



# Wauwatosa, WI

## Community Affairs Committee

### Meeting Agenda - Final

7725 W. North Avenue  
Wauwatosa, WI 53213

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**Tuesday, March 11, 2025**

**7:30 PM**

**Council Chambers and Zoom:**  
**<https://servetosa.zoom.us/j/82923188685>,**  
**Meeting ID: 829 2318 8685**

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#### **Regular Meeting**

#### **HYBRID MEETING INFORMATION**

Members of the public may observe and participate in the meeting in-person or via Zoom at the link above. To access the Zoom meeting via phone, call 1-312-626-6799 and enter the Meeting ID.

#### **CALL TO ORDER**

#### **ROLL CALL**

#### **COMMUNITY AFFAIRS COMMITTEE ITEMS**

1. Consideration of Planned Unit Development final plans at 11450 W. Burleigh Street/Foundry Way for a multi-unit building, Raymond White, Dimension IV, on behalf of MSP Real Estate, applicant [25-0237](#)
2. Consideration of request by Alderpersons Meindl and Makhoul for creation of an ordinance regarding bird-friendly buildings [25-0391](#)

#### **ADJOURNMENT**

#### **NOTICE TO PERSONS WITH A DISABILITY**

Persons with a disability who need assistance to participate in this meeting should call the City Clerk's office at (414) 479-8917 or send an email to [tclerk@wauwatosa.net](mailto:tclerk@wauwatosa.net), with as much advance notice as possible.



## Staff Report

**File #:** 25-0237

**Agenda Date:** 3/11/2025

**Agenda #:** 1.

Consideration of Planned Unit Development final plans at 11450 W. Burleigh Street/Foundry Way for a multi-unit building, Raymond White, Dimension IV, on behalf of MSP Real Estate, applicant

**Submitted by:**

Tammy Szudy

**Department:**

Development

### A. Background/Options

In 2011, the City granted approval of a Preliminary Planned Unit Development (PUD) for the Mayfair Collection mixed-use development at the northeast corner of Burleigh Street and I-41. The project anticipated the development of retail, hospitality, restaurants, office, and high-density housing on the approximate 70-acre site. Since 2011, Final PUD approvals have been granted for the majority of the project area and the Mayfair Collection has transitioned into a vibrant, regional shopping and dining destination.

The applicant is proposing a Final PUD for Phase 1 of a four-story, tax-credit multi-unit development on the northernmost parcels at the Mayfair Collection. Phase 1 will consist of approximately 55-units with 41 underground parking stalls. Long and short-term bike parking is also provided. A surface lot containing 67 stalls is located to the west of the building. Phase 2, that is not included in this approval, may also be a tax credit project and will add 60 units with 45 underground parking stalls. Shared amenities include a fitness room, community room, and exterior tot lot.

Final PUD plans are reviewed for compliance with conditions placed on the Preliminary PUD approval from 2011. The Preliminary PUD approval for the Mayfair Collection contemplated an office building in this location but can be modified through this approval. The resolution and preliminary information is attached as is the applicant's explanation for proposing a housing in this location instead of an office building. Some preliminary approval conditions are recommended for placement on the final approval as they relate to subsequent approvals and/or requirements necessary to obtain other permits:

1. Plans showing adequate sewer capacity, environmental remediation, and stormwater management subject to approval by the City Engineer.  
Status: Final approval condition. See Engineering comments below.
2. Parking lot and traffic circulation plans including a traffic impact study subject to approval by the City Engineer.  
Status: Final approval condition. See Engineering comments below. A traffic impact study is not required.
3. Plans for water supply to the site subject to approval by the City Engineer.  
Status: Final approval condition. See Engineering comments below.
4. Final building plans designating design and materials recommended by the Design Review Board.  
Status: Complete.
5. Emergency vehicle access plan subject to approval by City police and fire departments.

Status: Final approval condition. See Engineering comments below.

6. Legal division of the parcel as necessary to comply with local ordinances.

Status: Complete. Not applicable.

7. Final landscaping plan showing a detailed list of plantings and details for planting areas.

Status: Final approval condition. See Engineering comments below.

8. Phasing plan outlining anticipated uses on the site and marketing plan for attracting the desired mix of uses.

Status: Complete. Not applicable.

9. Maintenance plan detailing how any undeveloped portions of the property will be maintained.

Status: Complete. Not applicable.

10. Approved plan showing pedestrian and bicycle access to the site.

Status: Final approval condition. See Engineering comments below.

11. Inclusion of adjacent business and/or property owner in discussions regarding redevelopment and access.

Status: Complete. Not applicable.

12. Retail development must be in compliance with Chapter 24.25 of the Municipal Code.

Status: Complete. Not applicable.

13. Final developer's agreement approved by the Common Council.

Status: Complete for existing Mayfair Collection development.

14. Obtaining all other applicable licenses and permits.

Status: Final approval condition.

## **B. Staff Comments**

### Planning/Zoning Division

The proposal meets a City goal of providing additional affordable housing.

Eighteen public notification letters related to the project were sent per City regulations.

### Building Division

Plan review, building permits and DSPS plan approvals required. Final occupancy inspection and approval required prior to occupancy.

### City Assessor's Office

Provide detailed costs of any alterations and/or new construction as well as income & expense as requested by the Assessor's Office.

### City Clerk's Office

No issues.

### Engineering Division

Site plans showing adequate sewer capacity and storm water management subject to approval by the Engineering Division. Elevations must be shown in the local datum.

Applicant must contact Engineering to discuss addressing for the proposed development.

The Fire access plan is subject to review and approval by the City's Fire Department. Additional private fire hydrants may be required.

The proposed water and sanitary laterals are located within the adjacent property to the south. Signed and recorded private utility easements will be required prior to building permit issuance.

A private stormwater easement must be recorded for any existing regional underground stormwater storage facilities that will not be maintained by the proposed development.

According to City Code 24.14.030, the on-site pedestrian circulation system must provide at least one connection to all adjacent properties. The connections to adjacent properties must be installed prior to final building occupancy.

Applicant shall meet all requirements of code chapter 24.12 pertaining to landscaping; including the requirement for a landscape performance guarantee (Section 24.12.070). Perimeter landscaping must be provided along the west side of the property and must include the Code required trees and shrubs.

Fire Department

Fire code review and inspections must be conducted and approved prior to occupancy.

Health Department

No issues.

Police Department

No issues.

## C. Recommendation

Staff recommends approval subject to:

1. Providing detailed costs of any alterations and/or new construction, as well as income and expense information as requested by the Assessor's office.
2. Plans showing adequate sewer capacity, environmental remediation, and stormwater management subject to approval by the City Engineer.
3. Parking lot and traffic circulation plans including a traffic impact study subject to approval by the City Engineer.
4. Plans for water supply to the site subject to approval by the City Engineer.
5. Emergency vehicle access plan subject to approval by City police and fire departments.
6. Final landscaping plan showing a detailed list of plantings and details for planting areas and in compliance with code chapter 24.12.
7. Approved plan showing pedestrian and bicycle access to the site and in compliance with code chapter 24.14.030.
8. Obtaining all other applicable licenses and permits.
9. In the event the landowner fails to commence development shown on the final development plan within 12 months after final approval has been granted, then such final approval will lapse and be of no further effect unless the time period is extended by the common council upon written application by the landowner.





Foundry Way/11450 W. Burleigh St <sup>City of</sup> Wauwatosa



# Final PUD Application Narrative

Through this Final PUD Application, MSP Real Estate, Inc. is proposing a multifamily development at the northernmost parcel in the Mayfair Collection Master Development. This project would occur in two phases. The first phase would consist of an approximately 55-unit, four-story multifamily building with underground parking on the south end of the property. The second phase would consist of an approximately 70-unit, four-story multifamily building with underground parking on the east side of the property. The parking shown on the west end of the site will cross the property line and will be allowed through an easement with the Seller.

This site was initially proposed as office, however, we feel that this site would be best suited for multifamily. We saw high demand for housing at The Oxford & The Regent apartments that we recently developed on the property just south of this site, indicating a need for more housing in this area. As an urban infill development, this project will redevelop an underutilized vacant parking lot to provide necessary housing options to residents of varying income levels in Wauwatosa. The City's Comprehensive Plan identifies sites like this as crucial to the City's long-term housing needs.

The Burleigh Triangle & Mayfair Road Corridor North Redevelopment Vision and Plan (2015) recognizes the project's surrounding area as "the largest commercial and employment corridor outside of downtown Milwaukee" indicating that there is already a strong commercial/employment presence in this surrounding area without additional office space on this site. Providing housing in this area goes hand in hand with supporting the success and growth of local businesses and maintaining a sustainable community. Stakeholders from the 2015 plan also referenced a desire to see additional housing in the community in this study area (Page 6). Located within the Mayfair Collection, this is an excellent location for housing, helping individuals save on transportation costs and increase their disposable income while having access to a variety of employment opportunities, schools, amenities, and increased walkability which is another goal of this plan.

Additionally, the 2016 Housing Study notes that Wauwatosa has the lowest vacancy rate for owner-occupied units and the second-lowest vacancy rate for rental units compared with communities where the highest share of Wauwatosa workers live. This may indicate that more employees could be attracted to live in the City if additional housing units were provided. Only approximately 7.5% of Wauwatosa workers also live in the City. Interviews with stakeholders suggested that the low percentage may be driven by the availability and price of housing.

More recently, the 2023 Housing Study & Needs Assessment reflected similar data with only 8% of Wauwatosa workers living within the City. Recent population growth has outpaced the projections of the 2016 Housing Study, increasing the pace of demand for housing in the City. The citywide vacancy rate in 2021 was only 2%, suggesting that the new units have been absorbed rapidly and that there is latent demand for additional multifamily units.



February 7, 2025

Re: Alteration to the PUD at the Mayfair Collection  
Mayfair Collection Apartments 2  
Foundry Way  
Wauwatosa, WI 53222

Below are our responses to the conditions of the PUD approval in attached resolution of the Common Council dated May 17, 2011 relative to the proposed multi-family development

1. Plans have been designed to provide adequate sewer capacity; existing stormwater facilities located on site will be utilized for this development. Development plans show that the project is in conformance with the existing stormwater management plan requirements.
2. Parking lot and traffic circulation design showing conformance with City standards is provided in the development plans.
3. Water supply to the site has been provided by an existing lateral to the property.
4. Plans have been submitted to the City Design Review Board and we had the initial meeting February 6. We are addressing the DRB comments for resubmittal and attendance at a future meeting.
5. Emergency Vehicle Access plan has been provided in the development plan set.
6. This site has already been divided within the master development. The parking lot crosses a property line on the west side of the site, which will be handled by a parking easement with the Seller.
7. A landscaping plan and plant list has been provided in the development plan set.
8. Not relevant to this project.
9. Not relevant to this project.
10. Pedestrian and bicycle access to the site has been designed and shown to be in conformance with the City standards on the provided development plans.
11. MSP Real Estate and the Seller own the adjacent properties to the south. Both been involved in discussions of the site plan and will continue to be involved as the progress progresses for coordination.
12. Not relevant to this project.
13. Not relevant to this project.
14. All applicable licenses and permits will be obtained as required.

If there are questions or additional information needed, please contact me at 608.829.4454.

Sincerely,



Ray White  
Principal / Architect

6515 Grand Teton Plaza, Suite 120  
Madison, Wisconsin 53719

p 608.829.4444

f 608.829.4445

RESOLUTION

WHEREAS, Timothy Blum, HSA Commercial Real Estate, and Burleigh 45 LLC, has submitted a preliminary plan for a Business Planned Development for a mixed-use development at 11500 West Burleigh Street; and

WHEREAS, these preliminary plans have been reviewed and recommended by the City Plan Commission, the Design Review Board, and the Committee on Community Development; and

NOW, THEREFORE, BE IT RESOLVED by the Common Council of the City of Wauwatosa, Wisconsin hereby approves the preliminary plans for a Business Planned Development for a mixed-use development submitted by Timothy Blum, HSA Commercial Real Estate, and Burleigh 45 LLC, based upon the plans submitted to the City and the public hearings conducted on this matter and subject to the following conditions:

- 1) plans showing adequate sewer capacity, environmental remediation, and stormwater management subject to approval by the City Engineer; and
- 2) parking lot and traffic circulation plans including a traffic impact study subject to approval by the City Engineer; and
- 3) plans for water supply to the site subject to approval by the City Water Superintendent; and
- 4) final building plans designating design and materials recommended by the City Design Review Board; and
- 5) emergency vehicle access plan subject to approval by City police and fire departments;
- 6) legal division of the parcel as necessary to comply with local ordinances; and
- 7) final landscaping plan showing a detailed list of plantings and details for planting areas;
- 8) phasing plan outlining anticipated uses on the site and marketing plan for attracting the desired mix of uses; and
- 9) maintenance plan detailing how any undeveloped portions of the property will be maintained; and
- 10) approved plan showing pedestrian and bicycle access to the site; and
- 11) inclusion of adjacent business and/or property owner in discussions regarding redevelopment and access; and
- 12) retail development must be in compliance with Chapter 24.25 of the Municipal Code; and
- 13) final developer's agreement approved by the Common Council; and
- 14) obtaining all other applicable licenses and permits.

Action of the Common Council

Passed and dated MAY 17 2011

Carla A. Hedesma  
City Clerk

Approved MAY 18 2011

Jim D. ...  
Mayor

MAYFAIR 2

FOUNDRY WAY , WAUWATOSA, WI



Architecture :

Developer:

Civil Engineering:

Landscape Architecture

Dimension IV - Madison Design Group

6515 Grand Teton Plaza, Suite 120, Madison, WI 53719

p: 608.829.4444 www.dimensionivmadison.com

MSP Real Estate

7901 West National Avenue, West Allis, WI 53214

p: 414.259.2108 www.msprealestateinc.com

CJ Engineering

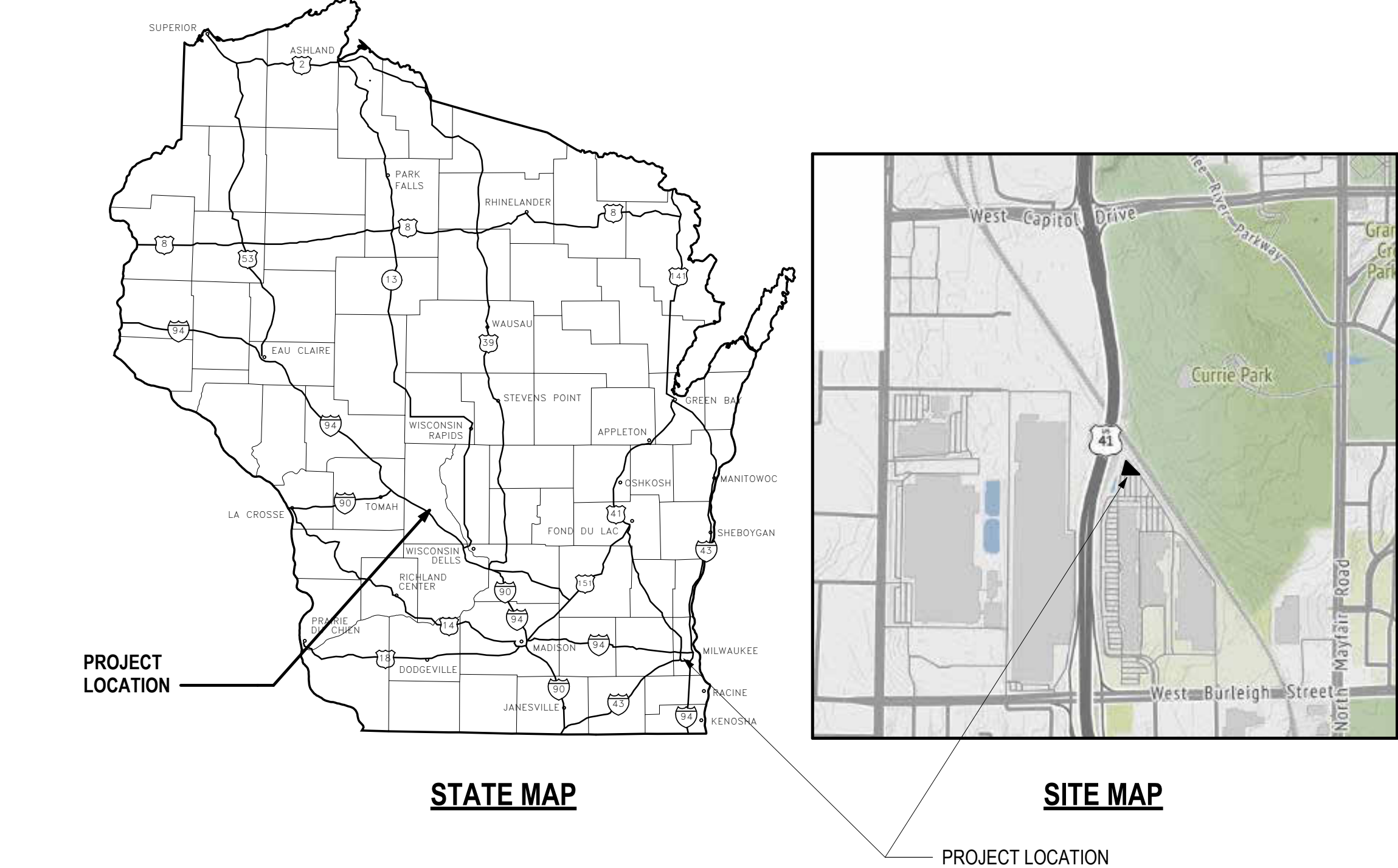
9205 West Center Street, Suite 214, Milwaukee, WI 53222

p: 414.443.1312 www.cj-engineering.com

raSmith

16745 W. Bluemound Road, Brookfield, WI 53005-5938

p:262.781.1000 www.rasmith.com



<u>PHASE 1:</u>					
<u>FLOOR:</u>	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>TOTAL</u>
1 BED-	6	6	7	5	24
2 BED-	3	5	6	6	20
3 BED-	3	3	2	3	11
SUBTOTAL: 55					
<u>PHASE 2:</u>					
<u>FLOOR:</u>	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>TOTAL</u>
1 BED-	11	12	13	12	48
2 BED-	4	4	4	3	15
STUDIO-	3	2	1	1	7
SUBTOTAL: 70					
TOTAL UNITS: 125					
<u>PARKING</u>					
SURFACE PARKING: 67					
UNDERGROUND PARKING: 86					
TOTAL PARKING STALLS: 153					

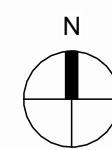
LIST OF DRAWINGS - PUD	
SHEET NO.	SHEET NAME
G1.1	PUD COVER SHEET
G2.0	SITE
G3.0	SITE PHOTOS
G4.0	EXISTING PROJECT PHOTOS
G5.0	MATERIALS SAMPLES
AL1.0	SITE SURVEY
C1.0	SITE DEMOLITION PLAN
C2.0	SITE PLAN
C3.0	SITE GRADING PLAN
C4.0	SITE UTILITY PLAN
C5.0	SITE EROSION CONTROL PLAN
C6.0	SITE DETAILS
C7.0	FIRE ACCESS PLAN
1 OF 1	SITE LIGHTING PLAN
L100	SITE LANDSCAPE PLAN
L200	LANDSCAPE NOTES AND DETAILS
A1.0	CONCEPT FLOOR PLANS
A2.0	CONCEPT ELEVATIONS
A2.1	CONCEPT ELEVATIONS
A2.2	CONCEPT ELEVATIONS
A3.0	RENDERS

LIST OF DRAWINGS - PUD	
SHEET NO.	SHEET NAME
S1	SIGNAGE SITE PLAN
S2	SIGNAGE DETAILS
S3	SIGNAGE DETAILS
S4	SIGNAGE DETAILS
S5	SIGNAGE DETAILS





1 SITE AERIAL VIEW  
1 1/2" = 1'-0"



(The Regent & The Oxford)  
EXISTING APARTMENT BUILDING





VIEW LOOKING FROM NORTH TOWARDS THE SITE



VIEW LOOKING FROM EAST TOWARDS THE SITE



VIEW LOOKING FROM SOUTH TOWARDS THE SITE



VIEW LOOKING FROM WEST TOWARDS THE SITE



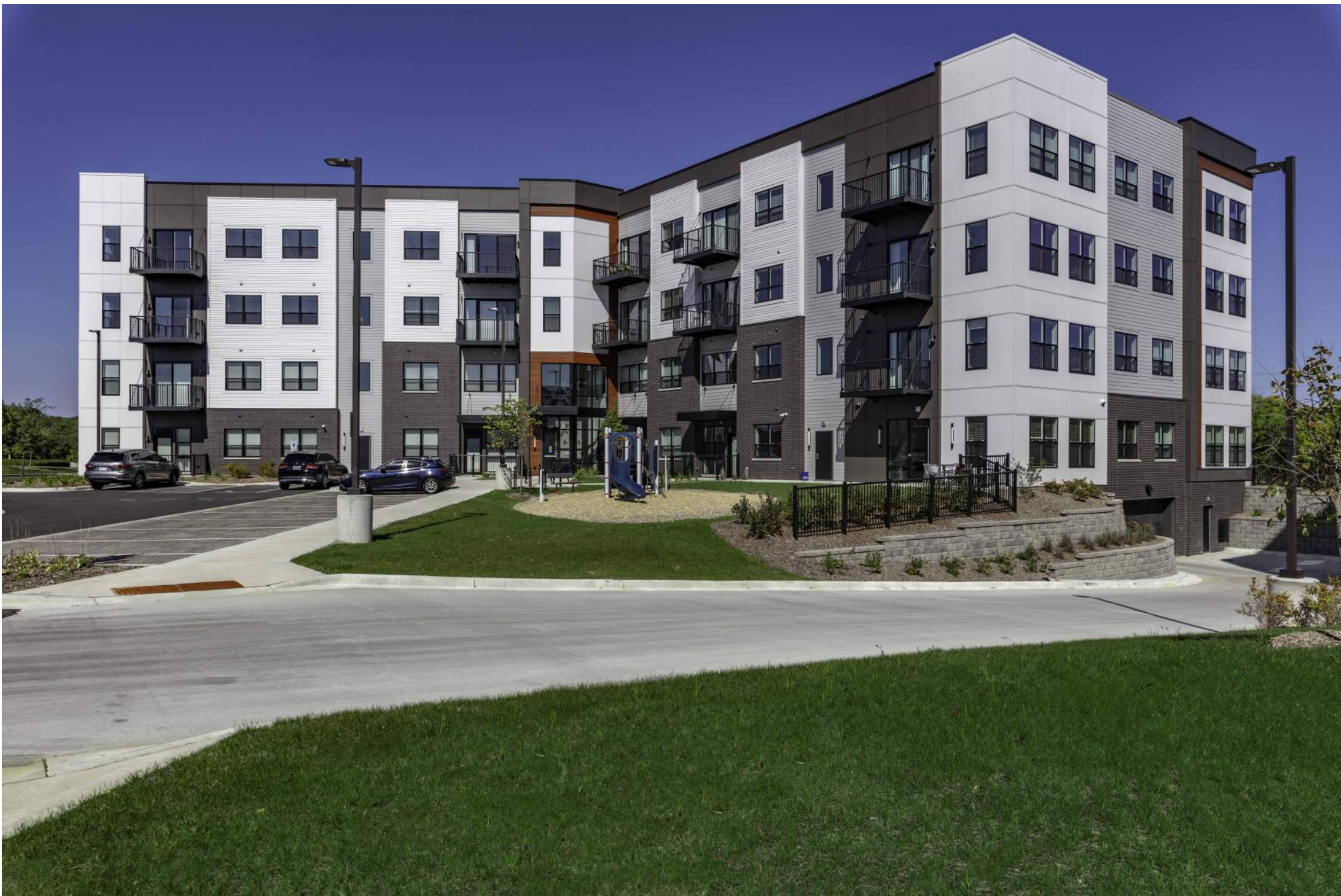
PHOTOS OF *The Regent & The Oxford*, ( EXISTING APARTMENT BUILDINGS AT 3325 AND 3375 FOUNDRY WAY)



