

Inventure Capital LLC  
Attn: Ned Hoyt, Managing Member  
2820 Walton Commons W, Suite 125  
Madison WI 53718

City of Fitchburg  
Attn: Sonja Kruesel, City Planner and Zoning Administrator  
5520 Lacy Road, Fitchburg WI 53711 (by email)

Dear Sonja,

Please find attached draft concept plans for our proposed mixed use development at lot 22 Maple Lawn Heights (parcel# 225/069-031-1222-3).

As discussed, we seek to appear at the scheduled 20 July 2021 Plan Commission hearing for a pre-application meeting as required prior to lodging an application for PDD zoning for the property.

We note that as required we have met with city staff for a pre-application meeting on Thursday the 17<sup>th</sup> of June 2021, prior to requesting this hearing.

We note that the parcel is shown as High Density Residential on the Future Use plan portion of the City of Fitchburg Comprehensive Plan, and that the parcel is also within the North Fish Hatchery Redevelopment/Visioning area.

As such we believe that the inclusion of some commercial space is in keeping with that redevelopment plan, and supports the City's express goals and objectives in the Comprehensive Plan for land in this corridor.

The concept plans suggest roughly 8-10,000 sft of commercial space, with roughly 150-160 apartments in a range of sizes and configurations, intended to be of a similar calibre and quality as those recently completed at our Terrace Point project on Bowman Drive.

We believe that the integration of the commercial space with the multifamily residential housing will have a number of benefits:

- A superior overall product with superior amenity to its residents and businesses;
- Higher value creation, property tax generation, and overall economic stimulus to the area;
- Facilitation of the other elements of the North Fish Hatchery visioning, by providing a location that existing business in the corridor could relocate too while their locations are upgraded;
- Furthering the goals of the City's Comprehensive Plan

We note that because the future use is for High Density Residential, we have been advised by City staff that the inclusion of Commercial Space requires approval under a PDD application mechanism.

Additionally, we note that as the extension of Ochalla Drive to Index Road would be accomplished by this development, and that this road extension adds complexity to the design constraints, the PDD application mechanism is also appropriate for ensuring that setbacks and other planning guidelines can be adjusted to support the kind of project being proposed.

We note that we have considered the possibility of including a range of residential property types (ie ownership as well as rental), but in this particular case, given the limited size and constraints on the property, there did not seem to be an effective mechanism to do this in a viable manner, so we will continue to look for those sorts of opportunities on other larger parcels in the future.

Please confirm that the information provided is sufficient for us to be able to appear at the scheduled hearing on 20 July 2021 or whether you require additional information from us.

Regards

A handwritten signature in black ink, appearing to read "Ned Hoyt", with a stylized flourish at the end.

