



OLYMPIA FIELDS MIXED-USE DEVELOPMENT

Planned Development District Submittal



Revised January 11, 2022

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Project Narrative

Wangard Partners, Inc and its affiliate are proposing to re-develop the 46.18-acre property which has been declared as blighted by the City of Oconomowoc, into a mixed-use development with compatible commercial uses (proposed new grocery, office, retail) and a potential mixed-use building with ground floor commercial and multifamily above. The balance of the Olympia Fields Development (roughly 26 acres) has been previously approved for Multifamily, is currently under construction and is known as Locklyn at Olympia Fields.

The project is being proposed as a Planned Development District to allow for this mixed-use development. The plan provides for:

- Redevelopment of under-utilized parcels.
- Creative and flexible design requirements to achieve the desired street and open space character associated with a mixed-use development (See Olympia Fields Design Guide) creating a unique sense of place, openness, and connectivity.
- Upgraded transportation (vehicles/pedestrians) with new signalized intersections, a roundabout.
- Upgraded utilities
- Upgraded storm water management system integrated into the landscaping plan for improved water quality, and
- Expanded Shopping Experience – New Grocery, National Restaurants, etc.

This project will not substantially impair or diminish the use, value and enjoyment of other properties within the area. Quite the opposite will occur. This project is in alignment with community goals, will enhance the character of the STH 67 Corridor, will allow for additional national retailers (and their customers), will be attractive for a new grocery store, and could bring some additional opportunities for housing.

The site is being designed to facilitate safe pedestrian and vehicular traffic flow with accessible routes provided to residential and commercial properties.

Connectivity to the larger community is important with bike and pedestrian paths. The project will incorporate many sustainable aspects including storm water management, lighting, vehicular charging stations, and more.



Project Owners

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Development Team

The following is a list of professional services that have conducted studies and gathered information pertaining to the site. If there are questions regarding any of the information that has been collected feel free to contact the appropriate party.

Planning & Design

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Wangard Partners, Inc.

Chad van Dernoot, JD, Corporate Council

Planning

Adopted Plans from the City of Oconomowoc, WI

Comprehensive Land Use Plan: 2050

Project Area:	Commercial & Office Use
Adjoining Parcels:	High Density Residential
	Medium Density Residential
	Recreational/Parks

Southwest Summit Avenue Land Use and Development Plan: 2007

Southwest Summit Avenue Area Design Guidelines: 2008

Olympia Fields Design Guide: 2021

Existing Conditions

- 48 acres - Commercially Zoned
- Three (3) access points Public ROW
 - Olympia Fields Drive
 - Pabst Road
 - Olympia Fields Drive (via Oconomowoc Parkway)
- Private Roads (to be removed)
 - Royal Mile
 - Queens Court
 - Cannon Gate Road
- Private Roads to be Renamed
 - Private Drive
 - Olympia Fields Drive (2022)
 - Unity Drive
 - Olympia Fields Drive (2022)
 - Regent Road (Completed 2021)
 - Access to STH 67 Olympia Fields Drive
- Private Roads to remain
 - Commerce Street
- Retail Space – 136,353 S.F.
 - Kmart Building
 - Subway
 - Dollar Tree
 - Verizon
 - Planet Fitness
 - Goodwill
- Utilities – All to be replaced
- Stormwater
 - “Loch Lake” Pond
 - Kmart Pond



Zoning/PDD Request – ADDENDUM (1/11/2022)

Exceptions within the General Commercial (GC) District:

Exhibit A - Section 17.205 Building Height – Principal Structure (Mixed Use Building, four (4) residential floors over 1 retail floor, or three (3) residential floors and one Clubhouse/Patio Level over one retail floor), also Hotel Site.

Requires 50' – Request 65' (15' Base, 12-6" Residential Floors (3 / 4), and 12-14' Clubroom/Penthouse (only one of the buildings) – Mechanicals)

Exhibit B - Section 17.205 Setbacks – Principal Structure (Mainly meant to accommodate development of Kmart building by others)

Front Yard Requires 15' – Request 5' (west of Olympia Village Drive Only)

Side Yard Requires 20' – Request 0' Kmart Access (Divide Kmart building From Center)

Dual Front Yard Requires 15' – Request 10' Outlots along STH 67 allow for more uses and shared parking and access opportunities.

Exhibit C - Section 17.105 Table of Allowable –

Residential Uses – Dwelling, Multifamily (Approximately 88 Units)

Request that a Multifamily (Mixed-Use Building in NWC of Roundabout) be listed as a Permitted Use in the GC District (located above first floor retail)

Exhibit D(a) Section 17.303 Parking and Loading Standards –

Indoor Sales Area (75% of Building) – 1/250 s.f. Required, Request 1/350 (one parking space per 350 s.f. of customer space) Unisource Property (Fmr. Oconomowoc Plaza only)

In order to activate Olympia Fields, we need to get more people in. To get more people in, you need to have more uses. To have more uses, you need to reduce the parking minimums and to share parking between uses. Anchor Tenant is aware of the uses being developed as Outlots and are looking for compatible uses that will not affect their business during the busiest times, but during their slack times, or they will park once and visit both uses.