VIEW LOOKING FROM WEST TOWARDS BUILDING



VIEW LOOKING NORTH FROM SOUTH

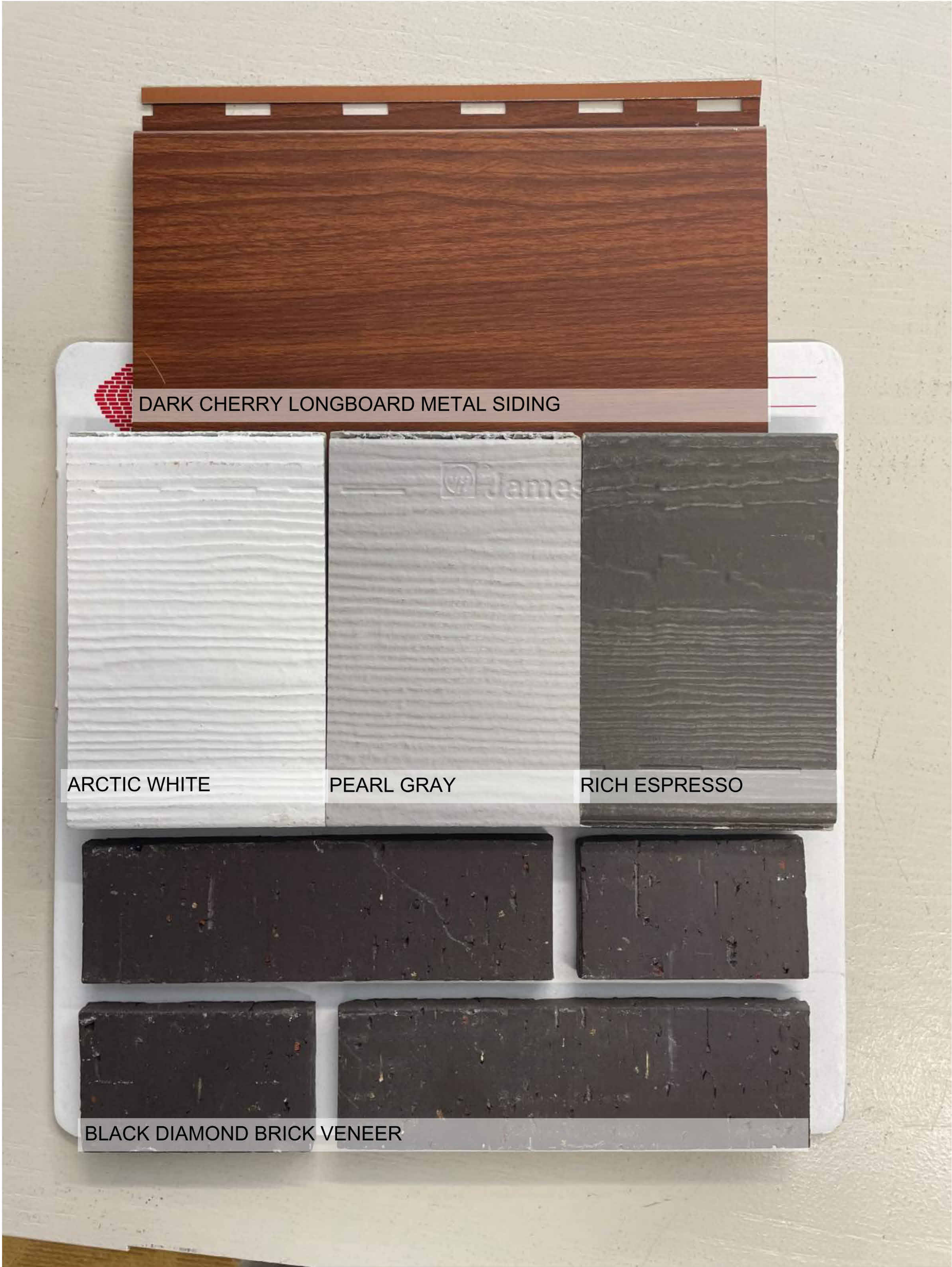


VIEW OF BUILDING A



VIEW LOOKING FROM SITE TO EXISTING BUILDING



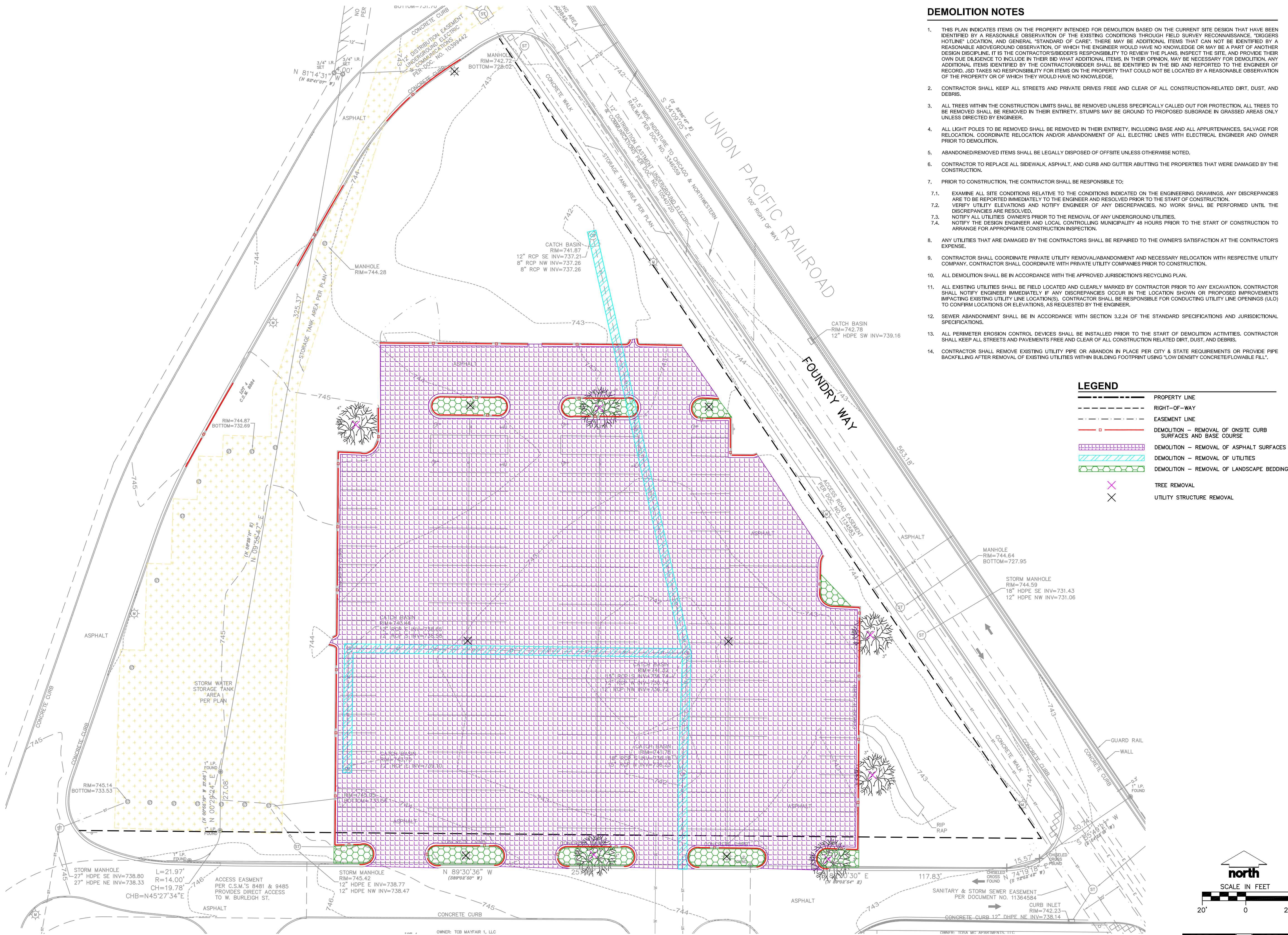








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**MILWAUKEE REGIONAL OFFICE**  
W238 N1610 BUSSE ROAD, SUITE 100  
WAUKESHA, WISCONSIN 53188  
P. 262.513.0666

CLIENT:

**MSP REAL ESTATE**

CLIENT ADDRESS:

**7901 West National Avenue  
West Allis, WI, 53214**

PROJECT:

**MSP Mayfair North**

PROJECT LOCATION:

**Foundry Way  
Wauwatosa, Milwaukee County  
Wisconsin, 53222**

PLAN MODIFICATIONS:

#	Date:	Description:
1	02/05/2025	PUD SUBMITTAL
2	02/14/2025	PUD REVISED SUBMITTAL
3		
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Designed By: PJS

Reviewed By: CAJ

Approved By:

SHEET TITLE:

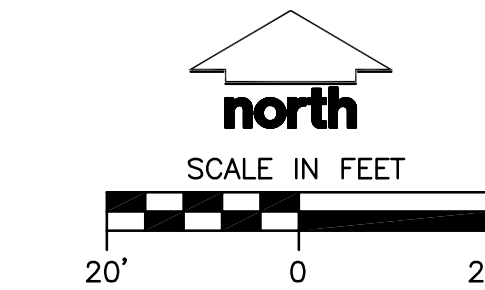
**SITE DEMOLITION PLAN**

SHEET NUMBER:

**C1.0**

JSD PROJECT NO:

25-19011

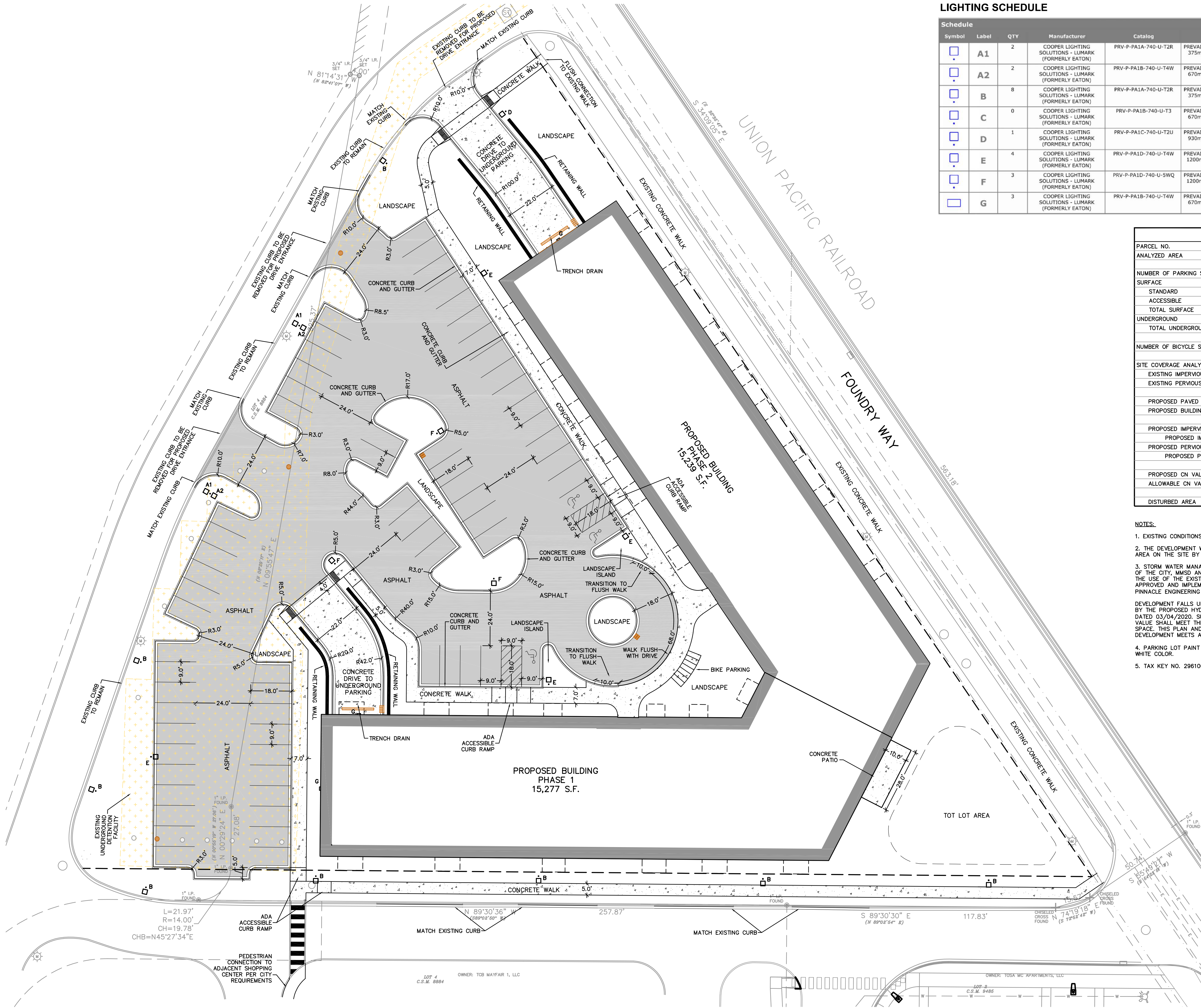


**DIGGERS HOTLINE**  
Toll Free (800) 242-8511

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LIGHTING SCHEDULE

Schedule							
Symbol	Label	QTY	Manufacturer	Catalog	Description	LLF	Input Power
	A1	2	COOPER LIGHTING SOLUTIONS - LUMARK (FORMERLY EATON)	PRV-P-PA1A-740-U-T2R	PREVAIL AREA LUMINAIRE (1) 70 CRI, 4000K, 375mA LIGHT ENGINE WITH 24 LEDS AND TYPE II ROADWAY OPTICS	1	30.7
	A2	2	COOPER LIGHTING SOLUTIONS - LUMARK (FORMERLY EATON)	PRV-P-PA1B-740-U-T4W	PREVAIL AREA LUMINAIRE (1) 70 CRI, 4000K, 670mA LIGHT ENGINE WITH 24 LEDS AND TYPE IV WIDE OPTICS	1	52.8
	B	8	COOPER LIGHTING SOLUTIONS - LUMARK (FORMERLY EATON)	PRV-P-PA1A-740-U-T2R	PREVAIL AREA LUMINAIRE (1) 70 CRI, 4000K, 375mA LIGHT ENGINE WITH 24 LEDS AND TYPE II ROADWAY OPTICS	1	30.7
	C	0	COOPER LIGHTING SOLUTIONS - LUMARK (FORMERLY EATON)	PRV-P-PA1B-740-U-T3	PREVAIL AREA LUMINAIRE (1) 70 CRI, 4000K, 670mA LIGHT ENGINE WITH 24 LEDS AND TYPE III OPTICS	1	52.8
	D	1	COOPER LIGHTING SOLUTIONS - LUMARK (FORMERLY EATON)	PRV-P-PA1C-740-U-T2U	PREVAIL AREA LUMINAIRE (1) 70 CRI, 4000K, 930mA LIGHT ENGINE WITH 24 LEDS AND TYPE II U OPTICS	1	72.1
	E	4	COOPER LIGHTING SOLUTIONS - LUMARK (FORMERLY EATON)	PRV-P-PA1D-740-U-T4W	PREVAIL AREA LUMINAIRE (1) 70 CRI, 4000K, 1200mA LIGHT ENGINE WITH 24 LEDS AND TYPE V WIDE OPTICS	1	93.4
	F	3	COOPER LIGHTING SOLUTIONS - LUMARK (FORMERLY EATON)	PRV-P-PA1D-740-U-SWQ	PREVAIL AREA LUMINAIRE (1) 70 CRI, 4000K, 1200mA LIGHT ENGINE WITH 24 LEDS AND TYPE V WIDE OPTICS	1	93.4
	G	3	COOPER LIGHTING SOLUTIONS - LUMARK (FORMERLY EATON)	PRV-P-PA1B-740-U-T4W	PREVAIL WALL LUMINAIRE (1) 70 CRI, 4000K, 670mA LIGHT ENGINE WITH 24 LEDS AND TYPE IV WIDE OPTICS	1	52.8

SITE INFORMATION

PARCEL NO.	2961001000
ANALYZED AREA	99,076 S.F. (2.274 ACRES)
NUMBER OF PARKING STALLS	
SURFACE	
STANDARD	64
ACCESSIBLE	3
TOTAL SURFACE	67
UNDERGROUND	
TOTAL UNDERGROUND	86
NUMBER OF BICYCLE STALLS:	
	12
SITE COVERAGE ANALYSIS	
EXISTING IMPERVIOUS SURFACE AREA	49,731 SF (1.142 ACRES)
EXISTING PERVIOUS SURFACE AREA	49,346 SF (1.133 ACRES)
PROPOSED PAVED AREA	38,668 SF (0.888 ACRES)
PROPOSED BUILDING FOOTPRINT	30,516 SF (0.701 ACRES)
PROPOSED IMPERVIOUS SURFACE AREA	69,184 SF (1.588 ACRES)
PROPOSED IMPERVIOUS SITE PERCENTAGE	70%
PROPOSED PERVIOUS SURFACE AREA	29,892 SF (0.686 ACRES)
PROPOSED PERVIOUS SITE PERCENTAGE	30%
PROPOSED CN VALUE	91
ALLOWABLE CN VALUE	92
DISTURBED AREA	99,076 SF (2.274 ACRES)

NOTES:

- EXISTING CONDITIONS BASED ON SURVEY BY CAPITOL SURVEY ENTERPRISE
- THE DEVELOPMENT WILL RESULT IN AN INCREASE IN IMPERVIOUS SURFACE AREA ON THE SITE BY 0.45 ACRES.
- STORM WATER MANAGEMENT FOR THIS SITE, MEETING THE REQUIREMENTS OF THE CITY, MMSD AND WI DNR 151 FOR REDEVELOPMENT WILL BE MET BY THE USE OF THE EXISTING UNDERGROUND DETENTION FACILITY DESIGNED, APPROVED AND IMPLEMENTED FROM THE PLAN & REPORT FURNISHED BY PINNACLE ENGINEERING GROUP DATED 07/10/2020.
- DEVELOPMENT FALLS UNDER THE A4 SUBCATCHMENT LIMITS AS DELINEATED BY THE PROPOSED HYDROLOGY EXHIBIT BY PINNACLE ENGINEERING GROUP DATED 03/04/2020. SUBCATCHMENT A4 SPECIFIES THAT THE SITE CN VALUE SHALL MEET THE 92 VALUE REQUIREMENT AND PROVIDE 25% GREEN SPACE. THIS PLAN AND SITE AREA ANALYSIS SHOWS THAT THIS DEVELOPMENT MEETS AND EXCEEDS THESE REQUIREMENTS.
- PARKING LOT PAINT STRIPING SHALL BE A MINIMUM OF 3" AND IN A WHITE COLOR.
- TAX KEY NO. 2961001000



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MILWAUKEE REGIONAL OFFICE  
W238 N1610 BUSSE ROAD, SUITE 100  
WAUKESHA, WISCONSIN 53188  
P. 262.513.0666

CLIENT:  
MSP REAL ESTATE

CLIENT ADDRESS:  
7901 West National Avenue  
West Allis, WI, 53214

PROJECT:  
MSP Mayfair North

PROJECT LOCATION:  
Foundry Way  
Wauwatosa, Milwaukee County  
Wisconsin, 53222

PLAN MODIFICATIONS:

#	Date:	Description:
1	02/05/2025	PUD SUBMITTAL
2	02/14/2025	PUD REVISED SUBMITTAL
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Designed By: PJS  
Reviewed By: CAJ  
Approved By:

SHEET TITLE:

SITE PLAN

SHEET NUMBER:

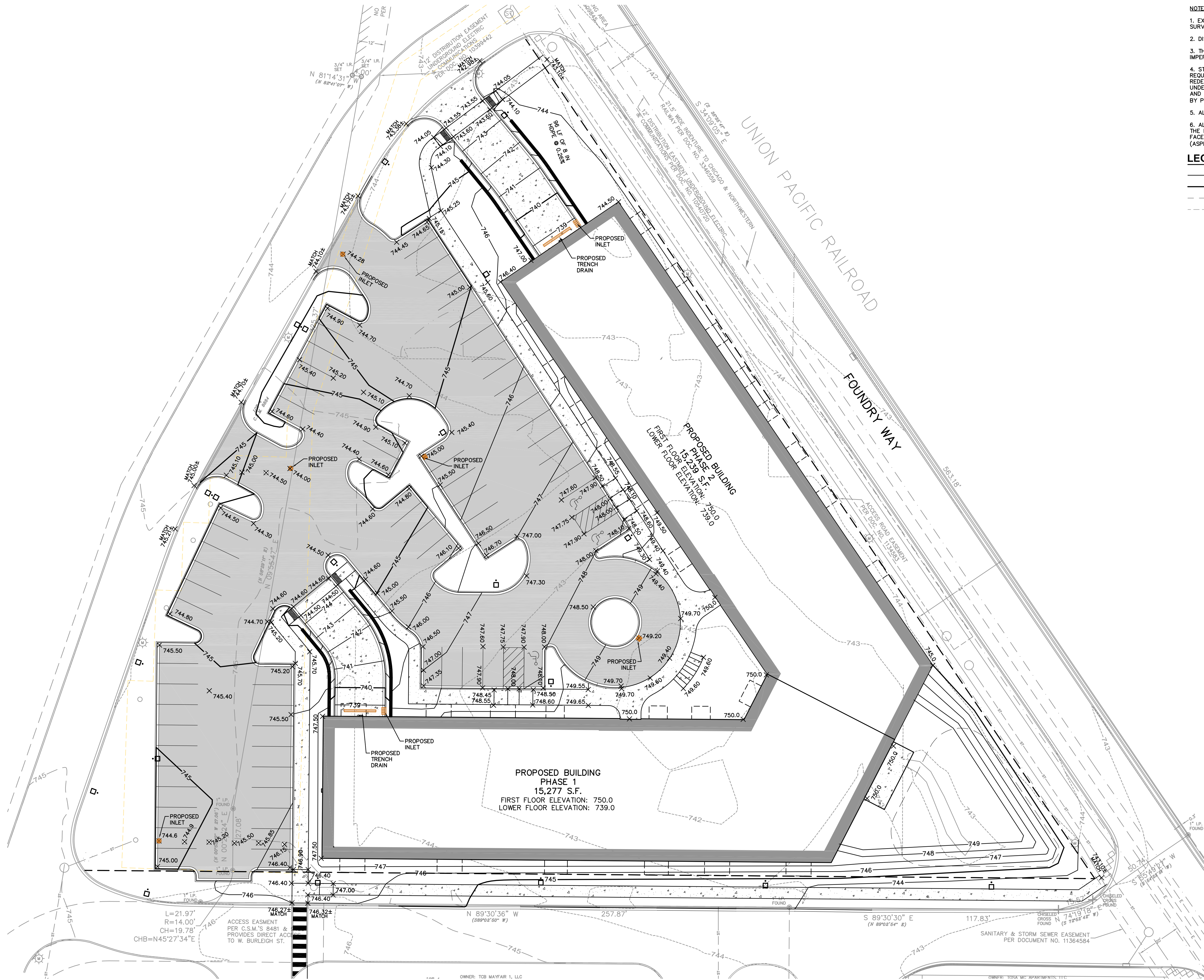
C2.0

JSD PROJECT NO: 25-15011





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NOTES:

- EXISTING CONDITIONS BASED ON SURVEY BY CAPITOL SURVEY ENTERPRISE.
- DISTURBED AREA = 2.274 ACRES
- THE DEVELOPMENT WILL RESULT IN AN INCREASE IN IMPERVIOUS SURFACE AREA ON THE SITE BY 0.496 ACRES.
- STORM WATER MANAGEMENT FOR THIS SITE, MEETING THE REQUIREMENTS OF THE CITY, MMSD AND WI DNR 151 FOR REDEVELOPMENT WILL BE MET BY THE USE OF THE EXISTING UNDERGROUND DETENTION FACILITY DESIGNED, APPROVED AND IMPLEMENTED FROM THE PLAN & REPORT FURNISHED BY PINNACLE ENGINEERING GROUP DATED 07/10/2020.
- ALL CONSTRUCTION MATERIALS TO BE STORED ON-SITE.
- ALL PROPOSED SPOT GRADES ALONG THE CURB ARE AT THE FLANGE LINE. ALL PROPOSED SPOT GRADES ALONG THE FACE OF A RAISED WALK ARE AT THE BOTTOM OF WALK (ASPH.) UNLESS OTHERWISE NOTED.

LEGEND

- |       |                         |
|-------|-------------------------|
| —149— | PROPOSED 1 FOOT CONTOUR |
| —150— | PROPOSED 5 FOOT CONTOUR |
| -149- | EXISTING 1 FOOT CONTOUR |
| -150- | EXISTING 5 FOOT CONTOUR |



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MILWAUKEE REGIONAL OFFICE  
W238 N1610 BUSSE ROAD, SUITE 100  
WAUKESHA, WISCONSIN 53188  
P. 262.513.0666

CLIENT:

MSP REAL ESTATE

CLIENT ADDRESS:

7901 West National Avenue  
West Allis, WI, 53214

PROJECT:

MSP Mayfair North

PROJECT LOCATION:

Foundry Way  
Wauwatosa, Milwaukee County  
Wisconsin, 53222

PLAN MODIFICATIONS:

#	Date:	Description:
1	02/05/2025	PUD SUBMITTAL
2	02/14/2025	PUD REVISED SUBMITTAL
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Designed By: PJS  
Reviewed By: CAJ  
Approved By:  
SHEET TITLE:

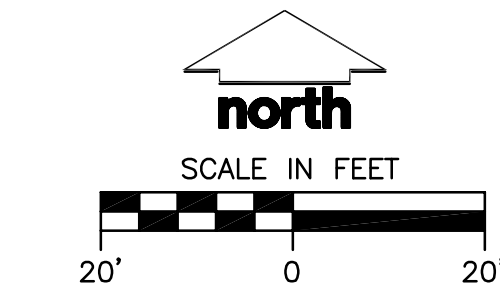
SITE GRADING PLAN

SHEET NUMBER:

C3.0

JSD PROJECT NO:

25-15011

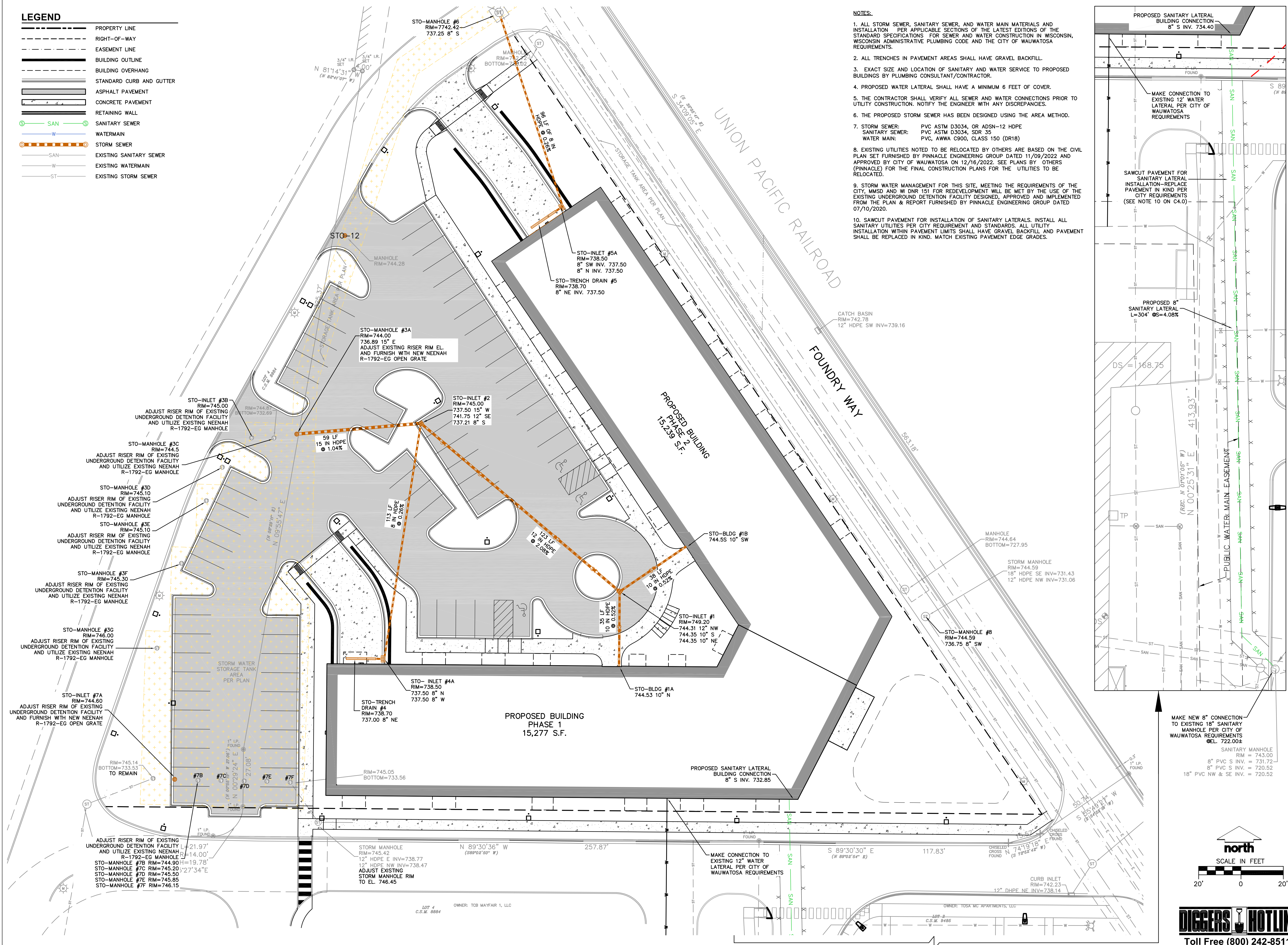


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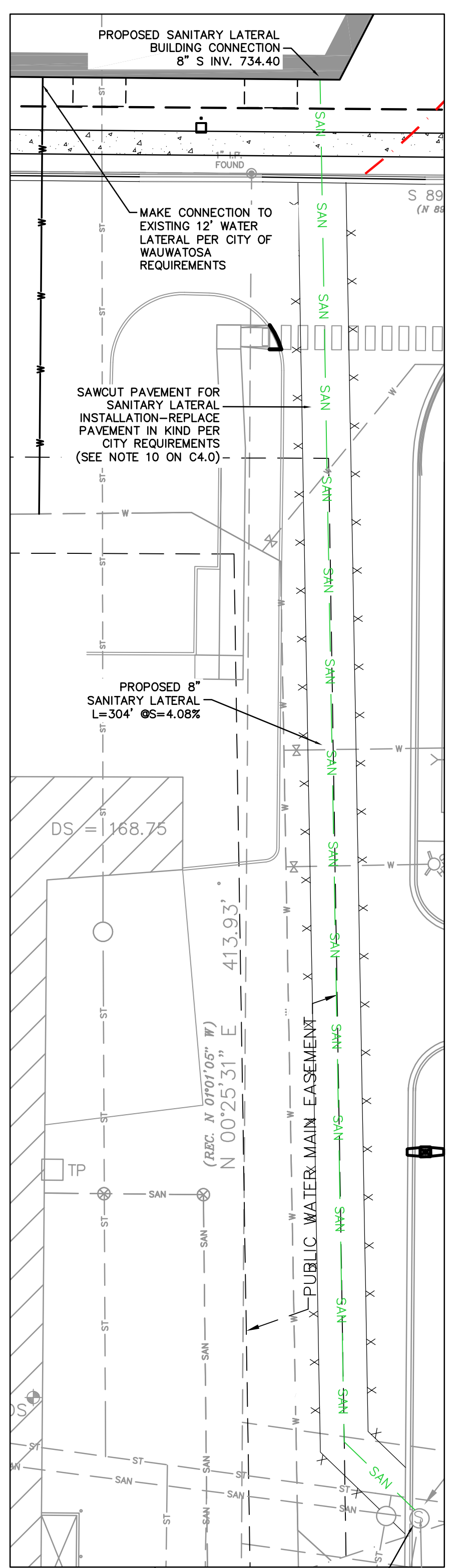


LEGEND	
	PROPERTY LINE
	RIGHT-OF-WAY
	EASEMENT LINE
	BUILDING OUTLINE
	BUILDING OVERHANG
	STANDARD CURB AND GUTTER
	ASPHALT PAVEMENT
	CONCRETE PAVEMENT
	RETAINING WALL
	SANITARY SEWER
	WATERMAIN
	STORM SEWER
	EXISTING SANITARY SEWER
	EXISTING WATERMAIN
	EXISTING STORM SEWER



**NOTES:**

1. ALL STORM SEWER, SANITARY SEWER, AND WATER MAIN MATERIALS AND INSTALLATION PER APPLICABLE SECTIONS OF THE LATEST EDITIONS OF THE STANDARD SPECIFICATIONS FOR SEWER AND WATER CONSTRUCTION IN WISCONSIN, WISCONSIN ADMINISTRATIVE PLUMBING CODE AND THE CITY OF WAUKATOSA REQUIREMENTS.
2. ALL TRENCHES IN PAVEMENT AREAS SHALL HAVE GRAVEL BACKFILL.
3. EXACT SIZE AND LOCATION OF SANITARY AND WATER SERVICE TO PROPOSED BUILDINGS BY PLUMBING CONSULTANT/CONTRACTOR.
4. PROPOSED WATER LATERAL SHALL HAVE A MINIMUM 6 FEET OF COVER.
5. THE CONTRACTOR SHALL VERIFY ALL SEWER AND WATER CONNECTIONS PRIOR TO UTILITY CONSTRUCTION. NOTIFY THE ENGINEER WITH ANY DISCREPANCIES.
6. THE PROPOSED STORM SEWER HAS BEEN DESIGNED USING THE AREA METHOD.
7. STORM SEWER: PVC ASTM D3034, OR ADSN-12 HDPE  
PVC ASTM D3034, SD-15  
WATER MAIN: PVC, AWWA C900, CLASS 150 (DR18)
8. EXISTING UTILITIES NOTED TO BE RELOCATED BY OTHERS ARE BASED ON THE CIVIL PLAN SET FURNISHED BY PINNACLE ENGINEERING GROUP DATED 11/09/2022 AND APPROVED BY CITY OF WAUKATOSA ON 12/16/2022. SEE PLANS BY OTHERS (PINNACLE) FOR THE FINAL CONSTRUCTION PLANS FOR THE UTILITIES TO BE RELOCATED.
9. STORM WATER MANAGEMENT FOR THIS SITE, MEETING THE REQUIREMENTS OF THE CITY, MMSD AND W DNR 151 FOR REDEVELOPMENT WILL BE MET BY THE USE OF THE EXISTING UNDERGROUND DETENTION FACILITY DESIGNED, APPROVED AND IMPLEMENTED FROM THE PLAN & REPORT FURNISHED BY PINNACLE ENGINEERING GROUP DATED 07/10/2020.
10. SAWCUT PAVEMENT FOR INSTALLATION OF SANITARY LATERALS, INSTALL ALL SANITARY UTILITIES PER CITY REQUIREMENT AND STANDARDS. ALL UTILITY INSTALLATION WITHIN PAVEMENT LIMITS SHALL HAVE GRAVEL BACKFILL AND PAVEMENT SHALL BE REPLACED IN KIND. MATCH EXISTING PAVEMENT EDGE GRADES.



