

FOR THE EXCLUSIVE USE OF TOM.SHEPHERD@COLLIERS.COM

From the Milwaukee Business Journal:

<https://www.bizjournals.com/milwaukee/news/2017/10/24/business-park-expansion-brewing-in-jackson.html>

## Business park expansion brewing in Jackson

### 🔑 SUBSCRIBER CONTENT:

Oct 24, 2017, 2:55pm CDT

James Blise, who launched development of the Jackson Northwest Business Park about 20 years ago, is embarking on an expansion that could start moving dirt in spring.

Blise, president of Design 2 Construct in Jackson, would expand the business park onto about 48 acres to the south. Blise is partnering with Fox Point developer General Capital Group on the project, which could include smaller-scale apartment development on some of the land.

Blise has seen 37 buildings come up in five phases of the Jackson Northwest Business Park over the past two decades. He said Jackson is now an even stronger market, drawing attention of businesses from farther away.



SEAN RYAN

The undeveloped land is near the interchange of Highway 45 and Highway 60 in Jackson.

“Fifteen, 18 years ago, you would mention Jackson to a potential user and they would say Jackson? Like Mars, the moon? They had no idea where Jackson was,” Blise said. “Now we’re on the map. We’re a half-mile off the freeway. We’re 45 minutes from the airport.”

The business park expansion would be built east of Highway P and north of Rosewood Lane near the Highway 60 interchange with Highway 45. The village of Jackson for years has been involved in a lawsuit over that land through an agreement with a different development group. General Capital and Blise later this year plan to buy the land, resolving the legal conflict.

The village of Jackson is considering the creation of a tax incremental financing district to help pay for infrastructure for the business park. That TIF district could contribute \$4 million in spending, including interest costs, said Michael Weiss, president of General Capital. The money would be repaid over several years by property taxes generated by the anticipated \$16 million in new land value the business park would create.

Jackson’s Plan Commission on Thursday will hold a public hearing on the TIF district plan.

Pending final approvals, site grading could begin in spring 2018, and the first deals for buildings could be inked as early as spring or summer, Weiss said.

“These guys have been successful in this trade area for more than 20 years, as evidenced by 37 projects,” Weiss said. “This is really just an extension.”

Mark Schnoll, a partner in Colliers International | Wisconsin, helped connect Blise and Weiss over a round of golf. Schnoll has been working with Blise on the Jackson Northwest Business Park since the 1990s, and will market land in the business park expansion.

“There’s a shortage of buildings and we’re just out of land,” Schnoll said of the surrounding market. “If a 200,000-square-foot user wants to be up this way we just have nowhere to put them. To capture those users you have to have the land ready to go.”

About 34 acres of the site is buildable. Weiss said the developers are studying the potential to build apartments on about 8 acres. If it moves forward, that could bring about 80 apartments, he said.

**Sean Ryan**

Reporter

*Milwaukee Business Journal*

