

The Artists Lofts
Index Road, Lot 6 Development
Mixed Use, High Density Residential
Development

FITCHBURG, WISCONSIN



PRE-APPLICATION PROJECT INFORMATION

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PROJECT TEAM:

INVENTURE CAPITAL, LLC
3131 Fish Hatchery Road
Fitchburg, Wisconsin 53713
Contact: Ned Hoyt
608.949.2151



JLA ARCHITECTS + PLANNERS
800 West Broadway, Suite 200
Monona, Wisconsin 53713
Contact: Joe Lee
608.442.3860

PROJECT LOCATION & GENERAL DESCRIPTION

The Artists Lofts, Index Road Lot 6 Development will be a unique mixed use and high density residential multi-family development serving the increased demand for quality, higher density housing in the Fitchburg area over the next five years and beyond. It will be located on the approximately 3.896 acre vacant parcel on Index Road just north and east of the Ochalla Drive extension.

The project integrates an arts focused commercial development on the ground level, with high quality luxury apartments on the upper 3 levels, creating a unique mixed use development. We are still evaluating whether the apartments can be progressed as a condo/ownership product, or whether we will need to proceed with market rate apartments to secure financing.

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. It is part of the North Fitch Hatchery Road Visioning area for the City of Fitchburg. The properties to the north and east are predominantly commercial, the properties to the south and west are predominantly residential.

Existing Topography

The project site slopes up to the east from Index Road, and then back down to the east towards the rear of the property. It is elevated relative to both its northern and southern neighbours. The property is currently vacant with scrub vegetation covering virtually the whole site. There are no wetlands within the boundary of the parcel.

Existing Site Conditions

The site had a minor change to the comprehensive plan submitted in 2021 and approved to convert its future use to Mixed Use, but has no current planning applications or active useage.

Project Site:



RATIONALE FOR A PLANNED DEVELOPMENT DISTRICT

We believe there is a need to use Planned Development District Zoning for the Index Road Lot 6 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 substantial commercial footprint, and proposed unit mix and total unit count of 120 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 (Index 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 (8): Restricts the maximum building height to 45 feet or 3 stories, whichever is less. We are planning 4-stories of residential and commercial on top of 1 level of

a covered 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 note that the proposed intent for an Arts focused commercial district with residences above, is likely to have some unique characteristics that are best addressed via the PDD application and zoning process.

Earlier guidance from City Staff also implied that implementation of this proposal would likely 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 over \$30,000,000. It is estimated that this project would have a total assessed value, upon full assessment, of over \$25,000,000. If this valuation is achieved, we believe that the project will generate significant 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 \$1,000,000 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 Arts Precinct delivered through this project should add a cultural center adding social benefits to the broader community.
- The addition of this quality residential community should improve the perceived image of the immediate area.
- The addition of this quality residential 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 residential 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.

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: Supports 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, by placing new urban residences close to existing and new business locations.

Objective 1.5: Foster entrepreneurship, job growth, businesses retention, expansion and recruitment, by placing new urban residences close to existing and new business locations.

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.

We also note that Lot 6 was designated as an Arts/Sports precinct in the Visioning, and we are proposing a unique Arts focused mixed use development to meet that objective.

SITE DESIGN & GENERAL INFORMATION

The Masterplan for the Artists Loftus, Index Lot 6 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.
- Unlike other recent Inventure Projects, this has a community landscaped courtyard open to the public around which the Art Focused commercial space is organized.
- The first floor commercial space is designed to have arts focused commercial tenants fronting the shared courtyard, while the first floor spaces facing out towards the driveway are intended to be more workshop focused artist spaces.
- Three levels of residential development above the commercial level will provide a unique development which will tie into the significant developments recently approved to the west and southwest.
- The access driveway circles the project providing sufficient parking for commercial tenant visitors and safe access to the whole of the building.
- Residential parking is designed to be primarily supported by covered parking, though additional parking for tenants and visitors will be available along the surrounding access drive on the property.
- Commercial parking is intended to be primarily surface parking for the shared use of the commercial tenants and adjacent City on a Hill Church.

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 solution that should deliver minimum of 1.5 parking stalls per dwelling unit, and this initial design provides closer to 2.0 subject to the appropriate allocation

for the commercial space. Additional discussion with city staff will be appropriate to assess parking needs for the Arts Precinct concept.

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.