**JSD**

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**MILWAUKEE REGIONAL OFFICE**  
W238 N1610 BUSSE ROAD, SUITE 100  
WALKESHA, WISCONSIN 53188  
**P. 262.513.0666**

**CLIENT:**  
**MSP REAL ESTATE**

**CLIENT ADDRESS:**  
**7901 West National Avenue**  
**West Allis, WI, 53214**

PROJECT:  
**MSP Mayfair North**

**PROJECT LOCATION:**  
**Foundry Way**  
**Wauwatosa, Milwaukee County**  
**Wisconsin, 53222**

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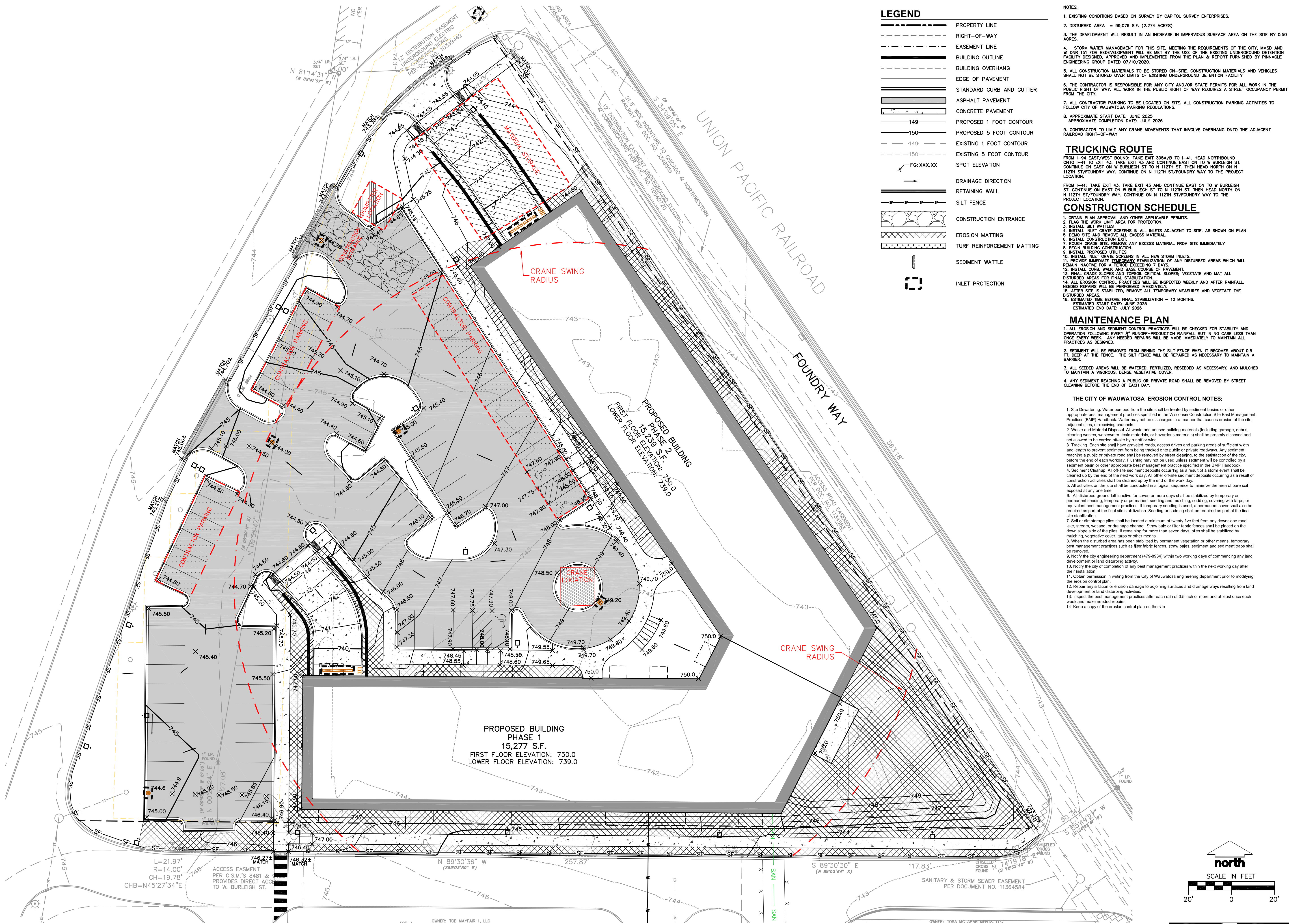
Designed By:	PJS
Reviewed By:	CAJ
Approved By:	

SHEET TITLE:  
**SITE UTILITY PLAN**

SHEET NUMBER:	
<b>C4.0</b>	
JSD PROJECT NO:	25-15011



File: R:\02025\15011\DWG\Civil Sheets\15011 Civil Set (condocs).dwg Layout: EROSION User: Patrick.Shay Plotted: Feb 13, 2025 4:43pm Xref's:



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Designed By: PJS

Reviewed By: CAJ

Approved By:

SHEET TITLE:

SITE EROSION CONTROL  
PLAN

SHEET NUMBER:

C5.0

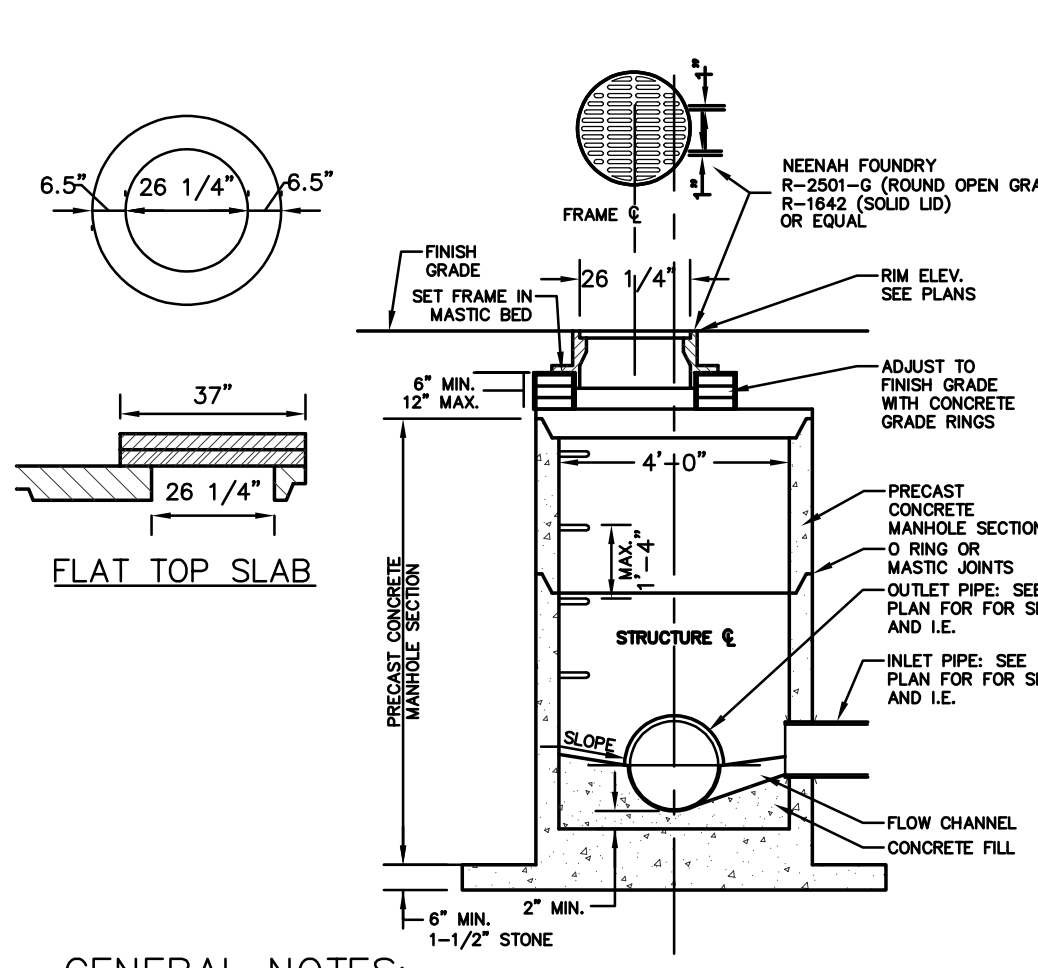
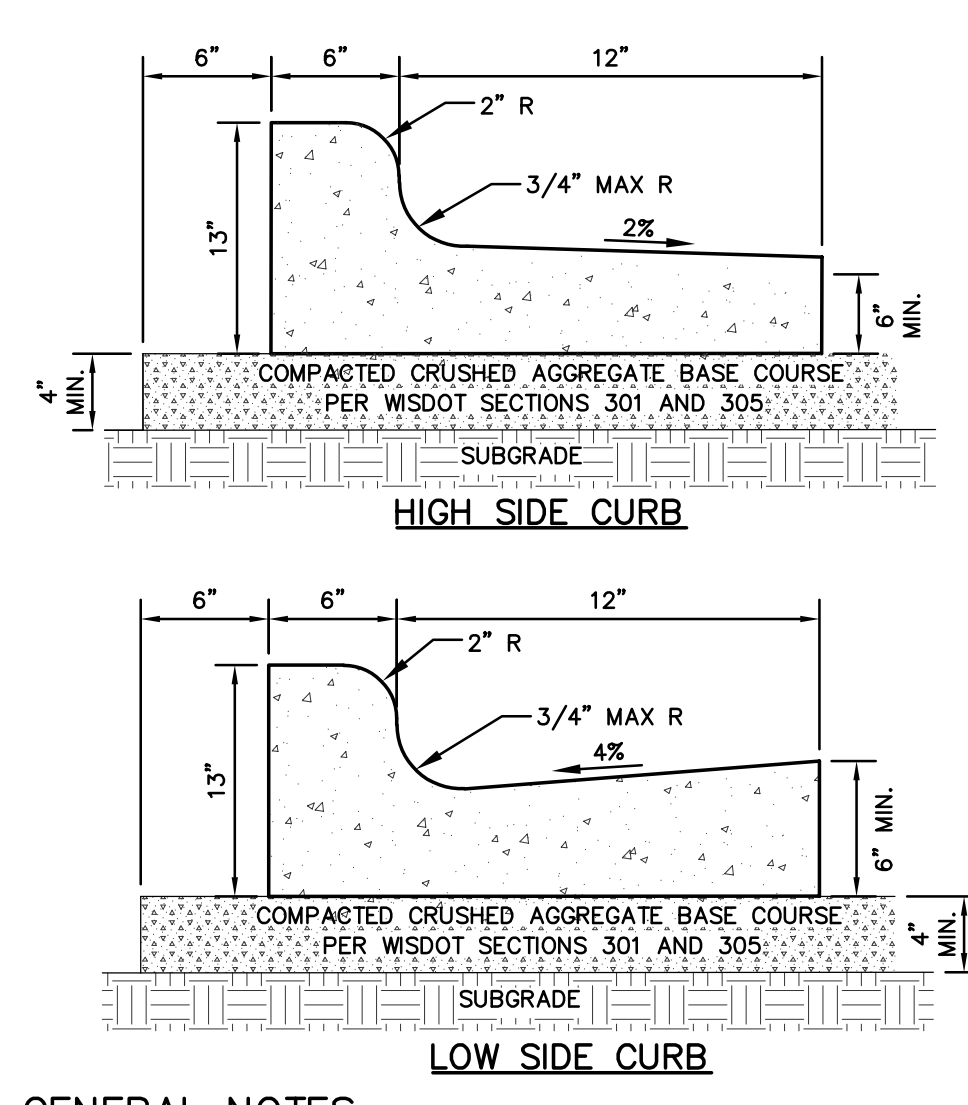
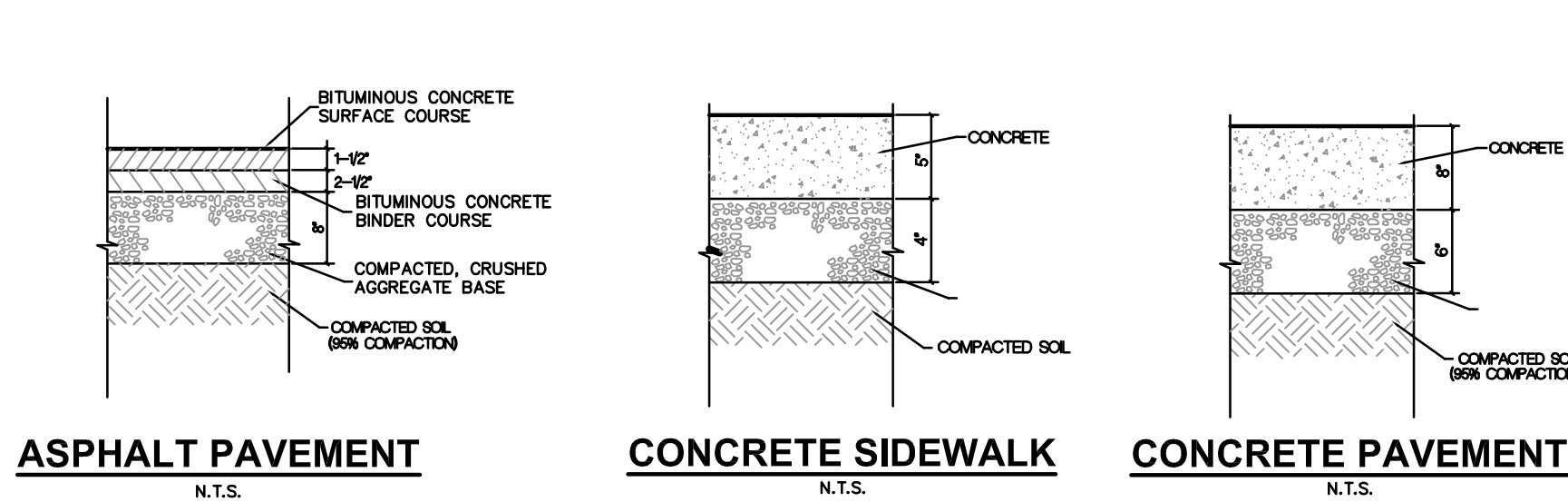
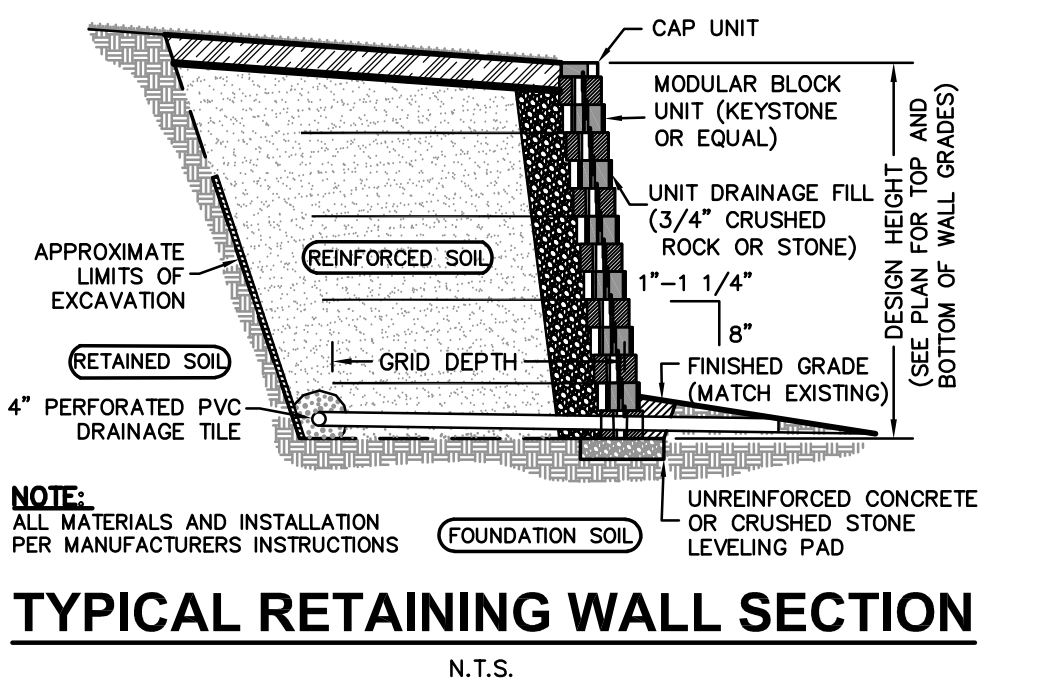
JSD PROJECT NO:

25-15011

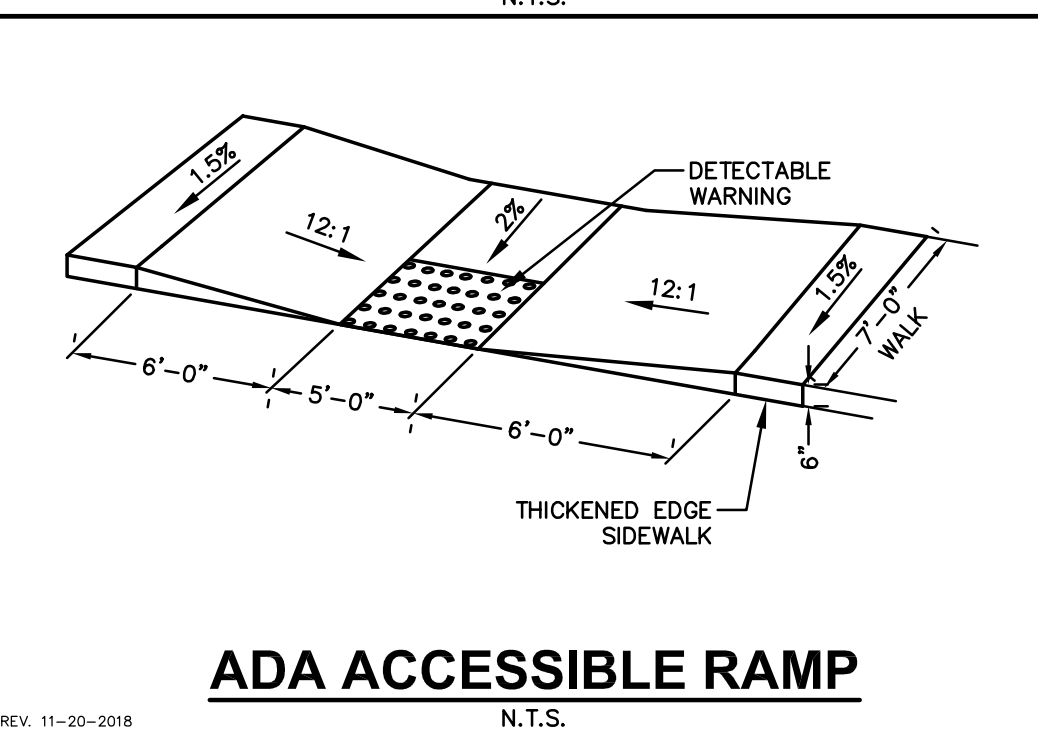
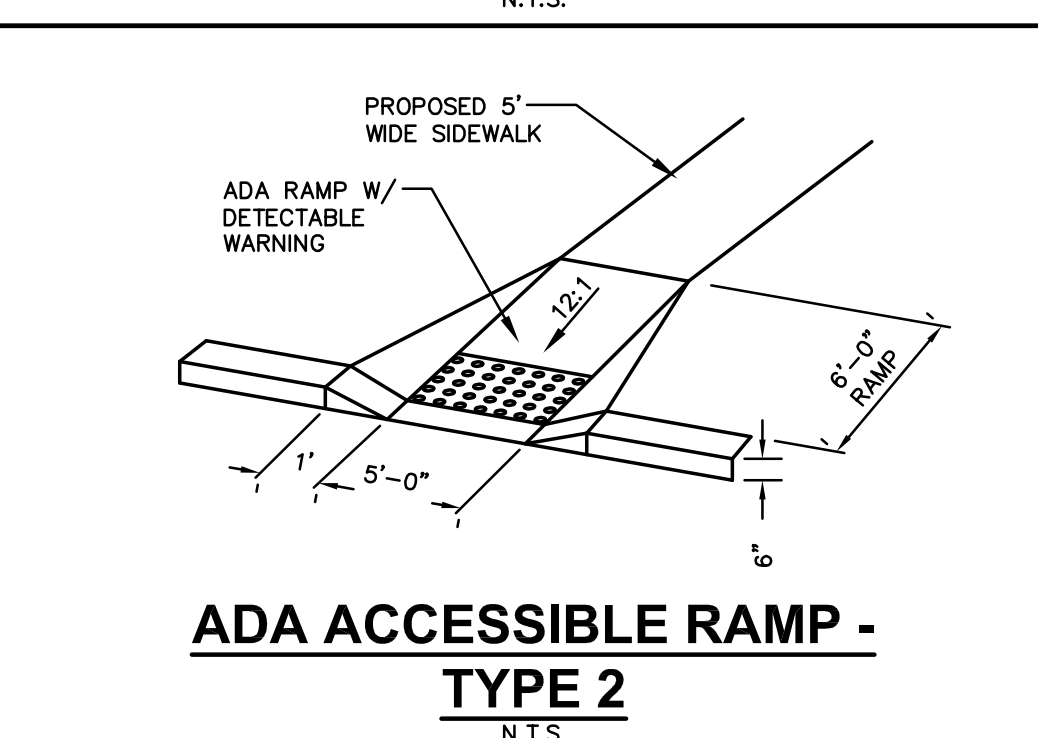
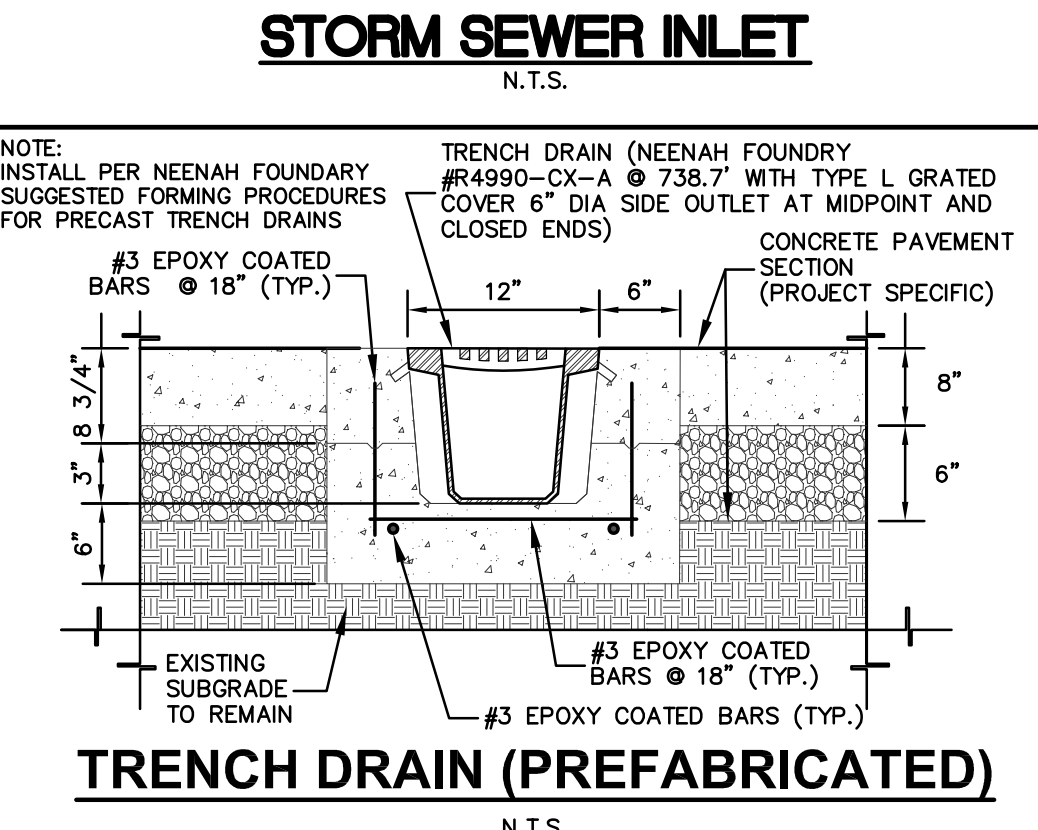
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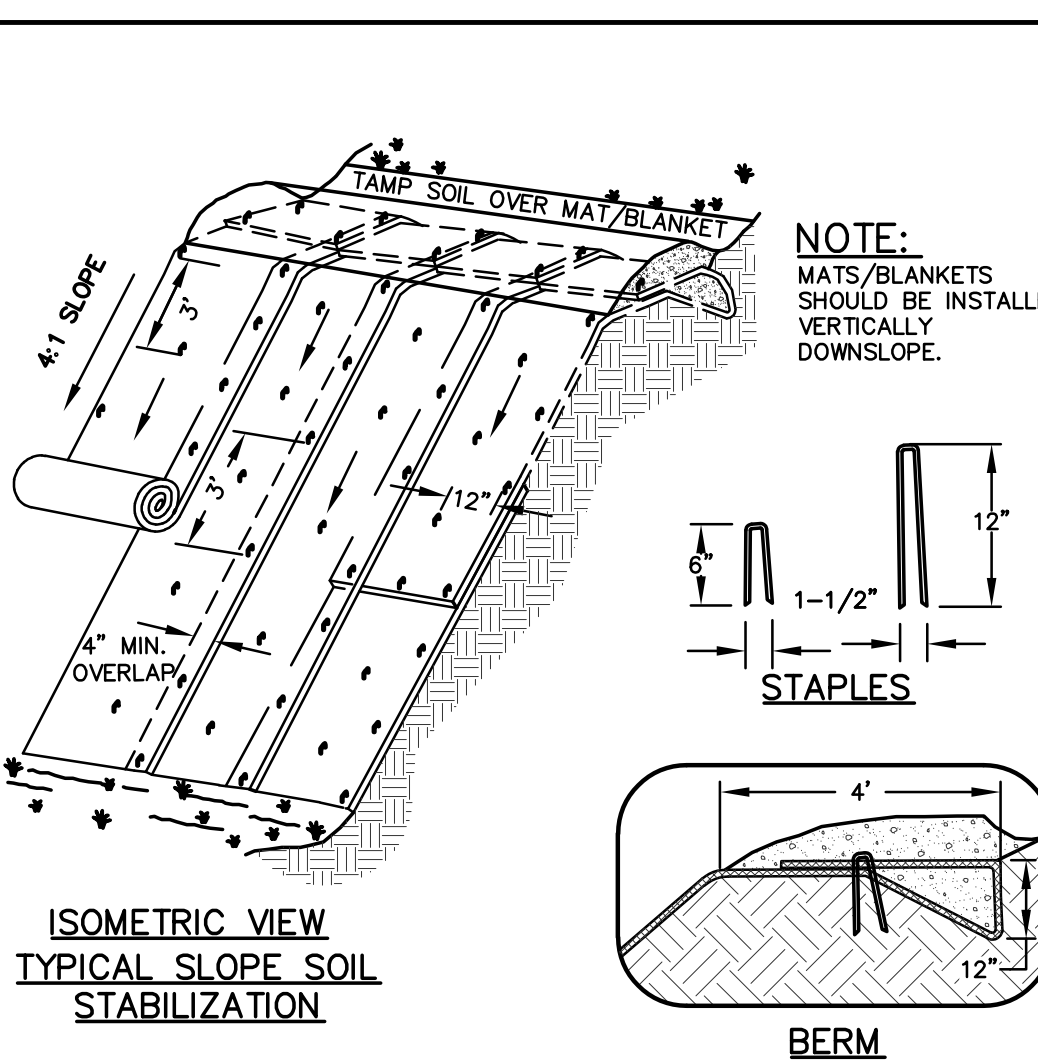




