

ENROLLED ORDINANCE 177-2

YEAR 2022 AMENDMENT TO THE COMPREHENSIVE DEVELOPMENT PLAN FOR WAUKESHA COUNTY (1A – POPLAR CREEK CLUB II, LLC, TOWN OF BROOKFIELD)

WHEREAS, on February 24, 2009, the Waukesha County Board of Supervisors in Enrolled Ordinance No 163-81, approved a Comprehensive Development Plan for Waukesha County; and

WHEREAS, said Comprehensive Development Plan for Waukesha County provides for annual update and amendment procedures; and

WHEREAS, on April 21, 2022, the Waukesha County Park and Planning Commission held a Public Hearing to receive testimony on proposed changes to the Comprehensive Development Plan for Waukesha County; and

WHEREAS, the staff has identified in a “Staff Report and Recommendation” dated April 21, 2022, a summary of the town Public Hearing comments and a Staff Recommendation for the proposed change to the Comprehensive Development Plan for Waukesha County; and

WHEREAS, the “Staff Report and Recommendation” has been reviewed by the Waukesha County Park and Planning Commission on April 21, 2022, and a recommendation was reported to the Land Use, Parks and Environment Committee and the Waukesha County Board of Supervisors as required in the Comprehensive Development Plan for Waukesha County.

THE COUNTY BOARD OF SUPERVISORS OF THE COUNTY OF WAUKESHA ORDAINS that the following amendment is hereby **conditionally approved** to the Year 2035 Comprehensive Development Plan for Waukesha County.

1. In the Town of Brookfield, the following request is being made:

- A. **Poplar Creek Club II, LLC**, 5300 S. 108<sup>th</sup> Street, Ste. 1, Hales Corners, WI 53130, requests property located in the SW ¼ of Section 29, T7N, R20E, Town of Brookfield (Tax Key No.’s BKFT 1123.979, BKFT 1123.991, BKFT 1123.988, BKFT 1123.989 and BKFT 1122.993.001), be amended from the Commercial and Office Park and Low Density Residential categories to the Mixed Use category, to allow for mixed residential, office, hotel and commercial uses.

The request is approved subject to the following conditions:

1. The allowable mixed uses are residential, office, commercial, hotel and greenspace uses.
2. Lands to the north of the proposed extension of Poplar Creek Parkway shall be limited to residential and open space uses.

BE IT FURTHER ORDAINED that a more detailed description and map of the aforementioned amendment is on file in the office of the Waukesha County Department of Parks and Land Use.

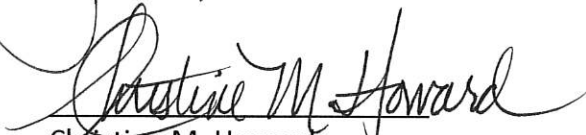
BE IT FURTHER ORDAINED that the Waukesha County Clerk shall file a certified copy of this Ordinance with the Town Clerk of Brookfield.

YEAR 2022 AMENDMENT TO THE COMPREHENSIVE DEVELOPMENT PLAN FOR WAUKESHA COUNTY (1A – POPLAR CREEK CLUB II, LLC, TOWN OF BROOKFIELD)

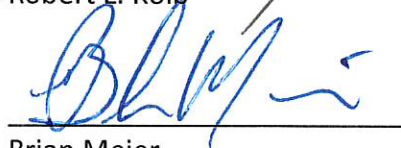
Presented by:  
Land Use, Parks, and Environment Committee

  
Thomas A. Michalski, Chair

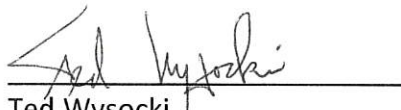
  
Jennifer Grant

  
Christine M. Howard


  
Robert L. Kolb

  
Brian Meier

  
Chris Mommaerts

  
Ted Wysocki

The foregoing legislation adopted by the County Board of Supervisors of Waukesha County, Wisconsin, was presented to the County Executive on:

Date: 5/31/22,   
Margaret Wartman, County Clerk

The foregoing legislation adopted by the County Board of Supervisors of Waukesha County, Wisconsin, is hereby:

