

Bowman Plaza Re-Development

MIXED USE DEVELOPMENT

FITCHBURG, WISCONSIN



PRE-APPLICATION PROJECT INFORMATION

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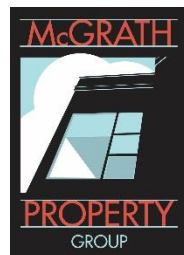
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PROJECT LOCATION & GENERAL DESCRIPTION

The Bowman Plaza Re-Development will be a distinctive mixed-use development serving the increased demand for quality, higher density housing and commercial/retail space in the Fitchburg area over the next five years and beyond. It will be located on the 2 plus-acre parcel containing the existing Bowman Plaza commercial property at 2932 Fish Hatchery Road.

Surrounding Context

The project site is in an urban neighborhood surrounded by existing businesses, a public golf course, elementary schools, several parks and recreation areas, with a mix of residential apartments and homes. The properties to the north, south, and east are predominantly commercial and the properties to the west are predominantly residential.

Existing Topography

The project site is slightly elevated relative to Fish Hatchery Road to the east, and is currently fully developed with an older commercial building, and asphalt driveway and parking covering virtually the whole site. There are no wetlands within the boundary of the parcel.

Existing Site Conditions

The former Stop and Go service station on the site has been closed since the sale of that business a few years past. The existing commercial building is only partially occupied by commercial tenants. Members of City on a Hill Church often use the parking at the existing commercial space during times of larger services and attendance.



RATIONALE FOR A PLANNED DEVELOPMENT DISTRICT

We believe there is a need to use Planned Development District Zoning for the Bowman Drive Mixed Use Re-Development in order to accomplish the goals of providing a quality infill development and maintaining the more urban feel desired.

To accomplish these goals, we reference the City's Ordinance with the following reasons:

- Section 22-144 – Permitted Uses (3): Only permits up to 8 units per building. While we realize dwelling structures having greater than eight dwelling units are allowed as a Conditional Use (per 22-145 (6)), we desire the long-term stability afforded under a permanent zoning classification.
- Section 22-146 – Dimensional Standards (2) b: Requires a minimum of 2,000 square feet of lot area per each Efficiency unit, 2,200 square feet of lot area per each 1 bedroom unit, 2,400 square feet per each 2 bedroom unit, and 2,700 square feet per each 3 bedroom unit, with the provision that each structured parking space reduces the minimum lot area by 500 square feet. With our proposed unit mix and total unit count of 263 units, this standard would require a parcel substantially larger than our existing parcel size.
- Section 22-146 – Dimensional Standards (4): Sets the minimum front setback (Fish Hatchery Road) at 30 feet. In order to fulfill our desire to provide a more urban feel, we propose a minimum setback of 10 feet.
- Section 22-146 – Dimensional Standards (5): Sets the minimum side setback at 10 feet. In order to fulfill our desire to provide a more

urban feel, we propose a minimum setback of 5-10 feet depending on location.

- Section 22-146 – Dimensional Standards (8): Restricts the maximum building height to 45 feet or 3 stories, whichever is less. We are planning 5-stories of residential on top of 2 stories of an underground parking structure that is partially exposed due to grading on site. While we realize dwelling structures having greater than 3 stories is allowed as a Conditional Use (per 22-146 (8)), we desire the long-term stability afforded under a permanent zoning classification.

Beyond these code related rationales, we believe there is a unique opportunity to coordinate parking between the City on a Hill Church located directly to the north, and the Bowman Plaza redevelopment. Given guidance from City Staff, implementation of this shared and coordinated parking arrangement would require approval under a PDD zoning application.

ECONOMIC & SOCIAL IMPACTS

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

Property Values and Tax Revenue

This project represents an expected total investment of \$50 - 60,000,000. It is estimated that this project would have a total assessed value, upon full assessment, of over \$45,000,000. If this valuation is achieved, we believe that the project will generate over \$1 million in additional property tax revenue for the City.

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 Impact Fees to the City in an amount approaching \$1 million as part of its development.

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

- This development will help to further the city's desire to create a vibrant urban feel to the North Fish Hatchery Road corridor and make productive use of a site which has been underutilized for a long time.
- This quality development will also help to create a welcoming environment for pedestrians with its residential, office, and retail mix replacing a vacant site.

Encouragement of Further Redevelopment within the Corridor

We have included significant commercial space in this location to provide for potential relocation of other Fitchburg businesses within the North Fish Hatchery corridor, which should facilitate the sequential redevelopment of multiple sites, while retaining those businesses within Fitchburg.