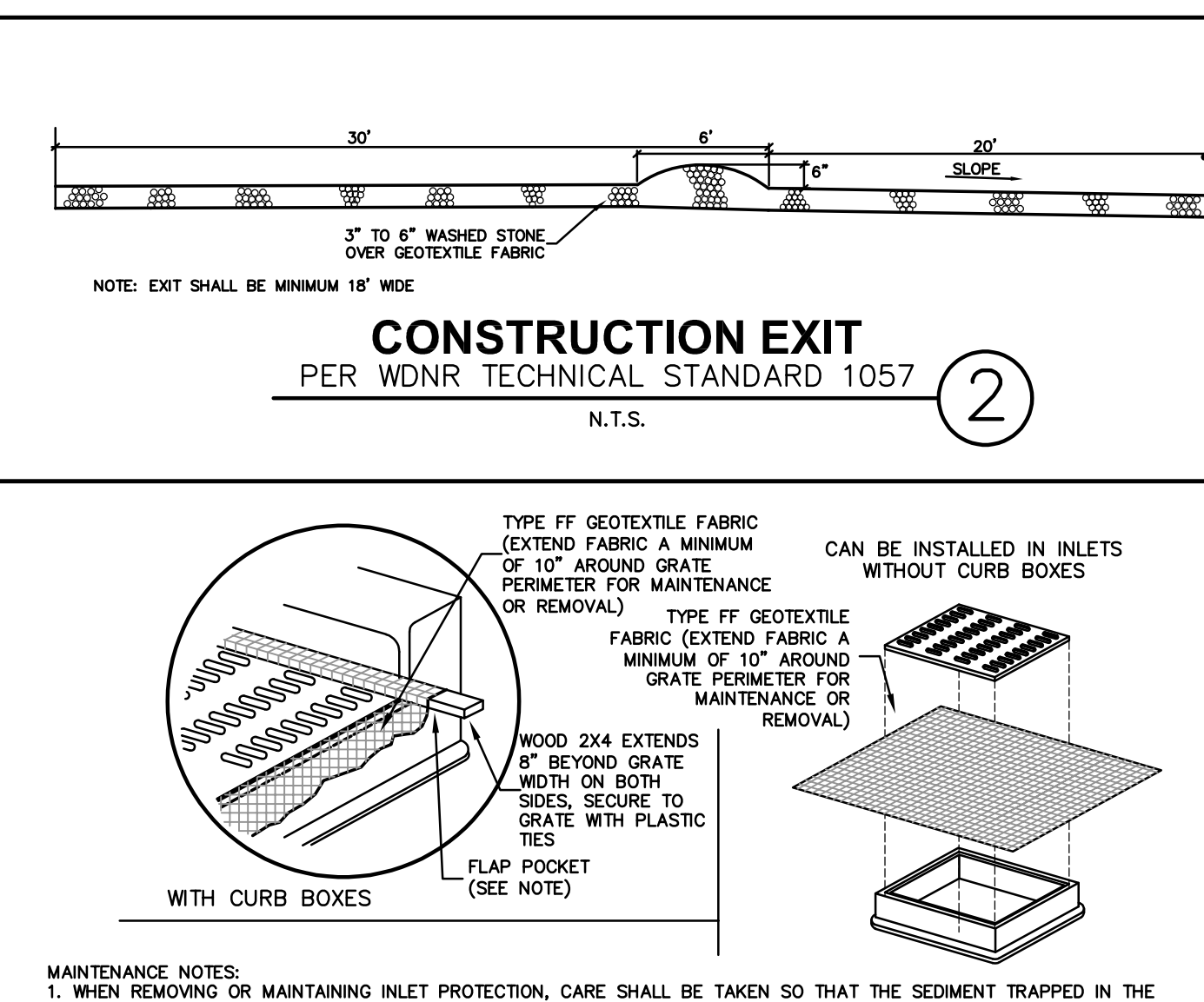
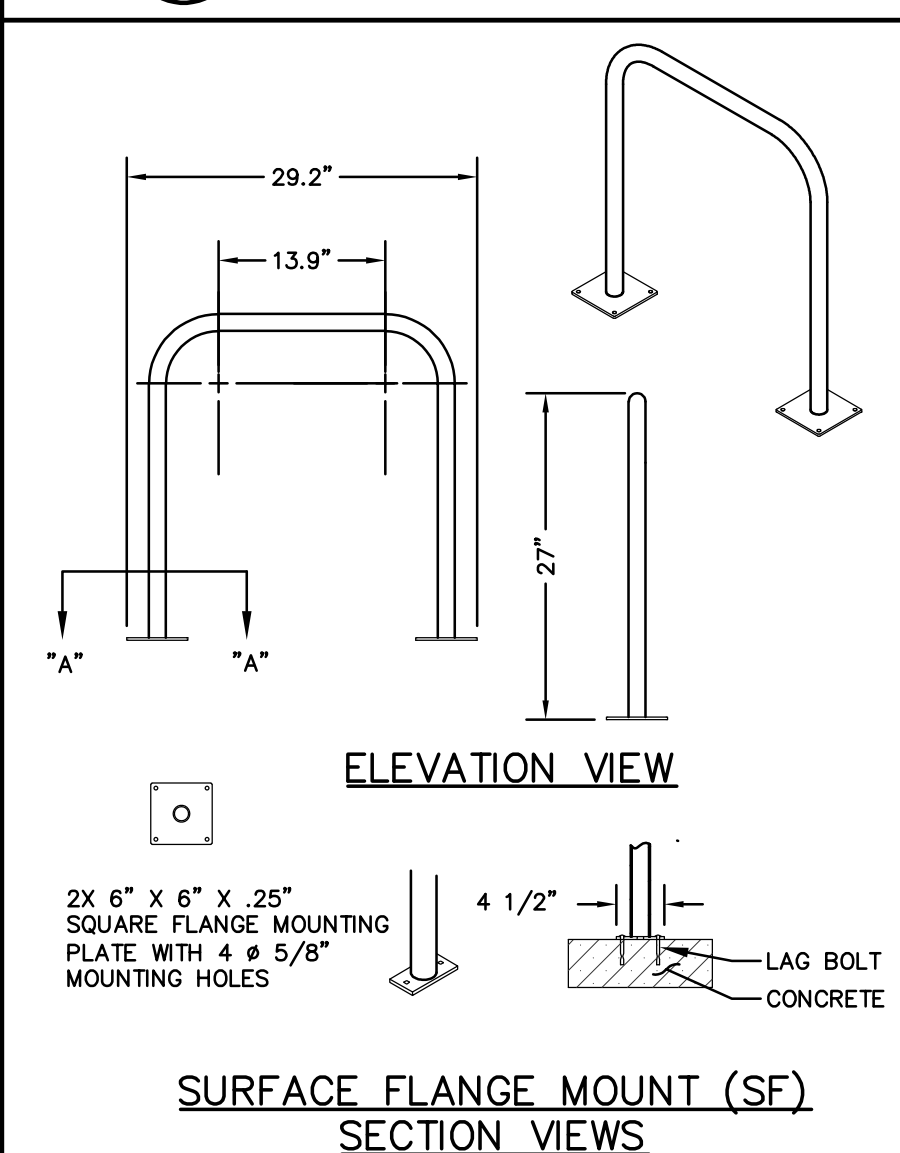
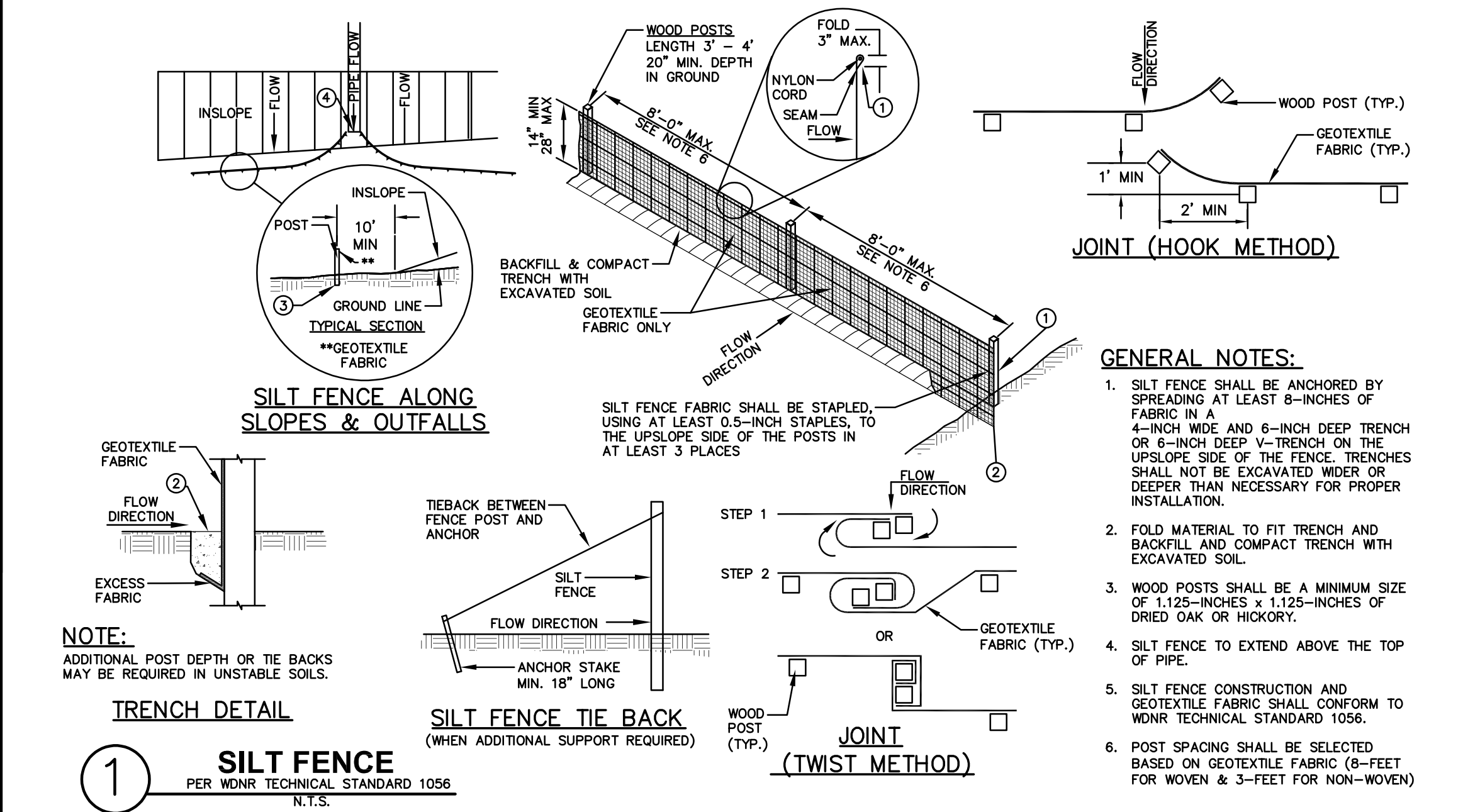
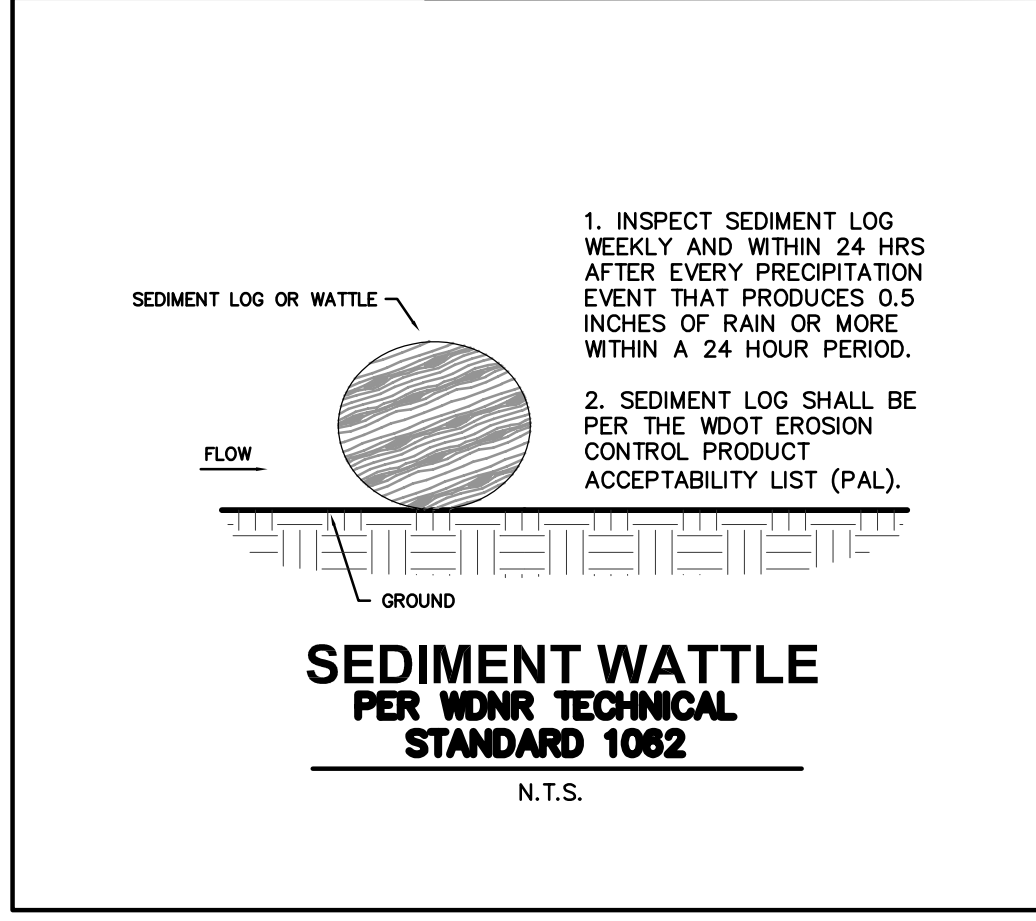
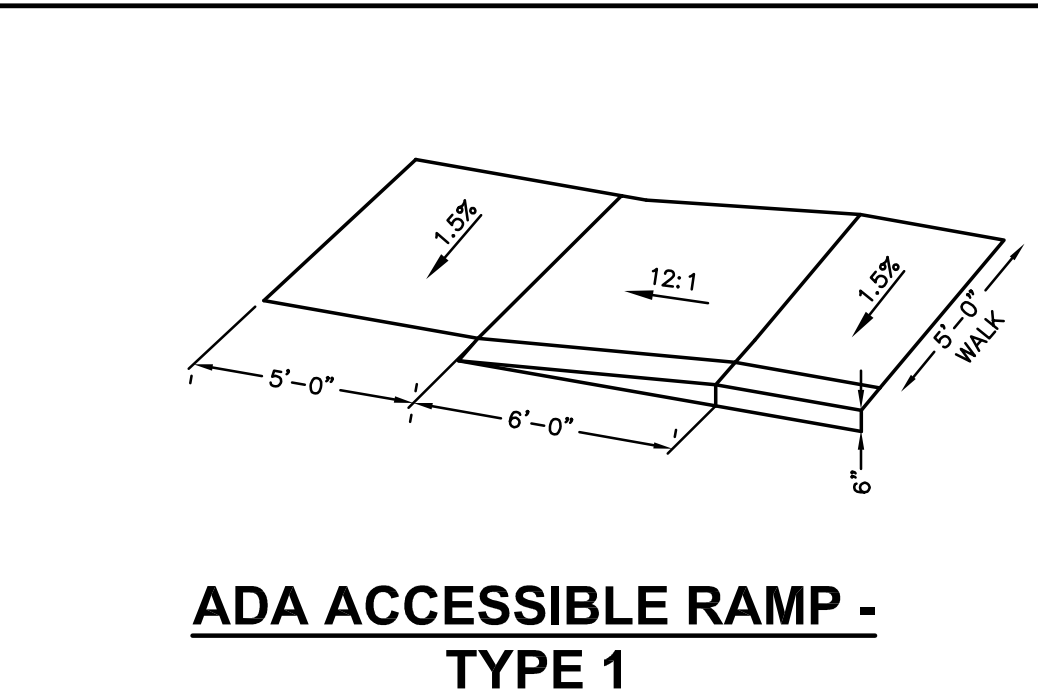
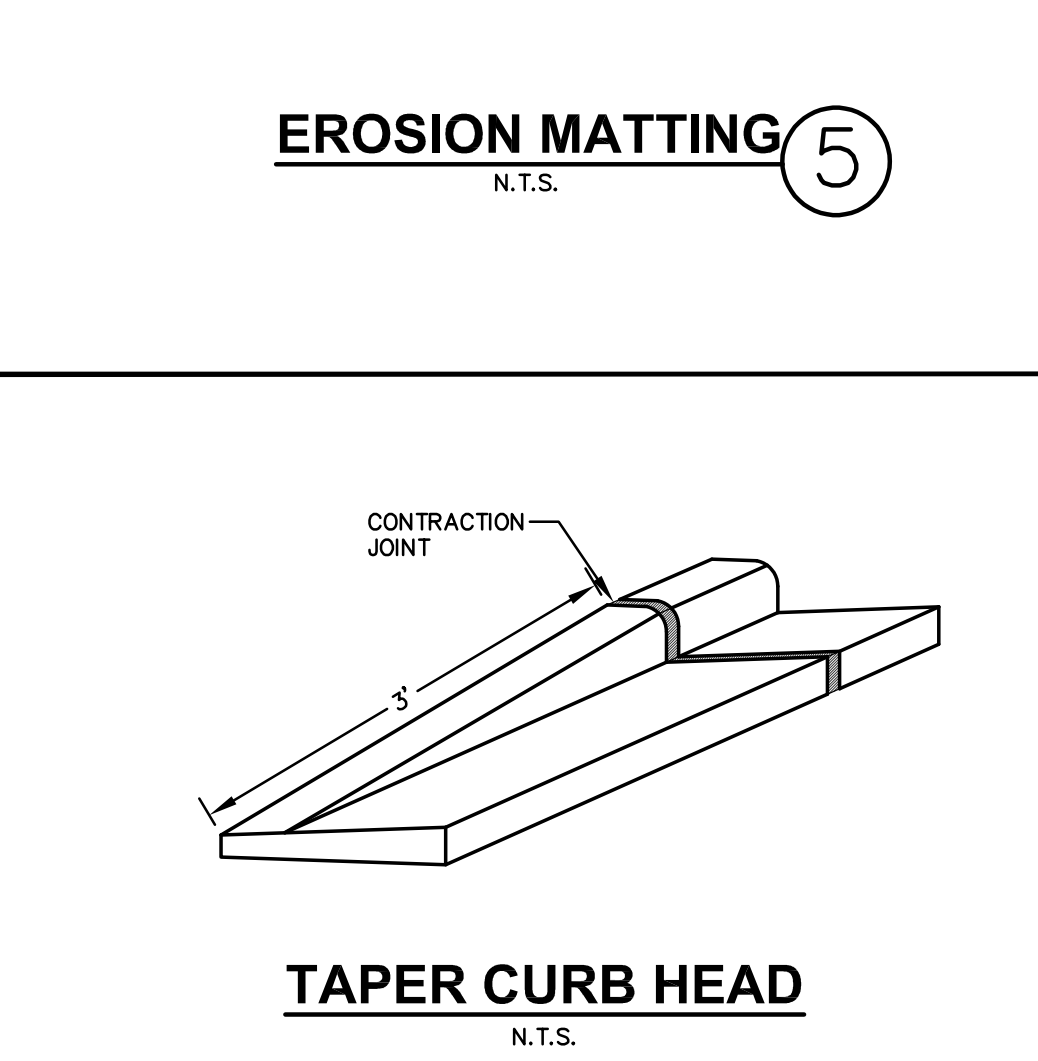
- GENERAL NOTES:**
1. INLET CONSTRUCTION TO MEET REQUIREMENTS OF ASTM C478.
  2. PROVIDE FLAT TOP SLAB FOR MANHOLES 5' OR LESS IN DEPTH. FLAT TOP SLABS TO BE IN-BELL TYPE.
  3. JOINTS SHALL BE WATERTIGHT. USE BUTYL RUBBER GASKET.
  4. USE MORTAR FOR PIPE CONNECTIONS.



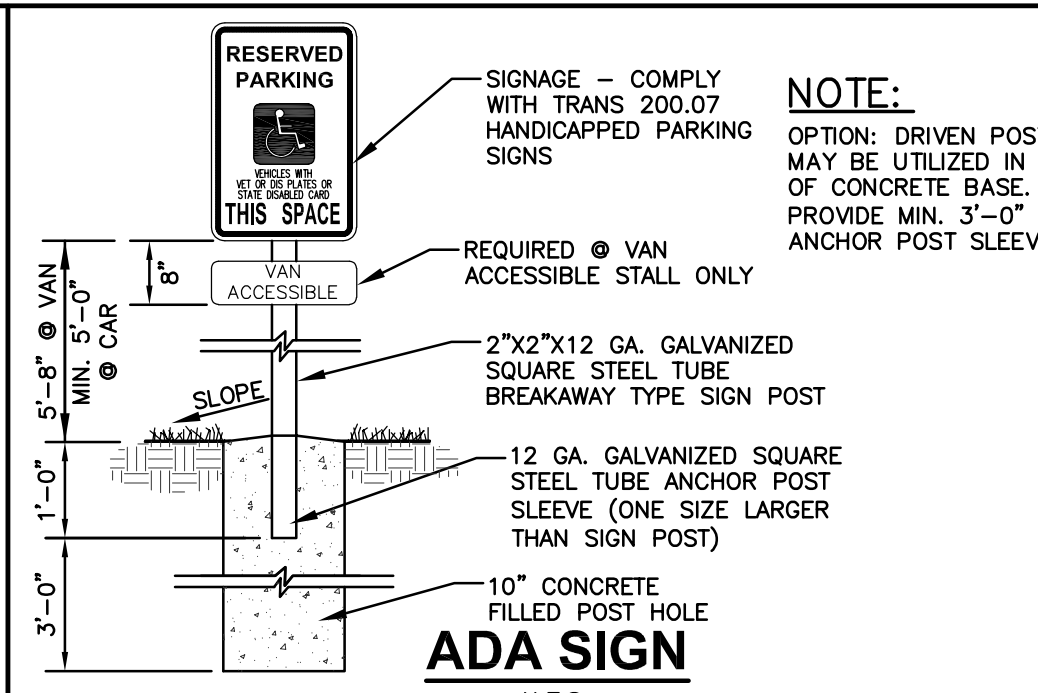
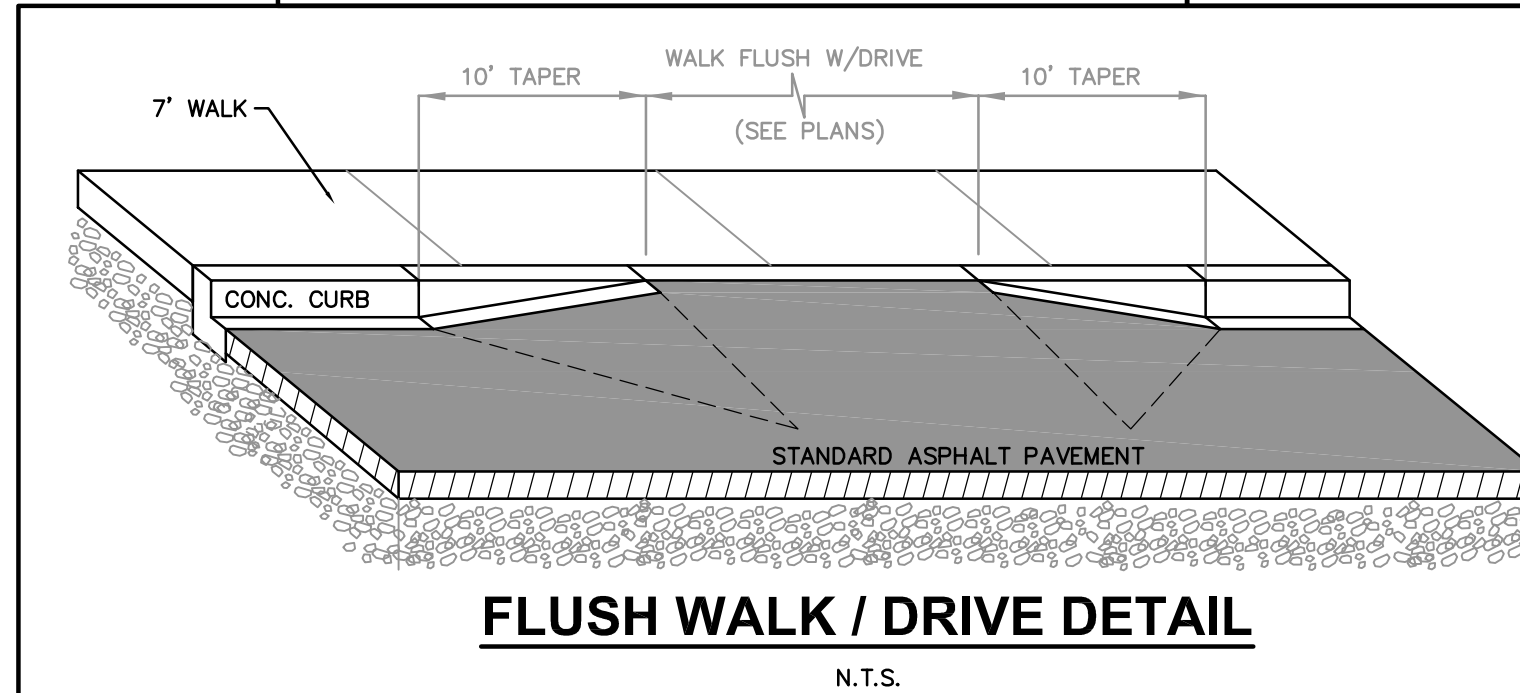
- GENERAL NOTES:**
1. LATERAL CONTRACTION JOINTS SHALL BE PLACED AT INTERVALS OF NOT MORE THAN 15 FEET NOR LESS THAN 6 FEET. THE JOINTS SHALL BE A MINIMUM OF 3 INCHES IN DEPTH.
  2. EXPANSION JOINTS SHALL BE PLACED TRANSVERSELY AT RADIUS POINTS ON CURVES OF RADIUS 200 FEET OR LESS, AND AT ANGLE POINTS, OR AS DIRECTED BY THE ENGINEER OF RECORD. THE EXPANSION JOINT FILLER SHALL BE A ONE PIECE FIBER BOARD OR THE APPROVED EQUIVALENT MATERIAL HAVING THE SAME DIMENSIONS AS CURB & GUTTER AT THAT STATION AND BE 0.5 INCH THICK.
  3. IN ALL CASES, CONCRETE CURB & GUTTER SHALL BE PLACED ON THOROUGHLY COMPACTED CRUSHED STONE.