Approved: X

Vetoed: \_\_\_\_\_

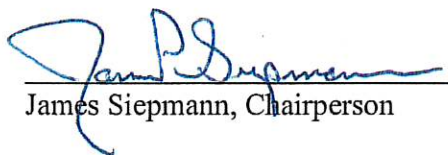
Date: 5/31/22,   
Paul Farrow, County Executive

**COMMISSION ACTION**

The Waukesha County Park and Planning Commission after giving consideration to the subject matter of the Ordinance entitled "Year 2022 Amendment to the Comprehensive Development Plan for Waukesha County, (1A – Poplar Creek Club II, LLC, Town of Brookfield) hereby recommends **conditional approval**.

**PARK AND PLANNING COMMISSION**

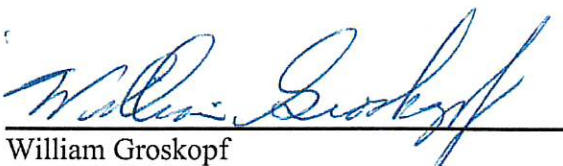
**April 21, 2022**

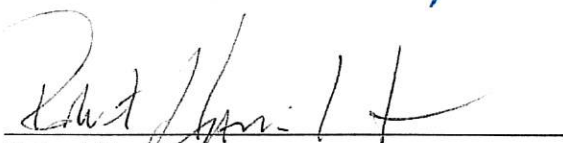
  
James Siepmann, Chairperson

  
Thomas Michalski, Vice Chairperson

*Absent*  
Robert Peregrine

*Absent*  
Richard Morris

  
William Groskopf

  
Robert Hamilton

**WAUKESHA COUNTY DEPARTMENT OF PARKS AND LAND USE**  
**STAFF REPORT AND RECOMMENDATION FOR A YEAR 2022 AMENDMENT TO THE**  
**COMPREHENSIVE DEVELOPMENT PLAN FOR WAUKESHA COUNTY**  
**1(A) POPLAR CREEK CLUB II, LLC,**  
**TOWN OF BROOKFIELD**

**DATE:** April 21, 2022

**PUBLIC HEARING DATE:**  
Thursday, April 21, 2022, 1:00 p.m.

**REQUEST:**

1. In the Town of Brookfield, the following request is being made:
  - A. *Poplar Creek Club II, LLC*, 5300 S. 108<sup>th</sup> Street, Ste. 1, Hales Corners, WI 53130, requests property located in the SW ¼ of Section 29, T7N, R20E, Town of Brookfield (Tax Key No.'s BKFT 1123.979, BKFT 1123.991, BKFT 1123.988, BKFT 1123.989 and BKFT 1122.993.001), be amended from the Commercial and Office Park and Low Density Residential categories to the Mixed Use category, to allow for mixed residential, office, hotel and commercial uses.

**EXISTING AND PROPOSED LAND USE CATEGORY:**  
Commercial and Office Park and Low Density Residential categories to the Mixed Use category.

**PUBLIC REACTION:**  
Public testimony will be taken at the public hearing to be held on April 21, 2022.

**TOWN ACTION:**  
On March 29, 2022, the Town of Brookfield Plan Commission and Board approved of the parallel request to amend the town's plan.

**STAFF ANALYSIS:**  
The subject properties are located adjacent to the intersection of Barker and Bluemound Roads, one of the busiest intersections in the county. The five parcels contain two vacant hotels, a vacant restaurant, a health club and vacant land. The most visible parcel closest to the corner contains a former motel has sat vacant and is becoming blighted. The petitioner has assembled the parcels with the intent of bringing forward a large mixed use redevelopment project. The assembled lands are approximately 17.8 acres. The development would contain two new hotels, office and retail space and several multi-family buildings. A concept site plan is attached as Exhibit A.

