

EHLERS DEVELOPMENT

THE HARVEST AT STONER PRAIRIE

FIDUCIARY REAL ESTATE DEVELOPMENT – PRE-APPLICATION PROJECT INFORMATION

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FITCHBURG, WISCONSIN

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EXHIBITS:

- A CONCEPTUAL MASTERPLAN

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PROJECT LOCATION & GENERAL DESCRIPTION

The Harvest at Stoner Prairie, Fiduciary Real Estate Development, will be a multifamily residential community servicing the current and future demand for multifamily townhome housing in the Fitchburg area. It will be located on an approximately 6.1 acre site northeast of the intersection of Lacy Road and South Seminole Highway and north of future Minong Lane.

Surrounding Context

The project site is surrounded by the future Blackhawk Church site to the north, future single family housing to the east, future multi-family townhomes to the south and planned business district to the west across S. Seminole Highway. A high power overhead ATC line runs north-south within an easement along the east property line.

Existing Topography & Wetlands

The project site has a minimal change in elevation of about 6 feet from northeast to southwest. At the time of development, a regional stormwater basin will be constructed south of the site that will include a culvert to drain the site in the southwest corner.

There are no wetlands within the boundary of the parcel.

Existing Vegetation

The project site is currently in agricultural production.

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RATIONALE FOR A PLANNED DEVELOPMENT DISTRICT

We believe there is a need to take advantage of the option for Planned Development District Zoning for The Harvest at Stoner Prairie Fiduciary Real Estate Development project in order to accomplish the goals of providing a quality development with an urban feel surrounded by a central common green.

Current Zoning: Rural Density District (R-R)

Possible Rezone: High Density District (R-H)

Proposed Rezone: Planned Development District (PDD)

To accomplish the stated development goals, we reference the City's Ordinance for Medium Density District with the following reasons they do and do not fit with the planned development goals. Deviations to the standards are shown in **bold**:

- **Section 22-144 – Permitted Uses (3): Permits up to 8 units per building. While we realize dwelling structures having greater than eight dwelling units are allowed as a Conditional Use (per 22-145(6)), we desire the long-term stability afforded under a permanent zoning classification.**
- **Section 22-146 – Dimensional Standards (1): Does not allow more than two multiple family dwelling unit structures per lot. We are proposing three multiple family dwelling unit structures on one lot. To make this an integrated, vibrant community, we must have the design flexibility afforded in the PDD zoning for the drives, parking lots, open space and walking connections between buildings.**
- **Section 22-146 – Dimensional Standards (2) b: Each dwelling unit type shall provide the following minimum lot areas: 1 bedroom, 2,200 square feet; 2 bedrooms, 2,400 square feet; 3 bedrooms, 2,700 square feet. The conceptual floor plans include 114 1 bedroom and 64 two bedroom apartments. Therefore the per unit lot area required would be 404,400 square feet for the entire development. The lot area is 266,769 square feet or approximately 1,500 square feet per bedroom. This increased density is required to provide the desired urban feel.**
- **Section 22-146 – Dimensional Standards (2) c: Restricts lot size to a maximum of 90,000 square feet. We are purchasing one developable lot for this project with an area of 266,769 square feet, or approximately 6.12 acres.**
- Section 22-146 – Dimensional Standards (3): Restricts lot width to a minimum of 80 feet. This development meets this requirement. The lot width at Seminole Highway is 395 feet.
- **Section 22-146 – Dimensional Standards (4): Sets the minimum front setback at 30 feet. In order to keep with our desire to provide a more urban feel to multi-family residential developments, we proposed a minimum 20 foot setback.**
- Section 22-146 – Dimensional Standards (5): Sets the minimum side setback at 10 feet. This development meets this requirement providing a minimum of 100 feet setback from the adjacent development to the east.

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- **Section 22-146 – Dimensional Standards (6): Sets the minimum street side setback at 25 feet. In order to keep with our desire to provide a more urban feel to multi-family residential developments, we proposed a minimum 20 foot setback.**
- **Section 22-146 – Dimensional Standards (7): Sets the minimum rear setback at 25 feet. In order to keep with our desire to provide a more urban feel to multi-family residential developments, but still maintain a width wide enough for a potential public bike path easement to serve both the development and the larger region, we proposed a minimum 20 foot setback.**
- **Section 22-146 – Dimensional Standards (8): Restricts the maximum building height to 45 feet. We are planning 3-stories of residential with connected parking for each unit. Although we have not yet developed the architectural building elevation, given the site topography and the need to work with the land, the maximum building height may be exceeded.**

In addition to the City's Ordinance, we reference the North Stoner Prairie Neighborhood Plan with the following reasons the development fits with the planned development goals:

North Stoner Prairie Neighborhood Plans page 11:

Residential

The plan proposes a mixture of low-density residential development (at a maximum density of 3 dwelling units per acre) east of the existing ATC utility easement and low density or medium density residential development (at a maximum density of 6 dwelling units per acre), along with approximately 6 acres of high density residential, between Seminole Highway and the ATC utility easement. Altogether, the plan anticipates approximately 52 acres (up to 112 units) of low-density residential and approximately 25 acres of medium density residential. The number of dwelling units in the HDR area is to be determined during the Zoning Approvals at a minimum of 9 dwelling units per acre.

North Stoner Prairie Neighborhood Plans page 99:

High Density Residential Land Use: Area 10

Approximately 6 acres of High Density Residential development is proposed along the east side of Seminole Highway. Zoning for the area would likely conform to R-H or PDD zoning. The character of this development should recognize the setting on Seminole Highway and not be oriented toward the road. Neighborhood design should also consider the utility easement that traverses the neighborhood from north to south at the eastern edge of Area 10. As an alternative to the high density development, all or parts of the area designated high density may also be developed as medium density residential.