- GENERAL NOTES:**
1. EROSION MAT CONSTRUCTION SHALL BE IN ACCORDANCE WITH WISCONSIN DNR TECHNICAL STANDARD 1052 "NON-CHANNEL EROSION MAT".
  2. ONLY WisDOT EROSION CONTROL PRODUCT ACCEPTABILITY LIST (PAL) APPROVED MATS SHALL BE ALLOWED. REFER TO EROSION CONTROL PLAN FOR EXACT MAT CLASSIFICATION.
  3. APPLY PERMANENT SEEDING BEFORE PLACING BLANKETS.
  4. LAY BLANKETS LOOSELY AND STAKE OR STAPLE TO MAINTAIN DIRECT CONTACT WITH THE SOIL. DO NOT STRETCH.
  5. ONLY WisDOT EROSION CONTROL PRODUCT ACCEPTABILITY LIST (PAL) APPROVED MATS SHALL BE ALLOWED. REFER TO EROSION CONTROL PLAN FOR EXACT MAT CLASSIFICATION.



- GENERAL NOTES:**
1. DO NOT SCALE DRAWING.
  2. INSTALLATION TO BE COMPLETED IN ACCORDANCE WITH MANUFACTURER'S SPECIFICATIONS.





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Designed By: PJS  
Reviewed By: CAL  
Approved By:  
SHEET TITLE:  
**SITE DETAILS**

SHEET NUMBER:  
**C6.0**

JSD PROJECT NO: 25-15011







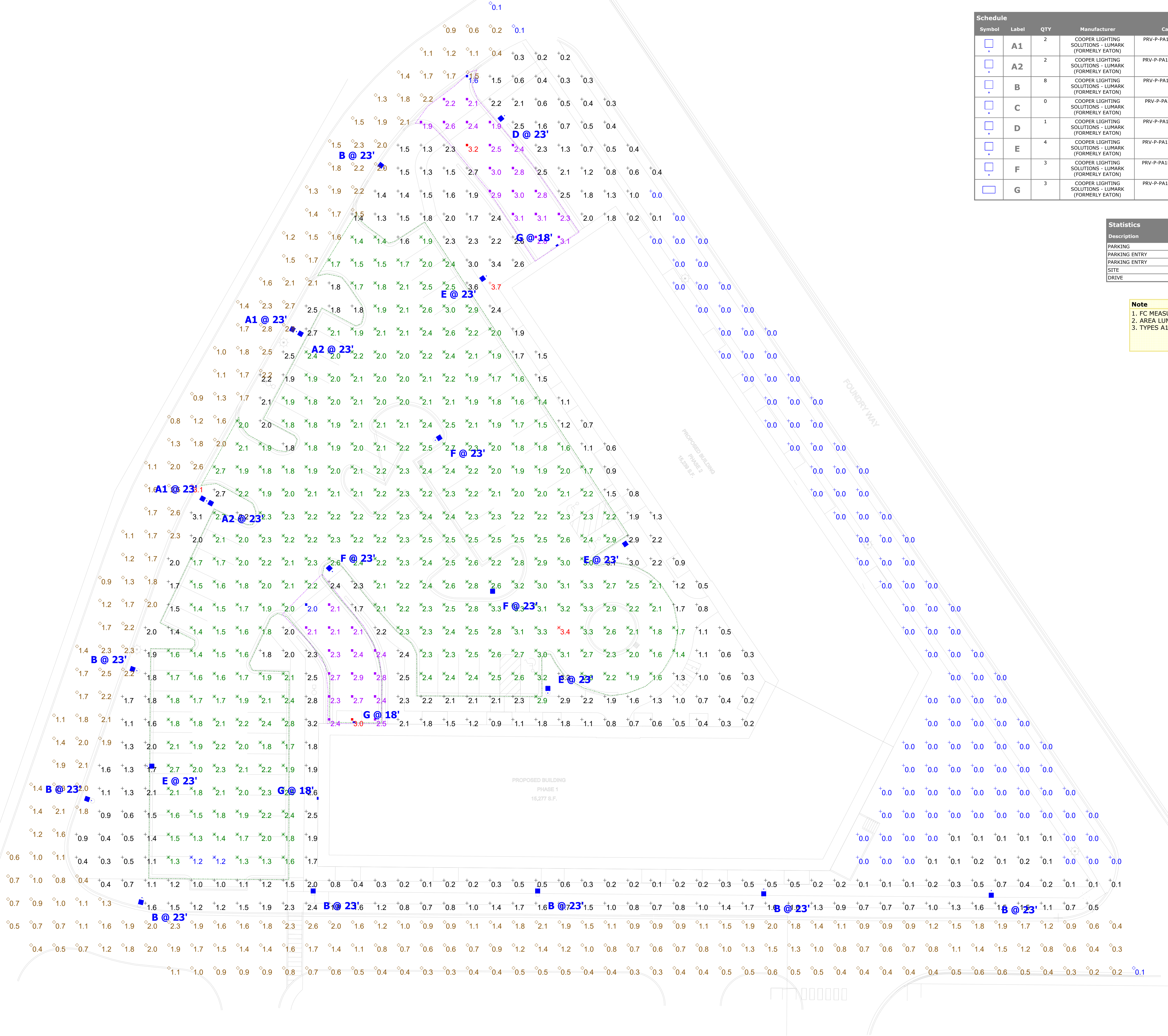
Schedule						
Symbol	Label	QTY	Manufacturer	Catalog	Description	LLF Input Power
	A1	2	COOPER LIGHTING SOLUTIONS - LUMARK (FORMERLY EATON)	PRV-P-PA1A-740-U-T2R	PREVAIL AREA LUMINAIRE (1) 70 CRI, 4000K, 375mA LIGHT ENGINE WITH 24 LEDS AND TYPE II ROADWAY OPTICS	1 30.7
	A2	2	COOPER LIGHTING SOLUTIONS - LUMARK (FORMERLY EATON)	PRV-P-PA1B-740-U-T4W	PREVAIL AREA LUMINAIRE (1) 70 CRI, 4000K, 670mA LIGHT ENGINE WITH 24 LEDS AND TYPE IV WIDE OPTICS	1 52.8
	B	8	COOPER LIGHTING SOLUTIONS - LUMARK (FORMERLY EATON)	PRV-P-PA1A-740-U-T2R	PREVAIL AREA LUMINAIRE (1) 70 CRI, 4000K, 375mA LIGHT ENGINE WITH 24 LEDS AND TYPE II ROADWAY OPTICS	1 30.7
	C	0	COOPER LIGHTING SOLUTIONS - LUMARK (FORMERLY EATON)	PRV-P-PA1B-740-U-T3	PREVAIL AREA LUMINAIRE (1) 70 CRI, 4000K, 670mA LIGHT ENGINE WITH 24 LEDS AND TYPE III OPTICS	1 52.8
	D	1	COOPER LIGHTING SOLUTIONS - LUMARK (FORMERLY EATON)	PRV-P-PA1C-740-U-T2U	PREVAIL AREA LUMINAIRE (1) 70 CRI, 4000K, 930mA LIGHT ENGINE WITH 24 LEDS AND TYPE II U OPTICS	1 72.1
	E	4	COOPER LIGHTING SOLUTIONS - LUMARK (FORMERLY EATON)	PRV-P-PA1D-740-U-T4W	PREVAIL AREA LUMINAIRE (1) 70 CRI, 4000K, 1200mA LIGHT ENGINE WITH 24 LEDS AND TYPE IV WIDE OPTICS	1 93.4
	F	3	COOPER LIGHTING SOLUTIONS - LUMARK (FORMERLY EATON)	PRV-P-PA1D-740-U-SWQ	PREVAIL AREA LUMINAIRE (1) 70 CRI, 4000K, 1200mA LIGHT ENGINE WITH 24 LEDS AND TYPE V WIDE OPTICS	1 93.4
	G	3	COOPER LIGHTING SOLUTIONS - LUMARK (FORMERLY EATON)	PRV-P-PA1B-740-U-T4W	PREVAIL WALL LUMINAIRE (1) 70 CRI, 4000K, 670mA LIGHT ENGINE WITH 24 LEDS AND TYPE IV WIDE OPTICS	1 52.8

Statistics						
Description	Symbol	Avg	Max	Min	Max/Min	Avg/Min
PARKING		2.2 fc	3.4 fc	1.2 fc	2.8:1	1.8:1
PARKING ENTRY		2.4 fc	3.0 fc	2.0 fc	1.5:1	1.2:1
PARKING ENTRY		2.6 fc	3.2 fc	1.6 fc	2.0:1	1.6:1
SITE		1.5 fc	3.7 fc	0.0 fc	N/A	N/A
DRIVE		1.3 fc	3.1 fc	0.1 fc	31.0:1	13.0:1

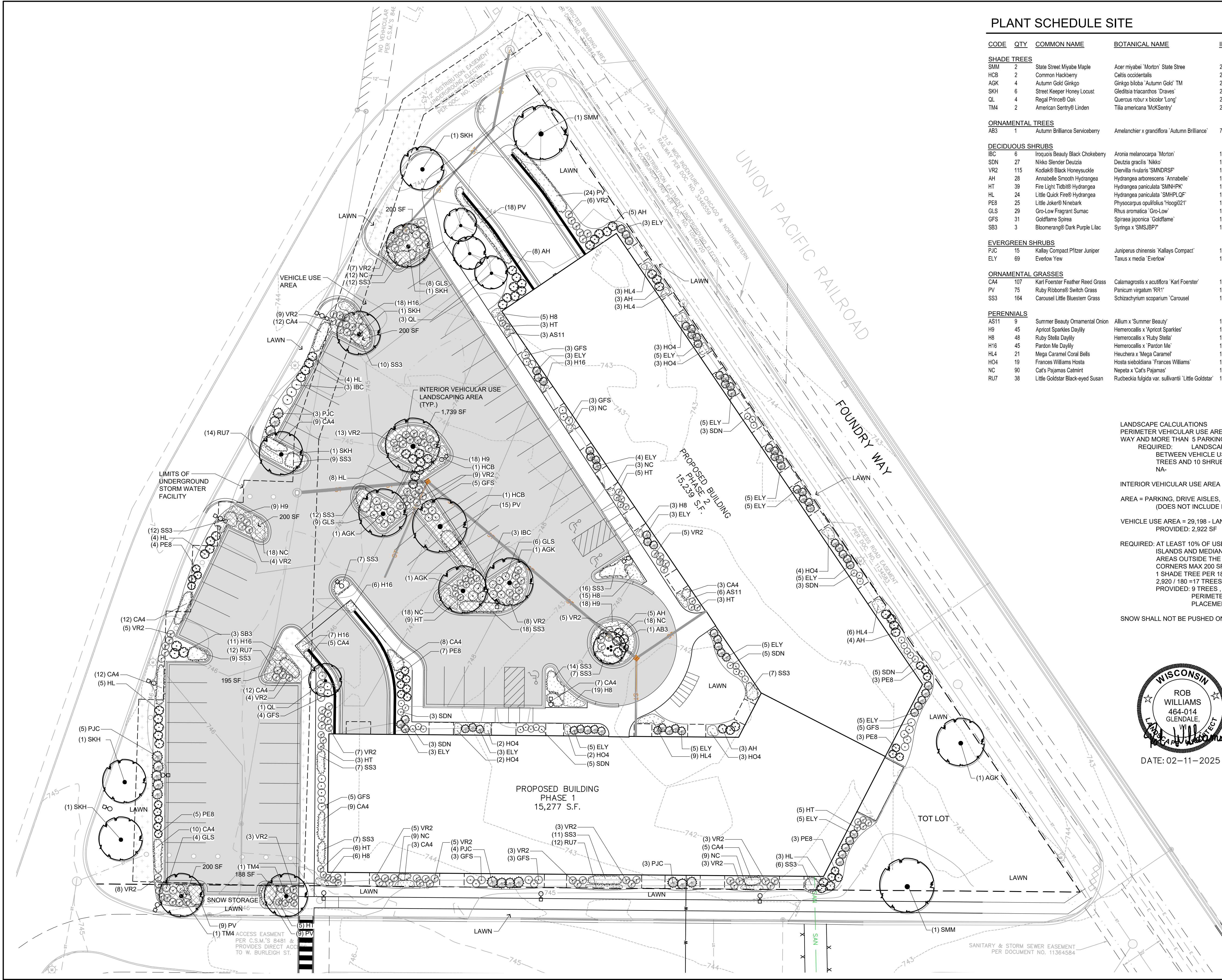
**Note**  
1. FC MEASURED AT 0' AFG  
2. AREA LUMINAIRES MOUNTED TO 20"-0" POLE WITH 3'-0" CONCRETE BASE  
3. TYPES A1 AND A2 ARE MOUNTED AT 180 DEGREES ON ONE POLE

**Plan View**

Scale - 1" = 20ft







PLANT SCHEDULE SITE

CODE	QTY	COMMON NAME	BOTANICAL NAME	INSTALLED SIZE	ROOT	SPACING	MATURE SIZE
SHADE TREES							
SMM	2	State Street Miyabe Maple	Acer miyabei 'Morton' State Stree	2 1/2" CAL	B&B	Spacing as shown	35' x 35'
HCB	2	Common Hackberry	Celtis occidentalis	2 1/2" CAL	B&B	Spacing as shown	50' x 50'
AGK	4	Autumn Gold Ginkgo	Ginkgo biloba 'Autumn Gold' TM	2 1/2" CAL	B&B	Spacing as shown	45' x 30'
SKH	6	Street Keeper Honey Locust	Gleditsia triacanthos 'Draves'	2 1/2" CAL	B&B	Spacing as shown	45' x 20'
QL	4	Royal Prince® Oak	Quercus robur x bicolor 'Long'	2" CAL	CONT	Spacing as shown	45' x 18'
TM4	2	American Sentry® Linden	Tilia americana 'McKsentry'	2 1/2" CAL	B&B	Spacing as shown	55' x 25'
ORNAMENTAL TREES							
AB3	1	Autumn Brilliance Serviceberry	Amelanchier x grandiflora 'Autumn Brilliance'	7" HT	B&B	Spacing as shown	20' x 20'
DECIDUOUS SHRUBS							
IBC	6	Iroquois Beauty Black Chokeberry	Aronia melanocarpa 'Morton'	18" HT	CONT	Spacing as shown	2.5' x 4.5'
SDN	27	Nikko Slender Deutzia	Deutzia gracilis 'Nikko'	15" HT	CONT	Spacing as shown	2' x 4'
VR2	115	Kodiak® Black Honeysuckle	Diervilla rivularis 'SMNDRSF'	15" HT	CONT	Spacing as shown	3' x 4'
AH	28	Annabelle Smooth Hydrangea	Hydrangea arborescens 'Annabelle'	18" HT	CONT	Spacing as shown	4' x 4'
HT	39	Fire Light® Fire® Hydrangea	Hydrangea paniculata 'SMNH-IPK'	15" HT	CONT	Spacing as shown	2.5' x 3'
HL	24	Little Quick Fire® Hydrangea	Hydrangea paniculata 'SMHPLOF'	18" HT	CONT	Spacing as shown	4' x 4'
PE8	25	Little Joker® Ninebark	Physocarpus opulifolius 'Hoogi021'	18" HT	CONT	Spacing as shown	3.5' x 3.5'
GLS	29	Gro-Low Fragrant Sumac	Rhus aromatica 'Gro-Low'	15" SPD	CONT	Spacing as shown	2.5' x 6'
GFS	31	Goldflame Spirea	Spiraea japonica 'Goldflame'	15" HT	CONT	Spacing as shown	2.5' x 3.5'
SB3	3	Bloomerang® Dark Purple Lilac	Syringa x 'SMSJBP7'	18" HT	CONT	Spacing as shown	5' x 5'
EVERGREEN SHRUBS							
PJC	15	Kallay Compact Pfitzer Juniper	Juniperus chinensis 'Kallays Compact'	18" SPD	CONT	Spacing as shown	2' x 5'
ELY	69	Everlow Yew	Taxus x media 'Everlow'	15" HT	B&B	Spacing as shown	1.5' x 5'
ORNAMENTAL GRASSES							
CA4	107	Karl Foerster Feather Reed Grass	Calamagrostis x acutiflora 'Karl Foerster'	1 GAL	CONT	24" Spacing	5' x 2'
PV	75	Ruby Ribbons® Switch Grass	Panicum virgatum 'RR1'	1 GAL	CONT	30" Spacing	3' x 2.5'
SS3	164	Carousel Little Bluestem Grass	Schizachyrium scoparium 'Carousel'	1 GAL	CONT	24" Spacing	2.5' x 2.5'
PERENNIALS							
AS11	9	Summer Beauty Ornamental Onion	Allium x 'Summer Beauty'	1 GAL	POT	18" Spacing	1.5' x 1.5'
H9	45	Apricot Sparkles Daylily	Hemerocallis x 'Apricot Sparkles'	1 GAL	POT	18" Spacing	1.5' x 1.5'
H8	48	Ruby Stella Daylily	Hemerocallis x 'Ruby Stella'	1 GAL	POT	18" Spacing	1.5' x 1.5'
H16	45	Pardon Me Daylily	Hemerocallis x 'Pardon Me'	1 GAL	POT	18" Spacing	1.5' x 1.5'
HL4	21	Mega Caramel Coral Bells	Heuchera x 'Mega Caramel'	1 GAL	POT	24" Spacing	1.5' x 2'
HO4	19	Frances Williams Hosta	Hosta sieboldiana 'Frances Williams'	1 GAL	POT	30" Spacing	2' x 4'
NC	90	Cat's Pajamas Catmint	Nepeta x 'Cat's Pajamas'	1 GAL	POT	18" Spacing	1.25' x 1.5'
RU7	38	Little Goldstar Black-eyed Susan	Rudbeckia fulgida var. sullivantii 'Little Goldstar'	1 GAL	POT	18" Spacing	1.25' x 1.5'

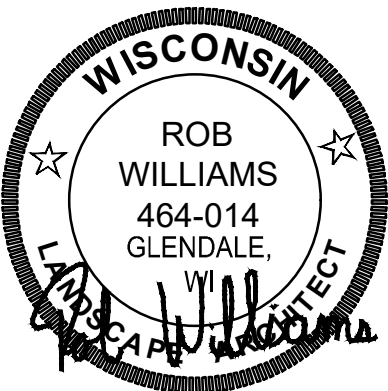
LANDSCAPE CALCULATIONS  
PERIMETER VEHICULAR USE AREA - WHEN PARKING IS WITHIN 100LF OF RIGHT OF WAY AND MORE THAN 5 PARKING STALLS  
REQUIRED: LANDSCAPE STRIP MIN OF 7' DEPTH MUST BE PROVIDED BETWEEN VEHICLE USE AREA AND ROW MUST INCLUDE 3 DECIDUOUS TREES AND 10 SHRUBS PER 50LF OF VEHICULAR USE FRONTAGE  
NA-

INTERIOR VEHICULAR USE AREA LANDSCAPE: 5 OR MORE PARKING STALLS  
AREA = PARKING, DRIVE AISLES, DRIVEWAYS AND DRIVE THROUGH LANES (DOES NOT INCLUDE PARKING IN A STRUCTURE)

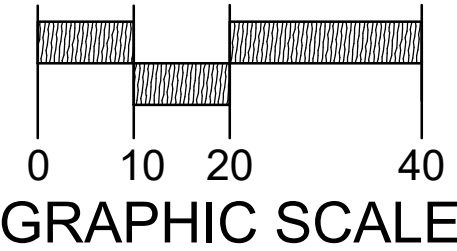
VEHICLE USE AREA = 29,198 - LANDSCAPE AREA REQUIRED = 2,920 SF  
PROVIDED: 2,922 SF

REQUIRED: AT LEAST 10% OF USE AREA MUST BE LANDSCAPED  
ISLANDS AND MEDIANS MUST HAVE AT LEAST 135 SF AND BE 10' WIDE AREAS OUTSIDE THE VUA DON'T COUNT TOWARD INTERIOR.  
CORNERS MAX 200 SF, IF AT LEAST 1 SHADE TREE IS INCLUDED  
1 SHADE TREE PER 180 SF OF INTERIOR LANDSCAPE AREA  
2,920 / 180 = 17 TREES REQUIRED  
PROVIDED: 9 TREES, ADDITIONAL TREES LOCATED AROUND PERIMETER. UNDER GROUND STORMWATER FACILITY LIMITS PLACEMENT WITHIN ISLANDS.

SNOW SHALL NOT BE PUSHED ONTO LANDSCAPE ISLANDS.



DATE: 02-11-2025



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DESCRIPTION

DATE

16745 W. Bluemound Road  
Brookfield, WI 53005-5938  
(262) 781-1000  
rasmith.com

raSmith

CREATIVITY BEYOND ENGINEERING

Brookfield, WI | Milwaukee, WI | Appleton, WI | Madison, WI  
Cedarburg, WI | Naperville, IL | Irvine, CA

MSP - MAYFAIR NORTH  
CITY OF WAUWATOSA

SITE LANDSCAPE PLAN

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R.A. Smith, Inc.