Much of the Bluemound Road corridor within the town is already planned for Mixed Use. The petitioner developed a mixed use project immediately to the east within the past several years. The project includes a multi-family building and a jewelry store. The Corners mixed use development is located immediately to the south. There are a couple of large single family properties to the north. West across Barker Road is the Brook Park Estates subdivision and commercial and office space. Most of the environmental corridor on site will be preserved. A small area of wetland is proposed to be filled and a compensatory wetland area would be provided if land use approvals are obtained.

The petitioner has filed concurrent requests to rezone the property and for a conditional use for an Urban Form Planned Unit Development. The specific details of the development would be defined within town and county conditional use and site plan documents if this land use change request is ultimately approved. The conditional use review would include examination of traffic, parking, pedestrian facilities, building size and orientation, landscaping and site amenities.

**STAFF RECOMMENDATION:**

It is the opinion of the Planning and Zoning Division Staff that this request be **conditionally approved** subject to the following conditions:

1. The allowable mixed uses are residential, office, commercial, hotel and greenspace uses.
2. Lands to the north of the proposed extension of Poplar Creek Parkway shall be limited to residential and open space uses.

As conditioned, the change to the Mixed Use category will allow for an interesting mix of uses in a neighborhood that already contains a robust mix of use types. With the subject lands being located along major highways and well located to jobs, shopping and recreation, the site is ideal for office, commercial and residential uses. This highly visible corner has historically housed uses that had a lack of continuity. This land use plan change will pave the way for a unified development project that will bring a heightened level of site design, architectural character, neighborhood amenities and walkability to this part of the town. The proposed redevelopment project would bring substantial economic investment to the town. The recommended uses have been conditioned to be sensitive to nearby residential properties to the north and northwest. The fine details of the planned development will be considered as part of the conditional use review for the pending planned unit development application.

Respectfully submitted,

*Jason Fruth*

Jason Fruth  
Planning & Zoning Manager

Attachment: Map  
Exhibit A

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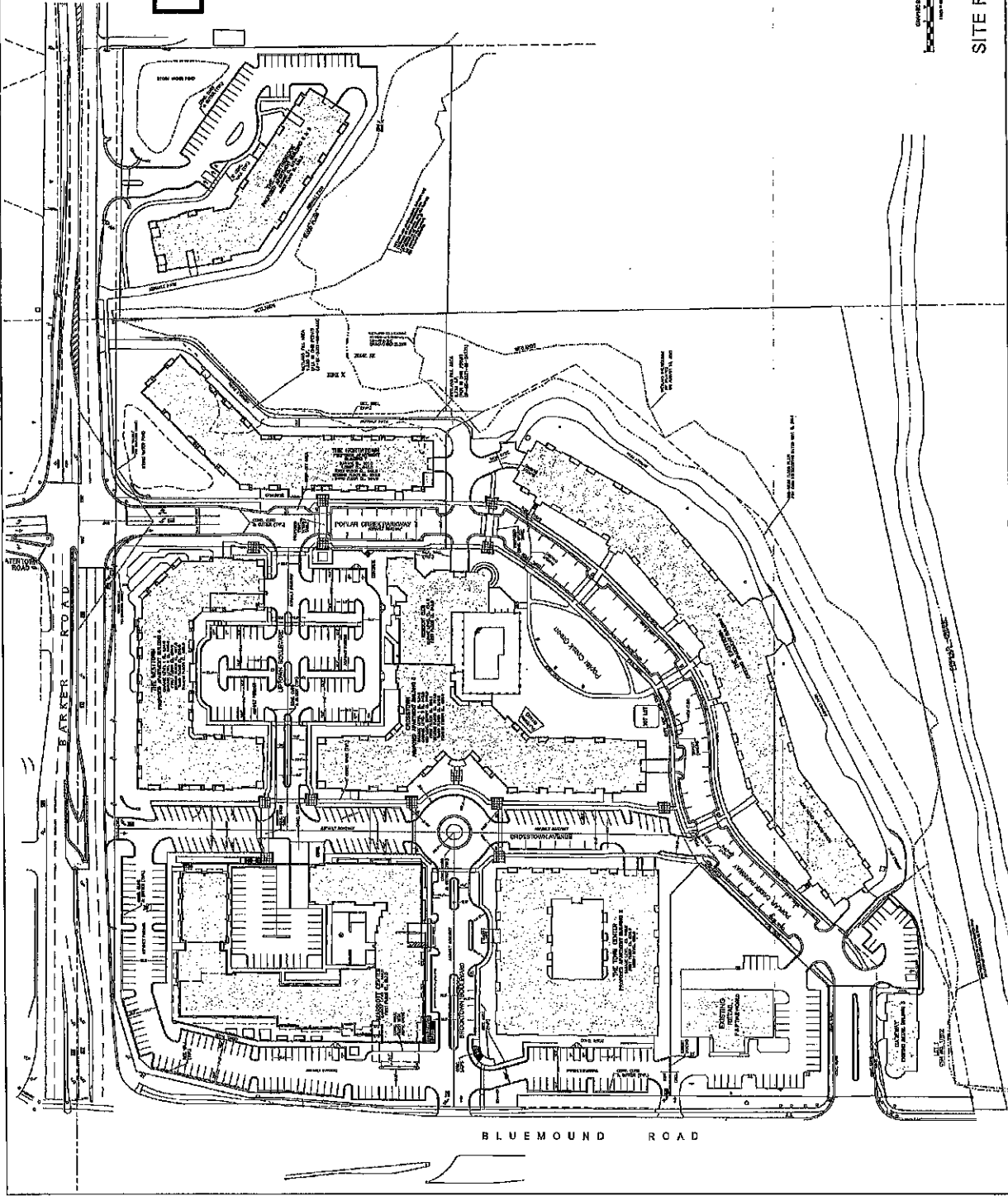
**EXHIBIT A**

