



PROJECT DESCRIPTION – PRELIMINARY PUD

Background

Mandel Group (“Mandel”) previously received approval for a Final Planned Unit Development in July 2022 for Harlow and Hem Apartments. During the approval process, construction costs nationwide and Harlow and Hem specifically escalated by 24% over the course of approximately nine months. The impact of these construction increases was compounded by the fastest increase in short-term and long-term interest rates in the past four decades. The previous plan became financially infeasible due to these economic conditions. Consequently, Harlow and Hem had to be reconceived to reduce costs to be feasible once again.

After trial and error on reconceiving the design, we landed on this submitted plan whereby the biggest move of removing 47 parking stalls from the structured parking garage to a surface lot and increasing the number of apartments from 130 to 157 resulted in a feasible development. We appreciate the City of Wauwatosa’s patience as we navigated the difficult economic environment.

Program Statement

Harlow and Hem is an urban-infill residential development that aligns with the Village strategic plan and brings approximately 157 high-end residential units to the Wauwatosa village center. By replacing an underutilized piece of property with a high-density development, it invites people to live in Wauwatosa, activates the Village, and gives prominence to one of the most visible corners in the village center.

The residential program is made up of a mix of Studio, one-bedroom, two-bedroom, and three-bedroom units to cater to a diverse demographic and lifestyle. Units are distributed on five levels over two levels of private and public parking. The design of the building works with the existing topography to create varied massing and scale as you move from Blanchard to Harwood. This change of scale is further reinforced by intentionally peeling back the top floor along Wauwatosa Avenue, so that the building is non-uniform and presents at a pedestrian-scale along this primary street. Embedding the building within the topography also allows us to conceal most of the parking underground. This minimizes the visual impact of the parking structure and allows the residential use to take centerstage. The prominent corner of Wauwatosa Avenue and Blanchard Street is activated by a double height lobby and accentuated by the stone veneer, ample glazing, landscaping, and lighting.

The design and articulation of the façade is based on a modern aesthetic emphasizing clean and simple geometry and form. Materials are chosen for durability and to craft a diverse palette of texture and color in the façade. Dark brick creates a solid base and provides a contrast to the white and grey fiber cement panels. Stone veneer is used along the most visible angles along Wauwatosa to impart a timeless elegance to the building. Wood accent panels are used as highlight and counterpoint to the fiber cement. All these materials, along with the unit balconies, articulate and activate the facade. Manufacturer recommendations, best practices and installation methods will be followed rigorously to create a building that stands the test of time.



Amenities such as underground parking, rooftop patio, community room and kitchen, fitness center, pet spa, café/lounge, bike repair, and electric vehicle chargers are included in the project. Being in the heart of the village center, these amenities will provide a rich variety of social and lifestyle opportunities for its residents.

A high-level summary of the program is shown below.

Apartments	Approximately 157
Structured Private Parking	189
Structured Public Parking	51
<u>Surface Public Parking</u>	<u>47</u>
Total Public Parking	98

Note there are 98 existing public parking spaces in the Blanchard Lot. The 98 public parking spaces in the revised Harlow and Hem plan replace these spaces in a one-for-one ratio. The entrance to the public surface parking will be off Harwood Avenue. The entrance to the public structured parking will be off Wauwatosa Avenue to place the parking near retailers.

Planned Unit Development Improvements

The subsequent table compares Harlow & Hem to the underlying C1 zoning classification. The PUD would allow for taller building heights than the 40' maximum for C1 zoning. The u-shaped building height from grade at the mid-points of various parts of the building range from 50' for the north wing along Wauwatosa Avenue, 60' for the south wing along Wauwatosa Avenue, and 79' for the south wing along Blanchard Street. The drastic change in grade along Wauwatosa Avenue is a significant hurdle that contributes to the difficulty in economic feasibility. The deviation from the maximum building height allowed in C1 zoning allows economic feasibility and overcomes the grade-change hurdle while remaining in context with Overlook Apartments and State Street Station.

The City's housing study identified a need for a variety of housing types including market-rate multifamily housing for young professionals and baby boomers. Our proposed concept addresses these needs.

Harlow & Hem will weave together the historic framework in place and embrace the future goals of the Village through architecture and creativity. The 7463 Harwood Ave currently is a dated commercial building that does not accurately reflect the history and character of the Village. The public parking, while functional, visually does not contribute to the character of the Village. While some of the public parking will remain a surface lot, this lot will have a limited presence off a secondary street rather than a larger presence off Wauwatosa Avenue. Our proposed concept, with a sensitivity to contextual precedent within the Village, would revitalize this area of the Village. The focus on public parks, green space and pedestrian interaction further activates the area and allows for the integration and activation of businesses, like Anodyne, Draft & Vessel, Mooi, and Flannel Fox.



