



Village Hall, 262-567-2757  
Fax, 262-567-4115  
Highway Dept., 262-567-2422  
Police Dept., 262-567-1134  
Building Inspector, 262-490-4141  
[www.summitvillage.org](http://www.summitvillage.org)

Summit Village Hall • 37100 Delafield Road • Summit, WI 53066

## AGENDA

### **Joint Village Board and Plan Commission Meeting** **Thursday, November 20, 2025 4:00 p.m.** At the Summit Village Hall, 37100 Delafield Road

1. CALL TO ORDER
2. ROLL CALL AND CONFIRM POSTING
3. PUBLIC COMMENT  
\*limited to two (2) minutes total per person
4. PRESENTATION – Memorandum of Understanding Deliverables: Project Team, Market Analysis & Conceptual Master Plan for Pabst Farms Development by Cobalt Partners & Pabst Farms
5. Review and Feedback on Presentation
6. **ADJOURN JOINT VILLAGE BOARD AND PLAN COMMISSION MEETING**

Respectfully submitted,

Debra J. Michael, WCMC  
Administrator-Clerk/Treasurer

**Posted: November 19, 2025**

\*\*\*\* Please note that, upon reasonable notice, efforts will be made to accommodate the needs of disabled individuals through appropriate aids and services. For additional information or to request this service contact the Village Hall at 567-2757.

It is possible that members of and possible a quorum of members of other governmental bodies of the municipality may be in attendance at the above-stated meeting to gather information; no action will be taken by any other governmental body except by the Village Board and/or Plan Commission noticed above.



3. **Proposed Project Team - Due November 14, 2025**

- a) The Developer shall assemble a Project team of individuals or companies, or both, with knowledge of and experience in commercial, retail and residential development in Southeast Wisconsin (“Proposed Project Team”). The Proposed Project Team shall be familiar with the Municipalities’ market area.
- b) On or before thirty (30) days after the Effective Date, the Developer shall provide the Municipalities with written confirmation of the Proposed Project Team members and, if requested by the Municipalities, provide background or biographical information for each member of the Proposed Project Team.

**Submit background and biographical information for each team member, including examples, photos/samples of completed projects.**

4. **Market Analysis and Proposed Project Positioning - Due December 14, 2025**

- a) The Developer shall, with the assistance of the Proposed Project Team, prepare a market analysis for the proposed development and a competitive positioning summary (collectively, “Market Analysis”) which identifies, in the opinion of the Proposed Project Team, the highest and best use and development for the Proposed Project Area in the context of market feasibility and in a manner consistent with the Municipalities’ land use planning and zoning or appropriate modifications thereto.
- b) On or before sixty (60) days after the Effective Date, the Developer shall provide the Municipalities with the Market Analysis.

**Submit explanation of methodology used for determining the “highest and best use” for development area. For each proposed use in the Village of Summit, indicate whether the uses are consistent with the Village’s current land use plan and zoning to include applicable references to the section(s) in our Code, and if not, what is being proposed as the modification.**

5. **Master Plan – Due December 29, 2025**

- a) The Developer shall, with the assistance of the Proposed Project Team, prepare a master plan for the proposed development that identifies (i) proposed uses consistent with the Market Analysis, (ii) site plans showing proposed building pads, parking, public and private roads, green spaces, and (iii) building design concepts and related aesthetic features (“Master Plan”).

**With the report, we anticipate the following to be included: public amenities with references under what zoning do those uses fit in.**

**(i) specific to location of various uses, (ii) specific to location, (iii) – samples of other buildings where this has been accomplished.**

The Municipalities will assist the Developer in the identification and location of the public infrastructure reasonably necessary to serve the development.

**If the Developer acquires this information from the city, that will be shared with the village.**

- b) The Developer shall, upon request of the Municipalities, prepare a Traffic Impact analysis to aid in development of the Master Plan.

**TIA is expected to be updated and provided to the village.**

- c) On or before seventy-five (75) days after the Effective Date, the Developer shall provide the Municipalities with the Master Plan.

**6. Financial Model – Due January 13, 2026**

- a) The Developer shall, with the assistance of the Proposed Project Team and Municipalities' financial consultant and staff, prepare a financial plan for the proposed development including (i) anticipated tax incremental value for the development broken down into component parts identifying the type of use or proposed development and its related proposed development value, (ii) the timing for the creation of tax increment, and (iii) the estimated proposed development costs including public and private infrastructure costs (collectively, "Financial Model"). The Financial Model shall also include such other information as is reasonably necessary to support the conclusions set forth in the Financial Model including, but not limited to, the assumptions relied upon by the Developer in establishing the Financial Model. The Municipalities will assist the Developer in identifying public infrastructure costs associated with the proposed development and other costs, if any, incurred or expected to be incurred within the proposed development and the associated timing of such expenditures.
- b) On or before ninety (90) days after the Effective Date, the Developer shall provide the Municipalities with the Financial Model and the supporting information.

**7. Implementation Plan and Schedule – Due January 13, 2026**

- a) The Developer shall, with the assistance of the Proposed Project Team, prepare a plan and schedule that identifies (i) marketing concepts to be implemented to facilitate the proposed development in accordance with the Master Plan and Financial Model, (ii) proposed Developer and Municipalities actions to be taken to implement the Master Plan and facilitate the proposed development, and (iii) the timing for the performance of each activity deemed reasonably necessary for the implementation of the Master Plan (collectively, “Implementation Plan”).
  - b) On or before ninety (90) days after the Effective Date, the Developer shall provide the Municipalities with the Implementation Plan.
8. **Municipalities Review.** The Municipalities will promptly review each deliverable provided by the Developer as outlined in Sections 3-7 related to issues that include but are not limited to land use planning, zoning, and expectations for development within the Proposed Project Area (collectively, “Municipalities Goals”). Not later than within thirty (30) days of the Municipalities’ receipt of a deliverable, the Municipalities will discuss the deliverable with the Developer and will provide the Developer with any comments the Municipalities may have related to the deliverable considering the Municipalities Goals. In the event the Municipalities, in their reasonable discretion, determine that proceeding with the finalization of the next deliverable would not be useful or beneficial for the Municipalities, or either of them, the Municipalities shall advise the Developer and the Developer or the Municipalities may discontinue its or their respective obligations under the Memorandum.

**The village intends to hold numerous joint meetings with the Village Board and Plan Commission to review and provide feedback for deliverables. We have tentatively selected the following dates: November 20, December 18, January 15, February 11.**

9. **Development Undertakings.** During the term of this Memorandum, the Parties may discuss the appropriateness of entering into additional agreements deemed reasonably necessary to facilitate development within the Proposed Project Area considering the deliverables received by the Municipalities. The Parties may pursue in good faith implementation of the following undertakings, subject to applicable governmental approval processes; however, there is no obligation on the part of the Parties to reach an agreement on any one or more of the undertakings.
- a) **Creation of Tax Increment District (“District”).** Creation of a District, which shall encompass, at a minimum, all the Proposed Project Area.

b) **District Financing.** Subject to the Municipalities' review of the Financial Model, financing and funding of proposed development costs by the District in amounts to be determined and identified within the Development Agreement (as defined below) including the following:

- Public benefits;
- Capital costs;
- Financing costs;
- Real property assembly costs;
- Professional service costs;
- Imputed administrative costs;
- Relocation costs;
- Organizational costs;
- Public infrastructure costs;
- Environmental remediation costs;
- Cash grants or incentives;
- Other permitted "Proposed Project Costs" under §66.1105 of the Wisconsin Statutes

c) **Rezoning.** Subject to the Municipalities' review of the Market Analysis and Master Plan, and further subject to all applicable legal processes, the Municipalities will consider the appropriate rezoning of the Proposed Project Area by the Municipalities to support implementation of the Master Plan.

d) **Grant Assistance.** Seeking grant assistance to the extent reasonably available.

e) **Development Agreements.** Negotiation and execution of a tax increment agreement and a development agreement governing the foregoing matters along with such other matters as are customary or appropriate for a development of the nature contemplated hereunder.

10. **Timeline.** To facilitate the schedule outlined in connection with the deliverables referenced in Sections 3-8 above and implementation of the proposed development, the Municipalities and Developer shall work in good faith to develop a detailed term sheet and/or agreement outlines for the foregoing undertakings within ninety (90) days following execution of this Memorandum.

11. **Reimbursement of Professional Fees.** The Municipalities will incur third party professional fees, including but not limited to fees incurred in designing and planning the extension of public infrastructure to service the development and to analyze the Financial

Model. These fees may include professional services rendered by engineers, attorneys and financial advisors (together, "Professional Fees"). Developer agrees to pay the Municipalities' invoices for Professional Fees reasonably incurred and directly related to the Proposed development within 30 days of the issuance of the Municipalities' invoice identifying such Professional Fees. Professional Fees that remain unpaid by Developer within 30 days following Developer's receipt of invoices from the Municipalities shall bear interest at the rate of eight (8%) percent per annum until paid. Developer shall not be liable to reimburse any Professional Fees incurred by the Municipalities to the extent that the Professional Fees relate to properties or developments other than the proposed development. The parties also agree to negotiate in good faith to fund some or all the Professional Fees described in this Memorandum as proposed development costs in a tax incremental district which may be formed to facilitate the proposed development and other area development.

12. **Miscellaneous.** Developer may not assign this Memorandum without the prior written consent of the Municipalities. The Municipalities hereby consent to the assignment of this Memorandum by Developer to any affiliate of Developer. No modification or amendment to this Memorandum shall be binding upon either party until such modification or amendment is reduced to writing and executed by both parties. This Memorandum may be signed in any number of counterparts with the same effect as if the signatures were upon the same instrument. A facsimile or digital signature has the same effect as an original signature. If any provision in this Memorandum is held to be unenforceable by a court of competent jurisdiction, the remaining provisions shall remain in full force and effect.
13. **Termination of Memorandum.** This Memorandum may be terminated upon ten (10) days upon written notice from either party to the other, provided that Developer shall remain liable to pay to the Municipalities all Professional Fees directly relating to the proposed development incurred prior to such termination.
14. **Governing Law.** This Memorandum will be interpreted pursuant to Wisconsin law and any disputes as to the terms, obligations or enforcement of this Memorandum shall be reviewed in the Circuit Court for Waukesha County. The parties to this Memorandum hereby consent to that venue.
15. **Notices.** All notices required or permitted under this Agreement shall be in writing and shall be delivered, in person or via overnight courier or first class U.S. mail, to the parties at the following addresses (or such other addresses which the parties provide each other with notice in the manner specified in this section).

**VILLAGE OF SUMMIT**  
Debbie Michael, WCMC  
Village Administrator-Clerk/Treasurer  
37100 Delafield Road  
Summit, WI 53066

**CITY OF OCONOMOWOC**  
Mark Frye, City Administrator  
City of Oconomowoc  
174 E. Wisconsin Avenue  
Oconomowoc, WI 53066  
**DEVELOPER**

**C/O COBALT PARTNERS, LLC**  
Scott Yauck, President  
400 N. Broadway, Suite 100  
Milwaukee, WI 53202

16. **Binding Obligations.** Except for Section 11, which is intended to be binding upon the Parties, **this Memorandum shall not be binding upon the Parties other than to impose an obligation to negotiate in good faith** with respect to the matters described herein and, in such case, only to the extent otherwise permitted by applicable law.

*(Signatures appear on the following page)*

The Parties have executed this Memorandum as of the Effective Date, as set forth in the opening paragraph.

**MUNICIPALITIES:**

CITY OF OCONOMOWOC

By: \_\_\_\_\_  
Robert P. Magnus, Mayor

VILLAGE OF SUMMIT

By: \_\_\_\_\_  
Jack Riley, Village President

**DEVELOPER:**

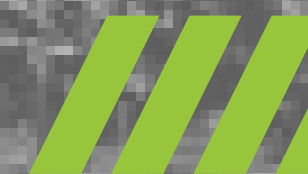
COBALT PARTNERS, LLC

By: \_\_\_\_\_  
Scott Yauck, President

PABST FARMS DEVELOPMENT INC.

By: \_\_\_\_\_  
Brian Bell, Manager

# THE HARVEST AT PABST FARMS



**MOU DELIVERABLES**  
**November 20, 2025**



**COBALT**  
PARTNERS



PABST FARMS

- **TEAM**
- **MARKET ANALYSIS**
- **MASTER PLAN**





**TEAM**



**Scott Yauck**

Founder/CEO

Under Scott’s leadership, Cobalt has grown into a diversified group of businesses—including Cobalt Partners (real estate), Cobalt Ventures (adjacent markets and operating companies), and Cobalt Labs (innovation and R&D)—with a portfolio of transformative projects exceeding \$750 million across Wisconsin.

Scott earned a B.S. in Mechanical Engineering and a J.D. from Marquette University, launching his career in engineering, consulting, and legal practice before founding Custom Metal Products, a contract manufacturing firm. In 2005, he pivoted full-time into real estate development, where his firm has since become known for pioneering large-scale, mixed-use redevelopments from the ground up. The firm’s award-winning projects—such as 84South and White Stone Station—often involve complex land assemblies, environmental remediation, infrastructure innovation, and public-private alignment.

Widely respected for his strategic vision and civic leadership, Scott has been recognized nationally by The Business Journals as one of the top 100 commercial real estate influencers in the U.S. Locally, he was named to the Milwaukee Business Journal’s Forty Under 40 in 2002 and has appeared multiple times in its annual Power Book of Milwaukee’s top 100 power brokers. In 2016, he was honored as one of Milwaukee’s five Executives of the Year for his transformative work on projects like 84South and White Stone Station.

Scott has also served on numerous civic and nonprofit boards, including as chairman of the Milwaukee Gateway Aerotropolis board, trustee for the Village of Fox Point, and board member for the Jewish Community Center of Milwaukee, Cristo Rey Jesuit High School of Milwaukee, and the St. Josaphat Basilica Foundation. His work continues to shape the future of regional development with a steadfast commitment to purpose, impact, and long-term community value.



**Dan Roskopf**

Chief Operating  
Officer

Dan Roskopf is Cobalt’s Chief Operating Officer. He has been with the company since 2014, initially serving as Vice President of Development before assuming his current role in August 2016. In his capacity as COO, Roskopf oversees the operational and financial aspects of Cobalt Partners’ development portfolio and plays a pivotal role in guiding large-scale developments.

Prior to Cobalt Partners, Mr. Roskopf was the Vice President of Mark E. Carstensen Construction, Inc. During his 12-year tenure, Dan gained extensive knowledge of all phases of real estate development and construction. His primary responsibilities included entitlements, wetland mitigation, financial modeling, bank financing, lease and contract negotiation, project oversight, and banking relationship management.

Mr. Roskopf has over 20 years of experience in real estate development and commercial construction. He has experience in all phases of real estate development, including land acquisition, site planning, entitlement, wetland mitigation, environmental remediation, demolition, leasing, construction, and tax incremental and conventional financing. Mr. Roskopf has been involved in many real estate development projects, including multiple mixed-use developments with large retail components, multi-family developments, residential subdivisions, medical and general office buildings, special use buildings (e.g., a 55,000 SF wellness center and 10-screen movie theater) and a large industrial building.

Mr. Roskopf graduated magna cum laude from the University of Wisconsin, Whitewater with a BBA in Accounting. After graduating, while working as an Audit Senior and Information Systems Auditor at Ernst & Young (one of the “Big 6” international accounting firms), he earned his CPA designation.

