

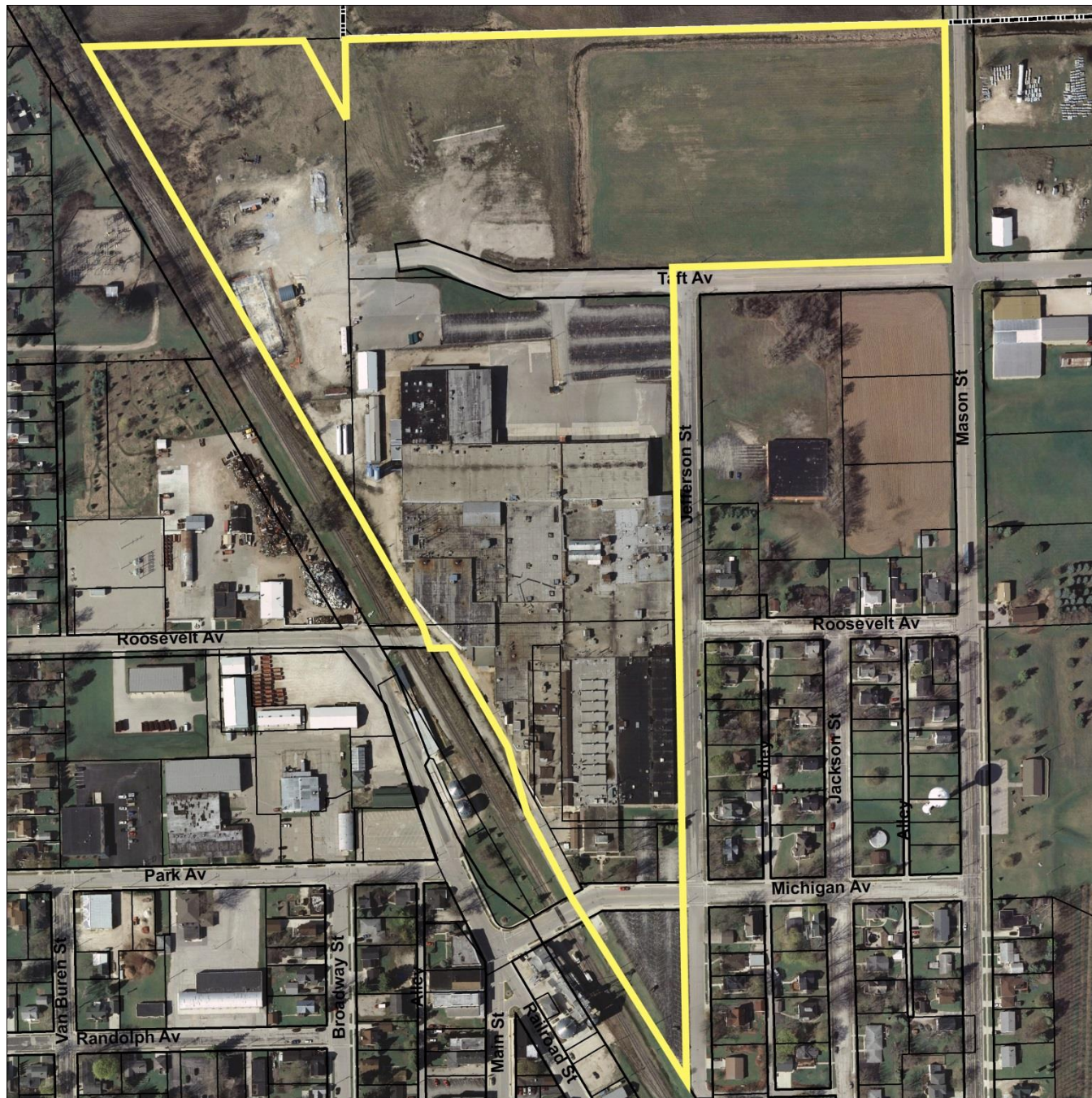
# Former Tecumseh Site New Holstein, WI



# Sense of Scale

## Former Tecumseh Site

- 37.5-acre site
- 440,000 sq. ft. plant



0 100 200 400 600 Feet



# Site Features

- **40 Acres centrally located in the community**
- **Hwys 57/32 – easy access to NE Wisconsin**
- **Edge of Historic District**
- **Near residential areas and small businesses**
- **Site is large enough for mixed-use**



