

CITY OF FRANKLIN  
COMMITTEE OF THE WHOLE MEETING  
**TUESDAY, JULY 10, 2012, 6:30 P.M.**  
COMMON COUNCIL CHAMBERS, FRANKLIN CITY HALL  
9229 W. LOOMIS ROAD, FRANKLIN, WISCONSIN  
AGENDA\*

- I. Call to Order and Roll Call
  
- II. Business
  - A. Concept review for a senior and market rate housing development and revised site plan for Planned Development District No. 31 (Foresthill Highlands/United Financial Group, Inc.) (approximately 9200 W. Puetz Road) (United Financial Group, Inc., applicant).
  
- III. Adjournment

[Note: Upon reasonable notice, efforts will be made to accommodate the needs of disabled individuals through appropriate aids and services. For additional information, contact the City Clerk's office at (414) 425-7500.]

\*Notice is given that a majority of the Plan Commission and Forward Franklin Economic Development Commission may attend this meeting to gather information about an agenda item over which the Plan Commission and Forward Franklin Economic Development Commission has decision-making responsibility. This may constitute a meeting of the Plan Commission and Forward Franklin Economic Development Commission per State ex rel. Badke v. Greendale Village Board, even though the Plan Commission and Forward Franklin Economic Development Commission will not take formal action at this meeting.

<p style="text-align: center;"><b>APPROVAL</b></p> <p style="text-align: center;"><i>slw</i></p>	<p style="text-align: center;"><b>REQUEST FOR COMMITTEE OF THE WHOLE ACTION</b></p>	<p style="text-align: center;"><b>MEETING DATE</b></p> <p style="text-align: center;"><b>07/10/12</b></p>
<p style="text-align: center;"><b>REPORTS &amp; RECOMMENDATIONS</b></p>	<p style="text-align: center;"><b>CONCEPT REVIEW FOR A SENIOR AND MARKET RATE HOUSING DEVELOPMENT AND REVISED SITE PLAN FOR PLANNED DEVELOPMENT DISTRICT NO. 31 (FORESTHILL HIGHLANDS/UNITED FINANCIAL GROUP, INC.) (APPROXIMATELY 9200 WEST PUETZ ROAD) (UNITED FINANCIAL GROUP, INC., APPLICANT)</b></p>	<p style="text-align: center;"><b>ITEM NUMBER</b></p> <p style="text-align: center;"><i>II.A.</i></p>

**Introduction and Background:**

On June 28, 2012, Mr. Bob Zoelle of United Financial Group, Inc. filed a Concept Review Application with the Department of City Development for property located at approximately 9200 West Puetz Road (Tax Key No. 840-9999-002), for a senior and market rate housing development and revised site plan for Planned Development District No. 31.

The subject property has an area of approximately 22.65 acres and is zoned Planned Development District No. 31. This property is identified as "Residential" and "Areas of Natural Resource Features" in the City of Franklin 2025 Comprehensive Master Plan. Land uses and existing zoning surrounding the proposed multi-family development include the following:

- North: United States Postal Service and a senior multi-family residential development zoned PDD No. 21
- East: A single-family residence zoned R-8 Multiple-Family Residence District
- South: Single-family residences zoned R-8 Multiple-Family Residence District
- West: Commercial land zoned PDD No. 31, B-3 Community Business District and FW Floodway District (currently under review for a proposed Meijer grocery and department store development)

The Foresthill Highlands development was approved in 2000 via Ordinance No. 2000-1620, generally approving a maximum of 616 senior independent apartment units and 64 townhouse senior independent apartment units, 20 single family lots, one community center building and accessory recreational uses and amenities. This Ordinance also states that apartment unit buildings shall not exceed 15 buildings in total, with 36-48 units maximum per building; and eight units maximum per each townhouse building. Additionally, the ordinance allows an option to increase three buildings to 72 units, with reduction of two apartment buildings. With the sale of the 15.18 acre property located at 9530 West Puetz Road to Legend Creek, LLC, the Foresthill Highlands will more closely follow the density of this Alternate Plan.