DATE: 02/11/25

SCALE: 1" = 20'

JOB NO. 3250016

PROJECT MANAGER:  
ROB WILLIAMS, PLA

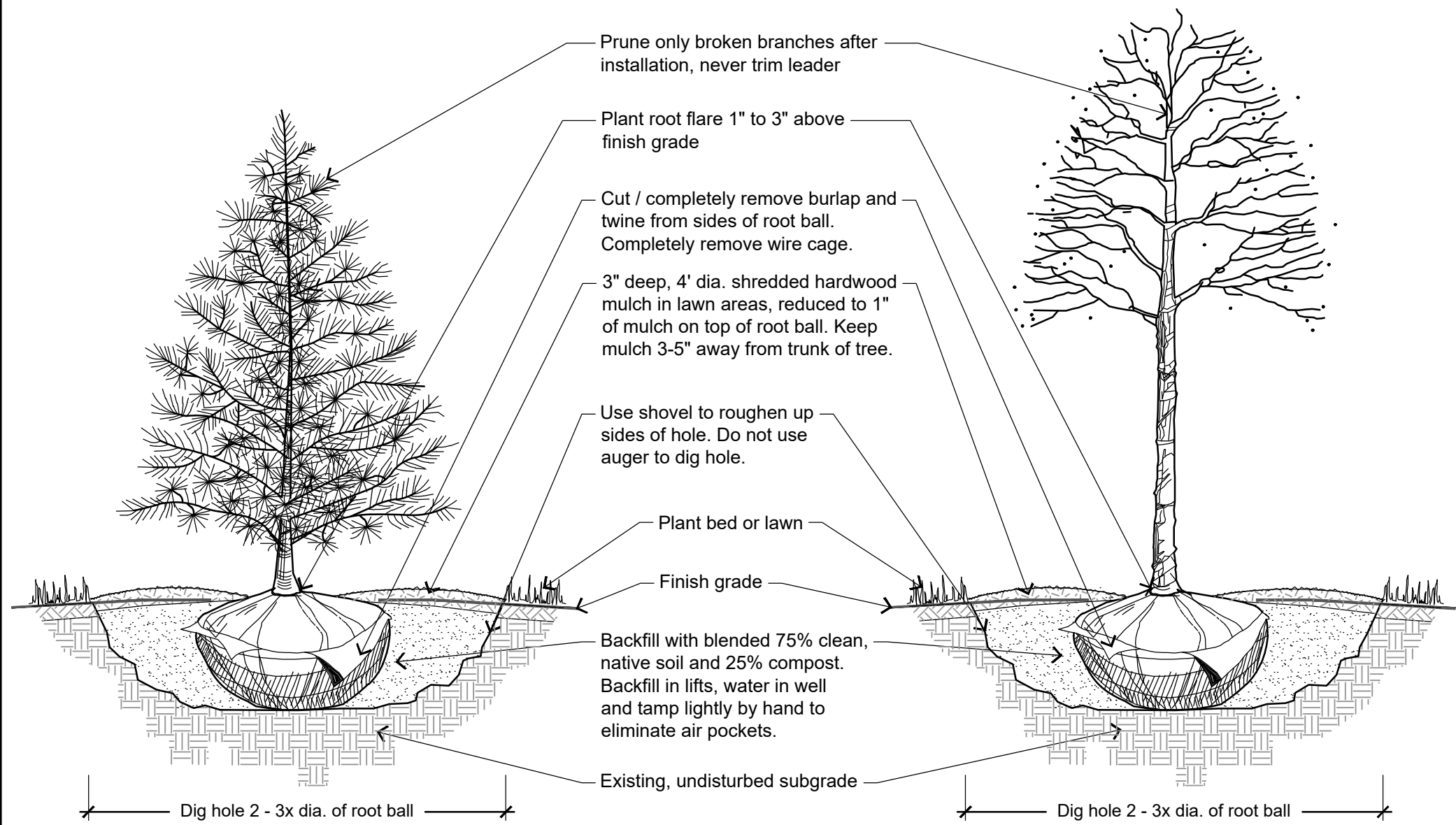
DESIGNED BY: REW

CHECKED BY: REW

SHEET NUMBER  
L100

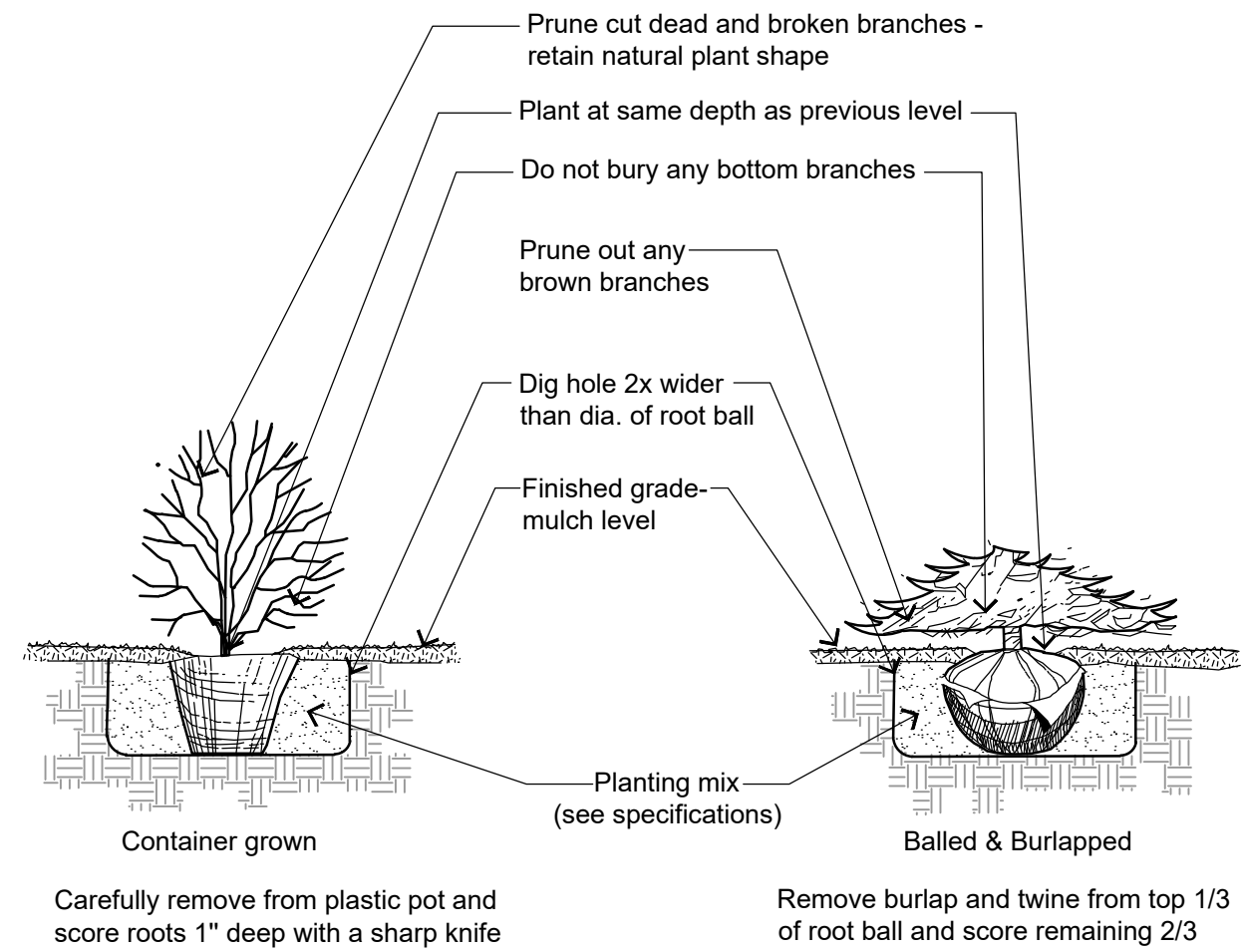


PLANTING DETAILS

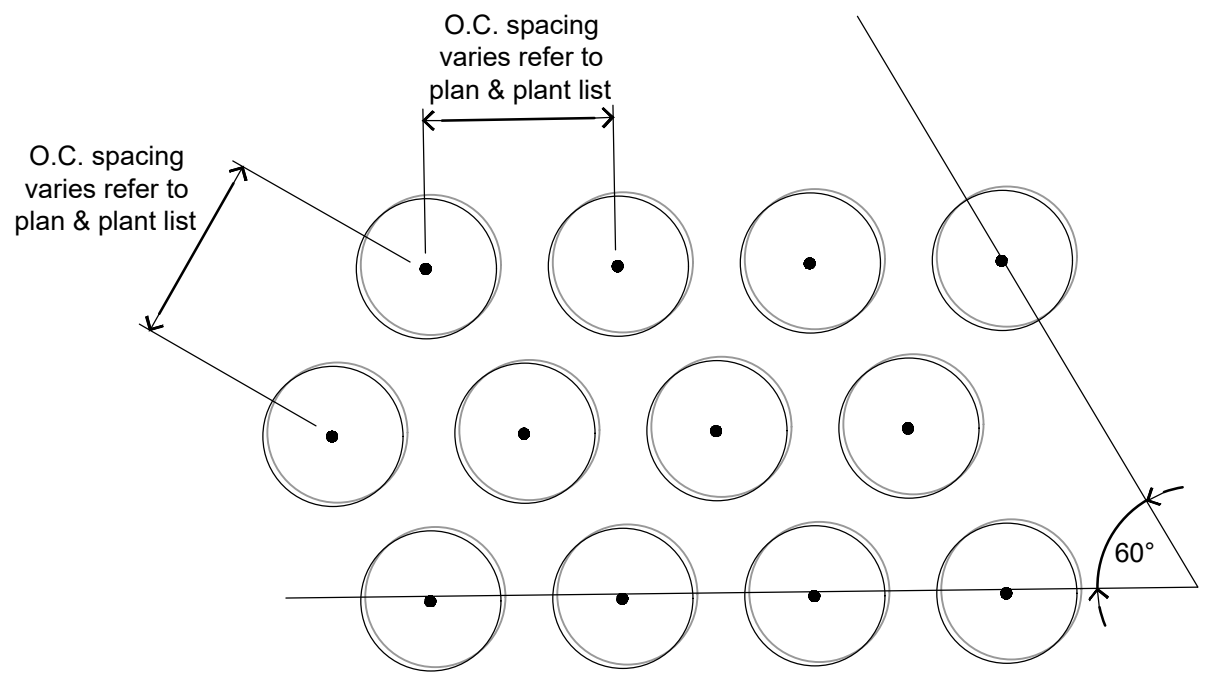


1 TREE PLANTING DETAIL  
NOT TO SCALE

P-PL-TREE-07

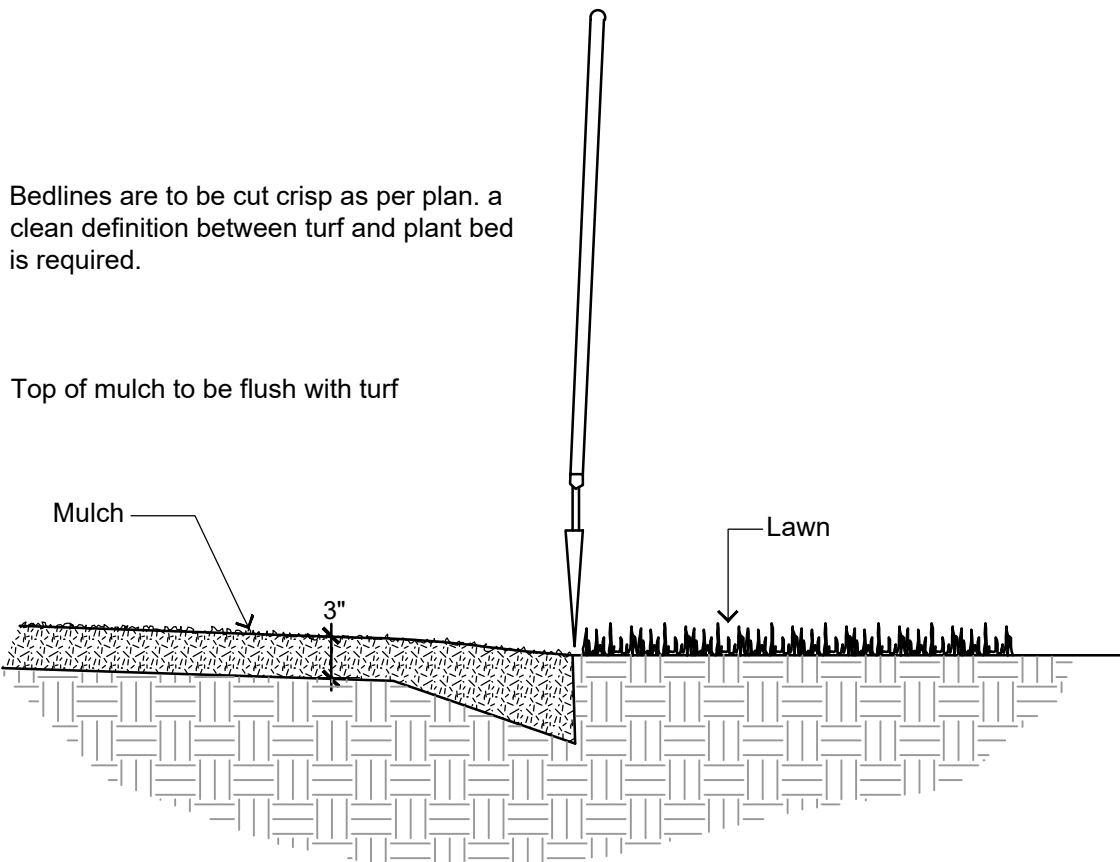


2 SHRUB PLANTING DETAIL  
NOT TO SCALE



3 PLANTING LAYOUT  
NOT TO SCALE

P-PL-PLC-01



4 SHOVEL CUT PLANT BED EDGING DETAIL  
NOT TO SCALE

P-PL-BDEG-01

GENERAL LANDSCAPE NOTES

- Contractor responsible for contacting public and private underground utility locating service to have site marked prior to any digging or earthwork.
- Contractor to verify all plant quantities shown on plant list and verify with plan. Report any discrepancies immediately to general contractor.
- All plantings shall comply with standards as described in American Standard of Nursery Stock - ANSI Z60.1 (latest version). General contractor or owner's representative reserves the right to inspect and potentially reject any plants that are inferior, compromised, undersized, diseased, improperly transported, installed incorrectly or damaged.
- Any potential plant substitutions must be submitted in writing to the general contractor and approved by the owner's representative or landscape architect prior to installation. All plants must be installed as per sizes and quantities shown on plant material schedule, unless approved by the owner's representative or landscape architect. Any potential changes to sizes shown on plan and appropriate cost credits / adjustments must be submitted in writing to the general contractor and approved by the owner's representative or landscape architect prior to installation.
- The subsequent requirements regarding topsoil should be coordinated between the general contractor, grading contractor and landscape contractor.
- Subgrade areas shall be graded to within 1", more or less, of proposed subgrade. Deviations shall not be consistent in one direction.
- Topsoil shall be placed to meet proposed finished grade. Planting islands to be backfilled with clean topsoil free of debris (per note below) to a minimum depth of 18" by general / grading contractor to insure long term plant health. All other landscaped areas to receive a minimum depth of 6" of clean topsoil (per note below).
- Topsoil shall be: screened existing stockpiled topsoil, existing in-place soil, or screened soil from an off-site source that will support plant growth, and meets the following requirements. Clean topsoil shall be free of rocks, coarse fragments, gravel, sticks, trash, roots, debris over 3/4" and any substances harmful to plant growth. It also must be free of plants or plant parts of any noxious weeds. Topsoil shall contain 3 to 5 percent decomposed organic matter and a pH between 5.5 and 7.0.
- Planting beds and parking lot islands: Landscape contractor is responsible for ensuring that unwanted material (gravel, debris, roots and other extraneous material harmful to plant growth) has been removed from the topsoil and for the fine grading of all landscaped areas. The fine grading of planting beds and parking lot islands may require additional topsoil to bring to finish grade, allowing for mulch depth. Crown all planting islands and planting beds not adjacent to buildings, a minimum of 6" to provide proper drainage, unless otherwise specified. All other finished landscaped areas to be smooth, uniform and provide positive drainage away from structures and pavement.
- Seeded areas: to receive a settled minimum depth of 6" of blended, prepared and non-compacted topsoil. Landscape contractor is responsible for excavation and removal of unwanted material (gravel, debris, roots and other extraneous material harmful to plant growth) to the specified depth, supplementing with additional topsoil (if necessary) and the fine grading of all seeded areas.
- Tree planting (see planting detail): plant all trees slightly higher than finished grade at root flare. Remove excess soil from top of root ball, if needed. An auger is not an acceptable method of digging tree planting holes. Scarify side walls of tree pit prior to installation. Once tree has been placed into the hole, is at the correct depth and vertical alignment and will no longer be moved; brace root ball by tamping soil around the lower portion of the root ball. Remove and discard wire / rope, burlap and support wire from the sides of root ball. Backfill pit with 75% existing soil removed from excavation and 25% compost blended prior to backfilling holes, in six-inch lifts. Lightly tamp each lift using foot pressure or hand tools to settle backfill, support the tree and eliminate voids. Do not over compact or use mechanical or pneumatic tamping equipment. Discard any gravel, heavy clay or stones. When hole has been backfilled to three-quarters of its depth, pour water around the root ball and allow to soak into soil to settle the soil. Continue backfilling until soil is brought to grade level.  
  
Provide a 3" deep, 4 ft. diameter shredded hardwood bark mulch ring around all trees in lawn areas, reduced to 1" deep on top of root ball. Keep mulch 3"- 5" away from trunk of tree. Trees that are installed incorrectly will be replaced at the time and expense of the landscape contractor. Trees too large for two people to lift in and out of holes, shall be placed with sling. Do not rock the trees in holes to raise them.
- Shrub planting (see planting detail): all shrubs to be pocket planted with a mix of 75% existing soil removed from excavation and 25% compost, blended prior to backfilling holes. When hole is two-thirds full, shrubs shall be watered thoroughly and water left to soak in before proceeding.
- Mulching: all tree and shrub planting beds to receive a 3" deep layer of high-quality shredded hardwood bark mulch (not enviromulch or wood chips). Mulch shall be uniform in size, color, quality and overall appearance. Mulch shall be free of debris, large wood chunks, soil, rocks, weeds, invasive plant parts or seeds and any other material injurious to plant growth. All perennial and ornamental grass planting areas to receive a 2" layer and groundcover areas a 1-2" layer of the same mulch. Do not mulch annual flower beds (if applicable). Do not allow mulch to contact plant stems and tree trunks.
- Edging: edge all planting beds with a 4" deep spaded edge (shovel cut or mechanical). Bedlines are to be cut crisp, as per plan. A clean definition between lawn area and plant bed is required.
- Plant bed preparation: the soil in all perennial, ornamental grass, annual and groundcover areas shall be amended with compost prior to plant installation. Spread a 2" layer of compost (per note below) on top of clean topsoil and rototill to a depth of approximately 8".
- Compost shall be stable, and weed-free organic matter. It shall be resistant to further decomposition and free of compounds, such as ammonia and organic acids, in concentrations toxic to plant growth. The compost shall contain no pathogens or other chemical contaminants and meet the requirements of WisDNR S100 Compost Specification.
- Lawn installation for all seeded turfgrass areas: remove / kill off any existing unwanted vegetation prior to seeding. Prepare the topsoil and seed bed by removing all surface stones 1" or larger and grading lawn areas to finish grade. Apply a starter fertilizer and specified seed, ensure good seed to soil contact, and provide mulch covering suitable to germinate and establish turf. Provide seed and fertilizer mix information to general contractor prior to installation. Erosion control measures are to be used in swales and on steep grades, where applicable. Methods of installation may vary at the discretion of the landscape contractor on his/her responsibility to establish and guarantee a smooth, uniform, quality turf. If straw mulch is used as a mulch covering, a tackifier may be necessary to avoid wind damage. Marsh hay containing reed canary grass is not acceptable as a mulch covering.  
  
An acceptable quality turf is defined as having no more than 5% of the total area with bare spots larger than 1/2 square foot and uniform coverage throughout all turf areas.
- Seed mix for lawn areas - use only a premium quality seed mix. Premium blend seed mix (or equivalent): 50% blended bluegrass, 25% creeping red fescue, 25% perennial rye applied at 5 lbs per 1,000 SF or at recommended rates from supplier. Provide seed specifications to general contractor prior to installation.
- Lawn installation for all sodded turfgrass areas(optional): remove / kill off any existing unwanted vegetation prior to sodding. Prepare the topsoil and sod bed by removing all surface stones 1" or larger and grading lawn areas to finish grade, allowing for thickness of sod. Use only premium sod blend according to TPI (revised 1995) and ASPA standards. Install sod uniformly with staggered joints, laid tightly end to end and side to side. Roll sod with a walk behind roller and water immediately upon installation to a 3" depth. Stake any sod installed on steep slopes or in swales, etc. Landscape contractor is responsible to provide a smooth, uniform, healthy turf. Landscape contractor shall repair and re-sod any eroded, sunken or bare spots (larger than 1/2 square foot) until acceptance by owner.
- The landscape contractor is responsible for the watering and maintenance of all landscape areas at time of planting and throughout construction until the substantial completion of the installation and acceptance by the owner. This includes all trees, shrubs, evergreens, perennials, ornamental grasses, and seeded slopes and turf grass areas. Maintenance includes mowing, weeding, watering, mulching, edging, pruning, deadheading, raking leaves / debris, sweeping up grass clippings, fertilizing and maintaining turf areas (including applying pre and post emergent herbicides), and any other needs that are required to keep the landscape healthy and well maintained.
- Substantial Completion of Landscape: after the landscape has been installed, the landscape contractor is responsible to conduct a final review with the owner's representative and the general contractor to ensure that all plans and specifications have been met. After this review, the landscape will be considered to be installed in substantial completion unless otherwise noted by the owner's representative and/or general contractor. Any items missing or incomplete, shall be corrected within 30 days. The landscape contractor shall provide written watering and maintenance instructions for the new plantings and lawn to the owner.
- Warranty and replacements: All plants (trees, evergreens, shrubs, perennials, ornamental grasses and groundcovers) shall be warranted by the landscape contractor to be in healthy and flourishing condition for a period of one year from the date of substantial completion. This assumes the owner performs required maintenance (i.e. regular watering) after substantial completion of the landscape. Only one replacement per plant will be required during the warranty period, except for losses or replacements due to failure to comply with specified requirements. Replacements shall be plants of the same variety specified on the plan and closely match adjacent specimens in size. The landscape contractor is responsible for keeping a documented record of which plants have been replaced during the warranty period.



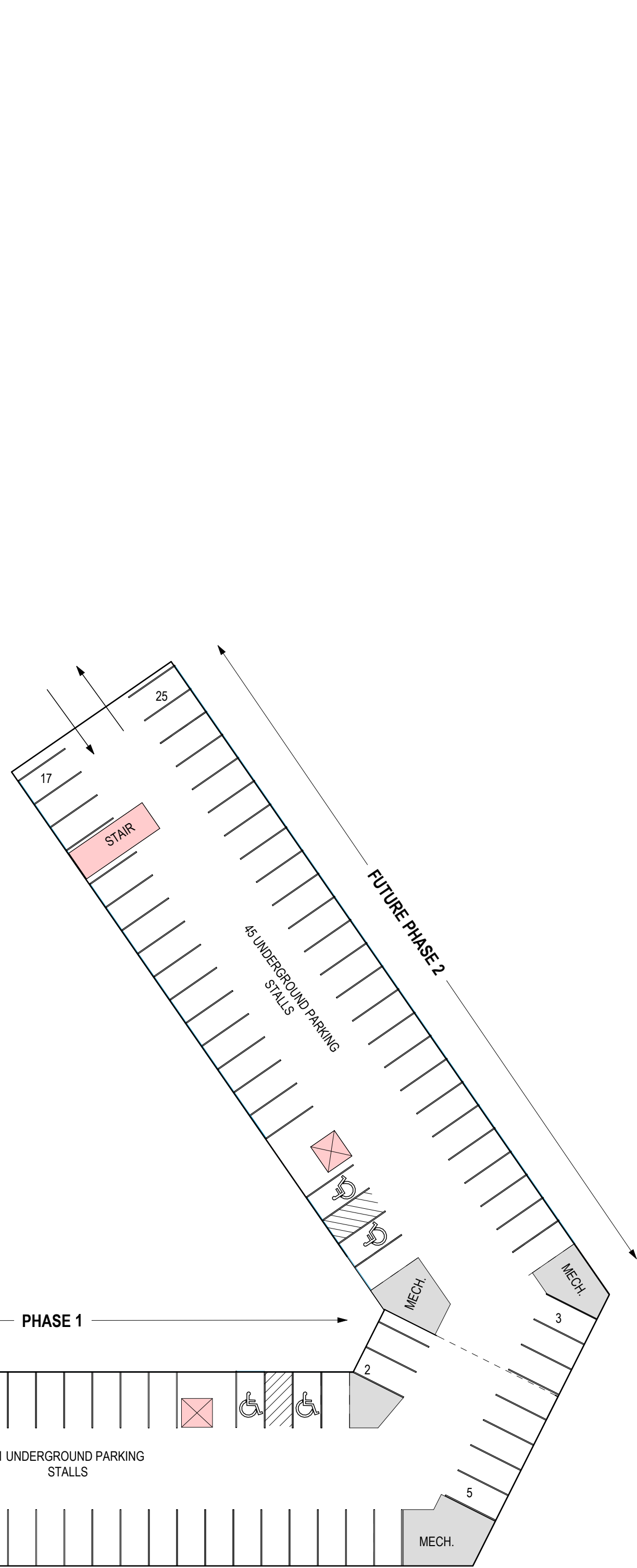
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Call before you dig.

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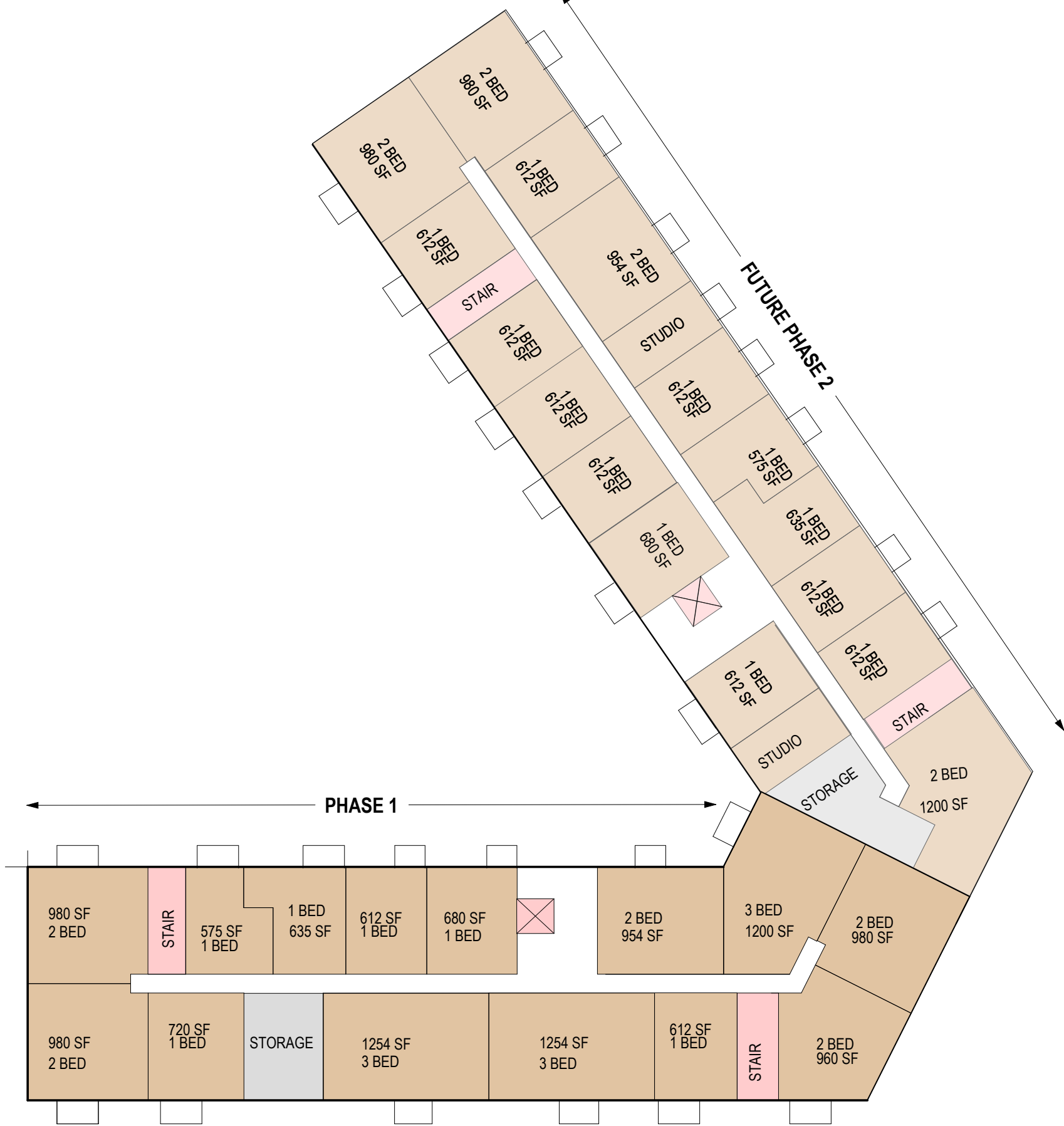