## HISTORIC DOWNTOWN PROPERTIES

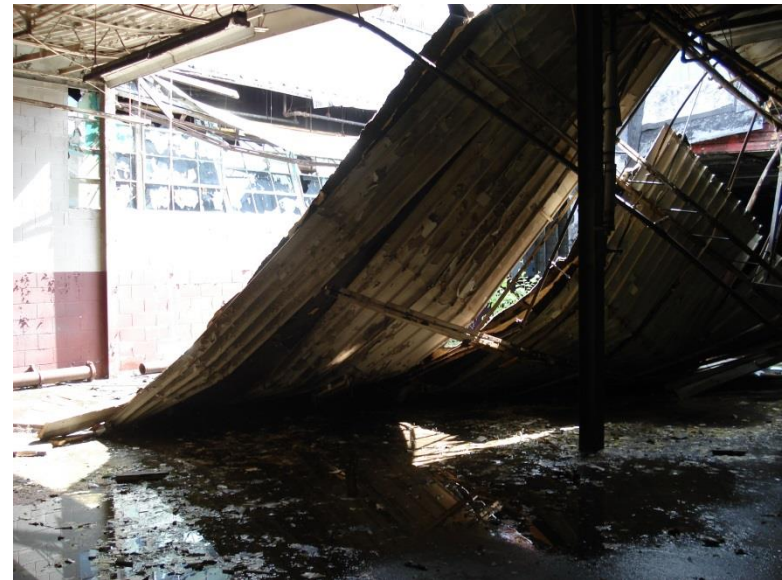
1. Calumet Feeds & Supply Inc. • 2. Pioneer Museum  
3. Premier Financial • 4. Market Square Tavern  
5. Apartments • 6. The Timm House • 7. Julia's Furniture

# Status of Site

## Environmental Investigation

- **Significant investigation - multiple years.**
- **Cleanup will involve abatement/demolition of buildings and infrastructure, and management of residual subsurface impacts.**
- **Groundwater remediation by natural attenuation.**
- **Contamination includes petroleum and chemicals associated with engine manufacturing.**
- **Redevelopment will play a role in cleanup**

# Status of Site



# Placemaking

**Placemaking** is a people-centered approach to the planning, design, and management of public spaces.

Successful places have four key qualities:

- **They are accessible;**
- **People are engaged in activities there;**
- **The space is comfortable and has a good image; and**
- **It is a sociable place – one where people meet each other and take people when they come to visit.**

# The Workshop Process

**Workshop I**  
**August 5, 2014**

**Workshop II**  
**September 11, 2014**

**Workshop III**  
**October 14, 2014**



# Workshop Outcomes

- **Gather community input**
- **Recognize scale of opportunity**
- **Establish framework for redevelopment**
- **(Re)create an identity for the Tecumseh site**
- **Identify planning/regulation tasks for the City**
- **Maximize use of property**
- **Address potential land use conflicts**



# Place Statement

## New Holstein

**A community proud of its German heritage that leverages its regional agricultural resources and emerging business clusters to become a Craft Beer Industry destination.**

