

Project Description – Casa de Corazón, Wauwatosa

Mission and Vision

Casa de Corazón is dedicated to providing high-quality, culturally rich early childhood education that nurtures the whole child. Our vision is to build a community where children grow in an environment of love, learning, and inclusivity while gaining the benefits of bilingual Spanish immersion. By instilling values of diversity, empathy, and curiosity, we aim to prepare children for lifelong success.

Proven Success in Wisconsin

Casa de Corazón is not a new concept. Our centers in Shorewood and Glendale have already established themselves as trusted resources for families and strong contributors to their communities. These franchises are thriving, with full enrollment, long waitlists, and overwhelmingly positive parent feedback.

The success of our nearby locations demonstrates both the demand for high-quality, bilingual childcare and the ability of Casa de Corazón to deliver consistently excellent programming. By expanding into Wauwatosa, we are building on this proven model to meet growing childcare needs while strengthening Wauwatosa's reputation as a family-centered, forward-thinking city.

Program Overview

Casa de Corazón of Wauwatosa will be a licensed childcare center serving up to 148 children from infancy through pre-kindergarten. Our age-appropriate programming will include:

- Infant (6 weeks – 16 months): 40 children
- Toddler (16 months – 33 months): 36 children
- Preschool A (33 months – 4 years): 32 children
- Preschool B (33 months – 4 years): 20 children
- Pre-K (4 – 5 years): 20 children

The center will operate Monday through Friday, from 7:30 AM to 5:30 PM, providing full-day programming designed to support working families.

Curriculum and Approach

Our curriculum integrates play-based learning, bilingual Spanish immersion, and structured educational programming. Children will engage in activities that promote:

- Cognitive and language development
- Social and emotional skills
- Creativity through art, music, and play
- Physical well-being through daily movement and outdoor activity
- Cultural awareness and inclusivity

This unique approach not only ensures kindergarten readiness but also fosters adaptability and appreciation for diversity in a global society.

Community Impact

Casa de Corazón will be an important addition to the Wauwatosa community by:

- **Expanding Access to Childcare:** Addressing the increasing demand for quality early childhood education in the area.
- **Creating Jobs:** Employing approximately 40–50 staff members, including teachers, classroom assistants, administrators, and support staff, contributing directly to the local economy.
- **Supporting Working Families:** Providing dependable, enriching childcare that enables parents to remain in or return to the workforce, pursue higher education, or build businesses.
- **Fostering Inclusivity:** Promoting bilingual education and cultural exchange, enriching both children and the broader community.

Facilities and Operations

The center will be thoughtfully designed to meet the highest standards of safety, accessibility, and child development needs. Features will include:

- Secure entry systems and age-appropriate classrooms
- Outdoor play spaces designed for multiple age groups
- Nutritious organic meal and snack programs
- Compliance with all state and city licensing requirements

1. Public health, safety, and general welfare

- The center will be designed, constructed, and operated in full compliance with all state and city health, safety, and building codes.
 - Secure entry systems, age-appropriate classrooms, staff background checks, and organic food service all promote a healthy and safe environment for children, staff, and the surrounding community.
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2. Uses, values, and enjoyment of surrounding properties

- Casa de Corazón centers have a proven record of being good neighbors, maintaining attractive, well-landscaped facilities that complement surrounding land uses.
 - The Wauwatosa location will enhance neighborhood vitality and provide a needed community service without negatively impacting adjacent property values or enjoyment.
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3. Normal and orderly development of surrounding properties

- The project is compatible with the existing zoning and surrounding uses, which include residential and institutional/community-serving properties.

- The center will not hinder the normal and orderly development of nearby properties for uses already permitted in the district.
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4. Adequate utilities, access roads, drainage, and other improvements

- The site is served by existing municipal water, sewer, stormwater drainage, and public utilities, which will be used or upgraded as required.
 - All necessary infrastructure improvements will be coordinated with and approved by the City prior to occupancy.
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5. Ingress, egress, and traffic congestion

- The site plan includes adequate off-street parking and a dedicated drop-off/pick-up area designed to keep vehicle queues off public streets.
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6. Compliance with applicable zoning regulations

- The facility will comply with all applicable zoning regulations, including setbacks, parking ratios, signage, occupancy limits, and landscaping requirements.
- All required permits and inspections will be obtained prior to opening to ensure full compliance with the subject zoning district.

Conclusion

Casa de Corazón of Wauwatosa represents more than a childcare facility—it is an investment in the future of our children and our community. By combining early education, cultural enrichment, and economic opportunity, this project will help strengthen Wauwatosa as a family-friendly, forward-thinking city.

We respectfully request the board's support in bringing Casa de Corazón to Wauwatosa, where it will serve as a cornerstone for family growth, community vitality, and educational excellence