



City of Fitchburg
Planning/Zoning Department
5520 Lacy Road
Fitchburg, WI 53711
(608-270-4200)

LAND DIVISION APPLICATION

The undersigned owner, or owner's authorized agent, of property herein described hereby submits ten (10) copies of the attached maps, one (1) copy no larger than 11" x 17", and one (1) pdf document of the complete submittal (planning@fitchburgwi.gov) for approval under the rules and requirements of the Fitchburg Land Division Ordinance.

1. **Type of Action Requested:**
- ☐ Certified Survey Map Approval
 - ☐ Preliminary Plat Approval
 - ☐ Final Plat Approval
 - ☐ Replat
 - ☒ Comprehensive Development Plan Approval

2. **Proposed Land Use** (Check all that Apply):

- ☐ Single Family Residential
- ☐ Two-Family Residential
- ☒ Multi-Family Residential
- ☒ Commercial/Industrial

3. **No. of Parcels Proposed:** 2

4. **No. Of Buildable Lots Proposed:** 2

5. **Zoning District:** B-H (Highway Business)

6. **Current Owner of Property:** Orchard Pointe Development Company Inc.

Address: 3003 Kapec Road, Madison, WI 53744

Phone No: 608-275-7633

7. **Contact Person:** Robert M. Shea

Email: robertmshea@wingraredimix.com

Address: 3003 Kapec Road, Madison, WI 53744

Phone No: 608-275-7633

8. **Submission of legal description** in electronic format (MS Word or plain text) by email to: planning@fitchburgwi.gov
Pursuant to Section 24-2 (4) of the Fitchburg Land Division Ordinance, all Land Divisions shall be consistent with the currently adopted City of Fitchburg Comprehensive Plan.

Respectfully Submitted By: Robert M. Shea

Owner's or Authorized Agent's Signature

Robert M. Shea, President

Print Owner's or Authorized Agent's Name

PLEASE NOTE - Applicants shall be responsible for legal or outside consultant costs incurred by the City. Submissions shall be made at least four (4) weeks prior to desired plan commission meeting.

For City Use Only: **Date Received:** _____

Ordinance Section No. _____ **Fee Paid:** _____

Permit Request No. _____

Orchard Pointe Comprehensive Development Plan

Amendment Fourteen

Lot 12 Land Use

INTRODUCTION

The Orchard Pointe Comprehensive Development Plan (“CDP”) was adopted by the City of Fitchburg (“City”) in April 2006 after extensive public review and discussion. The CDP established the framework for the commercial development of approximately 120 acres in the area located in the southwest quadrant of the McKee Road and Verona Road intersection.

The CDP addressed various development issues and established parameters for land use, zoning, public improvement, architectural character, traffic circulation, stormwater management and open space preservation.

During the course of discussion on the CDP, the City and the property owners recognized that the scope of development in this area would need to be dynamic and responsive to market changes, consumer expectations and regulatory goals. The CDP further highlighted that uses within the CDP Planning Area were intended to complement each other, rather than compete with one another. To meet its intended purpose as the framework for managing the development within Orchard Pointe, it was agreed that reasonable amendments to the CDP would be necessary.

This proposal is the fourteenth amendment of the CDP and focuses on Lot 12 of the Orchard Pointe Plat (“Lot 12”).

ORCHARD POINTE CHRONOLOGY

2002 through 2006	General Planning
April 2006	Orchard Pointe Comprehensive Development Plan approved.
July 2006	Rezoning of Orchard Pointe approved (Ord # 2006-O-17 and Ord # 2006 O-18).
September	Super Target Store site plan and land division approved
January 2007	CDP Amendment One — relating to lands east of Fitchrona Road, the re-alignment of Hardrock Road (Orchard Point II Preliminary Plat), and the Rezoning of McKee Road frontage east from Fitchrona Road (Ord # 2007-O-05).

January 2008	CDP Amendment Two— Relating to uses and open space for Phase One of the Shoppes at Orchard Pointe.
July 2008	CDP Amendment Three — Relating to uses and open space for Phase Two of the Shoppes at Orchard Pointe.
September 2008	CDP Amendment Four — Relating to the gross floor area permitted on Lot 1 of CSM 11969 (UW Credit Union).
December 2008	CDP Amendment Five — Relating to the uses and development of The Shoppes at Orchard Pointe (Lot 3) and amendment of the land uses allowed on Lot 8.
October 2009	CDP Amendment Six — Relating to the uses and development of Lots 3, 4, 6, and 8.
March 2011	CDP Amendment Seven — Relating to zoning and conditional uses on Lot 6 and revising the site plan pertaining to Lots 3, 4, and 6.
July 2011-March 2012	CDP Amendment Eight — Relating to changing the land use on Lot 1 from restaurant to a bank with drive-thru lanes and specialty retail center uses. This proposed amendment was denied by the City Plan Commission in order to maintain the opportunity for a restaurant use to be developed.
Fall 2011	CDP Amendment Nine — Relating to developing the Hy-Vee Grocery Store on Lot 5.
Fall 2012-April 2013	CDP Amendment Ten — Relating to revising the permitted use on Lot 1 to allow Specialty Retail Center in place of the single restaurant use restriction.
July 2013	CDP Amendment Eleven — Relating to increasing permitted residential densities to enable the development of an apartment complex on Lot 14.
January 2016	CDP Amendment Twelve — Relating to revising the uses permitted on Lot 9 to allow the development of the Staybridge Suites Hotel.
June 2017	CDP Amendment Thirteen — Relating to revising the use and gross floor area permitted on Lot 8 to allow for the development of a Freshii restaurant and buildout of additional retail space.

BACKGROUND

While the initial CDP planned for the potential development of Lot 12 for commercial uses, the inclusion of residential uses into the Orchard Pointe project has always been a requirement for qualification of the TID district as a mixed use project. Accordingly, Lot 10 of Orchard Pointe (located at the intersection of Fitchrona Road and Limestone Lane, directly across from Lot 12) and Lot 14 of Orchard Pointe (located south of Lot 12 along Fitchrona Road) were designated as mixed use sites to accommodate commercial and residential uses.

Related to the residential component the Orchard Pointe development established two recreational sites totaling 2.65 acres – one site adjoins an existing 7.6 acre City of Madison Neighborhood Park (located directly south of Lot 12 and accessible via the Fitchrona Road bike path connector to Bradbury Road in Madison) and the other is a passive park site preserving a portion of the former quarry face along the south boundary of Lot 10 (also accessible from Fitchrona Road). Both such sites would be easily accessible for any persons residing on Lot 12.

To date, there has been no private investor interest in the development of a commercial project on Lot 12 despite the property owner's continued efforts to attract such interest.

At the request of Orchard Pointe Development Company Inc., on October 16, 2018, the Plan Commission recommended by a unanimous vote an amendment to the Comprehensive Plan to permit the use of Lot 12 for high-density residential purposes. The recommended Comprehensive Plan amendment was adopted by Common Council via a unanimous vote on November 27, 2018 (Note: Since this amendment to the CDP is proposing a zoning change, the amendment of the Comprehensive Plan needed to be initiated as the first step in the process).

Since its inception, the Orchard Pointe development area has been able to remain relatively true to its original design/concept as a community commercial center while being responsive to dynamic business and market conditions. Elsewhere within the Orchard Pointe development area, land uses and businesses have changed and expanded consistent with existing zoning and the City has approved several changes to the original land use plan (and development standards) in order to support and expand business opportunities.

One noteworthy amendment to the CDP was the 2013 amendment approving the development of Lot 14 of Orchard Pointe for high-density residential purposes so as to permit the development of an 82 unit apartment complex.

DESCRIPTION

As part of its process for selecting the subject site, Cameron General Contractors ("Cameron") performed an in-depth proprietary market analysis of the area. This analysis revealed a significant need for senior independent housing options in the Fitchburg community.

Cameron proposes to change the CDP land use plan and zoning district designation for Lot 12 to permit the development of an independent living community for senior residents aged 55 years

and older on Lot 12, as depicted on the site plan included in this application. Cameron's proposed community will contain 130 dwelling units in a single, three-story building consisting of approximately 180,000 square feet. The community will be operated by Resort Lifestyle Communities, an affiliate of Cameron, and will provide numerous amenities for residents on an "all-inclusive" basis, such as a community dining room, theater room, fitness center and other recreation facilities, library, chapel, beauty salon, 24-hour concierge service, valet parking service and group transportation service. The aforementioned community model will be referred to hereinafter as a "Resort Lifestyle Community".

Cameron's proposed development will be compatible with adjacent and nearby uses and will mesh well in terms of both operation and architecture with the existing uses within Orchard Pointe. The proposed development will be an attractive addition to the Orchard Pointe development.

ZONING

Cameron's proposed development will require a re-zoning of Lot 12 from B-H (Highway Business) to Planned Development District with an approved use of High Density Residential on the site.

PUBLIC SERVICES

Cameron does not anticipate that the proposed development will place excessive strains on any public services. The proposed development would not burden local schools, as school-age children do not reside in Resort Lifestyle Communities. Cameron also does not foresee a significant increase in the use of emergency services as its market analysis and past experiences indicate that the majority of residents in the proposed development would relocate from addresses within eight miles of Lot 12; accordingly, these residents' emergency service usage would already be generated from their existing residences in Fitchburg. Furthermore, Resort Lifestyle Communities include numerous senior-friendly design features (e.g., shower seats, lower shelving height, prevalent grab bars) intended to minimize the occurrence of medical incidents and the presence of live-in managers at all Resort Lifestyle Communities has the effect of reducing unnecessary emergency-service calls.

TRAFFIC IMPACT

The original CDP (See Amendment 13) contemplated an 80,000 square-foot Home Improvement Store and 8,000 square feet of Specialty Retail on Lot 12. The projected trip generation for the original CDP was prepared based on the criteria set forth in the ITE Trip Generation Manual. The trip summary for these land uses is depicted in **Table 1**.

	Land Use Type	ITE Code	Size	Units	Trip Generation			
					Daily Rate	Daily Trips	PM Rate	PM Trips
OP-12 Under Previously Approved CDP (Amendment 13)	Home Improvement Store	862	80,000	SF	29.80	2,384	2.45	196
	Specialty Retail Center (small shops)	814	8,000	SF	44.32	355	2.71	22
	TOTAL				--	2,739	--	218

Table 1. Projected Trip Generation for the Original Lot 12 CDP Land Uses

The proposed traffic impact change to the CDP consists of replacing the Home Improvement Store (LU 862) with a Resort Lifestyle Community containing 130 dwelling units. ITE Land Use 252, Senior Adult Housing – Attached, was utilized to determine the projected trips for the proposed Resort Lifestyle Community. The projected trip generation for the new proposed CDP land use, based on ITE data for Senior Adult Housing – Attached, is depicted in **Table 2** and shows a significant reduction in daily trip generation when compared with the current projected trip generation depicted in **Table 1**, as detailed below.

	Land Use Type	ITE Code	Size	Units	Trip Generation			
					Daily Rate	Daily Trips	PM Rate	PM Trips
Proposed OP-12 Resort Lifestyle Communities (Rates from ITE Trip Generation, 10th Edition)	Senior Adult Housing - Attached	252	130	D.U.	3.70	481	0.26	34
	Specialty Retail Center (small shops)	814	8,000	SF	44.32	355	2.71	22
	TOTAL				--	836	--	56

Table 2. Projected Trip Generation for the Proposed Lot 12 CDP Land Uses

A Resort Lifestyle Community offers a broader range of in-house amenities than standard senior adult housing facilities, including full dining and concierge services. These amenities reduce the need to travel off-site, thereby reducing the external trip generation from the site. Therefore, a trip generation assessment was completed at two existing, fully occupied Resort Lifestyle Communities in order to determine average trip generation rates specifically for these communities. The trip generation assessment is included as an attachment to this application. The projected trip generation for the proposed Resort Lifestyle Community on Lot 12 based upon the rate from the attached trip generation assessment is depicted in **Table 3** and shows a further reduction in daily trip generation when compared with the project trip generation depicted in **Table 1** and **Table 2**, as detailed below.

	Land Use Type	ITE Code	Size	Units	Trip Generation			
					Daily Rate	Daily Trips	PM Rate	PM Trips
Proposed OP-12 Resort Lifestyle Communities (Rates from Trip Generation Assessment)	Resort Lifestyle Community	**	130	D.U.	2.84	369	0.20	26
	Specialty Retail Center (small shops)	814	8,000	SF	44.32	355	2.71	22
	TOTAL				--	724	--	48

** Trip Generation developed based on actual data and analysis specifically for this land use (see attached assessment).

Table 3. Projected Trip Generation for the Proposed Lot 12 CDP Land Uses

In order to determine the traffic impact from the proposed change to the CDP, it is necessary to compare the projected trips from the original CDP with the trips the proposed use is projected to generate. That comparison is depicted in **Table 4**, using the rate from the trip generation assessment depicted in **Table 3**.

Orchard Pointe Lot 12- Trip Generation Comparison								
	Land Use Type	ITE Code	Size	Units	Trip Generation			
					Daily Rate	Daily Trips	PM Rate	PM Trips
OP-12 Under Previously Approved CDP (Amendment 13)	Home Improvement Store	862 ⁽¹⁾	80,000	SF	29.80	2,384	2.45	196
	Specialty Retail Center (small shops)	814 ⁽¹⁾	8,000	SF	44.32	355	2.71	22
	TOTAL				--	2,739	--	218
Proposed OP-12 Resort Lifestyle Communities (Rates from Trip Generation Assessment)	Resort Lifestyle Community	N/A ⁽²⁾	130	D.U.	2.84	369	0.20	26
	Specialty Retail Center (small shops)	814 ⁽¹⁾	8,000	SF	44.32	355	2.71	22
	TOTAL				--	724	--	48
NET DIFFERENCE						-2,015		-170

Table 4. Original CDP vs. Proposed CDP Trip Generation Comparison

The trip generation analysis indicates that the proposed change to the CDP for Lot 12 is projected to generate 2,015 fewer daily trips and 170 fewer PM peak hour trips than the original CDP land use plan for Lot 12. The projected traffic is not expected to produce any noticeable impact to traffic operations on the adjoining street network.

PARKING

The original CDP proposed 386 parking stalls on Lot 12 – 360 for the Home Improvement Store and 26 for the Specialty Retail. The proposed change to the CDP involves replacing the Home Improvement Store with a Resort Lifestyle Community containing 130 dwelling units.

A parking demand and utilization assessment was performed to determine average parking utilization rates for two existing, fully occupied Resort Lifestyle Communities. The assessment is included as an attachment to this report and concluded that the average demand number of vehicles parked per unit at a fully occupied Resort Lifestyle Community is below 1.0 and should be estimated to be significantly lower, typically 0.63 to 0.74 occupied spaces per unit. The

proposed development on Lot 12 includes 150 parking spaces, or 1.15 occupied spaces per unit, which is well in excess of the requirement to meet demand.

The proposed change to the CDP includes 176 total parking spaces on Lot 12 – 150 for the Resort Lifestyle Community and 26 for the Specialty Retail use. This is a reduction of 210 spaces from the original CDP but is more than sufficient to meet minimum parking demand for the proposed uses on Lot 12, as demonstrated in the attached parking demand and utilization assessment and set forth above.

LANDSCAPING

All exterior landscape improvements shall meet the City's minimum required landscape standards and the CDP requirements. The attached plan contemplates the following:

- Street Canopy Trees
 - +/- 6 – 2" Cal. (Min.) Street Trees @ +/- 80' O.C.
 - +/- 477 LF of road frontage
- Parking Lot Canopy Trees
 - +/- 17 – 2.5" Cal. (Min.) at collar at planting
 - Single parking rows - "peninsula" islands applicable if +/- 87 SF minimum
 - Double-sided parking rows – applicable if +/- 175 SF minimum
 - Internal islands – applicable if +/- 25 SF minimum (5'x5' diamond exclusive of curb)
- Parking Island Planting
 - +/- 6,500 SF not to include the Parking Lot Canopy Tree requirements
 - Vegetative ground cover, bark or stone ground cover, or decorative metal grate shall be placed within each parking island
- Perimeter Parking Screening
 - Applicable to the edge of parking lots that are adjacent to public ROWs
 - +/- 100 Deciduous and/or Evergreen Shrubs, 3' Ht. (Min.) with minimum 40-50% Opacity
 - Shrubs to be placed 2' off of sidewalks and walkways
- Foundation
 - Main Building
 - Applicable where the lowest 36" of an exposed building façade is visible from the R.O.W.

- 3' minimum landscape bed around exterior of foundation
 - Planting beds will have a minimum total length (in aggregate) equal to 33% of the façade length
 - +/- 180 Evergreen shrubs
- Garages
 - Applicable where the lowest 36" of an exposed building façade is visible from the R.O.W.
 - 3' minimum landscape bed around exterior of foundation
 - Planting beds will have a minimum total length (in aggregate) equal to 33% of the façade length
 - +/- 50 Trees & Shrubs
- Topsoil and Amendments
 - All imported topsoil shall be screened to remove sticks, roots, stones and other deleterious material.
 - All planting soils shall be a mix of topsoil, pine soil conditioner and Pro -Grow soil mix. All plants shall have *Horticultural Alliance; Die Hard Transplant* installed during installation.
- Seeding and sodding
 - All disturbed areas shall be sodded with native turf
 - All existing turf areas adjacent to proposed limits of work shall be overseeded with a native turf type seed at an application rate of 8lbs per 1,000 SF.

