

THE HARVEST AT STONER PRAIRIE

FITCHBURG, WISCONSIN

EHLERS DEVELOPMENT



PRE-APPLICATION PROJECT INFORMATION

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PROJECT TEAM:

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PROJECT LOCATION & GENERAL DESCRIPTION

The Harvest at Stoner Prairie 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 10.7 acre site northeast of the intersection of Lacy Road and South Seminole Highway and south of future Minong Lane.

Surrounding Context

The project site is surrounded by future multi-family apartments to the north, future single family housing to the east, a potential public Outlot for stormwater management treatment to the south and planned business district to the west across S. Seminole Highway. Further south across Lacy Road is agricultural lands, currently unplanned. A high power overhead electric (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 10 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.

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 project in order to accomplish the goals of providing a quality development with external lot density and a large shared open courtyard space desired.

Current Zoning: Rural Density District (R-R)

Possible Rezone: Medium Density District (R-L, R-LM or R-M Zoning)

Proposed Rezone: Planned Development District (PDD)

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

DIVISION 2. - R-L LOW DENSITY DISTRICT

Sec. 22-55. - Permitted uses.

Sec. 22-58. - Dimensional standards.

DIVISION 3. - R-LM LOW TO MEDIUM DENSITY DISTRICT

Sec. 22-90. - Permitted uses.

Sec. 22-92. - Dimensional standards.

DIVISION 4. - R-M MEDIUM DENSITY DISTRICT

Sec. 22-113. - Permitted uses.

Sec. 22-115. - Dimensional standards.

- **Section 22-55; 22-90; 22-113 – Permitted Uses (1): Residential occupancy of a single-family detached dwelling unit structure; Residential occupancy of a single-family detached dwelling unit structure; Residential occupancy of a two-family attached dwelling unit structure. This development does not meet this requirement. The development will have four units per building.**
- **Section 22-58; 22-92; 22-115 – Dimensional Standards: The Dimensional Standards for the respective Possible Rezone Options do not allow for the lot size, dimensions or setbacks for the proposed development. 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.**

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:

- **Section VII. – Plan Recommendations (Summary of Recommendations – Land Use) L4: Promote medium-density residential, or as an alternative low density residential uses along the east side of Seminole Highway at a density of up to 5-6 du per acre. The character of this development should recognize the setting on Seminole Highway and be oriented toward interior roads. Access to Seminole Highway will be limited. This development meets this standard by providing an internal roadway that does not have a Seminole Highway Connection, facing the front of the outside buildings towards Seminole Highway and Lacy Road, and having a density of 6 du per acre (5.96 du per acre)**

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 \$21,500.00. 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%):	\$4,300
Dane County (0.32%)	\$68,800
City of Fitchburg (0.85%):	\$182,750
Verona School District (1.0%):	\$215,000
<u>Madison Area Tech. College (0.10%):</u>	<u>\$21,500</u>
Total Projected Annual Property Tax:	\$492,350

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	80 units x \$155 =	\$12,400
Park Dedication Fee	80 units x \$4,330 =	\$364,400
Park Street Frontage Fee	$((80 \times 2900)^{1/2}) \times 0.13 \times \$360 =$	\$22,542
Fire Protection Fee	(80) 2BR x \$466 =	\$37,280
<u>Water Impact Fee:</u>	<u>80 units x \$1166 =</u>	<u>\$93,280</u>
Total Projected Impact Fees:		\$529,902

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 will help to keep existing residents in Fitchburg and offer an “Ownership Opportunity” for current renters who want to become home owners.
- This development is part of a Master Plan Community that will allow condo owners the opportunity to walk to work, school and church.

- There is a large demand for “condos to purchase” in the City of Fitchburg with very few ownership opportunities available. Many other condo developments are owned by a single entity and rented to families instead of allowing opportunities for ownership.
- Current design offers potential for a pocket park with pedestrian paths connecting to local bike trails and schools.

SITE DESIGN & GENERAL INFORMATION

The Masterplan of The Harvest at Stoner Prairie 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 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.
- Large central open space courtyard has been created to emphasize community space and outdoor recreation.
- The entry is centered on the courtyard giving the public and owners the feeling of open space.
- 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 we'd like to offer our tenants, therefore our unit design incorporates a one-car attached garage for each unit and a 24-foot long drive for a second car. Additionally, we include off-street parking for guests as well.

Off-Street Bicycle Parking:

In addition to off-street vehicular parking, we are proposing tenants take advantage of their spacious attached garage for use as short and long-term bicycle storage. As these units are to be purchased by the tenant, it is left to the decision of each tenant whether they'd like to install wall mount or ceiling mount bike hooks.

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

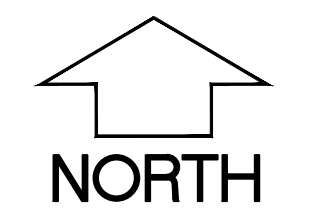
Because of PDD Zoning, a more dense building coverage oriented on the outside of the lot allows for larger shared open space. Therefore, this development can help meet the increasing need for residential units at the highest allowed density while providing an attractive lot with a parkland feel that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



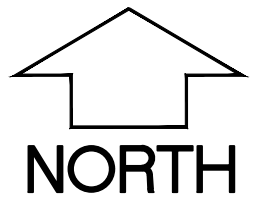
0' 75' 150' 225'
1"=150' ON 22X34
1"=300' ON 11X17



MINONG LANE
(PUBLIC IMPROVEMENT TO BE
COMPLETED PRIOR TO DEVELOPMENT)

SEMINOLE HIGHWAY

**REGIONAL
STORMWATER**
(PUBLIC IMPROVEMENT TO BE
COMPLETED PRIOR TO DEVELOPMENT
- OR - PRIVATE OUTLOT)



NORTH

0' 25' 50' 75'
1"=50' ON 22X34
1"=100' ON 11X17

EXHIBIT B

CONCEPTUAL MASTERPLAN