after roundabout and Hwy 175 are complete, then upgrade landscaping along 167 and 175.
   - Picket fence, country theme
   - Green space, flowers, trees
   - Trees
   - Big trees. Businesses that enhance downtown area to connect to it in a way.
   - Flashing double-sided yellow warning light in the middle of roundabout to slow traffic.
   - Farm, tractors, trees
   - No need for iconic gateway feature
   - None

4. If you could improve one thing about this gateway to our community what would it be?
   - Increase parking and access to school. Business development in empty business space.
   - More landscaping
   - More visually pleasing, better lighting when exiting freeway and approaching roundabout. Would rather see an updated gas station than a truck stop.
   - Lighting
   - Big trees along side of road (167)
   - Wider driveway at the truck stop spot.
   - Too much traffic now.
   - Trees, shrubs
   - Walking paths
   - No roundabout!
   - Good clean appearance
   - Traffic flow, it is hard to cross traffic coming out of businesses.
   - More trees along road.

STATION 2: THE FARM

1. What do you think the highest priority land uses for The Farm should be? Prioritize the importance to you by circling the response that best expresses your opinion:

	Very Important	Important	Somewhat Important	Not Important	*Avg Ranking*
Priorities					
Commercial	5	4	7	6	2.64
Office	3	7	7	5	2.64
Industrial	3	2	8	8	3.00
Single Family	4	5	7	3	2.47
Multifamily (duplexes or townhomes)	0	3	1	16	3.64
Recreation (trails, parks, natural amenities, etc.)	9	5	5	2	**2.00**
Public/Institutional (school, community center)	2	5	8	4	2.74
Agriculture	7	5	3	5	**2.30**
Other:	2	0	0	0	1.00

2. An opportunity exists to make improvements to Fireman's Park thereby increasing the use by the community. Please indicate the importance of incorporating the following amenities at Fireman's Park:

	Very Important	Important	Somewhat Important	Not Important	
Priorities					
Baseball fields	2	5	5	8	2.95
Tennis courts	3	5	5	7	2.80
Basketball courts	2	3	7	7	3.00
Soccer fields	0	6	7	7	3.05
Bandshell/pavilion	1	3	8	7	3.11
Dog park	3	5	6	7	2.81
Frisbee golf	3	4	5	7	2.84
Festival grounds	2	5	8	5	2.80
Restrooms	4	7	6	3	**2.40**
Parkour/workout facility	1	3	8	7	3.11
BMX track/skatepark	0	0	6	14	3.70
Little free library	3	0	7	9	3.16
Community Center	3	7	8	3	**2.52**
Ice Rink	0	5	4	11	3.30

3. What do you think are the major challenges to developing the Farm?
   - Access thru town. No sewer/water. Expand park as buffer zone for residential
   - Water and sewer
   - Sewer and water required
   - No public water or sewer. Golf course would be perfect!
   - Water, sewer
   - Hiking
   - Access from 167. Creating buffer for residential properties.
   - Senior housing is very important
   - Traffic off of 167
   - Getting access to the Farm. Roads not wide enough. Trucks have hard time getting out from truck stop. Polk Street is not wide enough. Buffering between residential and industrial if you did build. No sewer. Water table?
   - Access
   - Buffering from existing homes
   - Proper commercial, proper industrial, some multi-living for the elderly.
   - Water and roadway

STATION 3: DOWNTOWN RICHFIELD

1. Downtown Richfield presents the greatest potential for a walkable commercial business district in the Village. Prioritize the importance of the various features of a walkable business district below as they relate to how you think the downtown should develop. Space is provided for you to add additional issues not listed below.

	Very Important	*Important*	*Somewhat Important*	*Not Important*	*Avg. Ranking*
FEATURES					
Parking (off-street lots/public parking)	6	11	4	2	**2.09**
Pedestrian amenities (benches, lighting, sidewalks, banner poles)	9	2	8	3	2.23
More drinking and dining options	4	8	6	3	2.38
Landscaping theme (trees, planters, flowers, native plants)	7	6	8	1	**2.14**
Visual and functional downtown theme/brand	6	3	8	4	2.48
Attract "boutique" or lifestyle businesses to downtown	7	5	4	5	2.33
Increase the number of people living in or adjacent to downtown	0	5	4	12	3.33
Develop active open spaces and recreational assets	3	5	7	6	2.76
Live/work office spaces	0	4	8	8	3.20

2. What other features would you like to see in downtown not addressed in the matrix above?
   - Help for people who live on 175 to landscape after the Hwy 175 project is complete.
   - Public parking lots
   - You covered it well.
   - Bakery, pharmacy/malt shoppe, hobby shop - bike
   - Parking near post office and south village, south of Amelies
   - Trees, water feature
   - New business
   - None

3. What other specific potential businesses or services would you like to see in Downtown Richfield?
   - Have existing building and businesses in use - not closed.
   - Fine dining, shops
   - Have an opportunity to bring another business to town, but will wait to see how restructuring goes.
   - Bakery, ice cream shop
   - Bakery, pharmacy/malt shoppe, hobby shop - bike
   - Butcher shop, bakery, craft store
   - Tear down derelict buildings.
   - Bakery
   - Bakery, ice cream shop
   - Coffee shop
   - Office business
   - None, not wide enough.

4. What specific businesses or services do you use often?
   - Bars and eating
   - Drinking - restaurants (Fat Charlie's)
   - Dining; post office
   - None right now - did use restaurant prior to closing.
   - Butcher shop, bakery, craft store
   - Bar & Grills
   - Grocery store, pharmacy
   - Restaurant, bar, hardware, doctor/dentist
   - Bar/restaurant

5. Where do you think the boundaries of downtown are?
   - 167 - Pleasant Hill
   - Depot to the Feed Mill
   - Intersection of 167/175 to fire station
   - Between 167 and Mayfield on 175
   - 167/175 to railroad tracks
   - Pleasant Hill to Hwy 167
   - 167 - RR tracks
   - Not developable, too small of road, no parking
   - 167/175 to 175/Mayfield
   - 167 to Firehouse in Downtown
   - 167 and Wolfs Feed Mill

6. What name should be used to market this area to people outside the community?
   - Richfield
   - Old Downtown or Historic Downtown Richfield
   - Historic Downtown Richfield - Hub of Richfield
   - Not downtown. That's by Piggly Wiggly that downtown-like.
   - Richfield
   - Welcome to Friendly Downtown Richfield
   - None

STATION 4: NORTH INDUSTRIAL/COMMERCIAL

The North Industrial/Commercial area is the north gateway to the Village and downtown. The area is characterized by varying land uses ranging from residential, to light industrial, and heavy commercial operations, some of which may be Brownfields. The following are some of the potential actions to help organize and unify the area. Prioritize the importance of these actions by circling the response that best expresses your opinion. Space is provided for you to add additional issues not listed below.

1. Are there specific services in the North Industrial/Commercial Area that you use often?
   - No (x 8)
   - Connection to bigger walking trails.

2. Indicate the importance of potential types of businesses or services you would like to see locate in the North Industrial/Commercial Area:

	Very Important	*Important*	*Somewhat Important*	*Not Important*	*Avg. Ranking*
TYPES OF BUSINESSES					
Auto-oriented commercial (hardware store, specialty home products, auto-repair)	1	6	5	8	3.00
Light Industrial (small machine shops, flex industrial units)	2	5	6	7	2.90
Pedestrian Oriented (small shops, boutiques, specialty retail)	4	3	6	7	**2.80**
Other:	1	1	1	2	2.80

3. There are several aesthetic enhancements that could be made to the North Industrial/Commercial Area. Please indicate how important each of the following enhancements are to you:

	Very Important	*Important*	*Somewhat Important*	*Not Important*	*Avg. Ranking*
TYPES OF ENHANCEMENTS					
Sidewalks/walking paths	5	3	4	5	**2.53**
Pedestrian lighting	5	1	5	7	2.78
Cohesive landscaping theme (trees, shrubs, flowers, native plants)	4	9	6	0	**2.11**
Themed street and wayfinding signage	2	6	4	7	2.84
A downtown gateway sign	3	1	7	8	3.05
Current aesthetics are acceptable	1	5	6	1	2.54

4. What do you think about using the environmental corridors to create a trail network throughout the community?
   - This would be excellent
   - Great!!
   - I like the idea
   - Yes
   - Like it
   - That's good.
   - Great idea!
   - Go for it.
   - Yes
   - Snowmobile trail?
   - Good idea
   - Good idea
   - Would be nice.

5. Please share any additional thoughts you have about this project and the North Industrial/Commercial Area below:
   - There are a lot of challenges - water, sewer, parking, catalyst investment
   - Would not be opposed to more light industrial if they could be considerate of their residential neighbors (i.e., too noisy). Traffic calming entering the downtown area - especially motorcycles are too fast and loud.
   - No forklifts operated outside. Traffic calming (ideas)!!!!
   - Parking, parking - more than 15 cars! Hardware store. Whole Foods - high-end building stores
   - Don't overdevelop. Country look is best.
   - It should remain residential. I have concerns about traffic, noise, lights.
   - Would like to see it remain residential
   - Keep in mind this is country, not city like Milwaukee.

OTHER THOUGHTS

- I consider the 175 Downtown Area as "Historic Richfield" and the shopping downtown area as the area with Piggly Wiggly. Important question is: Why haven't past businesses (hardware stores, etc.) stayed!

Appendix II: Market Analysis Data and Community Profiles

Demographic and Income Profile

Richfield Village, WI
Richfield Village, WI (5567475)
Geography: Place

Prepared by Esri

Summary	Census 2010	2015	2020
Population	11,300	11,501	11,716
Households	4,170	4,278	4,385
Families	3,465	3,542	3,624
Average Household Size	2.71	2.69	2.67
Owner Occupied Housing Units	3,972	4,057	4,157
Renter Occupied Housing Units	198	221	228
Median Age	45.0	47.2	49.4
Trends: 2015 - 2020 Annual Rate	**Area**	**State**	**National**
Population	0.37%	0.32%	0.75%
Households	0.50%	0.39%	0.77%
Families	0.46%	0.31%	0.69%
Owner HHs	0.49%	0.37%	0.70%
Median Household Income	3.28%	2.81%	2.66%

	2015		2020	
Households by Income	Number	Percent	Number	Percent
<$15,000	133	3.1%	104	2.4%
$15,000 - $24,999	154	3.6%	93	2.1%
$25,000 - $34,999	166	3.9%	115	2.6%
$35,000 - $49,999	417	9.7%	343	7.8%
$50,000 - $74,999	745	17.4%	597	13.6%
$75,000 - $99,999	630	14.7%	606	13.8%
$100,000 - $149,999	983	23.0%	1,050	23.9%
$150,000 - $199,999	598	14.0%	927	21.1%
$200,000+	452	10.6%	550	12.5%
Median Household Income	$94,727		$111,316	
Average Household Income	$115,121		$135,987	
Per Capita Income	$42,821		$50,897	

	Census 2010		2015		2020	
Population by Age	Number	Percent	Number	Percent	Number	Percent
0 - 4	571	5.1%	500	4.3%	474	4.0%
5 - 9	748	6.6%	676	5.9%	601	5.1%
10 - 14	846	7.5%	835	7.3%	777	6.6%
15 - 19	794	7.0%	760	6.6%	763	6.5%
20 - 24	405	3.6%	526	4.6%	466	4.0%
25 - 34	675	6.0%	778	6.8%	967	8.3%
35 - 44	1,614	14.3%	1,251	10.9%	1,038	8.9%
45 - 54	2,423	21.4%	2,197	19.1%	1,875	16.0%
55 - 64	1,816	16.1%	2,145	18.7%	2,327	19.9%
65 - 74	918	8.1%	1,233	10.7%	1,601	13.7%
75 - 84	386	3.4%	468	4.1%	656	5.6%
85+	104	0.9%	132	1.1%	171	1.5%
	Census 2010		**2015**		**2020**	
Race and Ethnicity	Number	Percent	Number	Percent	Number	Percent
White Alone	10,945	96.9%	11,066	96.2%	11,174	95.4%
Black Alone	92	0.8%	119	1.0%	157	1.3%
American Indian Alone	29	0.3%	37	0.3%	45	0.4%
Asian Alone	126	1.1%	140	1.2%	163	1.4%
Pacific Islander Alone	3	0.0%	5	0.0%	6	0.1%
Some Other Race Alone	43	0.4%	55	0.5%	72	0.6%
Two or More Races	62	0.5%	79	0.7%	99	0.8%
Hispanic Origin (Any Race)	162	1.4%	205	1.8%	260	2.2%

Data Note: Income is expressed in current dollars.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020.

December 22, 2015

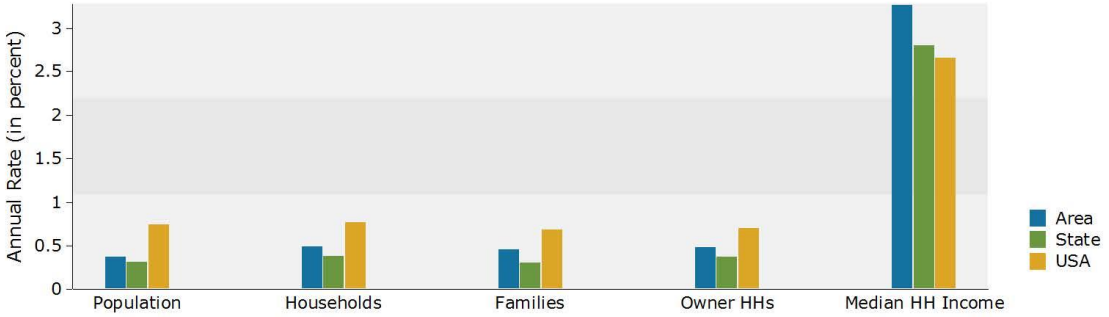
©2015 Esri

Demographic and Income Profile

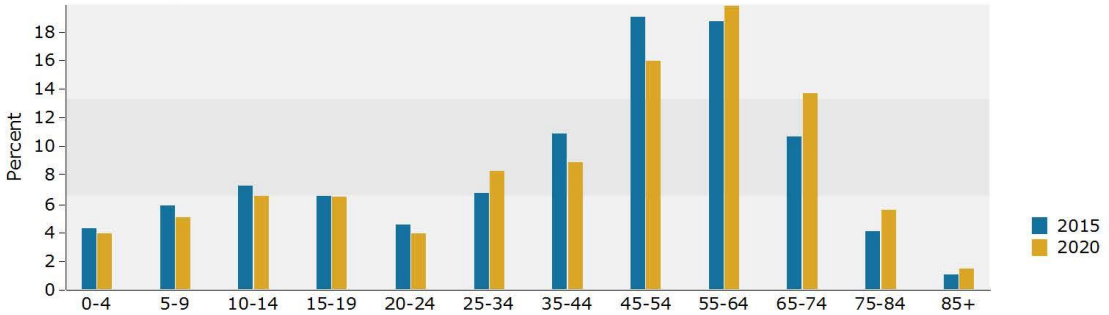
Richfield Village, WI
Richfield Village, WI (5567475)
Geography: Place

Prepared by Esri

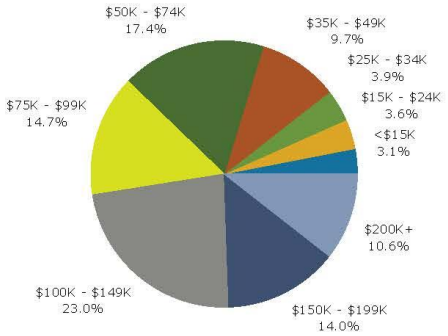
Trends 2015-2020



Population by Age



2015 Household Income



2015 Population by Race

2015 Percent Hispanic Origin: 1.8%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020.

December 22, 2015

©2015 Esri

Retail MarketPlace Profile

Richfield Village, WI
Richfield Village, WI (5567475)
Geography: Place

Prepared by Esri

Summary Demographics	
2015 Population	11,501
2015 Households	4,278
2015 Median Disposable Income	$70,213
2015 Per Capita Income	$42,821

Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplu Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-	$257,447,904	$144,992,919	$112,454,985	27.9	78
Total Retail Trade	44-45	$232,998,437	$133,667,992	$99,330,445	27.1	58
Total Food & Drink	722	$24,449,467	$11,324,927	$13,124,540	36.7	20

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplu Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	$54,446,512	$8,426,601	$46,019,911	73.2	8
Automobile Dealers	4411	$43,528,540	$5,909,434	$37,619,106	76.1	4
Other Motor Vehicle Dealers	4412	$7,582,560	$1,684,822	$5,897,738	63.6	2
Auto Parts, Accessories & Tire Stores	4413	$3,335,412	$832,345	$2,503,067	60.1	2
Furniture & Home Furnishings Stores	442	$6,772,893	$4,324,459	$2,448,434	22.1	2
Furniture Stores	4421	$4,314,978	$4,324,459	-$9,481	-0.1	2
Home Furnishings Stores	4422	$2,457,915	$0	$2,457,915	100.0	0
Electronics & Appliance Stores	443	$13,759,510	$4,117,272	$9,642,238	53.9	7
Bldg Materials, Garden Equip. & Supply Stores	444	$12,357,860	$1,568,663	$10,789,197	77.5	6
Bldg Material & Supplies Dealers	4441	$9,986,843	$1,295,908	$8,690,935	77.0	5
Lawn & Garden Equip & Supply Stores	4442	$2,371,017	$272,755	$2,098,262	79.4	1
Food & Beverage Stores	445	$38,184,437	$22,298,311	$15,886,126	26.3	6
Grocery Stores	4451	$33,933,554	$20,667,237	$13,266,317	24.3	2
Specialty Food Stores	4452	$2,637,571	$1,151,653	$1,485,918	39.2	3
Beer, Wine & Liquor Stores	4453	$1,613,312	$479,421	$1,133,891	54.2	1
Health & Personal Care Stores	446,4461	$16,826,834	$8,731,729	$8,095,105	31.7	3
Gasoline Stations	447,4471	$17,523,789	$14,315,664	$3,208,125	10.1	3
Clothing & Clothing Accessories Stores	448	$10,123,779	$2,632,933	$7,490,846	58.7	4
Clothing Stores	4481	$6,064,684	$2,283,093	$3,781,591	45.3	3
Shoe Stores	4482	$1,660,174	$0	$1,660,174	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	$2,398,921	$349,840	$2,049,081	74.5	1
Sporting Goods, Hobby, Book & Music Stores	451	$6,116,950	$60,295,362	-$54,178,412	-81.6	5
Sporting Goods/Hobby/Musical Instr Stores	4511	$4,779,917	$60,182,302	-$55,402,385	-85.3	4
Book, Periodical & Music Stores	4512	$1,337,033	$113,060	$1,223,973	84.4	1
General Merchandise Stores	452	$43,161,804	$384,429	$42,777,375	98.2	1
Department Stores Excluding Leased Depts.	4521	$36,351,415	$0	$36,351,415	100.0	0
Other General Merchandise Stores	4529	$6,810,389	$384,429	$6,425,960	89.3	1
Miscellaneous Store Retailers	453	$8,396,533	$6,479,649	$1,916,884	12.9	12
Florists	4531	$395,172	$166,702	$228,470	40.7	1
Office Supplies, Stationery & Gift Stores	4532	$2,393,402	$1,857,379	$536,023	12.6	5
Used Merchandise Stores	4533	$1,359,268	$0	$1,359,268	100.0	0
Other Miscellaneous Store Retailers	4539	$4,248,691	$4,455,568	-$206,877	-2.4	6
Nonstore Retailers	454	$5,327,536	$92,920	$5,234,616	96.6	1
Electronic Shopping & Mail-Order Houses	4541	$3,692,666	$0	$3,692,666	100.0	0
Vending Machine Operators	4542	$569,608	$92,920	$476,688	71.9	1
Direct Selling Establishments	4543	$1,065,262	$0	$1,065,262	100.0	0
Food Services & Drinking Places	722	$24,449,467	$11,324,927	$13,124,540	36.7	20
Full-Service Restaurants	7221	$13,100,285	$8,238,141	$4,862,144	22.8	14
Limited-Service Eating Places	7222	$9,457,649	$1,762,842	$7,694,807	68.6	2
Special Food Services	7223	$569,430	$0	$569,430	100.0	0
Drinking Places - Alcoholic Beverages	7224	$1,322,103	$1,323,944	-$1,841	-0.1	4

Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail MarketPlace data, please click the link below to view the Methodology Statement.
http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf

Source: Esri and Infogroup. Copyright 2015 Infogroup, Inc. All rights reserved.

December 22, 2015

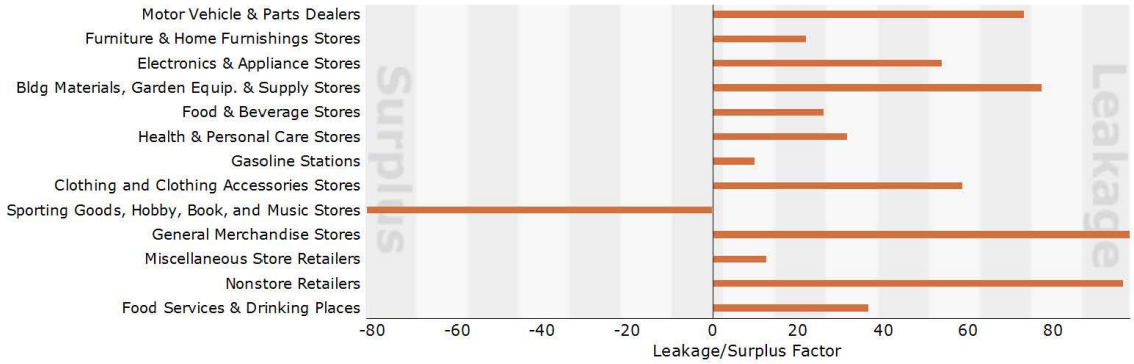
©2015 Esri

Retail MarketPlace Profile

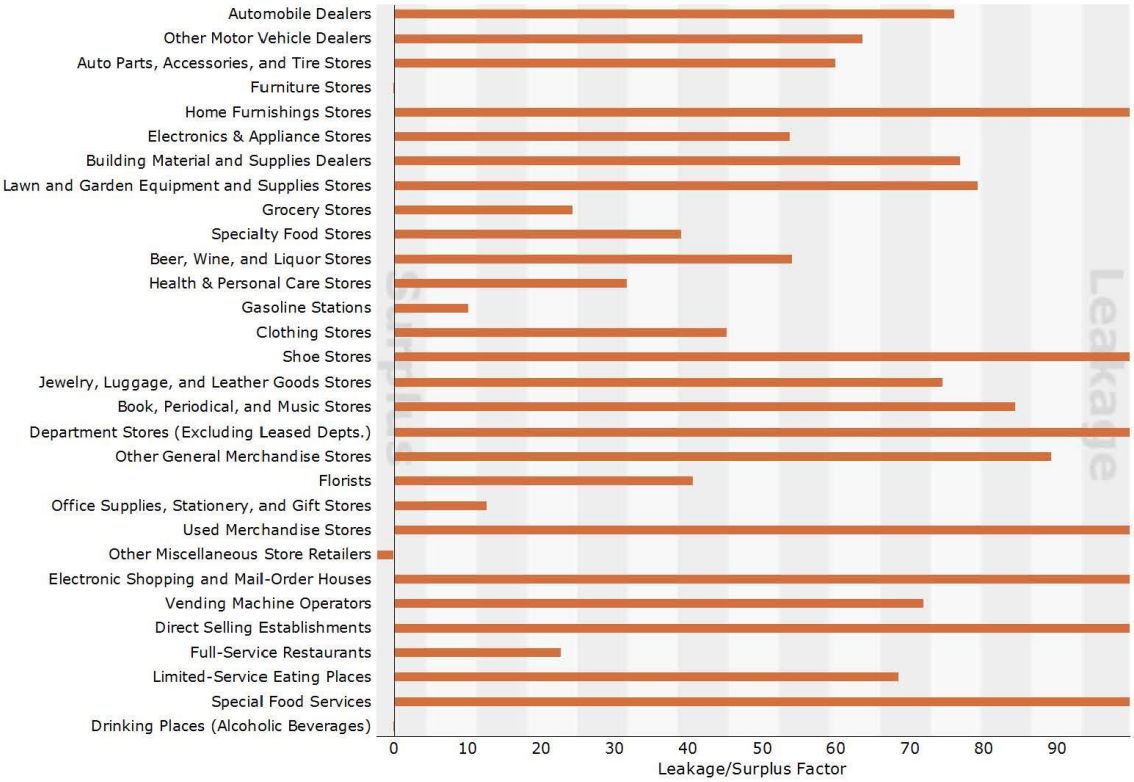
Richfield Village, WI
Richfield Village, WI (5567475)
Geography: Place

Prepared by Esri

Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group



©2015 Esri

Sports and Leisure Market Potential

Richfield Village, WI
Richfield Village, WI (5567475)
Geography: Place

Prepared by Esri

Demographic Summary		2015	2020
Population		11,501	11,716
Population 18+		9,016	9,384
Households		4,278	4,385
Median Household Income		$94,727	$111,316

Product/Consumer Behavior	Expected Number of	Percent	MPI
Participated in aerobics in last 12 months	1,005	11.1%	125
Participated in archery in last 12 months	294	3.3%	119
Participated in auto racing in last 12 months	211	2.3%	117
Participated in backpacking in last 12 months	376	4.2%	142
Participated in baseball in last 12 months	467	5.2%	116
Participated in basketball in last 12 months	725	8.0%	97
Participated in bicycling (mountain) in last 12 months	525	5.8%	145
Participated in bicycling (road) in last 12 months	1,242	13.8%	140
Participated in boating (power) in last 12 months	756	8.4%	159
Participated in bowling in last 12 months	1,081	12.0%	123
Participated in canoeing/kayaking in last 12 months	698	7.7%	144
Participated in fishing (fresh water) in last 12 months	1,289	14.3%	115
Participated in fishing (salt water) in last 12 months	390	4.3%	107
Participated in football in last 12 months	428	4.7%	95
Participated in Frisbee in last 12 months	478	5.3%	115
Participated in golf in last 12 months	1,312	14.6%	154
Participated in hiking in last 12 months	1,240	13.8%	138
Participated in horseback riding in last 12 months	282	3.1%	128
Participated in hunting with rifle in last 12 months	452	5.0%	109
Participated in hunting with shotgun in last 12 months	399	4.4%	110
Participated in ice skating in last 12 months	344	3.8%	148
Participated in jogging/running in last 12 months	1,385	15.4%	121
Participated in motorcycling in last 12 months	329	3.6%	119
Participated in Pilates in last 12 months	296	3.3%	118
Participated in skiing (downhill) in last 12 months	413	4.6%	160
Participated in soccer in last 12 months	347	3.8%	102
Participated in softball in last 12 months	338	3.7%	110
Participated in swimming in last 12 months	1,831	20.3%	128
Participated in target shooting in last 12 months	474	5.3%	116
Participated in tennis in last 12 months	439	4.9%	114
Participated in volleyball in last 12 months	326	3.6%	102
Participated in walking for exercise in last 12 months	3,202	35.5%	127
Participated in weight lifting in last 12 months	1,256	13.9%	131
Participated in yoga in last 12 months	714	7.9%	111
Spent on sports/rec equip in last 12 months: $1-99	645	7.2%	120
Spent on sports/rec equip in last 12 months: $100-$249	716	7.9%	122
Spent on sports/rec equip in last 12 months: $250+	977	10.8%	155
Attend sports events	2,859	31.7%	135
Attend sports events: auto racing (NASCAR)	231	2.6%	127
Attend sports events: baseball game - MLB reg seas	1,312	14.6%	151
Attend sports events: basketball game (college)	324	3.6%	122
Attend sports events: basketball game-NBA reg seas	278	3.1%	98
Attend sports events: football game (college)	607	6.7%	119
Attend sports events: football game-NFL Mon/Thurs	315	3.5%	135
Attend sports events: football game - NFL weekend	590	6.5%	141
Attend sports events: high school sports	533	5.9%	128
Attend sports events: ice hockey game-NHL reg seas	412	4.6%	163

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.
Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2015 and 2020.

December 22, 2015

©2015 Esri

Sports and Leisure Market Potential

Richfield Village, WI
Richfield Village, WI (5567475)
Geography: Place

Prepared by Esri

Product/Consumer Behavior	Expected Number of	Percent	MPI
Listen to sports on radio	1,790	19.9%	128
Listen to baseball (MLB reg season) on radio often	332	3.7%	155
Listen to football (NFL Mon/Thurs) on radio often	206	2.3%	119
Listen to football (NFL wknd games) on radio often	262	2.9%	131
Listen to football (college) on radio often	226	2.5%	116
Watch sports on TV	6,561	72.8%	116
Watch on TV: alpine skiing/ski jumping	742	8.2%	148
Watch on TV: auto racing (NASCAR)	1,547	17.2%	119
Watch on TV: auto racing (not NASCAR)	601	6.7%	111
Watch on TV: baseball (MLB regular season)	2,913	32.3%	136
Watch on TV: baseball (MLB playoffs/World Series)	2,753	30.5%	131
Watch on TV: basketball (college)	1,689	18.7%	121
Watch on TV: basketball (NCAA tournament)	1,789	19.8%	126
Watch on TV: basketball (NBA regular season)	1,687	18.7%	102
Watch on TV: basketball (NBA playoffs/finals)	1,950	21.6%	109
Watch on TV: basketball (WNBA)	317	3.5%	78
Watch on TV: bicycle racing	348	3.9%	131
Watch on TV: bowling	313	3.5%	102
Watch on TV: boxing	605	6.7%	78
Watch on TV: bull riding (pro)	515	5.7%	103
Watch on TV: Equestrian events	380	4.2%	127
Watch on TV: extreme sports (summer)	623	6.9%	112
Watch on TV: extreme sports (winter)	770	8.5%	126
Watch on TV: figure skating	1,257	13.9%	132
Watch on TV: fishing	624	6.9%	101
Watch on TV: football (college)	2,838	31.5%	119
Watch on TV: football (NFL Mon/Thurs night games)	3,665	40.6%	119
Watch on TV: football (NFL weekend games)	4,019	44.6%	123
Watch on TV: football (NFL playoffs/Super Bowl)	4,065	45.1%	121
Watch on TV: golf (PGA)	1,883	20.9%	142
Watch on TV: golf (LPGA)	579	6.4%	130
Watch on TV: gymnastics	879	9.7%	119
Watch on TV: horse racing	421	4.7%	125
Watch on TV: ice hockey (NHL regular season)	1,347	14.9%	163
Watch on TV: ice hockey (NHL playoffs/Stanley Cup)	1,392	15.4%	163
Watch on TV: marathon/road running/triathlon	280	3.1%	139
Watch on TV: mixed martial arts (MMA)	441	4.9%	97
Watch on TV: motorcycle racing	411	4.6%	100
Watch on TV: Olympics (summer)	3,324	36.9%	139
Watch on TV: Olympics (winter)	3,259	36.1%	142
Watch on TV: poker	717	8.0%	121
Watch on TV: rodeo	450	5.0%	100
Watch on TV: soccer (MLS)	574	6.4%	116
Watch on TV: soccer (World Cup)	1,015	11.3%	118
Watch on TV: tennis (men`s)	1,075	11.9%	131
Watch on TV: tennis (women`s)	943	10.5%	119
Watch on TV: track & field	549	6.1%	108
Watch on TV: truck and tractor pull/mud racing	310	3.4%	118
Watch on TV: volleyball (pro beach)	467	5.2%	117
Watch on TV: weightlifting	142	1.6%	89
Watch on TV: wrestling (WWE)	220	2.4%	74

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.
Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2015 and 2020.