STORM WATER MANAGEMENT

1. Peak discharge and water quality

In accordance with the Orchard Pointe Stormwater Management Plan for Parcels 100, 300, 2000 and Fitchrona Road, prepared by Montgomery Associates, dated October 2006 (the "Stormwater Management Plan"), the existing regional pond located southeast of Fitchrona Road, provides peak discharge and water quality treatment for Parcel 300 (which is the majority of Lot 12 today, the area east of the western 50' wide private open space easement). For the subject parcel (Parcel 300), the site was modeled as 74% impervious. As long as the proposed site has an impervious ratio not in excess of 74%, it does not need any additional treatment for peak discharge or water quality. Parcel 300's impervious ratio based on the development of Lot 12 as

set forth in the attached plans, excluding the western 50' wide private open space easement, would be approximately 0.41%. Therefore the storm runoff from Lot 12 can be discharged directly into the Fitchrona Road storm system and ultimately into the existing regional pond located southeast of Fitchrona Road.

2. Infiltration

According to the Stormwater Management Plan, Parcel 300 will still need to provide an infiltration system for the proposed roof runoff, without pretreatment, and the proposed surface infiltration system would need to have an area of 0.13 acres. Currently the site plan proposes a 0.13 acre infiltration area just southwest of the main entrance. The overflow from the infiltration facility is anticipated to flow directly into the Fitchrona Road drainage system and ultimately into the regional pond.

ELEVATIONS/BUILDING MATERIALS

The Resort Lifestyle Community building design consists of two wings comprised of resident living suites situated around a community area at the center of the building. A portion of the living suites offer covered porches. Each Resort Lifestyle Community layout is customized to fit the site's topography and the building exterior is designed to match the surrounding neighborhoods with respect to both building materials and color.

The exterior elevations have a nice mix of brick, cast stone, and cement siding with decorative horizontal and vertical banding that tie together the composition. The architectural design incorporates many Craftsman design characteristics such as wide contrasting trim, decorative outriggers on the gabled roof ends and decorative columns at the covered porches with a strong masonry base that varies in height. All elements of Resort Lifestyle Community buildings are constructed using high quality materials so as to minimize maintenance and replacement costs.

LIGHTING

High efficiency LED lighting will be provided throughout the proposed Resort Lifestyle Community development on Lot 12. All light fixtures shall be chosen based on the overall building design and needs for the site, and any exterior light fixtures will be full cutoff and will meet Dark Sky Requirements. The maximum fixture height for pole-mounted parking lot light fixtures shall be 30 feet above grade. The monument sign for the development will be externally

illuminated using shielded, ground mounted LED flood lights. The maintained light level at any property lines will not exceed 0.5 footcandles. All light levels and uniformity ratios at the site will meet, or exceed, the requirements established in the City's zoning ordinance.

TABLE 1 Reformatted

Orchard Pointe Development Parameters

Proposed Amendment THIRTEEN (traffic cap per approved amendment 9)

The proposed amendments are highlighted

Prelim Plat Lot	Building Site	Area (acres)	Zoning	ITE Code (Note 1)	Use	FAR Range	Req'd Open-space On-site	Projected Gross Floor Area (GFA)	Dwelling Units	Parking		Projected Traffic (1), (6)					Cap PM Peak Trp Projection (Note 2)	Net Difference versus Cap	
										Rate/1000 GFA	Projected Parking Spaces	Projection Unit	Avg Daily Traffic Rate per 1000 GFA, Lanes or Units	Average Weekday Traffic (ADT)	PM Peak Rate/1000 GFA, Lanes or Units	PM Peak Trips (raw trips)			
20.32 Commercial										0.25 - 0.28	20%	211,340		976		11,621	965	1042	(77)
Calculated FAR based on site plans										0.24									
CSM 11969-1	UWCU	1.50 B-G		912 Credit Union w/ 4 drive-thru lanes				5,500	4	4.5	25	Lanes	411.17	1,645	51.08	204			
OP-1	Retail Center	1.51 B-G		814 Specialty Retail				13,290			61	1000 GFA	44.32	589	2.71	36			
OP-2	Retail Center	2.11 B-G/CUP		814 Specialty Retail Center (small shops & restaurant uses)				18,000			105	1000 GFA	44.32	798	2.71	49			
CSM 11969-3	Target Store	15.20 B-H/CUP		813 Large Scale Discount Store w/ Grocery				174,550		4.5	786	1000 GFA	49.21	8,590	3.87	676			
10.53 Commercial										0.15 - 0.25	35%	117,925		544		10,976	1,047	594	453
Calculated FAR based on site plans										0.26									
Neitzel OP-3		1.66 B-G		814 Specialty Retail Center (small shops)				17,000		3.3	56	1000 GFA	44.32	753	2.71	46			
OP-4		0.75 B-G		710 Second Floor Office/Future				12,500		3.3	41								
				934 Fast Food with Drive Thru				3,900	1	15.0	45	1000 GFA	496.12	1,488	34.64	104			
Peterson OP-5	Hy-Vee	8.12 B-H		Supermarket				85,425		4.7	401	1000 GFA	102.24	8,734	10.50	897			
Wingra OP-12 TBD										0.25 - 0.28	20%	88,000		386		2,739	218	228	(10)
		11.65 B-H		852 Home Improvement Store				80,000		4.5	360	1000 GFA	29.80	2,384	2.45	196			
				814 Specialty Retail Center (small shops)				6,000		3.3	26	1000 GFA	44.32	355	2.71	22			
Wingra OP-10 TBD										0.25 - 0.30	20%	27,400		151		1,093	96	227	(131)
		3.78 B-G		Mixed Use Commercial-Office-Residential				6,200		3.3	20	1000 GFA	44.32	276	2.71	17			
				814 Specialty Retail Center (small shops)				16,000		3.3	53	1000 GFA	11.01	176	1.49	34			
				710 General Office				5,200		15.0	78	1000 GFA	89.95	468	7.49	39			
				931 Quality Restaurant									6.72	176	0.82	16			
				220 26 Upper Story Dwelling Units				26											
Wingra OP-13 TBD										0.05 - 0.06	20%	3,800		13		2,804	199	385	(186)
		2.13 B-H		851 Convenience Market (No Fuel)				3,800		3.3	13	1000 GFA	737.99	2,804	52.41	199			
Wingra OP-11 TBD										0.25 - 0.45	20%	30,600		60		445	38	75	(37)
		3.74 B-H		Mixed Use Commercial-Warehousing				6,800		3.3	20	1000 GFA	44.32	266	2.71	16			
				814 Specialty Retail Center (small shops)				10,000		3.3	33	1000 GFA	11.01	110	1.49	15			
				710 Warehouse				14,000		0.5	7	1000 GFA	4.96	89	0.47	7			
Neitzel OP-7										0.25 - 0.28	35%	138,625		708		8,811	730	742	(12)
Calculated FAR based on site plans										0.24									
OP-7	Retail BW3	2.80 B-G		934 Coffee Shop w/ drive-thru				1,750		10.0	18	1000 GFA	496.12	825	32.65	51			
		B-G		932 High-Turn Restaurant				6,500		15.0	96	1000 GFA	127.15	785	9.85	61			
		B-G		814 Specialty Retail Center (small shops)				7,425		3.3	25	1000 GFA	44.32	313	2.71	19			
		B-G		932 High-Turn Restaurant/Specialty Retail				4,500		15.0	68	1000 GFA	127.15	544	9.85	42			
		B-G		814 Specialty Retail Center (small shops)				7,200		3.3	24	1000 GFA	44.32	303	2.71	19			
OP-8		8.32 B-H		876 Med Format Retail Store (appears store)/projected area available				25,000		4.0	100	1000 GFA	66.40	1,577	3.83	91			
	Freshie Restaurant	B-H/CUP		934 Fast Food with Drive Thru				1,500	1	15.0	23	1000 GFA	496.12	707	34.64	49			
	Pet Supplies Plus Golds Gym	B-H/CUP		876 Med Format Retail Store (appears store)				8,750		4.0	35	1000 GFA	66.40	552	3.83	32			
		B-H		492 Health/Fitness Club - 2 story				45,000		4.0	180	1000 GFA	32.93	1,408	4.06	174			
OP-6		2.40 B-H/CUP		854 Discount Grocery				17,000		5.5	94	1000 GFA	90.86	1,467	8.34	135			
		B-H/CUP		814 Tire Store with 10 service bays				14,000	10	3.3	46	1000 GFA	24.87	331	4.15	65			
Sara Investment Nesbitt Hts 8,9										0.25 - 0.28	35%	51,000		84		431	53	45	8
		5.2 B-H		814 Specialty Retail Center (small shops)				6,900		3.3	20	1000 GFA	44.32	256	2.71	16			
		B-H		710 General Office				15,000		3.3	50	1000 GFA	11.01	165	1.49	22			
		B-H		150 Warehouse				30,000		0.5	15	1000 GFA	0.47	14					
Nesbitt Place CSM 10317-1										0.20 - 0.25	35%	40,000		191		2,620	143	41	102
		5.30 B-H		814 Specialty Retail Center (small shops)				30,000		3.3	99	1000 GFA	44.32	1,330	2.71	81			
		B-H		710 General Office				5,000		3.3	17	1000 GFA	11.01	55	1.49	7			
		B-H		932 High-Turn Restaurant Expansion Area				5,000		15.0	75	1000 GFA	127.15	636	10.82	55			
Peterson OP-14										0.20 - 0.50	35%	82		158		551	51	N/A	51
		4.11 B-G		220 Apartments				82			158	units	6.72	551	0.62	51			
Wingra OP-9 Staybridge										0.50 - 1.00	20%	65,000		100		466	38	N/A	38
		2.58 B-G		311 Lodging				65,000		1	100	rooms	4.90	466	0.40	38			
												Rooms							
Open Space Parcels																			
		7.73		Environmental Corridor															
Wingra	OP OL 3	3.20		Private Open Space															
Wingra	OP OL 4	4.28		Private Open Space															
Neitzel	OP OL 7	0.25		Private Open Space															
Environmental Corridor																			
	OP OL 1	2.82		Public Park/Land															
	OP OL 2	1.17		Public Park/Land															
	OP OL 6	6.13		Public Park/Land															
Environmental Corridor																			
	OP OL 5	3.82		Stormwater Management															
Public Street Rights of Way																			
		12.19		Total															
		6.28		McKee Road															
		8.64		Fitchrona Road															
		0.48		Nesbitt Road															
		1.13		Limestone Lane															
		1.66		Hardrock Road															
Summary CDP Amendment 2																			
Acres								Total Projected Gross Floor Area				Total Projected Average Daily Traffic (Raw Trips)		Total Projected PM Peak Trips (Raw Trips)		2006 Strand Projection		Net Difference	
Commercial Area		97.54						773,172 SF				41,859		3,577		3,375		198	
Street Rights of Way		12.19																	
Total		109.73																	

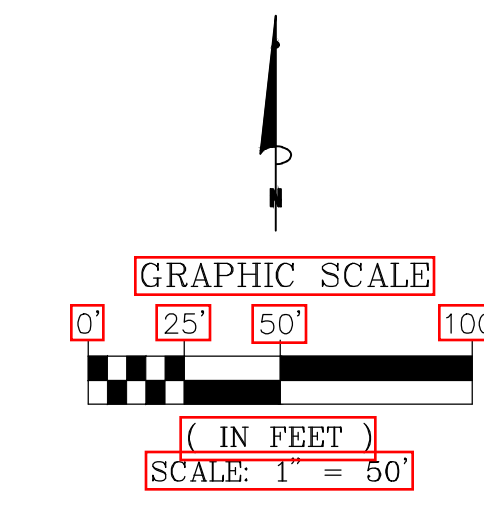
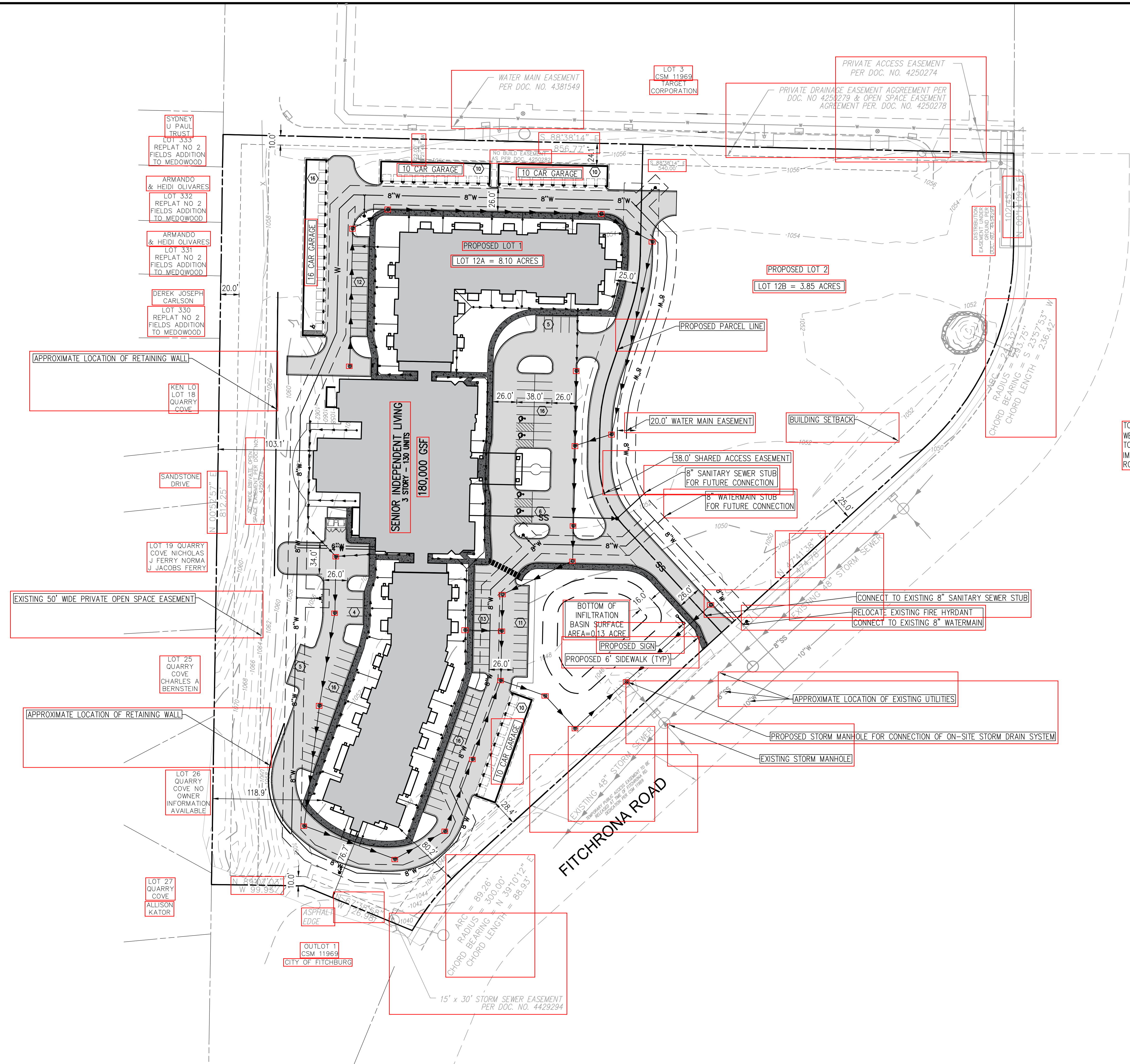
See Table 4 for further clarification

Developed/Planned Use Mix			
		Sites GFA	
Large Format Retail	1	174,550	#REF!
Med. Format Retail	3	113,150	#REF!
Specialty Retail & Small Restaurant	16	#REF!	#REF!
Stand-alone Restaurant	3	23,480	#REF!
Discount Super Market	2	102,425	#REF!
Health club	1	45,000	#REF!
General Office	8	58,500	#REF!
Banks/Credit Union	1	5,500	#REF!
Warehousing	1	44,000	#REF!
Dwelling Units	40		
		Gross Floor Area	#REF!

