



Wauwatosa, WI

7725 W. North Avenue
Wauwatosa, WI 53213

Staff Report

Agenda Date: 7/9/2024

Request by Phillip Aiello, Mandel Group Inc., for a Zoning Map Amendment from Single Family Residential (R1-6) District to Neighborhood Village Trade/Planned Unit Development (C1/PUD) District at 7460/7462 Blanchard Street

Submitted by:

Tammy Szudy

Department:

Development

A. Background/Options

The applicant is requesting a Zoning Map Amendment for a 0.21 acre parcel located at 7460/7462 Blanchard Street. The amendment would rezone the property from Single Family Residential (R1-6) District to C1 District/Planned Unit Development (PUD) Overlay for a portion of a proposed multi-unit residential development.

The Plan Commission recommended approval 6-0-1 at the May 13, 2024 meeting. The required public hearing for this item and the related Planned Unit Development preliminary plans application was held on June 18 before the Common Council with one person speaking in favor of the proposal, twelve in opposition, and several comments/questions.

The next agenda item provides additional information about the proposed development and responses to questions raised at the public hearing.

B. Staff Comments

Planning/Zoning Division

Comprehensive Plan Compliance: The Future Land Use Map in the 2008-2030 Comprehensive Plan classifies this parcel as “Downtown”, a category “intended for a mix of retail, commercial service, office, institutional, and residential (mainly upper story units) uses arranged in a pedestrian-oriented environment with on-street parking; minimal building setbacks; and building designs, materials, placement, and scale that are compatible with the character of existing development.” In addition, many goals, objectives, and policies found in Volume Two: Policies and Recommendations, primarily in chapter 2.1 Land Use and chapter 2.3 Housing and Neighborhood Development, support multifamily housing development opportunities in the City. Volume Two of the Comprehensive Plan is found here: <https://www.wauwatosa.net/home/showpublisheddocument?id=480>

Strategic Plan Compliance: The Village of Wauwatosa Strategic Development Plan, adopted in 2011, discusses three strategic approaches for retail growth in the Village, one being “increasing the number of resident

households adjacent to the Village. New residential development in and around the study area can add a substantial number of local customers for the Village.” The Plan also proposes a redevelopment concept for the City’s Blanchard Street parking lot consisting of a mid-rise building that is “capable of including offices, a boutique hotel, or housing” and takes advantage of the change in topography. The Village Plan is found here: <https://www.wauwatosa.net/home/showpublisheddocument?id=514>

Housing Study Alignment: The City's 2016 Housing Study and Needs Analysis and 2023 Housing Study & Needs Assessment identifies a demand for subsidized and workforce housing as well as market rate units. The Housing Studies can be found here: <https://www.wauwatosa.net/government/departments/development/economic-development/housing-studies->

Building Division

No issues.

City Assessor’s Office

No issues.

City Clerk’s Office

No issues.

Engineering Division

No issues.

Fire Department

No Issues

Health Department

No comments provided.

Police Department

No comments provided.

C. Recommendation

Staff recommends approval.