December 22, 2015

©2015 Esri

Sports and Leisure Market Potential

Richfield Village, WI
Richfield Village, WI (5567475)
Geography: Place

Prepared by Esri

Product/Consumer Behavior	Expected Number of	Percent	MPI
Member of AARP	1,523	16.9%	143
Member of charitable organization	545	6.0%	133
Member of church board	295	3.3%	105
Member of fraternal order	299	3.3%	125
Member of religious club	410	4.5%	125
Member of union	539	6.0%	146
Member of veterans club	274	3.0%	128
Attended adult education course in last 12 months	706	7.8%	120
Went to art gallery in last 12 months	862	9.6%	131
Attended auto show in last 12 months	883	9.8%	119
Did baking in last 12 months	2,571	28.5%	124
Went to bar/night club in last 12 months	1,835	20.4%	119
Went to beach in last 12 months	2,819	31.3%	132
Played billiards/pool in last 12 months	684	7.6%	99
Played bingo in last 12 months	298	3.3%	79
Did birdwatching in last 12 months	636	7.1%	148
Played board game in last 12 months	1,569	17.4%	130
Read book in last 12 months	4,020	44.6%	129
Participated in book club in last 12 months	277	3.1%	112
Went on overnight camping trip in last 12 months	1,433	15.9%	125
Played cards in last 12 months	1,772	19.7%	119
Played chess in last 12 months	269	3.0%	92
Played computer game (offline w/software)/12 months	700	7.8%	108
Played computer game (online w/software)/12 months	681	7.6%	109
Played computer game (online w/o software)/12 months	884	9.8%	106
Cooked for fun in last 12 months	2,295	25.5%	116
Did crossword puzzle in last 12 months	1,214	13.5%	119
Danced/went dancing in last 12 months	743	8.2%	95
Attended dance performance in last 12 months	469	5.2%	127
Dined out in last 12 months	5,181	57.5%	128
Participated in fantasy sports league last 12 months	480	5.3%	131
Did furniture refinishing in last 12 months	273	3.0%	108
Gambled at casino in last 12 months	1,597	17.7%	120
Gambled in Atlantic City in last 12 months	254	2.8%	117
Gambled in Las Vegas in last 12 months	420	4.7%	113
Participate in indoor gardening/plant care	964	10.7%	111
Attended horse races in last 12 months	281	3.1%	113
Participated in karaoke in last 12 months	292	3.2%	89
Bought lottery ticket in last 12 months	3,776	41.9%	115
Played lottery 6+ times in last 30 days	1,158	12.8%	111
Bought lottery ticket in last 12 months: Daily Drawing	351	3.9%	94
Bought lottery ticket in last 12 months: Instant Game	1,584	17.6%	104
Bought lottery ticket in last 12 months: Mega Millions	2,046	22.7%	127
Bought lottery ticket in last 12 months: Powerball	2,150	23.8%	126
Attended a movie in last 6 months	5,931	65.8%	109
Attended movie in last 90 days: once/week or more	152	1.7%	73
Attended movie in last 90 days: 2-3 times a month	540	6.0%	98
Attended movie in last 90 days: once a month	988	11.0%	105
Attended movie in last 90 days: < once a month	3,802	42.2%	117
Movie genre seen at theater/6 months: action	2,497	27.7%	104

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.
Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2015 and 2020.

December 22, 2015

©2015 Esri

Sports and Leisure Market Potential

Richfield Village, WI
Richfield Village, WI (5567475)
Geography: Place

Prepared by Esri

Product/Consumer Behavior	Expected Number of	Percent	MPI
Movie genre seen at theater/6 months: adventure	2,647	29.4%	104
Movie genre seen at theater/6 months: comedy	2,590	28.7%	102
Movie genre seen at theater/6 months: crime	1,437	15.9%	107
Movie genre seen at theater/6 months: drama	3,039	33.7%	113
Movie genre seen at theater/6 months: family	1,337	14.8%	108
Movie genre seen at theater/6 months: fantasy	1,651	18.3%	99
Movie genre seen at theater/6 months: horror	393	4.4%	61
Movie genre seen at theater/6 months: romance	1,423	15.8%	102
Movie genre seen at theater/6 months: science fiction	1,482	16.4%	105
Movie genre seen at theater/6 months: thriller	1,569	17.4%	104
Went to museum in last 12 months	1,482	16.4%	127
Attended classical music/opera performance/12 months	424	4.7%	123
Attended country music performance in last 12 months	635	7.0%	128
Attended rock music performance in last 12 months	1,114	12.4%	127
Played musical instrument in last 12 months	696	7.7%	110
Did painting/drawing in last 12 months	564	6.3%	107
Did photo album/scrapbooking in last 12 months	680	7.5%	133
Did photography in last 12 months	1,147	12.7%	129
Did Sudoku puzzle in last 12 months	1,274	14.1%	133
Went to live theater in last 12 months	1,484	16.5%	131
Visited a theme park in last 12 months	1,834	20.3%	113
Visited a theme park 5+ times in last 12 months	358	4.0%	105
Participated in trivia games in last 12 months	487	5.4%	103
Played video/electronic game (console) last 12 months	968	10.7%	94
Played video/electronic game (portable) last 12 months	362	4.0%	90
Visited an indoor water park in last 12 months	333	3.7%	118
Did woodworking in last 12 months	502	5.6%	129
Participated in word games in last 12 months	1,157	12.8%	120
Went to zoo in last 12 months	1,286	14.3%	121
Purchased DVDs in last 30 days: 1	405	4.5%	119
Purchased DVDs in last 30 days: 2	267	3.0%	95
Purchased DVDs in last 30 days: 3+	467	5.2%	92
Purchased DVD/Blu-ray disc online in last 12 months	726	8.1%	124
Rented DVDs in last 30 days: 1	392	4.3%	113
Rented DVDs in last 30 days: 2	513	5.7%	118
Rented DVDs in last 30 days: 3+	1,708	18.9%	112
Rented movie/oth video/30 days: action/adventure	2,525	28.0%	108
Rented movie/oth video/30 days: classics	726	8.1%	106
Rented movie/oth video/30 days: comedy	2,647	29.4%	114
Rented movie/oth video/30 days: drama	1,786	19.8%	113
Rented movie/oth video/30 days: family/children	1,063	11.8%	106
Rented movie/oth video/30 days: foreign	235	2.6%	81
Rented movie/oth video/30 days: horror	709	7.9%	84
Rented movie/oth video/30 days: musical	231	2.6%	86
Rented movie/oth video/30 days: news/documentary	391	4.3%	104
Rented movie/oth video/30 days: romance	1,081	12.0%	114
Rented movie/oth video/30 days: science fiction	701	7.8%	95
Rented movie/oth video/30 days: TV show	763	8.5%	102
Rented movie/oth video/30 days: western	312	3.5%	105

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.
Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2015 and 2020.

December 22, 2015

©2015 Esri

Sports and Leisure Market Potential

Richfield Village, WI
Richfield Village, WI (5567475)
Geography: Place

Prepared by Esri

Product/Consumer Behavior	Expected Number of	Percent	MPI
Rented/purch DVD/Blu-ray/30 days: from amazon.com	363	4.0%	122
Rented DVD/Blu-ray/30 days: from netflix.com	1,281	14.2%	112
Rented/purch DVD/Blu-ray/30 days: from Redbox	1,852	20.5%	115
HH owns ATV/UTV	304	7.1%	130
Bought any children`s toy/game in last 12 months	3,275	36.3%	109
Spent on toys/games for child last 12 months: <$50	593	6.6%	107
Spent on toys/games for child last 12 months: $50-99	253	2.8%	105
Spent on toys/games for child last 12 months: $100-199	638	7.1%	114
Spent on toys/games for child last 12 months: $200-499	948	10.5%	109
Spent on toys/games for child last 12 months: $500+	555	6.2%	123
Bought any toys/games online in last 12 months	783	8.7%	131
Bought infant toy in last 12 months	698	7.7%	118
Bought pre-school toy in last 12 months	740	8.2%	116
Bought for child last 12 months: boy action figure	577	6.4%	89
Bought for child last 12 months: girl action figure	244	2.7%	92
Bought for child last 12 months: action game	220	2.4%	93
Bought for child last 12 months: bicycle	621	6.9%	105
Bought for child last 12 months: board game	1,141	12.7%	125
Bought for child last 12 months: builder set	450	5.0%	126
Bought for child last 12 months: car	778	8.6%	92
Bought for child last 12 months: construction toy	533	5.9%	119
Bought for child last 12 months: fashion doll	361	4.0%	85
Bought for child last 12 months: large/baby doll	461	5.1%	76
Bought for child last 12 months: doll accessories	370	4.1%	115
Bought for child last 12 months: doll clothing	355	3.9%	104
Bought for child last 12 months: educational toy	1,199	13.3%	111
Bought for child last 12 months: electronic doll/animal	206	2.3%	95
Bought for child last 12 months: electronic game	895	9.9%	123
Bought for child last 12 months: mechanical toy	355	3.9%	109
Bought for child last 12 months: model kit/set	288	3.2%	131
Bought for child last 12 months: plush doll/animal	689	7.6%	103
Bought for child last 12 months: sound game	95	1.1%	49
Bought for child last 12 months: water toy	966	10.7%	115
Bought for child last 12 months: word game	268	3.0%	95

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.
Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2015 and 2020.

December 22, 2015

©2015 Esri

Sports and Leisure Market Potential

Richfield Village, WI
Richfield Village, WI (5567475)
Geography: Place

Prepared by Esri

Product/Consumer Behavior	Expected Number of	Percent	MPI
Bought digital book in last 12 months	1,374	15.2%	137
Bought hardcover book in last 12 months	2,370	26.3%	117
Bought paperback book in last 12 months	3,665	40.6%	120
Bought 1-3 books in last 12 months	2,063	22.9%	115
Bought 4-6 books in last 12 months	1,135	12.6%	118
Bought 7+ books in last 12 months	2,045	22.7%	126
Bought book (fiction) in last 12 months	3,206	35.6%	127
Bought book (non-fiction) in last 12 months	2,680	29.7%	126
Bought biography in last 12 months	851	9.4%	129
Bought children`s book in last 12 months	935	10.4%	107
Bought cookbook in last 12 months	860	9.5%	105
Bought history book in last 12 months	897	9.9%	126
Bought mystery book in last 12 months	1,392	15.4%	133
Bought novel in last 12 months	1,865	20.7%	127
Bought religious book (not bible) in last 12 mo	597	6.6%	101
Bought romance book in last 12 months	750	8.3%	116
Bought science fiction book in last 12 months	553	6.1%	109
Bought personal/business self-help book last 12 months	644	7.1%	119
Bought travel book in last 12 months	246	2.7%	115
Bought book online in last 12 months	2,420	26.8%	140
Bought book last 12 months: amazon.com	1,989	22.1%	136
Bought book last 12 months: barnes&noble.com	384	4.3%	129
Bought book last 12 months: Barnes & Noble book store	1,931	21.4%	135
Bought book last 12 months: other book store (not B&N)	1,140	12.6%	107
Bought book last 12 months: through book club	185	2.1%	112
Bought book last 12 months: mail order	157	1.7%	78
Listened to/purchased audiobook in last 6 months	453	5.0%	109

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.
Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2015 and 2020.

December 22, 2015

©2015 Esri

Tapestry Segmentation Area Profile

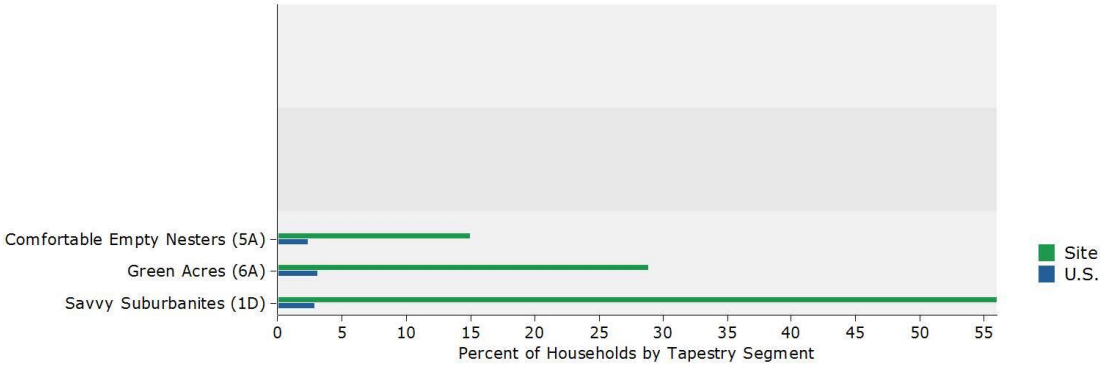
Richfield Village, WI
Richfield Village, WI (5567475)
Geography: Place

Prepared by Esri

Top Twenty Tapestry Segments

		2015 Households		2015 U.S. Households		
Rank	**Tapestry Segment**	**Percent**	**Cumulativ Percent**	**Percent**	**Cumulativ Percent**	**Index**
1	Savvy Suburbanites (1D)	56.1%	56.1%	3.0%	3.0%	1884
2	Green Acres (6A)	28.9%	85.0%	3.2%	6.2%	907
3	Comfortable Empty Nesters (5A)	15.0%	100.0%	2.5%	8.7%	606
	Subtotal	**100.0%**		**8.7%**		
	Total	**100.0%**		**8.6%**		**1157**

Top Ten Tapestry Segments Site vs. U.S.



Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.
Source: Esri

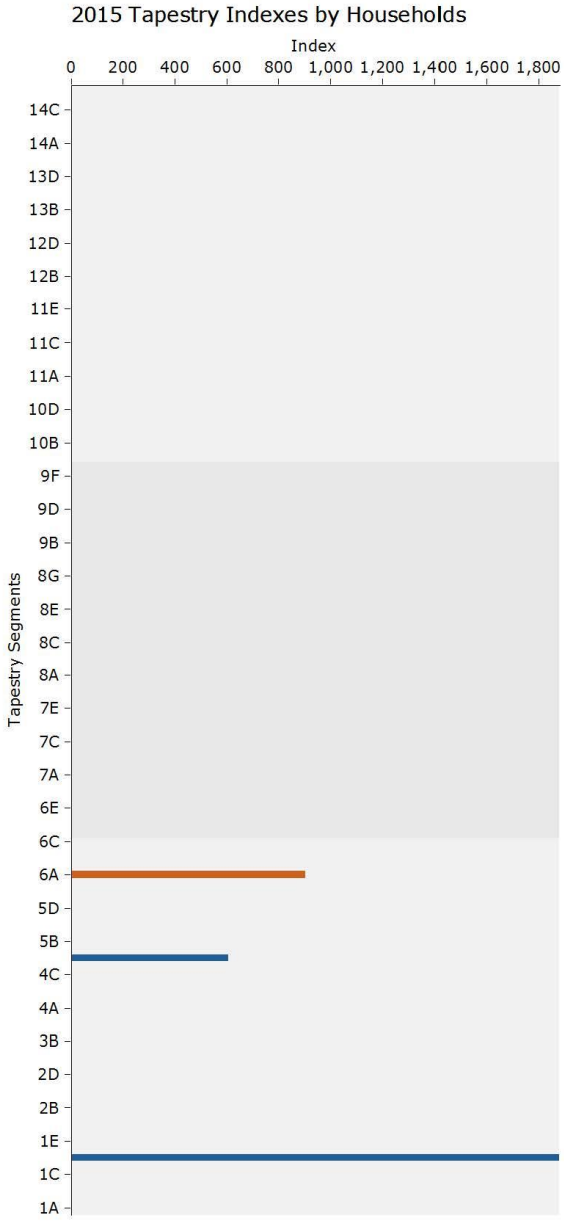
December 22, 2015

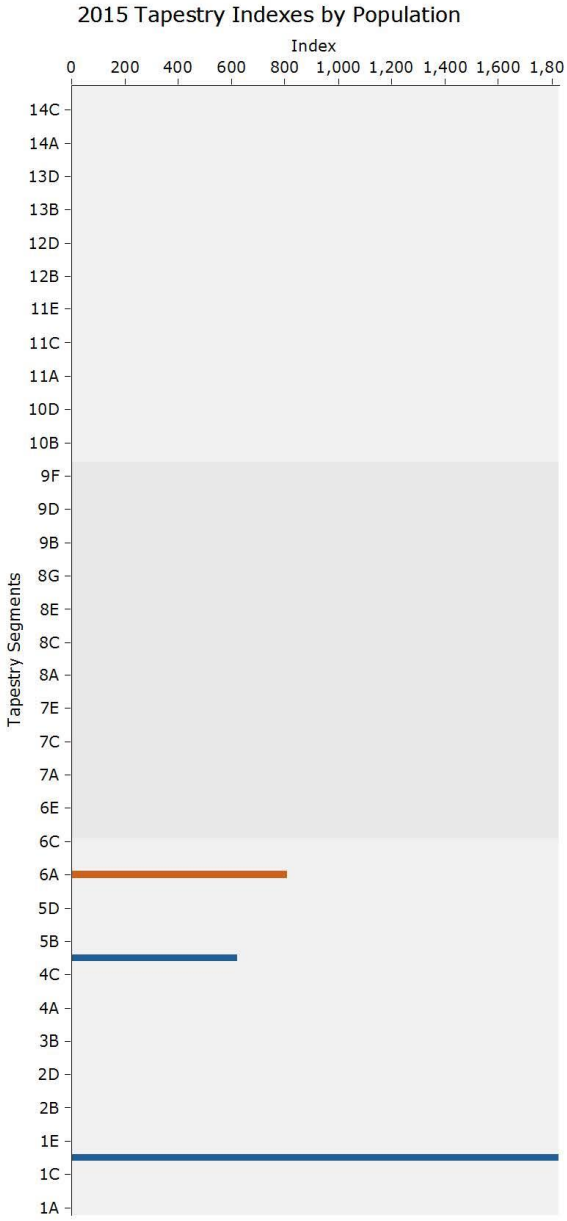
©2015 Esri

Tapestry Segmentation Area Profile

Richfield Village, WI
Richfield Village, WI (5567475)
Geography: Place

Prepared by Esri





An index of 100 is the US average.
Source: Esri

December 22, 2015

Tapestry Segmentation Area Profile

Richfield Village, WI
Richfield Village, WI (5567475)
Geography: Place

Prepared by Esri

Tapestry LifeMode Groups	2015 Households			2015 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	4,278	100.0%		11,501	100.0%	
1. Affluent Estates	**2,398**	**56.1%**	**575**	**6,751**	**58.7%**	**551**
Top Tier (1A)	0	0.0%	0	0	0.0%	0
Professional Pride (1B)	0	0.0%	0	0	0.0%	0
Boomburbs (1C)	0	0.0%	0	0	0.0%	0
Savvy Suburbanites (1D)	2,398	56.1%	1884	6,751	58.7%	1831
Exurbanites (1E)	0	0.0%	0	0	0.0%	0
2. Upscale Avenues	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
Urban Chic (2A)	0	0.0%	0	0	0.0%	0
Pleasantville (2B)	0	0.0%	0	0	0.0%	0
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Enterprising Professionals	0	0.0%	0	0	0.0%	0
3. Uptown Individuals	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
Laptops and Lattes (3A)	0	0.0%	0	0	0.0%	0
Metro Renters (3B)	0	0.0%	0	0	0.0%	0
Trendsetters (3C)	0	0.0%	0	0	0.0%	0
4. Family Landscapes	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
Soccer Moms (4A)	0	0.0%	0	0	0.0%	0
Home Improvement (4B)	0	0.0%	0	0	0.0%	0
Middleburg (4C)	0	0.0%	0	0	0.0%	0
5. GenXurban	**642**	**15.0%**	**131**	**1,694**	**14.7%**	**138**
Comfortable Empty Nesters	642	15.0%	606	1,694	14.7%	622
In Style (5B)	0	0.0%	0	0	0.0%	0
Parks and Rec (5C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	0	0.0%	0	0	0.0%	0
Midlife Constants (5E)	0	0.0%	0	0	0.0%	0
6. Cozy Country Living	**1,238**	**28.9%**	**238**	**3,056**	**26.6%**	**227**
Green Acres (6A)	1,238	28.9%	907	3,056	26.6%	812
Salt of the Earth (6B)	0	0.0%	0	0	0.0%	0
The Great Outdoors (6C)	0	0.0%	0	0	0.0%	0
Prairie Living (6D)	0	0.0%	0	0	0.0%	0
Rural Resort Dwellers (6E)	0	0.0%	0	0	0.0%	0
Heartland Communities (6F)	0	0.0%	0	0	0.0%	0
7. Ethnic Enclaves	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
Up and Coming Families (7A)	0	0.0%	0	0	0.0%	0
Urban Villages (7B)	0	0.0%	0	0	0.0%	0
American Dreamers (7C)	0	0.0%	0	0	0.0%	0
Barrios Urbanos (7D)	0	0.0%	0	0	0.0%	0
Valley Growers (7E)	0	0.0%	0	0	0.0%	0
Southwestern Families (7F)	0	0.0%	0	0	0.0%	0

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.
Source: Esri

December 22, 2015

©2015 Esri

Tapestry Segmentation Area Profile

Richfield Village, WI
Richfield Village, WI (5567475)
Geography: Place

Prepared by Esri

Tapestry LifeMode Groups	2015 Households			2015 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	4,278	100.0%		11,501	100.0%	
8. Middle Ground	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
City Lights (8A)	0	0.0%	0	0	0.0%	0
Emerald City (8B)	0	0.0%	0	0	0.0%	0
Bright Young Professionals	0	0.0%	0	0	0.0%	0
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0
Front Porches (8E)	0	0.0%	0	0	0.0%	0
Old and Newcomers (8F)	0	0.0%	0	0	0.0%	0
Hardscrabble Road (8G)	0	0.0%	0	0	0.0%	0
9. Senior Styles	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
Silver & Gold (9A)	0	0.0%	0	0	0.0%	0
Golden Years (9B)	0	0.0%	0	0	0.0%	0
The Elders (9C)	0	0.0%	0	0	0.0%	0
Senior Escapes (9D)	0	0.0%	0	0	0.0%	0
Retirement Communities (9E)	0	0.0%	0	0	0.0%	0
Social Security Set (9F)	0	0.0%	0	0	0.0%	0
10. Rustic Outposts	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
Southern Satellites (10A)	0	0.0%	0	0	0.0%	0
Rooted Rural (10B)	0	0.0%	0	0	0.0%	0
Diners & Miners (10C)	0	0.0%	0	0	0.0%	0
Down the Road (10D)	0	0.0%	0	0	0.0%	0
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
11. Midtown Singles	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
City Strivers (11A)	0	0.0%	0	0	0.0%	0
Young and Restless (11B)	0	0.0%	0	0	0.0%	0
Metro Fusion (11C)	0	0.0%	0	0	0.0%	0
Set to Impress (11D)	0	0.0%	0	0	0.0%	0
City Commons (11E)	0	0.0%	0	0	0.0%	0
12. Hometown	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	0	0.0%	0	0	0.0%	0
Small Town Simplicity (12C)	0	0.0%	0	0	0.0%	0
Modest Income Homes (12D)	0	0.0%	0	0	0.0%	0
13. Next Wave	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
International Marketplace	0	0.0%	0	0	0.0%	0
Las Casas (13B)	0	0.0%	0	0	0.0%	0
NeWest Residents (13C)	0	0.0%	0	0	0.0%	0
Fresh Ambitions (13D)	0	0.0%	0	0	0.0%	0
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
14. Scholars and Patriots	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
College Towns (14B)	0	0.0%	0	0	0.0%	0
Dorms to Diplomas (14C)	0	0.0%	0	0	0.0%	0
Unclassified (15)	0	0.0%	0	0	0.0%	0

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.
Source: Esri

December 22, 2015

©2015 Esri

Tapestry Segmentation Area Profile

Richfield Village, WI
Richfield Village, WI (5567475)
Geography: Place

Prepared by Esri

Tapestry Urbanization	2015 Households			2015 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	4,278	100.0%		11,501	100.0%	
1. Principal Urban Center	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
Laptops and Lattes (3A)	0	0.0%	0	0	0.0%	0
Metro Renters (3B)	0	0.0%	0	0	0.0%	0
Trendsetters (3C)	0	0.0%	0	0	0.0%	0
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0
City Strivers (11A)	0	0.0%	0	0	0.0%	0
NeWest Residents (13C)	0	0.0%	0	0	0.0%	0
Fresh Ambitions (13D)	0	0.0%	0	0	0.0%	0
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
2. Urban Periphery	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	0	0.0%	0	0	0.0%	0
Urban Villages (7B)	0	0.0%	0	0	0.0%	0
American Dreamers (7C)	0	0.0%	0	0	0.0%	0
Barrios Urbanos (7D)	0	0.0%	0	0	0.0%	0
Southwestern Families (7F)	0	0.0%	0	0	0.0%	0
City Lights (8A)	0	0.0%	0	0	0.0%	0
Bright Young Professionals (8C)	0	0.0%	0	0	0.0%	0
Metro Fusion (11C)	0	0.0%	0	0	0.0%	0
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Modest Income Homes (12D)	0	0.0%	0	0	0.0%	0
International Marketplace (13A)	0	0.0%	0	0	0.0%	0
Las Casas (13B)	0	0.0%	0	0	0.0%	0
3. Metro Cities	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
In Style (5B)	0	0.0%	0	0	0.0%	0
Emerald City (8B)	0	0.0%	0	0	0.0%	0
Front Porches (8E)	0	0.0%	0	0	0.0%	0
Old and Newcomers (8F)	0	0.0%	0	0	0.0%	0
Hardscrabble Road (8G)	0	0.0%	0	0	0.0%	0
Retirement Communities (9E)	0	0.0%	0	0	0.0%	0
Social Security Set (9F)	0	0.0%	0	0	0.0%	0
Young and Restless (11B)	0	0.0%	0	0	0.0%	0
Set to Impress (11D)	0	0.0%	0	0	0.0%	0
City Commons (11E)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	0	0.0%	0	0	0.0%	0
College Towns (14B)	0	0.0%	0	0	0.0%	0
Dorms to Diplomas (14C)	0	0.0%	0	0	0.0%	0

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.
Source: Esri

December 22, 2015

©2015 Esri

Tapestry Segmentation Area Profile

Richfield Village, WI
Richfield Village, WI (5567475)
Geography: Place

Prepared by Esri

Tapestry Urbanization	2015 Households			2015 Population		
	Number	**Percent**	**Index**	**Number**	**Percent**	**Index**
Total:	4,278	100.0%		11,501	100.0%	
4. Suburban Periphery	**3,040**	**71.1%**	**226**	**8,445**	**73.4%**	**227**
Top Tier (1A)	0	0.0%	0	0	0.0%	0
Professional Pride (1B)	0	0.0%	0	0	0.0%	0
Boomburbs (1C)	0	0.0%	0	0	0.0%	0
Savvy Suburbanites (1D)	2,398	56.1%	1,884	6,751	58.7%	1,831
Exurbanites (1E)	0	0.0%	0	0	0.0%	0
Urban Chic (2A)	0	0.0%	0	0	0.0%	0
Pleasantville (2B)	0	0.0%	0	0	0.0%	0
Enterprising Professionals (2D)	0	0.0%	0	0	0.0%	0
Soccer Moms (4A)	0	0.0%	0	0	0.0%	0
Home Improvement (4B)	0	0.0%	0	0	0.0%	0
Comfortable Empty Nesters	642	15.0%	606	1,694	14.7%	622
Parks and Rec (5C)	0	0.0%	0	0	0.0%	0
Midlife Constants (5E)	0	0.0%	0	0	0.0%	0
Up and Coming Families (7A)	0	0.0%	0	0	0.0%	0
Silver & Gold (9A)	0	0.0%	0	0	0.0%	0
Golden Years (9B)	0	0.0%	0	0	0.0%	0
The Elders (9C)	0	0.0%	0	0	0.0%	0
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
5. Semirural	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
Middleburg (4C)	0	0.0%	0	0	0.0%	0
Heartland Communities (6F)	0	0.0%	0	0	0.0%	0
Valley Growers (7E)	0	0.0%	0	0	0.0%	0
Senior Escapes (9D)	0	0.0%	0	0	0.0%	0
Down the Road (10D)	0	0.0%	0	0	0.0%	0
Small Town Simplicity (12C)	0	0.0%	0	0	0.0%	0
6. Rural	**1,238**	**28.9%**	**170**	**3,056**	**26.6%**	**159**
Green Acres (6A)	1,238	28.9%	907	3,056	26.6%	812
Salt of the Earth (6B)	0	0.0%	0	0	0.0%	0
The Great Outdoors (6C)	0	0.0%	0	0	0.0%	0
Prairie Living (6D)	0	0.0%	0	0	0.0%	0
Rural Resort Dwellers (6E)	0	0.0%	0	0	0.0%	0
Southern Satellites (10A)	0	0.0%	0	0	0.0%	0
Rooted Rural (10B)	0	0.0%	0	0	0.0%	0
Diners & Miners (10C)	0	0.0%	0	0	0%	0
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
Unclassified (15)	0	0.0%	0	0	0.0%	0

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.
Source: Esri

December 22, 2015

©2015 Esri

LifeMode Group: Affluent Estates

Savvy Suburbanites

1D

Households: 3,543,000

Average Household Size: 2.83

Median Age: 44.1

Median Household Income: $104,000

WHO ARE WE?

Savvy Suburbanites residents are well educated, well read, and well capitalized. Families include empty nesters and empty nester wannabes, who still have adult children at home. Located in older neighborhoods outside the urban core, their suburban lifestyle includes home remodeling and gardening plus the active pursuit of sports and exercise. They enjoy good food and wine, plus the amenities of the city's cultural events.

OUR NEIGHBORHOOD

- Established neighborhoods (most built between 1970 and 1990) found in the suburban periphery of large metropolitan markets.
- Married couples with no children or older children; average household size is 2.83.
- 91% owner occupied; 71% mortgaged (Index 156).
- Primarily single-family homes, with a median value of $311,000 (Index 175).
- Low vacancy rate at 4.5%.

SOCIOECONOMIC TRAITS

- Education: 48.1% college graduates; 76.1% with some college education.
- Low unemployment at 5.8% (Index 67); higher labor force participation rate at 68.5% (Index 109) with proportionately more 2-worker households at 65.4%, (Index 122).
- Well-connected consumers that appreciate technology and make liberal use of it for everything from shopping and banking to staying current and communicating.
- Informed shoppers that do their research prior to purchasing and focus on quality.

TAPESTRY SEGMENTATION
esri.com/tapestry

Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by GfK NRI.