Use Mix	#	GFA
Large Format Retail	1	174,550
Med. Format Retail	3	119,000
Specialty Retail & Small Restaurant	16	109,457
Stand-alone Restaurant	3	23,490
Discount Supermarket	2	102,425
Health Club	1	45,000
General Office	6	58,500
Banks/Credit Union	1	5,500
Warehousing	1	44,000
Dwelling Units	40	
		Gross Floor Area 762,522

DEVELOPMENT SUMMARY		
ZONING	ZONING DISTRICT	R-H (HIGH DENSITY RESIDENTIAL)
	PRINCIPAL USE	SENIOR HOUSING (INDEPENDENT)
FRONTAGE / SETBACKS	FITCHRONA RD. SETBACK	25 FT
	SIDE SETBACK	10 FT
	REAR SETBACK	20 FT
PARKING	STANDARD PARKING	100
	ADA PARKING	4
	STANDARD GARAGE PARKING	45
	ADA GARAGE PARKING	1
	TOTAL PARKING	150

TOTAL SITE AREA = 11.9537 AC = 520,704 SF
WESTERN 50' WIDE PRIVATE OPEN SPACE EASEMENT = 50' X 812.25' = 40,613 SF
TOTAL IMPERVIOUS AREA = 194,098 SF
IMPERVIOUS RATIO = 194,098 / (520,704 - 40,613) = 40%
ROOF SURFACE AREA = 81,427 SF



AREA AFFECTED BY
AMENDMENT 14

CITY OF MADISON

MADISON CITY LIMITS

TOWN OF VERONA

FITCHRONA ROAD

NESBITT ROAD

VERONA ROAD / US 151

LEGEND



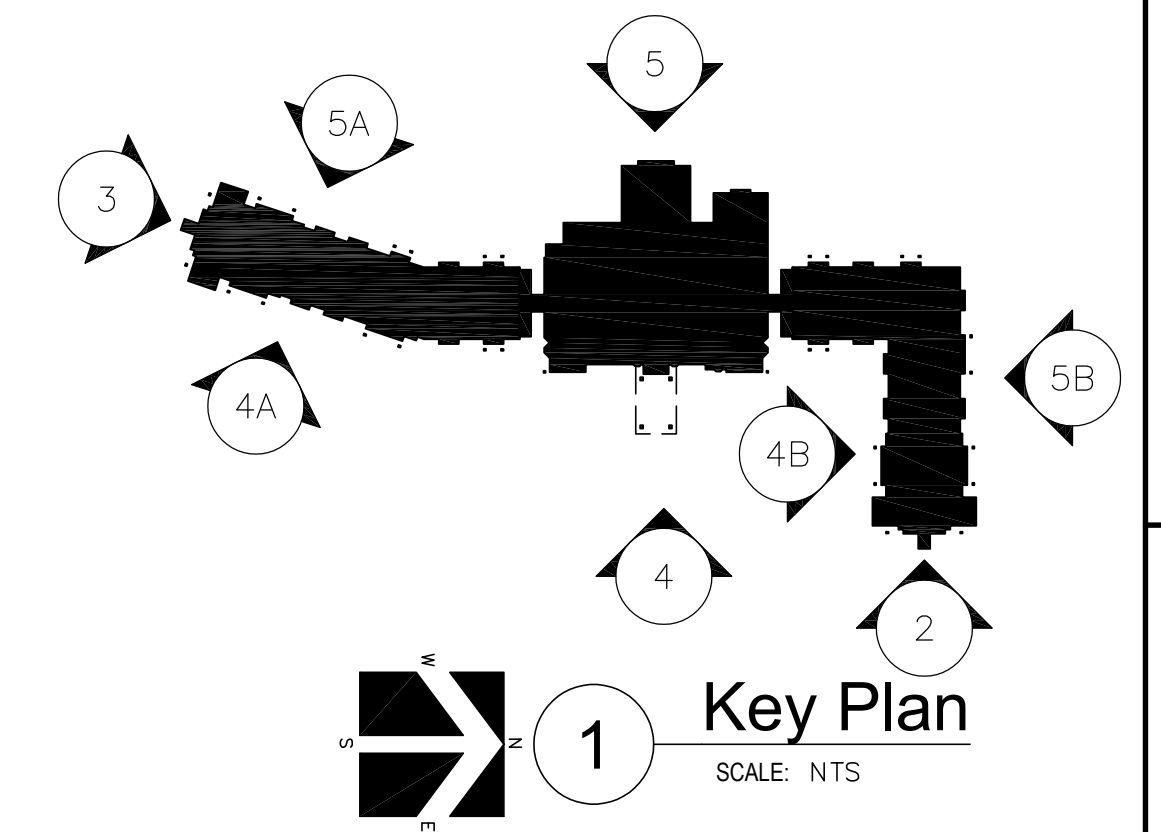
COMMERCIAL



PARKS AND OPEN SPACE



STORM WATER MANAGEMENT



5A **A Wing Left Side Elevation**
SCALE: 1" = 25'-0"

3 A Wing End Elevation

2 B Wing End Elevation
SCALE: 1" = 25'-0"



4A A Wing Right Side Elevation
SCALE: 1" = 25'-0"

4 Front Elevation

SCALE: 1" = 25'-0"

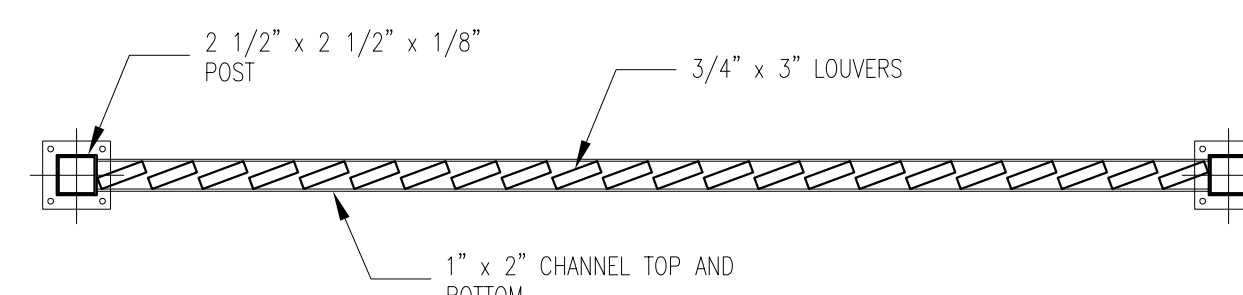
4B **B Wing Left Side Elevation**
SCALE: 1" = 25'-0"



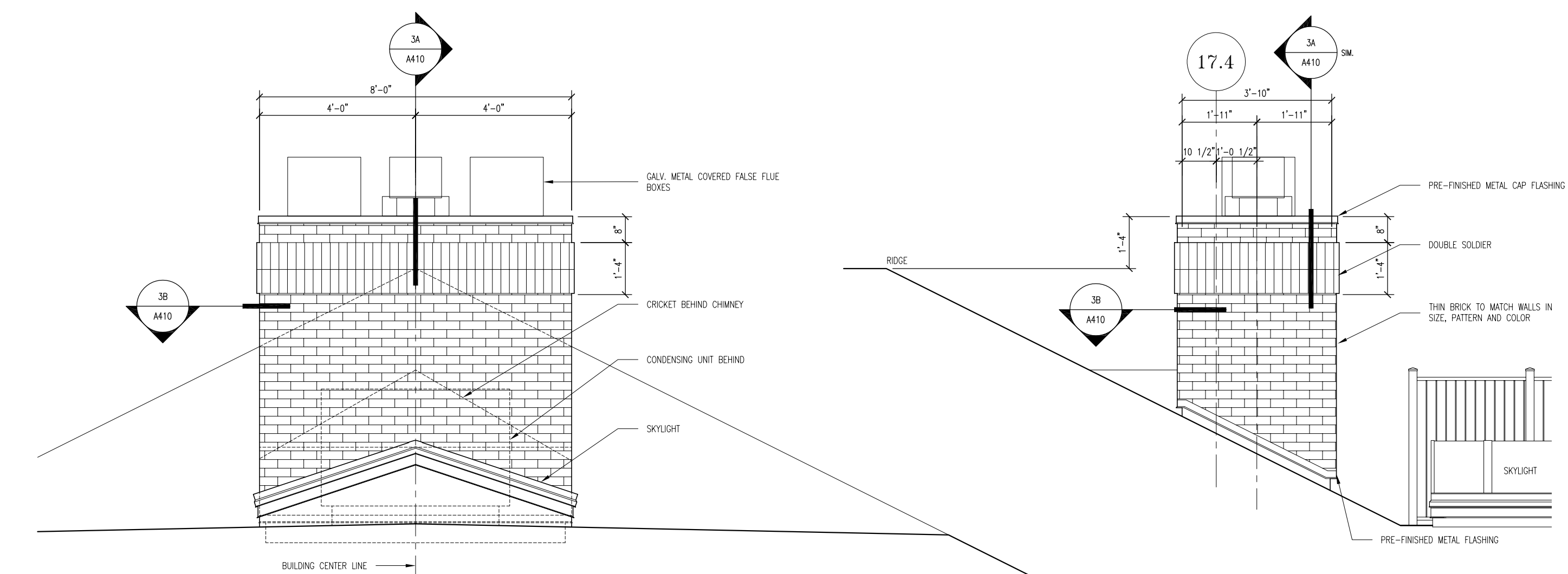
5B B Wing Right Side Elevation
SCALE: 1" = 25'-0"

5 **Rear Elevation**
SCALE: 1" = 25'-0"

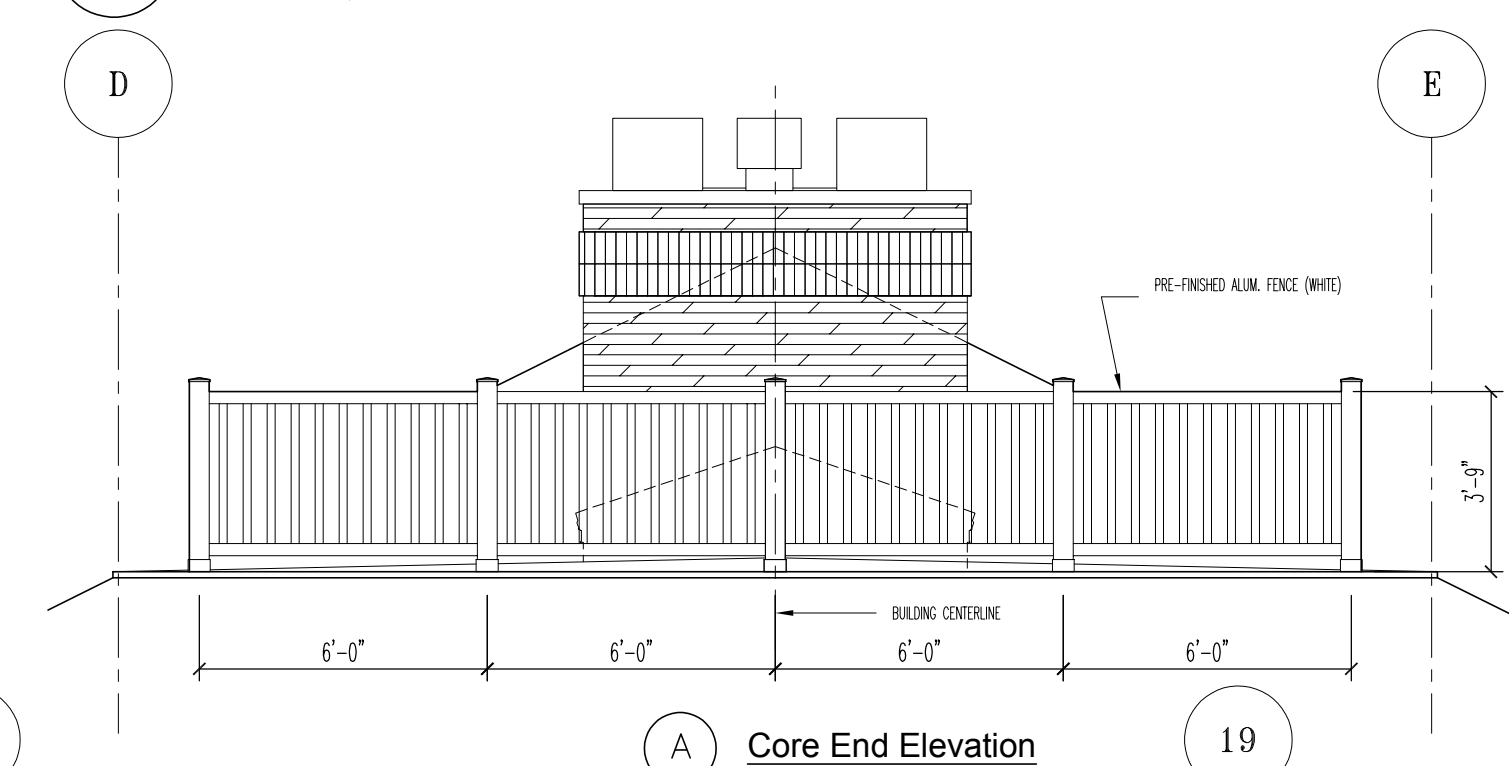
(SEE SHEETS A202A, A202B, A202C AND 203C FOR ENLARGED VIEWS)



9 Detail
SCALE: 1" = 1'-0"



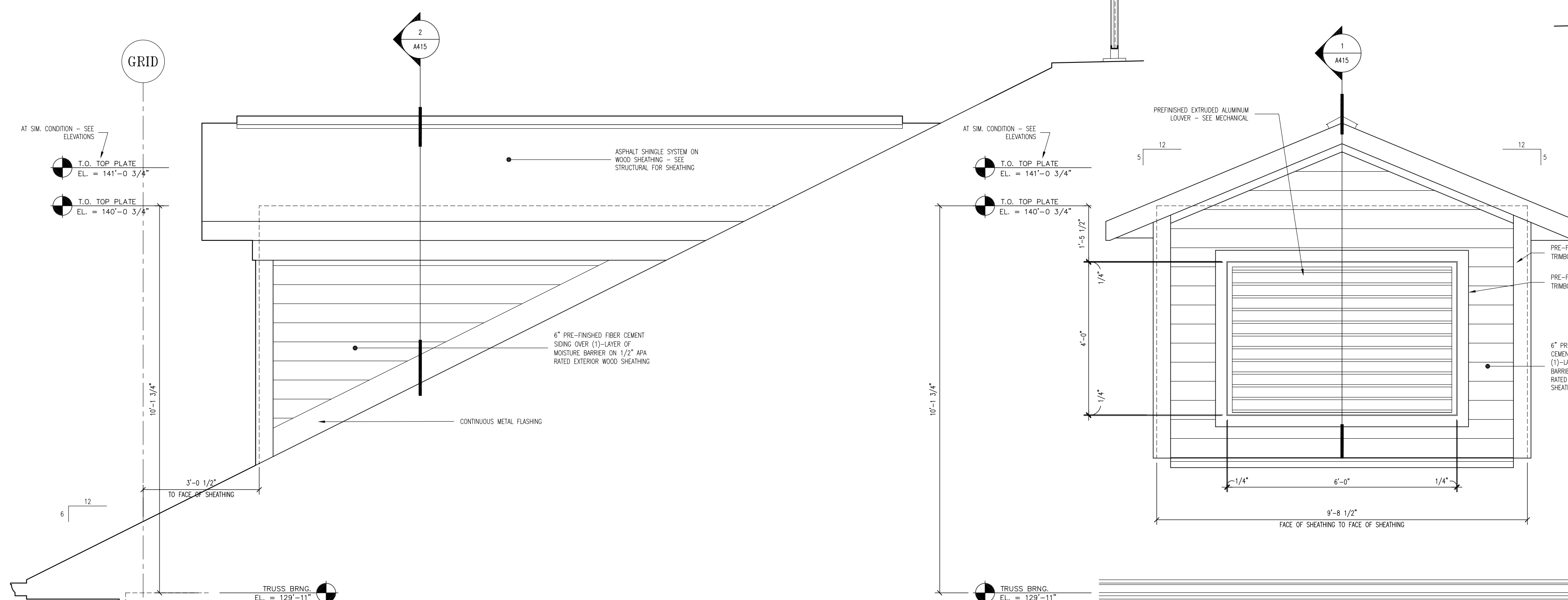
6 Chimney Elevations



7 Roof Fencing Elevation

SCALE: 1/4" = 1'-0"

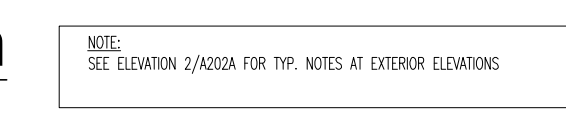
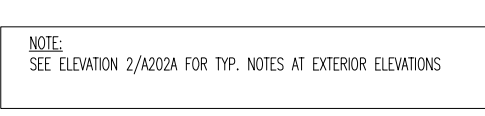
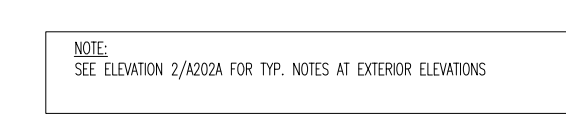
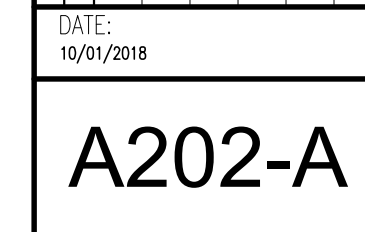
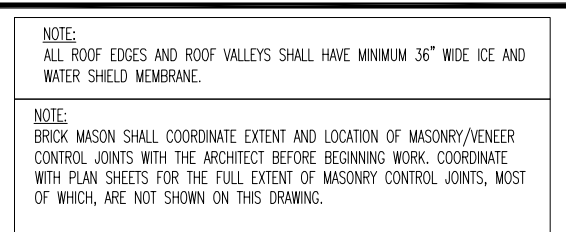
(B) Front/Rear Elevation

