
11400-30 W. Bluemound Road PUD Redevelopment Narrative

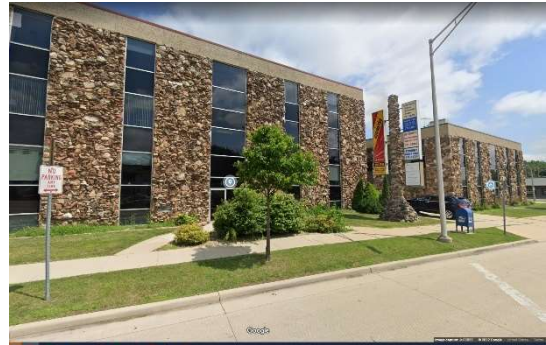
Our Goal: The Bluemound corridor was developed with predominately, single-use, low-density, auto-oriented, development with prominent parking lots, and nondescript architecture. The zoning separated uses allowing only commercial uses along much of Bluemound and the roadway was widened creating a high-speed corridor. Our aim is to effectuate the City's goals in the Comprehensive Plan, the Bicycle & Pedestrian Facilities Plan and the Housing Study by promoting mixed-use, medium-density, pedestrian-oriented, redevelopment of underused and functionally-obsolete properties. We aim to incrementally transform the corridor with a mix of housing types, screened parking, and beautiful architecture that embraces the street edge, calms traffic, and puts life, energy and eyes at street level and promotes a sense of place and safety along Bluemound. Therefore, we're requesting zoning that permits multi-family residential along this commercial corridor. This building will be marginally taller and closer to the street than the existing buildings on-site and some of the other buildings along the corridor, so it is in proportion to existing development while simultaneously establishing the standard for future development.

Good feedback from the Community: We have received overwhelmingly positive feedback on our plans and designs from neighbors, Plan Commission, the Community Affairs Committee, the Architectural Control Board & the Common Council. The Common Council unanimously approved the Preliminary PUD in Resolution R-23-72 on May 2, 2023 subject to the following (with our responses in *italics*):

1. Approval of the CSM and zoning map amendment applications. Filing the CSM prior to issuing building permits *These were both unanimously approved by Council on the same night and we will file the CSM upon final PUD approval in advance of building permits.*
2. Approval from the Design Review Board is required prior to submitting for Final PUD approval. *This was unanimously approved on May 4th, 2023.*
3. The final PUD submission shall include a signage plan describing the allowable number and area of signs or confirm that the base sign code will be utilized for this development. *The base sign code will be used.*
4. Providing detailed costs of any alterations and/or new construction as well as income and expense information as requested by the Assessor's office. *Provided.*
5. Site plans showing adequate sewer capacity, construction staging information, traffic/access improvements, site lighting, bike parking, and storm water management subject to approval by the Engineering Division. An applicant response to all initial Engineering site plan review comments must be received by the Engineering Department prior to Final PUD application submittal. *These have been submitted and all requested plans are included in the final submittal package.*
6. Fire and domestic water demand calculations must be submitted prior [to] filing Final PUD application. *The domestic water demand and hydrant flow test was submitted to City Engineering on May 3rd. City Engineering responded with a request for the fire protection calculations too. These are being prepared by Blair Fire Protection and will be ready and submitted tomorrow, May 10th.*
7. Final plans must meet all requirements pertaining to landscaping and screening in WMC 24.12. *Our landscaping plans have been revised to reflect all required revisions requested by the City.*
8. Filing application for Final PUD approval within 12 months of the date of Preliminary PUD approval. *We are within the 12-month timeframe.*
9. Obtaining all necessary approvals, licenses, and permits. *We will as required.*

Design Review Board Revisions: The Design Review Board unanimously approved our plans on May 4th with only one revision requested—that we replace the “*Bergenia cordifolia*/Heartleaf Bergenia” due to it being susceptible to salt. We have replaced these in our final plans with other plants that were already included in the plans.

