

Avalon Lot 3 Development High Density Residential Development

FITCHBURG, WISCONSIN



PRE-APPLICATION PROJECT INFORMATION

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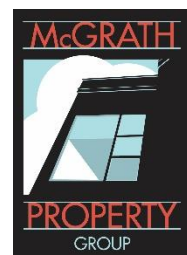
PROJECT TEAM:



INVENTURE CAPITAL, LLC
2820 Walton Commons Ln, Suite 125
Madison, Wisconsin 53718
Contact: Michael Thorson
608.698.8336



JLA ARCHITECTS + PLANNERS
2418 Crossroads Drive, Suite 2300
Madison, Wisconsin 53718
Contact: Joe Lee
608.442.3858



MCGRATH PROPERTY GROUP
730 Williamson St.
Madison, WI 53703
Contact: Mike Metzger

608.515.5046



VIERBICHER
999 Fourier Drive, Suite 201
Madison, WI 53713
Contact: Matt Schreiner

608.826.0532

PROJECT LOCATION & GENERAL DESCRIPTION

The Avalon Lot 3 Development will be a distinctive, market rate, 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 acre vacant parcel on Index Road just north of the Ochalla Drive extension.

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 and east are predominantly commercial, the properties to the south are predominantly residential, and the properties to the west are predominantly commercial with some aged care.

Existing Topography

The project site slopes down to the north along with Index Road to the east, and 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 has a GIP approval from 2007 for up to 120 senior care or independent living apartments, 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 Avalon Lot 3 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 170 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 (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 4-stories of residential 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 existing site was already approved under a GIP, and believe that appropriate coordination with the other Avalon properties which share access easements and stormwater facilities, is best facilitated by a new PDD application over this site.

Given guidance from City Staff, implementation of this proposal 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 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 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 residential 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.

SITE DESIGN & GENERAL INFORMATION

The Masterplan for the Avalon Lot 3 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.
- The access driveway has been selected to tie in with the prior GIP approval and with the existing Avalon developments to the west.
- Four levels of residential development above the covered parking will provide a prominent development which will tie into the significant development recently approved to the south and currently under construction.
- Residential parking is designed to be primarily supported by covered parking, though additional parking for tenants and visitors will be provided along the access drive on the north side of the property.
- The site has and maintains pedestrian and vehicular access between Index Road and 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.

Our confirmed experience with existing properties in our portfolio indicates that this level of parking is appropriate for this project, with the added benefit

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.

Site Density is currently conceived as roughly 55-60 units per acre, which is consistent with other recent project approvals and proposals in the corridor, and may decline with further refinement. 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 Stormwater Facilities

As the site is already provisioned for stormwater in a shared pond facility via its existing GIP approval, development of this project allows that existing infrastructure to be fully utilized. This allows population growth in the city to be accommodated with less clearing and development than other 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

AVALON RESIDENTIAL

May 11, 2022



JLA
ARCHITECTS

FLOORS	GROSS AREA FINISHED	GROSS AREA PARKING	GROSS AREA TOTAL	NET AREA (S.F.)	EFFICIENCY	(1) TOTAL UNITS	COVERED PARKING	SURFACE PARKING	TOTAL PARKING	PARKING RATIO	
										PER UNIT	PER BR
F L O O R S	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	39,690	0	39,690	34,140	86.0%	43				
	3rd	39,690	0	39,690	34,140	86.0%	43				
	2nd	39,690	0	39,690	34,140	86.0%	43				
	1st	39,690	0	39,690	32,210	81.2%	41	0	33	33	
LL	2,300	64,620	66,920		n/a		189	0	189	PER UNIT	PER BR
TOTALS	161,060	64,620	225,680	134,630	83.6%	170	189	33	222	1.31	1.00

792 Average N.S.F. per unit
947 Average G.S.F per unit

342 S.F. per space

ASSUMED UNIT MIX		
%	TYPE	ASF
15	STUDIO	550
60	1 BEDROOM	700
20	2 BEDROOM	1100
5	3 BEDROOM	1300
100	AVERAGE UNIT SIZE:	788

0

Estimated Bedrooms

- 26 Studio
- 102 1 Bedroom
- 68 2 Bedroom
- 26 3 Bedroom
- 221 Bedrooms**

NOTES:

1 TOTAL UNIT PER FLOOR ASSUMES AVERAGE UNIT SIZE BASED ON ASSUME UNIT MIX