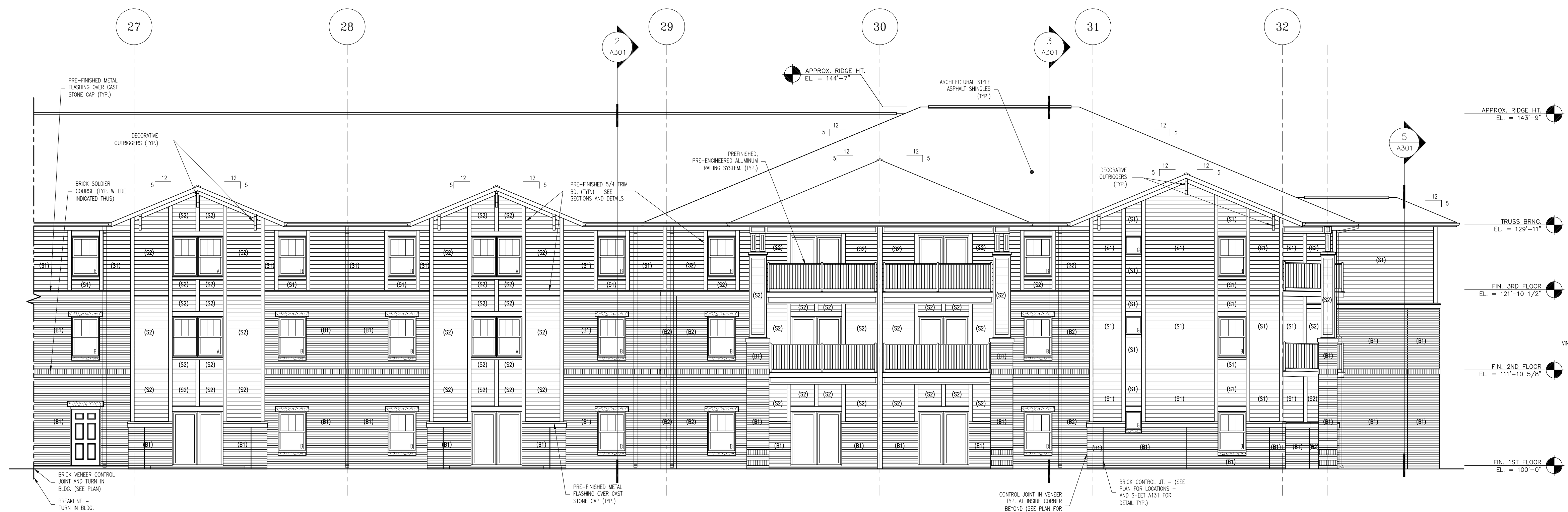


(B) Side Elevation

A Front Elevation

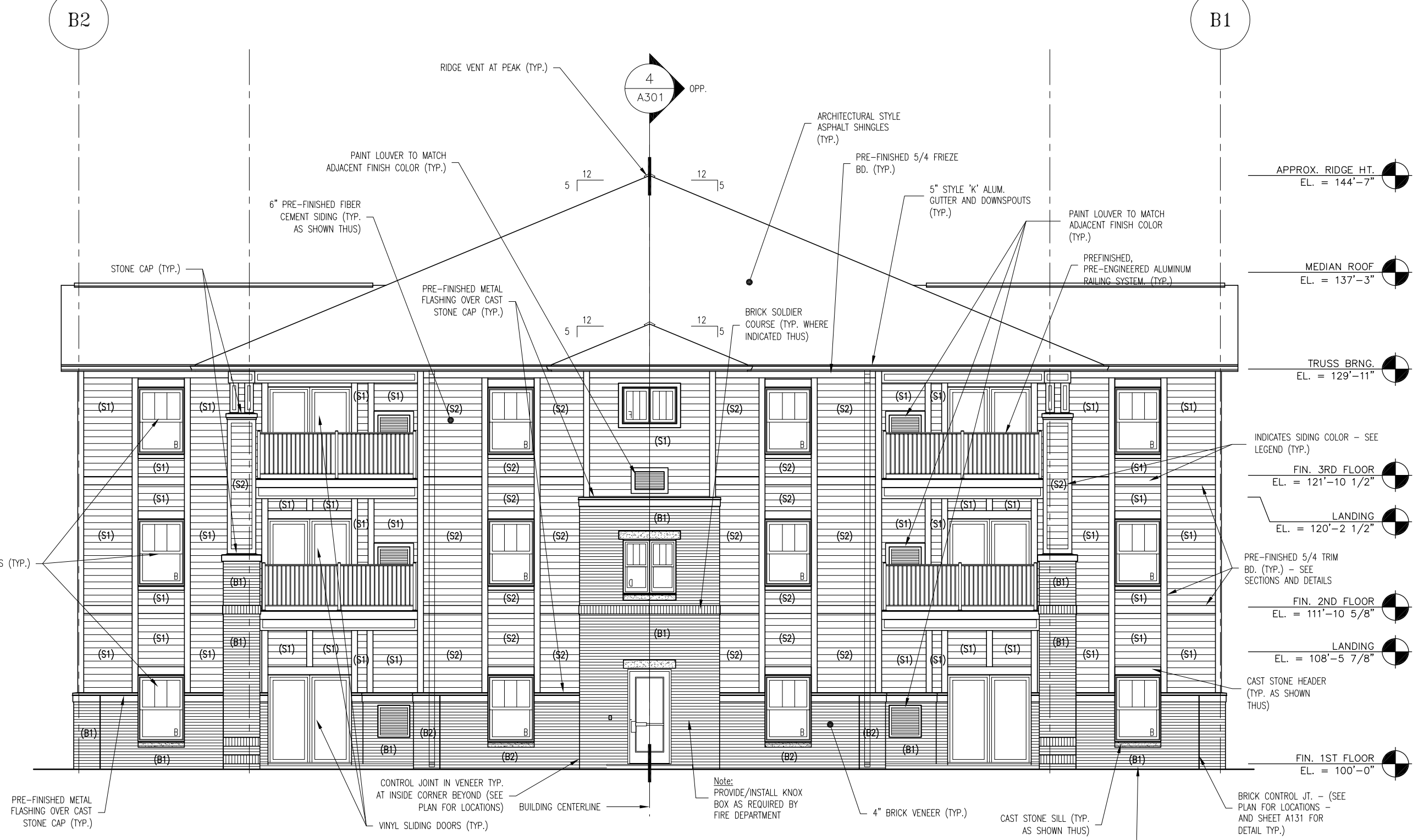
8 Dormer Elevations



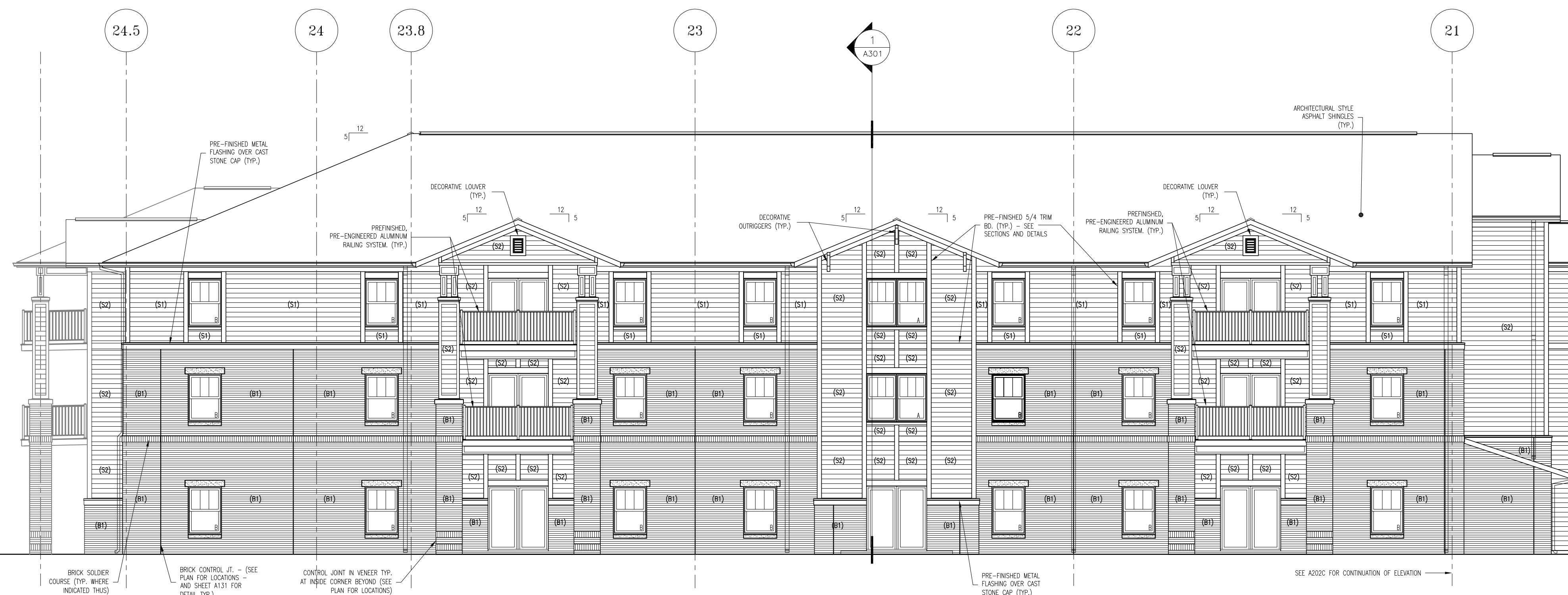


3 B Wing Left Side Elevation
SCALE: 1/8" = 1'-0"

NOTE:
SEE ELEVATION 2/A202B FOR TYP. NOTES AT EXTERIOR ELEVATIONS

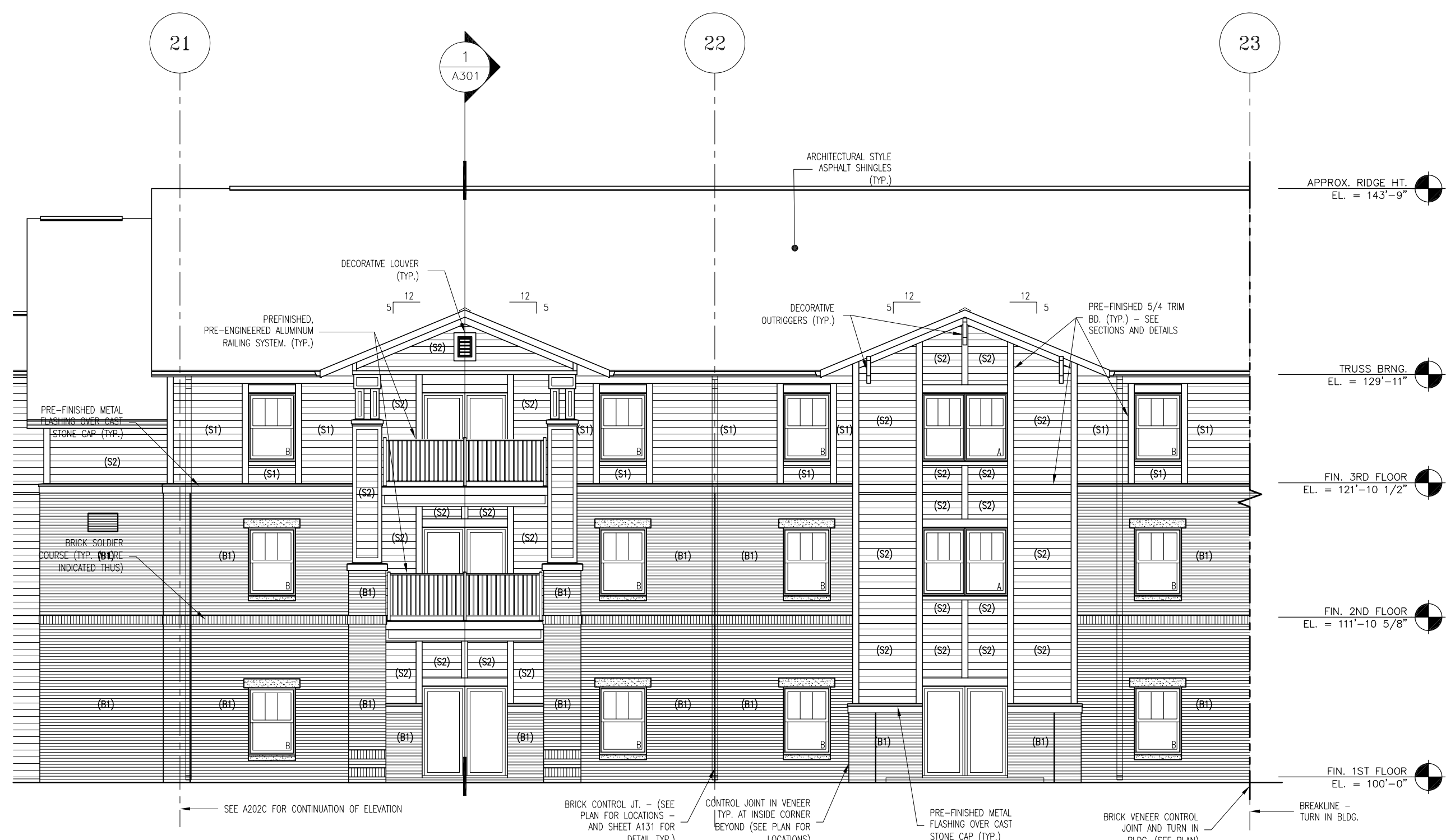


2 B Wing End Elevation
SCALE: 1/8" = 1'-0"



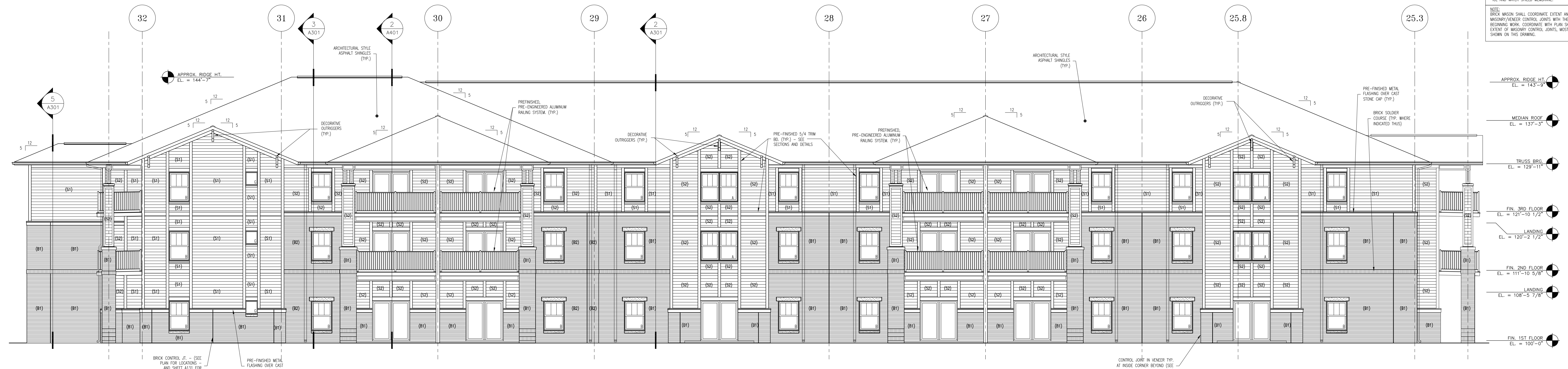
5 B Wing Rear Elevation
SCALE: 1/8" = 1'-0"

NOTE:
SEE ELEVATION 2/A202B FOR TYP. NOTES AT EXTERIOR ELEVATIONS



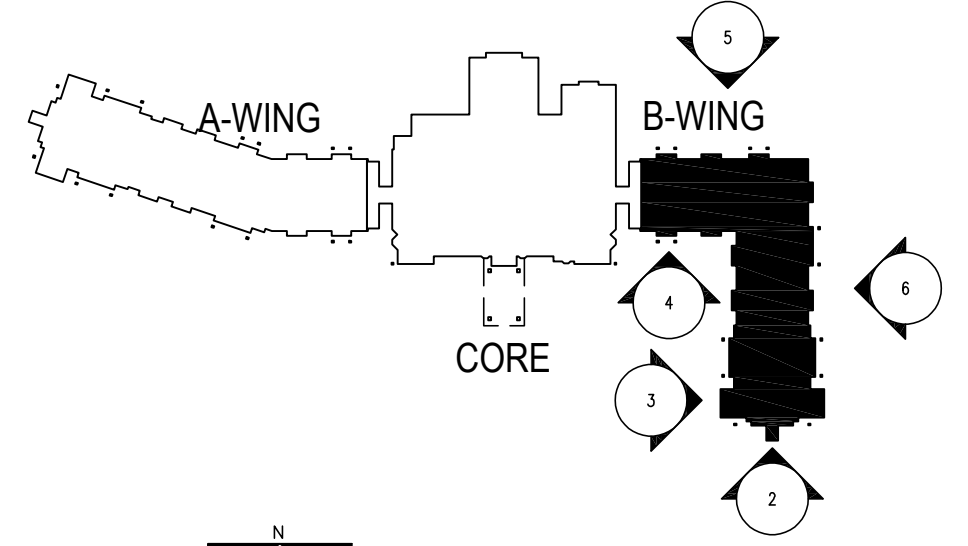
4 B Wing Front Elevation
SCALE: 1/8" = 1'-0"