Mr. Roskopf is actively involved at his parish, St. Mary Faith Community, in Hales Corners, WI. He has served as Vice Chair on its Parish Counsel and has been actively involved in numerous committees. Mr. Roskopf has also volunteered at community organizations such as St. Bens, Habitat for Humanity, and the Volunteer Income Tax Assistance (VITA) program.



**Bill Ohm**

VP, Design &  
Construction

In his role, Ohm oversees the design and construction aspects of the company's developments, ensuring that projects are executed efficiently and meet high-quality standards. His responsibilities include coordinating with architects, engineers, and contractors to bring Cobalt's ambitious projects to fruition.

Ohm's professional background includes certification both as a Professional Engineer and Land Surveyor, providing him with a comprehensive understanding of the technical and regulatory aspects of real estate development. His technical proficiency and leadership skills have been instrumental in advancing Cobalt Partners' mission to revitalize communities through innovative development projects.

Ohm holds a Bachelor of Science degree in Civil and Environmental Engineering from the University of Wisconsin–Madison, where he developed a strong foundation in engineering principles and practices. His education has been pivotal in shaping his approach to design and construction, emphasizing both technical excellence and sustainable development.

In addition to his work at Cobalt Partners, Ohm serves as an Advisory Board Member for the Hartford Area Development Corporation, where he contributes his expertise to support regional economic growth and development initiatives. Previously, he spent six years on the Hartford Town Planning Commission. More recently, Bill joined the boards of the Hartford Downtown BID and the Hartford Historic Preservation Foundation. His involvement in these roles underscores his commitment to enhancing communities through thoughtful design and strategic planning.



**Jamie Stefan**

Chief Administrative  
Officer

Jamie Stefan is a seasoned professional in commercial real estate, currently serving as Chief Administrative Officer for Cobalt Partners. In her role, she focuses on streamlining processes to ensure operational efficiency and effectiveness throughout the organization.

Jamie brings 15+ years of human capital and business management experience to the Cobalt team. She specializes in designing and driving human-centered operations and talent management solutions that empower connected, dynamic teams in their drive for meaningful impact and growth. Prior to joining Cobalt Partners, she led investor relations and communications, managing over 200 partner relationships, and helped grow the Partnership's national presence. Additionally, Jamie worked in the legal sector, focusing on real estate, business mergers & acquisitions and trust & estate transactions, providing her with a comprehensive understanding of the commercial real estate industry.

Jamie holds a BA from Marquette University, where she developed a strong foundation in business and communication. She later earned her MBA from Carroll University, equipping her with advanced skills in leadership, strategy, and organizational management. Her academic background has been instrumental in shaping her thoughtful, process-driven approach to operations and team leadership.

Beyond her professional endeavors, she is actively involved in various community and professional organizations, including the Girl Scouts of America. Jamie also contributes thought leadership to the industry, authoring articles on topics such as investment diversification and real estate trends.



**Charles Yauck**  
Development  
Manager

Charles Yauck is a Project and Development Manager at Cobalt Partners, where he plays a pivotal role in overseeing the design and construction aspects of the company's investments, ensuring that projects are executed efficiently and meet high-quality standards. In addition to his role at Cobalt Partners, Charles leads Cobalt's involvement in Heritage Cobalt MKE, a partner company of Cobalt that specializes in digital outdoor media construction and leasing throughout the southeastern Wisconsin market. He oversees all aspects of the billboard portfolio, from site acquisition and permitting to client relations and lease management, playing a key role in expanding Heritage Cobalt MKE's presence and impact across the region.

Yauck holds a Bachelor's degree from Marquette University, where he developed a strong foundation in finance, real estate and management. His educational background has been instrumental in shaping his approach to real estate development, emphasizing both strategic planning and community engagement.



**Madeline Check**  
Development  
Manger

Madeline Check brings a strong foundation in real estate development, project coordination, and stakeholder engagement. In her role, Madeline oversees key aspects of Cobalt's mixed-use and commercial development projects—guiding initiatives from concept through completion and ensuring alignment with the firm's strategic objectives.

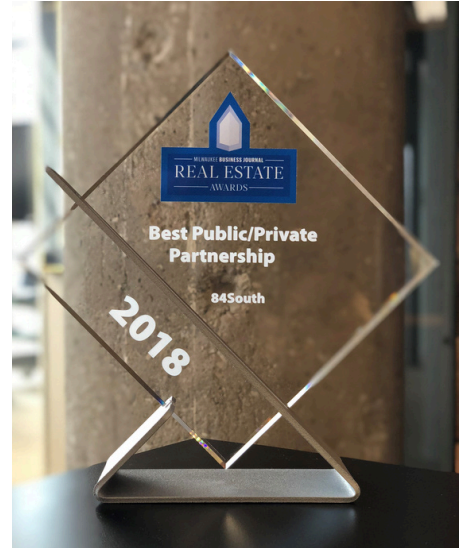
Madeline is known for her ability to manage complex timelines, collaborate across disciplines, and drive projects forward with precision and accountability. Her background includes experience in site planning, permitting, financial modeling, and consultant coordination, making her a dynamic contributor to Cobalt's mission of delivering impactful, community-focused developments across Wisconsin.

Her hands-on approach, combined with her attention to detail and passion for placemaking, position her as a valuable asset to the Cobalt team. Madeline is committed to upholding the company's standards of excellence and fostering strong relationships with municipalities, partners, and stakeholders throughout the development process.

# A HISTORY OF SUCCESS!

Cobalt Partners has extensive experience and a proven track record in community-anchored commercial and mixed-use development, structuring Tax Incremental Financing (TIF) and public-private partnerships with municipalities to fund infrastructure, site redevelopment, and public-realm improvements that drive long-term, sustainable neighborhood growth. Guided by our purpose—to elevate the community experience by inspiring connections, fostering sustainability, and enriching lives through visionary real estate development and innovation across the built environment—Cobalt has expanded into complementary specialty brands in hospitality, wellness, proptech, and outdoor media. These platforms activate places, strengthen community identity, and deepen long-term value for all stakeholders.

A HISTORY OF SUCCESS



A HISTORY OF SUCCESS



# WHITE <sup>Rx</sup> STONE · STATION ·

MENOMONEE FALLS, WIS.



# ONE NORTH

RINKA+ COBALT LA MACCHIA HOLDINGS LLC  
PARTNERS

A HISTORY OF SUCCESS



A HISTORY OF SUCCESS



ALLIS YARDS



# KENOSHA HARBOR DISTRICT



## PROPOSED PROGRAM

There's a whole lot to look forward to at the Kenosha Harbor District! From entertainment and retail destinations, to residential and workspace opportunities, this will be an exciting destination for the city and the region!

### BLOCK A

- 40 Townhouses/ Flats
- 80 parking spaces

### BLOCK B

- Residential- 189 units
- 265 parking spaces
- Retail- 3,000 GSF

### BLOCK C

- Residential- 208 units
- 345 parking spaces
- Retail- 14,590 GSF

### BLOCK D

- Residential- 196 units
- 231 parking spaces
- Retail/ Grocery- 21,185 GSF

### BLOCK E

- New City Hall- TBD GSF
- TBD parking spaces

### BLOCK F

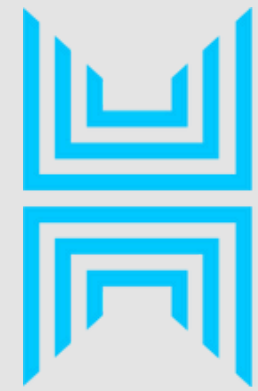
- Office- 388,570 GSF
- TBD parking spaces
- Hotel- 200 keys

### BLOCK G

- Market Hall 14,770
- Office- 34,525 GSF
- Residential #1- 87 units
- Retail #1- 21,000 GSF
- Residential #2- 280 units
- Retail #2- 21,000 GSF
- Laneway 41,605 GSF
- Park Area 112,000 GSF
- TBD parking spaces

### BLOCK I

- Residential- 158 units
- 205 parking spaces



# HARBOR BAY

## VENTURES



**BRIAN BELL**

CHIEF OPERATING OFFICER

Brian is the Chief Operating Officer of Harbor Bay. He is responsible for overseeing the project management services of development projects in addition to providing asset management services throughout the company's portfolio of related entities. Prior to joining Harbor Bay, Brian worked for Newport Capital Partners, a privately-held real estate investment management firm specializing in grocery-anchored retail properties in the Chicago market. Brian began his real estate career at Mid-America Real Estate Group as an Asset Manager where he provided 3rd party asset and property management services for several institutional clients of retail assets in the Midwest market. Brian graduated from The University of Wisconsin-Madison in 2010 with a BBA in Real Estate & Urban Land Economics.



University of Minnesota



Cleveland, Ohio



East Lansing, Michigan



Rochester, Minnesota



Duluth, Minnesota



Michigan State University

HARBOR BAY VENTURES

# MATT RINKA, AIA, NCARB

Partner

mrinka@rinka.com



## BACKGROUND

Masters of Architecture: University of Washington  
Bachelor of Science in Architectural Studies:  
University of Wisconsin-Milwaukee

## CREDENTIALS

Registered Architect: Wisconsin  
AIA, Member  
AIA Milwaukee, Member  
NCARB Certification  
US Green Building Council, Member

## COMMUNITY

UWM Foundation Board of Directors, Chair  
Froedtert Hospital Board of Directors, Member  
Milwaukee Institute of Art and Design Board of Trustees, Emeritus Member

As an architect and partner at RINKA, Matt's passion is to meaningfully enhance the built environments of our local and regional communities.

Since founding the company in 2006 with a vision "to inspire through thoughtful design", the firm has designed many high-profile projects nation-wide. As a leader in the industry, not only has Matt been celebrated and awarded for his creative and innovative work nationally, he is also recognized for his ability to collaborate and bring people together in order to successfully navigate the most complex and high-profile projects.

## SELECT PROJECT EXPERIENCE

The Couture - Milwaukee, WI  
Lakeshore Commons - Oak Creek, WI  
R1VER Development - Milwaukee, WI  
Milwaukee Bucks Deer District, Milwaukee, WI  
Thrivent Development - Appleton, WI  
Northern Gateway Community Collective - Saukville, WI  
Drexel Town Square - Oak Creek, WI  
84South - Greenfield, WI  
Lakefront Gateway - Milwaukee, WI  
The Moderne - Milwaukee, WI  
Northwestern Mutual Cream City Labs - Milwaukee, WI  
Associated Bank River Center - Milwaukee, WI  
F3 Marina - Fort Lauderdale, FL  
American Orthodontics - Saukville, WI  
The Pier - Tempe, AZ  
The 42 - Milwaukee, WI  
The Pierce - Boynton Beach, FL  
The Spruce - West Palm Beach, FL  
The Yards - Milwaukee, WI  
The Quin - Milwaukee, WI  
Newport Shores - Port Washington, WI  
Greenlink Apartments + Public House 55 - Brown Deer, WI  
Woodnote Residences - Hartland, WI  
The Woods - Greenfield, WI

# STEVE MORALES

Partner

smorales@rinka.com



## BACKGROUND

Masters of Architecture: UW-Milwaukee  
Bachelor of Science in Architectural Studies: UW-Milwaukee

## COMMUNITY

Milwaukee Institute of Art and Design Board of Trustees, Member

With over 16 years of experience working on a variety of project types from masterplanning to mixed-use developments to healthcare, Steve leads multiple teams as one of RINKA's partners.

Steve's experience across the country includes a wide array of project types and masterplanning. His leadership at RINKA includes high-profile unique projects, masterplanning mixed-use communities and developments. His strong design and leadership skills, coupled with a natural ability to create and develop client relationships allow Steve to consistently design and lead inspiring and transformative projects. Steve's experience includes the Milwaukee Bucks Entertainment District, the Lakefront Gateway project, The MECCA, and masterplanning project developments like Drexel Town Square, White Stone Station, 84South and The Lokal. He was recently named the Milwaukee Business Journal's 40 Under 40 Class of 2019.

## SELECT PROJECT EXPERIENCE

Lakeshore Commons - Oak Creek, WI  
Milwaukee Bucks Deer District - Milwaukee, WI  
Lakefront Gateway Plaza - Milwaukee, WI  
Southridge Area Masterplan - Greendale, WI  
Thrivent Development - Appleton, WI  
Northern Gateway Community Collective - Saukville, WI  
River Point District Masterplan - La Crosse, WI  
Rock River District - Watertown, WI  
R1VER Development - Milwaukee, WI  
Drexel Town Square - Oak Creek, WI  
White Stone Station - Menomonee Falls, WI  
84South Development - Greenfield, WI  
Brown Deer Development - Brown Deer, WI  
Oak Creek Lake Vista Masterplan - Oak Creek, WI  
Oak Creek Lake Vista Pavilion + Bluff Shelters - Oak Creek, WI  
F3 Marina - Fort Lauderdale, FL  
The Pierce - Boynton Beach, FL  
The Spruce - West Palm Beach, FL  
Woods of Greenfield - Greenfield, WI  
Schlitz Park Mixed Use Masterplan - Milwaukee, WI  
Pleasant Prairie Mixed Use Masterplan - Pleasant Prairie, WI  
The 42 - Milwaukee, WI  
The MECCA Sports Bar + Grill - Milwaukee, WI  
The Lokal @ 84South - Greenfield, WI

# ERIC MAYNE

Senior Design Director | Masterplanning Practice Leader

emayne@rinka.com



As an internationally registered architect and urban planner with over 20 years of award-winning design experience, Eric has built an impressive portfolio that encompasses many sectors.

Eric brings a wide range of experience: hospitality, healthcare, residential, sports and recreation, cultural buildings, and healthcare. He specializes in modern urban mixed-use projects. As the masterplanning practice area leader, he conducts multidisciplinary teams; applying his design skills to translate a client's vision, through leading community engagement, coordinating municipal entitlements, project delivery, and the technical execution of large complex projects.

## BACKGROUND

Examination in Professional Practice, Southbank University, London Division of Architecture, England  
Masters in Architecture, Bartlett School of Architecture, University College, England  
Bachelor of Science in Architecture and Certificate in Urban Planning, SARUP, University of Wisconsin-Milwaukee

## CREDENTIALS

AIA, Member  
RIBA, Royal Institute of British Architects, Member

## SELECT PROJECT EXPERIENCE

Southridge Area Masterplan - Greendale, WI  
Thrivent Development - Appleton, WI  
Northern Gateway Community Collective - Saukville, WI  
Highland Avenue Bridge - Milwaukee, WI  
River Point District Masterplan - La Crosse, WI  
Rock River District - Watertown, WI  
Lakeshore Commons - Oak Creek, WI  
Lakefront Gateway Plaza - Milwaukee, WI  
Pleasant Prairie Mixed Use Masterplan - Pleasant Prairie, WI  
Germantown Masterplan - Germantown, WI  
The 42 - Milwaukee, WI  
The MECCA Sports Bar + Grill - Milwaukee, WI  
The Lokal @ 84South - Greenfield, WI  
American Orthodontics – Saukville, WI  
Gateway Sports Academy – Saukville, WI  
Zizzo Offices – Milwaukee, WI  
Water's Edge Condominiums – Caledonia, WI

# LEASING AND ADVISORY TEAM



**MIKE  
FITZGERALD**

Principal/  
Director of Asset Advisory

## CONTACT

Fitzgerald@MidAmericaGrp.com  
414.390.1427

## Expertise

Mike Fitzgerald is Principal & Director with Mid-America Real Estate Wisconsin, LLC leading the Asset Advisory Group. Responsibilities include oversight of new business development, anchor leasing, land assemblage, dispositions, and repositioning of retail assets for institutional, regional, and entrepreneurial ownership structures. Mid-America's Wisconsin portfolio regularly exceeds 10 million square feet of select power, grocery, community, and neighborhood shopping centers along with numerous development projects and excess land sales.

