



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

# REZONING APPLICATION

The undersigned owner, or owner's authorized agent, of property herein described hereby petitions to amend the zoning district map of the Fitchburg zoning ordinance by reclassifying from the HDR district to the PDD district the following described property:

1. **Location of Property/Street Address:** Intersection of Fish Hatchery Rd and Traceway Dr

**Legal Description - (Metes & Bounds, or Lot No. And Plat):**

Lot 3 of Certified Survey Map No. 12064 as recorded in the Office of the Register of Deeds for Dane County in Volume 74 of Certified Maps of Dane County on Pages 196-203, as Document No. 4280556 and located as part of all 1/4's of the Northwest 1/4 and in the Southwest 1/4 of the Northeast 1/4 of Section 3, Town 6 North, Range 9 East, City of Fitchburg, Dane County, Wisconsin

\*\*\*Also submit in electronic format (MS WORD or plain text) by email to: [planning@fitchburgwi.gov](mailto:planning@fitchburgwi.gov)

2. **Proposed Use of Property - Explanation of Request:**

This project consists of 160 senior low income housing tax credit units and the associated common amenity spaces located on an under-utilized, urban infill site.

3. **Proposed Development Schedule:** Construction start January 2019, completion in March of 2020

\*\*\*Pursuant to Section 22-3(b) of the Fitchburg Zoning Ordinance, all Rezoning shall be consistent with the currently adopted City of Fitchburg Comprehensive Plan.

\*\*\*Attach three (3) copies of a site plan which shows any proposed land divisions, plus vehicular access points and the location and size of all existing and proposed structures and parking areas. Two (2) of the three (3) copies shall be no larger than 11" x 17". Submit one (1) electronic pdf document of the entire submittal to [planning@fitchburgwi.gov](mailto:planning@fitchburgwi.gov). Additional information may be requested.

**Type of Residential Development (If Applicable):** Low Income Senior Housing

**Total Dwelling Units Proposed:** 160 **No. Of Parking Stalls:** 188

**Type of Non-residential Development (If Applicable):** \_\_\_\_\_

**Proposed Hours of Operation:** \_\_\_\_\_ **No. Of Employees:** \_\_\_\_\_

**Floor Area:** \_\_\_\_\_ **No. Of Parking Stalls:** \_\_\_\_\_

**Sewer:** Municipal  Private  **Water:** Municipal  Private

**Current Owner of Property:** Fitchburg Commercial Properties, LLC

**Address:** 6515 Grand Teton Plaza Suite 300, Madison, WI 53719 **Phone No:** 608-833-7600 X219

**Contact Person:** David Gevers

**Email:** dgevers@ejplesko.com

**Address:** 6515 Grand Teton Plaza Suite 300, Madison, WI 53719 **Phone No:** 608-833-7600 X219

**Respectfully Submitted By:** Devin J. Engle Devin J. Engle  
 Owner's or Authorized Agent's Signature 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:** 9/18/2018 **Publish:** \_\_\_\_\_ and \_\_\_\_\_  
**Ordinance Section No.** \_\_\_\_\_ **Fee Paid:** \$875.<sup>00</sup>  
**Permit Request No.** RZ-2236-18

FITCHBURG SENIOR  
APARTMENTS  
FITCHBURG, WISCONSIN

**E. J. PLESKO**  
—  
& ASSOCIATES, INC.



GENERAL IMPLEMENTATION PLAN

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**PROJECT TEAM:**



E.J. PLESKO & ASSOCIATES, INC.  
6515 Grand Teton Plaza, Suite 300  
Madison, Wisconsin 53719  
Contact: David S. Gevers  
608.833.7600 x219



JLA ARCHITECTS + PLANNERS  
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Madison, Wisconsin 53718  
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608.241.9500



D'ONOFRIO KOTTKE & ASSOCIATES, INC.  
7530 Westward Way  
Madison, Wisconsin 53717  
Contact: Bruce Hollar  
608.833.7530

## PROJECT LOCATION & GENERAL DESCRIPTION

The Fitchburg Senior Apartments will be a quality residential community serving the increased demand for senior housing in the Fitchburg area over the next five years and beyond. It will be located on a 2.956 acre parcel at the corner of Fish Hatchery Road and Traceway Drive.

### Surrounding Context

The project site is surrounded by existing businesses, a public golf course, an elementary school, several parks and recreation areas, and a mix of residential apartments and homes.

### Existing Topography & Wetlands

The project site has a change in elevation of about 25 feet from the southern site boundary abutting the golf course to the northern site boundary of Traceway Drive. A majority of this site has an elevation change of only about 14 feet until it drops off to its full depth at the southeastern corner. There are no wetlands within the boundary of the parcel.

### Existing Vegetation

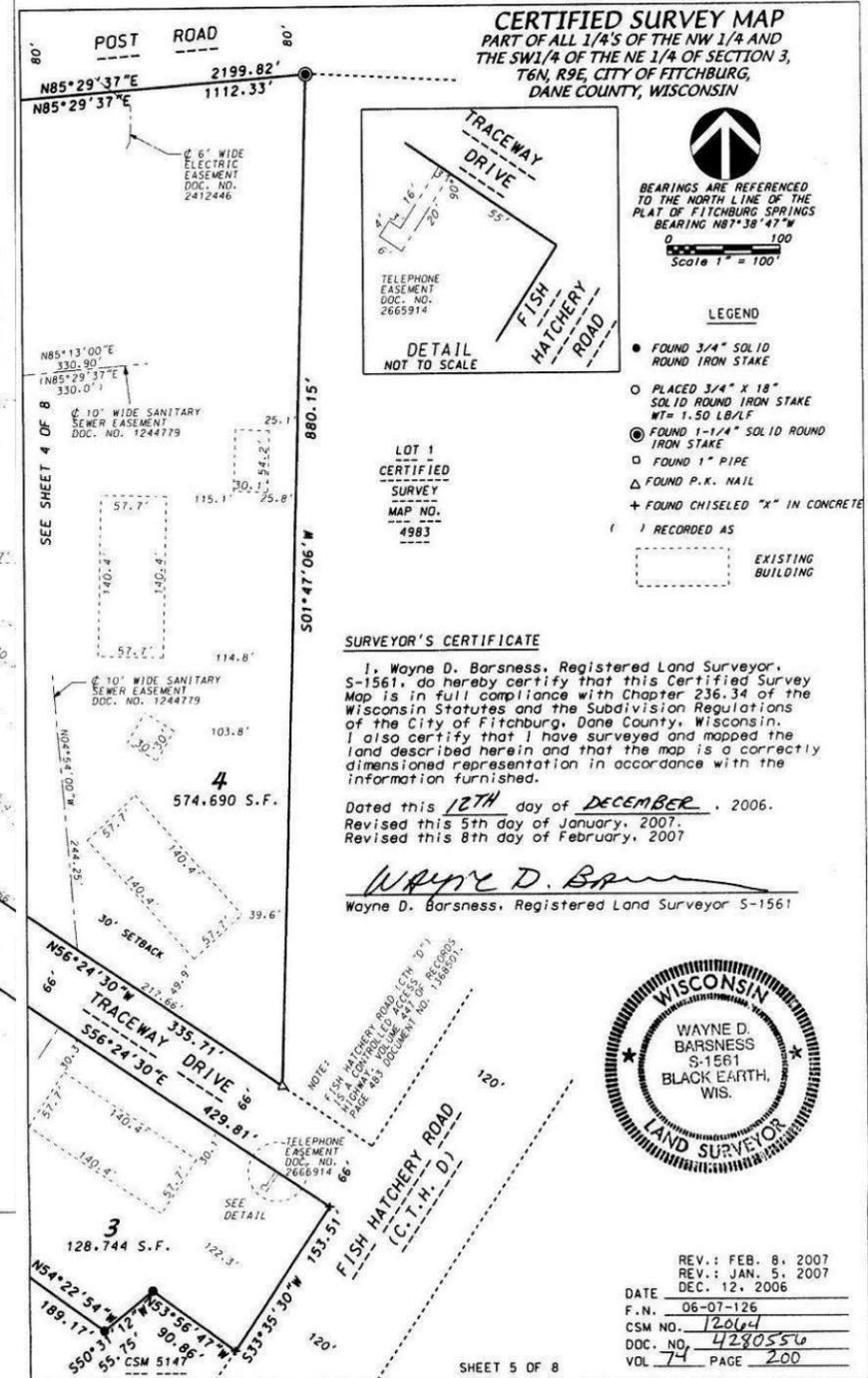
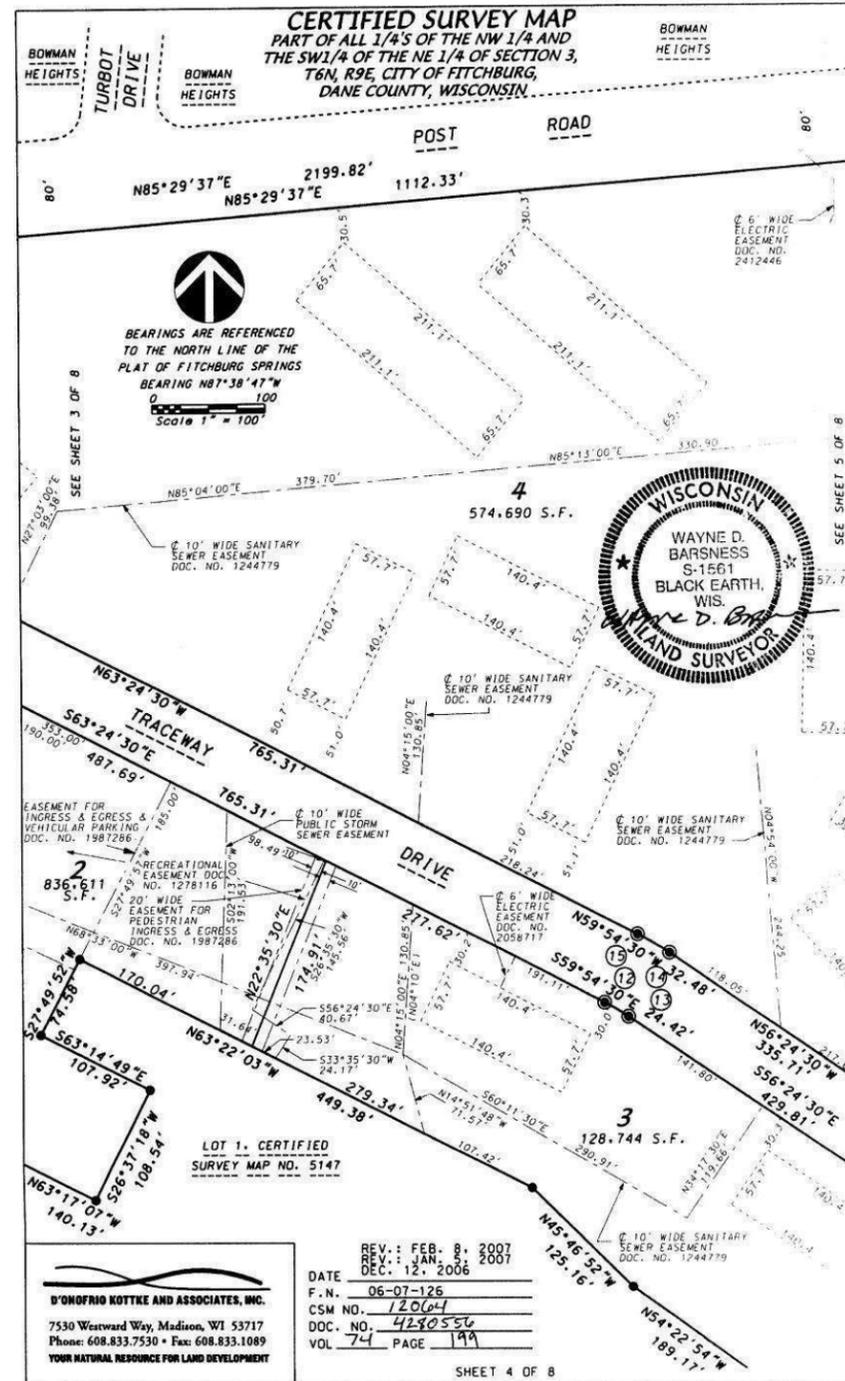
The project site currently has trees scattered along the edges of the parcel with the highest density abutting the Nine Springs Golf Course and is otherwise a vacant lot with an open grass area.