- LEGEND**
- MASONRY:
(B1) - INDICATES BRICK VENER - ACME BRICK, ROCKWELL
(B2) - INDICATES BRICK VENER - OLDCASTLE, WATERFORD
PEWTER
CAST STONE/PRECAST CONC: NOSTALGIC STONE, LIGHT BUFF
- SIDING:
(S1) - INDICATES PRE-FINISHED FIBER CEMENT SIDING - HARDIEPLANK
- AGED PEWTER
(S2) - INDICATES PRE-FINISHED FIBER CEMENT SIDING - HARDIEPLANK
- PEARL GRAY
HORIZ & VERT ACCENT BANDING: ARCTIC WHITE
CORNER TRIM: ARCTIC WHITE
- SOFFIT/FASCIA:
FASCIA: HARDIE TRIM, ARCTIC WHITE
SOFFIT-ALUM: PREFINISHED WHITE TO MATCH ARCTIC WHITE
- ROOF:
SHINGLES: OWENS CORNING, ESTATE GRAY
GUTTERS: ALUMINUM, WHITE
DOWNSPOUTS: ALUMINUM, WHITE
- DOORS & WINDOWS:
WINDOW-VINYL: WHITE
PATIO DOOR-VINYL: WHITE
DOORS-ALUM: WHITE
GARAGE DOORS: WHITE
- MISC:
LOUVER-TWO: WHITE TO MATCH WINDOWS
LOUVER-PTAC: TBD TO MATCH SIDING AND BRICK
LOUVER-DORMER: WHITE TO MATCH WINDOWS
COLUMNS, TOP SECTION-ALUM CLAD: ARCTIC WHITE
PORCH BEAM-ALUM CLAD: ARCTIC WHITE
PORCH RAILING: WHITE

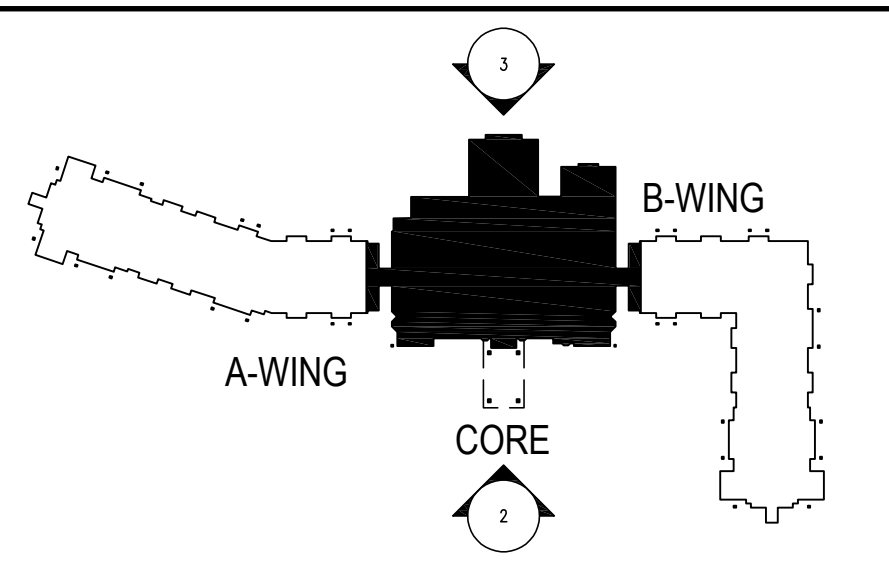


6 B Wing Right Side Elevation
SCALE: 1/8" = 1'-0"

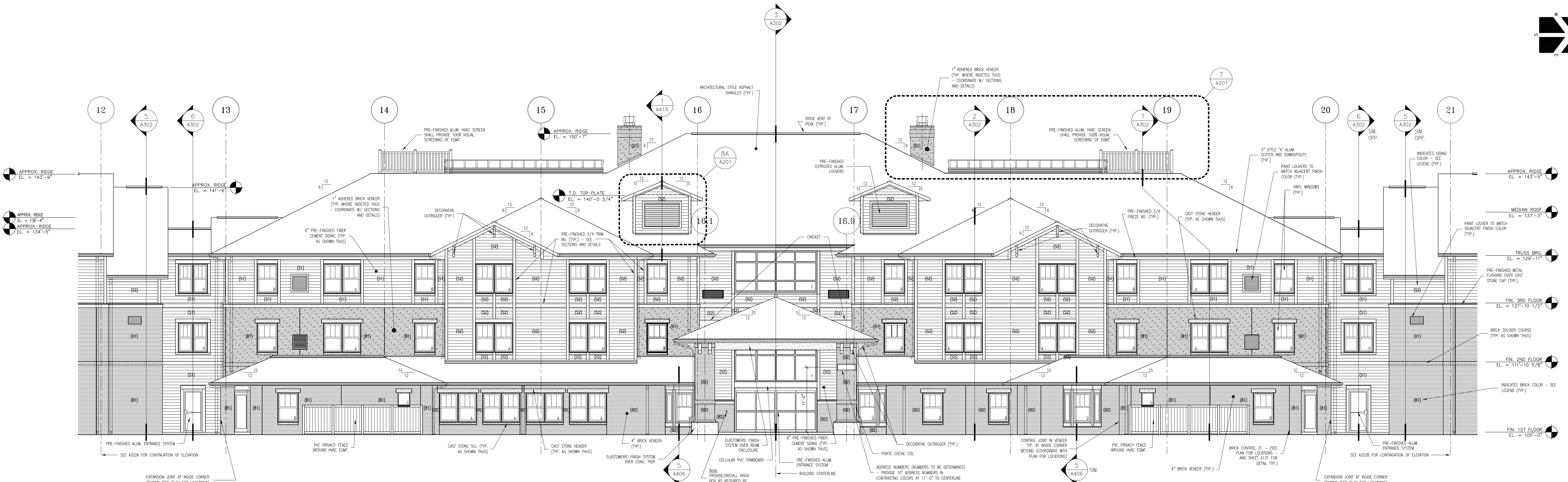
NOTE:
SEE ELEVATION 2/A202B FOR TYP. NOTES AT EXTERIOR ELEVATIONS



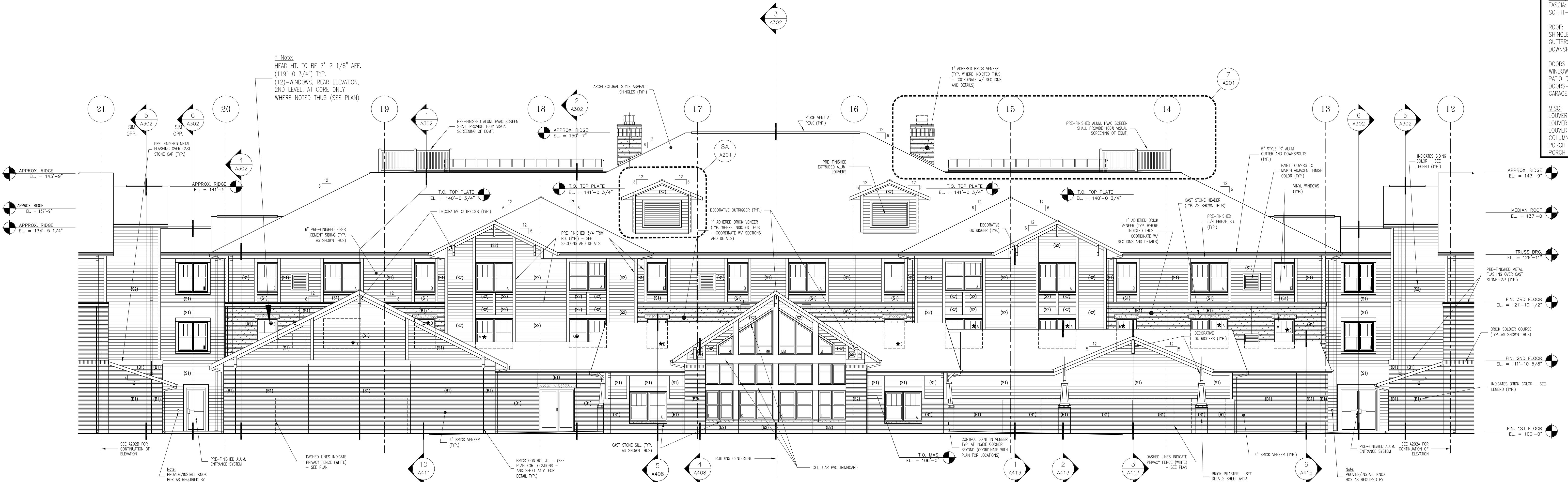
1 Key Plan
SCALE: NTS



Key Plan
SCALE: NTS



2 Front Elevation at Core
SCALE: 1/8" = 1'-0"



3 Rear Elevation at Core
SCALE: 1/8" = 1'-0"

LEGEND

MASONRY:
(B1) - INDICATES BRICK VENEER - ACME BRICK, ROCKWELL
(B2) - INDICATES BRICK VENEER - OLDCASTLE, WATERFORD
PEWTER
CAST STONE/PRECAST CONG: NOSTALGIC STONE, LIGHT BUFF

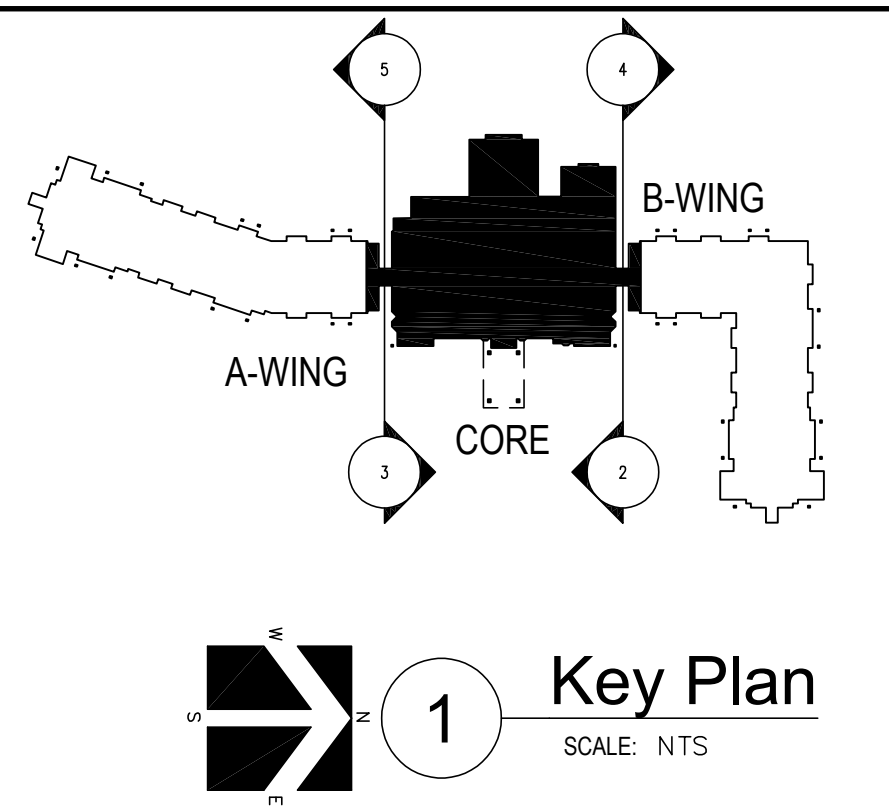
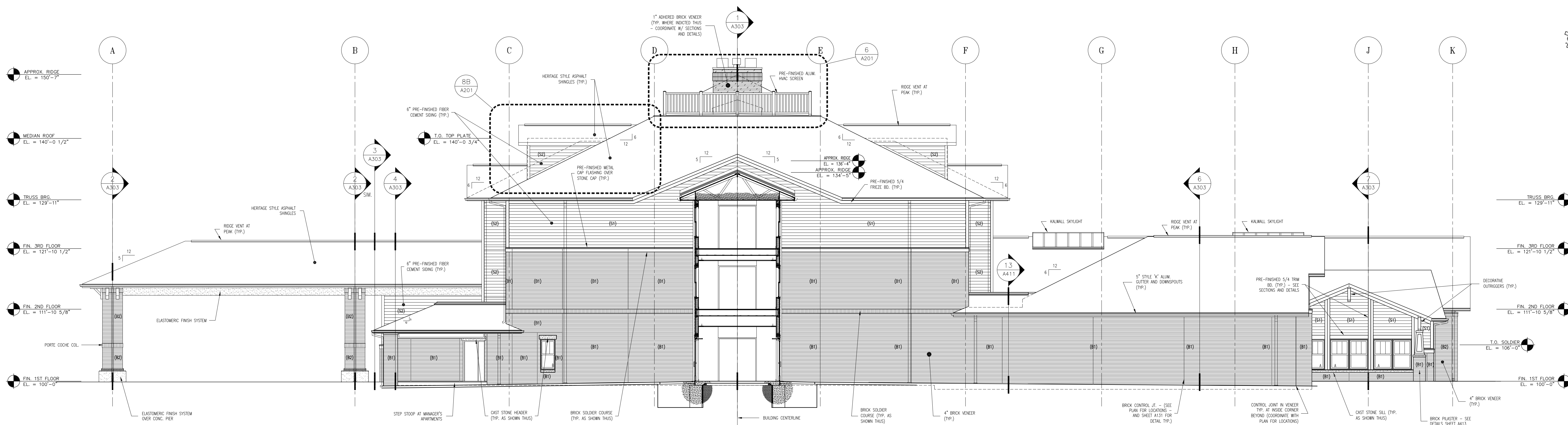
SIDING:
(S1) - INDICATES PRE-FINISHED FIBER CEMENT SIDING - HARDIEPLANK
- ACED PEWTER
(S2) - INDICATES PRE-FINISHED FIBER CEMENT SIDING - HARDIEPLANK
- PEARL GRAY
HORIZ & VERT ACCENT BANDING: ARCTIC WHITE
CORNER TRIM: ARCTIC WHITE

SOFFIT/FASCIA:
FASCIA: HARDIE TRIM, ARCTIC WHITE
SOFFIT-ALUM: PREFINISHED WHITE TO MATCH ARCTIC WHITE

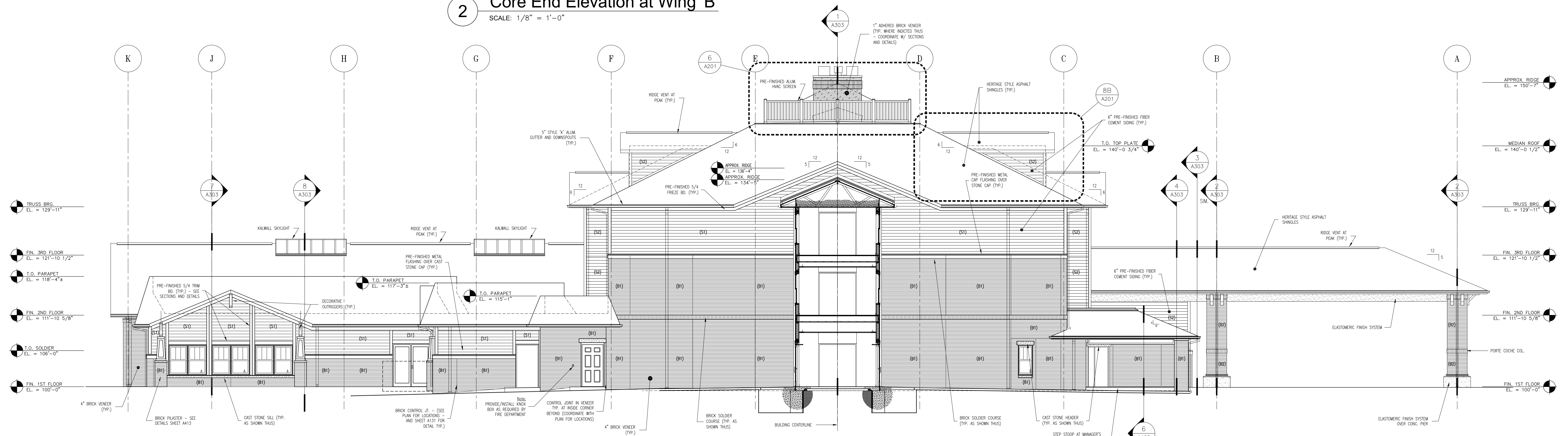
ROOF:
SHINGLES: OWENS CORNING, ESTATE GRAY
GUTTERS: ALUMINUM, WHITE
DOWNSPOUTS: ALUMINUM, WHITE