PDD No. 31 has been further amended per the ordinances below:

- Ordinance No. 2001-1669, approving a PDD Amendment to Foresthill Highlands to modify the number of buildings and their location in order to better protect the natural resources on the property;
- Ordinance No. 2002-1694, approving a PDD amendment to change the alignment of West Highland Park Avenue;
- Ordinance No. 2002-1731, rezoning the planned 20-lot single-family subdivision from PDD No. 31 to R-5 Single-Family Residential District;
- Ordinance No. 2003-1770 and Ordinance 2003-1773, approving the rezoning of a 17,823 square foot parcel from PDD No. 31 to R-5 Suburban Single-Family Residence District and approving the removal of said parcel from PDD No. 31, respectively;
- Ordinance No. 2010-1993, approving a reduction in the number of units in building number 500 from 48 to 40 units and to allow for zero foot setbacks to interior lot lines;
- Ordinance No. 2011-2040, approving an amendment to the Comprehensive Master Plan to change the City of Franklin 2025 Future Land Use Map designation for property located at the Southeast Corner of West Forest Hill Avenue and West Highland Park Avenue, in and adjacent to PDD No. 31 from Residential to Residential-Multi-Family
- Ordinance No. 2011-2041, approving an amendment to allow zero foot lot line setbacks from interior property lines for buildings and parking areas, and to shift the northeastern boundary of the District 60 feet to the west, thereby reducing the District by 9,721.7 square feet; and
- Ordinance No. 2011-2042, approving a rezoning of a 0.223 acre parcel of land from R-5 Suburban Single-Family Residence District and a 0.4092 acre parcel of land from PDD No. 31 to R-7 Two-Family Residence District.

**Project Description:**

Planned Development District No. 31 permits construction of 344 senior apartments within three 2-story, 40-unit apartment buildings and three 3-story apartment buildings at this location. The current proposal re-designs the site to contain 286 apartments within 12 buildings. These 12 buildings include senior and market rate housing per the breakdown below:

- Three 30-unit market rate apartment buildings
- Two 12-unit market rate apartment buildings
- One 8-unit market rate apartment building
- One 10-unit market rate apartment building
- Two 4-unit senior townhome apartment buildings
- Two 8-unit senior townhome apartment buildings
- One 130-unit senior apartment building

The site plan also contains two detached garages, a clubhouse and a swimming pool. Protected natural resources such as wetlands, wetland buffers, wetland setbacks and floodplain exist on the site. The planned public road and an 8-unit apartment building are

proposed with encroachments into the 50-foot wetland setback. It should be noted that the development was originally approved and designed with 30-foot wetland setbacks. The applicant is maintaining the 50-foot wetland setback throughout much of the property to comply with current Unified Development Ordinance protection standards.

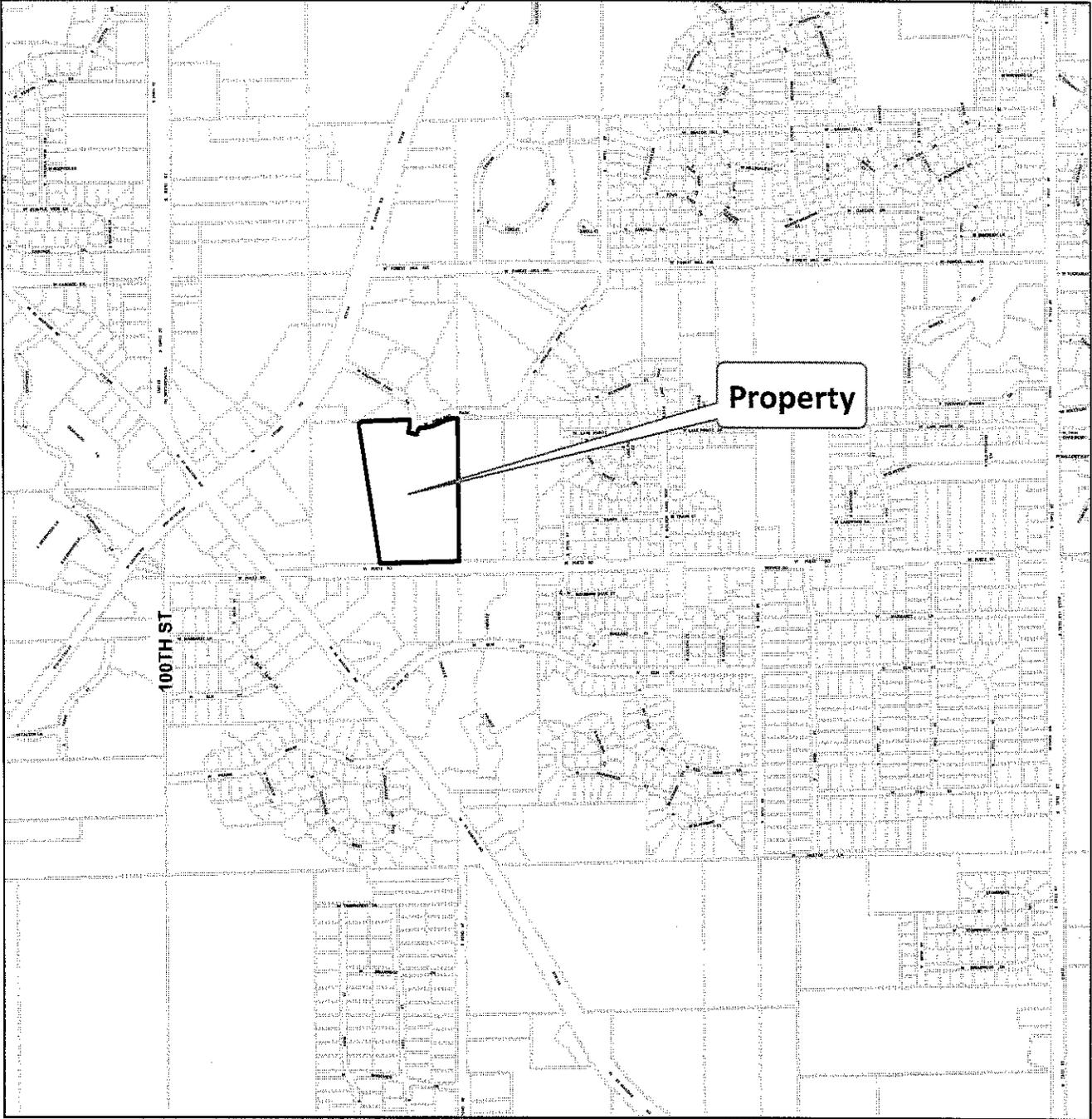
The applicant has indicated the change from elderly to market rate housing is to better transition from the potential future commercial development, and possible big box type retailer, to the west. The project will be a phased development; however, a detailed phasing plan has not yet been provided. The applicant has indicated they would begin construction on at least thirty of the market rate apartment units in 2013.