**LEGAL DESCRIPTION**

Lot 3 of Certified Survey Map No. 12064 as recorded in the Office of the Register of Deeds for Dane County in Volume 74 of Certified Maps of Dane County on Pages 196-203, as Document No. and located as part of all 1/4's of the Northwest 1/4 and in the Southwest 1/4 of the Northeast 1/4 of Section 3, Town 6 North, Range 9 East, City of Fitchburg, Dane County, Wisconsin, further described as follows:

Commencing at the west quarter corner of said Section 3; thence N02°21'54"E, 491.46 feet to the point of beginning; thence continuing N02°21'54"E, 214.88 feet; thence N33°22'58"E, 698.55 feet; thence N85°29'37"E, 79.06 feet; thence S56°36'18"E, 27.51 feet; thence S01°31'42"W, 6.56 feet to a point of curve; thence southwesterly on a curve to the right which has a radius of 222.05 feet and a chord which bears S17°27'18"W, 121.87 feet; thence S33°22'58"W, 427.04 feet to a point of curve; thence southwesterly on a curve to the left which has a radius of 500.00 feet and a chord which bears S17°52'06"W, 267.48 feet; thence S02°21'13"W, 60.84 feet; thence N87°38'47"W, 138.86 feet; thence S87°38'47"E, 204.86 feet; thence N02°21'13"E, 60.84 feet to a point of curve; thence northeasterly on a curve to the right which has a radius of 434.00 feet and a chord which bears N17°52'06"E, 232.18 feet; thence N33°22'58"E, 427.04 feet to a point of curve; thence northeasterly on a curve to the left which has a radius of 288.05 feet and a chord which bears N17°27'18"E, 158.10 feet to a point of reverse curve; thence northeasterly on a curve to the right which has a radius of 33.92 feet and a chord which bears N43°30'38"E, 45.38 feet; thence N85°29'37"E, 2199.82 feet; thence S01°47'06"W, 880.15 feet; thence N56°24'30"W, 335.71 feet to a point of curve; thence northwesterly on a curve to the left which has a radius of 266.00 feet and a chord which bears N59°54'30"W, 32.48 feet; thence N63°24'30"W, 765.31 feet to a point of curve; thence northwesterly on a curve to the right which has a radius of 144.00 feet and a chord which bears N33°57'30"W, 141.60 feet; thence N04°30'30"W, 130.69 feet; thence S85°29'37"W, 66.00 feet; thence S04°30'30"E, 130.69 feet to a point of curve; thence southeasterly on a curve to the left which has a radius of 210.00 feet and a chord which bears S33°57'30"E, 206.50 feet; thence S63°24'30"E, 765.31 feet to a point of curve; thence southeasterly on a curve to the right which has a radius of 200.00 feet and a chord which bears S59°54'30"E, 24.42 feet; thence S56°24'30"E, 429.81 feet; thence S33°35'30"W, 153.51 feet; thence N53°56'47"W, 90.86 feet; thence S50°31'12"W, 55.75 feet; thence N54°22'54"W, 189.17 feet; thence N45°46'52"W, 125.16 feet; thence N63°22'03"W, 449.38 feet; thence S27°49'52"W, 74.58 feet; thence S63°14'49"E, 107.92 feet; thence S26°37'18"W, 108.54 feet; thence N63°17'07"W, 140.13 feet; thence N25°52'39"E, 52.75 feet; thence N63°50'08"W, 427.51 feet; thence S59°23'02"W, 75.11 feet; thence N53°16'25"W, 253.87 feet; thence S82°52'57"W, 111.32 feet; thence S55°32'06"W, 104.08 feet; thence S34°18'32"W, 81.44 feet; thence S43°36'11"W, 407.29 feet; thence S42°19'49"E, 32.61 feet; thence S52°49'05"W, 6.01 feet; thence N68°40'15"W, 497.11 feet to a point of curve; thence southwesterly on a curve to the left which has a radius of 434.00 feet and a chord which bears S12°56'53"W, 159.59 feet; thence S02°21'13"W, 60.84 feet; thence N87°38'47"W, 204.86 feet to the point of beginning. Contains 1,658,581 square feet (38.08 acres).



## RATIONALE FOR A PLANNED DEVELOPMENT DISTRICT

We believe there is a need to take advantage of the option for Planned Development District Zoning for the Fitchburg Senior Apartments in order to accomplish the goals of providing a quality infill development and maintain 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 160 units, this standard would require a parcel of 331,000 square feet or 7.6 acres, over double our parcel size of 2.956 acres.
- Section 22-146 – Dimensional Standards (2) c: Restricts lot size to a maximum of 90,000 square feet. We are utilizing one developable lot for this project with an area of 128,793 square feet, or 2.956 acres.
- Section 22-146 – Dimensional Standards (4): Sets the minimum front setback (Fish Hatchery Road) at 30 feet. In order to keep with our desire to provide a more urban feel to multi-family residential developments, we propose a minimum setback of 7.5 feet.

- Section 22-146 – Dimensional Standards (5): Sets the minimum side setback at 10 feet. In order to keep with our desire to provide a more urban feel to multi-family residential developments, we propose a minimum setback of 5 feet.
- Section 22-146 – Dimensional Standards (6): Sets the minimum street side setback (Traceway Drive) at 25 feet. In order to keep with our desire to provide a more urban feel to multi-family residential developments, we propose a minimum setback of 5 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 on top 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.

**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 a total investment of over \$30,000,000. It is estimated that this project would have a total assessed value of approximately \$12,550,000. At this value, using the City's 2017 property tax rate the following estimated tax receipts to the community could be realized annually:

Dane County:	\$39,730.00
City of Fitchburg:	\$107,300.00
Madison Metropolitan School District:	\$121,630.00
<u>Madison Area Tech. College:</u>	<u>\$11,890.00</u>
<b>Total Projected Annual Property Tax:</b>	<b>\$280,550.00</b>

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 the following estimated Impact Fees to the City (2018 fees listed):

Park Improvement Fee:	160 units x \$160 =	\$25,600.00
Fire Protection Fee:	(80) 1BR x \$311 =	\$24,880.00
	(80) 2BR x \$466 =	\$37,280.00
<u>Water Impact Fee:</u>	<u>160 units x \$800 =</u>	<u>\$128,000.00</u>
<b>Total Projected Impact Fees:</b>		<b>\$215,760.00</b>

Any fee in lieu of Street Frontage for Parks per Ordinance 24-15(e) and 22-647(3), or Parkland Dedication per Ordinances 24-2(d)(2)(a) and 24-2(d)(2)(e) shall be established by the time of the Final Plat.

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.

Affordability

This project will feature Federal and State low income housing tax credit units with an average unit income restriction of 60% County Median Income. The unit mix offers residents the choice between 1 bedroom, 1 bedroom plus den, and 2 bedroom units featuring modern amenities such as an open floor plan, in unit washer and dryer, walk-in closets, and outdoor patio/balcony areas.

**CONSISTENCY WITH COMPREHENSIVE PLAN**

This project complies with the City of Fitchburg's Comprehensive Plan. Specifically, the following is an analysis of how this project meets or advances the goals, objectives, and policies outlined in the Comprehensive Plan.

**Land Use Goal 1:**

This project preserves and enhances the natural and agricultural resources of the City as follows:

Objective 1: This project is consistent with the long term urban growth map and related phasing plan.

