

**East Points Station/
East Points Coalition
A Brief Program Plan Description**

August 25, 2011

Purpose:

The East Points Coalition is a not-for-profit organization, being organized to manage the East Points Station. The East Points Station plans to provide tourist information, a bike and pedestrian rest stop, and rental space for a business with complementary services, in the historic Bartles-Maguire gas station located at 422 East Broadway, Waukesha, WI.

Background:

The Bartles-Maguire gas station has been recognized as a local historic landmark, is eligible for including on the National List of Historic Places, and is currently for sale. The East Points Coalition proposes to collaborate with other local organizations to re-purpose the building to be used as a rest stop and information location. The 700-square-foot space will be leased to a tenant with a business that provides services which complement tourists and bike path users. Discussions with potential tenants include businesses such as:

Ice cream shop
Coffee shop
Bike sales and repair
Motorcycle specialty products and replacement parts.

State and federal funds may be available for the renovation of the property for this particular use. Initial exploratory discussions with program staff about using funds for this purpose were supportive. However, the funding cycle would next accept applications in 2012 with funds available in 2014. Therefore, the Coalition proposes a private sale of the property to Jo DeMars, with the understanding that the Coalition would assist in applying for the funds, and would purchase the property, assuming ownership from DeMars after the funds are granted.

The Coalition anticipates developing a comprehensive East Points Station Plan and working toward its completion. The Plan would be accomplished in conjunction with various City of Waukesha plans, and with the YMCA as it finalizes its plans for the use of adjacent properties. (Please see details in Collaborations section below.)



Timeline:

The Program Plan anticipates an offer to purchase the property will be made. If accepted, DeMars will commence Phase 1 of the project. These activities include:

1. Prepare a list of improvements to the property which enable it to pass an Occupancy Inspection (to be completed with the assistance of a licensed professional architect, familiar with historic preservation guidelines).
2. Assist in obtaining local and state approvals for renovations.
3. Interview potential tenants for the property; finalize Rental Agreement and define any user-specific requirements for renovation needs (anticipated lease start date to be approximately five months after closing on the property).
4. Assist Attorney Ben Schuster in filing the required documents to create the not for profit organization which will be called the East Points Coalition.
5. Collaborate with local organizations to gather members for the Coalition. Anticipated members include:
 - Vintage cars enthusiasts
 - Bicycle path users and planners
 - Historic preservationists
 - Downtown business representatives
 - Members of the community.
6. Collaborate with the YMCA before determining final plans for site use.
7. Meet with consultants and local officials to ensure the East Points Station plan enhances the City master plan, and the City's bike and pedestrian path plan.
8. Meet with architect, anticipated tenant and Coalition members to design and obtain approvals for the renovations proposed for Phase 2.
9. Assist in applying for state and local funding to renovate the property for stated use.

The Plan anticipates a transfer of ownership/management what will begin Phase 2. These activities include:

- a. Transfer ownership of the property (and Rental Agreement) from DeMars to the East Points Coalition.
- b. Complete Phase 2 renovations
- c. Open East Points Station.



Collaboration:

The Plan proposes working in conjunction with several local organizations to increase the viability of the proposed use. For example:

- The Coalition needs to ensure the rest stop will have easy and safe access to the proposed bike path, which is currently anticipated to use the abandoned railway approximately one-half block north of the gas station. The Coalition plans to participate in bike and pedestrian path plan meetings, to join in the dialogue, and assist when appropriate) in final decision making.
- East Points Station plans to provide tourist information to the general public, as well as to people using the bike path. The Coalition will actively seek input from the Waukesha business community, local attractions (both public and private) to ensure the staff has up to date information about activities and recreation sites, along with dining and shopping opportunities in the City.
- The Coalition appreciates the importance of meeting the needs of the general public, as well as the needs of the biking and hiking communities. Coalition members plan to attend professional and hobbyist club meetings to discuss the Station and to collect information about how to appropriately design and effectively manage the Station.
- The Coalition understands that building on mutual interests is in the best interests of the Station and its neighbors. The Coalition intends to work whenever possible with the YMCA to collaborate on joint projects, such as developing green space along the streets, providing for smooth flow of traffic. The Coalition expects to offer use of the space on the west side of the property for new YMCA signage.
- The Bartles-Maguire gas station has particular appeal to vintage car enthusiasts and historic preservationists. The Coalition anticipates including representatives of both groups in Coalition membership, and will encourage planning events with the groups to highlight the gas station's contribution to Waukesha's historic legacy.

As another example of collaboration, Coalition members have received numerous offers from the professional trades to provide in-kind services during the renovation of the building.



Business Plan:

A comprehensive business plan is being prepared that will provide a more detailed response to several issues. At this time, this Project Plan calls for private purchase of the property, which will enable the Coalition to begin working on renovation plans and to actively participate in meetings with City officials. The Project Plan's first step is to complete repairs necessary to obtain an Occupancy Permit, and then to sign a two-year Rental Agreement with a suitable tenant. During the two-year rental period, the organizational structure of the Coalition will be put in final form, and Coalition members plan to participate in meetings to ensure the use as a rest stop/information kiosk remains a viable option. The Coalition will work with officials to develop the application materials for funding, draw up the final plans, obtain Certificates of Appropriateness and other needed permits, complete the renovations, and sign a Rental Agreement with the continuing tenant or with a new tenant, if necessary. The Coalition will purchase the property from Jo DeMars and assume responsibility for the ownership and management of the property.

The Coalition anticipates the Rental Agreement will provide for a reduction in rent to compensate the tenant for providing tourist information, use of the rest room (which will be handicap accessible) and seating for patrons needing an extended rest from activity. First aid will also be available. We expect the additional traffic would be an asset for many potential tenants, particularly for businesses that sell food or snacks.

Key benefits:

1. The Bartles-Maguire gas station is re-purposed, offering a rest stop service to the recreation community, an information station for tourists, and rental space for a business.
2. The renovated East Points Station provides an attractive entrance for one of the gateways to Waukesha.
3. The Bartles-Maguire gas station is renovated in an appropriate way, to reflect the historic nature of the building and to house a viable contemporary business.
4. The East Points Station assists in the regeneration of downtown Waukesha, and will add one to two full time jobs.
5. The renovated East Points Station will add attractive green space along the streets.
6. The East Points Station will be an ideal location for the new, artist-designed bike racks.
7. The East Points Station will pay property taxes.
8. The YMCA is able to move ahead with its plans for neighboring properties.
9. The East Points Station creates a setting for local recreation and preservation groups to hold events.