**POPLAR CREEK**  
TOWN OF BROOKFIELD, WI

DATE: 05/05/22  
PROJECT: 177-O-001



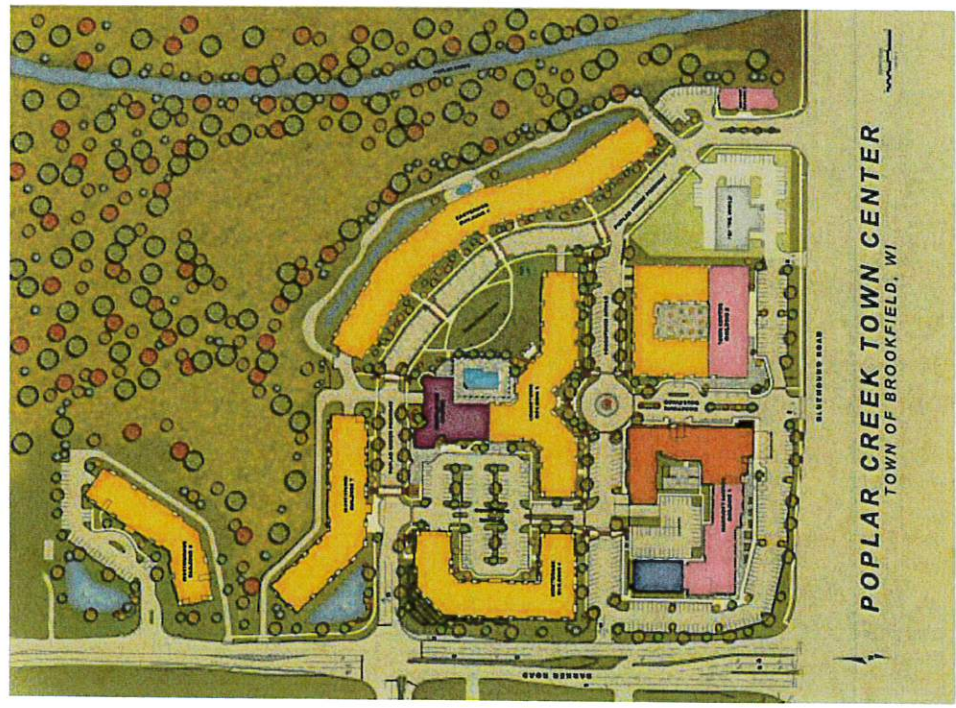
**SITE PLAN C1.0**



**EXHIBIT A**

# Poplar Creek – A New Town Neighborhood

## Master Land Use Plan



Poplar Creek Marriott Center - Hospitality				
Bldg. No.	Name	Units	Parking	Parking Ratio
1	Courtyard by Marriott	115	115	1:1
1	Residence Inn by Marriott	108	108	1:1
<b>Total</b>			<b>223 Rooms</b>	<b>223 Spaces</b>