Policies: (2) This project will be served by gravity flow sanitary sewer  
(3) This project is being developed on an urban infill site within the urban growth boundary and is not replacing high quality agricultural lands.

Objective 2: This project is protecting environmental resources by using high density, sustainable development, and revitalization of underutilized land.

Policies: (2) This project is not within or near identified wetlands.  
(7) This project is not within or near identified floodplains

**Land Use Goal 2:**

This project is a compact urban community that is visually and functionally distinct from the rural and agricultural community.

Objective 1: This is a project that is a significant reinvestment in the community as a redevelopment of urban infill land.

Policies: (1) This is a redevelopment of land in accord with the Future Land Use map.

Objective 2: This is a project that will restore underutilized land within current commercial and residential neighborhoods.

Policies: (2) A plan for redevelopment has been established to help guide the use of City resources.

Objective 3: This is a compact development that will have a logical and sustainable mix of uses and will preserve open space and natural areas within the surrounding area by utilizing higher density design.

Policies: (1) This project provides in-demand senior residential rental units utilizing low income housing tax credits.  
(2) This project fits in well with the existing and planned infrastructure and land uses.

Objective 5: Utilities and infrastructure are being extended to this project in an efficient manner.

Policies: (1) This project is within the urban growth boundary.  
(3) This high-density project is located at the intersection of Traceway Drive and Fish Hatchery Road and is therefore consistent with proposed functional roadway classifications.

Objective 6: This project's location encourages options to alternative transit modes.

Policies: (1) This project falls along an existing bus route.

Objective 7: This project is within the urban service area.

Policies: (3) This project is within the urban service area.

Objective 8: This project is consistent with the Future Land Use map.

Policies: (1) PDD zoning is consistent with the High Density Residential land use designation and the Future Land Use map.

**Natural Resources Goal 1:**

This project will protect the natural environment.

Objective 3: This project will protect natural resources

- Policies:
- (1) This project will meet all current City storm water control requirements.
  - (2) This project will meet all current City erosion control requirements.
  - (3) This project will meet all current Floodplain and Wetland ordinances. There are no floodplains or wetlands within the project boundary.
  - (5) This project is not developed on private septic.

**Natural Resources Goal 2:**

This project will provide public access to natural areas.

Objective 1: This project will dedicate sufficient lands for recreational purposes.

- Policies:
- (1) This project will provide accessible parks within a convenient distance.

**Housing Goal 1:**

This project will provide a much in-demand housing choice: Senior low income housing tax credit rental units.

Objective 1: This project promotes the development of housing to meet the current and future needs of senior residents within the City.

- Policies:
- (1) This project is an efficient use of land in the urban service area and provides for multi-modal friendly densities.
  - (2) This project adds variety to the area.
  - (4) This project will meet the demand of income qualified senior residents within the community.

Objective 2: This project promotes the development of housing for low-moderate income residents.

- Policies:
- (1) This project promotes high level and quality sustainable construction by implementing higher standards in design and living amenities.
  - (2) This project will utilize federal and state low income housing tax credits.
  - (3) This project will provide affordable housing for low-income persons.

**Housing Goal 2:**

This project makes efficient use of land for housing.

Objective 1: This project is a compact neighborhood.

- Policies:
- (1) This project creates compactness and efficiency which helps preserve rural land resources.
  - (2) This project will provide a variety of housing types by offering one-bedroom, one-bedroom plus, and two-bedroom units as well as various open space uses.
  - (3) The boundary of this project site does not fall within an environmental corridor.
  - (4) This infill project makes wise use of underutilized land in the current urban service area, where service provisions already occur.
  - (5) We are proposing higher but livable residential density, which promotes wise use of the land resource and reduces land located elsewhere required to meet housing demand. This helps to preserve agricultural and other open space land outside the urban service area.
  - (6) By utilizing the PDD design review process, the City will be allowed to ensure sound, sustainable housing design.

Objective 2: This residential development is occurring in an area with existing infrastructure and sewer.

- Policies: (1) This residential housing project is located in an area served by full urban services, including sanitary sewers and public water with convenient access to community facilities, retail centers, and to arterial highways.  
(2) This project is not an unsewered development.

**Utilities Goal 1:**

This project will provide and maintain high quality public utility services.

Objective 1: This project will provide and maintain an adequate supply of safe water for drinking and fire protection needs.

- Policies: (1) This project will meet all requirements of the Safe Drinking Water Act.

**Utilities Goal 2:**

This project will maintain and extend existing public utility systems within the urban development boundary.

Objective 1: This project will maintain and improve the condition of existing sanitary sewer and water infrastructure.

- Policies: (4) This project will be served with gravity flow sanitary sewer.

Objective 2: This project is being developed within the existing urban service area and adjacent to existing public infrastructure.

- Policies: (3) Utilities will not be placed in wetlands or other environmentally sensitive areas.

**Utilities Goal 4:**

This project will improve the Fitchburg park and open space system.

Objective 1: This project will provide park space to help meet outdoor recreation needs.

- Policies: (3) This project will meet the requirements of dedication of park land or park fees.

**Transportation Goal 1:**

This project is part of a coordinated land use and transportation system.

Objective 1: This project is a compact, urban development.

- Policies: (1) This project features buildings closer to the sidewalks, street trees, street lighting, lower parking ratios, structured parking, and parking behind buildings.

**Transportation Goal 2:**

In conjunction with this project, a safe and efficient transportation system will be provided for the neighborhood.

Objective 2: This project will maintain a transportation system that allows for proper traffic management.

- Policies: (2) The pattern of streets and sidewalks in the project area will maximize the connectivity of land uses within the neighborhood and to areas outside the neighborhood.  
(4) The streets in this project area are interconnected to preserve mobility and avoid travel delays.  
(6) This project is not located with direct access to major streets and roadways.  
(7) This project is not located with direct access to major streets and roadways.

### LAND USE

When complete, this project will contain multi-family residential use. This 2.95 acre parcel will be consistent with the City's Comprehensive Plan with a High Density Multi-Family Residential Use. It will have 160 senior low income housing tax credit units along with their associated common amenity spaces. At the time of this General Implementation Plan, the mix of residential units is as follows:

- Studio Units: 0%
- 1 or 1 Bedroom+Den Units: 50%
- 2 or 2 Bedroom+Den Units: 50%

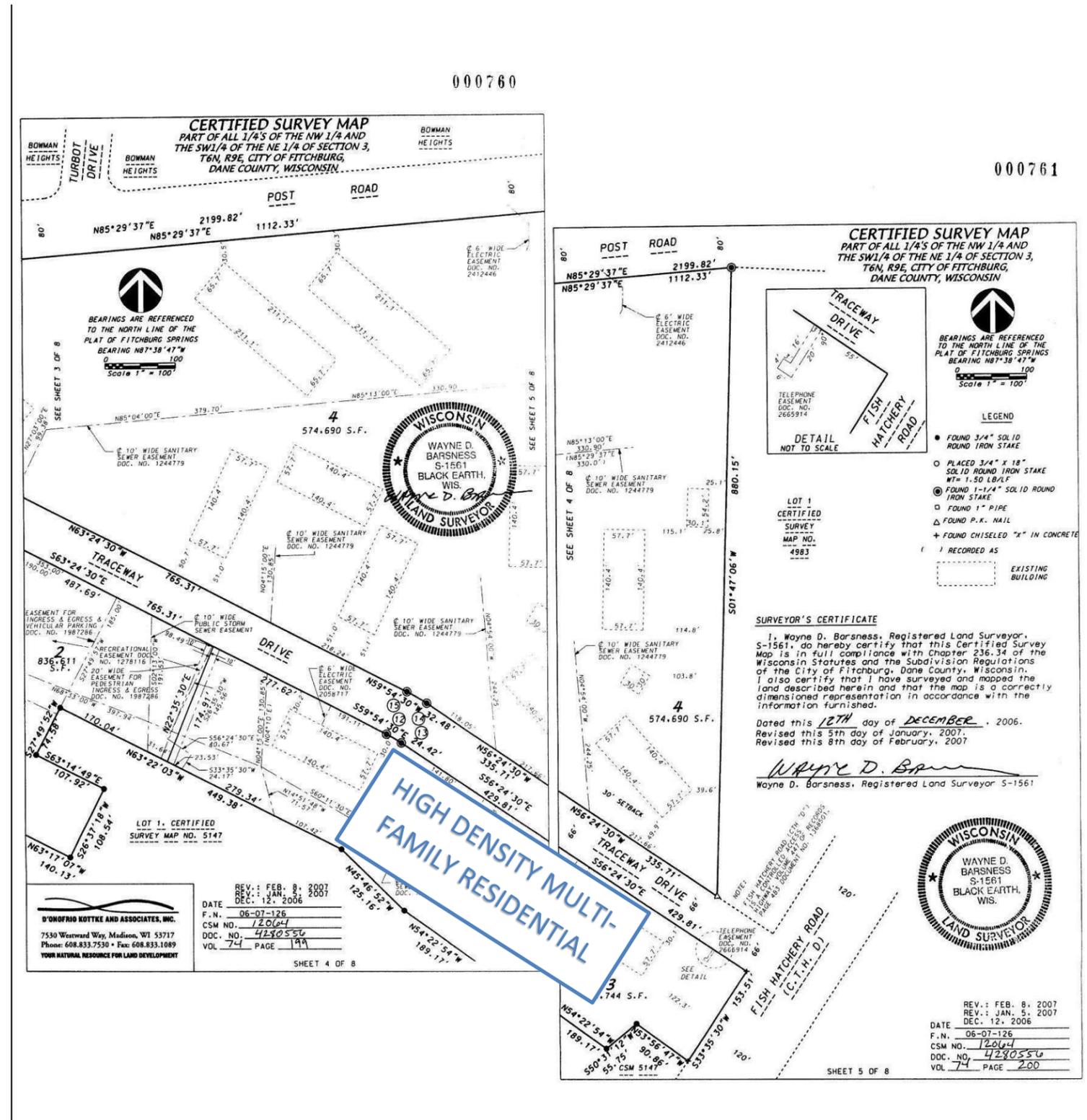
Within each unit type there will be a variety of unit sizes - with an average unit size of approximately 810 square feet. This mix of unit types & sizes will serve a variety of potential residents.