DOORS & WINDOWS:
WINDOW-VINTL: WHITE
PATIO DOOR-VINTL: WHITE
DOORS-ALUM: WHITE
GARAGE DOORS: WHITE

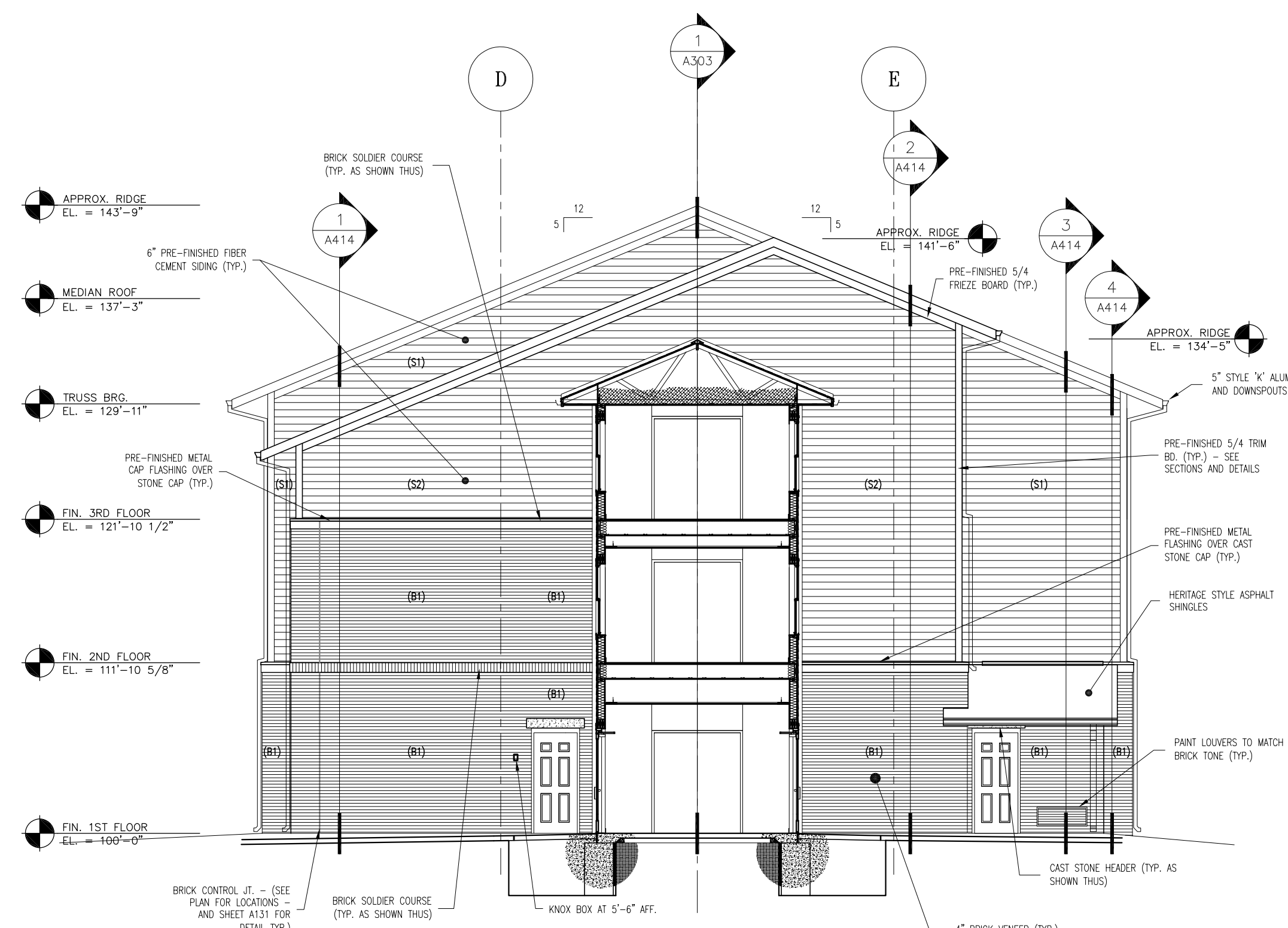
MISC:
LOUVER-TWO: WHITE TO MATCH WINDOWS
LOUVER-PTAC: TED TO MATCH SIDING AND BRICK
LOUVER-DORMER: WHITE TO MATCH WINDOWS
COLUMN, TOP SECTION-ALUM CLAD: ARCTIC WHITE
PORCH BEAM-ALUM CLAD: ARCTIC WHITE
PORCH RAILING: WHITE



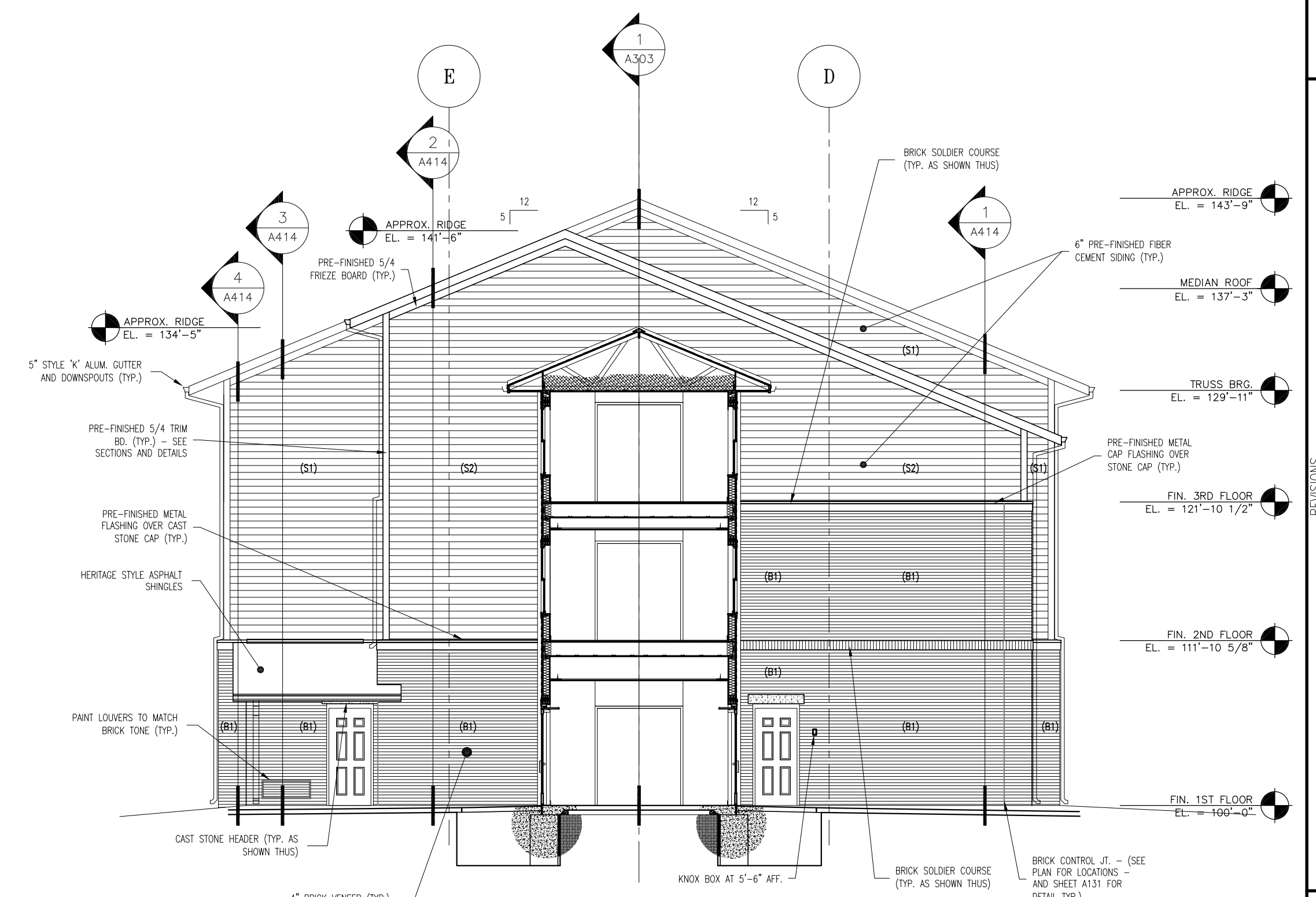
2 Core End Elevation at Wing 'B'
SCALE: 1/8" = 1'-0"



3 Core End Elevation at Wing 'A'
SCALE: 1/8" = 1'-0"



5 Core End Elevation at Wing 'A'
SCALE: 1/8" = 1'-0"



4 Core End Elevation at Wing 'B'
SCALE: 1/8" = 1'-0"

LEGEND

MASONRY:
(B1) - INDICATES BRICK VENEER - ACME BRICK, ROCKWELL
(B2) - INDICATES BRICK VENEER - OLDCASTLE, WATERFORD
PEWTER
CAST STONE/PRECAST CONC. NOSTALGIC STONE, LIGHT BUFF

SIDING:
(S1) - INDICATES PRE-FINISHED FIBER CEMENT SIDING - HARDIEPLANK
AGED PEWTER
(S2) - INDICATES PRE-FINISHED FIBER CEMENT SIDING - HARDIEPLANK
PEARL GRAY
HORIZ & VERT ACCENT BANDING: ARCTIC WHITE
CORNER TRIM: ARCTIC WHITE

SOFFIT/FASCIA:
FASCIA: HARDIE TRIM, ARCTIC WHITE
SOFFIT-ALUM. PREFINISHED WHITE TO MATCH ARCTIC WHITE

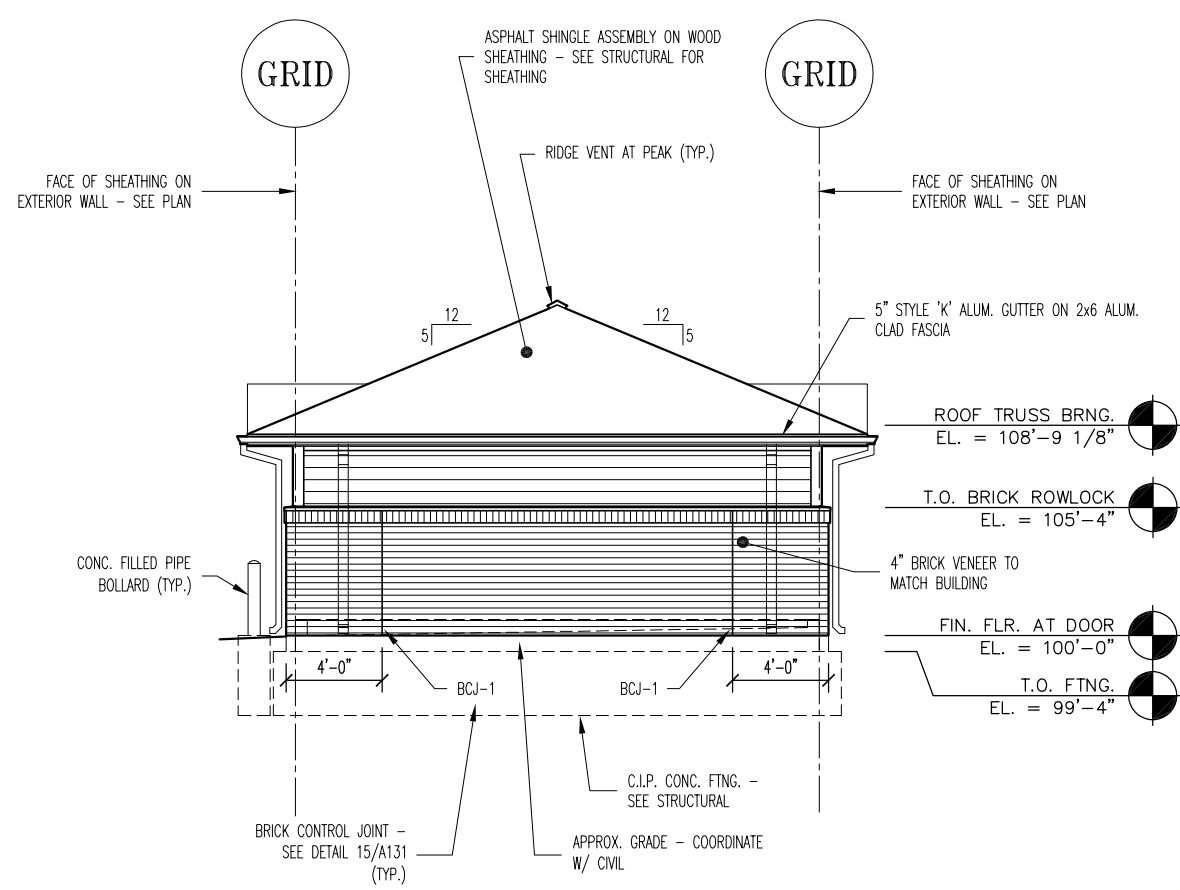
ROOF:
SHINGLES: OWENS CORNING, ESTATE GRAY
GUTTERS: ALUMINUM, WHITE
DOWNSPOUTS: ALUMINUM, WHITE

DOORS & WINDOWS:
WINDOW-VINYL: WHITE
PATIO DOOR-VINYL: WHITE
DOORS-ALUM. WHITE
GARAGE DOORS: WHITE

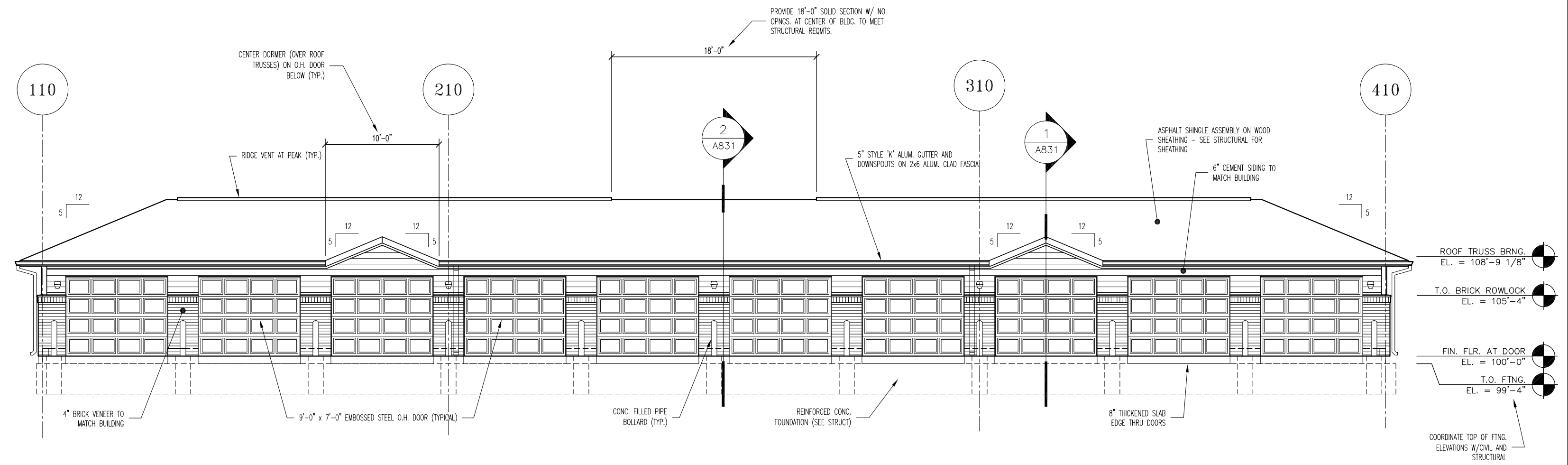
MISC:
LOUVER-TWO: WHITE TO MATCH WINDOWS
LOUVER-PFAC: TBD TO MATCH SIDING AND BRICK
LOUVER-DORMER: WHITE TO MATCH WINDOWS
COLUMNA, TOP SECTION-ALUM CLAD: ARCTIC WHITE
PORCH BEAM-ALUM CLAD: ARCTIC WHITE
PORCH RAILING: WHITE

NOTE:
ALL ROOF EDGES AND ROOF VALLEYS SHALL HAVE MINIMUM 36" WIDE ICE AND WATER SHIELD MEMBRANE.

NOTE:
BRICK MASON SHALL COORDINATE EXTENT AND LOCATION OF MASONRY/VENTER CONTROL JOINTS WITH THE ARCHITECT BEFORE BEGINNING WORK. COORDINATE WITH PLAN SHEETS FOR THE FULL EXTENT OF MASONRY CONTROL JOINTS, MOST OF WHICH ARE NOT SHOWN ON THIS DRAWING.

