

April 6, 2026

Tamara Szudy
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**RE: Variance Request
Scheels – Mayfair Mall, 2400 North Mayfair Road, Wauwatosa, WI 53226**

To the Board of Zoning Appeals,

Thank you for reviewing the following narrative and attached materials being submitted on behalf of Scheels in support of the site and landscaping upgrades proposed for their new store in the Mayfair Mall. We have prepared the following narrative to describe the proposed project and outlined each request in detail to demonstrate how each finding may be satisfied.

PROJECT DESCRIPTION

This project involves the redevelopment of a former anchor tenant building at Mayfair Mall into a new Scheels retail destination. The work includes adaptive reuse of an existing multi-level precast structure, with extensive interior demolition and renovation to accommodate Scheels' retail program across three levels, including offices, storage, apparel, and sporting goods sales. Site and landscape improvements support circulation, parking, planting, and pedestrian access, with careful integration alongside an adjacent development to provide programmable outdoor space.

VARIANCE APPLICATION NARRATIVE

A variance is requested to decrease the overall parking lot landscape coverage requirement, to remove the requirement for landscape islands at the end of each parking row, and to remove the requirement for interim landscape islands within the parking rows.

1. Exceptional Circumstances do exist pertaining to this lot.

ISG Response:

RE Parking Lot Landscape Area:

The adjacent property is currently being developed, which has eliminated access to a portion of previously available parking due to the configuration and placement of new buildings. As a result, this area is being converted into a landscaped pedestrian corridor and pocket park.

This new landscape planting space accounts for at least 2,546 sf or 2.77% of the lot landscape area, however this amount cannot be counted as part of lot landscape coverage because it is at the edge of the lot, not in the middle of the lot. This landscape area is, however, between covered parking and open parking. It is also not landscape that is in a "buffer zone" between parking and road/public way. It would be counted as landscape lot coverage if not for the new, adjacent building.

Overall, the total parking lot landscape area will increase substantially—from the existing 1,768 square feet (1.8%) to 6,592 square feet (7.27%).

RE Lot Planting Islands:

Planting islands located near the primary store entry have proven to be a safety concern for Scheels at other locations. These islands reduce visibility at eye level in areas where pedestrian and vehicular activity is highest. When these areas remain open, pedestrians are more visible and have a clear, accessible place to pause and be seen by drivers before crossing drive aisles. In contrast, planting islands can create obstacles for individuals with mobility or accessibility challenges, as stepping up onto raised islands may be difficult or impractical. Planting islands located toward the far end of the parking lot present fewer safety concerns and are therefore designed to be larger than typically provided for this type of project.

Additionally, the overall reduction in parking counts is a concern for Scheels. For this reason, the project requests flexibility to avoid interim planting islands within parking rows.

2. A variance is necessary for the preservation and enjoyment of the property rights possessed by other properties in the district and vicinity.

ISG Response:

The uncounted landscape area described in the response to Question 1 functions as a safe, well-planted pedestrian corridor serving both the Scheels store and the proposed adjacent mixed-use development. Its purpose is to enhance user enjoyment and ease of access, rather than create barriers. The other requested changes do not impact adjacent properties.

3. The variance will not create a special detriment to adjacent property and will not materially impair or be contrary to the purpose and spirit of this or to the public interests.

ISG Response:

As described in the response to Question 2, the uncounted landscape area serves both the Scheels site and adjacent property and was designed in coordination with the neighboring development. This space will function as an amenity for the general public. The requested changes to planting islands are driven by safety considerations and are therefore in the public interest.

4. The difficulty or hardship was not created by the property owner.

ISG Response:

Scheels is redeveloping a long-vacant site to serve as an anchor tenant for Mayfair Mall. As part of this effort, Scheels is addressing several substandard conditions, including the existing parking lot, which is in poor condition and requires resurfacing and reconfiguration. Updated alignments are necessary to respond to existing site constraints as well as the new layout created by the proposed adjacent development.

These factors result in a parking count that is below what is typically expected for a store of this size. When combined with considerations related to safety, access, and the proposed pocket park described elsewhere, Scheels is seeking to work collaboratively with the City to balance operational needs with applicable municipal requirements.



Please contact me at 515-243-9143 or via email at Carleigh.Noel@ISGInc.com with any questions or if there is any additional information we can provide in support of this project.

Sincerely,

A handwritten signature in black ink that reads 'Carleigh Noel'.

Carleigh Noel
Development Services Coordinator
Carleigh.Noel@ISGInc.com

OWNER ACKNOWLEDGEMENT

DocuSigned by:
A DocuSigned signature box containing a handwritten signature 'Josh Remer' and the ID 'F262C4DAC291462'.
Signature: _____

Date: 4/6/2026

Printed Name: Josh Remer

Title: Store Development Leader

Organization: SCHEELS All Sports Inc.