In addition to the residential units themselves, the project will contain various common space amenities integrated within the building or around the site. At the time of this General Implementation Plan, the anticipated common amenities are:

- On-site Management/ Leasing Office
- Commons Area w/ covered patio
- Fitness Center
- Connection to Walking Paths
- Other Green and/or Open Space for passive and active activities

**Note:**

The unit mix and common space amenities will be developed as the project's design is further developed. Final unit mix and specific common space amenities will be provided in the subsequent Specific Implementation Plans for this project.



## SITE DESIGN & ZONING STANDARDS

The Masterplan of Fitchburg Senior Apartments 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.
- Surface parking is kept to the interior of the site to reduce its visual impact from the public streets.
- Pedestrian pathways not only connect the site internally, but also connect the project site with adjacent parcels.
- The site design features potential parkland dedication that can be utilized as a passive activity area for the residents.

### Off Street Parking:

The City's typical parking requirement is 2.0 parking stalls per residential dwelling unit. Based on our experience with senior housing developments, and considering the unit mix, we find that this requirement would be excessive. Therefore, we are proposing a minimum of 1.15 parking stalls per dwelling unit. We believe that providing this level of parking will be appropriate for this project, will allow the site to have less impervious paving, and will minimize the visual impact of surface parking on the site and the surrounding areas.

### Off-Street Bicycle Parking:

In addition to off-street vehicular parking, we are proposing a minimum of 0.25 bicycle parking stalls per dwelling unit. Exterior stalls are located with proximity to the entrances of the building. For long-term storage, bike racks are proposed within the Lower Level parking area.

### Storm Water Management Overview:

Storm water management for this site will be satisfied with the construction of a below grade management system located beneath the parking areas. All storm water management will remain within the site boundaries. All City of Fitchburg ordinance requirements will be met.



Maintenance of all storm sewer structures and pipes within the development parcel will be the responsibility of the property Owner.

Landscape Design:

The new landscape design for this project will meet all City of Fitchburg landscape design requirements. Please see Appendix 'B' of this document for the Preliminary Landscape Plan. This plan will be further developed and additional detail and information will be provided with the subsequent Specific Implementation Plan submittals.

Refuse & Recycling Storage & Removal:

This building will have a refuse & recycling room in the Lower Level centrally located near the elevator and stairs. A private waste management company will be contracted to provide recycling & refuse services as appropriate for the development.

General Implementation Plan Data

At the time of this General Implementation Plan, the Masterplan Data is as follows. This data is subject to change as the design of the project proceeds. However, final Masterplan Data that meets the “Planned Development Zoning Standards” below will be provided in the subsequent Specific Implementation Plans for this project.

FITCHBURG SENIOR APARTMENTS - CONCEPTUAL MASTERPLAN DATA							SEPTEMBER 18, 2018			
BUILDING					PARKING					
NAME	USE	FOOTPRINT		FLOOR AREA	UNITS	COVERED	SURFACE	TOTAL	RATIO	
A1	Multi-Family	40,175	S.F.	39,552	S.F.	160	113	75	188	1.175 / UNIT
<b>TOTALS</b>		<b>40,175</b>	<b>S.F.</b>	<b>39,552</b>	<b>S.F.</b>	<b>160</b>	<b>113</b>	<b>75</b>	<b>188</b>	<b>1.175 / UNIT</b>

FITCHBURG SENIOR APARTMENTS ZONING REQUIREMENT DATA – AS OF SEP. 18, 2018 (SUBJECT TO CHANGE)				
ZONING REQUIREMENT	CURRENT DESIGN VALUE		CALCULATIONS	
SITE DENSITY	54.13	Units/Acre	160	Units / 2.956 AC. = 54.13
BUILDING COVERAGE	31.2%	of Parcel	40,175	S.F. / 128,782 S.F. = 31.2%
LANDSCAPE AREA	43.0%	of Parcel	55,391	S.F. / 128,782 S.F. = 43.0%
IMPERVIOUS SURFACE	57.0%	of Parcel	73,391	S.F. / 128,782 S.F. = 57.0%
FLOOR AREA RATIO	122.8%	of Parcel	158,208	S.F. / 128,782 S.F. = 122.8%

FITCHBURG SENIOR APARTMENTS BICYCLE PARKING – AS OF SEPTEMBER 18, 2018						
BUILDING		BICYCLE PARKING				
NAME	UNITS	COVERED	SURFACE	TOTAL	RATIO	
BUILDING 'A1'	160	21	20	41	0.26	PER UNIT
<b>TOTALS</b>		<b>160</b>	<b>21</b>	<b>20</b>	<b>41</b>	<b>0.26 PER UNIT</b>

**Planned Development Zoning Standards**

Under the proposed Planned Development Zoning, the project shall meet the following Zoning Standards:

- Residential Density: 55 units per acre (maximum)
- Building Height: Maximum of 4 Stories and Maximum 65 feet
- Front Street Setback: 7.5' (minimum)  
Exterior Stairs, Entry Stoops, Planters, and overhangs are permitted to encroach within this Setback
- Side Street Setback: 5' (minimum)  
Exterior Stairs, Entry Stoops, Planters, and overhangs are permitted to encroach within this Setback
- Side Yard Setback: 5' (minimum)  
Exterior Stairs, Entry Stoops, Planters, and overhangs are permitted to encroach within this Setback
- Rear Yard Setback: 25' (minimum)  
Exterior Stairs, Entry Stoops, Planters, and overhangs are permitted to encroach within this Setback
- Building Coverage: 35% of Parcel Area (maximum)
- Floor Area Ratio: 1.25 (maximum)
- Impervious Surface Ratio: 65% of Parcel Area (maximum)
- Off-Street Parking: 1.13 Auto Spaces per Dwelling Unit (minimum)
- Off-Street Bicycle Parking: 0.25 Bike Spaces per Dwelling Unit (minimum)

## **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.

### Less Impervious Surface Area

Because of PDD Zoning, there is greater flexibility in the amount of vehicular parking that must be provided on site. In our Development Team's experience, the parking requirements of the City's High Density Residential Zoning District are excessive for this project - and would result in more impervious surface area across the site than what our plan proposes. Utilizing PDD Zoning for this project will decrease run-off and allow additional landscaped areas.

### 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. This also provides additional land area behind the buildings - so surface parking can be kept to the interior of the site and reduce its visual impact on the public streets.

## PROPERTY MANAGEMENT- OAKBROOK CORPORATION

At Oakbrook Corporation, we manage our clients' properties from an owner's perspective with expertise that has developed during an extended period of property ownership by the company's principals. We apply the same thoughtful, aggressive, goal-oriented approach to the management of our clients' properties as we do in successfully managing our own. We understand the importance of protecting your asset, providing customer service to your tenants and being cost efficient. Our residential management group manages over 7,200 residential apartment homes throughout the Midwest with extensive experience in market rate, mixed use, affordable and senior housing.

Oakbrook is a Madison-based company; our management group and owners reside just 15 minutes from your properties. We know the market, we know the vendors, and most importantly we know how to manage your real estate at the highest level.

### Property Management Team

Oakbrook Corporation continuously recruits individuals that have a passion for real estate, an unwavering commitment to continuous improvement, and an understanding that integrity and excellence are the cornerstones of success. We believe that our associates are our most valuable resource, enabling us to maintain a distinct advantage within our industry.

- Vice President of Property Management: Provides strategic division leadership for the residential portfolio and directs regional and support teams for execution of operations and overall portfolio performance. Acts as client relations liaison to execute short and long term objectives, client success, and partnership growth.
- Regional Property Managers: Provides oversight to the area managers for overall performance guidance and direction of property and client objectives. Acts as client relations liaison to identify and exceed client expectations.
- Area Managers: Provides oversight to the on-site management teams and works with the support teams to achieve property performance and client expectations.

- On Site Teams: Executes daily operations and acts as owner's representative to deliver exceptional customer service and performance for internal and external customers.
- Director, Recruiting and Corporate Marketing: Recruits top talent to ensure employees experience, education, and performance align with client expectations. Assists with portfolio wide marketing execution to ensure consistent brand awareness.
- Director of Training and Employee Development: Provides on boarding and recurring one on one training for onsite teams directed at operational, financial, and property specific performance.
- Director of Compliance: Provides oversight to the compliance department for overall performance guidance and direction of affordable housing compliance in accordance with federal and state programs guidelines.

### PROCESS

Our process starts at project inception, where our Vice President of Property Management and Regional teams independently evaluate and make recommendations on design, market, revenue and expense assumptions, and overall client expectations to ensure optimum performance.

Pre-Leasing begins six months prior to unit delivery with active marketing, customer service, and prospect communication. Internet presence and print materials are created to ensure the prospects have a complete leasing experience. We keep a pulse on the market by completing market studies of competitors on a monthly basis and attending relevant, local events to create and maintain awareness.

Permanent on-site team members are hired during the pre-leasing process to ensure all residents begin the customer service relationship from the beginning. The property manager is responsible for all lease up activities with constant support from the corporate team. All prospects are screened through a 3<sup>rd</sup> party system to ensure each resident meets the specific resident selection criteria outlined for the property. This screening includes income, credit, and criminal verification in accordance with federal, state, and local ordinances.