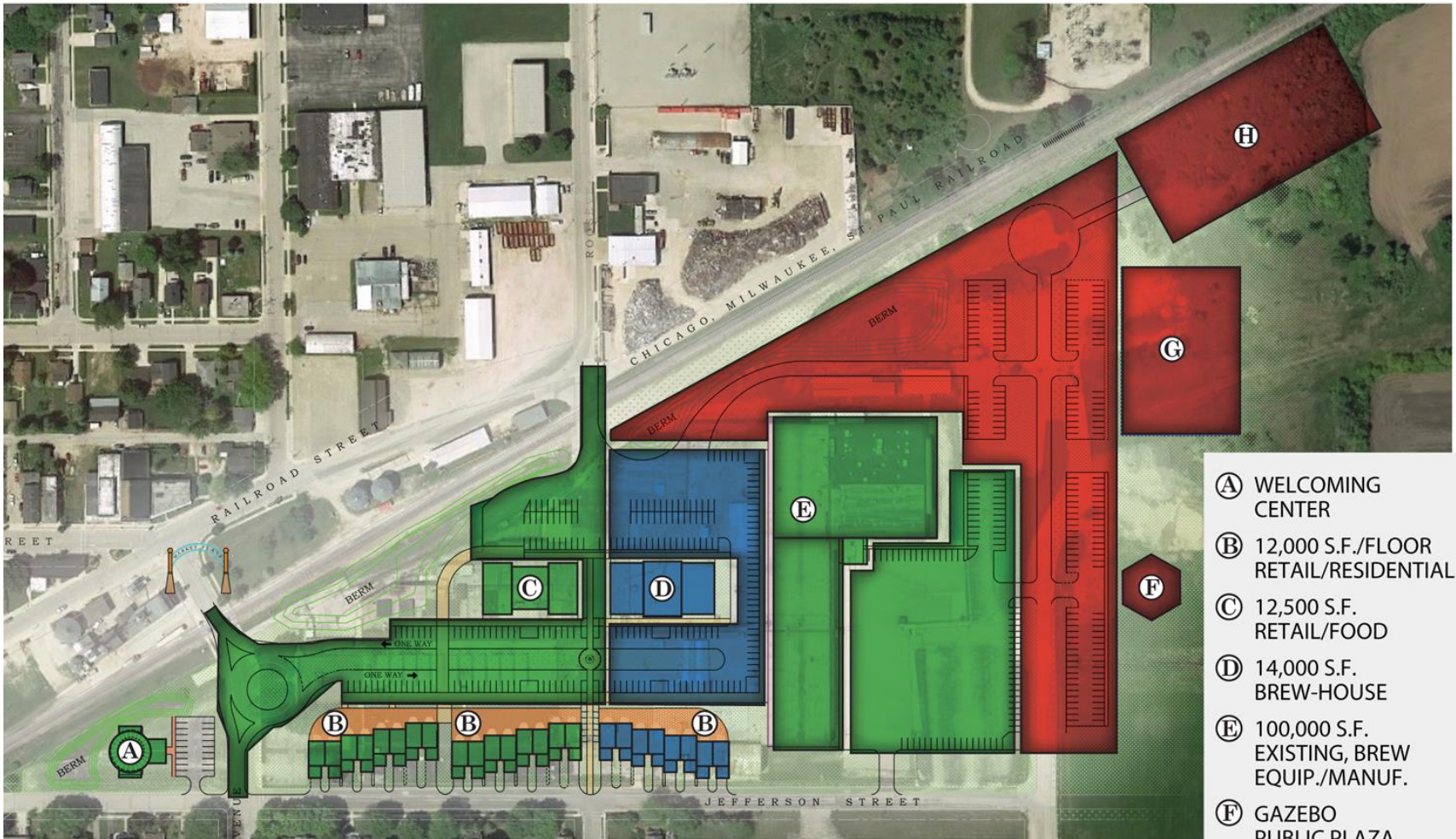


# Opportunities

- **Community Pride/Cultural Heritage**
- **Vision was community-driven**
- **Leveraging existing natural resources and industry**
- **Craft brewing - emerging industry cluster**
- **Mixed-use can be in phases**
- **Brand strengthens identity and grows economy**

# TECUMSEH SITE REDEVELOPMENT PLAN

## Redevelopment Phases



**Phase 1: Green**

**Phase 2: Blue**

**Phase 2: Red**

- Ⓐ WELCOMING CENTER
- Ⓑ 12,000 S.F./FLOOR RETAIL/RESIDENTIAL
- Ⓒ 12,500 S.F. RETAIL/FOOD
- Ⓓ 14,000 S.F. BREW-HOUSE
- Ⓔ 100,000 S.F. EXISTING, BREW EQUIP./MANUF.
- Ⓕ GAZEBO PUBLIC PLAZA GREEN SPACE
- Ⓖ FUTURE 57,000 S.F. BREWING SUPPLIES
- Ⓗ FUTURE 80,000 S.F. BREWING EQUIPMENT CAR SIDING

# Why is this plan feasible?

## **Leveraging existing natural resources and community assets**

Agriculture business cluster (malt, grain, etc)

Historic Downtown – German Heritage

Abundant Farm Land

## **Emerging Industries**

Craft Beer industry is growing

Industry clusters are here already

## **Community Development plays major role**

Creating quality-of-life attributes while focusing on niche markets are essential for every community in today's Global Economy!