Project Description: Revel Real Estate Investments and Altius Development Integration Services are partnering with Smart Asset Capital to propose this demolition and redevelopment of the existing office buildings and parking deck at 11400 and 11430 W. Bluemound Road into a 41-unit multifamily building. Smart Asset Capital owns the properties through a related company and have been actively working with the City to create this redevelopment plan to address the structural issues with the parking deck. The existing buildings are class C office space and the demand for this grade of office space is low making it difficult to support the costs for significant capital improvements to the parking deck; however, the market for multifamily residential continues to expand and we believe the best use of this property would be to redevelop it into multifamily housing.



The new building will be oriented up along Bluemound Road partially wrapping the corner along 115th Street with a 5.5' landscape buffer along the sidewalk, to move the massing of the building to the front of the site, away from the single-family neighborhood behind it while still providing a landscaping buffer. This will define the urban street edge, while screening surface parking behind the building. This parking will also act as a transitional buffer to the neighborhood. There will be 41 parking stalls in the garage and 27 surface spaces for 68 total spaces, or 1.66 per unit. The rear parking will be an improvement over the existing parking deck as it will be brought down to grade level with landscaping for screening. In response to feedback from neighbors we revised the siteplan to have one-way traffic through the site from 115th to 114th Street. This eliminates left turns out onto the busier 115th street which was a concern raised by Alderman Makhlauf to minimize traffic impacts on the neighborhood. The existing Bluemound curb cut will be eliminated which also reduces conflict points to improve traffic safety. The total interior parking lot paved area will be 9,876 SF which requires 987.6 SF of interior parking landscaped area and six trees; we will provide 1,021.5 SF of interior parking landscaping area and six trees. Other site details include two, five-stall bike parking stalls along the sidewalk on the east side, along with a pet waste station. The refuse area will be located inside the building in the parking garage to minimize any noxious odors or debris from an outdoor refuse enclosure.

The building's public spaces will be located in the most prominent corner near the intersection of Bluemound and 114th Street in order to activate the street front. The first-floor lobby will have large windows with a front door off Bluemound to bring light, life and energy to the street level to create a sense of place, with eyes on the street for safety. Above the lobby on the second floor will be a community room and fitness center also with large windows and a rooftop deck over the rear lobby entrance to enhance the sense of activity and street life at the corner. The rest of the building will be three-stories of apartments over parking at-grade with 65,936 total s.f. a height of 46 feet or 4.7' taller than the existing building on the west side.

The project will contain a mix of unit sizes with fifteen one-bedroom, six one-bedroom with dens, seventeen two-bedroom, and three three-bedroom units to accommodate housing needs for a wide range of family sizes. Each unit will have a deck, stainless steel appliances, quartz counter tops, WiFi thermostats and keyless entries. Community amenities include a club room, rooftop terrace, fitness room, storage, bike storage, building-wide WiFi internet, rooftop solar and electric car chargers.

This will be a significant redevelopment investment of nearly \$13.6 million removing two deteriorating existing buildings with diminishing economic life and tax base with focused density for population growth along a State highway and one the City's main transportation corridors. It will improve upon the existing situation where the wall of the parking deck virtually abuts the neighbor's property line. This project promotes mixed-residential development, and walkability with responsible density, massing and height that is appropriate for this site and neighborhood in compliance of the City's Comprehensive Plan and Comprehensive Housing Study Needs Analysis.



Property: 11400 W. Bluemound Rd, tax key 411-0175-004 (.339 acres)
11430 W. Bluemound Rd, tax key 411-0175-003 (.460 acres)
The combined site is 0.80 acres.

The site is currently zoned C-2 Commercial which does not permit multi-unit residential buildings but has no height limits. Secondly, the 1,000 minimum lot area per unit allowed under C-2 only applies to mixed-use buildings and would only permit a maximum of 34 units. This few units makes the feasibility of clearing the existing buildings to redevelop the site, without public assistance, very difficult, this project is not requesting any public assistance. Finally, we're requesting a reduction in the 10-foot minimum front setback from the underlying zoning in order to move the building closer to the sidewalk in order to both accommodate an additional nine parking spaces in back and while minimizing any shadow the building would cast over neighboring properties to the north. We're requesting a 5.5' front setback and 4.8' setback on the west side where the existing zoning calls for 5' minimum. Therefore, we are requesting PUD zoning to allow for a multi-unit residential use and flexibility on the minimum lot area and setbacks.