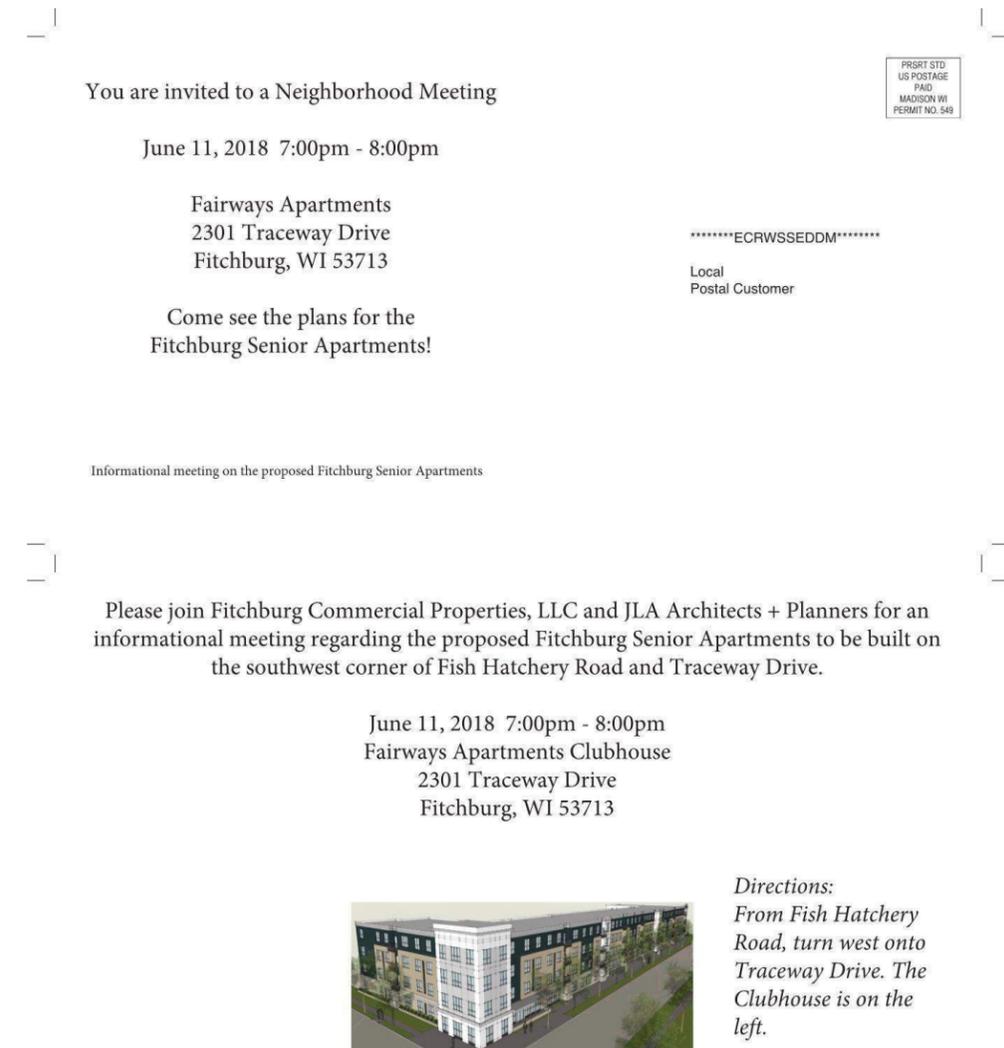
## PROJECT IMPLEMENTATION

The construction of the Fitchburg Senior Apartments is anticipated to maintain the following schedule in one single phase with completion in March of 2020:

<u>Building</u>	<u>Schedule</u>
'A1'	Anticipated Construction Start – January 2019

## NEIGHBORHOOD INPUT

On June 11, 2018, E.J. Plesko & Associates, Inc. hosted a Neighborhood Meeting at the property adjacent to the subject site. Several residents from surrounding properties attended as well as City staff and the development team. The proposed development and its features, including affordability, was discussed at length. The guests asked several great questions regarding the building design, affordability, timing, senior services, transportation routes, etc. Overall, there was significant support for the project and no objections. Several of the attendants requested that they be added to a waiting list to apply for one of the units.



APPENDIX 'A'  
GENERAL IMPLEMENTATION PLAN  
CONCEPTUAL MASTERPLAN



CONCEPT DATA											
FLOOR	BUILDING USE	AREA (G.S.F.)	RESIDENTIAL UNITS					COVERED	SURFACE	TOTAL	RATIO
			1 BR	1+ BR	2BR	TOTAL	BEDS				
4	APARTMENTS / CIRCULATION	39,552	16	4	21	41	62				
3	APARTMENTS / CIRCULATION	39,552	16	4	21	41	62				
2	APARTMENTS / CIRCULATION	39,552	16	4	21	41	62				
1	APARTMENTS / CIRCULATION	36,464	17	3	17	37	54				
	COMMONS / FITNESS	2,594									
	LEASING / OFFICE	494									
T	TOTAL	158,208	65	15	80	160	240				
LL	PARKING LEVEL	40,175						113	75	188	1.175

LOT AREA	128,782
BUILDING FOOTPRINT	40,175
TOTAL IMPERVIOUS AREA	73,391
PERVIOUS AREA	55,391



APPENDIX 'B'  
GENERAL IMPLEMENTATION PLAN  
PRELIMINARY GRADING, UTILITY, & LANDSCAPE PLANS

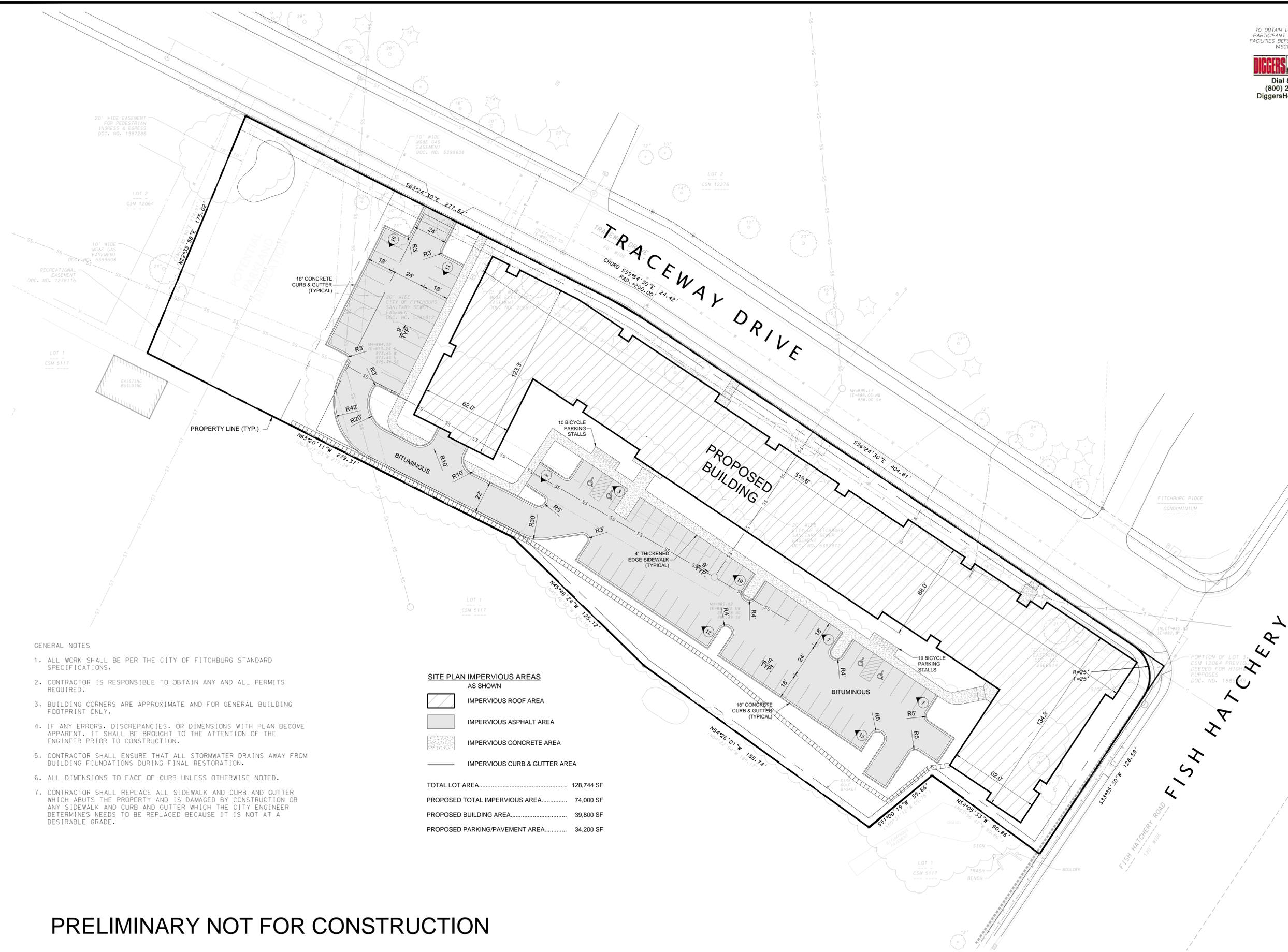
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- GENERAL NOTES**
1. ALL WORK SHALL BE PER THE CITY OF FITCHBURG STANDARD SPECIFICATIONS.
  2. CONTRACTOR IS RESPONSIBLE TO OBTAIN ANY AND ALL PERMITS REQUIRED.
  3. BUILDING CORNERS ARE APPROXIMATE AND FOR GENERAL BUILDING FOOTPRINT ONLY.
  4. IF ANY ERRORS, DISCREPANCIES, OR DIMENSIONS WITH PLAN BECOME APPARENT, IT SHALL BE BROUGHT TO THE ATTENTION OF THE ENGINEER PRIOR TO CONSTRUCTION.
  5. CONTRACTOR SHALL ENSURE THAT ALL STORMWATER DRAINS AWAY FROM BUILDING FOUNDATIONS DURING FINAL RESTORATION.
  6. ALL DIMENSIONS TO FACE OF CURB UNLESS OTHERWISE NOTED.
  7. CONTRACTOR SHALL REPLACE ALL SIDEWALK AND CURB AND GUTTER WHICH ABUTS THE PROPERTY AND IS DAMAGED BY CONSTRUCTION OR ANY SIDEWALK AND CURB AND GUTTER WHICH THE CITY ENGINEER DETERMINES NEEDS TO BE REPLACED BECAUSE IT IS NOT AT A DESIRABLE GRADE.