Site Density is currently conceived as roughly 30-40 units per acre, which is lower than other recent project approvals and proposals in the corridor. That said, this project has a substantially larger commercial Arts precinct than other recent projects. 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.

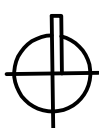
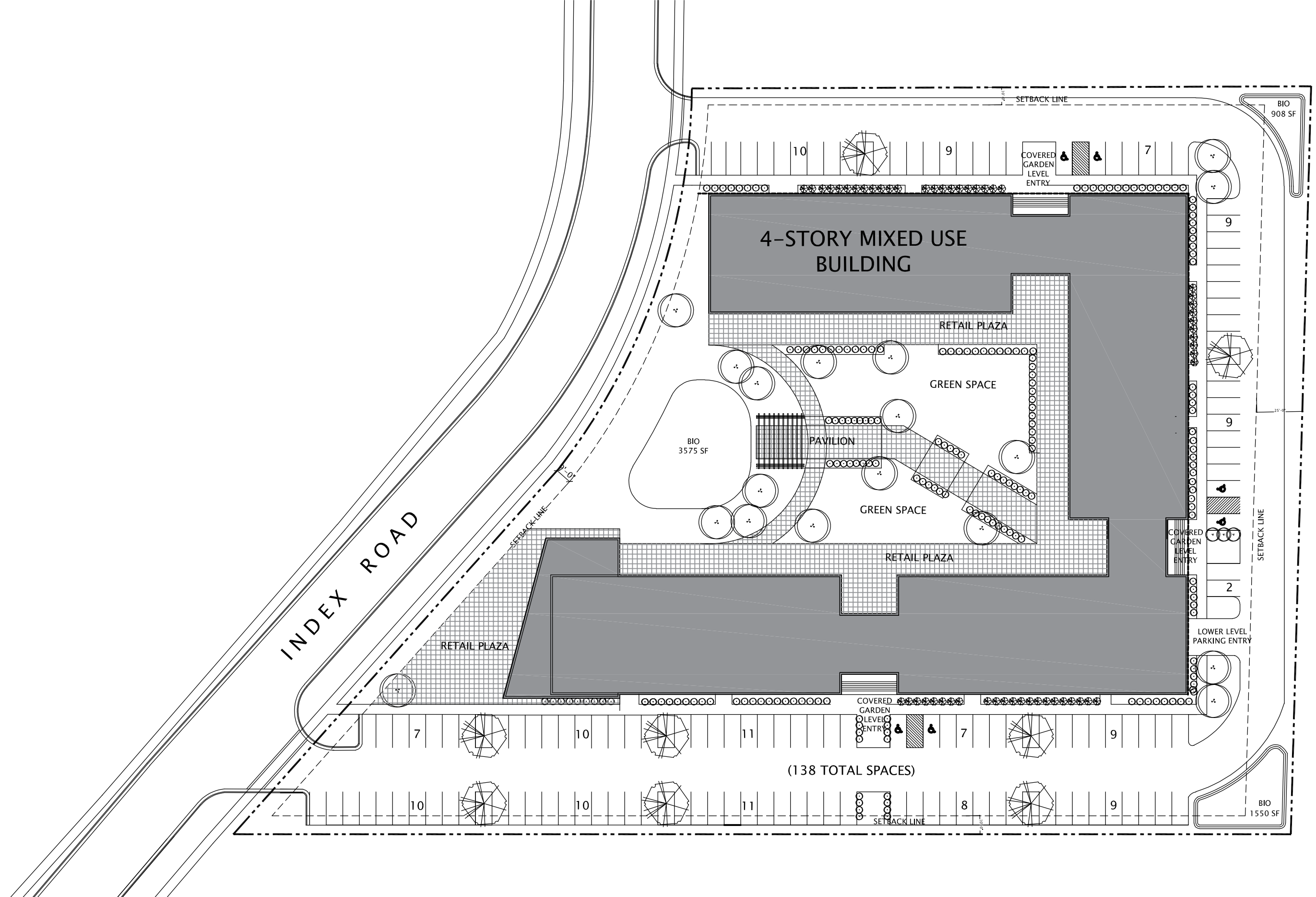
Reduction of Sprawl