- Fire access is provided on three sides of the building from the public streets with existing fire hydrants in close proximity. We intend to build to a NFPA 13 fire suppression rating rather than 13R for a higher level of protection.
- Stormwater catch basins will be connected to existing storm sewer lines in Bluemound Road. The increase in impervious surface over the existing site is negligible and far below ½ acre, so it does not require on-site stormwater detention.

24.05.040 - /PUD, Planned Unit Development Overlay.

A. Purpose.

1. General. The /PUD, Planned Unit Development Overlay district is intended to accommodate development that may be difficult if not impossible to carry out under

otherwise applicable zoning district standards. Examples of the types of development that may benefit from the PUD overlay district include the following:

a. Enhanced Protection of Natural Resource Areas. Developments that offer enhanced protection of natural resources and sensitive environmental features, including streams, water bodies, floodplains, wetlands, steep slopes and woodlands.

b. Energy Conservation/Sustainability. Developments that achieve extremely high levels of energy conservation and developments that achieve extremely high levels of sustainability, as evidenced by commitment to attain at least LEED Gold or equivalent ratings by recognized green building organizations.

c. Traditional Urban Development. Developments characterized by parcel configurations, street patterns, streetscapes and neighborhood amenities commonly found in urban neighborhoods platted or otherwise created before the 1950s.

d. Mixed-use Development. Developments that contain a complementary mix of residential and nonresidential uses.

Applicant Response: We are requesting a PUD zoning to accommodate a new 41-unit multi-unit residential building redevelopment of the deteriorating office buildings because the C-2 zoning does not accommodate multi-unit buildings as a permitted or conditional use; however, it does permit vertical mixed-use buildings which would be substantially the same type of use, with similar size and massing only with a higher intensity of use and traffic. We are requesting flexibility with the underlying 10' front setback requirement to pull the massing of the building closer to the Bluemound street front as would be more typical for traditional urban development while creating a larger buffer behind the building for the residential neighbors. This front setback flexibility is necessary to accommodate an adequate number of parking stalls behind the building to support the density necessary to make the redevelopment feasible without public assistance. The itself will provide parking screening in front and landscaping will be added to provide screening around the outdoor parking in back. While the building itself will be a single use, it promotes mixed use development by incorporating residences in a commercial district with many restaurants and services within walking distance.

2. Objectives. Different types of PUDs will promote different planning goals. In general, however, PUDs are intended to promote the following objectives:

a. implementation of and consistency with the city's adopted plans and policies;

b. flexibility and creativity in responding to changing social, economic and market conditions allowing greater public benefits than could be achieved using conventional zoning and development regulations;

c. efficient and economical provision of public facilities and services;

d. economic opportunity and environmental and social equity for residents;

e. variety in housing types and sizes to accommodate households of all ages, sizes, incomes and lifestyle choices;

f. compact, mixed-use development patterns where residential, commercial, civic and open spaces are located in close proximity to one another;

g. a coordinated transportation system that includes an inter-connected hierarchy of facilities for pedestrians, bicycles and vehicles;

h. compatibility of buildings and other improvements as determined by their arrangement, massing, form, character and landscaping;

i. the protection and enhancement of open space amenities and natural resource features such as tree canopy, native vegetation, wetland and stream buffer area and hydric soils in the development design;

j. the incorporation of sustainable development features including green infrastructure practices in landscapes and parking area, to maximize the aesthetic and water quality benefits of stormwater management practices; and

k. attractive, high-quality landscaping, lighting, architecture and signage, including the use of native landscaping, that reflects the unique character of the development.