Future Redevelopment of the City on a Hill Property

As part of our design process, and eventual GIP submission, we intend to show that our proposed redevelopment will not limit, and should encourage, the orderly redevelopment of the City on a Hill property to the north. While we do not intend to propose any Specific Plans (ie SIP) for the Church, and acknowledge that the Church has no current intentions to sell or develop, we expect to ensure that our proposal does not hinder or limit future development in line with the City's North Fish Hatchery Visioning and Comprehensive Plan.

CONSISTENCY WITH COMPREHENSIVE PLAN

We believe that this project complies with the City of Fitchburg's Comprehensive Plan. We will provide a comprehensive analysis as part of a GIP application, but note the following:

Housing Policy Framework Goal 1: Provide balanced growth with a variety of housing types:

Objective 1.1: Encourage the creation of compact mixed-use activity centers

Objective 1.3: Support rehabilitation efforts...

Housing Policy Framework Goal 2: Promote the efficient use of land for housing:

Objective 2.1: Encourage the creation of compact neighborhoods and development

Objective 2.2: Promote Development with existing infrastructure.

Jobs and Education Policy Framework Goal 1: Encourage Appropriate Development:

Objective 1.1: Encourage the creation of compact mixed-use activity centers

Objective 1.5: Foster entrepreneurship, job growth, businesses retention, expansion and recruitment.

CONSISTENCY WITH NORTH FISH HATCHERY VISIONING

We believe that this project is consistent with the City of Fitchburg's Visioning for the North Fish Hatchery Redevelopment Area. We will provide a comprehensive analysis as part of a GIP application, but note the following:

Goal 1: Promote Economic and Tax Base Growth and Stability.

Goal 2: Transition Corridor to an Urban Form.

Goal 3: Continue Stabilization of Existing Residential Development

Goal 4: Position Post Road/Fish Hatchery Road as Primary Community Gateway.

SITE DESIGN & GENERAL INFORMATION

The Masterplan for the Bowman Plaza Re-Development Mixed Use Development has been thoughtfully designed to address numerous site challenges including the existing topography and project identity.

Masterplan Design Highlights:

- The building is located & orientated to address the street edge and to help define the public realm, while providing exposure to commercial businesses relocating to the site.
- Roughly 20,000 sqft of new commercial space substantially replaces the existing commercial space at Bowman Plaza while substantially upgrading its amenity.
- Five levels of residential development above the covered parking will provide a significant landmark for this Fitchburg corridor, “crowning” this high point of land, and which should provide significant amenity to residents via 360 degree views.
- Residential parking is designed to be primarily supported by covered parking through the use of two levels of covered parking.
- Surface parking is kept primarily for the shared use of the commercial tenants and adjacent City on a Hill Church.
- The site has and maintains pedestrian and vehicular access to the Fish Hatchery Road corridor.
- The site contains an elevated green roof that creates a private courtyard for resident use.

Off Street Parking:

The City's typical parking requirements require 2.0 parking stalls per residential dwelling unit. Our experience with multi-family developments with this type of unit mix indicates that this requirement is unnecessary. We are proposing a minimum of 1.2 parking stalls per dwelling unit, and this initial design provides closer to 1.3.

We are also providing roughly 66 surface parking stalls for the retail/office spaces in shared coordination with the City on a Hill Church.

Our confirmed experience with existing properties in our portfolio indicates that this level of parking is appropriate for this project, with the added benefits that it minimizes the visual impact of surface parking lots on the site and the surrounding areas.

Bicycle Parking:

In addition to off-street vehicular parking, we are proposing a minimum of 0.5 bicycle parking stalls per dwelling unit located either within the lower level parking or a bike shelter. Additionally, exterior stalls will be located with proximity to the entrances of the building, and adjacent to the proposed retail/office spaces.

Site Density is currently conceived as roughly 100 units per acre, which can only be adequately managed through the extra level of covered parking, and coordination with the City on a Hill Church to the north. We will provide comprehensive statistics for site density, coverage, building coverage, landscaping, impervious surface, and floor space as part of our GIP application.

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, more units can be developed on this site. Therefore, this development can help meet the increasing need for residential units on less land area than would otherwise be required under the City's High Density Residential Zoning.

Utilizing Existing Impervious Surface Area

As the site is essentially 100% developed, with virtually no pervious surfaces, the effective redevelopment of this site allows this existing impervious area to support a higher level of density. This allows population growth in the city to be accommodated with less clearing and development of current greenfield locations.