1D

LifeMode Group: Affluent Estates

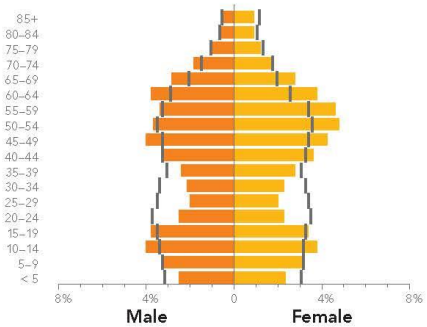
Savvy Suburbanites

TAPESTRY SEGMENTATION
esri.com/tapestry

AGE BY SEX (Esri data)

Median Age: 44.1 US: 37.6

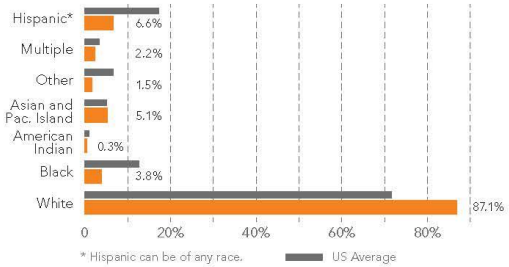
Indicates US



RACE AND ETHNICITY (Esri data)

The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).

Diversity Index: 33.2 US: 62.1

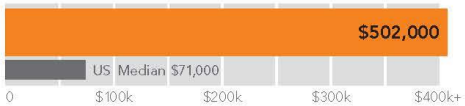


INCOME AND NET WORTH

Net worth measures total household assets (homes, vehicles, investments, etc.) less any debts, secured (e.g., mortgages) or unsecured (credit cards). Household income and net worth are estimated by Esri.

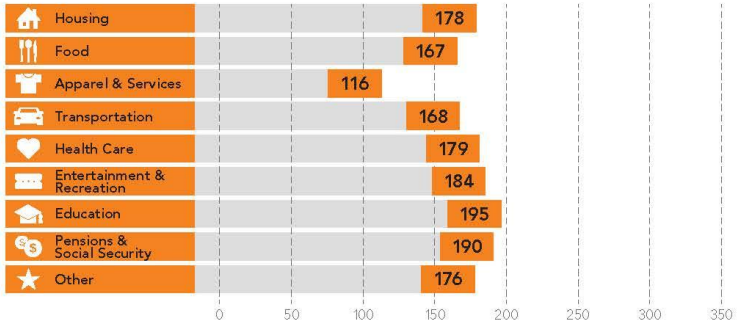
Median Household Income

Median Net Worth



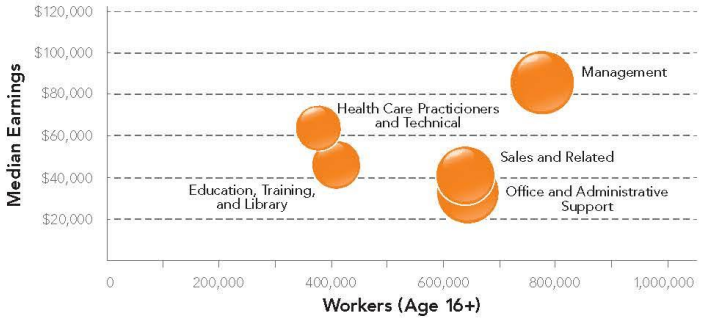
AVERAGE HOUSEHOLD BUDGET INDEX

The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.



OCCUPATION BY EARNINGS

The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.



1D

LifeMode Group: Affluent Estates

Savvy Suburbanites

TAPESTRY SEGMENTATION
esri.com/tapestry

MARKET PROFILE (Consumer preferences are estimated from data by GfK MRI)

- Residents prefer late model, family-oriented vehicles: SUVs, minivans, and station wagons.
- Gardening and home remodeling are priorities, usually DIY. Riding mowers and power tools are popular, although they also hire contractors for the heavy lifting.
- There is extensive use of housekeeping and personal care services.
- Foodies: They like to cook and prefer natural or organic products.
- These investors are financially active, using a number of resources for informed investing. They are not afraid of debt; many households carry first and second mortgages, plus home equity credit lines.
- Physically fit, residents actively pursue a number of sports, from skiing to golf, and invest heavily in sports gear and exercise equipment.

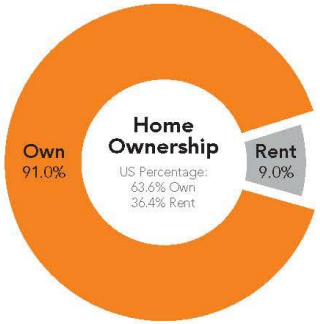
HOUSING

Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.

Typical Housing:
Single Family

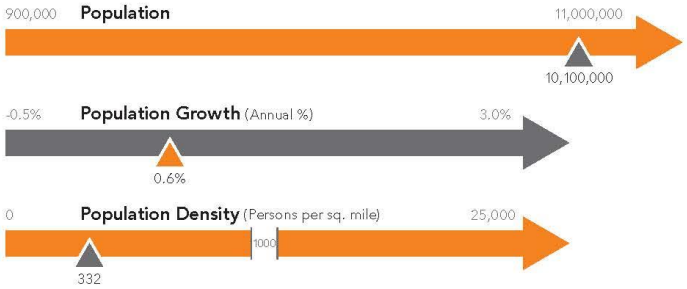
Median Value:
$311,000

US Median: $177,000



POPULATION CHARACTERISTICS

Total population, average annual population change since Census 2010, and average density (population per square mile) are displayed for the market relative to the size and change among all Tapestry markets. Data estimated by Esri.



ESRI INDEXES

Esri developed three indexes to display average household wealth, socioeconomic status, and housing affordability for the market relative to US standards.

1D

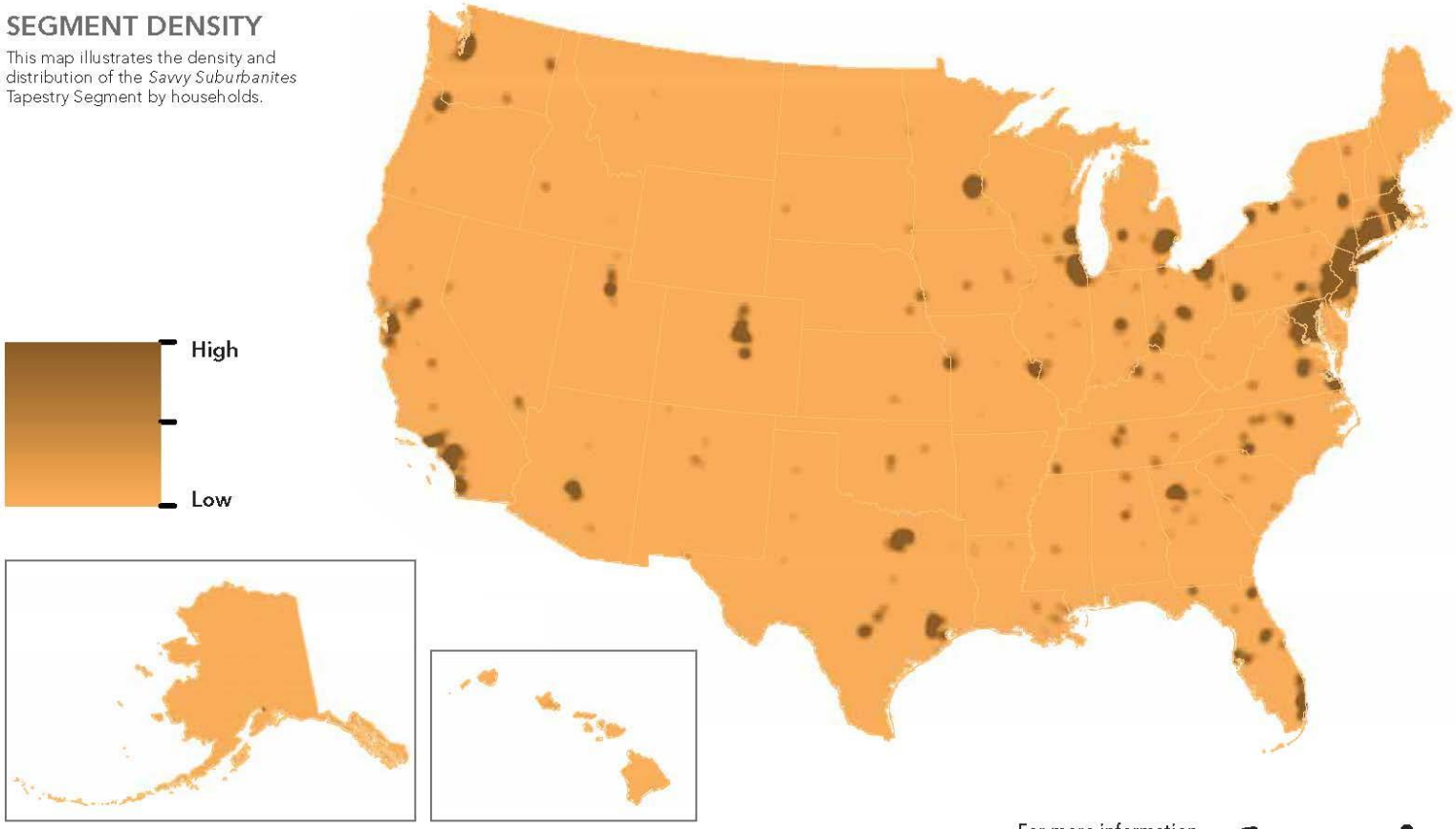
LifeMode Group: Affluent Estates

Savvy Suburbanites

TAPESTRY SEGMENTATION
esri.com/tapestry

SEGMENT DENSITY

This map illustrates the density and distribution of the *Savvy Suburbanites* Tapestry Segment by households.



Copyright © 2014 Esri. All rights reserved. Esri, the Esri globe logo, Tapestry, @esri.com, and esri.com are trademarks, service marks, or registered marks of Esri in the United States, the European Community, or certain other jurisdictions. Other companies and products or services mentioned herein may be trademarks, service marks, or registered marks of their respective mark owners.

G62222
ESRIDC3714dl

For more information
1-800-447-9778
info@esri.com
esri.com

esri

LifeMode Group: GenXurban

Comfortable Empty Nesters

5A

Households: 2,973,000

Average Household Size: 2.50

Median Age: 46.8

Median Household Income: $68,000

WHO ARE WE?

Residents in this large, growing segment are older, with more than half of all householders aged 55 or older; many still live in the suburbs where they grew up. Most are professionals working in government, health care, or manufacturing. These Baby Boomers are earning a comfortable living and benefitting from years of prudent investing and saving. Their net worth is well above average (Index 363). Many are enjoying the transition from child rearing to retirement. They value their health and financial well-being.

OUR NEIGHBORHOOD

- Married couples, some with children, but most without (Index 149).
- Average household size slightly lower at 2.50.
- Found throughout the suburbs and small towns of metropolitan areas, where most residents own and live in single-family detached homes (Index 142).
- Most homes built between 1950 and 1990 (Index 129).
- Households generally have one or two vehicles.

SOCIOECONOMIC TRAITS

- Education: 34% college graduates; nearly 66% with some college education.
- Low unemployment at 7%; average labor force participation at 61%.
- Most households income from wages or salaries, but a third also draw income from investments (Index 154) and retirement (Index 166).
- *Comfortable Empty Nesters* residents physically and financially active.
- Prefer eating at home instead of dining out.
- Home maintenance a priority among these homeowners.

TAPESTRY SEGMENTATION
esri.com/tapestry

Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100.
Consumer preferences are estimated from data by GfK MRI.

5A

LifeMode Group: GenXurban

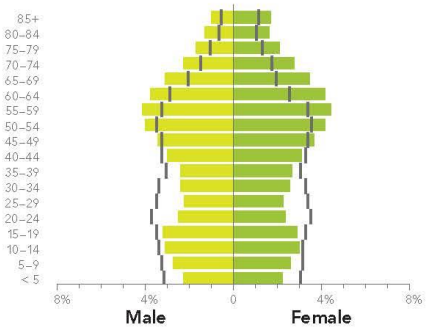
Comfortable Empty Nesters

TAPESTRY SEGMENTATION
esri.com/tapestry

AGE BY SEX (Esri data)

Median Age: 46.8 US: 37.6

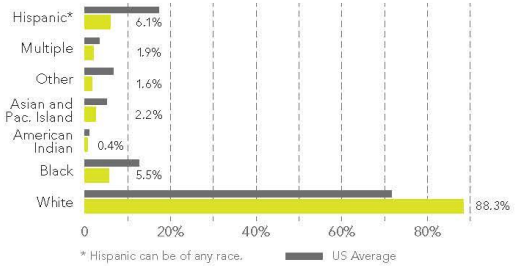
Indicates US



RACE AND ETHNICITY (Esri data)

The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).

Diversity Index: 30.6 US: 62.1

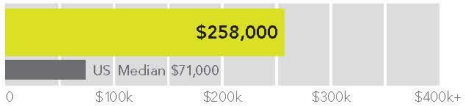


INCOME AND NET WORTH

Net worth measures total household assets (homes, vehicles, investments, etc.) less any debts, secured (e.g., mortgages) or unsecured (credit cards). Household income and net worth are estimated by Esri.

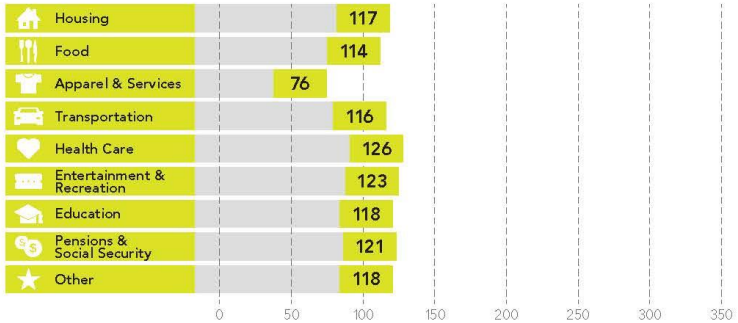
Median Household Income

Median Net Worth



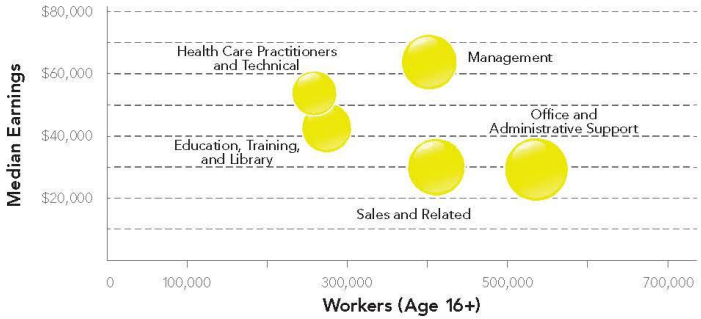
AVERAGE HOUSEHOLD BUDGET INDEX

The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.



OCCUPATION BY EARNINGS

The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.



5A

LifeMode Group: GenXurban

Comfortable Empty Nesters

TAPESTRY SEGMENTATION
esri.com/tapestry

MARKET PROFILE (Consumer preferences are estimated from data by GfK MRI)

- Residents enjoy listening to sports radio or watching sports on television.
- Physically active, they play golf, ski, ride bicycles, and work out regularly.
- Spending a lot of time online isn't a priority, so most own older home computers.
- Financial portfolio includes stocks, certificates of deposit, mutual funds, and real estate.

HOUSING

Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.

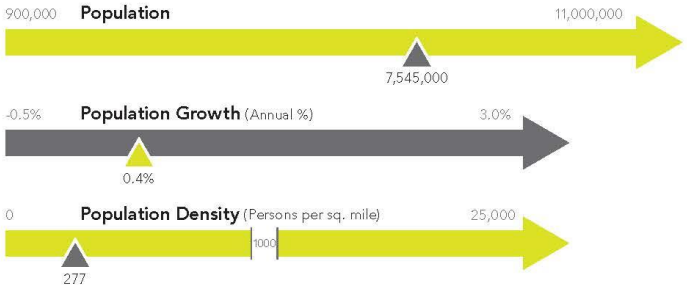
Typical Housing:
Single Family

Median Value:
$187,000

US Median: $177,000

POPULATION CHARACTERISTICS

Total population, average annual population change since Census 2010, and average density (population per square mile) are displayed for the market relative to the size and change among all Tapestry markets. Data estimated by Esri.