Applicant Response: Excerpt from the Comprehensive Plan:

“As a first-ring community outside the City of Milwaukee, the future vitality of the community will depend largely on its ability to maintain a high quality of life for residents, capitalize on its numerous economic assets, and effectively promote, direct, and manage reinvestments in underused and functionally obsolete properties.”

– City of Wauwatosa Comprehensive Plan, p. 23

This project implements and advances the City’s objectives to reinvest in underused and functionally obsolete properties. The parking garage of the existing buildings is failing and needs extraordinary investment on repairs. These repairs would be throwing good many after bad because the office buildings are obsolete and will not be able to command adequate rents to justify the expense. Furthermore, the office market for class C office is extremely soft with no relief in sight and high vacancy and even bankruptcies for competing properties in the market. This property has become an eyesore for the neighborhood, the parking structure is no longer sound, and the market demand for office product like this is very weak which is why this property is a risk of becoming a blight and needs to be redeveloped.

Furthermore, the City of Wauwatosa’s Housing has identified a significant shortage in all housing types and all new housing promotes competition to help keep housing affordable. This project will offer a variety of unit sizes including one, one with dens, two and three-bedroom units to appeal to a variety of intergenerational residents from active seniors to families with children. The scale of this building is comparable to the scale of the existing buildings on the site and will cluster higher-density residential along transportation corridors. The property is located just a few blocks from the Oak Leaf Trail and bike storage will be incorporated and the garage and outside. Finally, solar panels will be incorporated on the roof and several electric car charges will be included in the garage.

B. Procedure. PUDs must be reviewed and approved in accordance with the procedures of [Section 24.16.050](#). Applications must be signed by all property owners of record.

C. Zoning Map. Approved PUDs must be identified on the zoning map by appending the map symbol "/PUD" as a suffix to the base zoning district classification, as in "R8/PUD."

D. Developer's Statement of Intent. Each PUD application must include a written explanation from the applicant describing the community benefits of the proposed development and how the proposed development provides greater benefits to the city than would a development carried out in accordance with otherwise applicable zoning ordinance standards. The statement must also include a comparison of the proposed development with the standards of the base zoning district.

Applicant Response: The benefits to the community of this development rather than one carried out in accordance to the C2 zoning is that as a mid-rise residential building it is a less intense use than the alternative uses allowed and promotes a mixed-use neighborhood with higher density residential along transportation corridors. The stated purpose of the C2 zoning is to accommodate, "a broad range of business and commercial uses, often in the physical form of shopping centers, large-format retail and other destination-oriented uses in which a large percentage of customers will arrive by automobile." This could include much higher traffic and intense uses such as a grocery store, medical office, other retailers. Unfortunately, while the City's Comprehensive Plan repeatedly calls for mixed-use development, it doesn't actually permit multi-unit residential buildings in commercially zoned areas, which would create mixed-use neighborhoods. Furthermore, there is no height restriction or minimum lot area which would allow a taller building to be built casting a shadow over the single-family neighboring properties to the north. Likewise, adhering to the 10' setback would push the massing of the building closer to the residences casting a shadow over their property.

E. Approval Criteria. A /PUD overlay zoning district may be approved only when the common council determines that the proposed PUD would result in a greater benefit to the city as a whole than would development under conventional zoning district regulations.

F. Standards Eligible for Modification. Unless otherwise expressly approved by the common council as part of the PUD approval process, PUDs are subject to all applicable standards of this zoning ordinance. The common council is authorized to approve PUDs that deviate from strict compliance with specified standards if they determine that the resulting development satisfies the approval criteria of Section 24.05.040E. PUDs may not deviate from compliance with [Title 14](#) (Fire Prevention) or [Title 15](#) (Buildings and Construction) of the city code of ordinances.

G. Allowed Uses. The uses to be allowed in a PUD must be identified as part of the PUD approval process along with all applicable conditions or supplemental use regulations that apply to such uses. Regardless of the underlying zoning, the common council may approve a mix of use types within a PUD as a means of accommodating mixed-use developments and developments with a broader range of housing types and housing options than allowed by the underlying zoning district.

