



June 22, 2021

Ms. Sonja Kruesel, City Planner/Zoning Administrator
City of Fitchburg

VIA email: sonja.kruesel@fitchburgwi.gov; lisa.mcnabola@fitchburgwi.gov

RE: Concept Plan - ANDEV Group's Proposed Senior Assisted Living Community

Dear Ms. Kruesel,

Enclosed, for your review and consideration, please find the Concept Plan materials for the above-referenced development proposal. We look forward to discussing the Concept Plan for the proposed senior housing development further with staff and the Plan Commission at their July 20 meeting.

Over the course of the last several months, Andev Group has worked collaboratively with local realtors and landowners, and city staff in an effort to identify an appropriate site for the proposed development. Several sites in various areas of the city were considered but were ultimately rejected based on feedback that we received from the city related to location, proximity to city services and amenities, as well as site context. So, it is with great pleasure that we are excited to be presenting the enclosed conceptual development plan to the city!

Overall, we anticipate the land use entitlement process for the proposed development to include:

- A two-step rezoning from R-M to PDD, including GIP and SIP, and
- In addition, an exception to the state statutes State Statute 62.23(7)(i), which specifies the requirements for siting of Community Living Arrangements such as we propose. One of the requirements is that the total capacity of Community Living Arrangements shall not exceed 25 or one percent of the Aldermanic district, whichever is greater. The second factor addressed in the statute restricts new facilities from being located within 2,500 feet of an existing one. We understand that the city may elect to make an exception to the state statute for both of the described conditions at its discretion. Therefore, a formal request for an exception to State Statute 62.23(7)(i) will be requested in conjunction with the GIP application.

Development Team Introduction

ANDEV Group, LLC is a Midwest developer of senior housing, having developed multiple sites located in Wisconsin and Illinois. Encore Management and Development, one of Wisconsin's largest and most successful senior living operators, will serve as a development partner and manager of the proposed senior housing facilities.

Project Site Location, Zoning, and Comprehensive Plan Future Land Use Recommendation

Andev is the contract purchaser of two parcels of land located at the southwest corner of the intersection of Chapel Valley Road and Wilshire Drive, adjacent to the city's McKee Farms Park, which is



located just east of the project site. Together both parcels total approximately 5.7-acres. The project site is bifurcated by a city-owned outlot that provides access to the park, as well as city utilities.

The northern parcel is approximately 130,961-square-feet and the southern parcel is roughly 113,541-square-feet. The property at this location is currently undeveloped land.

Overall, the project site context is primarily residential in nature, including single-family residential, as well as duplex units that are part of the Chapel Valley subdivision and Remington Park condominiums respectively to the west of the project site. We also understand that there are two licensed CBRF facilities in the City of Fitchburg, located northwest of the project site along Chapel Valley Road.

As noted in the City's adopted 2030 Comprehensive Plan (the "Plan"), the site is recommended for High-Density Residential (HDR) land uses. The Plan notes that uses including, but not limited to townhouses, buildings greater than 2 units with individual exterior entrances, and all forms of apartment buildings are included in this category along with churches, educational facilities, utilities, governmental facilities, and correctional facilities as being appropriate land uses within the HDR land use category. The Plan further identifies target development densities as those over 9 housing units/acre as and notes that PDD zoning as being an appropriate zone district within the HDR land use category.

The project site is zoned R-M, medium-density residential, which we will be requesting to rezone as a PD with use approval for an assisted living and memory care facility. The site is surrounded by zoning types: PD to the north, P-R to the east, P-R to the south, and PD to the west.

Conceptual Development Plan Summary

The goal of the proposed Concept Plan is to create a unique senior housing development that is both complementary to and that fits within the context of the surrounding neighborhoods. Notably, the proposed Concept Plan is assembled as follows:

- Land Use. Two separate types of housing, specifically designed for and restricted to residents over the age of 55. The two-story northern building will house assisted living residents with 72 studio and one-bedroom units. The southern lot will be improved with a single-story 36-unit memory care community. Both buildings will be licensed as Community Based Residential Facilities ("CBRF") under Wisconsin statutes. Both buildings will complement each other architecturally in residential style to integrate with the existing neighborhood.

Building Orientation, Mass, and Scale.

- Although the primary entrance and main orientation of both buildings are toward Wilshire Drive, the rear or park side of the buildings are equally important. Therefore, the building is designed equally to embrace both front and rear.
- As both sites are relatively long and narrow, the buildings themselves are also relatively long and narrow. In order to break up the appearance of a long and mundane building, the linearity is broken down by segmenting the building into multiple pieces through the use of offsets in the exterior walls. These offsets also create multiple roof lines, which in turn reduces the visual linearity of the roof. In addition, the roof lines are broken vertically by varying eave heights to create more visual interest.

- Building height is held at one to two stories in order to relate to the adjacent neighborhood.
- The existing neighborhood includes an eclectic collection of suburban residential homes, condominiums, apartments and assisted living buildings without a singular design style. Our building will include residential elements such as hip roofs, architectural asphalt shingles, transom windows, horizontal siding, and brick detailing that will relate to the neighborhood.
- The design will also incorporate the horizontal lines, earthy tones and landscape elements of Prairie Style to embrace the natural setting of this site. Thus, creating a balance between the adjoining neighborhood, as well as the park setting to the east.

Site Circulation and Parking.

As shown on the conceptual site plan, two access points will be provided on each site, which will allow for ease of circulation of staff, visitors and service vehicles. Most parking has been oriented towards the buildings to limit headlight intrusion/glare to adjacent properties to the west. In addition, it is our intent to include a robust landscape screen along Wilshire Drive to screen surface parking areas.