Staff anticipates that this project will require submittal of a Major Planned Development District Amendment due to the change in use; senior apartments to market rate apartments. A Natural Resource Special Exception may also be required, if there are any encroachments into protected natural resource features.

#### **COUNCIL ACTION REQUESTED**

Provide comments to the applicant regarding the proposed senior and market rate housing development and revised site plan for Planned Development District No. 31 (Foresthill Highlands/United Financial Group, Inc.) (Approximately 9200 West Puetz Road) (United Financial Group, Inc., Applicant).

# Foresthill Highlands PDD 31



0 800 1,600 3,200 Feet

*This map shows the approximate relative location of property boundaries but was not prepared by a professional land surveyor. This map is provided for informational purposes only and may not be sufficient or appropriate for legal, engineering, or surveying purposes.*

City Development 2012  
(2010 Aerial Layer)



June 29, 2012

Nick Fuchs, Senior Planner  
City of Franklin Planning Department  
9229 W. Loomis Road  
Franklin, WI 53132

Franklin

JUN 28 2012

City Development

RE: Foresthill Highlands Senior Community located on parcel #840-9999-902-460  
Narrative for: Revised Site Plan for South 22.65 acres of the Development

Dear Mr. Fuchs and members of the Plan Commission:

United Financial Group, Inc. (UFG) is proposing a revised site plan for the southwest 22.65 acres of the Foresthill Highlands Senior Community located along Puetz Road. UFG currently has the approvals per PDD No. 31 to construct 344 senior units at this location. The 344 senior units were planned to be comprised of three 2-story, 40-unit elderly buildings, and three 3-story elderly buildings.

The revised design consists of 286 units and four different types of housing, which has resulted in decreased density and augmented architecture. As with the previous design, a public road provides access to the site and continuity between Puetz Road and West Highland Park Avenue. The northeast portion of the site would contain a 130-unit elderly building that would begin as a 3-story structure on the North side, and transition to two stories to respect the concerns of the neighbor to the East. The northern portion of the building is representative of the Highlands Community that was recently approved in the City of Mequon. UFG has transitioned in the past 5 years to building contiguous communities which house all the amenity areas, as they are preferred by our residents. The services of AG Architecture were procured to design a building footprint that would appear as a cluster of smaller buildings to the surrounding residents and visitors.

The Senior Townhome component consisting of 24-units contained within four 2-story buildings is planned for the Southeast portion of the 22.65 acre parcel. The neighbor to the East, as well as the neighbors to the South of Puetz Road would benefit from the decreased massing of the townhomes relative to the previously approved elderly building.