The Shops at Poplar Creek - Retail				
Bldg. No.	Name	Sq. Footage	Surface	Parking Ratio
1	The Shops at Poplar Creek	21,367	72	3.37 per 1,000 SF
2	The TownCenter	12,200	53	4.34 per 1,000 SF
3	The Gateway (Existing Husar)	4,322	18	4.16 per 1,000 SF
<b>Total</b>			<b>143</b>	<b>3.77 per 1,000 SF</b>

The Offices at Poplar Creek - Office				
Bldg. No.	Name	Sq. Footage	Lower/Upper Deck	Parking Ratio
1	The Offices at Poplar Creek	12,204	11/43	4.42 per 1,000 SF
<b>Total</b>			<b>54</b>	<b>4.42 per 1,000 SF</b>

Poplar Creek Club - Residential								
Bldg. No.	Name	Studio	1 Bdrm	2 Bdrm	3 Bdrm	Total	Parking Ratio	
2	The TownCenter	8	51	40	99	178	1.80 to 1	
4	The WestTown	28	40	40	108	164	1.80 to 1	
5	The CrossTown	11	53	48	112	189	2.04 to 1	
6	The EastTown (Existing Poplar Creek)	54	84	84	138	65	1.80 to 1	
7	The NorthTown	45	34	8	79	36	1.76 to 1	
8	The NorthBrook	47	243	254	24	60	3.03 to 1	
<b>Total</b>							<b>1,085</b>	<b>1.91 to 1</b>

Select residential surface parking shall be shared between Retail/Office Use primarily from 8:00 am - 5:00 pm with Residential Use from 5:00 pm - 8:00 am