BASEMENT



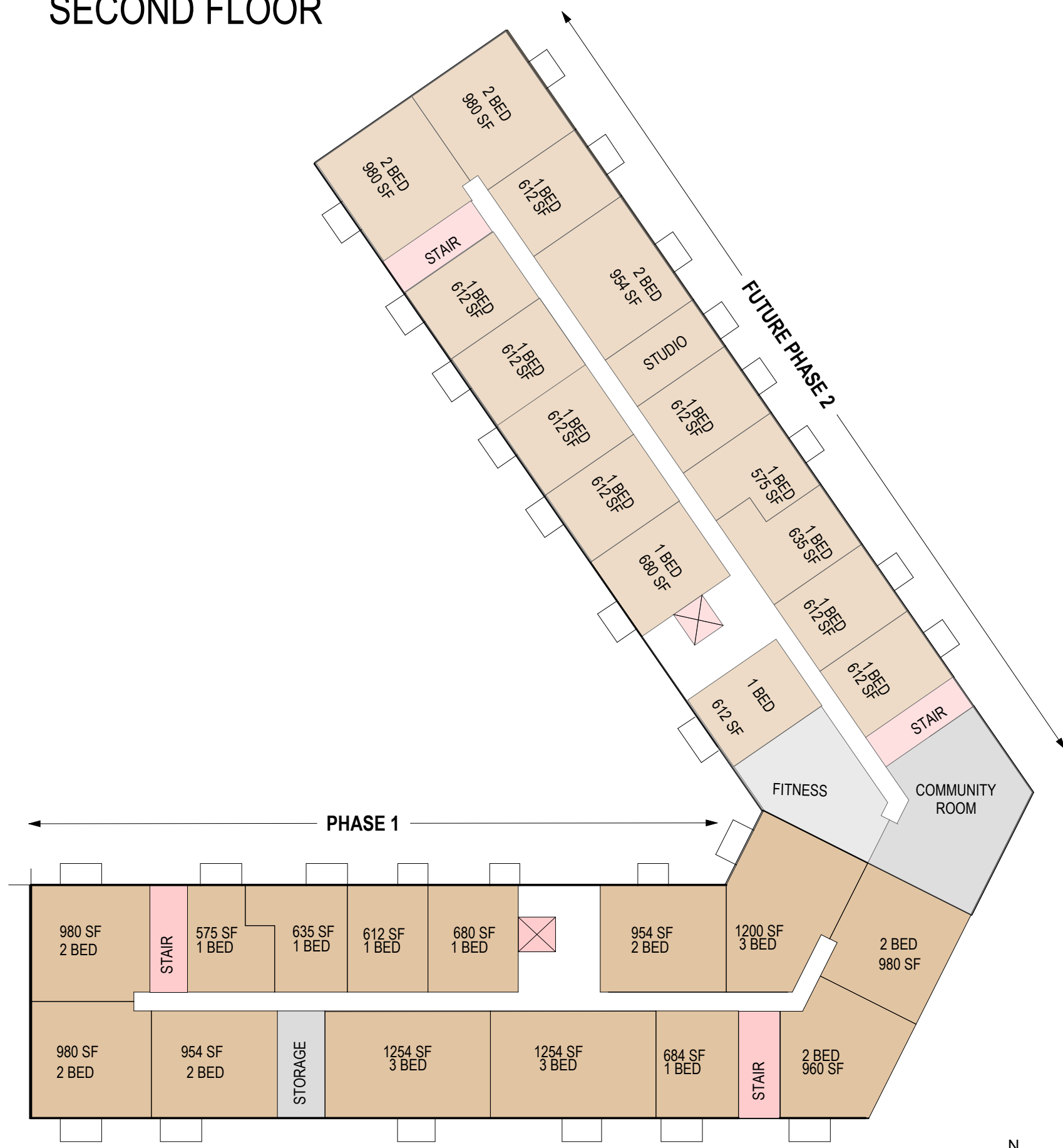
FIRST FLOOR PLAN



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FOUNDRY WAY , WAUWATOSA, WI

CONCEPT FLOOR PLANS

02/14/2025



FINISH LEGEND	
FCP - AW	FIBER CEMENT PANEL - ARCTIC WHITE
FCP - RE	FIBER CEMENT PANEL - RICH ESPRESSO
FCLS - PG	FIBER CEMENT LAP SIDING - PEARL GREY
FCLS - AW	FIBER CEMENT LAP SIDING - ARCTIC WHITE
BRK - BD	BLACK DIAMOND BRICK VENEER
WDMS - CH	WOOD METAL SIDING - DARK CHERRY



1 SOUTH ELEVATION - PHASE 1  
3/32" = 1'-0"



2 NORTH ELEVATION - PHASE 1  
3/32" = 1'-0"



FINISH LEGEND	
FCP - AW	FIBER CEMENT PANEL - ARCTIC WHITE
FCP - RE	FIBER CEMENT PANEL - RICH ESPRESSO
FCLS - PG	FIBER CEMENT LAP SIDING - PEARL GREY
FCLS - AW	FIBER CEMENT LAP SIDING - ARCTIC WHITE
BRK - BD	BLACK DIAMOND BRICK VENEER
WDMS - CH	WOOD METAL SIDING - DARK CHERRY



2 SOUTH WEST ELEVATION - PHASE 2  
3/32" = 1'-0"



1 NORTH EAST ELEVATION - PHASE 2  
3/32" = 1'-0"





FINISH LEGEND	
FCP - AW	FIBER CEMENT PANEL - ARCTIC WHITE
FCP - RE	FIBER CEMENT PANEL - RICH ESPRESSO
FCLS - PG	FIBER CEMENT LAP SIDING - PEARL GREY
FCLS - AW	FIBER CEMENT LAP SIDING - ARCTIC WHITE
BRK - BD	BLACK DIAMOND BRICK VENEER
WDMS - CH	WOOD METAL SIDING - DARK CHERRY

**2 SOUTH EAST CORNER ELEVATION**  
3/32" = 1'-0"



**1 NORTH WEST CORNER ELEVATION - PHASE 2**  
3/32" = 1'-0"



**3 WEST CORNER ELEVATION - PHASE 1**  
3/32" = 1'-0"





NORTH EAST VIEW



SOUTHWEST VIEW



**Signage**  
24" illuminated channel letters

**XXXX Signage**  
6" flat cut aluminum, painted white, located on canopy over entrance

**XXXX Signage**  
6" flat cut aluminum, painted white, located on canopy over entrance

**Ground Directional**  
5'h x 3'w, Non-lit

**Signage**  
24" illuminated channel letters

#### LIGHTING SCHEDULE

Schedule	Label	QTY	Manufacturer	Category
A1	2	COOPER LIGHTING SOLUTIONS - LUMINA (FORMERLY BATON)	PRV-P-PALA-740-12-128	PREVAL 475W
A2	2	COOPER LIGHTING SOLUTIONS - LUMINA (FORMERLY BATON)	PRV-P-PALA-740-12-148	PREVAL 475W
B	8	COOPER LIGHTING SOLUTIONS - LUMINA (FORMERLY BATON)	PRV-P-PALA-740-12-128	PREVAL 475W
C	8	COOPER LIGHTING SOLUTIONS - LUMINA (FORMERLY BATON)	PRV-P-PALA-740-12-128	PREVAL 475W
D	1	COOPER LIGHTING SOLUTIONS - LUMINA (FORMERLY BATON)	PRV-P-PALA-740-12-128	PREVAL 475W
E	4	COOPER LIGHTING SOLUTIONS - LUMINA (FORMERLY BATON)	PRV-P-PALA-740-12-148	PREVAL 475W
F	3	COOPER LIGHTING SOLUTIONS - LUMINA (FORMERLY BATON)	PRV-P-PALA-740-12-148	PREVAL 475W
G	3	COOPER LIGHTING SOLUTIONS - LUMINA (FORMERLY BATON)	PRV-P-PALA-740-12-148	PREVAL 475W

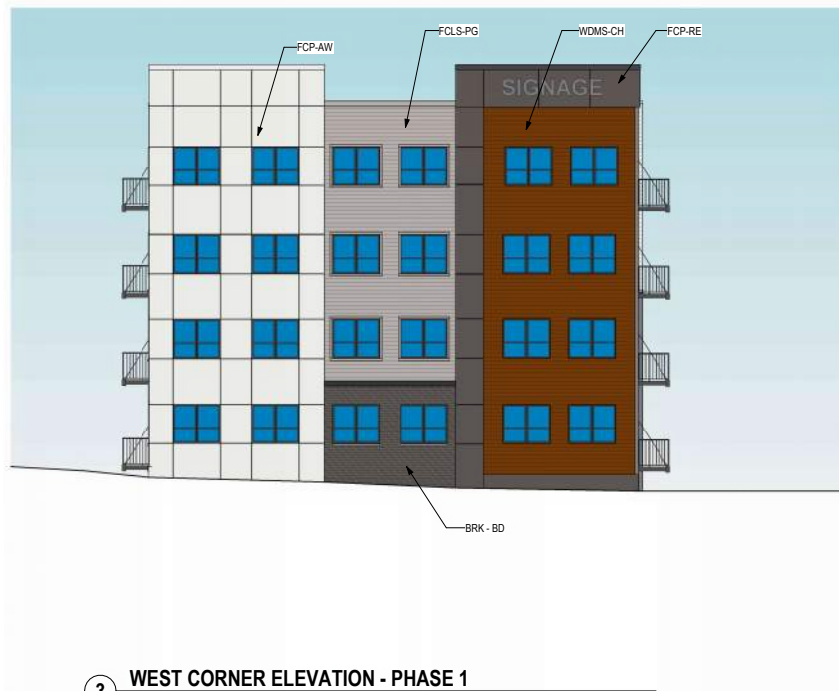
PANEL NO.	
ANALYZED AREA	
NUMBER OF PARKING SPACES	
SURFACE	
STANDARD	
ACCURACY	
TOTAL SURFACE	
UNDERGROUND	
TOTAL UNDERGROUND	
NUMBER OF BICYCLE STOPS	
SITE COVERAGE ANALYSIS	
EXISTING INTERVIEW	
EXISTING PERMITS	
PROPOSED PARKING	
PROPOSED BUILDING	
PROPOSED INTERVIEW	
PROPOSED PERMITS	
PROPOSED PERMITS	
PROPOSED ON VAL	
ALLOWABLE ON VAL	
EXISTED AREA	

- NOTES:
1. EXISTING CONDITIONS
  2. NEW CONSTRUCTION
  3. EXISTING CONDITIONS
  4. PARKING LOT PAINT WHITE COLOR
  5. SEE NEW NO. 200-00

**Ground Directional**  
5'h x 3'w, Non-lit



Face-Lit Channel Letters  
Returns and Trim Cap  
to Match Building



3 WEST CORNER ELEVATION - PHASE 1

**La Crosse Sign Group**  
lacrossesign.com

1450 Oak Forest Drive Onalaska, WI 54650 608-781-1450  
2242 Mustang Way Madison, WI 53718 608-222-5353  
2502 Melby Street Eau Claire, WI 54703 715-835-6189

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#### Client

#### Project

A - Channel Letters  
B - Channel Letters  
C - Vinyl Graphics  
D - Vinyl Banner

Consultant Design Art  
Kyle Sanger Chris Clark

#### Channel Letter Specifications

- Face-Lit Channel Letters  
- Painted to Match Building

#### Area

- 38.66 sqft

#### Color Key

- 1 SW 9570 Iron Clad
- 2 White Face-Lit
- 3
- 4
- 5

#### Job Number

128219 A

#### Creation Date

2-3-2025

#### Revision Date

#### Revision Number

#### File Path

C:\Users\Clark\La Crosse Sign Company\Job Files - Documents\The Oxford and The Regent\WAWATOSA\125290-Building Letters and Door Vinyl\Design

Approved by: \_\_\_\_\_ Date: \_\_\_\_\_ Landlord: \_\_\_\_\_ Date: \_\_\_\_\_

\*Colors on sketch are only a representation, actual color of finished product may differ from this sketch.

\*To make the best use of standard sized materials and control costs the size of the finished product may vary slightly.



Face-Lit Channel Letters  
Returns and Trim Cap  
to Match Building



1450 Oak Forest Drive Onalaska, WI 54650 608-781-1450  
2242 Mustang Way Madison, WI 53718 608-222-5353  
2502 Melby Street Eau Claire, WI 54703 715-835-6189

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#### Client

#### Project

A - Channel Letters  
B - Channel Letters  
C - Vinyl Graphics  
D - Aluminum Address Numbers

#### Consultant Design Art

Kyle Sanger Chris Clark

#### Channel Letter Specifications

- Face-Lit Channel Letters  
- Painted to Match Building

#### Area

- 39.5 sqft

#### Color Key

- ① ■ SW 9570 Iron Clad
- ② □ White Face-Lit
- ③ □
- ④ □
- ⑤ □

#### Job Number

128219 B

#### Creation Date

2-3-2025

#### Revision Date

#### Revision Number

#### File Path

C:\Users\ClarkC\La Crosse Sign Company\Job Files - Documents\T\The Oxford and The Regent\WAWATOSA\125290-Building Letters and Door Vinyl\Design



#### ① NORTH WEST CORNER ELEVATION - PHASE 2

Approved by: \_\_\_\_\_ Date: \_\_\_\_\_ Landlord: \_\_\_\_\_ Date: \_\_\_\_\_

\*Colors on sketch are only a representation, actual color of finished product may differ from this sketch.

\*To make the best use of standard sized materials and control costs the size of the finished product may vary slightly.

#### Client

#### Project

A - Channel Letters  
B - Channel Letters  
C - Post & Panel Directional Signs  
D - Aluminum Address Numbers

Consultant Design Art  
Kyle Sanger Chris Clark

#### Post and Panel Specifications

- 3M Vinyl Lettering  
- Aluminum Construction  
- Painted to Match Building  
- Direct Embed

#### Area

-

#### Color Key

- ① ☐ White - 10  
② ☒ SW 9570 Iron Clad  
③ ☐  
④ ☐  
⑤ ☐

#### Job Number

**128219 C**

#### Creation Date

2-3-2025

#### Revision Date

#### Revision Number

#### File Path

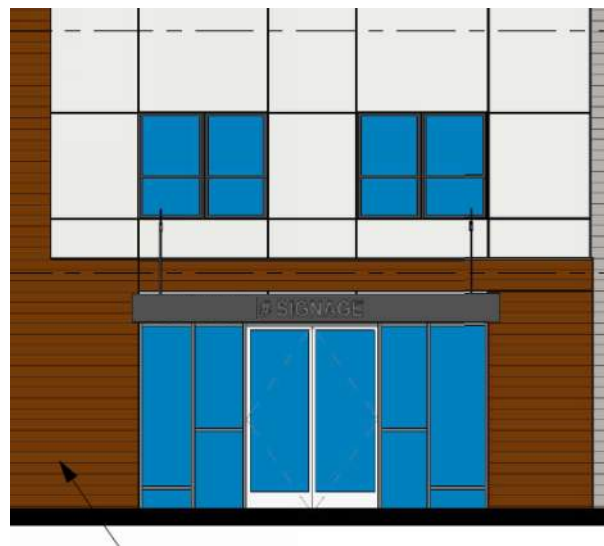
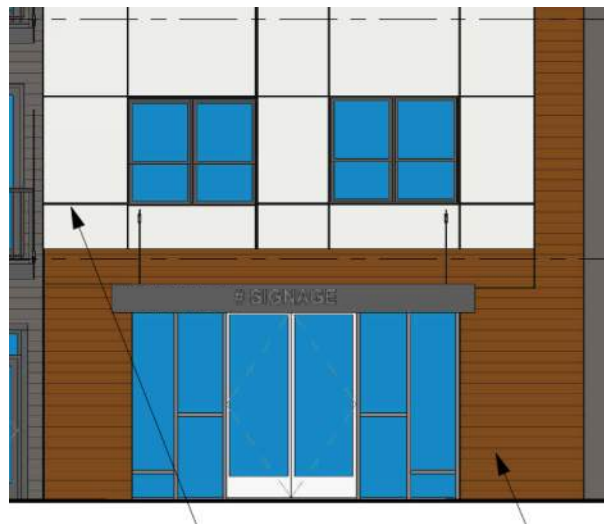
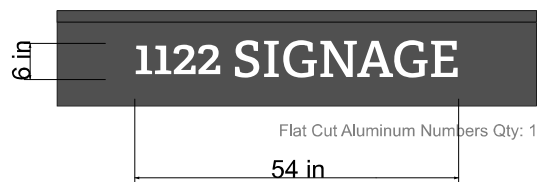
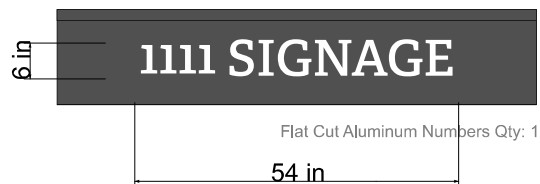
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Approved by: \_\_\_\_\_ Date: \_\_\_\_\_ Landlord: \_\_\_\_\_ Date: \_\_\_\_\_

\*Colors on sketch are only a representation, actual color of finished product may differ from this sketch.

\*To make the best use of standard sized materials and control costs the size of the finished product may vary slightly.



1450 Oak Forest Drive Onalaska, WI 54650 608-781-1450  
2242 Mustang Way Madison, WI 53718 608-222-5353  
2502 Melby Street Eau Claire, WI 54703 715-835-6189

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#### Client

#### Project

- A - Channel Letters
- B - Channel Letters
- C - Post & Panel Directional Signs
- D - Aluminum Address Numbers

Consultant Design Art  
Kyle Sanger Chris Clark

#### Address Number Specifications

- Flat Cut and Painted Aluminum
- Stud Mounted Flush

#### Area

#### Color Key

- 1 ☐ White
- 2 ☐
- 3 ☐
- 4 ☐
- 5 ☐

#### Job Number

128219 D

#### Creation Date

2-3-2025

#### Revision Date

#### Revision Number

#### File Path

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Approved by: \_\_\_\_\_ Date: \_\_\_\_\_ Landlord: \_\_\_\_\_ Date: \_\_\_\_\_

\*Colors on sketch are only a representation, actual color of finished product may differ from this sketch.

\*To make the best use of standard sized materials and control costs the size of the finished product may vary slightly.

RESOLUTION

WHEREAS, Timothy Blum, HSA Commercial Real Estate, and Burleigh 45 LLC, has submitted a preliminary plan for a Business Planned Development for a mixed-use development at 11500 West Burleigh Street; and

WHEREAS, these preliminary plans have been reviewed and recommended by the City Plan Commission, the Design Review Board, and the Committee on Community Development; and

NOW, THEREFORE, BE IT RESOLVED by the Common Council of the City of Wauwatosa, Wisconsin hereby approves the preliminary plans for a Business Planned Development for a mixed-use development submitted by Timothy Blum, HSA Commercial Real Estate, and Burleigh 45 LLC, based upon the plans submitted to the City and the public hearings conducted on this matter and subject to the following conditions:

- 1) plans showing adequate sewer capacity, environmental remediation, and stormwater management subject to approval by the City Engineer; and
- 2) parking lot and traffic circulation plans including a traffic impact study subject to approval by the City Engineer; and
- 3) plans for water supply to the site subject to approval by the City Water Superintendent; and
- 4) final building plans designating design and materials recommended by the City Design Review Board; and
- 5) emergency vehicle access plan subject to approval by City police and fire departments;
- 6) legal division of the parcel as necessary to comply with local ordinances; and
- 7) final landscaping plan showing a detailed list of plantings and details for planting areas;
- 8) phasing plan outlining anticipated uses on the site and marketing plan for attracting the desired mix of uses; and
- 9) maintenance plan detailing how any undeveloped portions of the property will be maintained; and
- 10) approved plan showing pedestrian and bicycle access to the site; and
- 11) inclusion of adjacent business and/or property owner in discussions regarding redevelopment and access; and
- 12) retail development must be in compliance with Chapter 24.25 of the Municipal Code; and
- 13) final developer's agreement approved by the Common Council; and
- 14) obtaining all other applicable licenses and permits.

Action of the Common Council

Passed and dated MAY 17 2011

Carla A. Hedesma  
City Clerk

Approved MAY 18 2011

Jim D. ...  
Mayor



## The Mayfair Collection

### I. Introduction

The Mayfair Collection is the first phase (IA and IB) of a larger proposed mixed-use development on the approximately 69 acres bounded by US 45, Burleigh Street and the Union Pacific Rail Road right-of-way. Since the 1950s the site has been home to approximately 1 million square feet of warehousing and light industrial space. In 2005, the City adopted a Master Plan for the site advocating the development of the site as a mixed-use development comprising "office, retail, and high-rise multi-family residential geared toward professionals, empty nesters, and active retirees." Additionally, the Master Plan's core elements contemplate aligning 112<sup>th</sup> and 114<sup>th</sup> Streets, establishing a street grid that promotes smaller digestible city blocks that allow for interchangeable development, and creating walkable areas that encourage pedestrian circulation throughout the development. The Mayfair Collection will begin the fulfillment of these core principles.

Consisting of several phases, the project will include multi-scales of retail, office and residential organized in a dense, urban format, around a street grid interwoven with the existing street network. The urban street grid allows for the design of all buildings directly facing the street while concealing all service and loading areas. All phases are interconnected by vehicular and pedestrian circulation. The current plan provides a flexible plan which can be adapted through future phases to adapt to varying economics and market conditions while maintaining the integrity of the plan. The retail will enhance the view corridors both along Highway 45 and Burleigh and create a vibrancy that should serve as a catalyst for future development once economic conditions improve.

### Tax Increment Financing

The initial development will entail substantial improvements to Burleigh Street, portions of the roadway under Highway 45, burying large sections of public utility lines, as well as replacing virtually all the onsite public and private infrastructure. Consequently, HSA will seek, under separate application, approval of a tax increment financing district as a means to finance these improvements. These improvements are proposed to be financed initially by HSA, and paid back through the incremental tax revenues created by the development, thus shifting all financial risk to the developer.

### II. Phasing

The Mayfair Collection is planned to be implemented in a minimum of four phases. Each phase adheres to the same parking ratio requirements derived from the Urban Land Institute parking standards:

- Retail – 4.5 Spaces per 1000 square feet of Gross Leasable Area
- Office – 4 Spaces per 1000 square feet of Net Rentable Area
- Residential – 1.25 Spaces per unit (average 1200 square foot unit)

#### Phase I A

Phase IA consists of the adaptive re-use of approximately 234,000 square feet of existing warehouse space into retail, along with approximately 35,000 square feet of new retail and restaurant space located along Burleigh Street. The target retail users are best-in-class fashion, home furnishings, electronics, sporting goods, restaurant and related retailers seeking to establish a presence near, but not in, Mayfair Mall. Most of these tenants, who contemplate no more than one or two stores in the metropolitan area, have not been able to secure space due to the built-out nature along Mayfair Road. The Mayfair Collection provides a venue for these merchants who may otherwise look for space in competing retail districts, thus diluting the Mayfair brand.

Phase IA will also include development of the North side of Burleigh Street in terms of vehicular connections and landscape, and will establish the framework of the street pattern that organizes the entire development.

#### Phase IB

Phase IB consists of further development of retail along Burleigh Street, consisting of approximately 75,000 square feet of adaptive reuse and 50,000 square feet of new retail and restaurant buildings.

#### Timing of Phase IA and IB

Provided enough lease commitments are obtained, Phase IA is expected to break ground in the fall of 2011. We anticipate 18 months of construction with the first tenants opening in spring of 2013. Phase IB could occur simultaneously with IA, provided certain unique tenants can be secured for this area. Otherwise, the existing warehouse uses in phase IB as well as the others to



the north (including TLC) shall be kept in place and integrated into the development. To the extent warehouse uses are maintained on the site, the truck traffic servicing these users will use 112<sup>th</sup> as their exclusive entry point from Burleigh. All retail vehicular traffic servicing phase IA will use 114<sup>th</sup> primarily and 112<sup>th</sup> as needed.

Phase II

Phase II consists of the development of the North Parcel of approximately 2.3 acres into Medical or other related office space. HSA is working with a national Proton Therapy developer to locate on this parcel pending aligning themselves with a major Milwaukee hospital group such as Froedtert.

Future Phases

Future Phases consists of the redevelopment of the 27 acres within the interior of the site. The street grid established in the plan allows for the construction of fifteen building sites on four parcels, accommodating concealed surface parking of approximately 1200 cars. The planning configuration can accommodate a range of buildings types, including

- Four story multi-family residential with a retail base
- Three story office with a retail base
- One story office over retail

As currently configured, the Future Phases Development anticipates the following Intensity of Use:

PARCEL	GROSS AREA	BLDG	NO. FLOORS	RET GROSS AREA	OFF GROSS AREA	RES GROSS AREA	NO. RES UNITS	PARKING REQ	SURFACE PARKING	BELOW GR PARKING	INTER STRUCT PRK	TOTAL PRKG PROVIDED
2	216,900	1	4	0	0	71340	59	74.3	418	62.5	222	702.5
		2	2	10000	0	0	0	45				
3	261,000	1	2	10000	0	0	0	45	345		235	635
		2	3	20000	56000	0	0	314				
		3	3	25000	60000	0	0	352.5				
		4	4			61500	51	64.1		55		
4	147,200	1	4	3000	0	71340	59	87.8	151	62.5		241
		2	4	12000	0	55760	46	112.1		37.5		
		3	3	0	0	21320	18	22.2		27.5		
5	234,400	1	3	20000	80000	0	0	90.0	202		162	524
		2	1	12000	0	0	0	54.0				
		3	1	9000	0	0	0	40.5				
		4	2	12000	14000	0	0	54.0				
		5	4	0	0	88560	74	92.3		65		
		6	3	0	0	590400	492	615.0		95		
TOTALS				133000	210000	960220	800	2062.7	1116	405		2102.5
				TOTAL FUTURE PHASES GROSS AREA 1,303,220								

Development of the interior parcels is contingent upon 1. Market Conditions and 2. Acquisition of the TLC Parcel. Market conditions will establish the mix and scale of uses to be accommodated. It is also envisioned that the existing warehousing use for the interior parcels will continue until the need arises and the TLC parcel is acquired. Currently we estimate that these phases will not commence for at least five years and maybe longer given improving economic conditions.

### **III. Traffic Impact**

A preliminary traffic analysis was completed in 2010 by Ayers Associates to determine the effect of Phase IA and IB on Burleigh and the US 45 Interchange. The Development team along with city engineer Bill Wehrley met with representatives of the Wisconsin Department of Transportation on March 15, 2011 to review the project. WisDot is currently preparing criteria for a complete Traffic Impact Analysis which will include criteria from all phases of development at the Mayfair Collection as well as future developments on the South side of Burleigh Street.

The development will require relocation of entrances to the site to align with 112<sup>th</sup> and 114<sup>th</sup> streets, the abandonment of two existing driveways, resignalization of two entrances, and the widening of Burleigh to accommodate the calculated traffic increase. To date, no traffic modifications have been uncovered that will adversely affect the feasibility of the project.

### **IV. Utilities / Storm Water Management**

Phase IA, IB and II utilities consist of Water, Sewer, Natural Gas and Electricity. Each utility will be connected to existing municipal supplies as follows:

**Water:** There is currently a 10" water main that runs north through the middle of the site that services the property. The main connects in Burleigh Street and dead ends at the north end of the site. There is also a private well and water storage tank on site that provide fire service protection to the main warehouse building fronting on USH 45. The well will be abandoned and the water tank will be demolished as part of the project. A new water main loop is proposed that will connect to the existing 10" water main, loop around the Phase I buildings and reconnect to the existing 10" main at the north end of the site. Another new main is proposed to extend east from the existing 10" main to service the new buildings and adaptive reuse building along Burleigh Street to the east. We have had a preliminary discussion with the City Water Utility about the possibility of upgrading the proposed water main loop to a 16" public main. This would provide additional capacity to allow for future looping of the City's water distribution system.

**Sewer:** There are currently three separate sanitary sewer systems on site. There is a 6" sanitary sewer that connects in Burleigh Street, a 10" sewer that flows west to east on the north end of the site and an 8" sewer in the central portion of the site that flows north from Burleigh Street to the 10" sewer on the north end of the site. It is proposed that the 6" sewer be relayed in Burleigh Street to service the new buildings fronting on Burleigh Street in the southwest corner of the site. A new 8" sewer is proposed to service the main building in Phase I. That sewer will connect to the existing 10" sewer onsite. A new 8" sewer is also proposed to service the buildings fronting on Burleigh Street to the east. That sewer will connect to the existing 8" sewer in the central portion of the site.

**Natural Gas:** Natural gas is located in the north side of Burleigh Street. New gas service will be connected to that main.

For the For the Future Phases Development, we anticipate the following:

**Water:** It is anticipated that future phases will utilize the existing 10" water main on site.

**Sewer:** It is anticipated that future phases will connect to the existing 10" sanitary sewer onsite.

**Natural Gas:** It is anticipated that natural gas service will be provided from the main in Burleigh Street.

#### **Stormwater Management:**

Stormwater Management will be addressed utilizing several techniques.

#### **Reduction in runoff rate**

The existing site is almost 100% impervious. The proposed site reduces the total impervious surface area, and increases green space by nearly 6 ½ acres. The result is a decrease in runoff rate from the site by over 15%.

## Water Quality

Bio-Swales and pervious pavement are proposed in the parking lot in Phase I to address water quality.

## V. Phase I Adaptive Reuse Architectural Design

Phase IA & IB development requires the demolition of approximately one-third of the existing warehouse space along US 45 and the creation of a new West facing façade. The goal is to create an architectural expression that will successfully integrate with the mixed-use district to the East in terms of scale, materials and detail. Because of the overall length of 1500 feet, a mixture of one and two-story expressions have been developed to provide scale and variety while incorporating the flavor of the existing industrial vernacular.