**SITE PLAN IMPERVIOUS AREAS AS SHOWN**

- IMPERVIOUS ROOF AREA
- IMPERVIOUS ASPHALT AREA
- IMPERVIOUS CONCRETE AREA
- IMPERVIOUS CURB & GUTTER AREA

TOTAL LOT AREA.....	128,744 SF
PROPOSED TOTAL IMPERVIOUS AREA.....	74,000 SF
PROPOSED BUILDING AREA.....	39,800 SF
PROPOSED PARKING/PAVEMENT AREA.....	34,200 SF

**PRELIMINARY NOT FOR CONSTRUCTION**

SITE PLAN  
**FITCHBURG SENIOR APARTMENTS**  
TRACEWAY DRIVE  
FITCHBURG, WISCONSIN



SCALE: 1" = 30'  
(PAGE SIZE: 24x36)

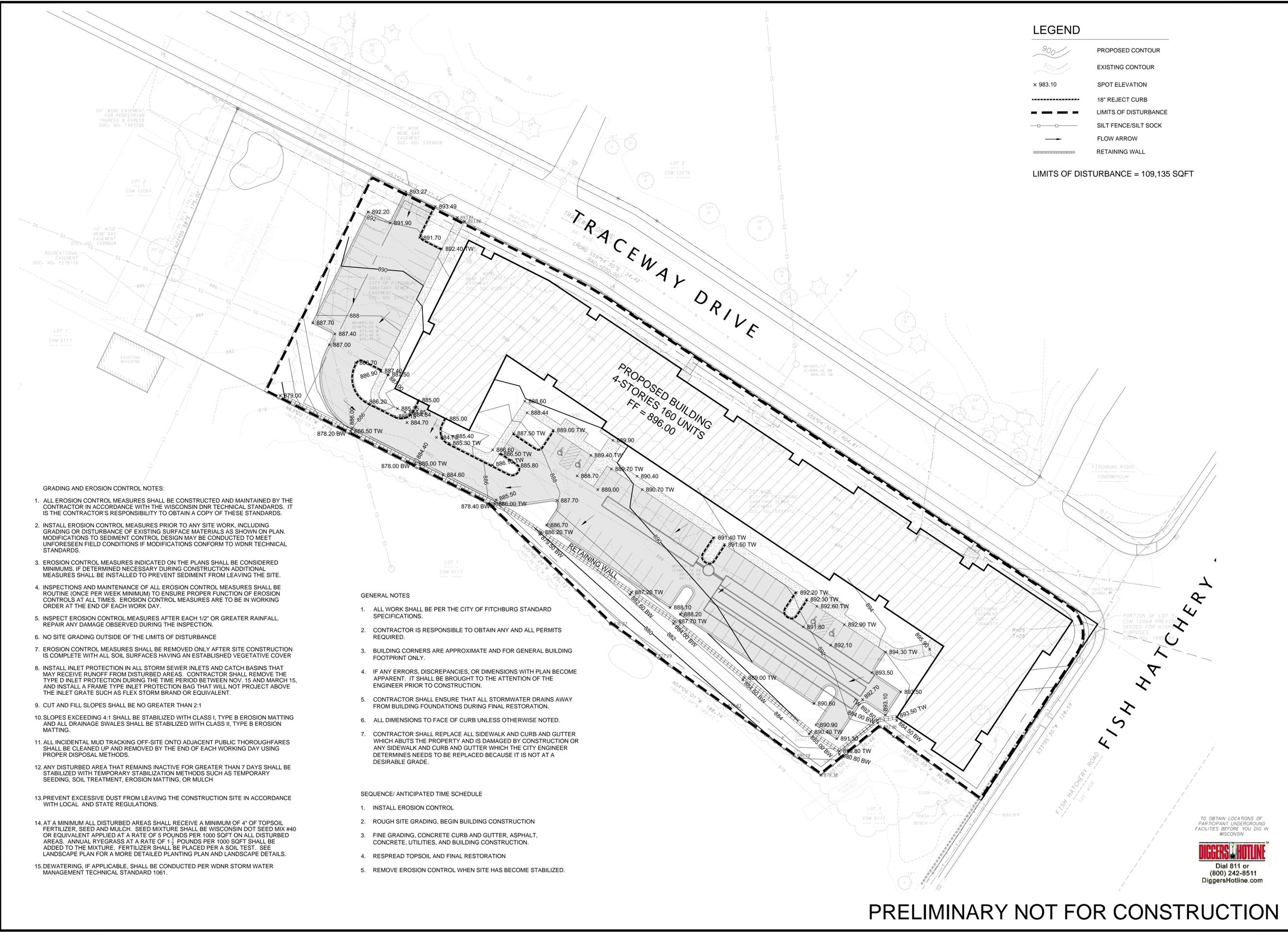
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**LEGEND**

- PROPOSED CONTOUR
- EXISTING CONTOUR
- SPOT ELEVATION
- 18" REJECT CURB
- LIMITS OF DISTURBANCE
- SILT FENCE/SILT SOCK
- FLOW ARROW
- RETAINING WALL

LIMITS OF DISTURBANCE = 109,135 SQFT



- GRADING AND EROSION CONTROL NOTES:**
- ALL EROSION CONTROL MEASURES SHALL BE CONSTRUCTED AND MAINTAINED BY THE CONTRACTOR IN ACCORDANCE WITH THE WISCONSIN DNR TECHNICAL STANDARDS. IT IS THE CONTRACTOR'S RESPONSIBILITY TO OBTAIN A COPY OF THESE STANDARDS.
  - INSTALL EROSION CONTROL MEASURES PRIOR TO ANY SITE WORK, INCLUDING GRADING OR DISTURBANCE OF EXISTING SURFACE MATERIALS AS SHOWN ON PLAN. MODIFICATIONS TO SEDIMENT CONTROL DESIGN MAY BE CONDUCTED TO MEET UNFORESEEN FIELD CONDITIONS IF MODIFICATIONS CONFORM TO WDNR TECHNICAL STANDARDS.
  - EROSION CONTROL MEASURES INDICATED ON THE PLANS SHALL BE CONSIDERED MINIMUMS. IF DETERMINED NECESSARY DURING CONSTRUCTION ADDITIONAL MEASURES SHALL BE INSTALLED TO PREVENT SEDIMENT FROM LEAVING THE SITE.
  - INSPECTIONS AND MAINTENANCE OF ALL EROSION CONTROL MEASURES SHALL BE ROUTINE (ONCE PER WEEK MINIMUM) TO ENSURE PROPER FUNCTION OF EROSION CONTROLS AT ALL TIMES. EROSION CONTROL MEASURES ARE TO BE IN WORKING ORDER AT THE END OF EACH WORK DAY.
  - INSPECT EROSION CONTROL MEASURES AFTER EACH 1/2" OR GREATER RAINFALL. REPAIR ANY DAMAGE OBSERVED DURING THE INSPECTION.
  - NO SITE GRADING OUTSIDE OF THE LIMITS OF DISTURBANCE
  - EROSION CONTROL MEASURES SHALL BE REMOVED ONLY AFTER SITE CONSTRUCTION IS COMPLETE WITH ALL SOIL SURFACES HAVING AN ESTABLISHED VEGETATIVE COVER
  - INSTALL INLET PROTECTION IN ALL STORM SEWER INLETS AND CATCH BASINS THAT MAY RECEIVE RUNOFF FROM DISTURBED AREAS. CONTRACTOR SHALL REMOVE THE TYPE D INLET PROTECTION DURING THE TIME PERIOD BETWEEN NOV. 15 AND MARCH 15, AND INSTALL A FRAME TYPE INLET PROTECTION BAG THAT WILL NOT PROJECT ABOVE THE INLET GRATE SUCH AS FLEX STORM BRAND OR EQUIVALENT.
  - CUT AND FILL SLOPES SHALL BE NO GREATER THAN 2:1
  - SLOPES EXCEEDING 4:1 SHALL BE STABILIZED WITH CLASS I, TYPE B EROSION MATTING AND ALL DRAINAGE SWALES SHALL BE STABILIZED WITH CLASS II, TYPE B EROSION MATTING.
  - ALL INCIDENTAL MUD TRACKING OFF-SITE ONTO ADJACENT PUBLIC THOROUGHFARES SHALL BE CLEANED UP AND REMOVED BY THE END OF EACH WORKING DAY USING PROPER DISPOSAL METHODS.
  - ANY DISTURBED AREA THAT REMAINS INACTIVE FOR GREATER THAN 7 DAYS SHALL BE STABILIZED WITH TEMPORARY STABILIZATION METHODS SUCH AS TEMPORARY SEEDING, SOIL TREATMENT, EROSION MATTING, OR MULCH
  - PREVENT EXCESSIVE DUST FROM LEAVING THE CONSTRUCTION SITE IN ACCORDANCE WITH LOCAL AND STATE REGULATIONS.
  - AT A MINIMUM ALL DISTURBED AREAS SHALL RECEIVE A MINIMUM OF 4" OF TOPSOIL, FERTILIZER, SEED AND MULCH. SEED MIXTURE SHALL BE WISCONSIN DOT SEED MIX #40 OR EQUIVALENT APPLIED AT A RATE OF 5 POUNDS PER 1000 SQFT ON ALL DISTURBED AREAS. ANNUAL RYEGRASS AT A RATE OF 1 1/2 POUNDS PER 1000 SQFT SHALL BE ADDED TO THE MIXTURE. FERTILIZER SHALL BE PLACED PER A SOIL TEST. SEE LANDSCAPE PLAN FOR A MORE DETAILED PLANTING PLAN AND LANDSCAPE DETAILS.
  - DEWATERING, IF APPLICABLE, SHALL BE CONDUCTED PER WDNR STORM WATER MANAGEMENT TECHNICAL STANDARD 1061.