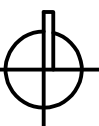
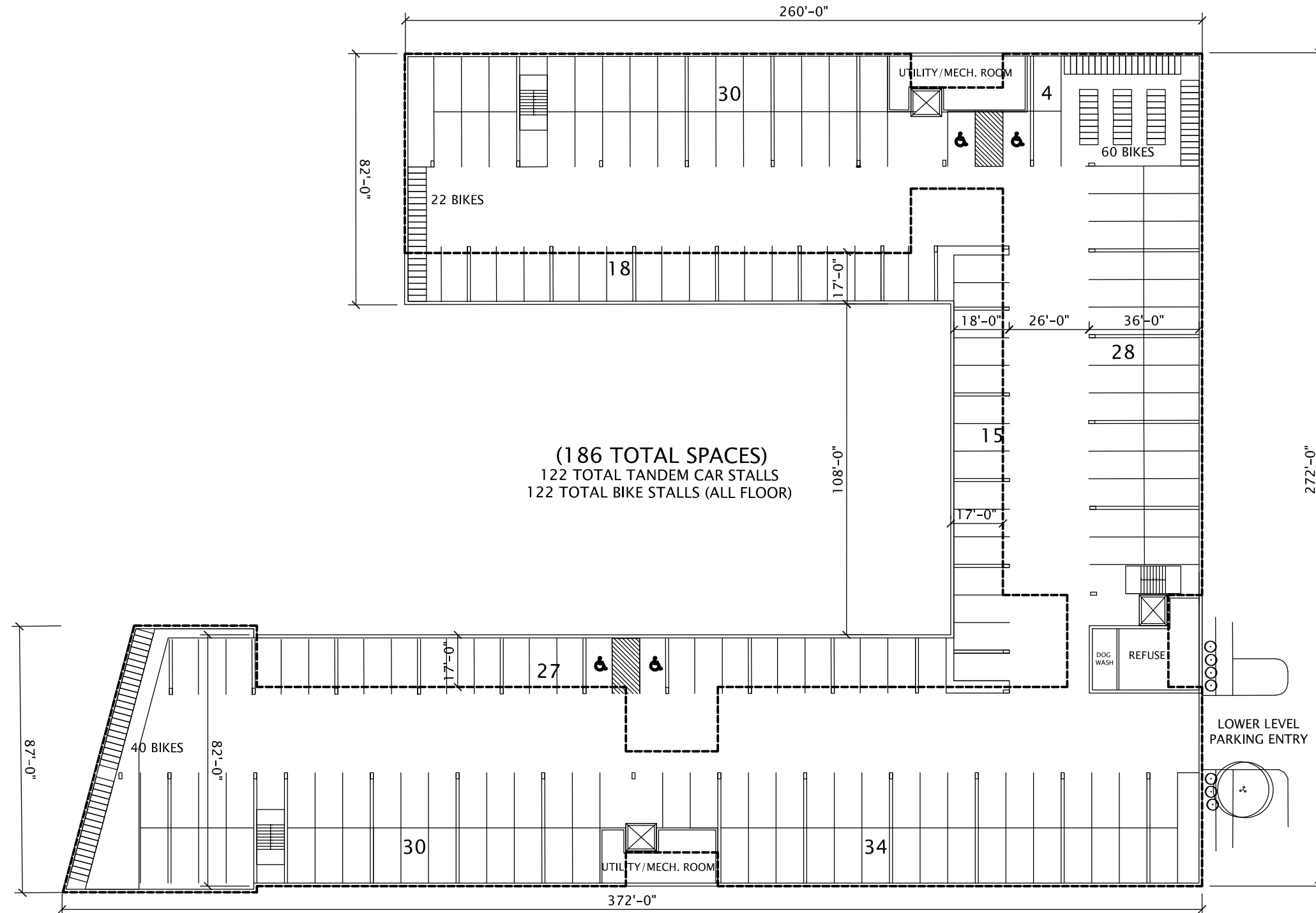
Because of PDD Zoning, more units can be developed on this site. Therefore, this development can help meet the increasing need for residential units on less land area than would otherwise be required under the City's High Density Residential Zoning.