## Professional Experience

Fitzgerald rejoined Mid-America after nearly a decade as Executive Vice President of Leasing and Transactions for Chicago based IRC Retail Centers, a public REIT, where he served as member of the company's executive and investment committee for management of 150+ asset portfolio exceeding \$2.5 billion in value. Primary responsibilities included overseeing the portfolio investment strategy for new leases, renewal retention, ancillary income, outparcel optimization, and asset redevelopment. IRC Retail Centers was acquired through REIT privatization by DRA Advisors.

Fitzgerald began his career at Mid-America focused on retail leasing, marketing, and development efforts for power centers to traditional grocery anchored assets for an institutional client base ranging from REIT's, pension funds and life companies. He was a key contributor to accomplishing expansive growth for the company with gross leasable area increasing from 400,000 square feet to nearly 8 million square feet prior to joining IRC Retail Centers.

## Education and Affiliations

Fitzgerald is a graduate of the University of Wisconsin – Milwaukee where he earned a B.B.A. in Real Estate and Finance. He is a member of the International Council of Shopping Centers and holds ICSC Certified Leasing Specialist certification. Fitzgerald has also served on ICSC State Operations and Next Generation Boards in both Wisconsin and Illinois.



**SCOTT  
SATULA**

Principal/  
Senior Vice President

## CONTACT

SSatula@MidAmericaGrp.com  
414.390.1424

## Expertise

Scott Satula is a Senior Vice President and Principal with Mid-America Real Estate - Wisconsin, L.L.C. Scott specializes in the development, sale, and leasing of specialty retail, neighborhood, community, and power-based shopping centers for the Asset Advisory Group. He possesses expertise in all facets of retail real estate and has a passion for creating and improving project merchandising. Scott's focus, vision, and attention to detail allow him to offer a higher level of service, upon which his institutional and private equity clients rely. Scott is a Wisconsin native, which provides him knowledge of history, trends, retailer performance, and shopping patterns throughout the state. He has been active in his brokerage role since 2006, and has led the leasing efforts for many of the states most identifiable retail developments, including the Corners of Brookfield, 84South, Shoppes at Fox River, Grafton Commons, and Mequon Pavilions.

## Professional Experience

Prior to joining Mid-America, Scott held the position of Vice President of the Retail Properties Group at Milwaukee-based NAI MLG Commercial, now Newmark. In that role, Scott was responsible for asset and tenant representation, site selection, development, and investment sales.

## Education and Affiliations

Scott is a graduate of the University of Wisconsin - Milwaukee, where he earned a Bachelor of Arts in Business Administration and a Real Estate Certificate from the Lubar School of Business. Scott is a past board member of the Commercial Association of Realtors-Wisconsin (CARW) and a member of the Innovating Commerce Serving Communities (ICSC) and ChainLinks Retail Advisors. Scott is actively involved in the planning and implementation of annual Wisconsin retail-focused events and has served as chair and co-chair of the program's Planning Committee. Additionally, he has been a featured keynote speaker at local industry-related events and universities.



# LEASING & ADVISORY TEAM



**DAN ROSENFELD**  
Principal/  
Director of Investment Sales

## CONTACT

DRosenfeld@MidAmericaGrp.com  
414.390.1402

## Expertise

Dan E. Rosenfeld is a founding partner and principal of Mid-America Real Estate - Wisconsin, L.L.C. Dan is responsible for business development, strategic initiatives, and property sales. For the Wisconsin office, Dan manages the investment sales efforts for the State of Wisconsin. He is actively involved in marketing single-tenant net leased assets and neighborhood, community, and power-based shopping centers. Prior to his role as Director of Investment Sales, Dan oversaw the lease and management of a statewide shopping center portfolio in excess of 10 million square feet.

## Professional Experience

Dan is a graduate of the University of Minnesota where he received a Bachelor of Arts in Journalism with a minor in Political Science. He currently serves as a Village Trustee for the Village of Bayside. Dan is a board member of the Westtown Association as well as the Milwaukee Jewish Day School and sits on the Property Committee for the Milwaukee Jewish Federation. He is an active member of Innovating Commerce Serving Communities (ICSC) and several local charities and associations. Dan also participates in ChainLinks Retail Advisor events and is a member of the organization's Investment Council.

## Education and Affiliations

Dan is a graduate of the University of Minnesota where he received a Bachelor of Arts in Journalism with a minor in Political Science. He served as a Village Trustee and Community Development Authority for the Village of Bayside. He is an active member of Innovating Commerce Serving Communities (ICSC) and several local charities and associations. Dan also participates in ChainLinks Retail Advisor events and is a member of the organization's Investment Council.



**EMILY SMITS**  
Senior Broker

## CONTACT

ESmits@MidAmericaGrp.com  
414.935.6009

## Expertise

Emily joined Mid-America Real Estate – Wisconsin, LLC as a Broker Associate in the Asset Advisory Group in June of 2021. She specializes in the leasing of specialty retail and power-anchored shopping centers. Some of her responsibilities include conducting market analyses, presenting sites to national and local retailers, and developing relationships with prospective clients. Emily is a Wisconsin native which provides her knowledge of trends, shopping patterns, and retailer performances throughout the state.

## Professional Experience

Her previous internship background is in retail construction with Immel Construction, headquartered out of Green Bay, Wisconsin. There, she interned in different departments including project coordination, sales, and business development. She also worked as a project specialist intern with a flexible packaging company where she furthered her knowledge in sales and supply chain.

## Education and Affiliations

Emily is a graduate from Indiana University where she earned a Bachelor of Arts in Management and a minor in Urban Planning and Community Development. There, she participated in clubs that primarily focused on fundraising in efforts of building schools in developing countries. She is now an active member of Innovating Commerce Serving Communities (ICSC), Commercial Association of Realtors-Wisconsin (CARW) and ChainLinks Retail Advisors.



# MARKETING TEAM



**LORI SEIBEL**  
Senior Marketing Coordinator

**CONTACT**  
LSeibel@MidAmericaGrp.com  
414 . 3 9 0 .1413

## Expertise

Lori Seibel is the Senior Marketing Coordinator for the Asset Advisory Group at Mid-America Real Estate – WI, L.L.C. With nearly 15 years of experience, she plays a key role in supporting the brokerage team through marketing strategy, research, client relations, and administrative coordination. Lori specializes in developing impactful sales and leasing collateral, coordinating direct mail and email campaigns, and managing client communications and project execution. She also oversees the organization's proprietary data, ensuring accuracy and efficiency in support of the company's marketing and business development initiatives.

## Professional Experience

Lori brings over 25 years of marketing experience to the team, with nearly 20 years specializing in commercial real estate. Prior to joining Mid-America, Lori worked for Wangard Advisors, LLC, a commercial real estate investment firm in Milwaukee. She served as the company's marketing specialist and a direct assistant to the President of the company.

## Education

Lori is a graduate of the University of Wisconsin-Milwaukee where she received a Bachelor of Arts in Communication with a Minor in Marketing.



**MADI HILMERSHAUSEN**  
Marketing Coordinator

**CONTACT**  
MHilmershausen@MidAmericaGrp.com  
414 . 3 9 0 .1410

## Expertise

Madeline (Madi) Hilmershausen serves as Marketing Coordinator for the Asset Advisory Group, where she supports the brokerage team through marketing strategy, creative design, research, and client communications. She develops branded sales and leasing collateral, executes email marketing campaigns, and manages social media planning and content creation.

At the company-wide level, Madi leads monthly marketing meetings to align initiatives and strengthen the Wisconsin brand. Recognized as the go-to resource for creative, digital, and strategic expertise, she oversees social media, website content, and IT support, while collaborating with all Mid-America offices. She also provides training to each office's marketing leads on social media best practices and SEO, and leverages analytics to deliver actionable insights that guide decision-making.

## Professional Experience

Madi's marketing career began with a senior-year high school internship at the DeForest Community Center. While in college, she expanded her skills as a Digital Communication, PR, and Marketing Intern with NEW Digital Alliance (Oct 2020 – Feb 2023), supporting IT workforce and education initiatives across Northeast Wisconsin. With more than six years of marketing experience and over three years at Mid-America, Madi brings a versatile background spanning the full spectrum of marketing. She is proficient across a wide range of tools and platforms, with a strong foundation in HTML, JavaScript, and CSS. Her visual storytelling abilities—rooted in photograph and videography - enable her to translate complex ideas into compelling digital and print narratives.

## Education and Affiliations

Madi is a graduate of the University of Wisconsin Oshkosh Honors College, where she earned a BBA in Interactive Web Management (IWM)—a program that blends marketing, journalism, and computer science/information systems—along with a certificate in Web Design. While at UW Oshkosh, she served as President of the IWM Club, was an active member of the Information Systems Club, and sat on the College of Business Student Advisory Board. In 2022, she was recognized as a "Women Leading UW-Oshkosh."



# MARKETING TEAM



**XAVIER  
MOEN**  
GIS & Market Research Manager

**CONTACT**  
XMoen@MidAmericaGrp.com  
414.390.1409

## Expertise

Mr. Moen currently serves as the Geographic Information Systems & Market Research Manager and Drone Pilot for Mid-America Real Estate – Wisconsin, L.L.C., specializing in cartographic productions and data analytics. Mr. Moen provides the data and knowledge for demographic analysis, site selection, and understanding of people and place. Using ESRI systems, Mr. Moen creates custom static maps, online interactive maps, and analysis to assist brokers and clients select optimal site locations. In addition, Mr. Moen provides drone photography for analysis and marketing materials. Professional Experience

## Professional Experience

Mr. Moen joined Mid-America Real Estate in 2021 as a GIS Coordinator, and was promoted to GIS & Market Research Manager in 2025.

## Education and Affiliations

Mr. Moen Graduated from the University of Wisconsin-Madison with a Bachelor of Arts in Cartography and Geographic Information Systems.



**MILENA  
LA VIA**  
Graphic Designer

**CONTACT**  
MLavia@MidAmericaGrp.com  
414.390.1423

## Expertise

Milena LaVia is the Graphic Designer & Content Coordinator for the Investment Sales Group, where she supports the brokerage team through creative design and marketing. She develops branded offering memoranda, executes targeted email marketing campaigns, and manages social media planning and content creation. Milena plays a key role in elevating the team's marketing presence by combining strong visual design with strategic messaging.

## Professional Experience

Milena's graphic design career began during her sophomore year of college, working at the Student Design Center on campus, where she assisted with the design needs of St. Norbert College. Alongside her campus role, she also served as a Graphic Design Intern at Marion Body Works, Inc., collaborating closely with the marketing team to bring their creative vision to life. With more than three years of design experience, Milena brings a fresh perspective and a strong foundation across the Adobe Creative Suite.

## Education and Affiliations

Milena is a recent graduate of St. Norbert College, where she earned a B.A. in Graphic Design with a Business minor. The program prepared her for real-world problem-solving skills across various design mediums.



# NOTABLE EXPERIENCE



## 84SOUTH | GREENFIELD

+/-475,000 of mixed-use of retail, dining & multi-family  
**Client: Colbalt Partners**

**Current Owner: Marquee Capital**  
**Services provided: Leasing and Advisory, Property Management, Construction Management**

84South is a 48-acre mixed-use development positioned within the Southridge Mall Regional Trade Area. Features retail, restaurant, medical, and a luxury apartment complex along with multiple outparcels offering casual dining and specialty service based uses.



## THE CORNERS | BROOKFIELD

+/-400,000 SF of retail, dining & Entertainment

**Client: IM Properties Services provided: Leasing and Advisory**

The Corners of Brookfield features over 400,000 SF of open-air premier retail and dining, 244 luxury residences and a central market square in a dynamic, upscale environment.



## OLYMPIA FIELDS | OCONOMOWOC

Mixed-use redevelopment featuring retail, dining, medical, hospitality, & multi-family

**Client: Wangard Partners**

**Services provided: Leasing and Advisory**

Olympia Fields is a revitalization of Olympia Resort in Waukesha County's Oconomowoc into a gateway for the growing community. The redevelopment plans include retail establishments, Luxury apartment community, Hotel, Medical, Commercial outlots, and Recreational bike trail.



## MADISON YARDS AT HILL FARMS | MADISON

+/-80,000 SF of mixed-use of retail, dining & entertainment

**Client: Summit Smith Development**  
**Services provided: Leasing and Advisory**

Anchored by Whole Foods, Madison Yards at Hill Farms will feature Full Service Luxury Hotel, Medical, Office, upscale residential units, and state-of-the-art retail tenants.



## DREXEL TOWN SQUARE | OAK CREEK

Mixed-use of retail, civic, commercial, dining & multi-family

**Client: Phelan Development**

**Services provided: Leasing and Advisory, Property Management**

Oak Creek's greatest retail, commercial, residential, and civic development located on Drexel and Howell Avenues. The Town Square is surrounded by retail stores, restaurants, and luxury apartments.



## BAYSHORE | MILWAUKEE

+/-750,000 SF of mixed-use of retail, dining & entertainment

**Client: Cypress Equities**

**Services provided: Leasing and Advisory**

Premier shopping and dining destination. Bayshore features a spacious open-air community with Art Walk & Year-round entertainment

TEAM - MLD-AMERICA





**Bruce Kinseth**  
**Executive Vice President**

Bruce Kinseth is the Executive Vice President for Kinseth Hospitality overseeing the development of each functional department within the company. In his role, he is actively involved in all facets of operations, including finance and accounting, sales and marketing, human resources, operations, asset management, franchise communications, and relations, hotel development, construction, and renovation. Bruce is passionate about creating a strong team atmosphere while working to achieve Kinseth Hospitality Companies, investors, and managing partners goals. He pushes his team to provide data-driven results for maximum growth potential.

His educational background includes over 35 years of experience in the hospitality industry including growing up in the hospitality industry while working for his father. Bruce has experience with all brands and virtually all sizes and types of operations, from limited-service hotels to full-service hotels with banquet and convention space, as well as independent and nationally-branded restaurants. He has participated in the acquisition of all the hotels for the Kinseth portfolio, including those from direct acquisitions and third-party hotel management contracts. He has been named a Receiver by the Court for various banks and institutions and has also administered private equity investments for hotel investors.

Knowledgeable in many areas across the hotel industry, as Executive Vice President of Kinseth Hospitality, Bruce has seen the company grow from a portfolio of three hotels, with \$5,000,000 in revenue and 150 employees, to that of a fully integrated hospitality company, with the operation of over 65 hotels, 6 branded restaurants under multiple franchise brands, and the employment of more than 3,000 employees. From sales and marketing to the negotiation and implementation of labor contracts with the unionized hotels, Bruce has been instrumental in maintaining strategic and operational plans for Kinseth Hospitality.