# Challenges

- **Significant cost for demolition and remediation**
- **Ownership/Title**
- **County/City Taxes**
- **Environmental closure**
- **Existing structures are not re-usable**

# Financial Overview

## Committed Investment:

- City will create TIF district

## Financial Assistance Needed:

- Demolition/Subgrade structure removal
- Remediation (beyond industrial use standards)
- Grading & Infrastructure

# Marketplatz Info

- More info can be found on the Facebook Page at:  
<https://www.facebook.com/TecumsehNewHolstein> or  
[www.stadtmuellerandassociates.com](http://www.stadtmuellerandassociates.com)



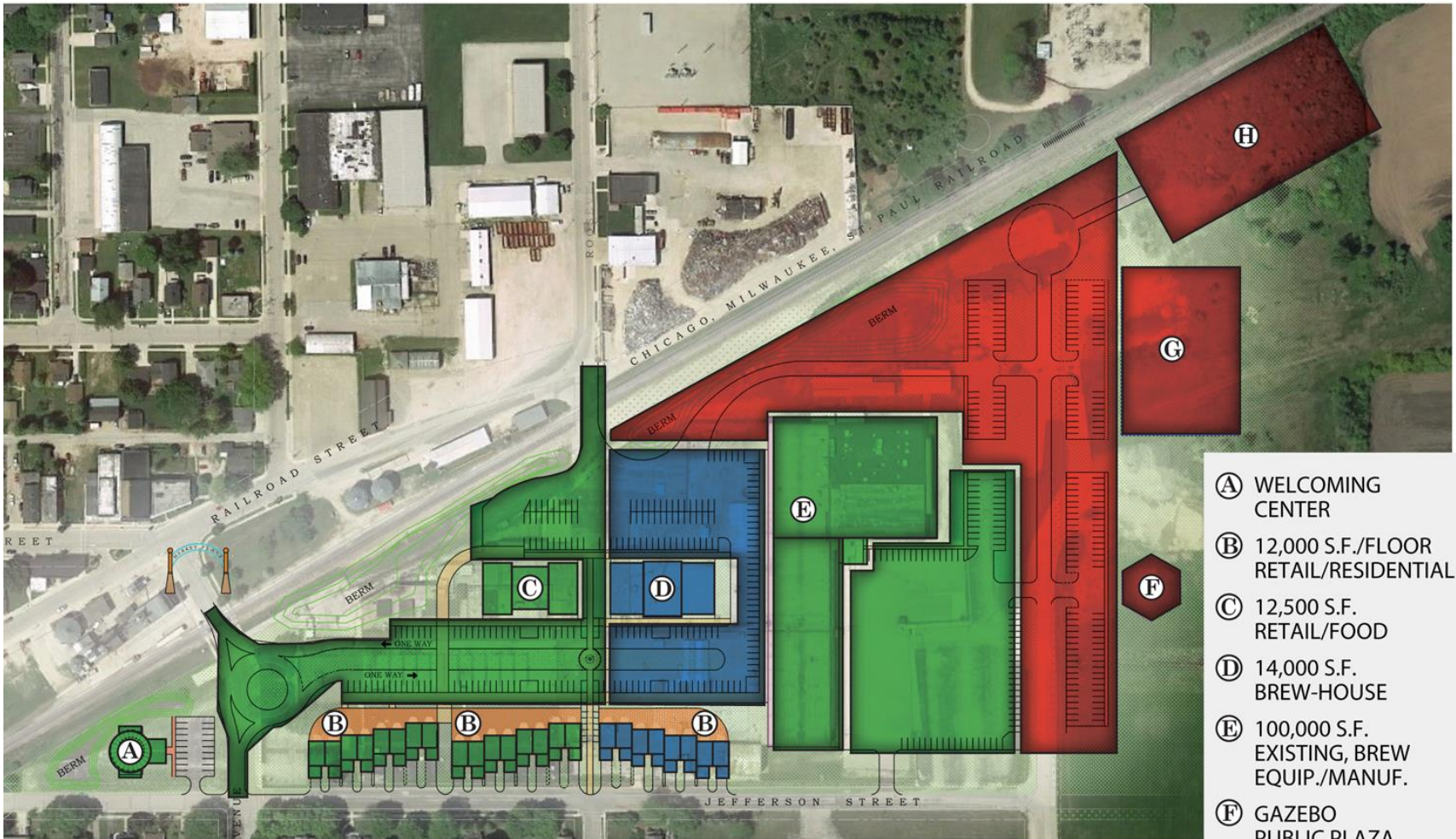
# THANK YOU





# TECUMSEH SITE REDEVELOPMENT PLAN

## Redevelopment Phases



Phase 1: **Green**

Phase 2: **Blue**

Phase 2: **Red**

- (A) WELCOMING CENTER
- (B) 12,000 S.F./FLOOR RETAIL/RESIDENTIAL
- (C) 12,500 S.F. RETAIL/FOOD
- (D) 14,000 S.F. BREW-HOUSE
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