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 building setbacks can be reduced to allow the buildings to be located & orientated to address the street edge and to help define the public realm.

APPENDIX 'A'
PRE-APPLICATION PROJECT INFORMATION
CONCEPTUAL MASTERPLAN

BOWMAN PLAZA MIXED-USE

APRIL 15, 2022



FLOORS	(3) GROSS AREA LEASABLE RETAIL (S.F.)	(2) GROSS AREA LEASABLE RESIDENTIAL (S.F.)	NET AREA RESIDENTIAL (S.F.)	EFFICIENCY	(1) TOTAL UNITS	SURFACE PARKING (RETAIL)	COVERED PARKING (RETAIL)	COVERED PARKING (RES.)	SURFACE PARKING (RES.)	PARKING RATIO	
										PER UNIT	PER BR
F L O O R S			-		-						
			-		-						
			-		-						
			-		-						
	6		48,725	41,416	85.0%	54					
	5		48,725	41,416	85.0%	54					
	4		48,725	41,416	85.0%	54					
	3		48,725	41,416	85.0%	54					
	2		44,415	37,753	85.0%	49					
	1 / P1	18,260	-	-	85.0%	-	66	7	191	2	
P2		-	-		-			154			
TOTALS	18,260	239,315	203,418	85.0%	263	66	7	345	2	1.32	0.97

774 Average N.S.F. per unit

910 Average G.S.F per unit

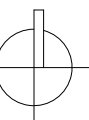
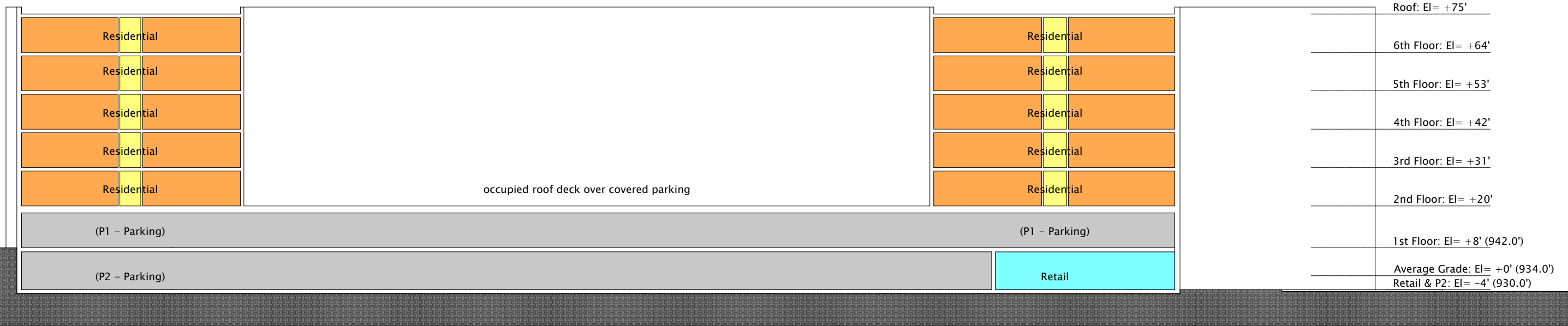
NOTES:

- 1 TOTAL UNIT PER FLOOR ASSUMES AVERAGE UNIT SIZE BASED ON ASSUME UNIT MIX
- 2 GROSS AREA DOES NOT INCLUDE RETAIL AREAS (+- 18,260 SF.).
GROSS AREA DOES NOT INCLUDE RESIDENTIAL AMENITY AREAS (+-4,310 SF.).
- 3 GROSS AREA DOES NOT INCLUDE PARKING AREAS (+-139,815 SF.).
RETAIL PARKING ASSUMES 4 SPACES PER 1,000 GSF (73 SPACE REQUIRED)
PARKING TOTALS DO NOT INCLUDE PARKING FOR CHURCH (82 SPACES)