Ned Hoyt

Inventure Capital LLC

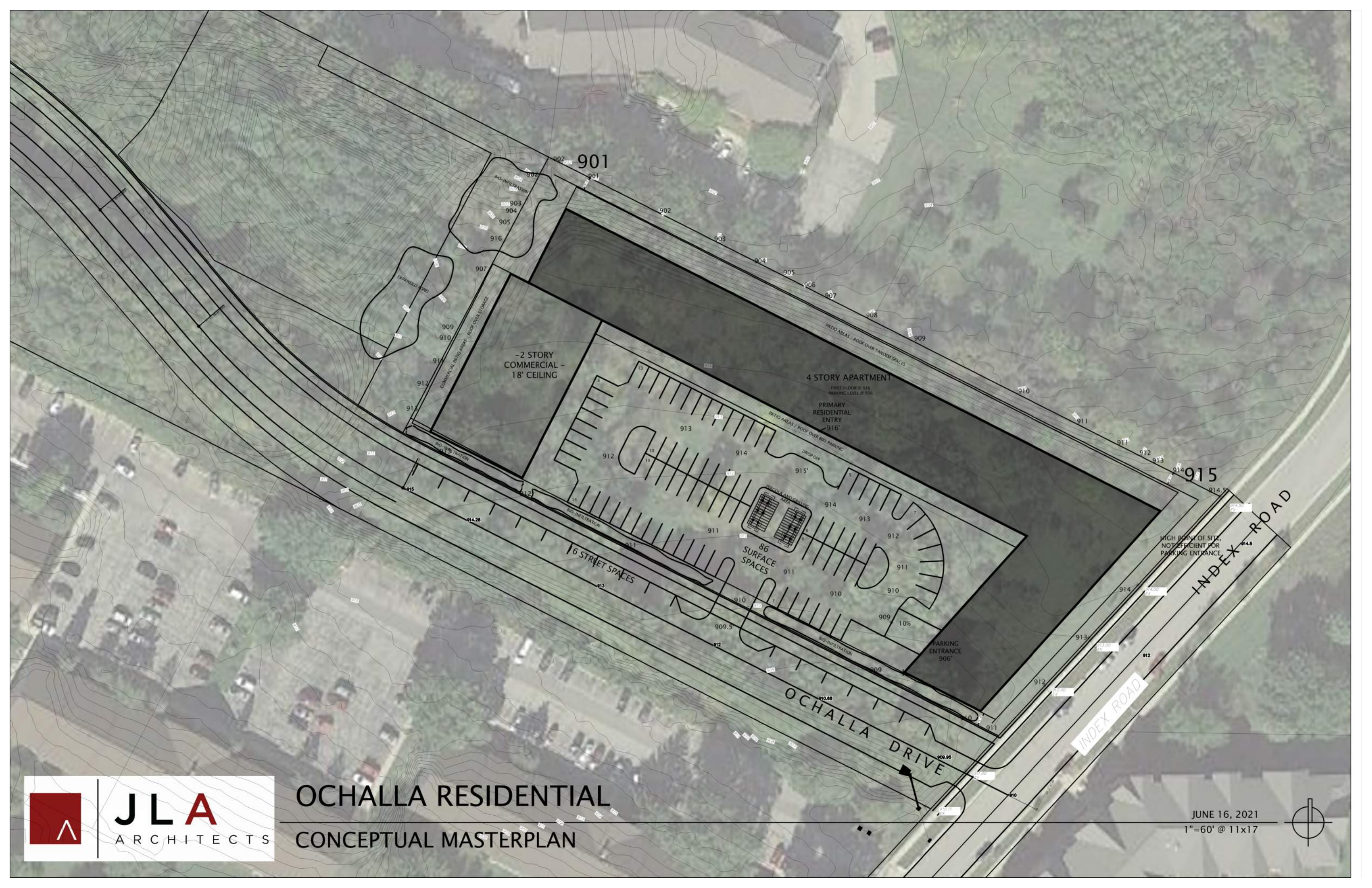
## CONCEPTUAL MASTERPLAN DATA

| BLDG. | FLOOR | GROSS AREA   | COMM.       | RESIDENTIAL UNITS          |                         |                          |                         |                         |       |     | PARKING PROVIDED |         |       |            |
|-------|-------|--------------|-------------|----------------------------|-------------------------|--------------------------|-------------------------|-------------------------|-------|-----|------------------|---------|-------|------------|
|       |       |              |             | (A)<br>STUDIO<br>XX A.S.F. | (B)<br>1BR<br>XX A.S.F. | (C)<br>1BR+<br>XX A.S.F. | (D)<br>2BR<br>XX A.S.F. | (E)<br>3BR<br>XX A.S.F. | TOTAL | BRS | COVERED          | SURFACE | TOTAL | RATIO      |
| A     | 4     | 42,337 S.F.  |             | 5                          | 23                      | 6                        | 8                       | 1                       | 43    | 53  |                  |         |       |            |
|       | 3     | 42,337 S.F.  |             | 4                          | 22                      | 6                        | 7                       | 1                       | 40    | 49  |                  |         |       |            |
|       | 2     | 42,337 S.F.  |             | 4                          | 23                      | 6                        | 9                       | 1                       | 43    | 54  |                  |         |       |            |
|       | 1     | 49,017 S.F.  | 10,700 S.F. | 4                          | 19                      | 6                        | 8                       | 1                       | 38    | 48  |                  |         |       |            |
|       | T.    | 176,028 S.F. |             | 17                         | 87                      | 24                       | 32                      | 4                       | 164   | 204 | 163              | 86*     | 249   | 1.2 / UNIT |
|       |       |              | 10.4%       | 53%                        | 14.6%                   | 19.5%                    | 2.5%                    | 32**                    |       |     |                  | 195     |       |            |

\*DOES NOT INCLUDE 16 STREET PARKING

\*\*SUBTRACTS 54 FOR COMMERCIAL @ 5 PER 1000 S.F.

