



LONG-TIME BAYSIDE RESIDENT ALAN MARCOVITZ

Reflects on His Participation in the Growth and Development of the North Shore

By Douglas H. Frazer

Bayside's Alan Marcovitz is the dean of the real property bar in Wisconsin. He reflects on his involvement with four major real estate projects in the North Shore.

Brown-Port (now River Point). In 1957, Alan's father-in-law, Abe Luber, was proceeding with the development of the 20-acre parcel on the southwest corner of North Port Washington Road and West Brown Deer Road. The property was within the boundaries of Fox Point (principally), Bayside, and River Hills. This became an important crossroads: U.S. Highway 141 (now I-43), State Trunk 100 (Brown Deer Road), and County Trunk W (Port Washington Road) converged. Abe, with Alan's assistance, started with an A&P grocery store. Evening-hour establishments came later, including a movie theater, a bowling alley, and a restaurant. Fox Point village manager W.J. "Bill" Blong was instrumental in designing the infrastructure needed for what was then Fox Point's biggest commercial development. In the 1990s Abe sold the property to a development group that also bought Audubon Court to the east.



with Fox Point. However, certain Whitefish Bay residents, and for a time the village board, resisted the project plan. Alan was able to help solve the traffic concerns and a western boundary drainage issue.

Eventually, Whitefish Bay granted full approval. The JCC has become an important community asset to residents of the North Shore.

River Hills Eder Farm. Because of zoning and land use restrictions, the Eder family, owner of 55 unimproved acres north of Brown Deer Road and west of Spruce Road, could not sell the property for what they believed to be fair value. In 2019 the family sued the village after it rejected a multi-family apartment proposal. With Alan's counsel the village settled the case by creating a tax incremental district, buying the property, and beginning a process of formulating its own plans for the parcel. Alan notes that River Hills' current efforts follows the trend of municipalities becoming more proactive regarding property development within their borders.

Douglas H. Frazer is a Fox Point resident and neighborhood contributor as well as the village president. The views expressed are his own and not necessarily those of the Village, the village board, other village board members, or Best Version Media, LLC.

North Shore Country Club site. In 1966, the North Shore Country Club moved out of Bayside to Mequon. The original developer, Harry Forman, could not obtain village approval for his single-family development proposal similar to what became the Lac du Cours project in Mequon. Harry turned the project over to a trio who created the neighborhood that exists today. Alan was involved with the project, including the challenge of designing Ravine Baye Road to circle around and over Fish Creek. The village settled on a cleverly engineered modified switchback arrangement. This effort allowed for the development of the many homes along Ravine Baye Road, significantly adding to the tax base.

Jewish Community Center (JCC) campus in Whitefish Bay and Fox Point. The University School of Milwaukee sold the 27-acre property to the Milwaukee Jewish Federation in 1983. The property was mostly in Whitefish Bay with the northern seven acres in Fox Point. Gaining municipal approvals came next. Things went smoothly

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