He received is BBS in Business from the University of Iowa in 1981 and started his career in the hospitality industry that same year. Bruce has been invited as a guest speaker and panelist at many hotel conferences, including conferences regarding distressed real estate assets.





**Jeff Schrader**  
**Director of New Business Development**

Jeff Schrader is the Director of New Business Development for Kinseth Hospitality. In his role, he is responsible for securing third-party management contracts for hospitality properties, joint-venture contracts for the development of hotels, and the growth of company-owned and operated properties.

His educational background includes over 35 years of experience in the hospitality industry. From 1977 through 1980, Jeff held numerous hotel training positions with Westin and Aircoa hotels at locations in Chicago and Kansas City. He then pursued hospitality accounting and consulting assignments with Pannell Kerr Forester in Atlanta, completing market/feasibility studies, operational reviews, and economic evaluations for a variety of clubs, hotels, and restaurants. From 1985 through 2002, Jeff held franchise sales and development positions with Holiday Inns, Dunkin' Donuts, Starwood Hotels & Resorts, and Prime Hospitality Corporation.

Knowledgeable in many areas he has been responsible for the growth and development of numerous hotel brands including Holiday Inn, Holiday Inn Express, Four Points by Sheraton, Sheraton Hotels, and AmeriSuites. He joined Kinseth Hospitality in July of 2002. Jeff has participated in numerous hotel conferences, most recently acting as a panelist at the Midwest Lodging Investors Summit and has also participated as a guest lecturer at Kendall College in Chicago.

He received his BA from the University of Wisconsin-Stout in 1977, and his MBA from the University of Missouri-Kansas City in 1982.





At raSmith, we provide answers and insights, helping our clients through project challenges. Our expertise in both private and public sector work, combined with our experience and breadth of services, enables us to develop innovative solutions for projects of any size.

At raSmith, we focus on the unique needs of each client and provide a customized approach to projects. As trusted advisors, we partner with clients and stakeholders to understand their needs, uncover the best solutions, and deliver quality and responsiveness.

Founded in 2011, Pinnacle Engineering Group was established by individuals committed to integrating friendship, loyalty, and teamwork into every aspect of our work. Our Team provides the highest quality civil engineering design, land surveying, landscape architecture and consulting services in the industry for infrastructure projects. As we pursue our mission, we remain committed to our core values that, when paired with vast experience, innovative design and reliable project delivery, drive an unmatched experience for our clients.

Pinnacle Engineering Group provides services to corporations, real estate developers, landowners, communities, conservationists, general contractors, design/build firms, architects, and government agencies. We support clients throughout the entire process, from the inception of an idea through the completion of the project and throughout the operational lifespan. Over the years we have built strong relationships with our clients because of our dedication to providing high quality work product which results in cost savings during construction.

Our team delivers innovative and cost-effective solutions by drawing on the successes of previous projects and industry developments. Through constant analysis of industry trends, regulations, and client needs, we provide state-of-the-art solutions to a rapidly evolving market. By aligning our approach with our clients' goals and aspirations, we have cultivated a diverse client base, established formidable partnerships, and forged enduring friendships.





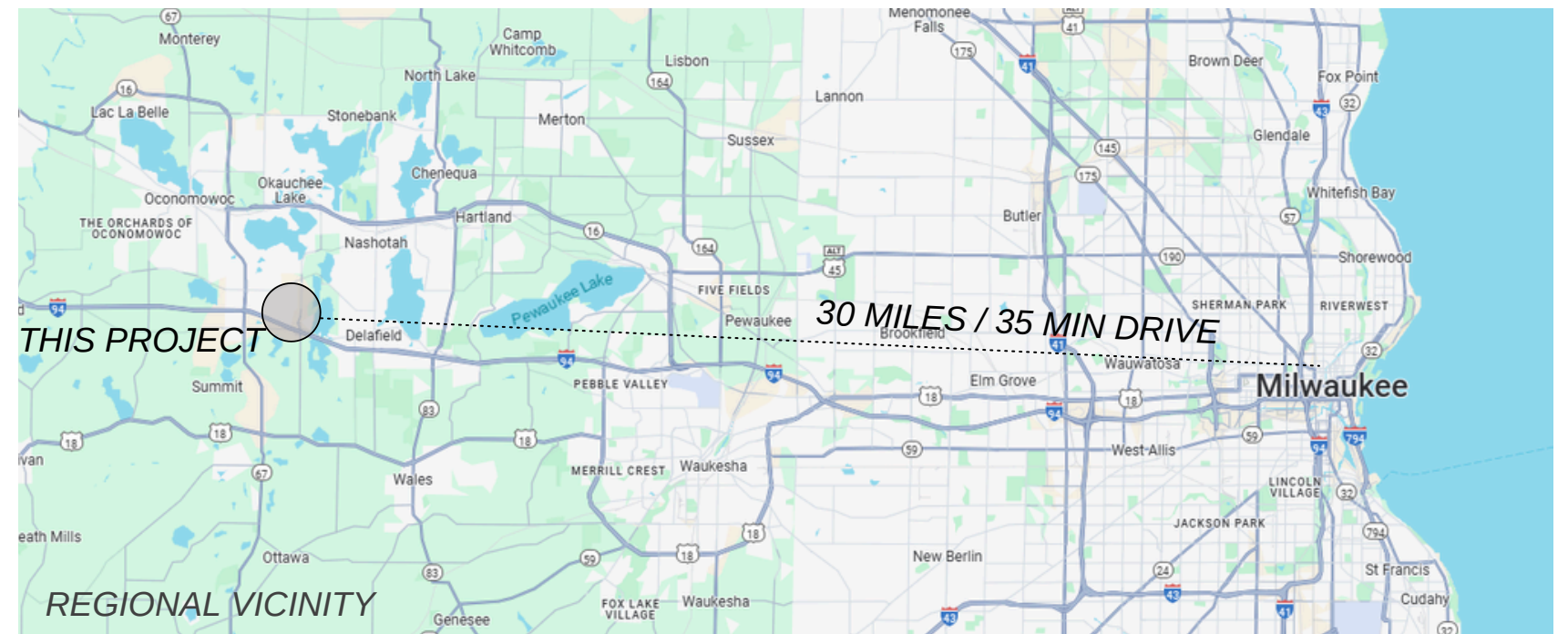
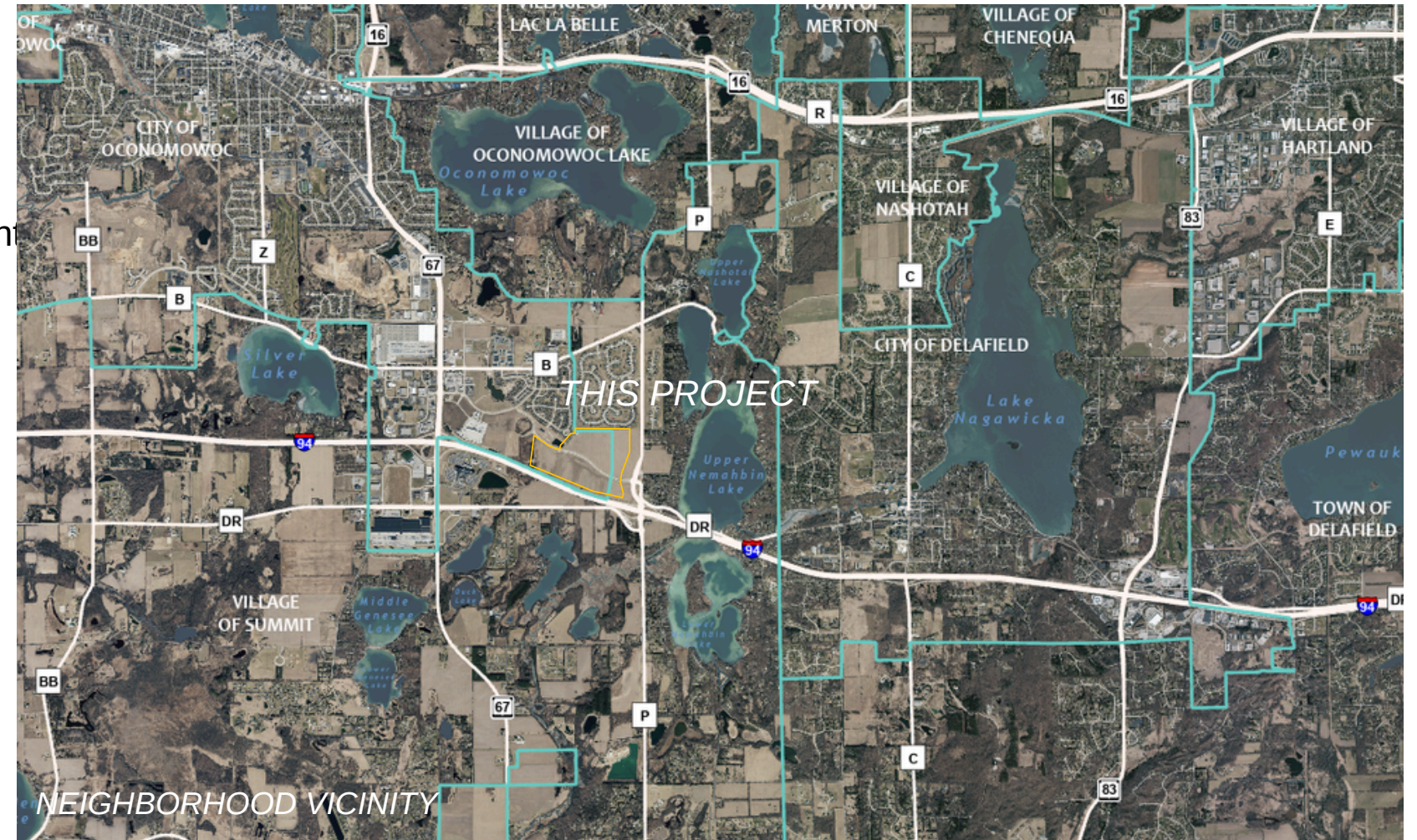
**MARKET RESEARCH & ANALYSIS**

# INSPIRATION: PLACE RESEARCH

## SITE LOCATION AND BOUNDARY:

Waukesha County

Lots IX, X, XII, XIII, XIV (9-10, 12-15) – Pabst Farms Boulevard Southeast Development