This development meets this standard by providing an internal roadway that does not have a Seminole Highway Connection and hiding the parking and driveways with buildings massed to the outside of the lot. The development proposes a density of 31.7 du per acre. This is intended to make up for lost density and associated tax revenue from the 9.95 acre Blackhawk Church property which was also part of the 5-6 du per acre land area. Together, the land area is 16.07 acres, giving a per unit density of 12.1 du per acre.

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ECONOMIC & SOCIAL IMPACTS

We believe that this project will have positive economic & social impacts on the area.

Property Values and Tax Revenue

At total completion, it is estimated that this project would have a total value of approximately \$30,000,000. At this value, using the City's 2016 property tax rate the following tax receipts to the community could be realized annually:

State of Wisconsin (0.02%):	\$6,000
Dane County (0.32%):	\$96,000
City of Fitchburg (0.85%):	\$255,000
Verona School District (1.0%):	\$300,000
<u>Madison Area Tech. College (0.10%):</u>	<u>\$30,000</u>
Total Projected Annual Property Tax:	\$687,000

In addition to the value of this specific project, the surrounding properties could realize an increase in values because of this project - thus creating additional tax revenues.

Impact Fees

This project should generate the following estimated Impact Fees to the City (2017 fees listed):

Park Improvement Fee	194 units x \$155 =	\$30,070
Park Dedication Fee	194 units x \$4,330 =	\$840,020
Park Street Frontage Fee	$((194 * 2900)^{1/2}) * 0.13 * \360	\$35,103
Fire Protection Fee	(120) 1BR x \$311 =	\$37,320
	(70) 2BR x \$466 =	\$32,620
<u>Water Impact Fee:</u>	<u>194 units x \$1166 =</u>	<u>\$226,204</u>
Total Projected Impact Fees:		\$1,201,337

Social Impacts

Although social impacts cannot be predicted or quantified, we believe that this project will also have a positive social impact on the area.

- The addition of this quality residential community should improve the perceived image of the immediate area.

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- The addition of this quality residential community will help to keep existing residents in Fitchburg and bring new residents into Fitchburg.
- The addition of this quality residential community could serve as a catalyst for other uses - such as retail & commercial - to locate in the immediate area.
- The addition of this quality residential community could serve as an example for future development - creating higher standards in design & living amenities.

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SITE DESIGN & GENERAL INFORMATION

The Masterplan of The Harvest at Stoner Prairie – Fiduciary Real Estate Development has been thoughtfully designed to address numerous site challenges including the existing topography and project identity.

Masterplan Design Highlights:

- The buildings are located & orientated to address the Seminole Highway and future Minong Lane street edge and to help define the public realm.
- Surface parking is kept to the interior of the site to reduce its visual impact from the public streets.
- Central open space courtyard has been created to emphasize community space and outdoor recreation.
- Pedestrian pathways not only connect the site internally, but also connect the project site with adjacent parcels and public bike path.

Off Street Parking:

The City's typical parking requirements require two parking stalls per residential dwelling unit. We see this as a luxury and modern amenity but not a requirement, particularly with easy access to public bike facilities. Therefore our unit design incorporates underground parking with one dedicated stall for each unit and a second surface parking stall for every two units and guests.

Off-Street Bicycle Parking:

In addition to off-street vehicular parking, we are proposing tenants take advantage of the underground garage for use as short and long-term bicycle storage.

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ENVIRONMENTAL BENEFITS OF PLANNED DEVELOPMENT ZONING

The Environmental Benefits of using Planned Development District Zoning for this project come from the greater flexibility in both density & zoning standards that is allowed under PDD Zoning than would be allowed under the City's High Density Residential Zoning.

Reduction of Sprawl

Because of PDD Zoning, a more dense building coverage oriented on the outside of the lot allows for larger shared open space. Therefore, this development can help meet the increasing need for residential units at the highest allowed density while providing an attractive lot with a parkland feel that would otherwise be required under the City's High Density Residential Zoning.

Less Impervious Surface Area

Because of PDD Zoning, there is greater flexibility in the amount of vehicular parking that must be provided on site. In our Development Team's experience, the parking requirements of the City's High Density Residential Zoning District are excessive for this project - and would result in more impervious surface area across the site than what our plan proposes. Utilizing PDD Zoning for this project will decrease run-off and allow additional landscaped areas.

Enhanced Public Realm

With PDD Zoning, the site can be designed to enhance the character and visual aesthetics of the public realm. Under PDD Zoning, the buildings can be located & orientated to address the street edge and to help define the public realm. This also provides additional land area behind the buildings - so surface parking can be kept to the interior of the site and reduce its visual impact on the public streets except for the grand entry from Minong Lane which features the large courtyard greenspace.

CONCEPT DATA

6.0 ACRES = 32.33 U/A

BLDG.	BUILDING USE	RESIDENTIAL UNITS							PARKING PROVIDED				
		ST.	1BR	1BR+	2BR	3BR	TOTAL	BEDS	COVERED	SURFACE	STREET	TOTAL	RATIO
A	APARTMENTS	2	52	0	34	0	88	122	88	39	9	136	1.11 / BR
B1	APARTMENTS	1	34	0	18	0	53	71	55	25	0	80	1.13 / BR
B2	APARTMENTS	1	34	0	18	0	53	71	55	15	10	80	1.13 / BR
TOTALS		4	120	0	70	0	194	264	198	79	19	296	1.12 / BR
		2%	62%	0%	36%	0%							1.53 / U