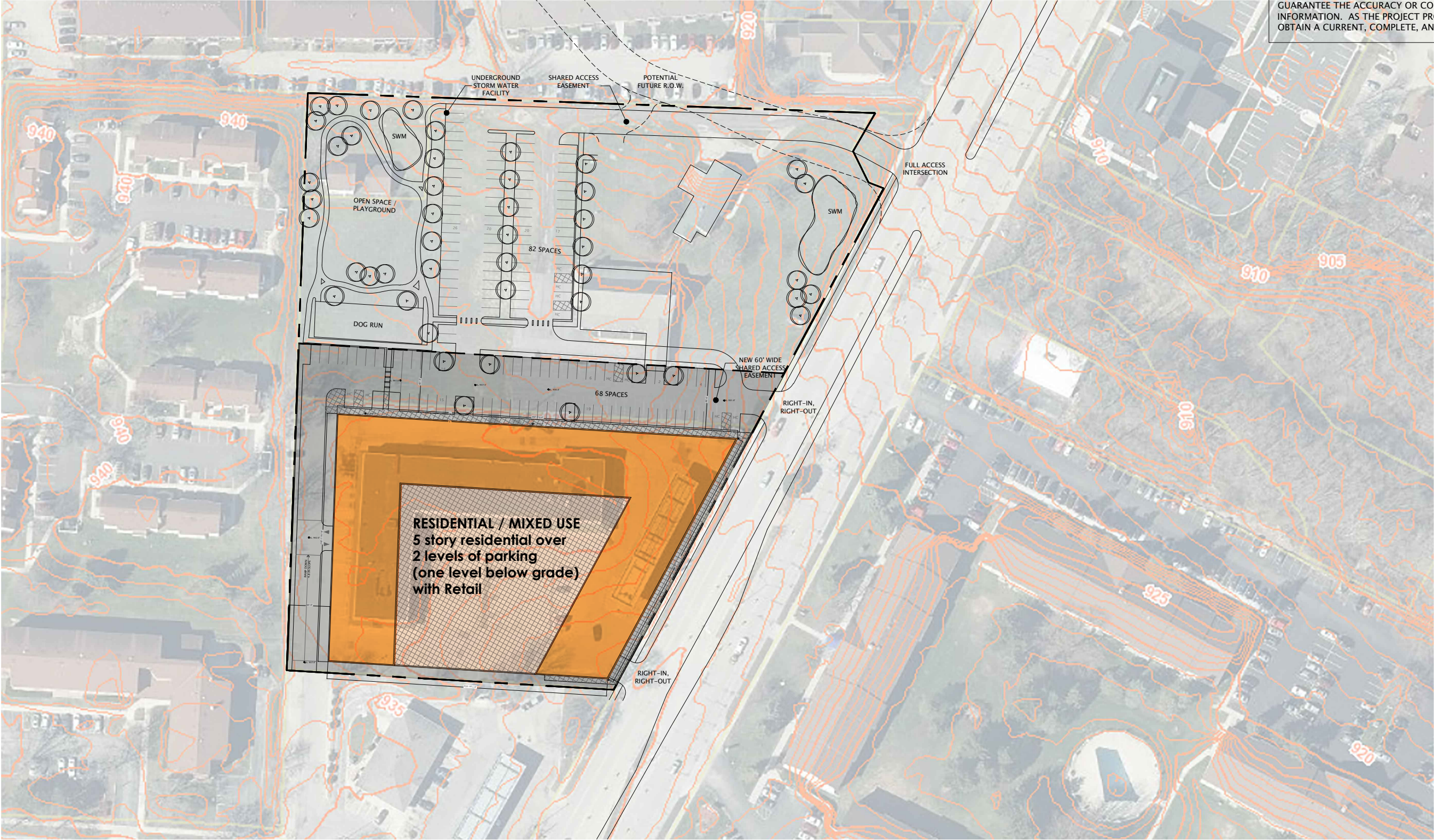
ASSUMED UNIT MIX		
%	TYPE	ASF
20	STUDIO	500
50	1 BEDROOM	700
25	2 BEDROOM	1025
5	3 BEDROOM	1350
100	AVERAGE UNIT SIZE:	774

Estimated Bedrooms

- 53 Studio
- 131 1 Bedroom
- 131 2 Bedroom
- 39 3 Bedroom
- 355 Bedrooms**



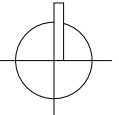
NOTE:
 ALL SITE INFORMATION CONTAINED IN THIS CONCEPTUAL SITE PLAN - INCLUDING PROPERTY BOUNDARIES, WETLANDS, FLOOD PLANES, EASEMENTS, ETC.- HAVE BEEN ACQUIRED THROUGH PUBLICLY AVAILABLE INFORMATION. JLA ARCHITECTS DOES NOT GUARANTEE THE ACCURACY OR COMPLETENESS OF THIS INFORMATION. AS THE PROJECT PROGRESSES, OWNER SHALL OBTAIN A CURRENT, COMPLETE, AND ACCURATE SITE SURVEY.