The outward facing retail is developed with a continuous covered arcade so that – in conjunction with the landscape design, a pedestrian friendly precinct is created that will encourage cross-shopping as well as integration with the Future Phases development.

## VI. Phase I and IB Landscape Design

Burleigh Street.

The Burleigh Street frontage landscape is comprised of three parts or zones – the main entrance into the development, two secondary entrances, and lastly, the frontage along the right-of-way. The main entrance is comprised of entry feature walls flanking the drive and with corresponding signage fronted by a landscape bed which offers four-season interest and variety. The signage is backed by ornamental trees which flower during the spring months, become fully foliated during the summer months, offer a fall display of color and maintain interesting bark and twig character in the winter. The secondary entrances are comprised of ornamental trees and landscape offering four-season interest. The Burleigh Street frontage is made up of deciduous street trees appropriately spaced and a landscape buffer of shrubs and perennials offering visual interest along the street as well as views into the development.

Phase I retail.

The Phase I retail landscape provides a visual and functional amenity to the retail center by providing four-season interest to the shopper as they explore retail opportunities. The approach along the main entrance drive provides a corridor of ornamental trees whose view terminates into a landscape planting area with seasonal interest including evergreen trees, ornamental trees, shrubs and perennials and a secondary signage opportunity.

The landscape experience along the outward-facing retail will compliment the architecture's continuous arcade and is comprised of planters with four-season interest shrubs and perennials that are complimented with seasonal material such as colorful annuals. Along the retail frontage at pedestrian circulation nodes, interactive moments will occur where the shopper can take a moment to relax from the day's shopping by taking a seat to observe other shoppers or to take a moment and interact with a whimsical folly integrated into the pedestrian experience. Decorative paving will also be incorporated into these nodes which provide a change in material and creates a memorable space or zone. The parking islands of the development will be planted with deciduous trees and a ground plane of salt-tolerant shrubs providing visual interest and an opportunity for additional four-season interest in the retail center.

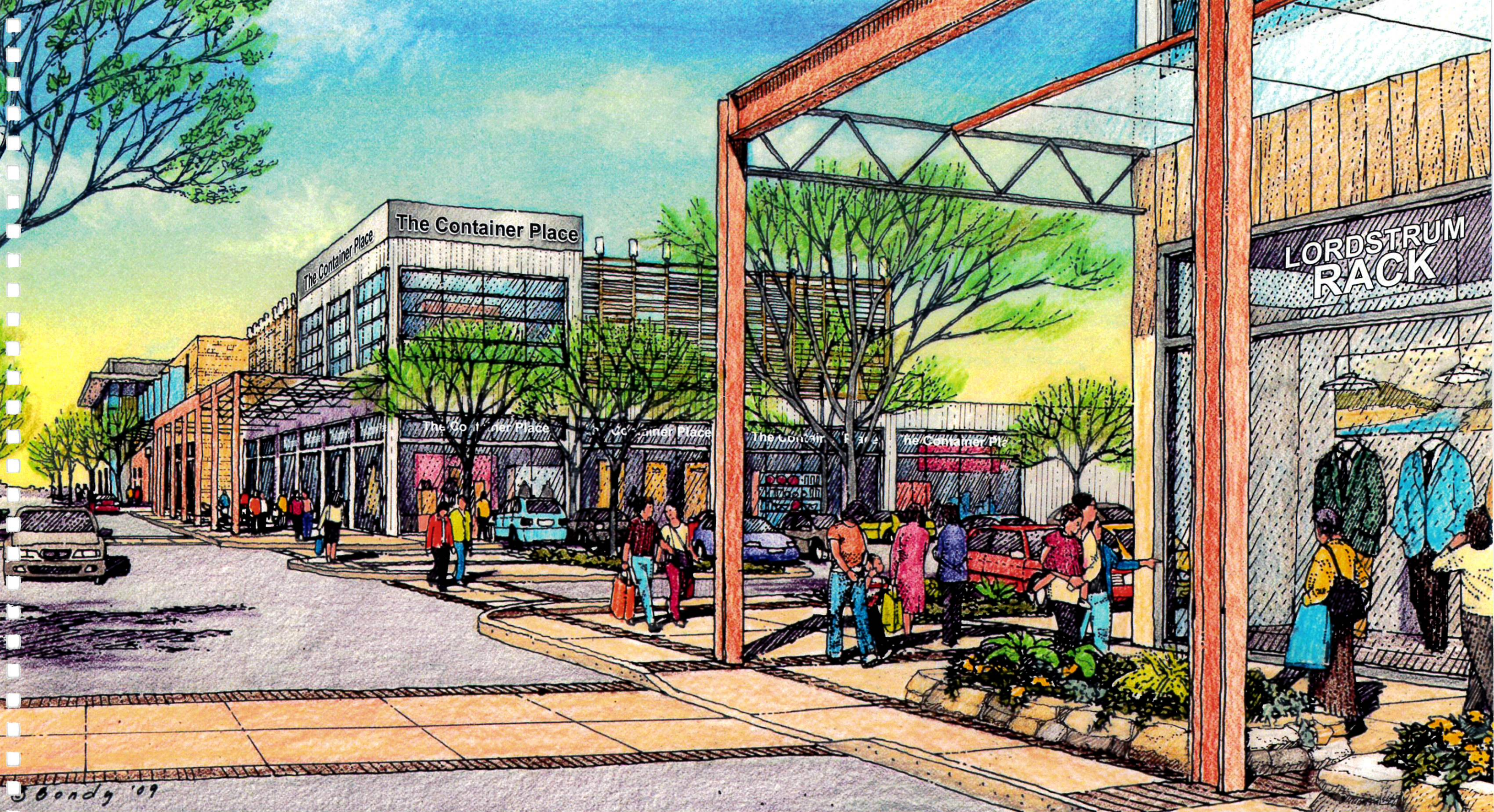
Lastly, in conjunction with the stormwater management, the bioswales along the parking areas will be planted with appropriate plant material tolerant of bioswale conditions. Bioswale planting must be adaptable to high moisture during winter months as well as dry summer conditions. The bioswale plant material will also help filter stormwater runoff from the parking lot, removing chemicals and other compounds before they enter into the stormwater system.

## VII. Economic Impact

Once fully stabilized, Phase IA is expected to generate over \$1 million of real estate revenue. The current real estate taxes on the Phase IA parcel are approximately \$100,000, thus generating over \$900,000 of incremental revenues on this initial phase. Phase IB, if built, could generate real estate tax revenue equal to \$500,000 vs. current tax receipts of \$88,000. With anticipated sales revenue of approximately \$78 million, state sales tax revenues (not adjusting for transfer sales) is expected to be almost \$4 million for phase IA and \$1.9 million for phase IB.

Full and part-time employment is expected to exceed 500 in phase IA.



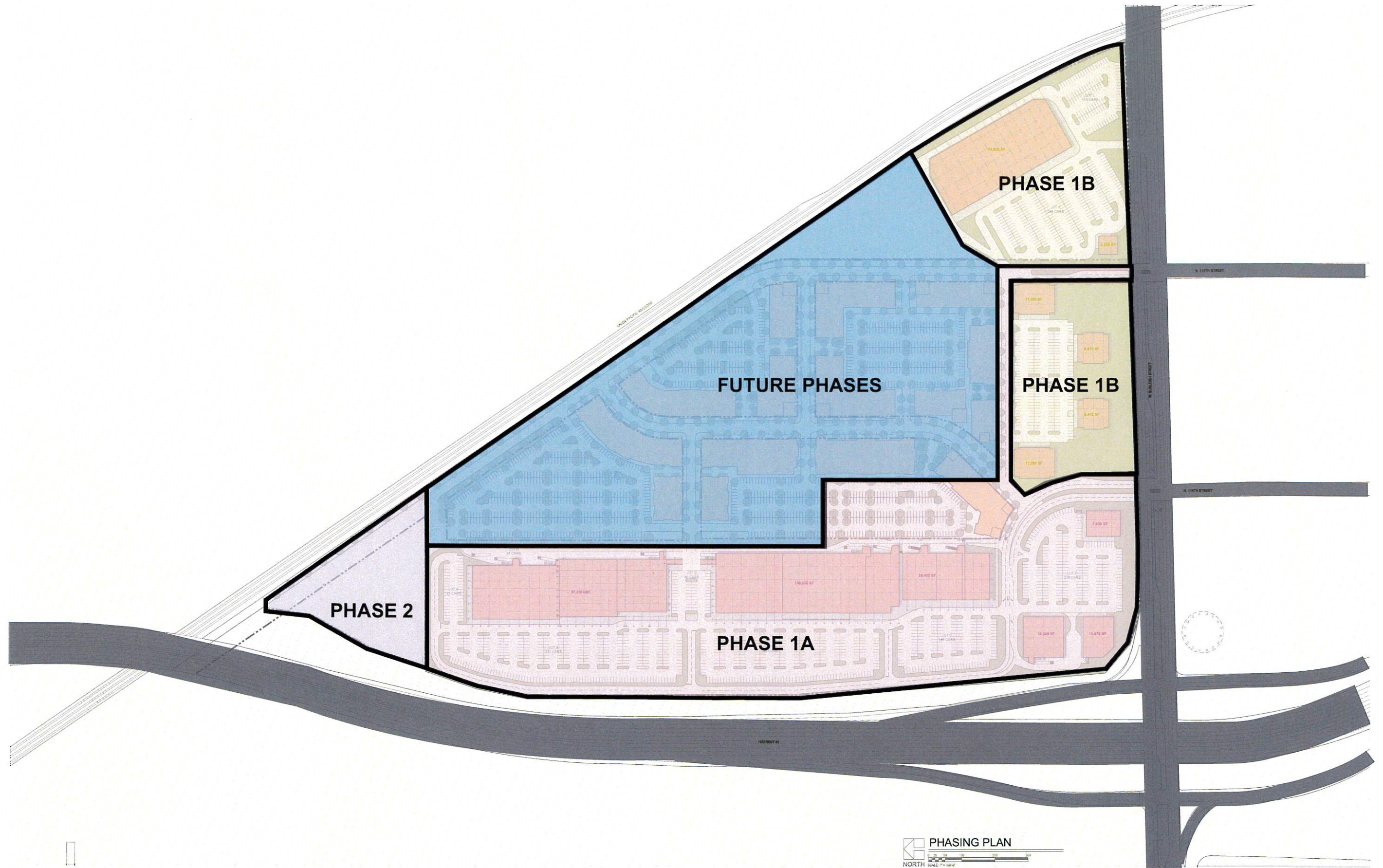


# Submission for Planned Development Amendment

March 22, 2011

THE MAYFAIR COLLECTION  
AT WAUWATOSA





# THE MAYFAIR COLLECTION AT WAUWATOSA

**JSD** Professional Services, Inc.  
• Engineers • Surveyors • Planners

**WOLFF** LANDSCAPE ARCHITECTURE  
PLANNING  
LANDSCAPE ARCHITECTURE  
URBAN DESIGN

**HSA**  
COMMERCIAL REAL ESTATE  
**DLR Group**  
NOVEMBER 15, 2010





# THE MAYFAIR COLLECTION AT WAUWATOSA

**JSD** Professional Services, Inc.  
• Engineers • Surveyors • Planners

**WOLFF LANDSCAPE ARCHITECTURE**  
PLANNING  
LANDSCAPE ARCHITECTURE  
URBAN DESIGN

**HSA**  
COMMERCIAL REAL ESTATE

**DLR Group**  
NOVEMBER 15, 2010









# Wauwatosa, WI

7725 W. North Avenue  
Wauwatosa, WI 53213

## Staff Report

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**File #:** 25-0391

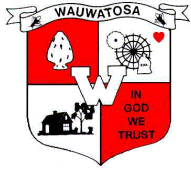
**Agenda Date:** 3/11/2025

**Agenda #:** 2.

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Consideration of request by Alderpersons Meindl and Makhlof for creation of an ordinance regarding bird-friendly buildings





# ALDERPERSON AGENDA ITEM MEMO

To: Community Affairs Committee

From: Andrew Meindl and Joseph Makhlouf

Date: 01/15/2025

Subject: Bird-Friendly Building Ordinance

---

## A. Background/Rationale

Bird collisions with glass are a major environmental issue, killing up to 1 billion birds annually in the United States (Loss et al., 2014). This figure represents a significant portion of the bird population, exacerbating declines already caused by habitat loss, climate change, and other human-related factors. Nearly 56% of collision-related deaths occur at low to mid-rise buildings, with another 44% at residential buildings (American Bird Conservancy, 2023). These collisions disproportionately affect migratory bird species, many already under threat due to shrinking habitats.

Wisconsin has been at the forefront of addressing this issue. In a landmark case, the Wisconsin Court of Appeals (Appeal Number 2022AP1468) upheld Madison's bird-safe building ordinance, affirming a lower court ruling by Judge Nia Trammell. The plaintiffs argued that the ordinance conflicted with the state's uniform building code. However, the court sided with conservation organizations, including the Southern Wisconsin Bird Alliance, which had filed an amicus brief. With the plaintiffs opting not to seek the Wisconsin Supreme Court review, this decision sets a significant precedent, enabling cities like Madison to save countless birds from collisions through bird-friendly building designs (Wisconsin Court of Appeals, 2024). This landmark decision affirmed that local governments can require bird-friendly building designs, recognizing the significant environmental and economic benefits such ordinances provide (Wisconsin Court of Appeals, 2024).

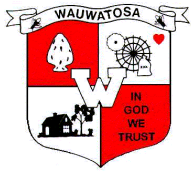
Madison's ordinance reduced bird collisions in targeted areas through measures like patterned glass and solar shading (City of Madison, 2023). The University of Wisconsin-Madison also demonstrated the effectiveness of bird-safe measures through its Ogg Hall Bird Strike Mitigation project. By applying visual markers to windows and incorporating bird-friendly design features, the initiative successfully reduced bird collisions on campus buildings by a measurable margin (University of Wisconsin-Madison, 2020). This study highlights the practicality and success of implementing these measures in diverse building types.

Other Midwest cities have bird-friendly ordinances; for instance, Minneapolis implemented bird-friendly design guidelines for public buildings in 2009, significantly reducing bird mortality rates (City of Minneapolis, 2023). These success stories demonstrate that bird-friendly design is both practical and achievable.

In addition to the environmental impact, birds contribute billions of dollars annually to the U.S. economy through eco-tourism and pest control services. Birdwatching alone generates over \$40 billion in revenue, while natural pest control services provided by birds save farmers approximately \$4 billion per year in reduced pesticide use (U.S. Fish and Wildlife Service, 2013; Sekercioglu, 2006).

By adopting this ordinance, Wauwatosa can join other forward-thinking cities in addressing this critical issue. The initiative protects avian wildlife and aligns with the city's broader goals of environmental sustainability, economic innovation, and community quality of life.





# ALDERPERSON AGENDA ITEM MEMO

## B. Key Issues for Consideration

- **Environmental Impact:** Bird-friendly building design reduces avian mortality, preserving biodiversity and supporting ecosystems.
- **Economic Considerations:** Bird-friendly measures can be cost-effective when integrated into the design phase and may enhance the city's reputation for sustainability.
- **Legal and Compliance Requirements:** The ordinance aligns with best practices and precedents established by other municipalities, such as Madison's bird-safe glass ordinance.
- **Community Support:** Public interest in conservation and wildlife protection supports this initiative, enhancing the city's environmental stewardship credentials.

## C. Fiscal Impact

The fiscal impact is expected to be minimal. For new construction and major renovations, compliance costs are marginal when integrated during the design phase. No additional costs to the city are anticipated, as the ordinance enforcement will leverage existing zoning review processes. Long-term benefits include reduced environmental remediation costs and enhanced eco-tourism opportunities.

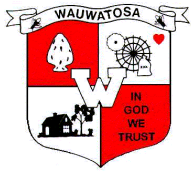
## D. Requested Action

Approve the ordinance creating Section 24.09.120 of the Wauwatosa Municipal Code to establish bird-friendly building requirements. Direct the Zoning Administrator to incorporate these standards into existing review processes.

## E. Strategic Plan

- **Priority Area One: Economic Development & Financial Resilience**
  - Integrating bird-friendly building practices promotes sustainable urban development, contributing to Wauwatosa's reputation for innovation and environmental responsibility.
  - Encourages environmentally conscious businesses to invest in Wauwatosa, fostering economic diversity.
- **Priority Area Two: Public Safety**
  - Enhances pedestrian and cyclist safety by reducing bird collision risks near glass structures in public spaces.
  - Builds trust and communication with the community through visible actions prioritizing wildlife conservation and public awareness.
- **Priority Area Three: Infrastructure**
  - The proposal supports infrastructure sustainability by integrating bird-friendly materials and reducing maintenance costs from bird collisions.
  - Advances watershed management by ensuring sustainable practices in new developments, aiding climate resilience.
- **Priority Area Four: Housing**
  - Promotes environmentally responsible building codes in housing projects to encourage inclusionary housing.
  - Facilitates ecological balance and livability through bird-friendly materials in multi-family housing.





# ALDERPERSON AGENDA ITEM MEMO

- **Priority Area Five: Quality of Life**

- Reduces the ecological impact of urban development, aligning with environmental adaptation goals.
- Enhances greenspaces and ecological preservation through bird-friendly policies in public parks and shared spaces.

This ordinance is a step toward aligning Wauwatosa's built environment with its strategic goals, ensuring the city remains a leader in sustainability, innovation, and quality of life improvements.

## References

1. American Bird Conservancy. (2023). Bird-smart glass and collisions. Retrieved from [www.abcbirds.org](http://www.abcbirds.org)
2. City of Madison. (2023). Bird-friendly building ordinance. Retrieved from [www.cityofmadison.com](http://www.cityofmadison.com)
3. City of Minneapolis. (2023). Bird-safe building guidelines. Retrieved from [www.minneapolismn.gov](http://www.minneapolismn.gov)
4. Loss, S. R., Will, T., & Marra, P. P. (2014). The impact of free-ranging domestic cats on wildlife of the United States. *Nature Communications*, 4(1396). <https://doi.org/10.1038/ncomms2380>
5. Sekercioglu, Ç. H. (2006). Increasing awareness of avian ecological function. *Trends in Ecology & Evolution*, 21(8), 464–471. <https://doi.org/10.1016/j.tree.2006.05.007>
6. U.S. Fish and Wildlife Service. (2013). Birdwatching in the United States: A demographic and economic analysis. Retrieved from [www.fws.gov](http://www.fws.gov)
7. University of Wisconsin-Madison. (2020). Ogg Hall bird strike mitigation project. Retrieved from <https://sustainability.wisc.edu>
8. Wisconsin Court of Appeals. (2024). Appeal Number 2022AP1468: Ruling on Madison Bird-Safe Building Ordinance. Retrieved from Wisconsin Court System.

## F. Attachments

### Draft Ordinance

#### AN ORDINANCE CREATING SECTION 24.09.120 OF THE WAUWATOSA MUNICIPAL CODE REGARDING BIRD-FRIENDLY BUILDINGS

The common council of the City of Wauwatosa do hereby ordain as follows:

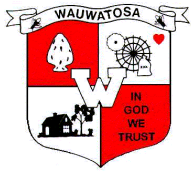
Part I. Section 24.09.120 of the Wauwatosa municipal code of ordinances is hereby created to read in its entirety as follows:

### Section 24.09.120 Bird Friendly Buildings

#### A. FINDINGS/STATEMENT OF PURPOSE

1. Collision with glass claims the lives of hundreds of millions of birds each year in the United States. It is second only to domestic cats as a source of mortality linked directly to human action. Reduction of transparent and glass surfaces has been shown to significantly reduce death and injury to bird populations.
2. The Bird-Friendly zoning requirements in this section are intended to reduce the heightened risk for bird collisions with glass on specified building designs and configurations.





# ALDERPERSON AGENDA ITEM MEMO

3. Bird-friendly zoning requirements apply only in commercial, industrial and special purpose districts as defined in this code, as these districts tend to have larger buildings and structures with more expansive glass areas and features creating concern for bird collisions.

## B. REQUIREMENTS

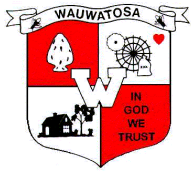
1. Within the Commercial (Chapter 24.03), Industrial (Ch. 24.04) and Special Purpose (Ch. 24.06) districts, not less than 85% of the glazing for all building types must be Bird-Friendly Glass for the following projects, except as defined in sub. 2, below:
  - a. New construction over 10,000 square feet in the Bird Activity Zone, if more than 50% of the exterior surface in the Bird Activity Zone is composed of glazed materials;
  - b. All glass panels over 50 square feet in size in the Bird Activity Zone on exterior surfaces where the glazed surfaces within the Bird Activity Zone are comprised of less than fifty percent (50%) glazed surfaces;
  - c. Renovations increasing glazed surface area by 50% or more in the Bird Activity Zone;
  - d. All High-Risk Auxiliary Structures;
  - e. All High-Risk Building Features.
2. Notwithstanding the requirements in sub. 1, above, 100% of glass on qualifying projects must be treated in the following circumstances:
  - a. within fifteen (15) feet of a building corner;
  - b. when see-through conditions exist.

## C. DEFINITIONS

Within this Section 24.09.120, the following definitions shall apply:

1. Glazed surface: All glass, including spandrel glass, as well as any other materials that are transparent or highly reflective, including but not limited to: plexiglass, polished metal, or materials.
2. Bird Activity Zone: The zone that falls between 0-60' feet above grade.
3. High-Risk Auxiliary Structures: Structures that pose significant collision risks to birds wherever they are found, including but not limited to:
  - a. Transparent or highly-reflective railings (including balconies), noise barriers or wind barriers;
  - b. Small, stand-alone buildings that present conditions that are either transparent and reflective;
  - c. Any other free-standing glass, plexiglass, or other clear, transparent, or highly-reflective free-standing structure.
4. High-Risk Building Features:
  - a. Skyways/skywalks;
  - b. Building connectors;
  - c. Parallel glass walls 50 feet apart or less;
  - d. Courtyards, including internal atria;
  - e. Atria, open and enclosed;
  - f. Three floors of glazed surfaces adjacent to and above green roofs
5. Major Renovations Involving Glass: Any renovation in the Bird Activity Zone that increases a structure's existing glass or other transparent or reflective materials by 50% or more within the Bird Activity Zone.
6. Bird-Friendly Glass: Glass or materials that meet any of the following conditions:





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- a. Any product with an American Bird Conservancy Material Threat Factor Rating of 30 or less. (Visit [www.birdsmartglass.org](http://www.birdsmartglass.org) to view the continuously-updated database.)
- b. Glass with exterior surface obstructed and effectively covered by building-integrated structures that do not have gaps larger than 12" in any dimension, including non-glass double-skin facades, metal screens, fixed solar shading, exterior insect or solar screens, and other features that meet these conditions.
- c. Un-tinted glass with an outer total reflectance of  $\leq 15\%$  that contains a pattern of visual markers that are on the surface of the glass that conforms to the following rules: a) dots or other isolated solid shapes that are  $\geq \frac{1}{4}$ " in diameter and are  $\leq$  two-inches (2") apart in any direction or b) lines that are  $\geq \frac{1}{8}$ " in width and spaced  $\leq 2$ " apart.

## D. CERTIFICATION AND ENFORCEMENT

1. When submitting plans for purposes of zoning review, all applicants for buildings or projects in the Commercial, Industrial and Special Purpose zones must provide the certification of a Wisconsin-licensed design professional that the plans meet the requirements herein.
2. In the absence of such certification by a Wisconsin-licensed design professional, in addition to other remedies available pursuant to this code, the Zoning Administrator shall withhold approval for the project as provided in Section 24.17.010 D.1. of this code.

Part II. This ordinance shall become effective on and after its date of publication.



# MEMORANDUM

**To:** Community Affairs Committee

**From:** Mark Hammond, Development Director

**Date:** March 6, 2025

**Subject:** Staff Recommendation Regarding Proposed Bird-Friendly Building Ordinance

## I. Introduction

While protecting avian wildlife is a noble objective, the proposed Bird-Friendly Building Ordinance introduces financial and competitive disadvantages for Wauwatosa at a time when development is already constrained by high interest rates and rising construction costs. If adopted, Wauwatosa would be the first city in the Milwaukee metro area to impose such a regulation, placing us at a disadvantage compared to neighboring municipalities that do not have similar requirements.

This memo presents counterarguments to the supporting proposal, highlighting concerns regarding economic viability, regional competitiveness, and potential unintended consequences. However, at the end of the day, this is a policy decision for our elected officials to make.

## II. Financial and Economic Impact

The proposal states that the fiscal impact is “minimal” when integrated during the design phase. The development community is unlikely to agree. Bird-safe glazing and other compliance measures can add tens of thousands—or even over \$100,000—to a project’s costs, which add real costs at a time when development is already difficult. It also creates another requirement to incorporate into their design that is not typical. This additional cost—and time—burden is especially concerning given:

- **Historically High Interest Rates**, making financing new projects significantly more expensive.
- **Rising Material and Labor Costs**, already stretching development budgets.
- **Increasing Reliance on TIF**, with many recent developments requiring financial incentives to be viable.

Unlike Madison, which benefits from a university-driven economy and a different market dynamic, Wauwatosa competes directly with other Milwaukee-area municipalities for private investment. This regulation would further increase costs, pushing potential projects to cities like Brookfield, West Allis, or Milwaukee, where such financial burdens do not exist.

Further, additional staff time would be needed to verify compliance at submission and completion. The complexity of the proposed ordinance shows how verification would be time consuming. We believe staff time may be better spent advancing, for example, our ADU program or zoning changes necessary to better align with our recently adopted comprehensive plan.



### III. Competitive Disadvantage: No Other Milwaukee-Area City Has This Regulation

The supporting proposal highlights Madison and Minneapolis as examples of cities with bird-friendly ordinances. However, no other municipality in the Milwaukee metro area has adopted such a policy. Does Wauwatosa want to be an outlier by creating an additional hurdle—even if relatively limited—for commercial development?

If Wauwatosa implements this regulation alone, we risk losing potential development to nearby communities with fewer restrictions and lower associated costs. Rather than making Wauwatosa a leader in sustainability, this ordinance would make us an outlier in the regional market, discouraging developers from choosing our city for their projects.

### IV. Future Considerations: A More Strategic Approach

Rather than implementing this ordinance immediately, Wauwatosa should instead monitor and consider future adoption under the following conditions:

1. **Regional Adoption** – If multiple neighboring municipalities adopt similar regulations, ensuring a level playing field for development, Wauwatosa can reconsider implementing its own ordinance.
2. **Market Conditions** – If economic conditions improve—particularly if significant new development occurs without reliance on TIF assistance—the city could reassess whether the financial burden of bird-friendly requirements would still pose a significant obstacle.
3. **Private Fundraising and Grant Support** – If outside funding sources, such as private donations or grants, can be secured to offset the tens of thousands of dollars per project (up to \$100,000 in some cases) for compliance, as well as administrative costs to manage a grant program, Wauwatosa could establish a voluntary financial assistance program. This would allow developers to opt into bird-friendly design without mandating an unfunded burden on every project.

By taking this more measured approach, Wauwatosa can balance environmental responsibility with economic realities, supporting sustainability efforts without jeopardizing our city's growth and development.

### V. Conclusion

While bird conservation is an important issue, the proposed Bird-Friendly Building Ordinance would impose significant new costs on development, making Wauwatosa less competitive in the Milwaukee metro area. Given that no other local municipality has adopted such a policy, we would be placing ourselves at an unnecessary disadvantage, further straining an already challenging development environment.

For these reasons, we recommend the Community Affairs Committee set aside this ordinance at this time. However, should market conditions improve, regional adoption occur, or funding sources become available to offset costs, we could revisit this discussion in a more strategic and financially responsible manner.