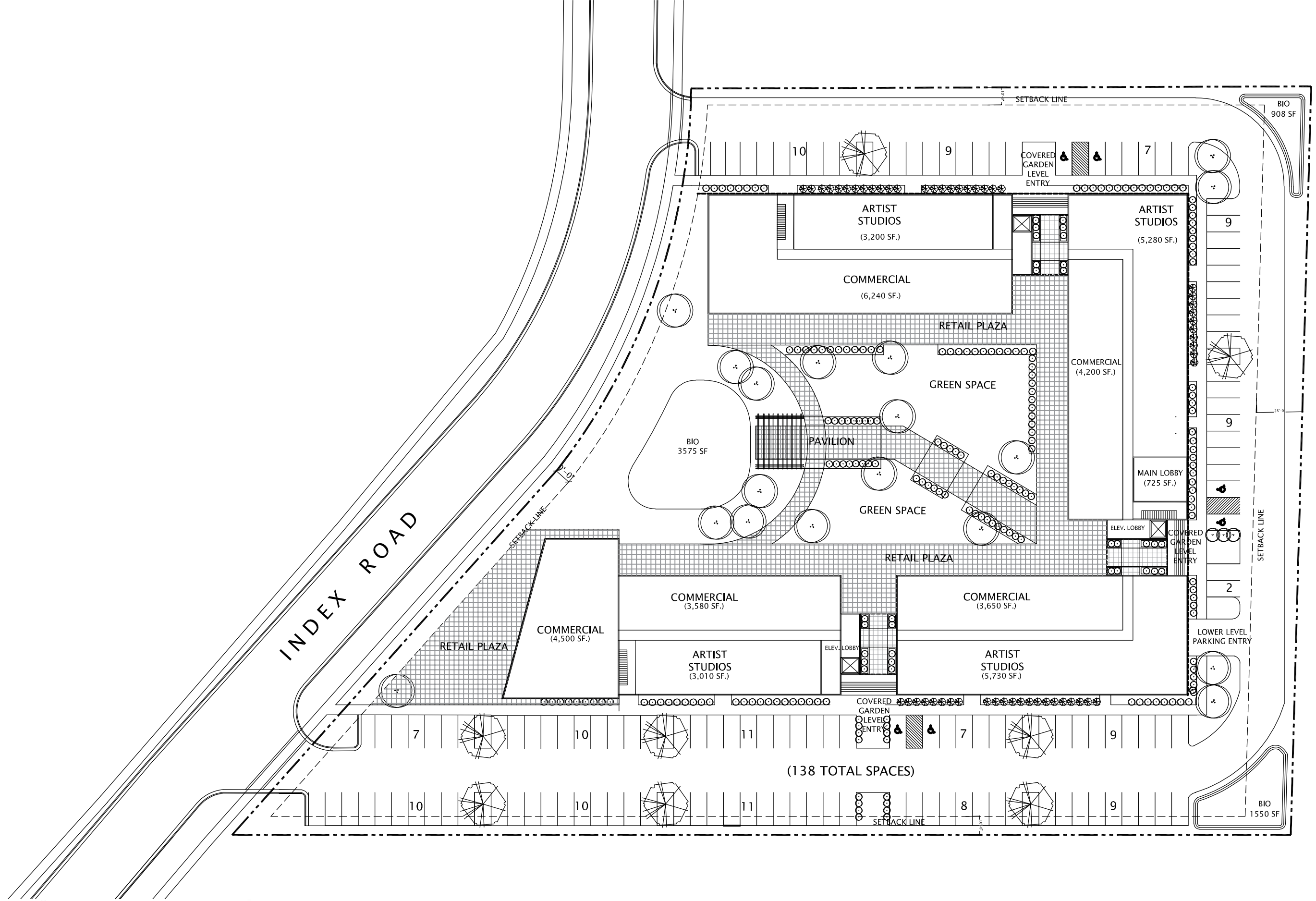
Enhanced Public Realm

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



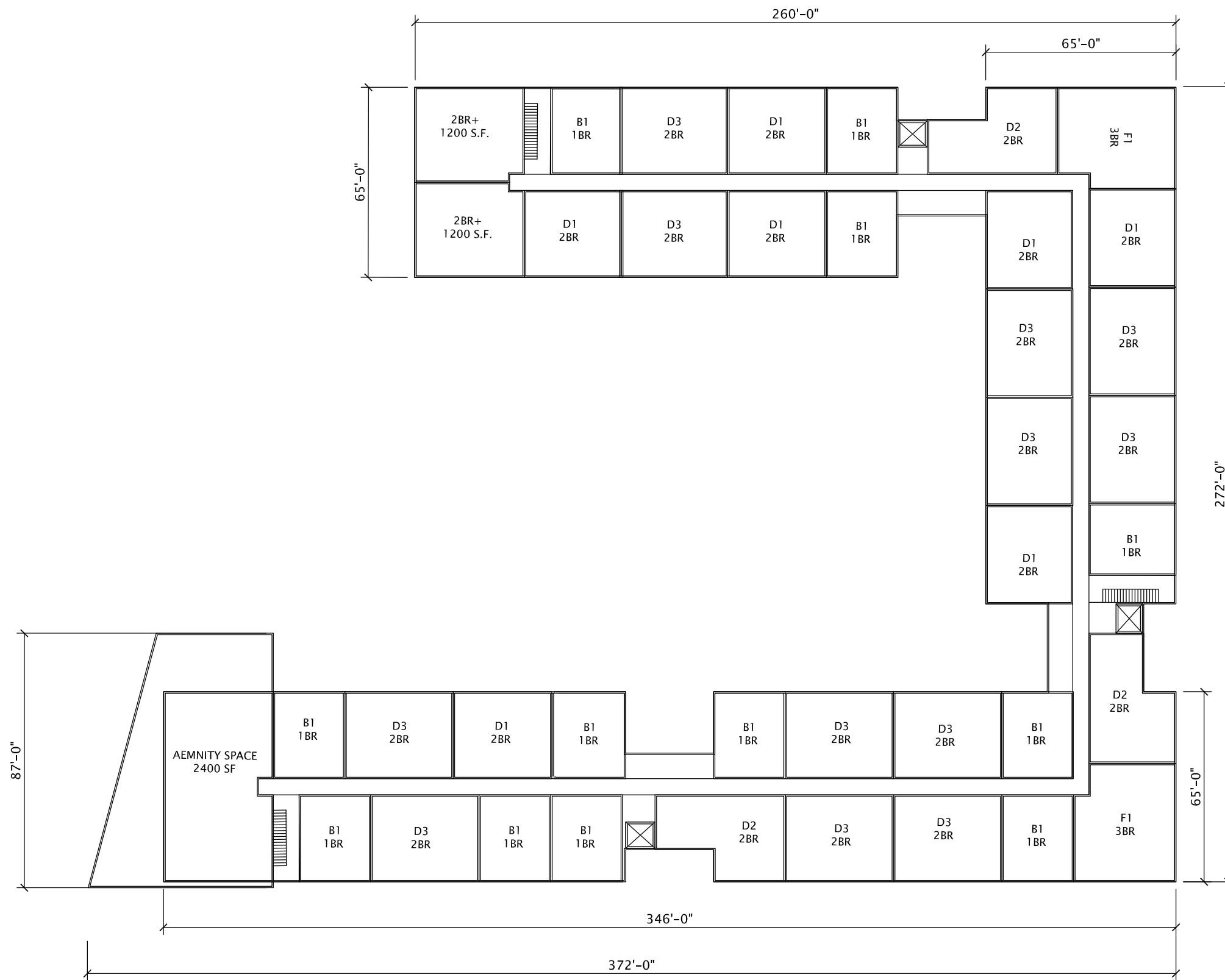




THE FITCHBURG ARTIST LOFTS

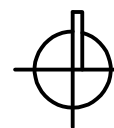
FLOOR PLAN- LEVEL 1

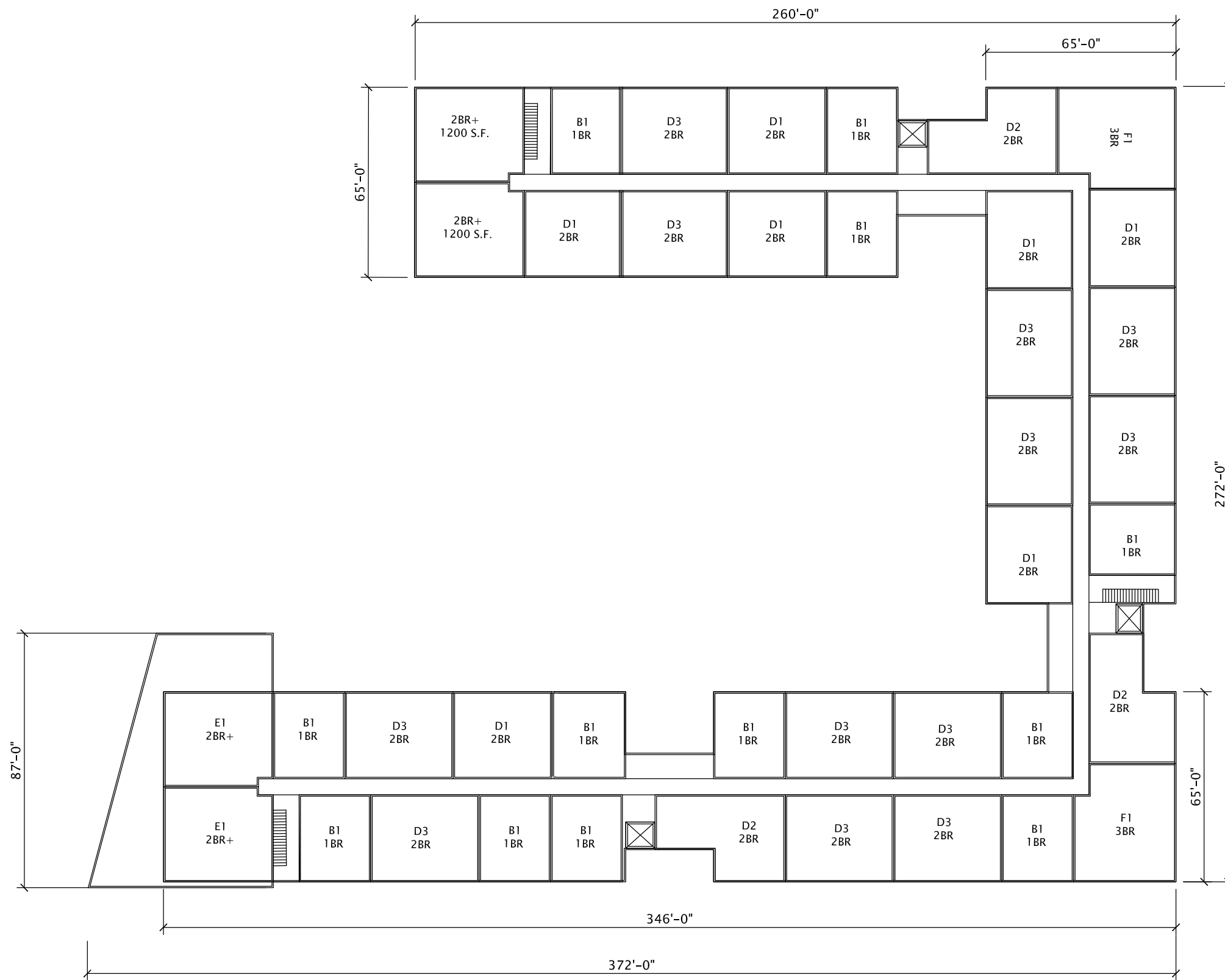




THE FITCHBURG ARTIST LOFTS

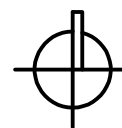
FLOOR PLAN - LEVEL 2





THE FITCHBURG ARTIST LOFTS

TYPICAL FLOOR PLAN – LEVELS 3-4



FITCHBURG ARTIST LOFTS