ESRI INDEXES

Esri developed three indexes to display average household wealth, socioeconomic status, and housing affordability for the market relative to US standards.

5A

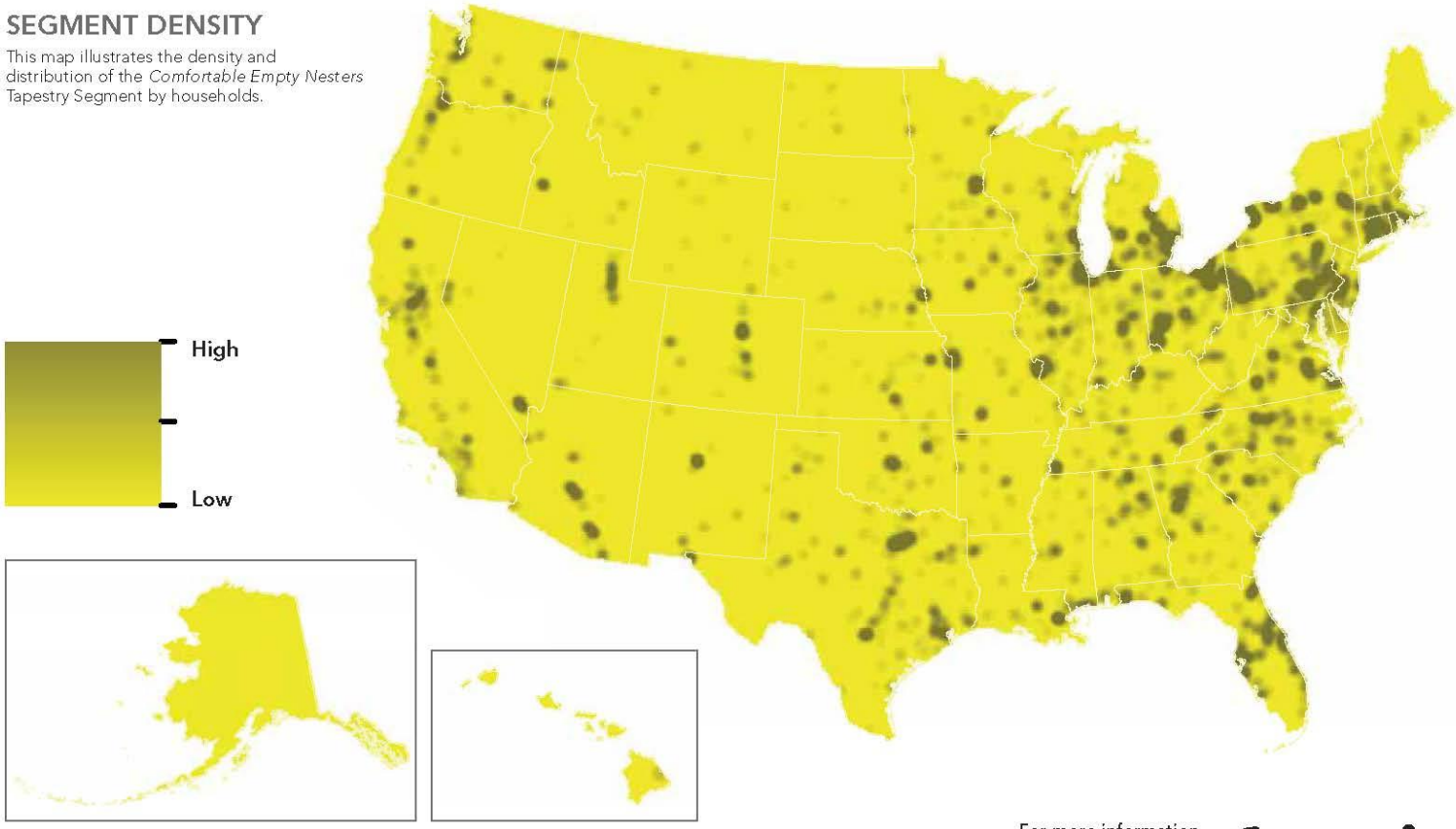
LifeMode Group: GenXurban

Comfortable Empty Nesters

TAPESTRY SEGMENTATION
esri.com/tapestry

SEGMENT DENSITY

This map illustrates the density and distribution of the *Comfortable Empty Nesters* Tapestry Segment by households.



Copyright © 2014 Esri. All rights reserved. Esri, the Esri globe logo, Tapestry, @esri.com, and esri.com are trademarks, service marks, or registered marks of Esri in the United States, the European Community, or certain other jurisdictions. Other companies and products or services mentioned herein may be trademarks, service marks, or registered marks of their respective mark owners.

G62222
ESRIDC3714dl

For more information
1-800-447-9778
info@esri.com
esri.com

esri

LifeMode Group: Cozy Country Living

Green Acres

6A

Households: 3,794,000

Average Household Size: 2.69

Median Age: 43.0

Median Household Income: $72,000

WHO ARE WE?

The *Green Acres* lifestyle features country living and self-reliance. They are avid do-it-yourselfers, maintaining and remodeling their homes, with all the necessary power tools to accomplish the jobs. Gardening, especially growing vegetables, is also a priority, again with the right tools, tillers, tractors, and riding mowers. Outdoor living also features a variety of sports: hunting and fishing, motorcycling, hiking and camping, and even golf. Self-described conservatives, residents of *Green Acres* remain pessimistic about the near future yet are heavily invested in it.

OUR NEIGHBORHOOD

- Rural enclaves in metropolitan areas, primarily (not exclusively) older homes with acreage; new housing growth in the past 10 years.
- Single-family, owner-occupied housing, with a median value of $197,000.
- An older market, primarily married couples, most with no children.

SOCIOECONOMIC TRAITS

- Education: 60% are college educated.
- Unemployment is low at 6% (Index 70); labor force participation rate is high at 67.4% (Index 108).
- Income is derived not only from wages and salaries but also from self-employment (more than 15% of households), investments (30% of households), and increasingly, from retirement.
- They are cautious consumers with a focus on quality and durability.
- Comfortable with technology, more as a tool than a trend: banking or paying bills online is convenient; but the Internet is not viewed as entertainment.
- Economic outlook is professed as pessimistic, but consumers are comfortable with debt, primarily as home and auto loans, and investments.

TAPESTRY SEGMENTATION
esri.com/tapestry

Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100.
Consumer preferences are estimated from data by GfK MRI.

6A

LifeMode Group: Cozy Country Living

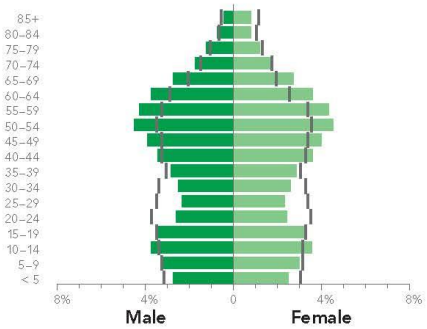
Green Acres

TAPESTRY SEGMENTATION
esri.com/tapestry

AGE BY SEX (Esri data)

Median Age: 43.0 US: 37.6

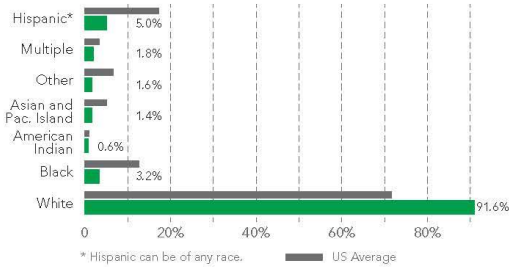
Indicates US



RACE AND ETHNICITY (Esri data)

The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).

Diversity Index: 24.0 US: 62.1



INCOME AND NET WORTH

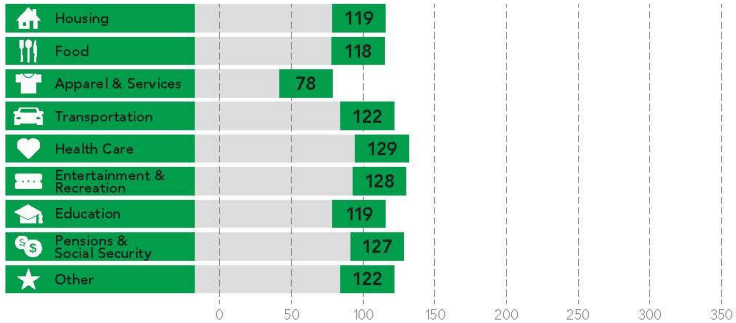
Net worth measures total household assets (homes, vehicles, investments, etc.) less any debts, secured (e.g., mortgages) or unsecured (credit cards). Household income and net worth are estimated by Esri.

Median Household Income

Median Net Worth

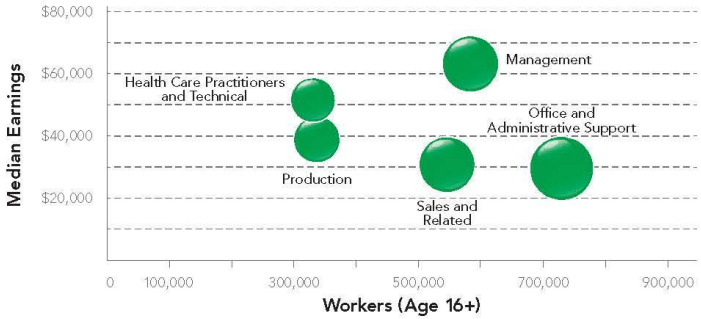
AVERAGE HOUSEHOLD BUDGET INDEX

The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.



OCCUPATION BY EARNINGS

The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.



6A

LifeMode Group: Cozy Country Living

Green Acres

TAPESTRY SEGMENTATION
esri.com/tapestry

MARKET PROFILE (Consumer preferences are estimated from data by GfK MRI)

- Purchasing choices reflect *Green Acres'* residents country life, including a variety of vehicles from trucks and SUVs to ATVs and motorcycles, preferably late model.
- Homeowners favor DIY home improvement projects and gardening.
- Media of choice are provided by satellite service, radio, and television, also with an emphasis on country and home and garden.
- *Green Acres* residents pursue physical fitness vigorously, from working out on home exercise equipment to playing a variety of sports.
- Residents are active in their communities and a variety of social organizations, from fraternal orders to veterans' clubs.

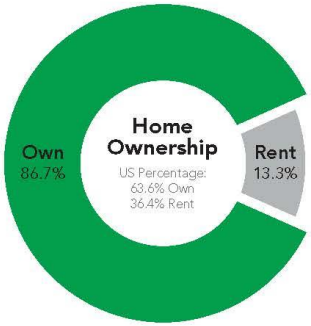
HOUSING

Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.

Typical Housing:
Single Family

Median Value:
$197,000

US Median: $177,000



POPULATION CHARACTERISTICS

Total population, average annual population change since Census 2010, and average density (population per square mile) are displayed for the market relative to the size and change among all Tapestry markets. Data estimated by Esri.

ESRI INDEXES

Esri developed three indexes to display average household wealth, socioeconomic status, and housing affordability for the market relative to US standards.

6A

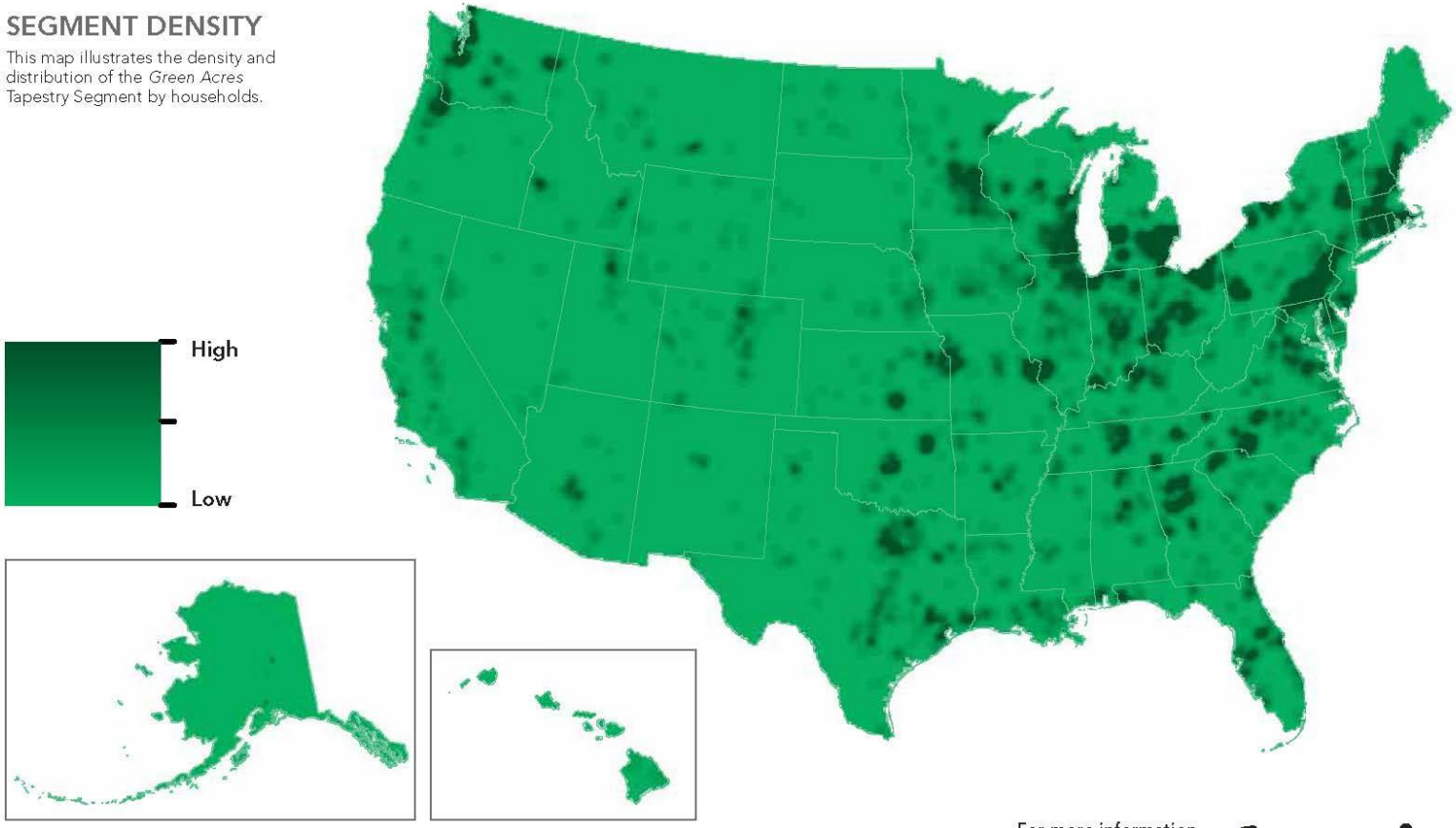
LifeMode Group: Cozy Country Living

Green Acres

TAPESTRY™ SEGMENTATION
esri.com/tapestry

SEGMENT DENSITY

This map illustrates the density and distribution of the *Green Acres* Tapestry Segment by households.



Copyright © 2014 Esri. All rights reserved. Esri, the Esri globe logo, Tapestry, @esri.com, and esri.com are trademarks, service marks, or registered marks of Esri in the United States, the European Community, or certain other jurisdictions. Other companies and products or services mentioned herein may be trademarks, service marks, or registered marks of their respective mark owners.

G62222
ESRIDC7114dl

For more information
1-800-447-9778
info@esri.com
esri.com

esri

AARP Real Possibilities

Public Policy Institute

Inquiry. Analysis. Solutions.

Richfield, WI

Washington County

What is Livability?

Livable communities have diverse features that satisfy the needs of people of all ages, incomes and abilities. Learn more about AARP's Livability Index at **www.aarp.org/livabilityindex**.