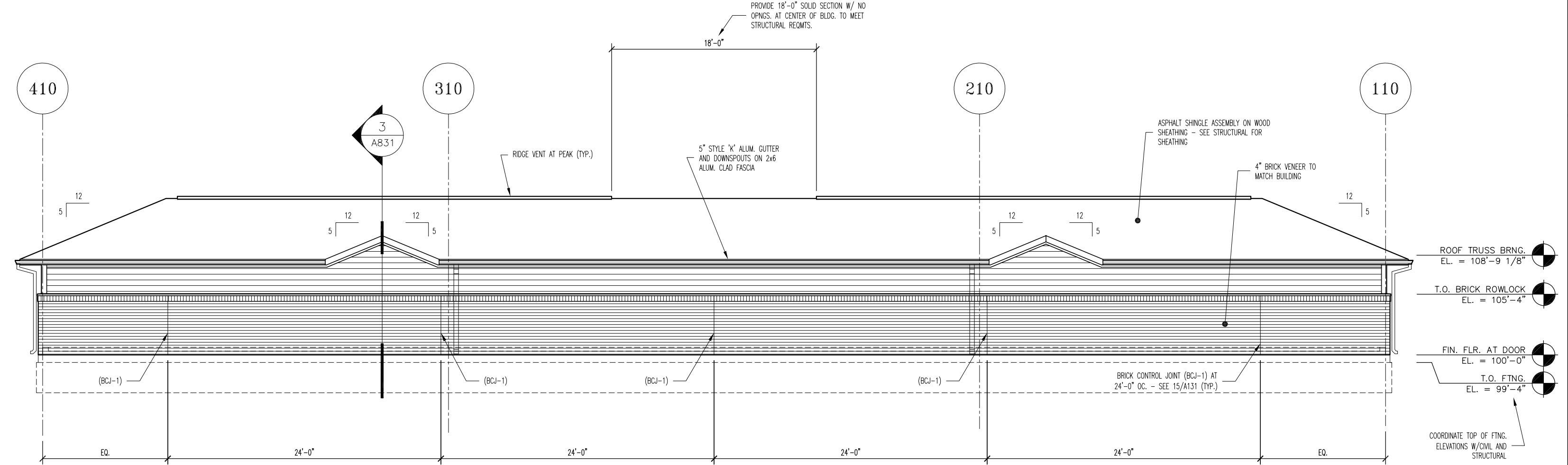


310 10 Stall Garage Side Elevation
SCALE: 1/8" = 1'-0"

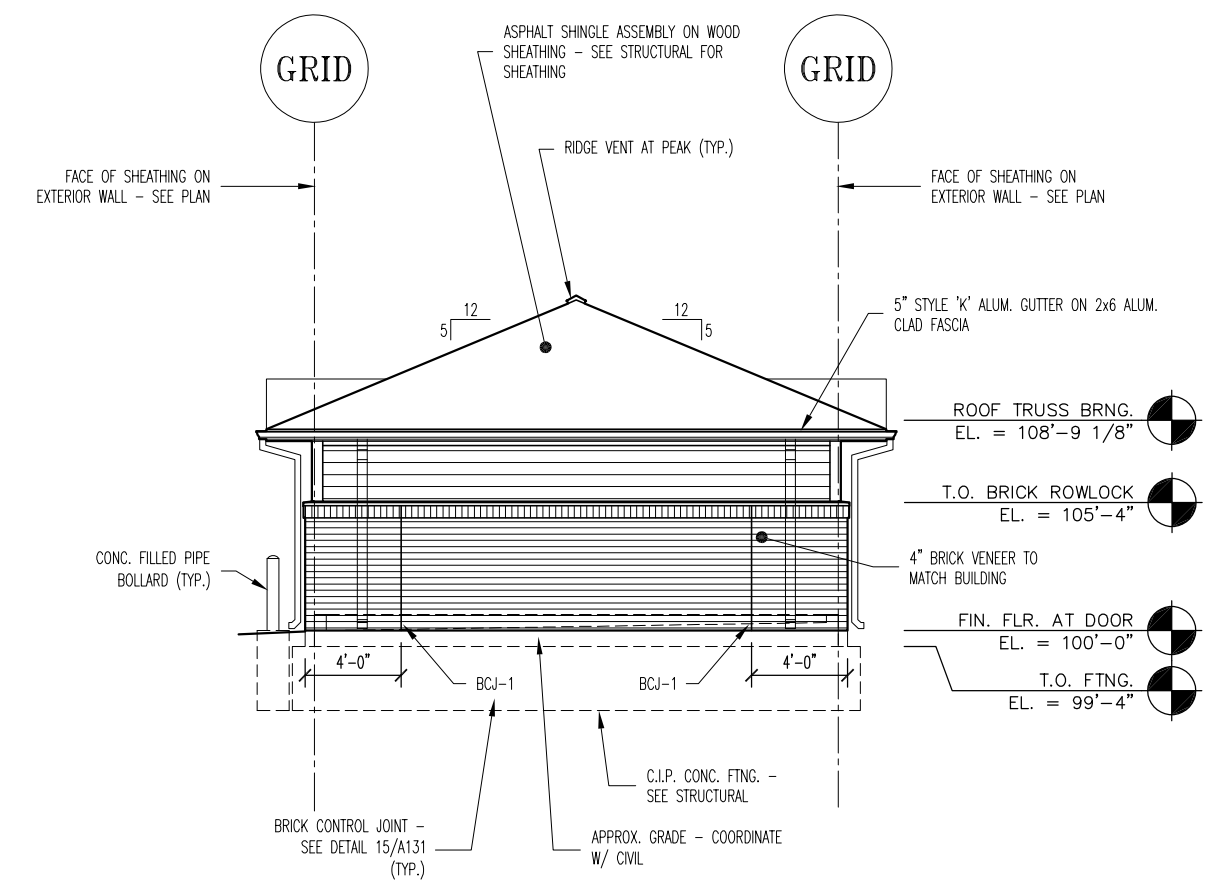


110 10 Stall Garage Front Elevation
SCALE: 1/8" = 1'-0"

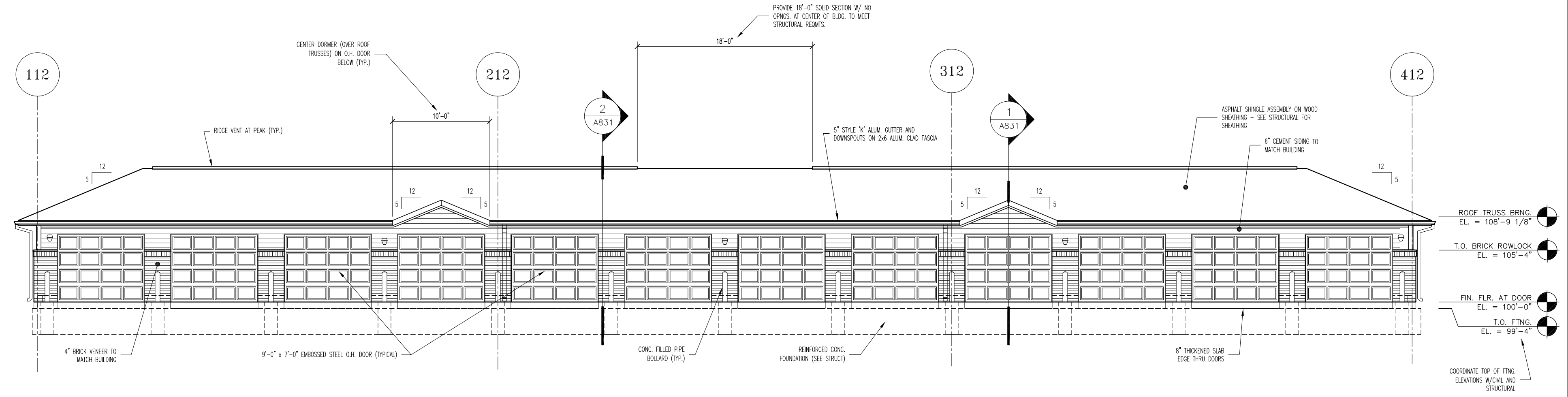
GENERAL NOTES:
1. ALL NOTED FINISHED FLOOR ELEVATIONS ARE AT THE DOOR OPENINGS.
2. ALL FLOORS SLOPE TO THE DOOR OPENINGS.



210 10 Stall Garage Rear Elevation
SCALE: 1/8" = 1'-0"

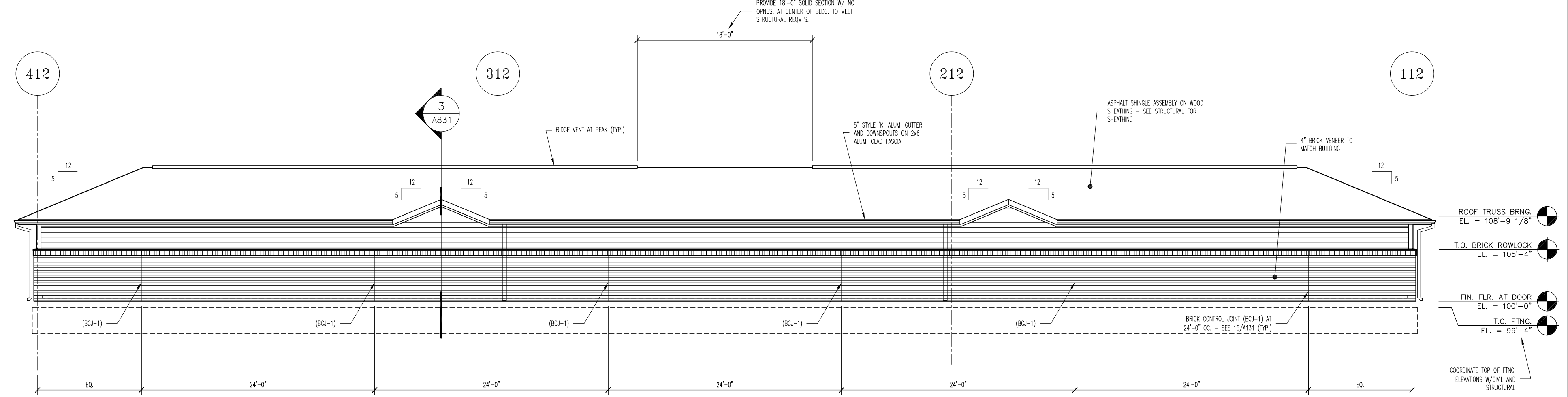


312 12 Stall Garage Side Elevation
SCALE: 1/8" = 1'-0"



112 12 Stall Garage Front Elevation
SCALE: 1/8" = 1'-0"

GENERAL NOTES:
1. ALL NOTED FINISHED FLOOR ELEVATIONS ARE AT THE DOOR OPENINGS.
2. ALL FLOORS SLOPE TO THE DOOR OPENINGS.



212 12 Stall Garage Rear Elevation
SCALE: 1/8" = 1'-0"

CONSULTANT



BLANCHETT

FITCHBURG, WI

GARAGE ELEVATIONS

REVISIONS

DATE

DATE

DATE

DATE

DATE

DATE



GENERAL NOTES:

1. ALL NOTED FINISHED FLOOR ELEVATIONS ARE AT THE DOOR OPENINGS.
2. ALL FLOORS SLOPE TO THE DOOR OPENINGS.

October 2018



CONCEPT SITE PLAN

PROPOSED GARAGE

PROPOSED BUILDING
FOOTPRINT

POTENTIAL
RESIDUAL PARCELS
(TO CENTERLINE)
(+/- 3.85 AC)

— ACCESS EASEMENT
EXISTING LOT LINE

— PROPOSED
WATER QUALITY
FACILITY

- 25' FRONT SETBACK

EXISTING STREET TREES

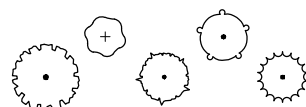
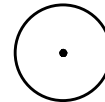
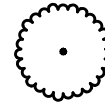
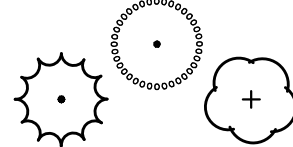


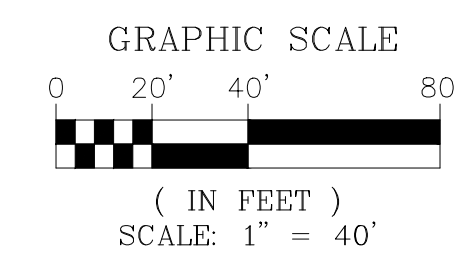
FITCHRONA RD

- PER ISLAND:VEGETATION GROUND COVER, BARK OR STONE GROUND COVER, OR DECORATIVE METAL GRATE

- TOTAL SITE: 8.36 A.C. (364,166.43 SF)
- BUILDING FOOTPRINT: +/- 69,800 SF
- TOTAL IMPERVIOUS AREA: +/- 168,200 SF
- CURRENT ZONING CLASSIFICATION: B-H (HIGHWAY BUSINESS)
- PROPOSED ZONING CLASSIFICATION: R-H (HIGH DENSITY RESIDENTIAL)

- TOTAL OPEN SPACE: 4.50 A.C. (195,980.96 SF)
- OPEN SPACE RATIO: 54%

OVERALL LANDSCAPE PLAN CONCEPT PLANT SCHEDULE	QTY.	NOTES
	<u>FOUNDATION SHRUBS</u>	183 REQUIRED BY CITY
	<u>PARKING TREES</u>	17 REQUIRED BY CITY
	<u>STREET TREES</u>	12 REQUIRED BY CITY
	<u>GARAGE BUFFER - TREES</u>	40 REQUIRED BY CITY
	<u>PARKING SCREENING - SHRUBS</u>	103 REQUIRED BY CITY
	<u>PARKING ISLAND PLANTING</u>	+/- 6,500 sf REQUIRED BY CITY



KV+D
KISER VOGGIN DESIGN

Bowman Consulting Group, Ltd.
311 South Wacker Drive,
Suite 1950
Chicago, IL 60606
Phone: (312) 614-0360
www.bowmanconsulting.com

OVERALL LANDSCAPE PLAN
RESORT LIFESTYLE COMMUNITIES
FITCHRONA ROAD
FITCHBURG, WISCONSIN
DANE COUNTY

PLAN STATUS	
1/10/19	SITE PLAN SUBMITTA

DATE		DESCRIPTION	
CMM DESIGN	CMM DRAWN	CMM CHKD	
SCALE		1"=40'	
JOB NO. 18094			
DATE		01/22/2019	
FILE			

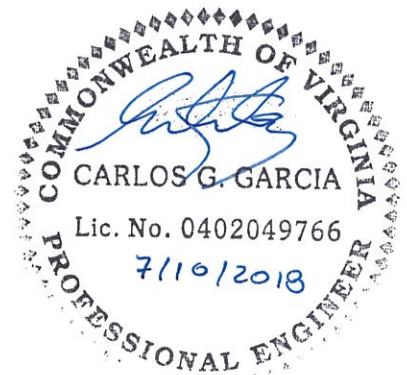
SHEET L1.0

Parking Demand and Utilization Assessment – Resort Lifestyle Communities

Prepared For:
Mr. Bob Lewis
Director of Development
Cameron General Contractors

Prepared By:
Carlos G. Garcia, P.E.
Bowman Consulting Group

July 10, 2018



As requested, Bowman Consulting has completed a parking demand and utilization assessment at two fully occupied Resort Lifestyle Communities to determine average parking utilization rates.

Background

Cameron General Contractors (CGC) develops and constructs Resort Lifestyle Communities (RLC) throughout the country. Resort Lifestyle Communities are 55+ luxury independent living facilities that cater to local clientele that have typically lost a spouse, lost the ability to drive, or downsized. Each facility provides residents with an all-inclusive service, amenities, and dining arrangement, diminishing the normal need to travel outside the home for goods and services.

The design and operations of Resort Lifestyle Communities are prototypical and thus each of the 22 current nationwide facilities are nearly identical in terms of floorplan layout and number of units (128-130 units). The number of parking spaces at each facility varies due to local regulations and site constraints. In addition to surface parking, a limited number of garaged parking spaces are typically available at every RLC location.

The purposes of this parking assessment are to:

- 1- Determine the average number of parking spaces utilized per unit for a fully occupied and operational Resort Lifestyle Community facility. This data will then be used as a guide for parking demand and planning purposes at RLC developments.
- 2- Determine if results are consistent with a limited parking analysis prepared in March 2017 by RLC.

Site Selection

For the preparation of this assessment, two Resort Lifestyle Communities were selected that represent a typical and prototypical facilities. The two sites evaluated are:

Sherrill Hills - Knoxville, Tennessee (271 Moss Grove Boulevard)

This 128-unit community is currently fully occupied and operational. The community has 145 residents (1.13/unit) that are supported by a total staff of 36 employees on a multi-shift basis. The total number of parking spaces available for at this community is 163 spaces (42 garaged spaces and 121 surface spaces).

Capital Oaks - Raleigh, North Carolina (6498 Ray Road)

This 128-unit community is currently fully occupied and operational. The community has 156 residents (1.22/unit) that are supported by a total staff of 45 employees on a multi-shift basis. The total number parking spaces available at this community is 164 spaces (44 garaged spaces and 120 surface spaces).

Study Methodology

The methodology utilized for this study was based on determining existing parking demand and utilization rates at each fully occupied community during an average week. The procedures and evaluation for this assessment are in accordance with the Institute of Traffic Engineers (ITE) Parking Generation Manual 4th Edition, publication. ITE manuals are the leading resource for such data and provides traffic and parking related data for numerous land use and building types. Over 4,000 studies were aggregated for the data presented in current manual editions. ITE data is normally accepted by most city, county, state and other jurisdictions as the method used to model traffic and parking related data for growth management and project approvals.

Parking Demand Data Collection

Field survey observations were completed from Saturday June 9th, 2018 to Sunday June 17th, 2018. This study period enabled data collection for a total of seven days, including two Saturdays, two Sundays, and three weekdays. The observations were completed for each day during a 15-hour period (6:00 AM to 8:00 PM). The total number of parking spaces occupied during these hours was recorded for the seven noted days. This period enabled data collection to occur during peak employee shift times (11:00 AM to 2:30 PM) as well as the evening meal service shift. It is important to note that parking data was collected on Father's Day at each facility. Whereas visitation may be expected to be higher on such a holiday, results demonstrate that no significant increase in parking demand and utilization occurred at either location on this date. The parking data collected was summarized and is presented at the end of this document as an attachment.

Questionnaires were distributed to each facility to also collect resident, staffing, and visitor data to ascertain vehicle ownership, relate parking demand to peak employee shift times as well as assess the significance of visitation on parking demand.

Data Summary and Evaluation

Based on data collected and the results of the parking demand assessment, the following results can be highlighted.