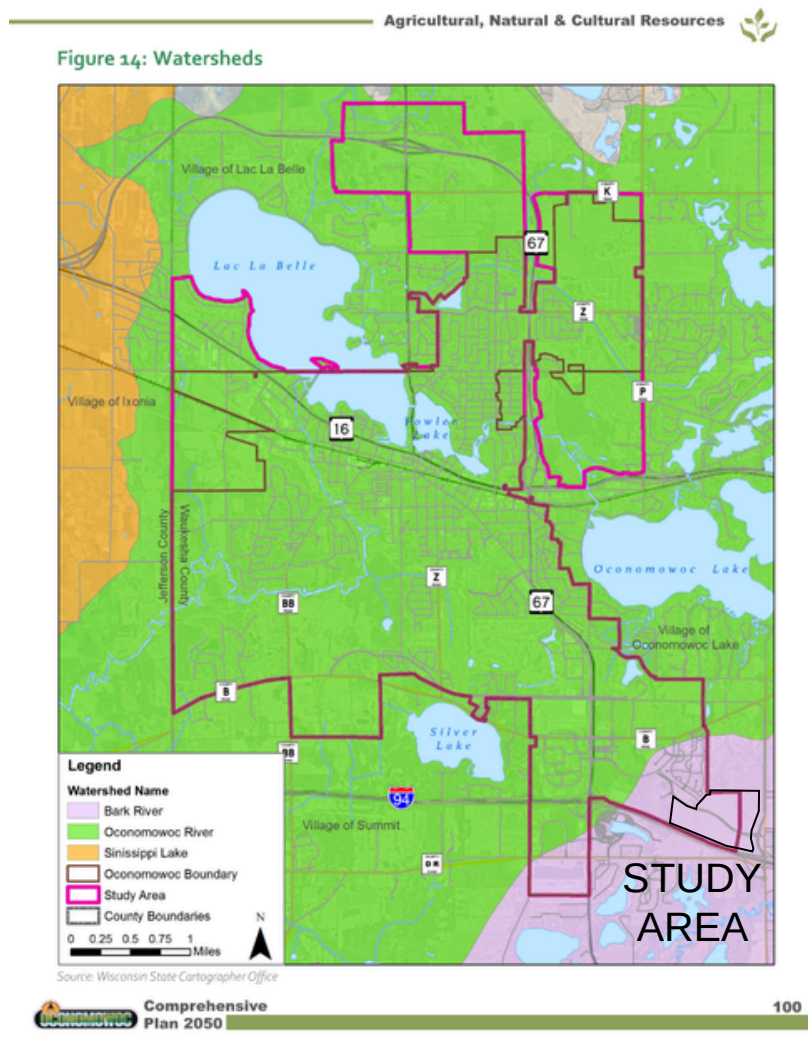




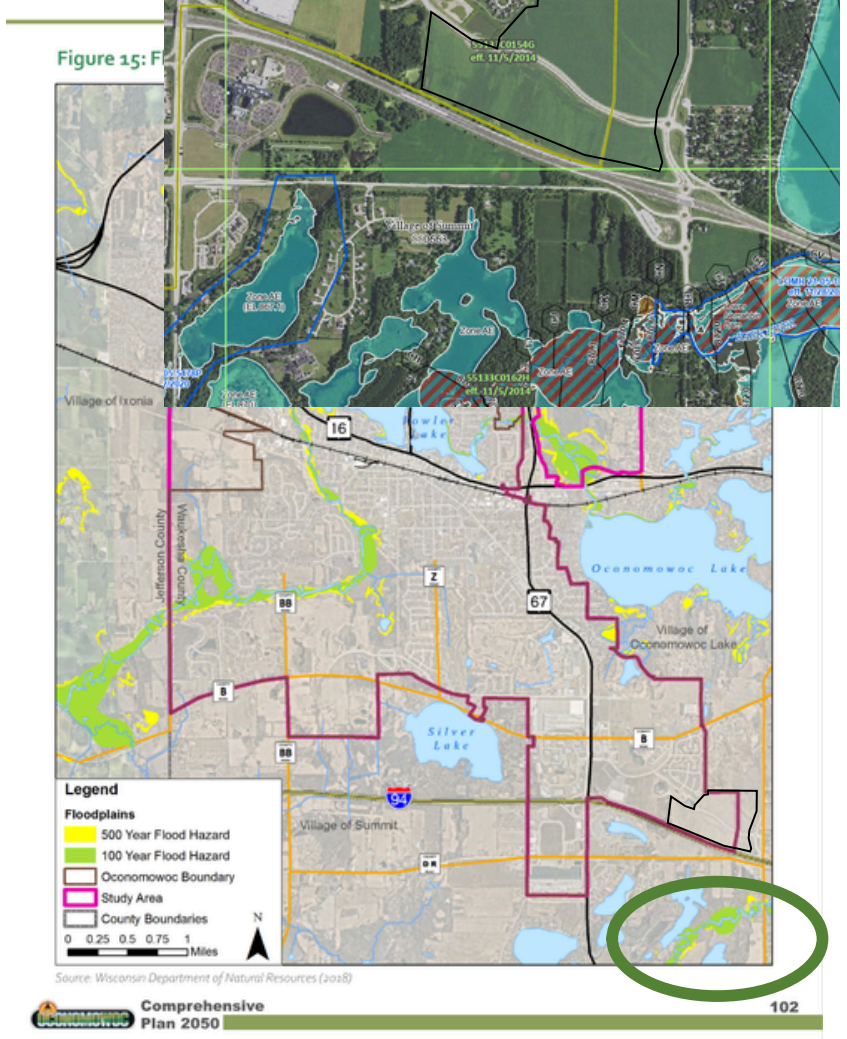
# INSPIRATION: PLACE RESEARCH

## OCONOMOWOC COMPREHENSIVE PLAN:

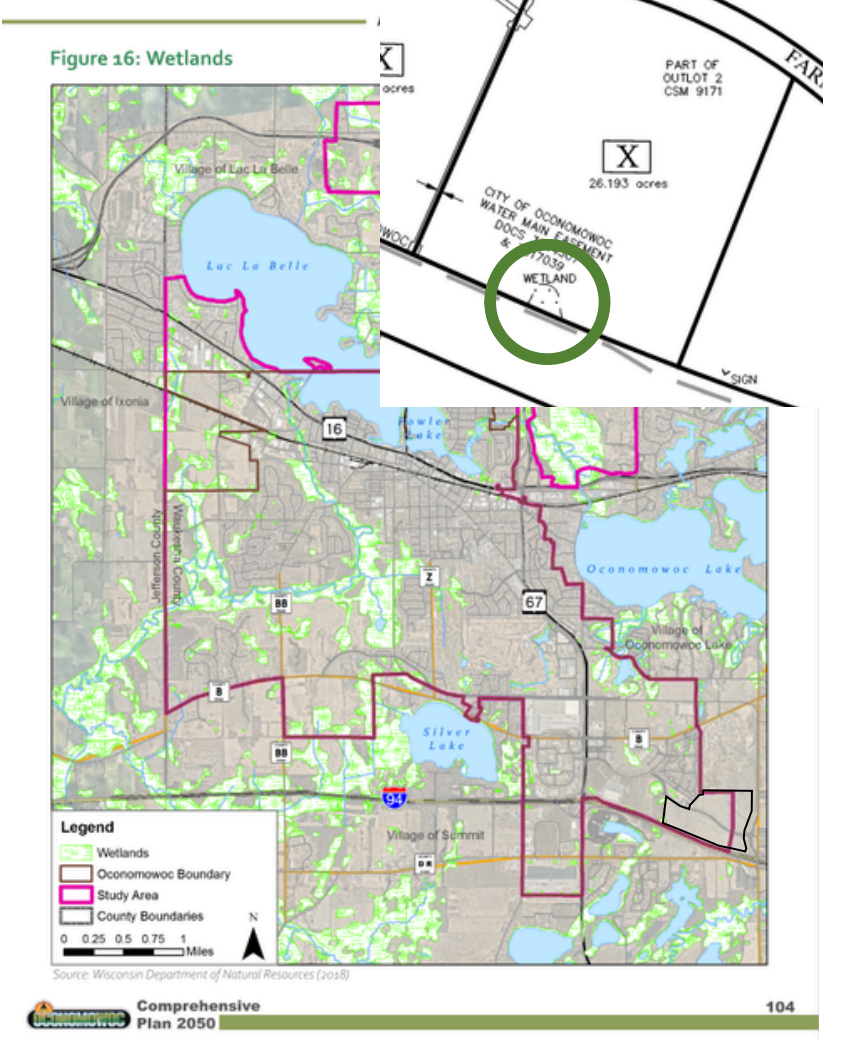
### Mapping Takeaways: Environmental



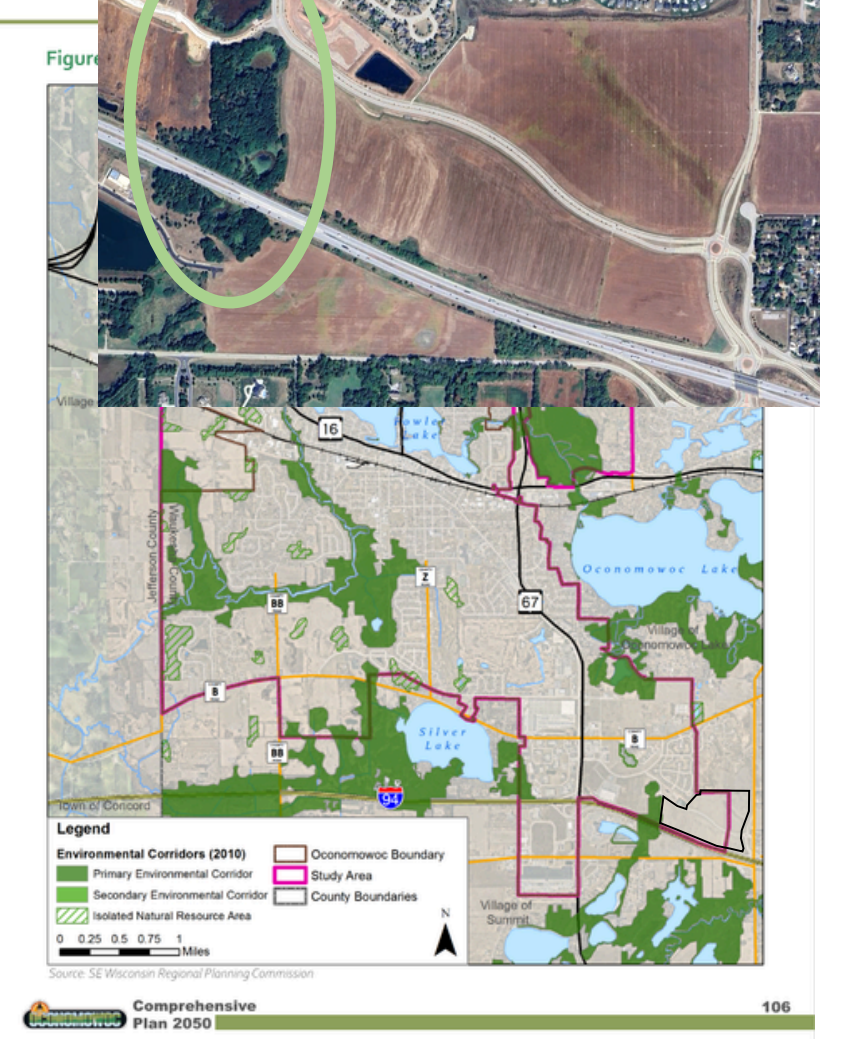
**WATERSHED**  
 ENTIRE STUDY AREA IS WITHIN THE BARK RIVER WATERSHED. THE BARK RIVER IS A ROCK RIVER TRIBUTARY.



**FLOODPLAINS**  
 NO FLOODPLAINS ARE LOCATED WITHIN THE STUDY AREA (CLOSEST FLOODPLAIN IS APPROXIMATELY 1/2-MILE SOUTH ALONG THE BARK RIVER)



**WETLANDS**  
 ONE SMALL (9,400SF APPROX) WETLAND IS ALONG THE SOUTH BOUNDARY LINE OF LOT X | WETLANDS ARE ALSO PRESENT JUST WEST OF THE STUDY AREA.

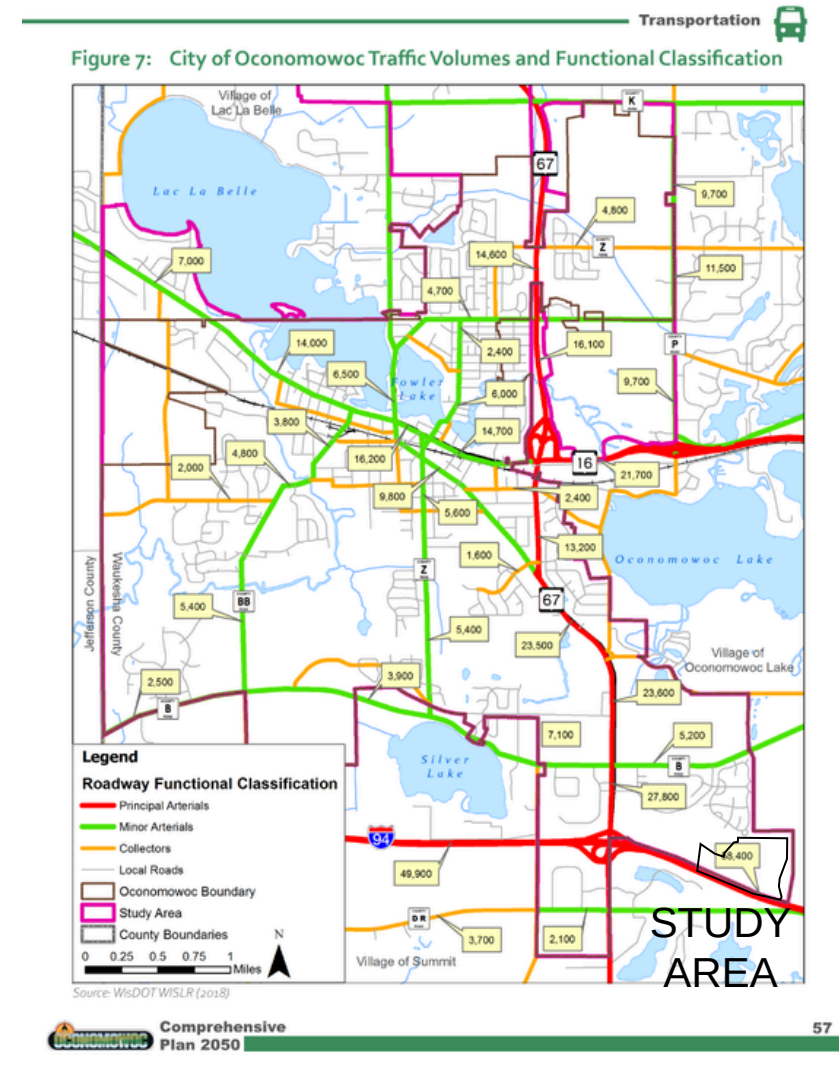


**ENVIRONMENTAL CORRIDORS**  
 AN ENVIRONMENTAL CORRIDOR IS PRESENT TO THE WEST OF THE STUDY AREA. THIS CAN BE UTILIZED AS AN EXISTING OUTDOOR AMENITY

# INSPIRATION: PLACE RESEARCH

## OCONOMOWOC COMPREHENSIVE PLAN:

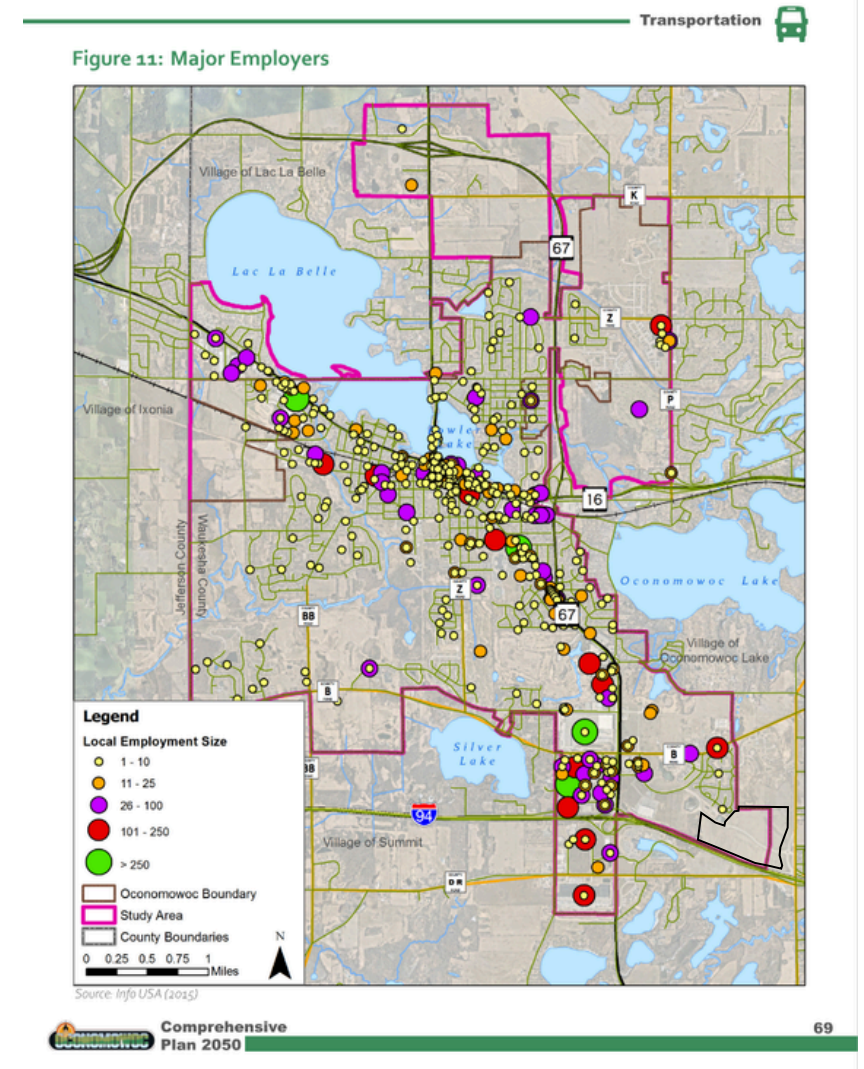
Mapping Takeaways: Roadways, Employment, & Capital Improvement Projects



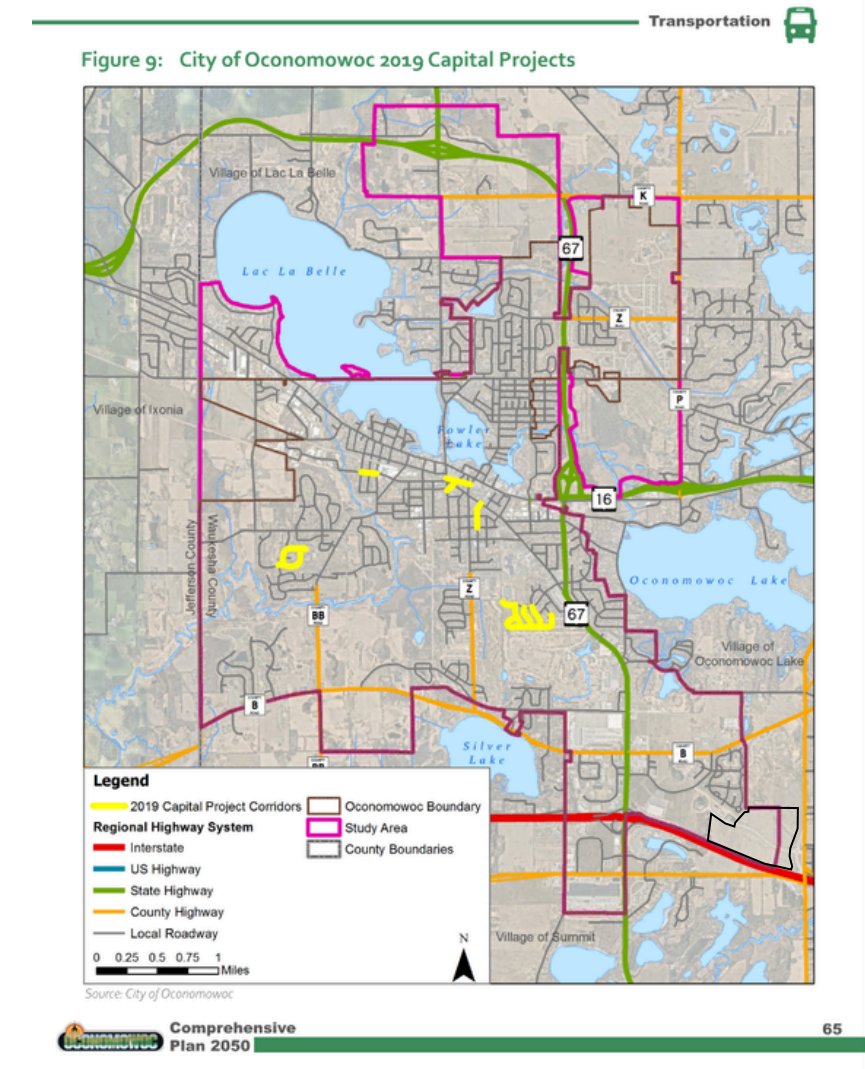
**ROADWAYS & TRAFFIC**  
 I-94 CARRIES APPROXIMATELY 60,000 AADT (AVG ANNUAL DAILY TRAFFIC) ALONG THE SOUTH EDGE OF PROPERTY. SAWYER ROAD AT APPROXIMATELY 6,000 AADT AT FREEWAY ON/OFF RAMP



**TRAIL NETWORK**  
 MANY EXISTING PEDESTRIAN TRAILS WEAVE THROUGH RESIDENTIAL NEIGHBORHOODS TO THE NORTH. LAKE COUNTRY TRAIL CONNECTS TO THE GLACIAL DRUMLIN STATE TRAIL (3-MILES SOUTH) AND ICE AGE TRAIL (1.5 MILES EAST.)