Off-street parking will be provided adequate to accommodate the facility's staff and visitors. Residents are not permitted to have private vehicles. Transportation is provided by the operator by van or bus. Visitation is typically light, with an increase on certain holidays or special events. The day shift is the maximum staffed shift and includes approximately 40 employees. Shifts will most likely operate on a 7-3, 3-11, and 11-7, 24-hour rotation.

- A designated loading area is located on each parcel for delivery vehicles. The loading areas will be heavily landscape screened from the street.
- In addition, a multipurpose path, meeting fire department requirements, will be provided around the rear of each building to ensure fire safety requirements are met.

Open Space and Site Amenities.

- The site landscaping will be professionally designed to complement the building style, provide screening where necessary, and provide visual interest to the neighborhood.
- Multiple patios and courtyards will be provided for resident use on the rear of the building so residents can engage with the outdoors.
- The Multipurpose pathway around the rear of the building will give residents the opportunity for exercise and movement around the site.
- The possibility may also exist, if desired by the city, to add an asphalt path within the city outlot, to connect the Wilshire sidewalk to the McKee Park paths.

Overall, based on the proposed residential use, site access and circulation, and landscaping features, we believe the impact on neighboring parcels will be minimal.

Justification for PDD Zoning

Planned Development zoning is typically utilized to allow for flexibility in the development standards in exchange for an enhanced design aesthetic or community benefit. Generally, the applicable Planned Development criteria for approval as noted in the City's Zoning Code speaks to encouraging development that not only provides a community benefit, but that is also designed with sensitivity to the existing character, ensuring compatibility between land uses and intensity, including mass and scale, and in protecting natural features; providing a "*higher level of design and amenity.*"

Factors contributing to the rezoning request for Planned Development zoning include:

- Conventional zoning in Fitchburg is not possible. Within the City of Fitchburg, the only zoning district that permits higher density multi-family residential development is the High Density, R-H zoning district. The maximum lot area for that district is 90,000 square feet; both project sites are in excess of that standard. In addition, the existing zoning does not permit the required densities to make the project viable.
- Smart Code in Fitchburg is not possible. The minimum lot area required is 40 acres, a standard that neither project site meets; and
- Sensitivity to surrounding existing development. The proposed development will be consistent in both materials and mass and scale to the surrounding residential development. Landscape buffers will be incorporated to provide adequate screening for parking areas.
- Providing community benefit. Additional senior housing located within the city will provide a community benefit, as well as ensuring the long-time community residents can remain in their communities as they age.

Consistency with the City's Comprehensive Plan

As noted in the City's adopted Comprehensive Plan, there is a perceived need for additional senior housing facilities within proximity to services. As such, the proposed development is generally consistent with the following comprehensive plan goals and objectives related to housing, including:

- Site location in proximity to services and amenities, including McKee Farm Park and commercial services.
- The overall general land use recommendation for High-Density Residential development.
- Promote the development of housing to meet forecasted needs.
- Promote a variety of housing options within neighborhoods, including those that provide for diversity in cost, tenure, and type.
- Encourage compact neighborhood and development patterns.
- Promote residential development in areas with existing infrastructure and sewer prior to promoting growth at the periphery where new utility and service expansion is needed.

Neighborhood Outreach

On May 13, 2021, Andev's development team met with members of the neighborhood surrounding the proposed project. The site plan shown at that meeting depicted the two buildings in more or less their current size and orientation; however, at that time, the southern building was proposed to be a two-



story independent “active-adult” apartment building with no services. *Since that time, Andev has re-imagined the use of the south lot into a 36-unit single-story memory care community. This shift has responded to the neighbor’s expressed desire to keep the height of the project as low as possible and to integrate with the neighborhood.* This will have the added benefit to the neighbors of eliminating resident’s use of or access to private automobiles, thus further reducing the already low traffic impact that this type of facility produces.

At and since the neighborhood meeting several nearby residents expressed concerns that they had relating to the following:

- Stormwater handling and control.
- Parking on local streets.
- Sanitary sewer capacity.
- Business activity on the site.
- Impact on property valuation.
- Other senior housing located in the area.

We are prepared to address each and every question and issue that has been raised and those that may be asked in the plan commission hearings. For example:

- We have engaged the local firm of JSD Engineering to professionally ensure that stormwater requirements will be met and engineered to the requirements of the City Engineer and Dane County.
- We have confirmed with the City’s Engineering Department that sufficient capacity exists in the city’s sanitary sewer system to accommodate all of the needs of the proposed development.
- While for our company this is a business, for all intents and purposes within the neighborhood it is just a quiet residential neighborhood of its own. There are no noises or odors caused by the operation of the facility that would be out of character for any of the homes in the neighborhood.
- We intend to show, through the production of witness testimony from a local realtor, that in a case such as ours, a high-quality, private, well-run senior housing community not only does not negatively impact home sale prices but can actually act to enhance them by the positive liveability impact on the entire city. Further, the average private pay rents charged in the facility, are about \$4,000 to \$8,000 per month and are priced to ensure that proper maintenance, upkeep, and services are enforced continuously.

As residents of the memory care units are cognitively impaired and may pose a wandering risk, that building is a “secure” facility. Exterior courtyards are fenced and building exiting is controlled. Residents needing to go off-site are supervised. Fire exits are controlled through the use of code-approved delayed egress devices.

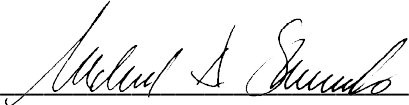
We look forward to the opportunity to work with the City of Fitchburg and to hopefully add a premier, quality community for Fitchburg’s senior housing community that enhances the city’s liveability. We are available at your convenience to expand upon, or to answer any questions about our proposal.



Thank you for your time and consideration.

Very truly yours,

ANDEV Group, LLC

By: 
Michael D. Samuels, General Counsel

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