**Hotel** – Including floors above ground-floor retail on South and West of Marriott Center Building 1

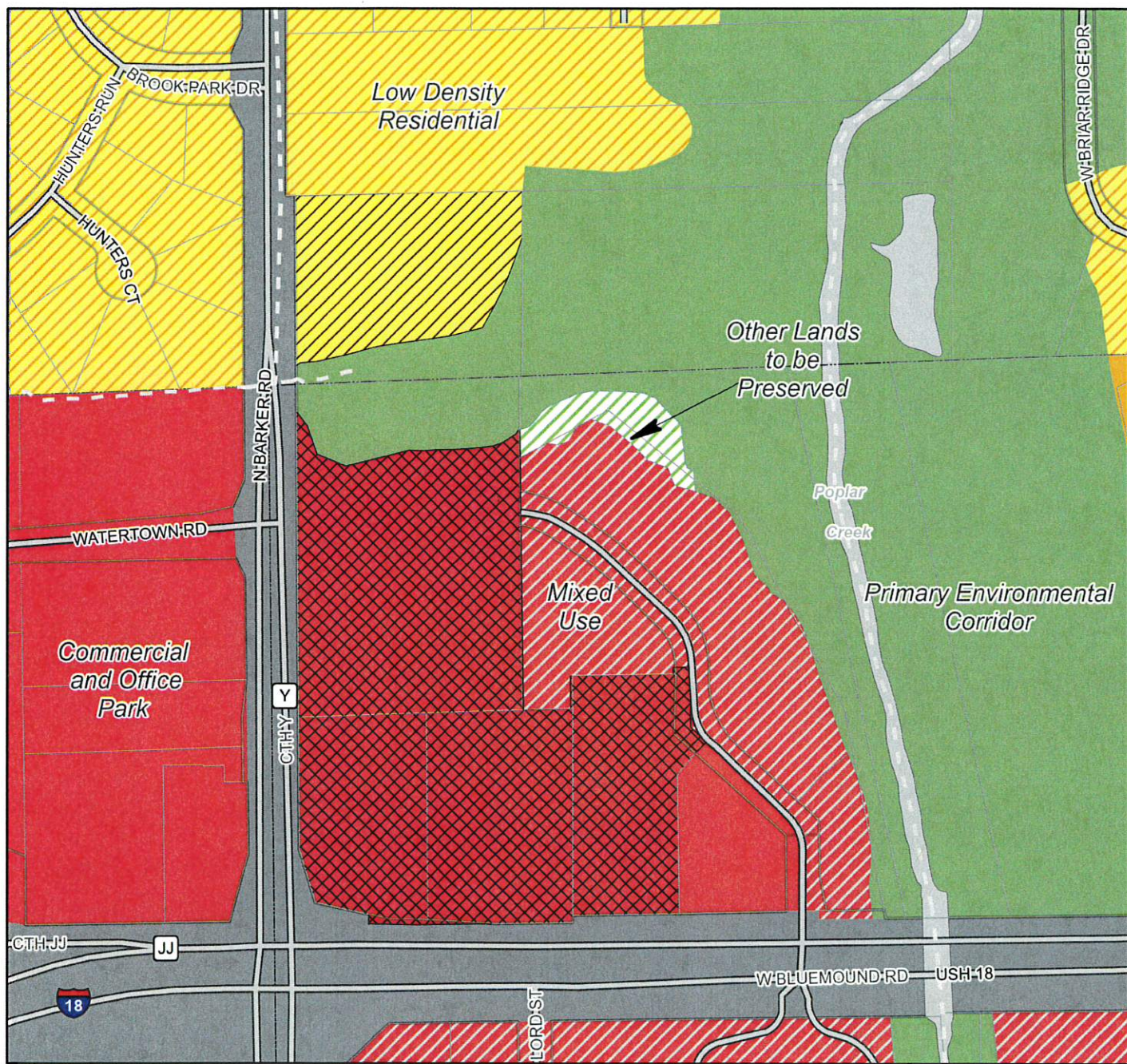
**Retail – Ground Level**

**Residential**

**Resident Club**

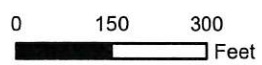
# DEVELOPMENT PLAN AMENDMENT

PART OF SECTION 29,  
TOWN OF BROOKFIELD



- COUNTY DEVELOPMENT PLAN AMENDMENT FROM LOW DENSITY RESIDENTIAL TO MIXED USE
- COUNTY DEVELOPMENT PLAN AMENDMENT FROM COMMERCIAL AND OFFICE PARK TO MIXED USE

PETITIONER.....POPLAR CREEK CLUB II, LLC  
 DATE OF PUBIC HEARING.....4/21/22  
 AREA OF CHANGE.....15.6 ACRES



*Prepared by the Waukesha Department of Parks and Land Use*




VOTING RESULTS

AYE 25 | NAY 0 | ABSTAIN 0 | ABSENT 0

# Ordinance 177-O-001

Ordinance 177-O-001: Year 2022 Amendment To The...

 **Passed By Majority Vote**

D1 - Foti	AYE
D2 - Weil	AYE
D3 - Morris	AYE
D4 - Batzko	AYE
D5 - Grant	AYE
D6 - Walz	AYE
D7 - LaFontain	AYE
D8 - Michalski	AYE
D9 - Heinrich	AYE
D10 - Thieme	AYE
D11 - Howard	AYE
D12 - Wolff	AYE
D13 - Decker	AYE

D14 - Mommaerts	AYE
D15 - Kolb	AYE
D16 - Crowlev	AYE
D17 - Meier	AYE
D18 - Nelson	AYE
D19 - Enriquez	AYE
D20 - Schellinger	AYE
D21 - Gaughan	AYE
D22 - Wysocki	AYE
D23 - Hammitt	AYE
D24 - Bangs	AYE
D25 - Johnson	AYE

May 24 2022 - May 24 2022 07:24:15 PM