- GENERAL NOTES**
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  - CONTRACTOR SHALL ENSURE THAT ALL STORMWATER DRAINS AWAY FROM BUILDING FOUNDATIONS DURING FINAL RESTORATION.
  - ALL DIMENSIONS TO FACE OF CURB UNLESS OTHERWISE NOTED.
  - CONTRACTOR SHALL REPLACE ALL SIDEWALK AND CURB AND GUTTER WHICH ABUTS THE PROPERTY AND IS DAMAGED BY CONSTRUCTION OR ANY SIDEWALK AND CURB AND GUTTER WHICH THE CITY ENGINEER DETERMINES NEEDS TO BE REPLACED BECAUSE IT IS NOT AT A DESIRABLE GRADE.

- SEQUENCE/ ANTICIPATED TIME SCHEDULE**
- INSTALL EROSION CONTROL
  - ROUGH SITE GRADING, BEGIN BUILDING CONSTRUCTION
  - FINE GRADING, CONCRETE CURB AND GUTTER, ASPHALT, CONCRETE, UTILITIES, AND BUILDING CONSTRUCTION.
  - RESPREAD TOPSOIL AND FINAL RESTORATION
  - REMOVE EROSION CONTROL WHEN SITE HAS BECOME STABILIZED.

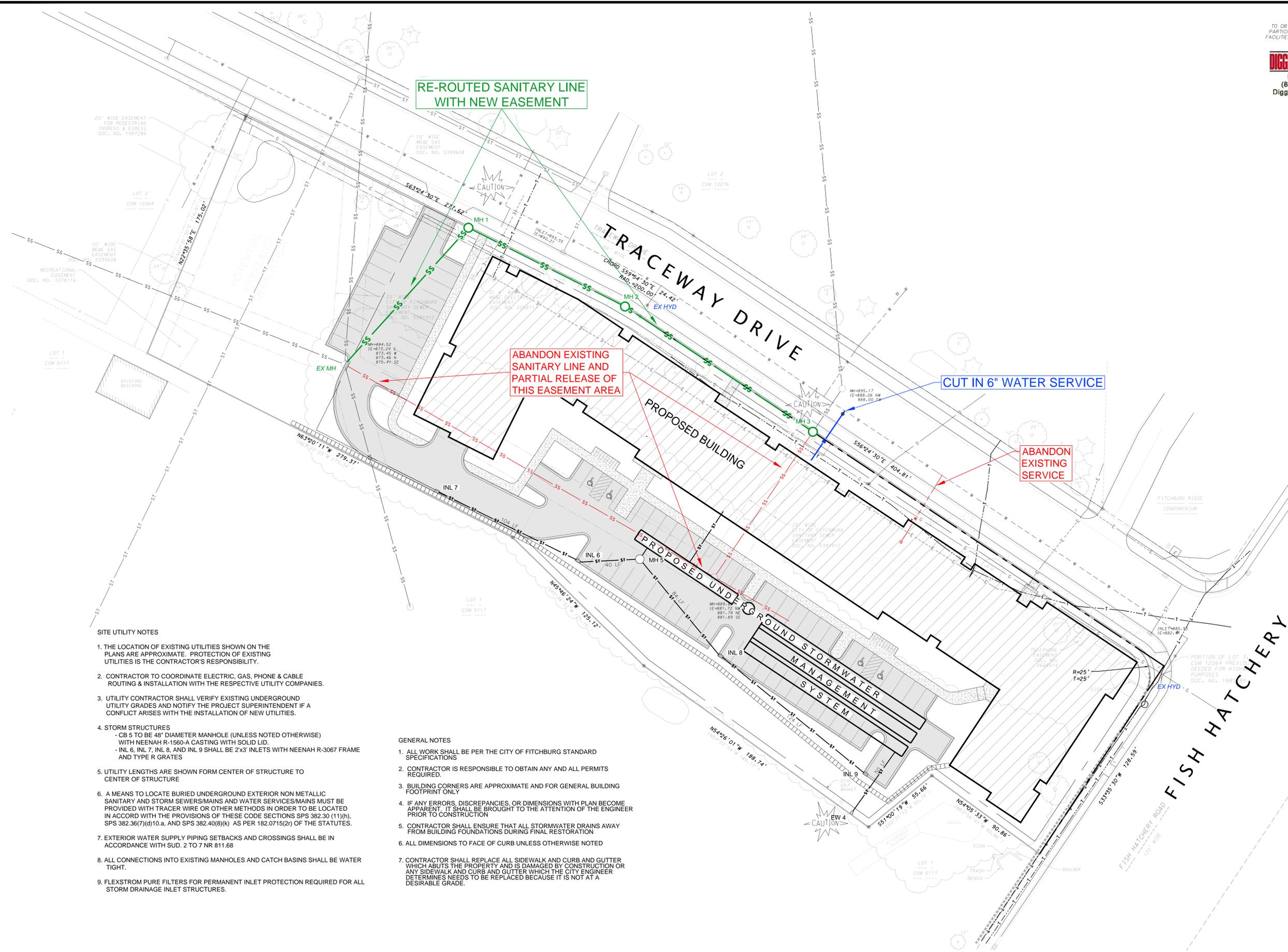
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SITE UTILITY NOTES

- 1. THE LOCATION OF EXISTING UTILITIES SHOWN ON THE PLANS ARE APPROXIMATE. PROTECTION OF EXISTING UTILITIES IS THE CONTRACTOR'S RESPONSIBILITY.
2. CONTRACTOR TO COORDINATE ELECTRIC, GAS, PHONE & CABLE ROUTING & INSTALLATION WITH THE RESPECTIVE UTILITY COMPANIES.
3. UTILITY CONTRACTOR SHALL VERIFY EXISTING UNDERGROUND UTILITY GRADES AND NOTIFY THE PROJECT SUPERINTENDENT IF A CONFLICT ARISES WITH THE INSTALLATION OF NEW UTILITIES.
4. STORM STRUCTURES - CB 5 TO BE 48" DIAMETER MANHOLE (UNLESS NOTED OTHERWISE) WITH NEENAH R-1560-A CASTING WITH SOLID LID. - INL 6, INL 7, INL 8, AND INL 9 SHALL BE 2x3' INLETS WITH NEENAH R-3067 FRAME AND TYPE R GRATES
5. UTILITY LENGTHS ARE SHOWN FORM CENTER OF STRUCTURE TO CENTER OF STRUCTURE
6. A MEANS TO LOCATE BURIED UNDERGROUND EXTERIOR NON METALLIC SANITARY AND STORM SEWERS/MAINS AND WATER SERVICES/MAINS MUST BE PROVIDED WITH TRACER WIRE OR OTHER METHODS IN ORDER TO BE LOCATED IN ACCORD WITH THE PROVISIONS OF THESE CODE SECTIONS SPS 382.30 (11)(h), SPS 382.36(7)(d)10.a, AND SPS 382.40(8)(k) AS PER 182.0715(2r) OF THE STATUTES.
7. EXTERIOR WATER SUPPLY PIPING SETBACKS AND CROSSINGS SHALL BE IN ACCORDANCE WITH SUD. 2 TO 7 NR 811.68
8. ALL CONNECTIONS INTO EXISTING MANHOLES AND CATCH BASINS SHALL BE WATER TIGHT.
9. FLEXSTROM PURE FILTERS FOR PERMANENT INLET PROTECTION REQUIRED FOR ALL STORM DRAINAGE INLET STRUCTURES.

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UTILITY PLAN FITCHBURG SENIOR APARTMENTS TRACEWAY DRIVE FITCHBURG, WISCONSIN