Sherrill Hills - Knoxville, Tennessee (271 Moss Grove Boulevard)

- Average number of vehicles parked per unit: 0.70 (maximum was 0.79)
- Average number of vehicles parked per unit from 6:00 PM to 8:00 PM: 0.68
- Daily average of vehicles parked per unit variation: 0.67 to 0.76
- Parking utilization rate: 0.55 (# of occupied spaces/total available spaces)
- % of residents that do not own a vehicle: 52%
- Lowest # of spaces occupied during study period: 63 out of 163 spaces (37%)
- Highest # of spaces occupied during study period: 112 out of 163 spaces (69%)
- Provided representative peak staffing glimpse for a fully occupied location; ranged from 13 to 18 staff at peak; primarily on weekdays only; primarily from 11:00 am to 2:30 pm

Capital Oaks - Raleigh, North Carolina (6498 Ray Road)

- Average number of vehicles parked per unit: 0.64 (maximum was 0.68)
- Average number of vehicles parked per unit from 6:00 PM to 8:00 PM: 0.63
- Daily average of vehicles parked per unit variation: 0.59 to 0.68
- Parking utilization rate: 0.50 (# of occupied spaces/total available spaces)
- % of residents that do not own a vehicle: 67%
- Lowest # of spaces occupied during study period: 67 of 164 spaces (41%)
- Highest # of spaces occupied during study period: 95 out of 164 spaces (58%)
- Provided representative service provider and vendor visitation; very limited (1-3) visitors per day; primarily between 9am and 4 pm; primarily on weekdays

Comparative Data

Comparative parking generation and utilization data is available through the ITE Parking Generation Manual, 4th Edition. The ITE manual provides such data under Land Use 252 (Senior Adult Housing), as follows:

- Average weekday* parking generation rate = 0.59 vehicles/unit (128 units = 76 total stalls occupied)
* Saturday and Sunday data not available in the ITE manual

A limited parking study conducted by RLC in March 2017 (attached hereto for reference) examined 14 occupied and operational RLC facilities after 6:00PM on a week night. The March 2017 study concluded that the average number of vehicles parked per unit after 6:00PM was 0.54 (highest was 0.73 and lowest was 0.25).

The June 9-17, 2018 study results compare to the data referenced above as follows:

Average Parking Utilization (vehicles/unit):

	Weekday	Weekend	Weekday (6-8 PM)
ITE Manual*	0.59	n/a	n/a
Sherrill Hills *	0.74	0.68	0.72
Capital Oaks *	0.65	0.63	0.64
RLC 2017 Study **	n/a	n/a	0.54

* Basis = 128 units ** 14 locations, # of units vary

The June 9-17, 2018 study results provided herein are relatively comparative and relatively consistent with published ITE data for weekday parking generation rates per unit, likewise, are relatively comparative and consistent with the referenced March 2017 study for weekday 6-8 PM parking generation rates per unit.

Conclusions

The primary conclusion of this study, including the assessment of comparative parking data for senior adult housing, is that the average demand number of vehicles parked per unit at a fully occupied Resort Lifestyle Community is below 1.0, and can be estimated to be significantly lower, typically 0.63 to 0.74 occupied spaces per unit or approximately 25-35% less than the number of units in the community. The results are consistent with ITE published data which suggests a somewhat lower average weekday parking utilization rate of 0.59 parked vehicles per unit for planning purposes.

Additional conclusions based on the data collected in this study are:

- Average hourly parking utilization rate (per space basis): 50% to 55% for the two sites.
- Typical peak employee staffing period at an operational facility is on a weekday and does not significantly affect parking demand (11:00 AM and 2:00 PM; 12-18 staff).
- Total number of RLC employees (typically 30-45) does not materially affect parking demand due to the use of multiple and staggered shift times, primarily established around meal services.
- Typical daily visitation by vendors, independent service providers, friends and family at an operational facility does not significantly affect parking demand.
- On average, 40% or more RLC residents do not own vehicles, do not drive and do not contribute to parking demand.

Lastly, the average of vehicles parked per unit from 6:00 PM to 8:00 PM was determined to be between 0.63 to 0.68 for the two sites. This data falls within the threshold of the parking analysis prepared in March 2017 by Resort Lifestyle Communities. Therefore, the analysis prepared in 2017 is validated by the data/analysis prepared in this document.

Sherrill Hills - Knoxville, TN

128 Units 128 Units occupied 100% Occupancy

145 residents 36 Total Staff (multiple shifts)

70 Residents Own a Vehicle 48%

121 Parking Spaces 42 Garage Spaces 163 Total Spaces

Total Number of Parking & Garage Spaces Occupied @ Date/Time Shown

Dates:	Sat 9-Jun	Sun 10-Jun	Tue 12-Jun	Wed 13-Jun	Thu 14-Jun	Sat 16-Jun	Sun * 17-Jun	Hourly Low - High Range	Average Per Hour	Average Per Resident	Average Per Unit
Time											
AM 6	80	82	77	81	81	79	80	77 82	80.0	0.55	0.63
7	83	85	85	86	87	85	83	83 87	84.9	0.59	0.66
8	88	92	92	90	90	87	81	81 92	88.6	0.61	0.69
9	85	87	97	97	98	87	81	81 98	90.3	0.62	0.71
10	91	79	97	98	107	89	69	69 107	90.0	0.62	0.70
11	88	63	99	100	101	94	76	63 101	88.7	0.61	0.69
PM 12	104	90	98	100	112	99	102	90 112	100.7	0.69	0.79
1	91	94	97	100	102	88	107	88 107	97.0	0.67	0.76
2	88	95	88	97	100	90	85	85 100	91.9	0.63	0.72
3	91	88	100	97	97	87	85	85 100	92.1	0.64	0.72
4	84	88	93	98	98	90	83	83 98	90.6	0.62	0.71
5	80	86	97	98	102	94	87	80 102	92.0	0.63	0.72
6	82	83	91	97	100	91	88	82 100	90.3	0.62	0.71
7	80	83	92	92	96	92	84	80 96	88.4	0.61	0.69
8	78	78	86	82	90	88	87	78 90	84.1	0.58	0.66
	86	85	93	94	97	89	85		90		

0.68

Avg/unit 0.67 0.66 0.72 0.74 0.76 0.70 0.67 Parking utilization rate per available space = 90/163 = 0.55

KEY: HOURLY LOW
HOURLY HIGH

* Fathers
Day

63 low 112 high 89.97 0.62 0.70
Final averages as a result of 7-day study

Capital Oaks - Raleigh, NC

128 Units 128 Units occupied 100% Occupancy

156 residents 45 Total Staff (multiple shifts)

52 Residents Own a Vehicle 33%

120 Parking Spaces 44 Garage Spaces 164 Total Spaces

Total Number of Parking & Garage Spaces Occupied @ Date/Time Shown

Dates:	Sat 9-Jun	Sun 10-Jun	Tue 12-Jun	Wed 13-Jun	Thu 14-Jun	Sat 16-Jun	Sun * 17-Jun	Hourly Low - High Range	Average Per Hour	Average Per Resident	Average Per Unit
Time											
AM 6	74		74	77	68	77	74	68 77	74.0	0.47	0.58
7	78	72	79	83	73	79	76	72 83	77.1	0.49	0.60
8	80	71	81	80	80	82	78	71 82	78.9	0.51	0.62
9	81	73	84	88	82	84	83	73 88	82.1	0.53	0.64
10	80	76	87	89	79	80	85	76 89	82.3	0.53	0.64
11	78	78	90	83	81	82	85	78 90	82.4	0.53	0.64
PM 12	80	92	93	80	84	86	86	80 93	85.9	0.55	0.67
1	88	89	94	78	86	88	88	78 94	87.3	0.56	0.68
2	82	87	94	86	84	86	90	82 94	87.0	0.56	0.68
3	67	79	93	86	87	82	78	67 93	81.7	0.52	0.64
4	72	84	91	80	85	85	79	72 91	82.3	0.53	0.64
5	74	85	95	79	88	82	86	74 95	84.1	0.54	0.66
6	75	83	88	78	86	84	83	75 88	82.4	0.53	0.64
7	75	79	85	76	83	81	74	74 85	79.0	0.51	0.62
8	78	78	83	76	85	81	70	70 85	78.7	0.50	0.61
	77	75	87	81	82	83	81		82		

0.63

Avg/unit 0.61 0.59 0.68 0.63 0.64 0.65 0.63 Parking utilization rate per available space = 82/164 = 0.50

KEY: HOURLY LOW
HOURLY HIGH

* Fathers
Day

67 low 95 high 81.69 0.52 0.64
Final averages as a result of 7-day study



Resort Lifestyle Communities conducted a survey in March, 2017, to calculate the number of vehicles in the parking lot of each RLC community after 6:00 PM on a week night, the results of which are below.

Community Parking Survey - March 2017							
Community	Number of Units	Number of residents	Total Parking Stalls	Number of Parking Stalls Per Unit	Number of Vehicles on Site	Percentage of parking stalls used	Number of Vehicles on Site Per Unit
Stone Oak	125	132	162	1.30	81	50%	0.65
Lakeline Oaks	128	142	154	1.20	76	49%	0.59
Capital Oaks	128	136	162	1.27	93	57%	0.73
Maple Ridge	129	110	165	1.28	40	24%	0.31
Savannah Pines	119	145	129	1.08	75	58%	0.63
Provident Crossings	128	141	160	1.25	56	35%	0.44
Reflection Ridge	119	119	166	1.39	55	33%	0.46
Bradford Square	128	40	160	1.25	32	20%	0.25
Oak Park	128	25	132	1.03	58	44%	0.45
River Stone	116	126	170	1.47	80	47%	0.69
Sherrill Hills	128	148	163	1.27	90	55%	0.70
Emerald Oaks	128	137	162	1.27	75	46%	0.35
Robinwood	142	138	154	1.08	100	65%	0.70
Walnut Grove	129	110	105	0.81	45	43%	0.35
AVERAGE	127	118	153	1.21	68	45%	0.54

Additional Information:

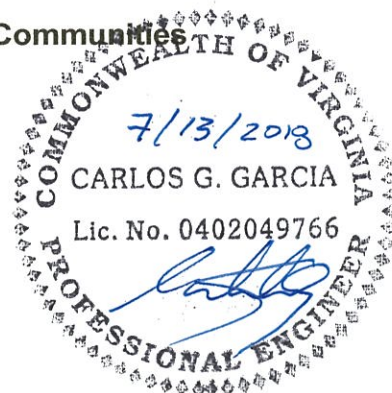
- Approximately 40% of all RLC community residents do not drive or do not own a vehicle upon the commencement of occupancy.
- During the peak usage period of 11:00 am to 3:00 PM when approximately 20 employees are located on site, average parking stall usage increases but remains less than one vehicle per unit.

Trip Generation Assessment - Resort Lifestyle Communities

Prepared For:
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Prepared By:
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Bowman Consulting Group

July 13, 2018



As requested, Bowman Consulting has completed a trip generation assessment at two fully occupied Resort Lifestyle Communities to determine average trip generation rates.

Background

Cameron General Contractors (CGC) develops and constructs Resort Lifestyle Communities (RLC) throughout the country. Resort Lifestyle Communities are 55+ luxury independent living facilities that cater to local clientele that have typically lost a spouse, lost the ability to drive, or downsized. Each facility provides residents with an all-inclusive service, amenities, and dining arrangement, diminishing the normal need to travel outside the home for goods and services.

The design and operations of Resort Lifestyle Communities are prototypical and thus each of the 22 current nationwide facilities are nearly identical in terms of floorplan layout and number of units (128-130 units).

The purposes of this trip generation analysis are to:

1. Determine the average number of vehicular trips per unit, and vehicular trips generated at peak hours, for a fully occupied and operational Resort Lifestyle Community facility for am peak, pm peak, weekend peak and daily traffic conditions. This data may then be utilized as a guide for trip generation purposes associated with planning and permitting RLC developments.
2. Determine if results are consistent with similar trip generation data documented in the ITE Trip Generation Manual, 10th Edition.

Site Selection

For the preparation of this assessment, two Resort Lifestyle Communities were selected that represent typical and prototypical RLC facilities. The two sites evaluated are:

Sherrill Hills - Knoxville, Tennessee (271 Moss Grove Boulevard)

This 128-unit community is currently fully occupied and operational. The community has 145 residents (1.13/unit) that are supported by a total staff of 36 employees on a multi-shift basis.

Capital Oaks - Raleigh, North Carolina (6498 Ray Road)

This 128-unit community is currently fully occupied and operational. The community has 156 residents (1.22/unit) that are supported by a total staff of 45 employees on a multi-shift basis.

Study Methodology

The methodology utilized for this study was based on the collection of entering/exiting traffic data at each fully occupied community during an average week. The procedures and evaluation for this assessment are in accordance with the Institute of Traffic Engineers (ITE) Trip Generation Manual, 10th Edition, publication. ITE is the leading resource for such data and provides traffic and parking related data for numerous land use and building types. Over 4,000 studies were aggregated for the data presented in current manual editions. ITE data is normally accepted by most city, county, state and other jurisdictions as the method used to model traffic and parking related data for growth management and project approvals.

Trip Generation Data Collection

Field survey observations were completed in Raleigh from Saturday June 9, 2018 to Friday June 22, 2018, and in Knoxville from Monday, June 13, 2018 to Tuesday, June 26, 2018. This study enabled data collection for a total of two Monday-Friday time periods at each site, as well as two Saturdays and Sundays. The traffic count data collected was summarized and is presented at the end of this document as an attachment.

Questionnaires were also distributed to each facility to collect resident, staffing, and visitor data to ascertain on-site vehicle data, peak employee shift times, and assess the significance of visitation on traffic generation.

Data Summary and Evaluation

Based on data collected and the results of the trip generation assessment, the following results can be highlighted.

Sherrill Hills - Knoxville, Tennessee (271 Moss Grove Boulevard)

- Average Trip Generation Rates (per unit) AM/PM Peak Hours: 0.14 / 0.28
- AM and PM peak hour trips generated: 18 AM Peak/36 PM Peak
- Average Trip Generation Rate (per unit) – Weekday: 3.16
- Average Daily Trips generated – weekday: 405
- Average Trip Generation Rate (per unit) – Weekend: 2.66
- Average Daily Trips generated – weekend: 340
- Peak hours of adjacent street traffic: 7:45 am to 8:45 am & 4:00 pm to 5:00 pm weekdays
- % of residents that do not own a vehicle: 52%
- Peak staffing: Ranged from 13 to 18 staff at peak; primarily on weekdays only (11:00 am to 2:30 pm)
- Deliveries: Average 1 truck/day (truck sizes and delivery times vary daily)

Capital Oaks - Raleigh, North Carolina (6498 Ray Road)

- Average Trip Generation Rates (per unit) AM/PM Peak Hours: 0.10 / 0.12
- AM and PM peak hour trips generated: 13 AM Peak/15 PM Peak
- Average Trip Generation Rate (per unit) – Weekday: 2.52
- Average Daily Trips generated – weekday: 323
- Average Trip Generation Rate (per unit) – Weekend: 2.73
- Average Daily Trips generated – weekend: 349
- Peak hours of adjacent street traffic: 7:45 am to 8:45 am & 5:15 pm to 6:15 pm weekdays
- % of residents that do not own a vehicle: 67%
- Service provider/vendor visitation: 1-3 visitors per day; primarily weekdays (9:00 am – 4:00 pm)
- Deliveries: Average 2-3 trucks/day; primarily box trucks (9:00 am – 3:00 pm)

Comparative Data

Comparative trip generation data is available through the ITE Trip Generation Manual, 10th Edition. The ITE manual provides such data under Land Use 252 (Senior Adult Housing), as follows:

- Average weekday* trip generation rate = 3.70 vehicles/unit (128 units = 474 total trips generated)

The June 9 - 26, 2018 study results compare to the data referenced above as follows:

Average Trip Generation Rates (vehicles/unit):

	Weekday	AM Peak	PM Peak	Saturday	Sunday
ITE Manual*	3.70	0.20	0.26	3.23	3.14
Sherrill Hills•	3.16	0.14	0.28	2.56	2.66
Capital Oaks *	2.52	0.10	0.12	1.96	2.73
RLC 2 Site AVG*	2.84	0.12	0.20	2.26	2.70
RLC % of ITE Rate	76.8%	60.0%	77.0%	70.0%	86.0%

* Basis = 128 units

The trip generation rate derived above in conjunction with a study of the directional nature of the traffic volumes yields the tables below. These traffic volumes are projected during the peak hour of the adjacent street traffic.

Weekday Average Peak Hour Traffic Volumes Generated (vehicles/hour):

	AM Peak			PM Peak		
	In	Out	Total	In	Out	Total
ITE Manual*	9	17	26	18	15	33
Sherrill Hills•	11	7	18	21	15	36
Capital Oaks *	6	7	13	9	6	15
RLC 2 Site AVG*	9	7	16	15	11	26
RLC % of ITE Rate	100%	41.2%	61.5%	83.3%	73.3%	78.8%

* Basis = 128 units

Average Daily Traffic Volumes Generated (vehicles/day):

	Weekday			Weekend		
	In	Out	Total	In	Out	Total
ITE Manual*	237	237	474	207	207	414
Sherrill Hills•	204	201	405	187	195	382
Capital Oaks *	160	163	323	167	169	336
RLC 2 Site AVG*	182	182	364	177	182	359
RLC % of ITE Rate	76.8%	76.8%	76.8%	85.5%	87.9%	86.7%

* Basis = 128 units

The June 9-26, 2018 study results provided herein demonstrate that based on two prototypical RLC facilities with full occupancy, weekday AM and PM peak hour trip generation, as well as average daily traffic volumes, is typically less than published ITE data.

Conclusions

The primary conclusion of this study, including the assessment of comparative ITE trip generation data for senior adult housing, is that vehicular trips generated at a fully occupied Resort Lifestyle Community is between 60%-86% of the closest comparable ITE trip generation rates for Senior Adult Housing.

This lower trip generation rate is consistent with the changes in the senior adult living industry. RLC communities are offering a broader range of in-house amenities to compete in the industry including full dining and concierge services. These amenities reduce the need to travel off-site, thereby reducing the external trip generation from the site.