The days of having a sea of under-utilized asphalt are over as the original Oconomowoc Plaza has shown with its 822 parking stalls. Parking needs to be used. A vacant parking lot is not making any money. Rule of thumb have enough parking spaces available to meet the peak shopping demand (Sat. Am), not the day before Thanksgiving (old model).

Parking will be shared within each lot Grocery and Goodwill, not between lots.

Exhibit D(b) Section 17.303 Parking and Loading Standards –

Relief from Section (5)(b) (b) Multiple Uses: Lots containing more than one (1) use shall provide parking and loading in an amount equal to the total of the requirements for all uses.

Mixed use development follows a 16-hour day model. People live in their Apartments 8-16 hours a day. When they are working, other people are shopping and using their parking spaces. When they are at home, less people are out shopping, or they are shopping on other shifts, etc.

Shared parking also has the perceived benefit of looking used (shopping center is busy) a parking lot that requires a space for every residential unit and 1:250 parking for staff and customers is an empty sea of asphalt during the greater part of a day.

Exhibit E - Section 17.205 Paved Surface Setbacks – to allow for site activation with uses close to sidewalks and parking, etc. (Outlots west of Olympia Fields Drive)

Side Yard Requires 3' – Request 0'

Reducing the side-yard setback to 0' allows for access drives and parking lots from one property to be connected to access drives and parking lots of another property

Exhibit F - Section 17.201 (3) Measurements and Exemptions –

Projections into Required Setbacks, General, to allow for site activation with uses close to sidewalks and parking, etc. Ex. STH 67 Uses may choose to put a terrace along the sidewalk on STH 67. Normal setback would require a 5' separation, we are asking for terraces to be connected to sidewalks in all locations

(a) Paved Terraces: Required 5' – Request 0'

General

Subchapter 17-6: Sign Regulation

A Master Sign Program will be submitted

Subchapter 17-6: Landscaping and Screening Standards

A Landscaping Plan will be submitted

Subchapter 17-6: Lighting Standards

A Lighting Plan will be submitted

PUBLIC BENEFITS

The project is being proposed as a Planned Development District to allow for this mixed-use development. The plan provides for:

- Redevelopment of under-utilized parcels.
- Creative and flexible design requirements to achieve the desired street and open space character associated with a mixed-use development (See Olympia Fields Design Guide) creating a unique sense of place, openness, and connectivity.
- Upgraded transportation (vehicles/pedestrians) with new signalized intersections, a roundabout.
- Upgraded utilities
- Upgraded storm water management system integrated into the landscaping plan for improved water quality, and
- Expanded Shopping Experience – New Grocery, National Restaurants, etc.
- Upgraded Infrastructure for future expansion

This project will not substantially impair or diminish the use, value and enjoyment of other properties within the area. Quite the opposite will occur. This project is in alignment with community goals, will enhance the character of the STH 67 Corridor, will allow for additional national retailers (and their customers), will be attractive for a new grocery store, and could bring some additional opportunities for retail and housing within a mixed use project.

The site is being designed to facilitate safe pedestrian and vehicular traffic flow with accessible routes provided to residential and commercial properties. Connectivity to the larger community is important with bike and pedestrian paths. The project will incorporate public Art and many sustainable aspects including storm water management, lighting, vehicular charging stations, and more.

GENERAL INFORMATION

Phasing of the project; A portion of Olympia Fields Drive has recently been completed, Regent Road has recently been completed. Pabst Road and the remainder of Olympia fields Drive will be under construction in early Spring 2022 with a late Summer 2022 completion. Upgrades to Olympia Fields Drive (former Unity Drive) and to Commerce Street will also be completed late Summer 2022.

All Stormwater will be managed regionally and drain to the main pond,

All private infrastructure/utilities will be replaced or upgraded and made public.

All public infrastructure will be in the Public ROW or a Public Utility Easement

Project will have three access points: Oconomowoc Parkway Olympia Fields Drive (former Unity Drive) (south), Pabst Road (middle), and Olympia Fields Drive (former Regent Road) (north).

Thank you for your consideration. The flexibility requested will allow us to accommodate a user in the former K-mart facility and grant the project some flexibility in design as we move forward. Additional site-specific approvals will still be needed from the City Council. While the legal setbacks are being reduced, proper landscaping and setbacks for an attractive development will still occur.



Development Concepts -
General Location Map



Development Concepts –
General Vicinity Map



Development Concepts -
Olympia Fields Mixed Use Development
w/Planned Development District Overlay

Development Concepts –
Olympia Fields – Construction Phasing



Development Concepts –
Olympia Fields – Pedestrian Pathways



Development Concepts –
Olympia Fields Design Guide

APPENDIX



Site Information: Traffic Impact Analysis



Site Information: Stormwater Management Plan



Site Information: Cultural/Archeological



Site Information: Natural Resources – Wetland Exemption

**Site Information: Natural Resources – Navigability
Determination**



Site Information: Natural Resources – Endangered Species



Site Information: Historical Air Photos



ESRI Demographics