January 12, 2024



FLOORS	GROSS AREA FINISHED	GROSS AREA PARKING	GROSS AREA TOTAL	NET AREA COMMERCIAL	NET ARTIST STUDIO AREA	NET AREA RESIDENTIAL (S.F.)	TOTAL NET AREA (S.F.)	EFFICIENCY	(1) TOTAL UNITS	COVERED PARKING	SURFACE PARKING (COMMERCIAL)	SURFACE PARKING	TOTAL PARKING	PARKING RATIO		
														PER UNIT	PER BR	
FLOORS	13th	-	0	-		-	-		0							
	12th	-	0	-		-	-		0							
	11th	-	0	-		-	-		0							
	10th	-	0	-		-	-		0							
	9th	-	0	-		-	-		0							
	8th	-	0	-		-	-		0							
	7th	-	0	-		-	-		0							
	6th	-	0	-		-	-		0							
	5th	-	0	-		-	-		0							
	4th	45,725	0	45,725			39,100	39,100	85.5%	40						
	3rd	45,725	0	45,725			39,100	39,100	85.5%	40						
	2nd	45,725	0	45,725			36,800	36,800	80.5%	38						
	1st	45,845	0	45,845	22,170	17,220	-	39,390	85.9%			88	50	138		
	LL (PARKING)	-	59,980	59,980			n/a				186	0	0	186	PER UNIT	PER BR
TOTALS	183,020	59,980	243,000	22,170	17,220	115,000	154,390	84.4%	118	186	88	50	324	2.01	1.15	