Harlow & Hem

APARTMENTS

We are requesting deviations from the code for the surface parking lot landscape requirements as indicated in the table below. To replace all 98 existing parking spaces, we are requesting a deviation from the number of islands, dimension and size of the island, and percentage of landscaping required. These minor deviations will allow us to meet the public parking replacement requirement while allowing for adequate private parking in the parking structure.

To compensate for these small deviations to the code, we have included permeable pavers as both a green infrastructure element and an enhanced aesthetic element for the lot. The combination of the landscaping strips at the heads of the parking stalls, the landscape island, the permeable pavers, appropriate lighting, and the relocation of the attractive city wayfinding parking lot sign will make the parking lot a welcoming and attractive space for patrons of the retail shops.

The drive aisle width reduction from 24' to 22' also contributes to our ability to meet the parking replacement requirement. The turning radius for vehicles are included to demonstrate that small and large vehicles can make parking maneuvers successfully.



Deviations from C1 Zoning

Zoning Item	Proposed PUD Overlay	C1 Neighborhood Village Trade/City Ordinances
Maximum Height	~50' and 60' on Wauwatosa Avenue ~79' on Blanchard Street	40'
Surface Lot Drive Aisle Width	22'	24'
Minimum parking space setback from property line	Tapers from 2' to 0.3' on east side	2'
Maximum entrance/exit width	36.25'	30'
Minimum landscape strip depth	8'7"	10'
Minimum landscape island width	9.9' and 4.4'	10'
Surface Lot Interior Landscaping Percentage Minimum	1.8%	10%
Provide 1 Tree Per 180 SF of Required Interior Landscaping	2 trees provided for 1,265 SF of required interior landscaping	7 trees needed for 1,265 SF of required interior landscaping
One Landscape Island per 15 Stalls	Do not meet this requirement on east side of parking lot	

Notable Zoning Requirements – In Compliance

Zoning Item	Proposed PUD Overlay	C1 Neighborhood Village Trade/City Ordinances
Permitted use	Multifamily	Multifamily
Minimum lot area	-	None
Minimum lot width	-	None
Minimum setbacks - Front - Street side - Interior Side - Rear	Proposed: 3' 8'-11' 12' - Varies 5'-29'	0 0 0 0
Max. building coverage	Building Footprint: 44,500 SF Lot area: 69,051 SF = 64.4% coverage	No Maximum
Parking for 157 apartments	190 Provided (+ 98 Public stalls)	188 Needed



Neighborhood Meeting Summary

A neighborhood meeting was held on May 1, 2024, in the ballroom at Echelon Apartments. Property owners within 200' of the development were sent a notification of the meeting. Approximately eight residents or business owners participated in the meeting. In addition, Alders Margaret Arney, Joseph Makhoul, and Melissa Dolan participated in the meeting.

Site Plan Comments

The primary comments from the participants centered around connectivity between the development and the public, concerns about the walk from the surface parking lot to the retail in the Village, and the proximity of the building to the Draft and Vessel patio area.

We indicated that we will investigate connectivity and the proximity of the building to Draft and Vessel but also indicated concerns that adjustments could impact feasibility.

Building Comments

Participants shared concerns about the height of the building and the desire for the palette of materials to reflect the colors and tones of the Village. Specifically, there was concern about the white fiber cement siding color.

We indicated that the height of the building is in context with the adjacent buildings (State Street Station, Overlook Apartments) and needed to redevelop these underutilized properties into an economically feasible development. We also indicated that we want to obtain comments at the Design Review Board with respect to the architecture and material palette before considering adjustments.

Construction Comments

Participants were concerned about contractor parking, demolition dust, and trucking routes during construction. Many experienced the disruption of construction when State Street Station was built and want to get ahead of their concerns.

We indicated that we intend to place gravel down where the proposed surface parking lot is located and intend to have contractor parking in this location. We indicated that demolition is minimal at this location, but we would work with the demolition contractor on dust control. Figuring out truck routes and other specifics were deferred until we have a construction manager on board and are months out from construction commencement.

Operational Comments

The participants expressed concerns about operational issues related to location of trucks during move-ins and move-outs and dog-walking. We indicated that we have a loading zone that is outside of the Blanchard right-of-way. In addition, the leasing office is next to the loading zone, allowing our associates to manage the location of the trucks during move-ins and move-outs. We also indicated that we will have a dog run on the courtyard above the structured parking. While no amount of "policing" will eliminate all issues, we are willing to work with neighbors on these issues.