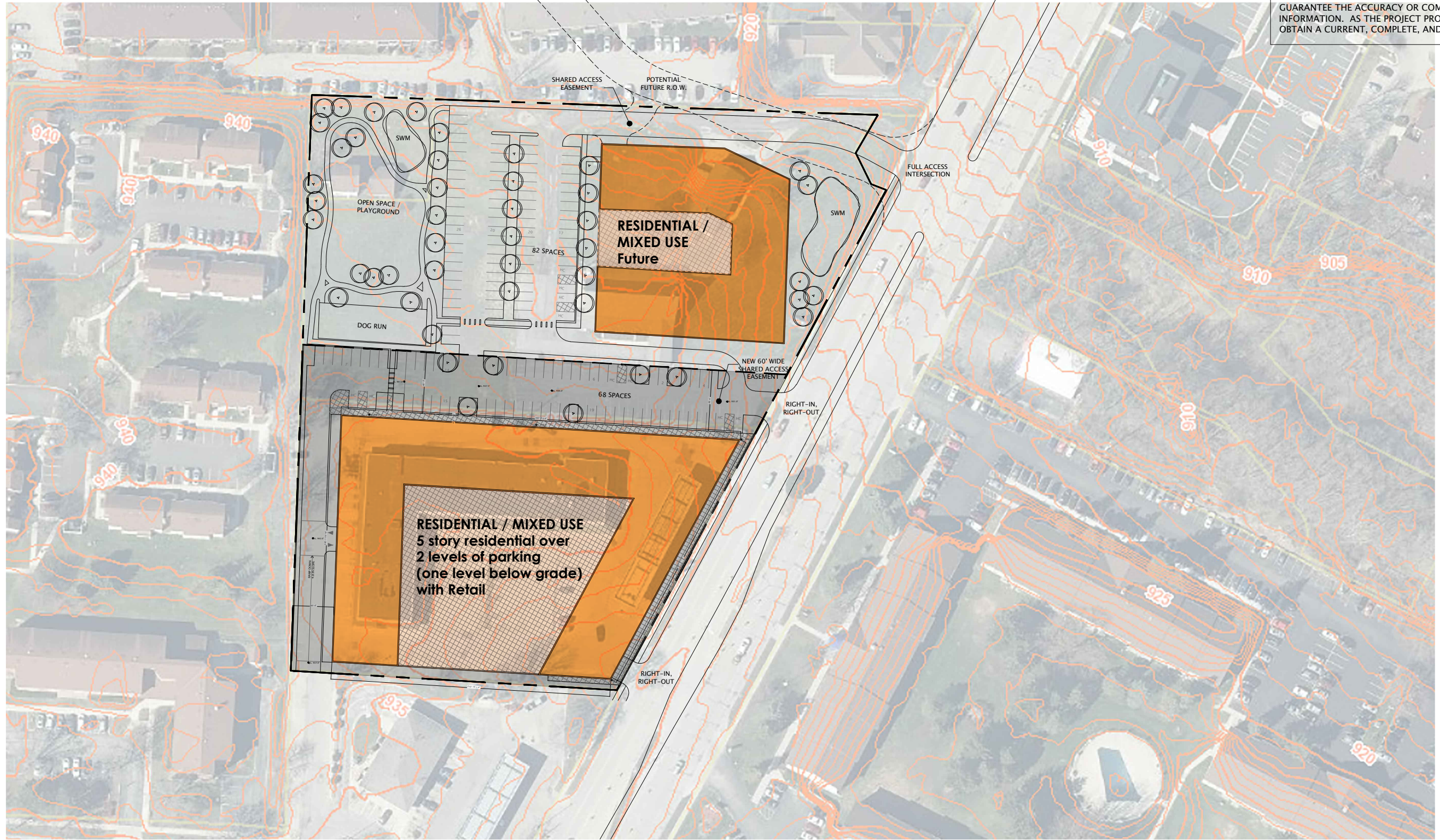
JLA
 ARCHITECTS

BOWMAN PLAZA MIXED-USE
CONCEPTUAL MASTERPLAN

SITE PLAN 1"=100'
 APRIL 15, 2022



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BOWMAN PLAZA MIXED-USE

CONCEPTUAL MASTERPLAN: Potential Future Development

SITE PLAN 1"=100'
APRIL 15, 2022