The change from elderly housing to high-end market rate units on the west side of the parcel was necessary to accommodate the rear elevation, immediately adjacent truck access, and loading docks of a big box retailer. The existing approved development of three 3-story elderly buildings directly adjacent to and facing the proposed retail big box is no longer feasible or economically viable. The southwest portion of the parcel is now planned for 42 units of private entry garage, two-level market-rate rental townhomes. The floor plans and architecture are based on the Lakeview Townhomes Condo project constructed and sold by UFG in the city of Woodbury, MN. The Clubhouse and pool for the community would be located directly north of the market-rate townhomes, and west of the public road. Ninety units of three story market-rate rental residences with elevators, underground parking, garages, and surface parking are planned for the northwest portion of the site.

The decreased density, improved architecture, and varied living options make this plan more viable in today's economic environment, and allow the project to exist synergistically with the proposed Meijer Store. If the proposed revised site plan is approved, UFG would be willing to commit to breaking ground on at least thirty of the market-rate residences in 2013.



660 W. Ridgeview Drive  
Appleton, WI 54911-1254  
Telephone (920) 968-8100  
Facsimile (920) 731-1696

We look forward to our continued working relationship with the City. Should you have any questions, please call me at (920) 968-8100 ext. 104. Thank you.

Sincerely,

United Financial Group, Inc.

A handwritten signature in black ink, appearing to read "Bob Zoelle", is written over a horizontal line.

Bob Zoelle

V.P. - Construction



# CONCEPT PLAN

PREPARED FOR:  
**UNITED FINANCIAL GROUP, INC.**  
 "FORESTHILL HIGHLANDS"  
 FRANKLIN, WI



## DEVELOPMENT SUMMARY

- PROPOSED CONCEPT PLAN:**
- ELDERLY BUILDING = 130 UNITS
  - SENIOR TOWNHOMES = 24 UNITS
  - PRIVATE ENTRY DIRECT ENTRY GARAGE, TWO-LEVEL
  - TOWNHOMES = 42 UNITS
  - ELEVATOR, UNDERGROUND PARKING, RENTAL RESIDENCE = 90 UNITS
  - TOTAL UNITS = 286 UNITS
  - DENSITY = 12.63 UNITS/ACRE
- RENTAL RESIDENCE PARKING:**
- UNDERGROUND (44 BLDG) = 102 SPACES
  - SURFACE GARAGES = 29 SPACES
  - SURFACE PARKING = 50 SPACES
  - TOTAL = 181 SPACES
- VISITOR OVERFLOW PARKING AT ELDERLY BUILDING:** 10 SPACES
- TOTAL RENTAL RESIDENCE PARKING:** 191 SPACES
- ELDERLY PARKING:**
- UNDERGROUND = 130 SPACES
  - TOTAL SURFACE PARKING = 45 SPACES
  - 1 SPACE PER 3 UNITS
  - EXCESS 10 SPACES ALLOCATED TO RENTAL RESIDENCE VISITOR OVERFLOW PARKING
- CLUBHOUSE PARKING:** 11 SPACES



SCALE: 1" = 100'  
 0 50 100  
 FEET



17705 W. Capital Drive  
 Brookfield, WI 53005  
 PH: (262) 784-1481

DATE:  
 June 20, 2012

# CONCEPT PLAN OVERLAY

PREPARED FOR:  
**UNITED FINANCIAL GROUP, INC.**  
 "FORESTHILL HIGHLANDS"  
 FRANKLIN, WI



## DEVELOPMENT SUMMARY

TOTAL AREA *	22.65 ACRES
PROPOSED CONCEPT PLAN:	
- ELDERLY BUILDING =	130 UNITS
- SENIOR TOWNHOMES =	24 UNITS
- PRIVATE ENTRY, DIRECT	
- ENTRY GARAGE, TWO-LEVEL	
TOWNHOMES =	43 UNITS
- ELEVATOR, UNDERGROUND	
PARKING, RENTAL RESIDENCE =	90 UNITS
TOTAL UNITS =	286 UNITS
DENSITY =	12.63 UNITS/ACRE
APPROVED FORESTHILL HIGHLANDS DEVELOPMENT	
OFF. RES. NO. 31F:	
ELDERLY APARTMENTS:	616 UNITS
SENIOR TOWNHOMES:	64 UNITS
TOTAL:	680 UNITS
FORESTHILL HIGHLANDS	
NORTHEAST AREA:	- 334 UNITS
REMAINING SOUTHWEST AREA:	- 344 UNITS
NET REDUCTIONS:	58 UNITS
(344 UNITS APPROVED - 286 UNITS PROPOSED)	



