

SEAN HURLEY-WAUWATOSA CITY COMMON COUNCIL DISTRICT 4

Key findings include:

- **Candidate Status:** Sean Hurley is a non-incumbent candidate for Wauwatosa City Council District 4 in a nonpartisan municipal race, with no prior elected experience or legislative record.
- **Core Messaging:** His campaign “prioritized” accountability, transparency, and resident engagement, though these values are presented broadly rather than through specific policy proposals.
- **Housing & Development:** Criticized luxury apartment construction and advocated for condominium and cottage-court housing models geared toward seniors and long-term neighborhood stability.
- **TIF & Municipal Finance:** He has raised concerns about the use of Tax Increment Financing (TIFs), arguing they can divert funds from core services and contribute to higher taxes and rents if not carefully structured.
- **Democracy & Extremism:** There is no public evidence linking Hurley to election denialism, extremist groups, or anti-democratic rhetoric; his public statements remain focused on local policy disputes.
- **Veteran Background:** Sean Hurley is a U.S. Army veteran who enlisted in 1999 while in high school and served approximately ten years, including deployments to Iraq and Afghanistan.

Wauwatosa is the oldest municipality in Milwaukee with about 47,700 people; majority White (79%), with smaller but growing Black (7%), Asian (4–5%), and Hispanic/Latino (5%) populations [[Census Reporter](#), accessed, 11/10/2025]. Politically Wauwatosa is a democratic stronghold, the city clerk’s page shows county’s Biden-heavy margin 66% to Trump’s 31.9%, so you can characterize Wauwatosa as a reliably Democratic municipal electorate even though the state was close [[Wauwatosa City](#), 11/4/2020]. In April 2024 voters kept Mayor Dennis McBride, who first won in 2020 with about 60%, signaling that the post-2020 policing/protest turbulence didn’t flip the city to a conservative posture. Also in the 2024 presidential election, Kamala Harris carried Wauwatosa with 69.0% to Donald Trump’s 29.0% [[Js Online](#), 4/2/2024] [[Wauwatosa City](#), 11/5/2024]. Wauwatosa wasn’t a center for 2020-style “stop the steal” activity, but it’s part of the Milwaukee-area election system that has been under extra scrutiny from state-level election-denier figures. That’s the same environment where former Milwaukee deputy election director Kimberly Zapata was convicted in 2024 over fake military ballots, a case some lawmakers tried to use to fuel fraud narratives even though it wasn’t voter fraud in Wauwatosa [[WPR](#), 3/20/2024] [[Milwaukee Journal Sentinel](#), 5/2/2024].

BACKGROUND

Sean Hurley is a candidate for Wauwatosa City Council, District 4, in the April 7, 2026 municipal election. He is a Wauwatosa native and graduated from Wauwatosa East High School in 2001. Hurley enlisted in the United States Army in 1999 and served approximately ten years, including deployments to Iraq and Afghanistan. During his military service, he worked in convoy operations, civilian affairs, and training missions. He left the military in 2010. Hurley currently works at the Milwaukee Veterans Affairs Medical Center in an inventory management role. He has professional experience in logistics, supply chain management, and purchasing, including prior work as a Department of Defense logistics specialist. He also owns and operates a small bicycle repair business, Tosa Bike Dr, based in

Wauwatosa. Hurley does not currently hold public office and has not previously served in an elected capacity. On his campaign website, Hurley states that “local government works best when it is accountable, transparent, and committed to delivering results for the people it serves,” and that “every decision should be guided by responsibility, careful oversight, and a commitment to making sure [Hurley for Tosa, accessed, 2/4/26]

ON THE ISSUES

Hurley Said TIF’s (Tax Increment Financing) “Diverts Tax Growth Away From General City Services.” “TIFs BIDs and Referendums. What does it all mean for your property taxes or your rent. TIFs (Tax Increment Financing) Used to fund development with future property tax growth. Potential downsides: Diverts tax growth away from general city services (like roads, parks, fire). Can increase pressure for higher taxes elsewhere to fill gaps. Encourages development that may raise nearby home values — and rents.” [Facebook, [Sean Hurley](#), 1/19/2026]

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Hurley Said TIF’s “Encourages Development That May Raise Nearby Home Values.” “TIFs BIDs and Referendums. What does it all mean for your property taxes or your rent. TIFs (Tax Increment Financing) Used to fund development with future property tax growth. Potential downsides: Diverts tax growth away from general city services (like roads, parks, fire). Can increase pressure for higher taxes elsewhere to fill gaps. Encourages development that may raise nearby home values — and rents.” [Facebook, [Sean Hurley](#), 1/19/2026]

Hurley Said TIF’s Should Benefit “The Whole Community, Not Just Developers.” “If the city is going to use TIF funds, let’s use them to support housing that benefits the whole community, not just developers’ bottom lines.” [Facebook, Sean Hurley, 1/19/2026]

VULNERABILITIES & ADVERSE FINDINGS OF NOTE

Anti-Apartment

Hurley Criticized Apartment Development, “Apartments Don’t Fill Our Schools And Don’t Offer The Same Long-Term Stability As Homeownership.” “We should be building housing that lets seniors downsize and stay in the community they love. Condos and cottage courts, not more luxury apartments with high vacancy rates and tiny units no family or senior wants. Apartments don’t fill our schools. Apartments don’t offer the same long-term stability as homeownership. And apartments don’t provide real incentives for our aging residents to move into more suitable housing. Building condos and cottage courts benefits everyone. Seniors gain safe, manageable homes. Families gain opportunities to purchase existing houses. Schools gain enrollment. And the local economy grows stronger.” [Facebook, Sean Hurley, 1/23/2026]

- **Hurley Said Wauwatosa Should Build More “Condos And Cottage Courts, Not Luxury Apartments.”** “We should be building housing that lets seniors downsize and stay in the

community they love. Condos and cottage courts, not more luxury apartments with high vacancy rates and tiny units no family or senior wants. Apartments don't fill our schools. Apartments don't offer the same long-term stability as homeownership. And apartments don't provide real incentives for our aging residents to move into more suitable housing. Building condos and cottage courts benefits everyone. Seniors gain safe, manageable homes. Families gain opportunities to purchase existing houses. Schools gain enrollment. And the local economy grows stronger." [Facebook, Sean Hurley, 1/23/2026]

- **Hurley Said Apartments Have High Vacancy Rates.** “We should be building housing that lets seniors downsize and stay in the community they love. Condos and cottage courts, not more luxury apartments with high vacancy rates and tiny units no family or senior wants. Apartments don't fill our schools. Apartments don't offer the same long-term stability as homeownership. And apartments don't provide real incentives for our aging residents to move into more suitable housing. Building condos and cottage courts benefits everyone. Seniors gain safe, manageable homes. Families gain opportunities to purchase existing houses. Schools gain enrollment. And the local economy grows stronger.” [Facebook, Sean Hurley, 1/23/2026]
- **Hurley Said “No Family Or Senior Wants” An Apartment.** “We should be building housing that lets seniors downsize and stay in the community they love. Condos and cottage courts, not more luxury apartments with high vacancy rates and tiny units no family or senior wants. Apartments don't fill our schools. Apartments don't offer the same long-term stability as homeownership. And apartments don't provide real incentives for our aging residents to move into more suitable housing. Building condos and cottage courts benefits everyone. Seniors gain safe, manageable homes. Families gain opportunities to purchase existing houses. Schools gain enrollment. And the local economy grows stronger.” [Facebook, Sean Hurley, 1/23/2026]

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