Above Average 67 - 100+

85	**OPPORTUNITY** INCLUSION AND POSSIBILITIES
75	**ENVIRONMENT** CLEAN AIR AND WATER

Average 34 - 66

66	**ENGAGEMENT** CIVIC AND SOCIAL INVOLVEMENT
57	**HEALTH** PREVENTION, ACCESS, AND QUALITY
53	**HOUSING** AFFORDABILITY AND ACCESS
50	**NEIGHBORHOOD** ACCESS TO LIFE, WORK, AND PLAY
48	**TRANSPORTATION** SAFE AND CONVENIENT OPTIONS

Below Average 0 - 33

This community does not score below average in any of the seven Livability categories.

Learn how you can make your community more livable and raise your score, visit **www.aarp.org/livabilityindex**.
For policy research and analysis on livable communities, visit **www.aarp.org/livablepolicy**.
For general resources on livable communities, including AARP's Network of Age-Friendly Communities, visit **www.aarp.org/livable**.

53 HOUSING
AFFORDABILITY AND ACCESS

They say home is where the heart is—and the same holds true for the Livability Index. Housing is a central component of livability. Deciding where to live influences many of the topics the Index covers. We spend more time in our homes than anywhere else, so housing costs, choices, and accessibility are critical. Great communities provide housing opportunities for people of all ages, incomes, and abilities, allowing everyone to live in a quality neighborhood regardless of their circumstances.

Attribute **Measure**		Median US Neighborhood	Value
Housing accessibility **Basic passage**	Percentage of housing units with extra-wide doors or hallways, floors with no steps between rooms, and an entry-level bedroom and bathroom: measured at the metro area scale, higher values are better.	2.6%	5.1%
Housing options **Availability of multi-family housing**	Percentage of housing units that are not single-family, detached homes: measured at the neighborhood scale, higher values are better.	18.8%	28.6%
Housing affordability **Housing costs**	Monthly housing costs: measured at the neighborhood scale, lower values are better. Monthly costs are capped at $4,000.	$999	$1,314
Housing affordability **Housing cost burden**	Percentage of income devoted to monthly housing costs: measured at the neighborhood scale, lower values are better.	18.4%	21.8%
Housing affordability **Availability of subsidized housing**	Number of subsidized housing units per 10,000 people in a county: measured at the county scale, higher values are better.	124	70

Policies

Housing accessibility **State and local inclusive design laws**	No Policy	○
Housing affordability **State and local housing trust funds**	No Policy	○
Housing options **State manufactured housing protections**	No Policy	○
Housing affordability **State foreclosure prevention and protection**	Policy in Place	●
Commitment to livability **State and local plans to create age-friendly communities**	No Policy	○

50 NEIGHBORHOOD
ACCESS TO LIFE, WORK, AND PLAY

What makes a neighborhood truly livable? Two important qualities are access and convenience. Compact neighborhoods make it easier for residents to reach the things they need most, from jobs to grocery stores to libraries. Nearby parks and places to buy healthy food help people make smart choices, and diverse, walkable neighborhoods with shops, restaurants, and movie theatres make local life interesting. Additionally, neighborhoods served by good access to more distant destinations via transit or automobile help residents connect to jobs, health care, and services throughout the greater community.

Attribute **Measure**		Median US Neighborhood	Value
Proximity to destinations **Access to grocery stores and farmers' markets**	Number of grocery stores and farmers' markets within a half-mile: measured at the neighborhood scale, higher values are better.	0.0	0.4
Proximity to destinations **Access to parks**	Number of parks within a half-mile: measured at the neighborhood scale, higher values are better.	0.0	0.7
Proximity to destinations **Access to libraries**	Number of libraries located within a half-mile: measured at the neighborhood scale, higher values are better.	0.0	0.1
Proximity to destinations **Access to jobs by transit**	Number of jobs accessible within a 45-minute transit commute: measured at the neighborhood scale, higher values are better.	0	0
Proximity to destinations **Access to jobs by auto**	Number of jobs accessible within a 45-minute automobile commute: measured at the neighborhood scale, higher values are better.	55,312	44,984
Mixed-use neighborhoods **Diversity of destinations**	Mix of jobs within a mile: measured at the neighborhood scale, higher values are better.	0.81	0.58
Compact neighborhoods **Activity density**	Combined number of jobs and people per square mile: measured at the neighborhood scale, higher values are better.	3,567	1,882
Personal safety **Crime rate**	Combined violent and property crimes per 10,000 people: measured at the county scale, lower values are better.	304	174
Neighborhood quality **Vacancy rate**	Percentage of vacant housing units: measured at the neighborhood scale, lower values are better.	8.8%	4.3%

Policies

Mixed-use neighborhoods **State and local TOD programs**	No Policy	
Commitment to livability **State and local plans to create age-friendly communities**	No Policy	

48 TRANSPORTATION
SAFE AND CONVENIENT OPTIONS

How easily and safely we're able to get from one place to another has a major effect on our quality of life. Livable communities provide their residents with transportation options that connect people to social activities, economic opportunities, and medical care, and offer convenient, healthy, accessible, and low-cost alternatives to driving.

Attribute **Measure**		Median US Neighborhood	Value
Convenient transportation options **Frequency of local transit service**	Total number of buses and trains per hour in both directions for all stops within a quarter-mile: measured at the neighborhood scale, higher values are better.	0	0
Convenient transportation options **Walk trips**	Estimated walk trips per household per day: measured at the neighborhood scale, higher values are better.	0.73	0.63
Convenient transportation options **Congestion**	Estimated total hours that the average commuter spends in traffic each year: measured at the metro area scale, lower values are better.	17.4	2.6
Transportation costs **Household transportation costs**	Estimated household transportation costs: measured at the neighborhood scale, lower values are better.	$10,791	$11,760
Safe streets **Speed limits**	Average speed limit (MPH) on streets and highways: measured at the neighborhood scale, lower values are better.	28.0	31.6
Safe streets **Crash rate**	Annual average number of fatal crashes per 100,000 people: measured at the neighborhood scale, lower values are better.	7.6	10.7
Accessible system design **ADA-accessible stations and vehicles**	Percentage of transit stations and vehicles that are ADA-accessible: measured at the metro area scale, higher values are better.	81.7%	86.4%

Policies

Safe streets **State and local Complete Streets policies**	Policy in Place	●
Convenient transportation options **State human services transportation coordination**	Policy in Place	●
Convenient transportation options **State volunteer driver policies**	Policy in Place	●
Commitment to livability **State and local plans to create age-friendly communities**	No Policy	○

75 ENVIRONMENT
CLEAN AIR AND WATER

Good communities maintain a clean environment for their residents. Great communities enact policies to improve and protect the environment for generations to come. The Livability Index looks at air and water quality. It measures communities' actions to create resilience plans to prepare for emergencies and natural disasters, and it awards points to states that have policies promoting energy efficiency and that protect consumers from having their utilities cut off during extreme weather events.

Attribute **Measure**		Median US Neighborhood	Value
Water quality **Drinking water quality**	Percentage of the population getting water from public water systems with at least one health-based violation during the past year: measured at the county scale, lower values are better.	0.50%	0.00%
Air quality **Regional air quality**	Number of days per year when regional air quality is unhealthy for sensitive populations: measured at the county scale, lower values are better.	8.0	0.0
Air quality **Near-roadway pollution**	Percentage of the population living within 200 meters of a high-traffic road where more than 25,000 vehicles pass per day: measured at the neighborhood scale, lower values are better.	0.00%	1.49%
Air quality **Local industrial pollution**	Toxicity of airborne chemicals released from nearby industrial facilities: measured at the neighborhood scale from 0 to 311,000, lower values are better.	0.00	8.67

Policies

Resilience **State utility disconnection policies**	No Policy	
Resilience **Local multi-hazard mitigation plans**	No Policy	
Energy efficiency **State energy efficiency scorecard**	No Policy	
Commitment to livability **State and local plans to create age-friendly communities**	No Policy	

57 HEALTH

PREVENTION, ACCESS, AND QUALITY

Community conditions influence health behaviors. Healthy communities have comprehensive smoke-free air laws, offer easy access to exercise opportunities, and have high-quality health care available. Because health is so deeply related to quality of life, many other categories of livability in this Index include metrics related to health. For example, access to healthy foods, jobs and education, number of walk trips, lower speed limits, social engagement measures, and air and water pollution are all related to health. Where you live matters.

Attribute **Measure**		Median US Neighborhood	Value
Healthy behaviors **Smoking prevalence**	Estimated smoking rate: measured at the county scale, lower values are better.	20.3%	19.3%
Healthy behaviors **Obesity prevalence**	Estimated obesity rate: measured at the county scale, lower values are better.	27.8%	28.1%
Healthy behaviors **Access to exercise opportunities**	Percentage of people who live within a half-mile of parks and within 1 mile of recreational facilities (3 miles for rural areas): measured at the county scale, higher values are better.	83.2%	79.8%
Access to health care **Health care professional shortage areas**	Severity of clinician shortage: measured at the health professional shortage area scale from 0 to 25, lower values are better. Read more about Health.	0	0
Quality of health care **Preventable hospitalization rate**	Number of hospital admissions for conditions that could be effectively treated through outpatient care per 1,000 patients: measured at the hospital service area scale, lower values are better.	62.1	52.3
Quality of health care **Patient satisfaction**	Percentage of patients who give area hospitals a rating of 9 or 10, with 10 indicating the highest level of satisfaction: measured at the hospital service area scale, higher values are better.	67.3%	70.2%

Policies

Healthy behaviors **State smoke-free laws**	Policy in Place	●
Commitment to livability **State and local plans to create age-friendly communities**	No Policy	○

66 ENGAGEMENT
CIVIC AND SOCIAL INVOLVEMENT

A livable community fosters interaction among residents. From social engagement to civic action to Internet access, residents' individual opportunities to connect and feel welcomed help lessen social isolation and strengthen the greater community. The Index explores and examines the different ways in which residents engage with and support their communities, and how they impact livability as a whole.

Attribute **Measure**		Median US Neighborhood	Value
Internet access **Broadband cost and speed**	Percentage of residents who have access to three or more wireline Internet service providers, and two or more providers that offer maximum download speeds of 50 megabits per second: measured at the neighborhood scale, higher values are better.	0.0%	2.4%
Civic engagement **Opportunity for civic involvement**	Number of civic, social, religious, political, and business organizations per 10,000 people: measured at the county scale, higher values are better.	7.3	7.3
Civic engagement **Voting rate**	Percentage of people ages 18 years or older who voted in the last presidential election: measured at the county scale, higher values are better. Voting rates are bounded at 30% and 85%.	55.6%	79.3%
Social engagement **Social involvement index**	Extent to which residents eat dinner with household members, see or hear from friends and family, talk with neighbors, and do favors for neighbors: measured at the metro area scale from 0 to 2, higher values are better.	0.98	1.03
Social engagement **Cultural, arts, and entertainment institutions**	Number of performing arts companies, museums, concert venues, sports stadiums, and movie theaters per 10,000 people: measured at the county scale, higher values are better.	0.6	0.6

Policies

Internet Access **State barriers to community broadband**	No Policy	○
Civic engagement **Early, absentee, or mail-in state voting laws**	Policy in Place	●
Equal rights **Local human rights commissions**	No Policy	○
Equal rights **Local LGBT anti-discrimination laws**	No Policy	○
Commitment to livability **State and local plans to create age-friendly communities**	No Policy	○

85 OPPORTUNITY

INCLUSION AND POSSIBILITIES

America was built on opportunity—and our nation's many thriving communities are no different. The degree to which a community embraces diversity and offers opportunities to residents of all ages and backgrounds is important to overall livability. Backed by a strong regional economy and fiscally healthy local governments, welcoming communities provide residents an equal chance to earn a living wage and improve their well-being, from jobs to education.

Attribute **Measure**		Median US Neighborhood	Value
Equal opportunity **Income inequality**	Gini coefficient (the gap between rich and poor): measured at the county scale from 0 to 1, lower values are better.	0.46	0.39
Economic opportunity **Jobs per worker**	Number of jobs per person in the workforce: measured at the metro area scale, higher values are better. Jobs are capped at 1.0 job per person.	0.75	0.87
Education **High school graduation rate**	Adjusted 4-year high school cohort graduation rate: measured at the school district scale, higher values are better.	81.3%	93.0%
Multi-generational communities **Age diversity**	Age-group diversity of local population compared to the national population: measured at the neighborhood scale from 0 to 1, higher values are better.	0.87	0.89

Policies

Local fiscal health **Local government creditworthiness**	No Policy	○
Economic opportunity **State minimum wage increase**	No Policy	○
Equal opportunity **State expansion of the Family and Medical Leave Act**	Policy in Place	●
Commitment to livability **State and local plans to create age-friendly communities**	No Policy	○

Appendix III: Funding Sources

Village of Richfield
List of Potential Grants
Updated: 3/31/2016
Color Code: For Non-Profit Applicants