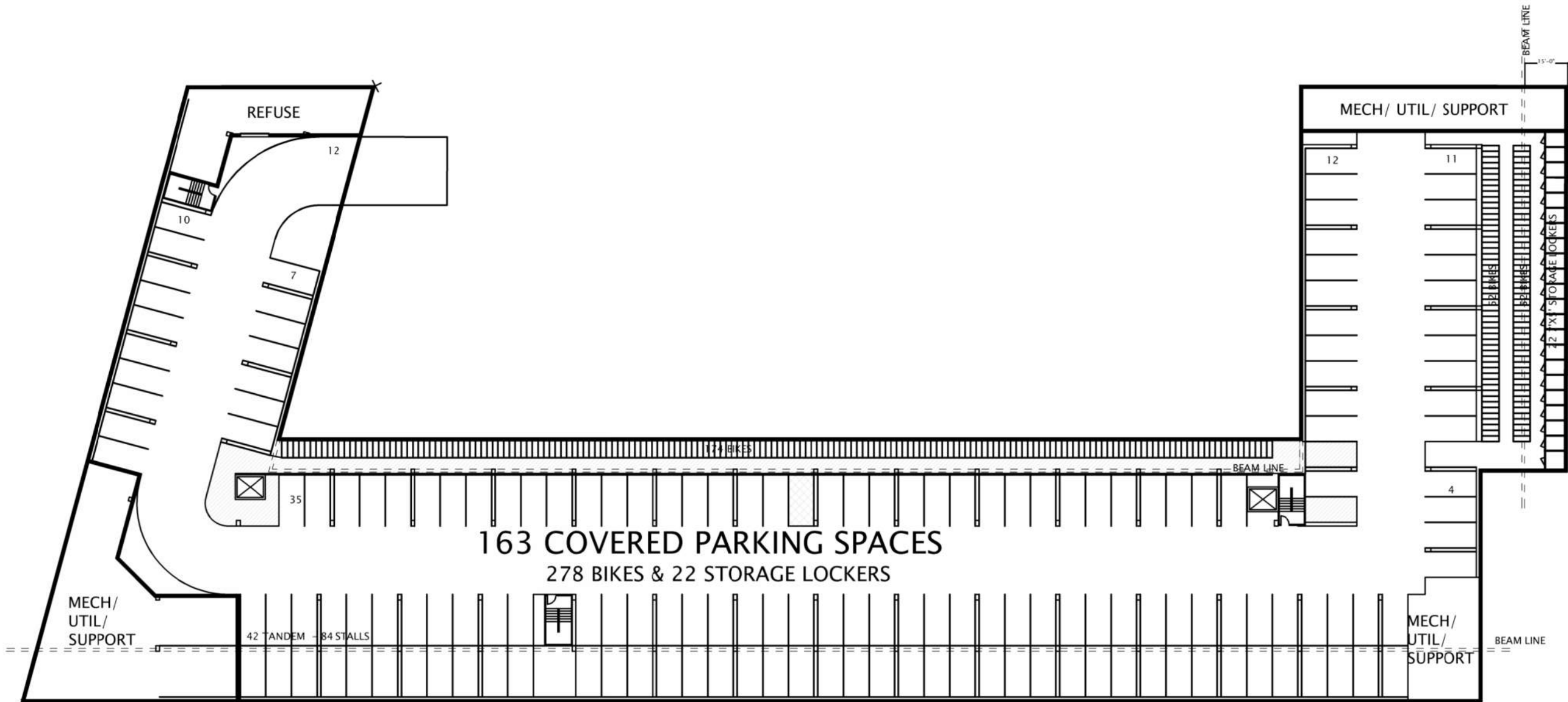




# OCHALLA RESIDENTIAL CONCEPTUAL MASTERPLAN

JUNE 16, 2021  
1"=60' @ 11x17





**JLA**  
ARCHITECTS

OCHALLA RESIDENTIAL  
CONCEPTUAL PLANS - LL PARKING

JUNE 16, 2021  
1"=40' @ 11x17