SCALE: 1" = 100'

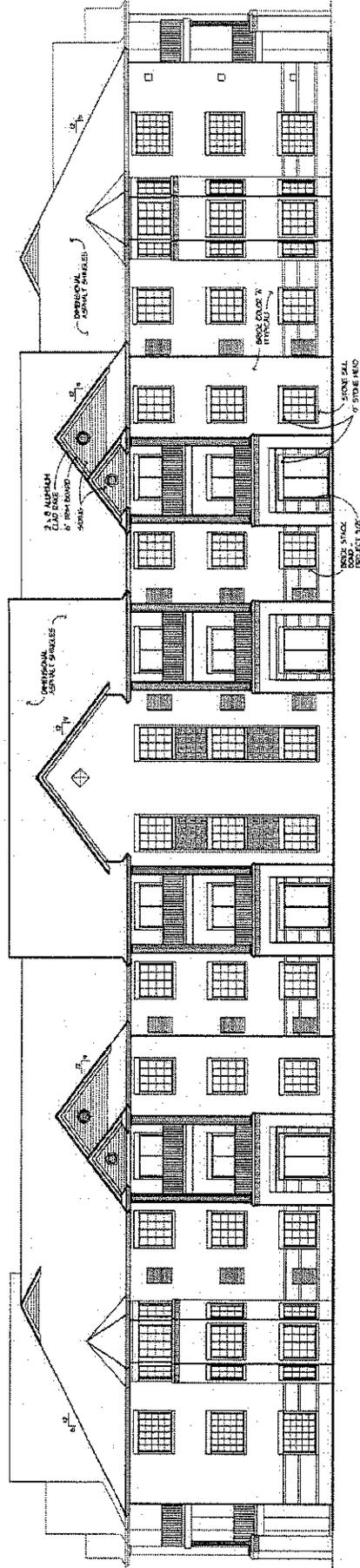
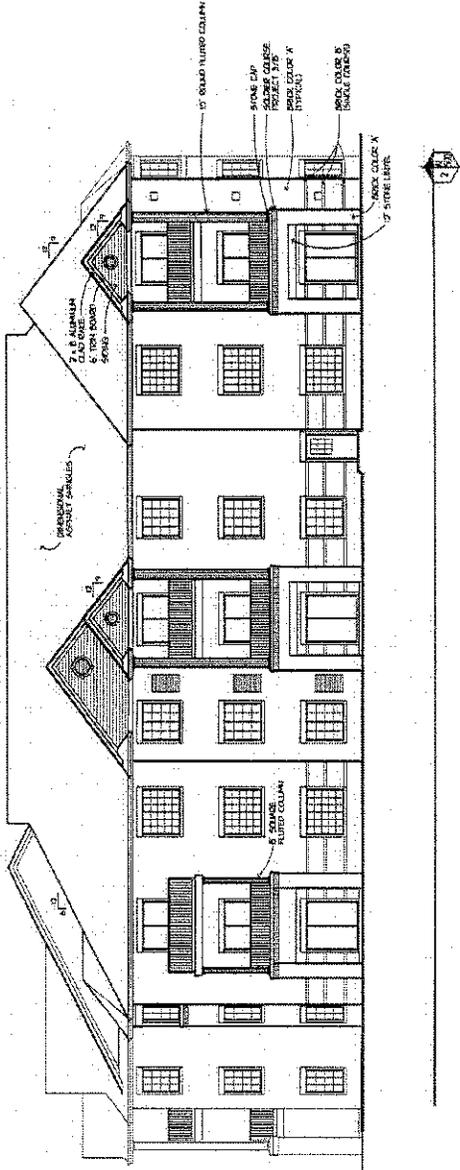


1700 W. Capital Drive  
 Brookfield, WI 53005  
 Tel: 262.770.1212  
 Fax: 262.770.1211

DATE:  
 June 20, 2012



1000 WEST 10TH AVENUE  
 SUITE 1000  
 DENVER, CO 80202  
 TEL: 303.733.1234  
 FAX: 303.733.1235  
 WWW.UFGARCHITECTURE.COM



1000 WEST 10TH AVENUE  
 SUITE 1000  
 DENVER, CO 80202  
 TEL: 303.733.1234  
 FAX: 303.733.1235  
 WWW.UFGARCHITECTURE.COM

1/16" EXTERIOR ELEVATIONS A1500