H. Lot Size. Minimum lot area and width standards of the base zoning district may be reduced as part of the PUD approval, provided that lot sizes are adequate to safely accommodate all proposed buildings and site features.

I. Residential Density. The allowable residential density of the base zoning district may be changed if the common council determines that such a change is warranted to support the public benefit likely to result from the proposed development and that the resulting density can be supported by existing and planned public facilities and services.

J. Setbacks. The minimum setback standards of the base zoning district may be reduced as part of the PUD approval.

K. Height. The common council may allow an increase in allowable building heights if it determines that such an increase is warranted to support the public benefit likely to result from the proposed development.

L. Parking and Loading. Off-street parking and loading requirements may be modified when the common council determines that modified requirements are in keeping with projected parking and loading demand of the proposed development, that other means of meeting access demand will be provided or that the requested modifications will better meet the purpose of the PUD overlay.

M. Streets. Alternatives to otherwise "standard" street cross-sections and designs may be approved when the common council determines that such alternative designs would better meet the purpose of the PUD overlay, while still providing a safe and efficient traffic circulation system.

See Next Page...

C2, General Commercial. The C2, General Commercial district accommodates a broad range of business and commercial uses, often in the physical form of shopping centers, large-format retail and other destination-oriented uses in which a large percentage of customers will arrive by automobile.BB2:G35

Lot and Building Standards			Underlying Req. C2	Proposed	Notes
Minimum Lot Area (square feet)			None	n/a	
Minimum Lot Area Per Unit (square feet)[1]			1,000[5]	n/a, applies to vertical mixed-use buildings	
Minimum Lot Width (feet)			None	n/a	
Minimum Setbacks (feet)					
Front			10'	5.5'	see explanation
Street Side			5'	6.3' on East; 4.0' on West	
Interior Side			3[3][5]	n/a	
Rear			10[5]	45.3'	see explanation
Rear and Interior Side (Accessory Buildings)			3	n/a	
Rear Alley (Accessory Buildings)			10	n/a	
Maximum Height (feet)					
Principal Buildings			No max.	46'	4.7' taller than existing W. bldg. There would be no height restriction on a permitted use e.g. office.
Accessory Buildings			20	n/a	

Explanation: Adhering to the 10' setback both eliminates necessary parking and pushes the building closer to the single-family home to the north and could cause a shadow over their property. Our intent is to maximize a buffer to the north between our building and the single-family neighbors to the north while improving the existing conditions where the parking deck wall abuts the neighbor's property to the north along 114th street by bringing parking to grade and screening it with landscaping.

Maximum Building Coverage (% of lot area)					
Interior Lots			No max.	n/a	
Corner Lots			No max.	n/a	

Parking: Multi-Unit Building	Spaces/Unit	Units	Required	Proposed	
One Bedroom	1	21	21		
Two Bedroom	1.5	17	26		
Three Bedroom	2	3	6		
Total*		41	53	68	see explanation
*28 outdoors + 2 outdoor ADA + 39 in-building + 2 ADA in-building		ratio	1.29	1.66	

Explanation: We will provide sufficient parking for our tenants and guests so they will not park along the street in the neighborhood; with no overnight street parking allowed, we must ensure we have adequate parking to accommodate all of our residents or we may not be able to market/lease some units.

Permitted Uses:	Multi-Unit Building	-	41 Units	Mixed-Use Vertical Buildings are a permitted use
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Estimate of Vehicle Trips Per Day for Existing Office vs. Proposed Multi-Unit Residential					
Existing Offices	Office	S.F		VTPD/1,000 SF	VTPD
	West Building	16,560			
	East Building	9,100			
		25,660		11.03	283
Proposed Multi-Unit Residential	Units	VTPD/Unit (Low Est.)	VTPD/Unit (High Est.)	VTPD Projected (Low Est.)	VTPD Projected (High Est.)
	41	5.44	6.65	223	273

The estimated vehicle trips per day for the proposed multi-unit residential are less than the estimated trips per day for the existing office use.