**MAJOR EMPLOYERS**  
 AMPLE EMPLOYMENT OPPORTUNITY IS SITUATED IN THE AREA WITH THE OCONOMOWOC CORPORATE CENTER 1-MILE WEST AND BUSINESS PARK ZONES IN THE PABST FARM DEVELOPMENT WEST AND NORTH OF THE STUDY AREA



**CAPITAL IMPROVEMENT PROJECTS**  
 NO PROJECTS ARE PLANNED IN OR AROUND THE STUDY AREA.

# INSPIRATION: PLACE RESEARCH

## COMPREHENSIVE PLAN: Focus Area, Zoning & Land Use

### Focus Areas

Throughout the public engagement process of the Comprehensive Plan, three areas were identified within the City as focus area for redevelopment. A description of each area, the future land use plan and considerations specific to each focus area are defined.

### Pabst Farms

Pabst Farms is a 1,500-acre development located north of I-94 and east of WIS 67 in Oconomowoc (see Figure 21). Because of its ideal access to these highways, Pabst Farms is an attractive location for commercial development west of Milwaukee.

The development includes a 200-acre, 2 million square-foot of office, light industrial, and warehouse distribution centers. The Commerce Centre is home to Roundy's Distribution Center, Harley Davidson Dealership, Ace Precision Headquarters, Sentry Equipment, Fastenal, and Lake Country Manufacturing. It also includes a 128-room hotel.

The planned development will also include several types of residential development including single family homes, townhomes, and condominiums. Four neighborhoods have been established as part of the Pabst Farm development plans. These include Eastlake Village (170 single family homesites), Lake Country Village (300 homesites), Interlaken Village (26 estate sized single-family homesites), and Village Crossing (over 100 condominiums and five floorplans).

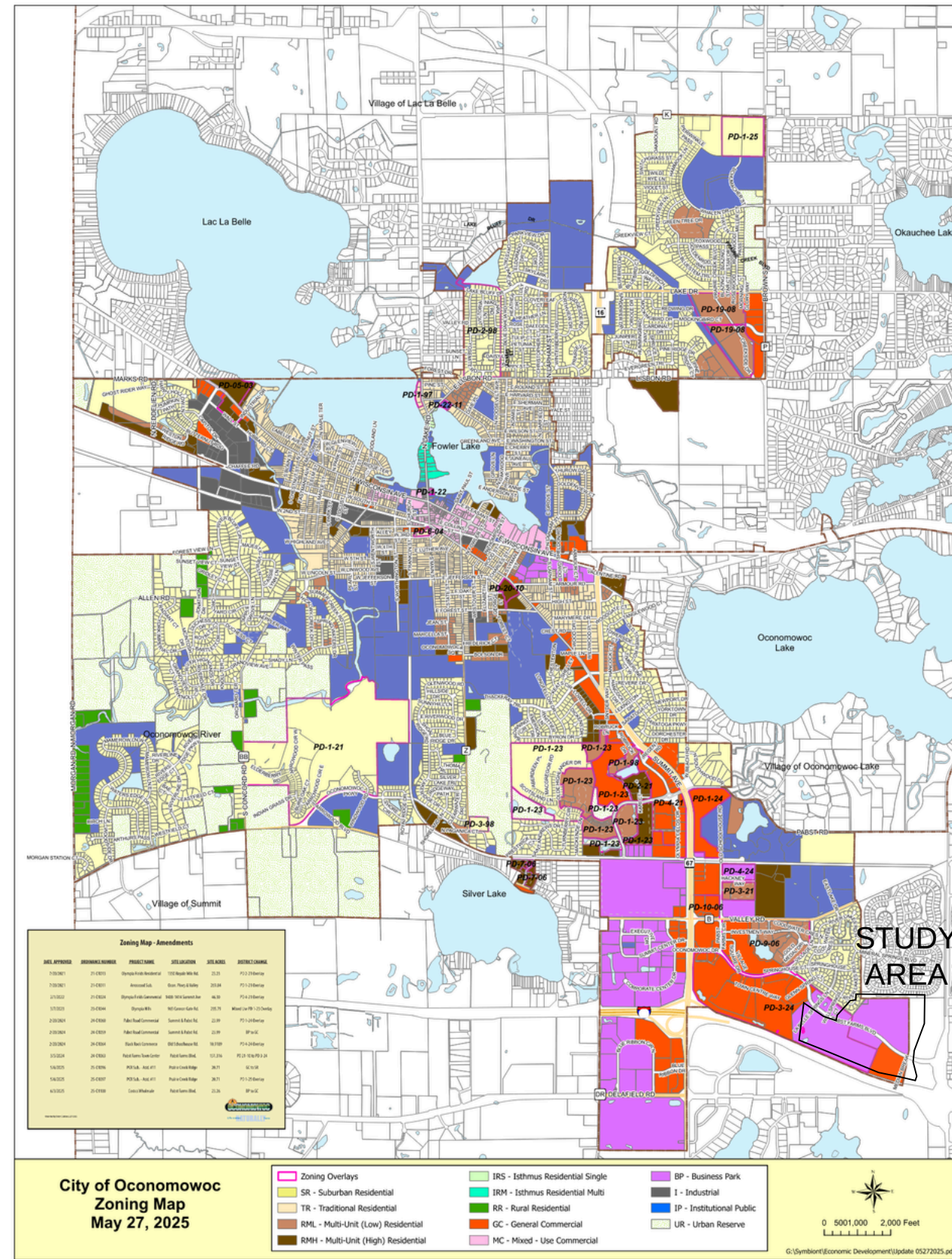
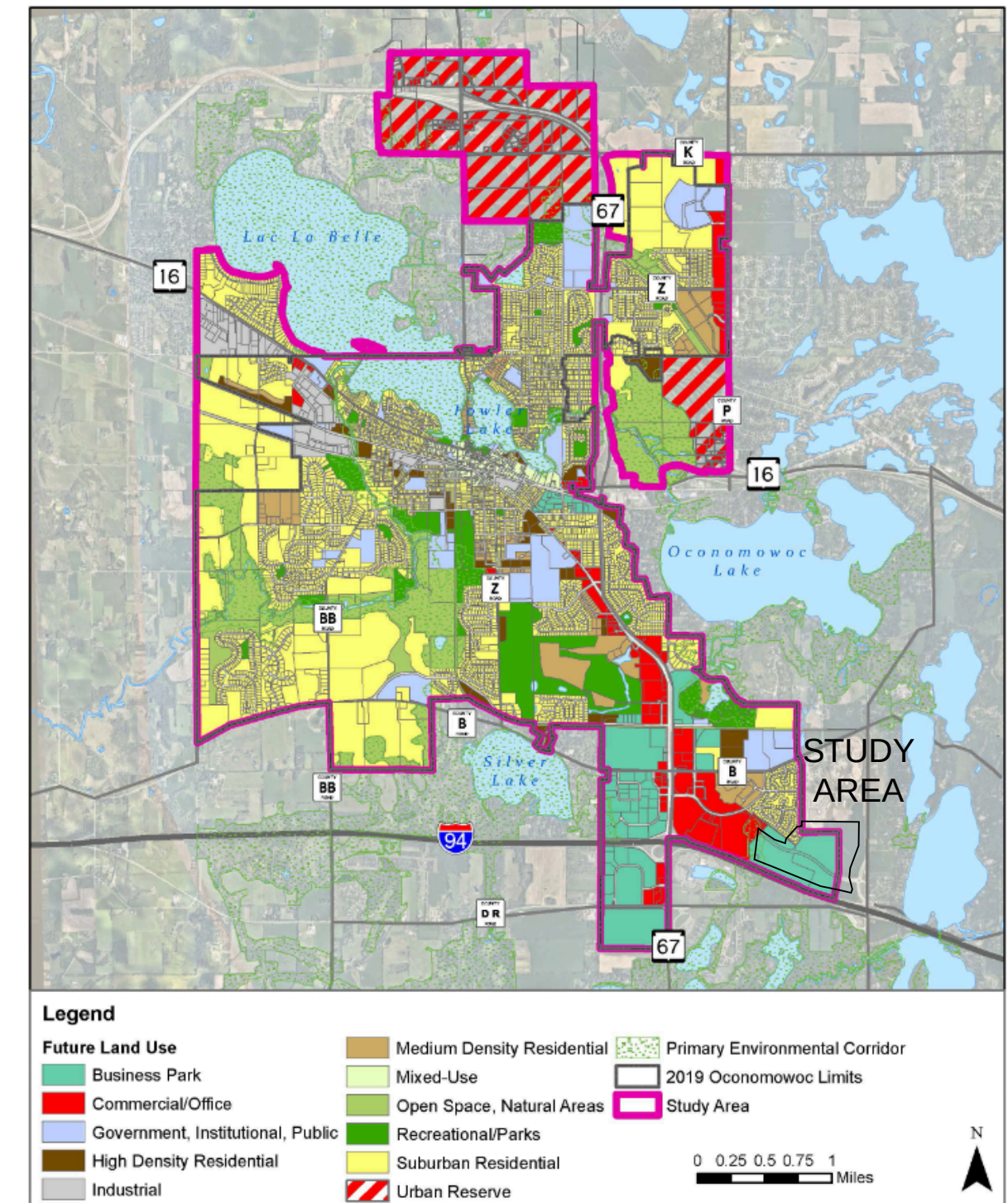


Figure 20: Future Land Use



# INSPIRATION:

## SITE HISTORY:

Agrarian Roots

**Pioneering a sustainable and self-sufficient farm:** Fred Pabst Jr. established the 1,400-acre farm in 1906 emphasizing self-sufficiency and sustainable farming practices.

**World-renown breeder of high-production Holstein cattle:** After initially focusing on horses, Pabst Farms transitioned to breeding prize-winning, high-production Holstein dairy cattle.

**Supported Pabst Brewery during the Prohibition:** When the brewing industry faced severe restrictions, Pabst Brewing pivoted to produce dairy products at the farm.

**Championing land development and preservation:** Pabst Farms held a commitment to responsible land development and preservation. This legacy continues to influence the master-planned community of Pabst Farms today, emphasizing development that respects the natural environment.



HISTORIC PABST FARM HOMESTEAD  
 1978 QUADRANGLE MAP



1956 SATELLITE IMAGE

# THE HISTORY

## The Harvest at Pabst Farms



### PEAK OPERATIONS & INNOVATIONS 1910s - 1940s

*By the 1920s, Pabst Farms was a model of integrated agriculture, famed for its dairy herd and Pabst-ett cheese. With Woodbine estate, social events, and national honors, it shaped Wisconsin's agricultural prominence*



### ORIGINS & ESTABLISHMENT Early 20th Century

*Pabst Farms, founded in 1906 by Frederick Pabst Jr. near Oconomowoc, grew to over 1,400 acres into a model farm, pioneering sustainable practices and producing prize-winning horses and Holstein cattle that influenced the World's dairy industry.*



"The Farm that Grew Its Own Buildings"



### DECLINE & TRANSITION 1950s - 1990s

*After Fred Pabst Jr.'s 1958 death, the farm endured suburban pressures, with dairy lasting into the 1960s. By the 1990s–2000s, Summit incorporated to guide development resisting annexation and restricting large retailers on Pabst land.*



"Finding a Balance: Brewhouse and Holstiens"



# PABST FARMS TODAY

## The Harvest at Pabst Farms

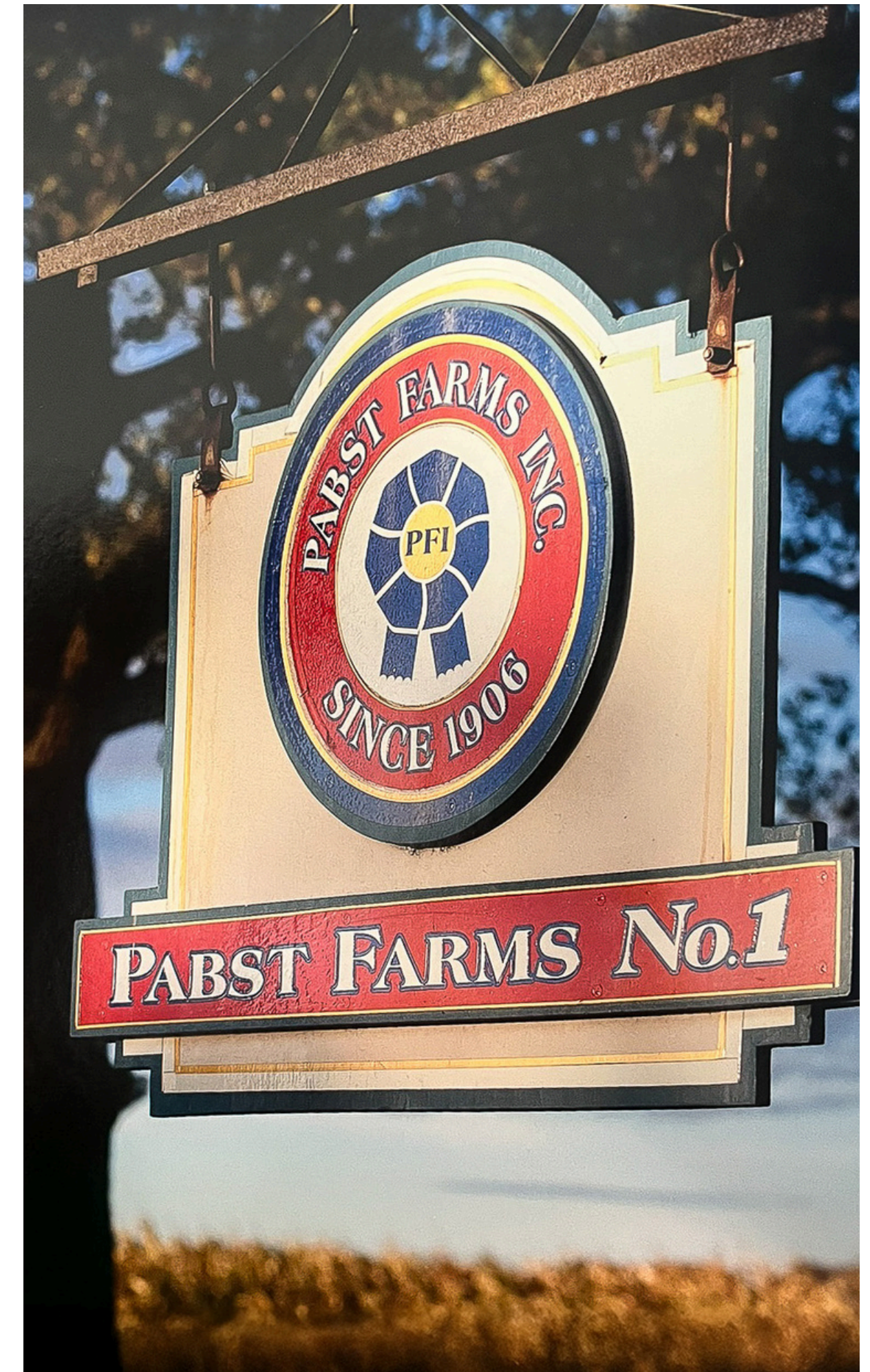
MODERN DEVELOPMENT  
2000s-2025

*The Pabst family eventually sold the land to developers, who designed a master plan for the site along I-94 at Highway 67, thoughtfully integrating retail, commercial, residential, mixed-use and green spaces.*



