



December 13, 2024

Mr. Nick Fuchs  
Planner & Community Development Director  
City of Pewaukee  
W240 N3065 Pewaukee Road  
Pewaukee, WI 53072

Re: Willow Run Golf Course Mixed-use Residential Redevelopment

Mr. Fuchs,

Land By Label is pleased to present our application and related plans and materials for a mixed-use residential redevelopment of Pewaukee Golf Club and adjacent vacant land. Our proposal converts the roughly 161-acre site into an environmentally sensitive mix of residential housing with community-oriented recreation.

The inception of the redevelopment has been the product of important concepts that align with Land By Label core business values - a detailed understanding of the land that inspires creative planning driven by extensive market research. Our concept is founded on the following philosophy:

**The Right Site in Harmony with Surroundings.** The site is a highly unique location at the edge of the City of Pewaukee. The site is bordered by Waukesha County on the east, south and southwest where adjacent commercial uses including GE Healthcare, Froedtert Lake County Surgery Center and the Ingleside Hotel operate. Where the site is bordered by City of Pewaukee, neighboring uses include high-density multi-family and agriculture. The site's primary access stemming from Golf Road alleviates traffic impact to neighborhood roadways and the connection to Milkweed improves circulation for existing residents.

**Informed by the Land.** The land, its environmental conditions and ecology also guided the development vision. Roughly 38 acres of preserved naturalized land on the southwest end of the site will be protected as a public park with over a mile of walking trails that connect to the Lake Country Trail. The preservation of wetlands, trees and native plantings help us respect the surrounding uses, creating defined buffers and setbacks from the existing multifamily to the west.

**A Permitted Use, Reorganized on the Site.** Roughly 19 acres are already zoned for high-density multifamily, permitting up to 228 units. Our proposal relocates the permitted use to the northeast corner of the site, nearly 1,000 feet from the existing residents to the west. The multi-family will be adjacent to the existing Prairie Grass apartments just west of our site. The new location for the apartments was informed in part by feedback we heard during our neighborhood meeting and small group conversations with neighbors. Roughly 42 single-family for rent homes are located on the vacant Meadowbrook parcel. Finally, the redevelopment also includes up to 160 single-family for sale homes located on the southern 66 acres, a logical transition between existing and proposed uses. The site planning has been a thoughtful, intentional study of the surrounding context and land informed by City Staff and neighborhood feedback,



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but we understand further refinement may be necessary to ensure a cohesive vision with the City of Pewaukee.

**The Site Will Not Remain a Golf Course.** The seller acquired the parcel with the long-term vision of redevelopment of the site. Our plans represent a thoughtful, quality redevelopment informed by the land, site context, market fundamentals and community and staff feedback. We believe the best redevelopments are those informed by actionable feedback, conversations and ideas that result from partnerships with the communities in which we work. Our efforts in Pewaukee have followed that open-minded strategy through a series of large-scale and one-on-one neighborhood meetings. That coordination will continue to ensure Willow Run is a viable and quality revival that meets the needs of the community.

**A Proven Real Estate Solution.** The comprehensive residential redevelopment is a real estate solution meeting the housing needs of demographic changes occurring nationally and locally. There is a broad, national consensus that the United States has a housing shortage which will continue to drive demand for well-executed, high-end residential communities. Our redevelopment concept delivers a variety of high-quality housing types, offering life-cycle housing to meet the wide-cross section of Pewaukee's population.

**Technically Feasible.** Through our due diligence efforts over the past year, we learned about several technical considerations including access, wetlands, municipal water and sanitary sewer service and capacity. On-site investigation, preliminary discussions with City Staff and in-depth research has informed our development concept. While the issues will require refinement, we believe the concept is technically feasible.

We thank you for your time in reviewing our application and look forward to your comments. Enclosed under cover of this letter you will find the following:

- (1) Applications & Fees
  - a. Certified Survey Map (Willow Run)
  - b. Certified Survey Map (Meadowbrook)
  - c. Comprehensive Plan Amendment to High-Density and Medium-Density Residential (Willow Run)
  - d. Building & Site Plan Review Garden Style Apartments (Willow Run)
  - e. Building & Site Plan Review Single-Family For Rent (Meadowbrook)
  - f. Rezoning to RM-3 & Rezoning to RS-5 (Willow Run)
  - g. Conditional Use for PUD for Garden Style Apartments (Willow Run)
  - h. Conditional Use for PUD for Single-Family For Rent (Meadowbrook)
- (2) Development Narrative
- (3) Architectural Plans for Garden-Style Apartments prepared by Rinka
- (4) Architectural Plans for Single-Family Rentals
- (5) Schematic Civil Engineering Design Documents prepared by Excel
- (6) Technical Memorandum prepared by Excel
- (7) Traffic Impact Analysis prepared by TADI
- (8) Certified Survey Map (Willow Run)
- (9) Certified Survey Map (Meadowbrook)



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(10) Zoning & Comp Plan Exhibits

In addition to and simultaneously with the foregoing hard copies, we are providing an electronic copy of the information via a ShareFile from Excel Engineering. If there are any questions regarding our application or materials, please do not hesitate to contact me. We look forward to advancing our efforts on this exciting redevelopment.

Sincerely,



Emily Cialdini  
Vice President of Development  
Land By Label