979 Average N.S.F. per unit
1,557 Average G.S.F per unit

322 S.F. per space

ASSUMED UNIT MIX		
%	TYPE	ASF
0	STUDIO	550
30	1 BEDROOM	725
56	2 BEDROOM	1050
9	2 BEDROOM +	1200
5	3 BEDROOM	1300
100	AVERAGE UNIT SIZE:	979

0
21750
58800
10800
6500
97850

Estimated Bedrooms

- Studio
- 35 1 Bedroom
- 132 2 Bedroom
- 21 2 Bedroom +
- 18 3 Bedroom
- 206 Bedrooms**

NOTES:

- 1 TOTAL UNIT PER FLOOR ASSUMES AVERAGE UNIT SIZE BASED ON ASSUMED UNIT MIX
- 2 TWO UNITS (APPROX. 2,400 SF) REMOVED ON 2ND FLOOR FOR AMENITY SPACE

RE: Request for Pre-application Hearing - Fitchburg Artist Lofts

abowman.sng@gmail.com <abowman.sng@gmail.com>

Tue 1/23/2024 12:05 PM

To: 'Ned Hoyt' <ned@happenstancegroup.com.au>; Deanna Schmidt <Deanna.Schmidt@fitchburgwi.gov>

Cc: Michael Zimmerman <Michael.Zimmerman@fitchburgwi.gov>; Julia Arata-Fratta <Julia.Arata-Fratta@fitchburgwi.gov>; Chad Brecklin <Chad.Brecklin@fitchburgwi.gov>

EXTERNAL EMAIL: BEWARE OF UNKNOWN ATTACHMENTS AND LINKS.

Greetings,

Bowman Farms, Inc., current landowner to the application for a preapplication hearing as described below.

Thanks,
Andy

Andrew J. Bowman
President
Bowman Farms, Inc.
2934 Fish Hatchery Rd., Suite 222
Madison, WI 53713-3175
(o) 608-271-6870
(c) 608-658-6284
abowman.sng@gmail.com

From: Ned Hoyt <ned@happenstancegroup.com.au>

Sent: Thursday, January 18, 2024 5:34 PM

To: Deanna Schmidt <Deanna.Schmidt@fitchburgwi.gov>

Cc: Michael Zimmerman <Michael.Zimmerman@fitchburgwi.gov>; julia.arata-fratta@fitchburgwi.gov; Chad Brecklin <Chad.Brecklin@fitchburgwi.gov>; Andy Bowman - Bowman Enterprises <abowman.sng@gmail.com>

Subject: Request for Pre-application Hearing - Fitchburg Artist Lofts

Deanna

We would like to apply for a preapplication hearing at plan commission on Tuesday the 20th of February 2024 for our Artists Lofts concept at lot 6 on Index Road. The current iteration of the concept is attached for your review. I will plan to provide a write up to accompany the plans by COB on Tuesday for the submission deadline, but wanted to send this out after I connected with Mayor Julia and Chad yesterday evening at the Encompass Health grand opening.

Andy Bowman had reached out last week after a discussion with Mayor Julia, indicating that we might need to apply for a further minor change in the comprehensive plan. It was my understanding that the future zoning had been changed to mixed use under a previous minor change to the comprehensive plan that was sponsored by former Mayor Richardson, and subsequently approved. It's possible that the proposed use might not quite fit and need a further change, but I wasn't expecting that, and thought it would be good to get that question addressed quickly if so?

Andy, can you please confirm by return email to all, your consent as landowner to our application for a preapplication hearing? Thanks.

We look forward to discussing and to bringing another dynamic project to the north Fish Hatchery corridor...

Best

Ned Hoyt
608 949 2151

From: Joseph Lee <jlee@jla-ap.com>
Sent: Friday, January 12, 2024 5:34 PM
To: Ned Hoyt <ned@happenstancegroup.com.au>
Cc: Erick Gilbert <egilbert@jla-ap.com>; John Barac <jbarac@jla-ap.com>
Subject: Fitchburg Artist Lofts

Ned –

Attached is the updated concept for Fitchburg Artist Lofts based on our discussion in December. We'll see you next Wednesday at 11 am at our office to discuss.


Have a great weekend!

Joe

JOSEPH LEE

AIA, NCARB

Principal & Owner

 D: [\(608\) 442-3860](tel:(608)442-3860)
C: [\(608\) 215-1495](tel:(608)215-1495)

 jlee@jla-ap.com

 jla-ap.com



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