FUTURE OF PABST FARMS  
Present Day - Future

*Pabst Farms will thrive as a dynamic, mixed- life community, blending modern agrarian living, green spaces, and historic preservation while honoring Frederick Pabst Jr.'s legacy of innovation and stewardship.*





# PROJECT INSPIRATION

Mellody Farms  
Vernon Hills, IL



GROCERIES AND GREENS: OUR MISSION TO NOURISH THE COMMUNITY



**MICROHABITAT URBAN FARM**

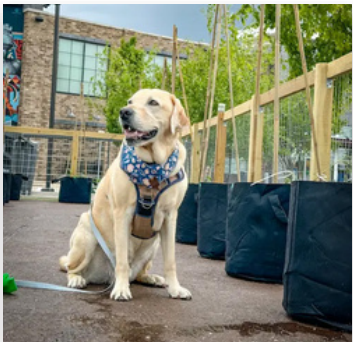
**SIGNATURE GARDEN COLLECTION**  
60+ pots of vegetables, herbs & edible flowers

**FRESH LOOK® PROGRAM**  
Enhancing shopping centers with vibrant, neighborhood-tailored experiences

**FOOD PANTRY DONATIONS**  
300+ lbs of produce harvested weekly (June-October) & +80% donated to Township Pantry or locally

**COMMUNITY WORKSHOPS/EVENTS**  
(e.g., Crop Succession & Garden Winterization)

#SEEYOUATTHEFARM



# PROJECT INSPIRATION

Laveen Village  
Phoenix, AZ



Laveen  
Village

THE DEVELOPMENT GOAL IS TO PRESERVE AND PROTECT THE VILLAGE CHARACTER WHILE ENCOURAGING GROWTH AND INVESTMENT

## LAVEEN VILLAGE LAND USE & DESIGN EXAMPLES

### LAND USE | LASALVIADAIRY

Support the growth of land use that contribute to a health and sustainable food system, ie: grocery stores, community gardens, urban farms, and other urban agricultural elements.

### LAND USE | 51ST AVE & BASELINE RD

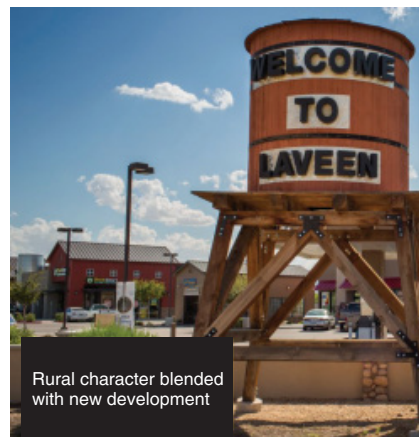
Establish distinctive urban shopping destinations and support the establishment of small, local retail businesses throughout appropriate areas in the village. Support and attract more retail and restaurants that foster an active pedestrian environment. Cluster such uses in pedestrian centers so that there is a critical mass of urban vitality.

### DESIGN | LAVEEN STATES

Promote site development and land use that protect the natural environment by preserving vegetation and surface water, minimizes disturbances to the existing terrain and greenfields, and encourage development of brownfields in synergy to our desert climate.

### DESIGN | COMMERCIAL DEVELOPMENT

Promote neighborhood identity through planning that reinforces the existing landscaping and character of the area. Each new development should contribute to the character identified for the village.



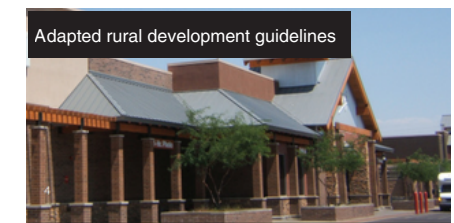
Rural character blended with new development



Long history as an agricultural community



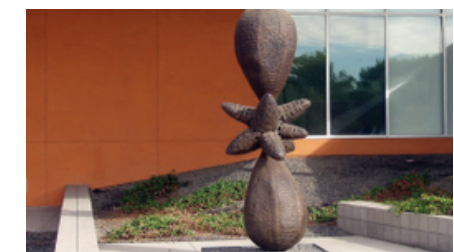
Rural, equestrian & agricultural lifestyle



Adapted rural development guidelines



Laveen Education Center





THE HARVEST AT PABST FARMS - VOID ANALYSIS  
September 2025



USE	TENANT	SIZE	NOT IN TRADE AREA	CLOSEST STORE	COMMENTS
<b>APPAREL</b>					
	Bloomindale's Outlet	30 K	X	Northbrook, IL	Tenant is not currently operating in Wisconsin
	Burlington	25-35 K	X	Wauwatosa, WI	Brookfield location will close when lease expires
	CitiTrends	10-12 K	X	West Allis, WI	Located in the West Allis Towne Center
	dd's Discounts	20-25 K	X	Milwaukee, WI	Only operating one store in Wisconsin
	Discovery	10 K	X	Wauwatosa, WI	Mayfair Rd., two tenant building with Dollar Tree
	Forman Mills	50 K	X	Milwaukee, WI	Midtown Center
	H & M	30 K	X	Brookfield, WI	Brookfield Square
	K & G Fashion Superstore	25 K	X	Milwaukee, WI	Brown Deer Road
	Marshalls	20 K		Delafield, WI	Located within the Nagawaukee Center
	Nike	40 K	X	Johnson Creek, WI	Johnson Creek Premium Outlets
	Nordstrom Rack	35 K	X	Wauwatosa, WI	Mayfair Collection
	Old Navy	15 K	X	Waukesha, WI	Shoppes at Fox River, 2nd location in Brookfield
	Primark	45 K	X	Schaumburg, IL	Woodfield Mall
	Ross Dress For Less	22 K	X	Waukesha, WI	Shoppes at Fox River, 2nd location in Brookfield
	Saks Off Fifth	45 K	X	Northbrook, IL	Village Square of Northbrook
	T.J. Maxx	20 K	X	Waukesha, WI	Shoppes at Fox River, 2nd location in Brookfield
<b>BEAUTY SUPPLY</b>					
	Bath & Body Works	3 K		Delafield, WI	Located within the Nagawaukee Center
	Buff City Soap	3 K		Delafield, WI	Located within the Nagawaukee Center
	ULTA	10 K	X	Waukesha, WI	Shoppes at Fox River, 2nd location in Brookfield
	Sephora	8 K		Delafield, WI	Located within the Nagawaukee Center (Kohl's)
<b>BOOKSTORES</b>					
	Barnes & Noble	10-15 K	X	Brookfield, WI	Brookfield Square
	Books A Million	15-25 K	X	Janesville, WI	Uptown Janesville, formerly Janesville Mall
	Half Price Books	10 K	X	Brookfield, WI	The Plaza Shopping Center
<b>CARD / PARTY</b>					
	Hallmark	4-8 K		Oconomowoc, WI	Whitman Park Shopping Center
	Bartz Party Supply	10 K	X	Menomonee Falls, WI	Crossroads on Bancroft
<b>CRAFTS / FABRIC</b>					
	Hobby Lobby	50 K	X	Waukesha, WI	Shoppes at Fox River, 2nd location in Brookfield
	Michaels	18-25 K	X	Brookfield, WI	Fountain Square
<b>GENERAL MERCHANDISE</b>					
	JCPenney	90 K	X	Brookfield, WI	Brookfield Square
	Kohl's	35-90 K		Delafield, WI	Located within the Nagawaukee Center
	Target	125-175 K		Delafield, WI	I-94 & Hwy 83
	Walmart	120-200 K		Delafield, WI	Hillside Drive
	Meijer	150-180K	X	Sussex, WI	Hwy 164 & Lisbon Road
	Costco	150 K		Oconomowoc, WI	Opening Fall 2026
	Sam's Club	150 K	X	Waukesha, WI	NEC of Bluemound and Springdale
<b>DOLLAR STORES</b>					
	Dollar General/Family Dollar	8-10 K	X	Waukesha, WI	Downtown Waukesha on Broadway
	Dollar Tree	8-15 K	X	Delafield, WI	Walmart Center
	Five Below	10 K	X	Waukesha, WI	Shoppes at Fox River, 2nd location in Brookfield
	Pop Shelf	10 K	X	McHenry, IL	Shops at Fox River in IL
<b>DRUG STORE / CONVENIENCE</b>					
	CVS	12-15 K	X	Pewaukee, WI	2 locations in Waukesha
	Walgreens	13-16 K		Oconomowoc, WI	Located at Hwy 67 and Thackeray Trail
<b>ELECTRONICS / APPLIANCES</b>					
	Best Buy	30-35 K	X	Delafield, WI	Located within the Nagawaukee Center
	Grand Appliance	5-10 K	X	Genesee Depot, WI	Located near Hwy 83 & Hwy 59
	Micro Center	32 K	X	Chicago, IL	No Wisconsin locations currently
<b>DISCOUNT / THRIFT</b>					
	Goodwill	25 K		Oconomowoc, WI	Additional location in Pewaukee
	St. Vincent de Paul	25 K		Oconomowoc, WI	Brown Street
	Ollie's	30 K	X	West Bend, WI	Former Big Lots
	Salvation Army	30 K	X	Waukesha, WI	Downtown Waukesha
<b>FITNESS</b>					

USE	TENANT	SIZE	NOT IN TRADE AREA	CLOSEST STORE	COMMENTS
	WAC	25-50 K		Hartland, WI	Old club, needs to be relocated.
	Princeton Club	60 K	X	New Berlin, WI	Multiple locations.
	Elite Clubs	50 K	X	Brookfield, WI	Multiple locations, Brookfield is closest
	LA Fitness	25-50 K	X	Round Lake Beach, IL	No locations in WI currently
	Crunch Fitness	35 K	X	Brookfield, WI	Additional location in Hales Corners, WI
	Lifetime Fitness	50-80 K	X	Brookfield, WI	Looking to add more small format clubs
	Planet Fitness	15-25 K		Oconomowoc, WI	19 area locations
	Vasa Fitness	50 K	X	New Berlin, WI	SEC of Sunny Slope and National Ave.
<b>FOOTWEAR</b>					
	Boot Barn	10 K	X	Wauwatosa, WI	Mayfair Collection
	DSW	20-25 K	X	Brookfield, WI	Calhoun Crossing
	Rack Room Shoes	10 K	X	Pleasant Prairie, WI	Pleasant Prairie Premium Outlets
	Famous Footwear	5-7 K	X	Johnson Creek	Johnson Creek Outlets
	Shoe Carnival	15-30 K	X	Madison, WI	East Towne Mall
	Shoe Sensation	12-15 K	X	West Bend, WI	Paradise Pavilion Shopping Center
	Skechers (Outlet)	8-12 K	X	Waukesha, WI	Shoppes at Fox River
	Rogan's	15 K	X	Waukesha, WI	Sunset Drive
<b>FURNITURE</b>					
	American Freight	30 K	X	Racine, WI	High Ridge Center
	Arhaus	15 K	X	Brookfield, WI	The Corners of Brookfield
	Ashley	30 K	X	Pewaukee, WI	Capitol Drive
	Bob's Discount Furniture	20-35 K	X	Greenfield, WI	S. 76th Street
	CB2	15 K	X	Naperville, IL	No current WI locations
	Crate & Barrel	35 K	X	Wauwatosa, WI	Mayfair Mall
	Design Within Reach	10-20 K	X	Milwaukee, WI	Third Ward
	The Dump	135 K	X	Deerfield, IL	Deerbrook Shopping Center
	Ethan Allen	8-30 K	X	Brookfield, WI	Brookfield Square Mall
	La-Z-Boy	10-15 K	X	Greenfield, WI	Layton Ave
	Penny Mustard	25-40 K	X	Brookfield, WI	Bluemound Road
	Colders (future Ashley)	75 K		Delafield, WI	Hillside Drive
	Bilt Rite	20 K	X	Greenfield, WI	Layton Ave.
	Restoration Hardware	15-50 K	X	Brookfield, WI	Location planned for The Corners of Brookfield
	Room & Board	50 K	X	Skokie, IL	No current WI locations
	Slumberland	25 K	X	Watertown, WI	South of Walmart, on Market Way
	Steinhafels	80-125 K	X	Pewaukee, WI	Showroom, clearance center, distribution
	Toms Price	25-40 K	X	Lincolnshire, IL	No current WI locations
	Walter E. Smithe	30 K	X	Vernon Hills, IL	No current WI locations
	West Elm	15 K	X	Milwaukee, WI	Third Ward
<b>GROCERY</b>					
	Aldi	22 K		Oconomowoc, WI	Hwy 67 & Oconomowoc Parkway
	Cermak Fresh Market	50 K	X	West Milwaukee, WI	Miller Park Way
	Fresh Thyme	25-30 K	X	Brookfield, WI	Calhoun Crossing
	Gordon Food Service	15-20 K	X	West Milwaukee, WI	Miller Park Way
	Hy-Vee	80 K	X	Sun Prairie, WI	
	Kroger/Pick 'n Save/Metro Market	60-80 K		Oconomowoc, WI	Marketplace at Pabst Farms
	Meijer	100-200 K	X	Sussex, WI	Hwy 164 & Lisbon Rd.
	Sendik's	50 K		Oconomowoc, WI	Hwy 67 & Commerce Street
	Sentry Foods	60 K		Delafield, WI	Albrecht's Sentry in Nagawaukee Center
	Schnucks Markets	75 K	X	West Allis, WI	Greenfield Avenue
	Piggly Wiggly	50-60 K		Hartland, WI	Cottonwood Avenue (Fox Bros.)
	Trader Joe's	15 K	X	Brookfield, WI	Target Outlot
	Whole Foods	30-60 K	X	Wauwatosa, WI	The District (Mayfair Collection)
	Woodman's	200 K	X	Waukesha, WI	
<b>HOME FURNISHINGS / DÉCOR</b>					
	At Home	90 K	X	Wauwatosa, WI	Mayfair Road
	Cost Plus World Market	20 K	X	Brookfield, WI	Fountain Square
	HomeGoods	25 K		Delafield, WI	Located in Nagawaukee Center
	Kirkland's	8-10 K	X	Brookfield, WI	Brookfield Fashion Center
<b>HOME IMPROVEMENT</b>					
	Ace Hardware	20-30 K		Oconomowoc, WI	Whitman Park Shopping Center
	Ferguson Kitchen & Bath	25-50 K	X	Brookfield, WI	Capitol Drive
	Floor & Décor	30 K	X	Brookfield, WI	Bluemound Road
	Harbor Freight Tools	20 K	X	Waukesha, WI	Westbrook Shopping Center
	Home Depot	125 K		Delafield, WI	Hillside Drive
	Lowes	140 K	X	Wauwatosa, WI	124th & Burleigh
	Lumber Liquidators (LL Flooring)	7-15 K	X	Arlington Heights, IL	Chapter 11 bankruptcy has closed most locations
	Menards	120-180 K	X	Pewaukee, WI	Capitol Drive