Due	Program	Uses	About	Funding Information	Match	Eligible Applicant	Notes
PLANNING, PUBLIC WORKS, & STREETS							
Due: Potential for Fall Competition; Check after July 1	**Community Development Investment Grants** WEDC http://inwisconsin.com/inside-wedc/transparency/programs/community-development-investment/	• Shovel-ready site development; • Branding and marketing; • Streetscaping	The Community Development Investment Grant program will support local initiatives and incentivize economic development for communities. A downtown emphasis is anticipated to provide a number of benefits	• Total Funding: $4,500,000; • Award max: $500,000 depending on the type of project being funded. • $50,000 for planning, feasibility and branding	75%	• Counties, • Cities, • Villages and towns	Assist 20 to 35 projects, leverage over $20 million in local public and private investments, and result in tax base increases of over $12 million.:
Due: **May 1, 2016**	**Knowles-Nelson Stewardship Local Assistance grant program** http://dnr.wi.gov/topic/stewardship/grants/applyLUG.html	• Land Purchases • Development and renovation projects for the purpose of nature-based outdoor recreation • Trails • Development and renovation of support facilities	Knowles-Nelson Stewardship Local Assistance grant programs: • Aids for the Acquisition and Development of Local Parks (ADLP) • Urban Green Space (UGS) grants • Urban Rivers (UR) grants • Acquisition of Development Rights (ADR)	$6M/year 50%- Acquisition & Development 20% Urban Rivers 20% Urban Green Space 10% Acquisition of Development Rights	City match not to exceed 50% of project cost	Local governments and tribal governments Nonprofit conservation organizations School districts Lake sanitary districts and public inland lake protections	See individual program guides for detailed information (match, funding) on each program • Urban Rivers included Waterfront section
The application process for 2017 funding will re-open in Spr 2016	**CDBG/HOME** Dane County https://cdbg.countyofdane.com/programs/cdbg/funding_opportunities	HOUSING Homeownership assistance ; Rehabilitation of buildings that are owner-occupied housing, including (but not limited to) acquisition and rehabilitation for residential purposes; energy improvements; water efficiency improvements; and handicapped accessibility improvements.; Activities that support new housing construction such as acquisition, clearance, site improvements, and street improvements.; Rental Housing; Tenant-Based Rental Assistance OTHER REAL PROPERTY ACTITIVIES Acquisition; disposition, clearance, rehabilitation of publicly- or privately-owned commercial or industrial buildings; code enforcement; historic preservation; and renovation of closed buildings.	The Community Development Block Grant (CDBG) Entitlement Program provides annual grants on a formula basis to entitled cities and counties to develop viable urban communities by providing decent housing and a suitable living environment, and by expanding economic opportunities, principally for low- and moderate-income persons. The funds that Dane County receives from HUD are distributed across the County (outside of Madison) and available to a variety of sub-recipients including municipalities, non-profit, and for-profit entities.		Not specified	Municipalities Non-profit For-profit	There are also CDBG applications requested for Economic Assistance, Public Sercices, New Rental Construction, and Rental Rehabilitiation. This synopsis focuses on public facilities as it is most relevant • All facilities that are either publicly owned or that are traditionally provided by the government, or owned by a
To be posted in 2016	**Surface Transportation Program (STP)** WisDOT http://wisconsindot.gov/Pages/doing-bus/local-gov/astnce-pgms/highway/default.aspx	The roadway must be functionally classified as a Collector or higher, and be federal-aid-eligible to be eligible for funding. See "About" cell for additional requirements. Activities include: • Resurfacing, • Pavement Replacement, • Reconditioning, • Reconstruction, • Resurfacing w/Structure, • Pavement Replacement w/ Structure, • Reconditioning w/ Structure, • Reconstruction w/ Structure, • Combination	• Allocates federal funds to complete a variety of improvements to federal-aid-eligible roads and streets in urban areas. • The roadway must be located within the urban area boundary. Because urbanized areas receive a fixed allocation, they may choose to extend a project outside the urbanized area boundary to the planning area boundary. • Local improvement projects on connecting highways are not eligible for STP-Urban funds		20%-50%		.
Due: January 29th (closed) Next round due in 2017	**Transportation Alternatives Program (TAP)** WisDOT http://wisconsindot.gov/Pages/doing-bus/local-gov/astnce-pgms/aid/tap.aspx	• Construction, planning, and design of on-road and off-road trail facilities for pedestrians, bicyclists, and other non-motorized forms of transportation • Construction, planning, and design of infrastructure-related projects and systems that will provide safe routes for non-drivers • Conversion and use of abandoned railroad corridors for trails for pedestrians, bicyclists, or other non-motorized transportation users. • Construction of turnouts, overlooks, and viewing areas. • Community improvement activities	TAP incorporates the following three WisDOT multi-modal transportation improvement programs: • Safe Routes to School (SRTS); • Transportation Enhancements (TE); • The Bicycle & Pedestrian Facilities Program (BPFP).	Total: $7,049,300 Infrastructure projects: Minimum $300,000 Non-infrastructure projects: Minimum $50,000	20%	• Local governments; • Regional transportation authorities; • Transit agencies; • Natural resource or public land agencies; • School districts, • Local education agencies, or schools; • Tribal governments; • Any other local or regional governmental entity with responsibility for oversight of	Consultants who develop a TAP application are generally not able to compete for design work if that sponsor is ultimately awarded for the same TAP project
Rolling/ First Come first serve; Funds appropriated July 1	**Transportation Economic Assistance (TEA)** WisDOT http://www.dot.state.wi.us/localgov/aid/tea.htm	• Road, • Rail, • Harbor and airport • Projects that help attract employers to Wisconsin, or encourage business and industry to remain and expand in the state.	Grants of up to $1 million are available for transportation improvements that are essential for an economic development project. It must begin within three years, have the local government's endorsement, and benefit the public. The program is designed to implement an improvement more quickly than normal state programming processes allow. The 50% local match can come from any combination of local, federal, or private funds or in-kind services.	Grants up to $1,000,000 2015-2017 funding: $6,805,200 – State segregated funds $6,805,200 – Local matching funds	50%	• Governing bodies, • Private businesses, • Consortiums	

TRAILS & RECREATION							
Due: **April 13th 2015** Announced: May 2015	**Paddle Nation Project Grants** Outdoor Nation http://www.cybergrants.com/pls/cybergrants/quiz.display_question?x_gm_id=4494&x_quiz_id=5170&x_order_by=1	• Projects should be innovative and creative. • Projects should utilize social media channels as a way to reach additional audiences and engage with participants. Special consideration will be given to projects that involve or engage: • A National Water Trail • A Wild and Scenic River • Family or multi-generational populations • Urban or underserved communities	Designed to give organizations the resources and funding needed to bring their innovation ideas to life. This funding opportunity supports pioneering projects and initiatives that result in increased paddling participation. Projects should reinforce the idea that recreational paddling is one of the most accessible and impactful ways in which young Americans are introduced to the outdoors.	Award: $2,500 or less	Encouraged	• 501 (c) 3 • Colleges/Universities	Projects must begin in Spring/Summer 2015 and must be completed by December 1, 2015. An interim progress report will also be requested by July 15, 2015.
Due: **Spr 2016** Awards Announced: June 1 2016	**The North Face Explore Fund** http://www.explorefund.org/application.php	Provides opportunities to discover the outdoors in powerful ways, including: • Outing programs that offer adventures for youth of diverse backgrounds, • Using outdoor activities in overcoming health challenges •Developing confidence, self-esteem and teamwork through outdoor journeys • Learning new outdoor activities.	• Uses outdoor exploration as the catalyst for positive personal or societal change, such as increasing personal resilience, improving opportunities for life success and future engagement in conservation activities. • Encourages participants to try new outdoor activities that are core to The North Face and our passion for outdoor exploration and adventure, including camping, hiking, rock climbing, mountaineering, skiing, snowboarding, yoga, running and mountain biking.		N/A	• 501(c)3 non-profit organizations • OR in a formal relationship with a qualified fiscal sponsor	Highly Competitive
May 1st Annually	**Recreational Trails Aid (RTA)** WIDNR http://dnr.wi.gov/Aid/RTA.html	• Maintenance or restoration of existing trails • Development or rehabilitation of trailside/trailhead facilities and trail linkages • Construction of new trails • Property acquisition for trails	Municipal governments and incorporated organizations are eligible to receive reimbursement for development and maintenance of recreational trails and trail-related facilities for both motorized and non-motorized recreational trail uses. Eligible sponsors may be reimbursed for up to 50 percent of the total project costs. This program may be used in conjunction with the state snowmobile or ATV programs and Stewardship development projects	$45,000 ($200,000 every third calendar year);	50%	• Municipal governments • Incorporated organizations whose primary purpose is trails or trail usage	
Due: March 1st Announced: April 22	**The KEEN Effect** KEEN http://www.keenfootwear.com/keen-effect.aspx	• Projects must increase responsible outdoor participation as a way to work towards building a strong community. • Projects should be innovative and creative. • Projects should have clear goals and measurable objectives. • Projects that introduce new audiences to the outdoors through responsible outdoor participation will receive special consideration. • Project leads must be willing to interact with KEEN online and should leverage social media technology as appropriate.	At KEEN, we're committed to inspiring responsible outdoor participation to help preserve the places we all play. The KEEN Effect is a way for us to support organizations who are dedicated to just that!	$10,000		• Nonprofits	
Rolling	**The Outdoor Foundation Community Investment Fund** Outdoor Foundation http://www.cybergrants.com/pls/cybergrants/quiz.display_question?x_gm_id=4494&x_quiz_id=5378&x_order_by=1	Foundation partners with brands and businesses to support the most effective programs that inspire and activate a new generation of outdoor enthusiasts.	National not-for-profit organization dedicated to inspiring and growing future generations of outdoor leaders and enthusiasts. Through its community grant-making programs, the Foundation partners with brands and businesses to support the most effective programs that inspire and activate a new generation of outdoor enthusiasts. The Foundation also works with local outdoor retailers – ensuring community support and project sustainability.	Awards up to $1,000		• Nonprofits • College programs	
February 26,2016	**Capital Grant Program** http://www.co.dane.wi.us/commissions/environmentalcouncil/capitalGrant.aspx	Competitively awards to support not-for-profit conservation organizations' capital projects that improve, protect and enhance land and water resources in Dane County.	The Council awards grants every year to a broad and diverse field of Dane County nonprofit community organizations, school districts, and municipalities for environmental initiatives. Grants ranging from $250 to $2,500 are available for conservation projects that enhance Dane County's natural resources and benefit Dane County residents.	Local Grant $2500 per project	1:1 match; in-kind eligible	Dane County School Districts, municipalities, and non-profits	

WATERFRONT IMPROVEMENTS & RIVER PROTECTION							
Summer 2015 (new date not announced)	**Embrace a Stream (EAS)** Trout Unlimited (TU) http://www.tu.org/conservation/watershed-restoration-home-rivers-initiative/embrace-a-stream?_ga=1.265593935.1902427473.1427134933	Matching funds to help: • Restore stream habitat, • Improve fish passage, • Protect water quality	Matching grant program administered by TU that awards funds to TU chapters and councils for coldwater fisheries conservation. Since its inception in 1975, EAS has funded more than 1,000 individual projects for a total of $4.4 million in direct cash grants. Local TU chapters and councils contributed an additional $13 million in cash and in-kind services to EAS funded projects, for a total investment of more than $17 million.	Average Award: $5,092		• Local TU chapters and councils • • Southern Wisconsin 061	
February 3, 2016 (annually)	**Five Star & Urban Waters Restoration Program 2015** EPA, NFWF http://www.nfwf.org/fivestar/Pages/2015RFP.aspx#.VKw2l5vF_6M	• On-the-ground Restoration and Planning • Environmental Outreach, • Education & Training • Sustainability	Seeks to develop community capacity to sustain local natural resources for future generations by providing modest financial assistance to diverse local partnerships for wetland, riparian, forest and coastal habitat restoration, urban wildlife conservation, stormwater management as well as outreach, education and stewardship. Projects should focus on water quality, watersheds and the habitats they support.	• Award #: 40-50 grants • Award Ceiling/Avg/Floor: $50k/$30k/$20k • Total Funding: $2.1M	Yes; 1:1	Eligible applicants include: • Non-profit 501(c) organizations, • State government agencies, • Local governments, • Municipal governments, • Indian tribes	
February 26,2016	**Capital Grant Program** http://www.co.dane.wi.us/commissions/environmentalcouncil/capitalGrant.aspx	Competitively awards to support not-for-profit conservation organizations' capital projects that improve, protect and enhance land and water resources in Dane County.	The Council awards grants every year to a broad and diverse field of Dane County nonprofit community organizations, school districts, and municipalities for environmental initiatives. Grants ranging from $250 to $2,500 are available for conservation projects that enhance Dane County's natural resources and benefit Dane County residents.	Local Grant $2500 per project	1:1 match; in-kind eligible	Dane County School Districts, municipalities, and non-profits	
March 16, 2016	**Municipal Flood Control Grant Program** WI DNR http://dnr.wi.gov/Aid/MuniFloodControl.html	Assistance is provided with items such as: • acquisition of property, • vacant land, • structure removal, • flood proofing, • administrative support and others.	Recognizing that we have a responsibility to protect life, health, and property from flood damages, the Wisconsin Department of Natural Resources, Bureau of Community Financial Assistance and Bureau of Watershed Management, offers this grant assistance package to all cities, villages, towns, tribal governments ,and metropolitan sewerage districts concerned with municipal flood control management.		30% of eligible project costs	• Cities • Villages • Towns • Tribes • Metropolitan sewerage districts	
May 1, 2016 (annual) 2015 funding pending budget approval	**Urban Rivers Program Stewardship Grants** WI DNR http://dnr.wi.gov/topic/Stewardship/Grants/UrbanRivers.html	• Acquires land or land rights that preserve or restore natural values, including aesthetic values and enhance environmental quality along urban waterways. • Provides new or expanded diverse recreational opportunities to all segments of urban populations. • Provides new or expanded access to urban waterways. • Acquires blighted lands that will be restored to complement riverfront redevelopment activities. • Encourages comprehensive riverway planning within and between municipalities and agencies. • Provides opportunities for increasing tourism. •	• To provide for economic revitalization through the restoration or preservation of urban rivers or riverfronts including nature-based outdoor recreation opportunities; • To improve outdoor recreational opportunities by increasing access to urban rivers for a variety of public uses, including but not limited to, fishing, wildlife observation, enjoyment of scenic beauty, canoeing, boating, hiking and bicycling; • To preserve or restore significant historical, cultural or natural areas along urban rivers; and • To serve public recreation or resource conservation purposes through	Award Max: $320,000	50%	• Local governments • Tribes, • NCO's	Other uses: • Acquires lands that through proper management will improve or protect water quality. • Provides shoreline enhancement associated with river corridor restoration after dam removal.
R&D Due: July 1 2016 *awarded July 1 in even numbered year	**Aquatic Invasive Species (AIS) Prevention and Control Grants** WI DNR http://dnr.wi.gov/Aid/documents/SurfaceWater/AISGrantOverview.pdf	SUBCATEGORIES Education, Prevention and Planning Projects (including Clean Boats Clean Waters) • Early Detection and Response Projects • Established Population Control Projects • Maintenance and Containment Projects • Research and Demonstration Projects	These grants share the costs of aquatic invasive species education programs that teach about the threats posed by invasive species and how to prevent and control them. These grants also help with projects that prevent new introductions, control existing populations, and restore habitat.	• Education: $150k max • Detection: $20k max • Pop Control: $200k max • Maintenance: Up to DNR • R&D: $500k max	• Education: 25% • Detection: 25% • Pop Control: 25% • Maintenance: Up to DNR • R&D:25%		
BROWNFIELDS							
Contact CAM	**Brownfield Redevelopment Financial Assistance** WEDC http://finwisconsin.com/inside-wedc/transparency/programs/brownfield/	• The environmental investigation, remediation or monitoring of the site • The removal of hazardous waste containers • Soil removal, capping, barrier installation and vapor intrusion systems • Demolition activities that will facilitate redevelopment in a brownfield project	The Brownfield program administered by WEDC provides grant funds to assist local governments, businesses and individuals with assessing and remediating the environmental contamination of an abandoned, idle or underused industrial or commercial facility. Redevelopment of blighted contaminated sties can help promote efficient land use and boost property values	Contact CAM		• City, • Village, • Town, • County, • Individual, • Tribal entity, or business	

ART & PUBLIC SPACE							
Due: April 16, 2016 Projects Begin: January 1,2016	Challenge America NEA http://arts.gov/grants-organizations/challenge-america/grant-program-description	This category encourages and supports the following two objectives: • Engagement: Engaging the public with diverse and excellent art. • Livability: The strengthening of communities through the arts.	The Challenge America category offers support for projects that extend the reach of the arts to underserved populations – those whose opportunities to experience the arts are limited by geography, ethnicity, economics, or disability. Age alone (e.g., youth, seniors) does not qualify a group as underserved; at least one of the underserved characteristics noted above also must be present. Grants are available for professional arts programming and for projects that emphasize the potential of the arts in community development.	Award Max: $10,000	1:1	• Primarily to small and mid-sized organizations	
Fall 2016	Our Town NEA http://arts.gov/grants-organizations/our-town/introduction	Our Town offers support for projects in two areas: • Arts Engagement, Cultural Planning, and Design Projects that represent the distinct character and quality of their communities • Projects that Build Knowledge About Creative Placemaking	Through Our Town, subject to the availability of funding, the National Endowment for the Arts will provide a limited number of grants for creative placemaking projects that contribute towards the livability of communities and help transform them into lively, beautiful, and resilient places with the arts at their core.	Arts Engagement: • Matching grants Awards: $25k-$200k • Creative Placemaking Awards: $25k-$100k	1:1	Our Town prioritizes partnerships between: • Arts organizations • Governments, • Private, and nonprofit organizations	Competitive
TOURISM							
Must be submitted at least 90 days prior to use; *Reviewed four times a year, in August 1, November 1, February 1 and April 1	Joint Effort Marketing Grant Program WI-Tourism http://industry.travelwisconsin.com/grants/joint-effort-marketing-jem-grant-program	• E-mail marketing, • Print and broadcast ads, • Direct mail, • Publicity, • Billboards	The Joint Effort Marketing (JEM) Grant Program offers cash and guidance to make a promotion or event come to fruition. The grant reimburses Wisconsin non-profit organizations for qualified advertising costs. There are five categories of JEM grants and the application for each one is written differently. See notes cell for additional details.	Max Award: $39,550 in marketing reimbursement.	25%		You apply according to the type of event: Destination marketing, New event, Sales promotion, Existing event, and One-time, one-of-a-kind Applications must also be submitted at least 90 days prior to the first day of advertising