



January 20, 2017

Village of Elm Grove Board of Trustees
13600 Juneau Blvd.
Elm Grove, WI 53122

Dear Trustees,

On behalf of the Wangard Partners team, I wanted to thank you for the opportunity to work with you and the residents of Elm Grove on our proposed redevelopment plan for the Reinders property. We understand and appreciate what a special place the Village is to you and your residents, and it is our hope that this project captures that unique spirit and exceeds expectations.

As you consider a recommendation to the Plan Commission, please take a moment to review the enclosed fact sheet. We know you wish to give thoughtful deliberation, so we felt it was important that you had the most timely and accurate information with respect to the project's scope and scale and its benefits to the community, as well as a thorough review of the ways in which we have modified certain aspects of the project to meet citizen concerns.

Our public affairs counselor, Mary Claire Lanser, will follow up with each of you soon to answer any questions you may have.

Meantime, thank you for your leadership on this, and my team and I look forward to our continued work together.

Respectfully,

Stewart Wangard
Chairman and CEO

Enclosure

Wangard Partners / Village of Elm Grove development project

Fact sheet

Public benefit

- Wangard's proposed development is consistent with the Village of Elm Grove's Comprehensive Plan. In particular, the development directly addresses the first 10 of the 12 Village-wide Goals and Guiding Principles, as [outlined on page 15](#) of the plan.

Just a few of those Goals and Guiding Principles include:

- Remain open to the development of housing choices that respond to the needs and market demand of Village residents.
 - Provide a safe and efficient transportation system.
 - Favor high-quality economic redevelopment opportunities appropriate to the needs and character of the Village.
 - Encourage economic redevelopment that compliments and strengthens existing retail, service-oriented and commercial businesses.
 - Ensure that new development is characterized by aesthetically satisfactory architecture that is compatible with neighboring properties.
- As part of the development, Wangard will realign Elm Grove Road and add a controlled intersection where it meets Watertown Plank Road. According to an Elm Grove-based independent, licensed traffic engineering firm, this will improve traffic flow and vehicular and pedestrian safety, even with the additional residents.
 - The property will include publicly accessible plazas, green space and an 8-foot bike path that will connect Juneau Avenue with Watertown Plank Road, vastly improving this significant parcel in the heart of the Village.

In fact, building structures will cover only 22% of the approximately 9 ½-acre parcel. Forty percent of the parcel will comprise active green space.

That bike path will provide a needed public amenity and will also improve bicycle and pedestrian safety in the area.

- The proposed \$47 million mixed-use development will add additional and improved retail space.
- As part of the development, the Village's municipal water system will be extended to the property.

Community feedback

- Based on multiple conversations with an array of Elm Grove citizens, Wangard has made the following adjustments to the proposed development:
 - Reduced the overall density of the proposed multifamily portion of the development.
 - Reduced the height of the three tallest buildings from four stories to three, thereby also reducing the number of units across the development.

- Added a mixed-use building to help bring new retail enterprises to the corner of Elm Grove Road and Watertown Plank Road.
 - Realigned Elm Grove Road to — as noted above — improve traffic flow and vehicular and pedestrian safety.
 - Reduced the number of access points to the development along Elm Grove Road to preserve existing vegetation.
 - Increased green space and public use, as noted above.
- Due to concerns about the potential for well water contamination, Wangard has made a commitment to have all wells on neighboring properties tested by an independent, licensed professional.

Multifamily housing and leased units

- According to U.S. Census Bureau data, since 2009 renter demand has largely come from non-Millennial cohorts. In fact, those 55 to 74 years old have comprised the most reliable group of renters, and those 35 to 54 years old represent the fastest-growing cohort of renters.
- Based on a June 2015 study in the *Wall Street Journal*, approximately 60 percent of U.S. households will demand multifamily housing.
- Further existing independent research has found the following:
 - Existing houses in working communities are positively impacted by multifamily residences using 2000 Census data. *Harvard Joint Center for Housing Studies*
 - Existing houses with multifamily nearby appreciate slightly faster than houses without multifamily nearby — 3.96% vs. 3.59%. *National Association of Homebuilders*
 - Existing housing prices can benefit from being located adjacent to multifamily residences with attractive landscaping and entrances. *MIT Center for Real Estate*
- Based on a projected median rental rate of approximately \$1,853 per month, the household income of the average lessee in the proposed apartment and townhome units is approximately \$74,120 annually. By comparison, the median household income is \$116,000 in the Village of Elm Grove and \$51,000 in the state of Wisconsin.

It should be noted that the projected median rental rate is likely to increase as Wangard continues to add larger units to its plans.

Scale and density

- The proposed development has a building coverage of only 22% of the approximately 9 ½-acre parcel, or a density of 18 units/acre (effective residential density of 20.9 units/acre). By comparison, the Watermark development has a building coverage of 40%, or a density of 24 units/acre (effective residential density of 19.5 units/acre).
- The tallest three buildings in the proposed development measure three stories, the same as the Watermark development. Further, considering the low grade of the site, the buildings' roofs are consistent with the tops of the surrounding tree lines and neighboring homes.

Updated 1.19.17