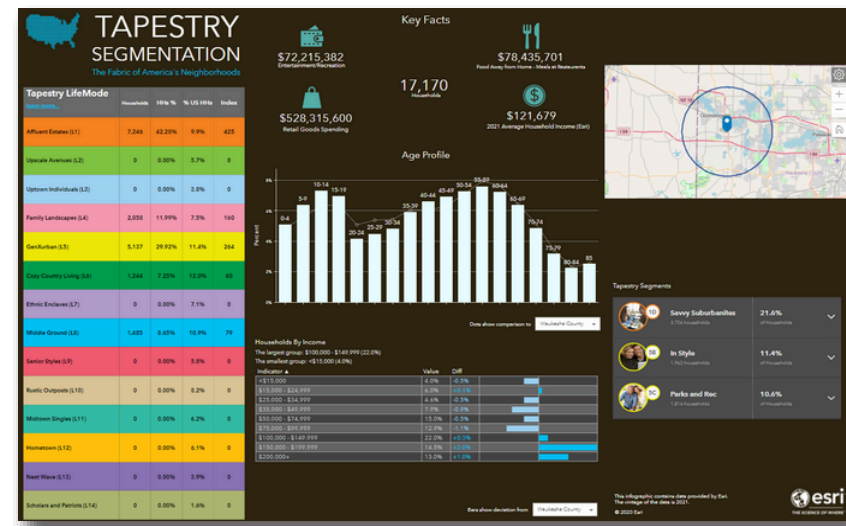
USE	TENANT	SIZE	NOT IN TRADE AREA	CLOSEST STORE	COMMENTS
	Northern Tool	22 K	X	West Allis, WI	Hwy 100 & Greenfield Avenue
	Fleet Farm	150K		Oconomowoc, WI	Towne Centre at Pabst Farm
	The Tile Shop	10-15 K	X	West Allis, WI	Hwy 100 & W. Mitchell St.
	Blaine's Farm & Fleet	120 K	X	Waukesha, WI	Mooreland Blvd.
	Tractor Supply	30 K	X	Mukwonago, WI	Hwy 83
<b>MEN'S APPAREL</b>					
	Casual Male	5-8 K	X	Brookfield, WI	Bluemound Road
	Jos. A. Bank	5-10 K	X	Brookfield, WI	Bluemound Road
	Men's Wearhouse	5 K	X	Brookfield, WI	Calhoun Crossing
<b>OFFICE SUPPLY</b>					
	Office Max/Office Depot	15-20 K	X	Pewaukee, WI	Silvermail & Grandview
	Staples	15-20 K	X	Monona, WI	Pier 37 Shopping Center
<b>PET SUPPLIES</b>					
	Pet Supplies Plus	6-8 K		Oconomowoc, WI	Hwy 67 & Commerce Street
	Petco	10-15 K		Delafield, WI	Walmart Center
	Petland	10 K	X	Janesville, WI	Hwy 12 & Hwy 26
	PetSmart	18 K	X	Pewaukee, WI	Capitol Drive
<b>SPECIALTY</b>					
	Binny's	25 K	X	Gurnee, IL	No locations in WI
	Container Store	25 K	X	Wauwatosa, WI	Mayfair Mall Outlot
	The Great Escape	25-35 K	X	Gurnee, IL	No locations in WI
	Total Wine	25 K	X	Brookfield, WI	Calhoun Crossing
	Otto's	15 K	X	Elm Grove, WI	Bluemound & Moorland Road
<b>SPORTING GOODS</b>					
	Cabela's	150-200 K	X	Richfield, WI	Additional locations in Sun Prairie and Green Bay
	Dick's Sporting Goods	50 K	X	Brookfield, WI	Bluemound and Discovery Drive
	Duluth Trading Company	15 K	X	Waukesha, WI	Home Depot Outlot
	Sportsman's Warehouse	35 K	X	Racine, WI	
	Dunham's	40 K	X	Brookfield, WI	Bluemound Road
	Camping World	35-100 K	X	Sturtevant, WI	
	Golf Galaxy	15-18 K	X	Brookfield, WI	Fountain Square
	Bass Pro Shops	125K+	X	Gurnee Mills, IL	Gurnee Mills
	PGA Superstore	35 K	X	Brookfield, WI	Bluemound Road
	Pure Hockey	6-8 K	X	Mequon, WI	Mequon Pavilions
	REI	20-30 K	X	Brookfield, WI	Capitol Drive
	Sierra	18 K		Delafield, WI	Located in the Nagawaukee Center
<b>SWIMMING</b>					
	Aqua Tots	5-8 K	X	Wheaton, IL	No locations in WI
	Bear Paddle	8-10 K	X	Lake in the Hills, IL	No locations in WI
	Big Blue	8-10 K	X	Buffalo Grove, IL	No locations in WI
	Foss	8-10 K	X	Sun Prairie, WI	
	Goldfish	8-10 K	X	Brookfield, WI	124th & Feerick
<b>AUTOMOTIVE</b>					
	Advance Auto	10 K		Oconomowoc, WI	Wisconsin Avenue
	Auto Zone	10 K		Delafield, WI	Walmart Center
	O'Reilly	10 K	X	Waukesha, WI	Outlot to Shoppes at Fox River
	Napa Auto	8 K		Oconomowoc, WI	Wisconsin Avenue
<b>MEDICAL</b>					
	BioLife	15 K	X	Pewaukee, WI	Silvermail Plaza
	Davita	15 K		Delafield, WI	Sun Valley Drive
	Concentra	10 K	X	Waukesha, WI	Sunset Drive
	Wisconsin Spine & Pain	20 K	X	Waukesha, WI	Grandview and Silvermail
	Orthopaedic Associates of WI	30 K	X	Pewaukee, WI	Golf Road, I-94 & Hwy SS
	Froedtert	15 K	X	Pewaukee, WI	Capitol & Hwy 164
	Aurora Advocate	15 K		Oconomowoc, WI	I-94 & Hwy 67
	Ascension	15 K	X	West Allis, WI	Lincoln Ave & 894
	ProHealth	15 K		Oconomowoc, WI	Hwy 67 & I-94



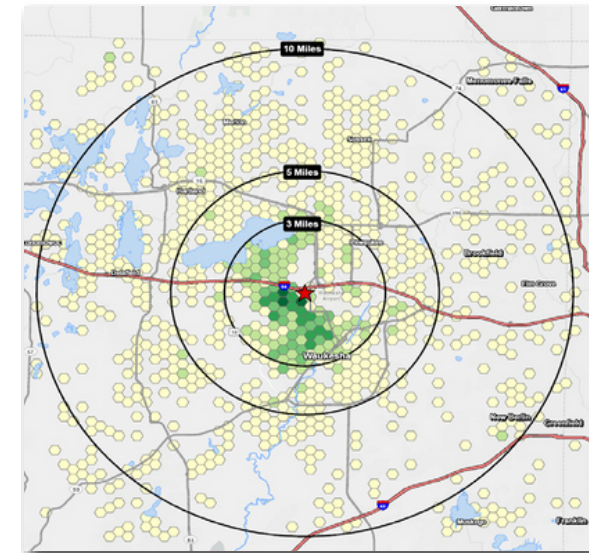
**MARKET ANALYSIS**

# TRADE AREA ANALYTICS

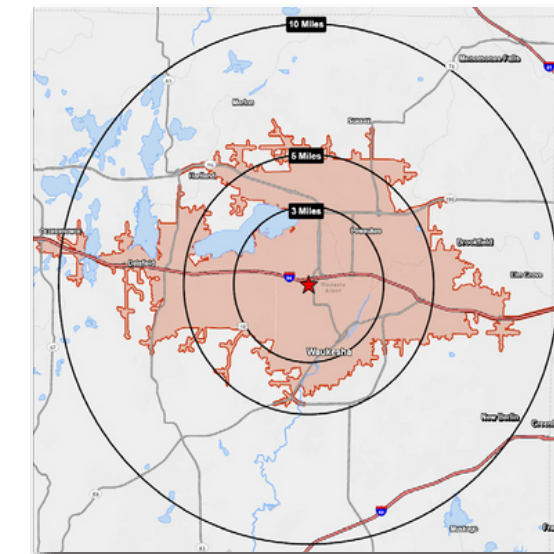
## TAPESTRY REPORT



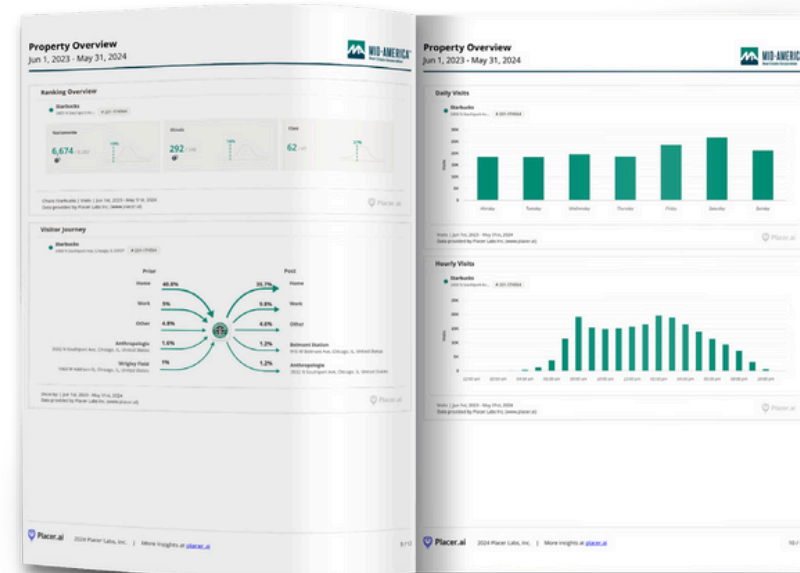
## FOOT TRAFFIC ANALYSIS



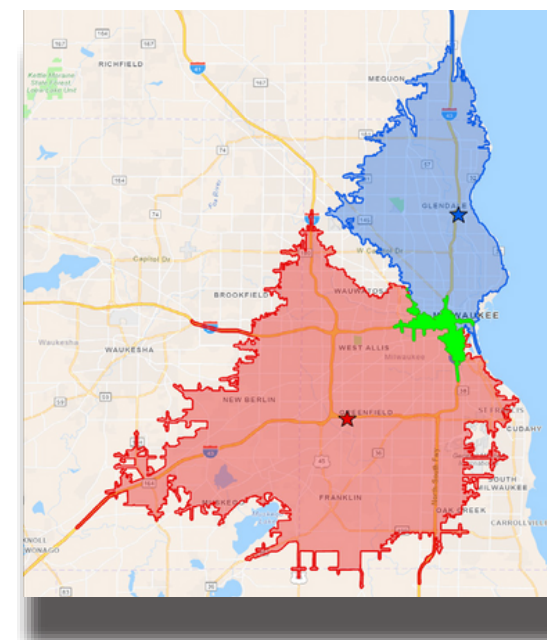
## VISITOR CONCENTRATION ANALYSIS



## PLACER.AI LOCATION INTELLIGENCE DATA



## CANNIBALIZATION



## DOT DENSITY & HEAT MAPPING ANALYSIS





# MASTER PLAN

# ACCESS, VISIBILITY, & BUFFERS





**CELEBRATION OF HERITAGE**  
Outdoor "Museum" Opportunity  
Agrarian Oriented Branding



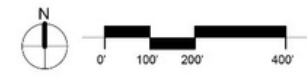
**OUTDOOR ACCESS**  
Communal "Back Yard"  
Development around Nature



**PEDESTRIAN ORIENTED**  
Trails and Paths  
Neighborhood Connections



**HOMEGROWN**  
Community Gardens,  
Demonstration Plots,  
Farm to Table

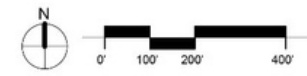


**HERITAGE GREENWAY & COMMUNITY GARDENS**

# LAND USE: SUMMARY



LAND USE LEGEND	
	MULTI-FAMILY
	GREEN/COMMUNITY
	SPECIALTY RETAIL, MIXED-USE, HOSPITALITY, COMMERCIAL OFFICE
	COMMERCIAL/OFFICE
	BUSINESS PARK

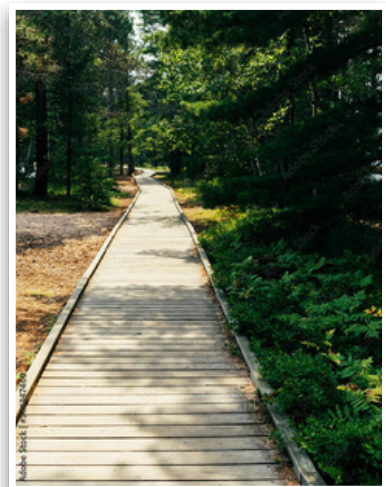


# PROPOSED USES AERIAL

## Pedestrian Network



POP-UP EDUCATION



BOARDWALK



LINKED TRAIL NETWORK



PAVILION & MICRO FARM



POCKETPARK



FIRESTATION & WATER SILO



LAKE COUNTRY TRAIL



COMMUNITY CENTER



GARDEN PLOTS & FARMERS MARKET

**LEGEND**

- PEDESTRIAN TRAIL / SIDEWALK
- - - REGIONAL TRAIL CONNECTION
- FUTURE COMMUNITY USE



# PROPOSED USES AERIAL

## Land Use Gradient



SPECIALTY RETAIL / GROCER



COMMUNITY / WELLNESS



ANCHOR TENANT



JUNIOR BOX



### LEGEND

- RESIDENTIAL SPECIALTY
- HOSPITALITY
- OFFICE COMMUNITY / WELLNESS



# NORTHWEST FACING AERIAL



# NORTHEAST FACING AERIAL



# Thank you!

**COBALT**  
COMPANIES



PABST FARMS