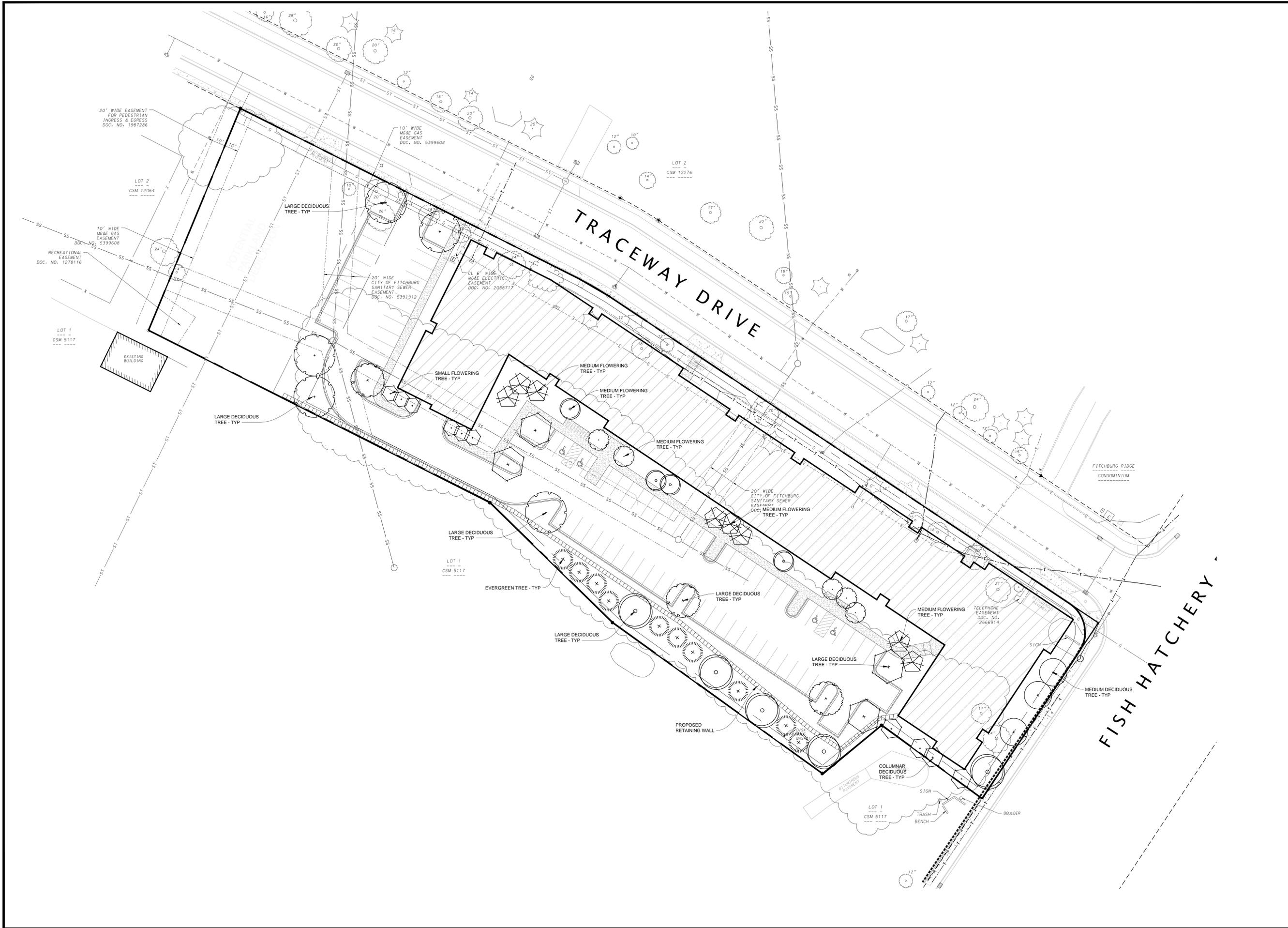


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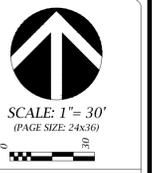
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PRELIMINARY LANDSCAPE PLAN  
**FITCHBURG SENIOR APARTMENTS**  
 TRACEWAY DRIVE  
 FITCHBURG, WISCONSIN

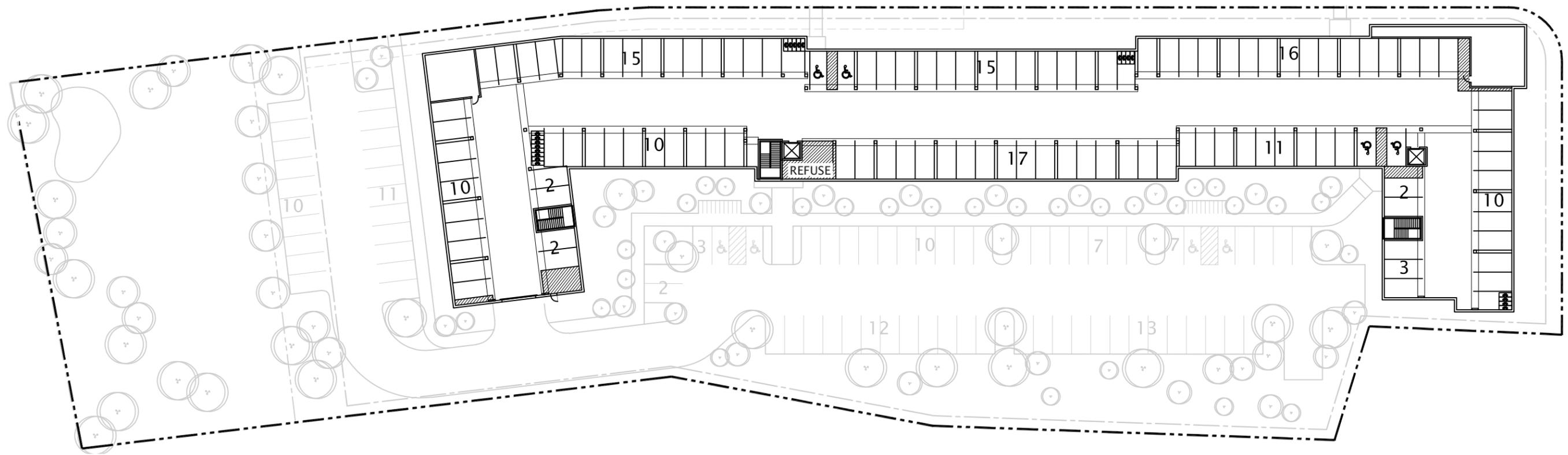


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 FN: 18-05-128  
 Sheet Number:  
**L100**

APPENDIX 'C'  
GENERAL IMPLEMENTATION PLAN  
PRELIMINARY FLOOR PLANS & PERSPECTIVES

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75 SURFACE PARKING STALLS  
 113 COVERED PARKING STALLS  
 188 TOTAL PARKING STALLS



**JLA**  
 ARCHITECTS

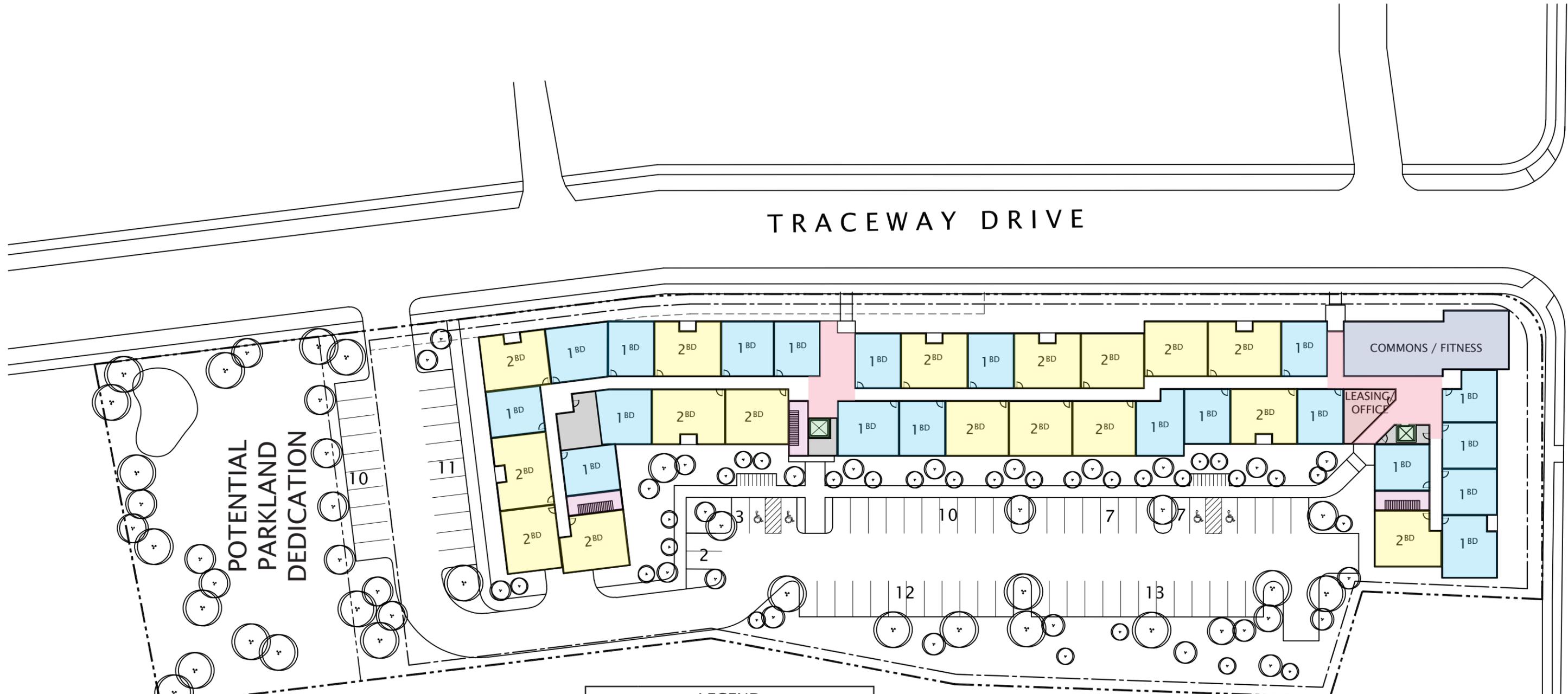
**FITCHBURG SENIOR APARTMENTS**  
 CONCEPTUAL BUILDING PLAN - LOWER LEVEL / PARKING

SEPTEMBER 18, 2018  
 1" = 50' @ 11x17



FISH HATCHERY ROAD

TRACEWAY DRIVE



LEGEND	
	ENTRY / LOBBY
	STAIR
	ELEVATOR
	LEASING
	COMMONS / FITNESS
	1 BEDROOM @ 20 (1st FLOOR)
	2 BEDROOM @ 17 (1st FLOOR)
	STORAGE



**JLA**  
ARCHITECTS

# FITCHBURG SENIOR APARTMENTS

## CONCEPTUAL BUILDING PLAN - 1st FLOOR

SEPTEMBER 18, 2018  
1" = 50' @ 11x17





LEGEND	
<span style="display:inline-block; width:15px; height:10px; background-color: #f8d7da;"></span>	ENTRY / LOBBY
<span style="display:inline-block; width:15px; height:10px; background-color: #f3d9e1;"></span>	STAIR
<span style="display:inline-block; width:15px; height:10px; background-color: #d4edda;"></span>	ELEVATOR
<span style="display:inline-block; width:15px; height:10px; background-color: #f4cccc;"></span>	LEASING
<span style="display:inline-block; width:15px; height:10px; background-color: #d9e1f2;"></span>	COMMONS / FITNESS
<span style="display:inline-block; width:15px; height:10px; background-color: #cce5ff;"></span>	1 BEDROOM @ 20 per FLOOR
<span style="display:inline-block; width:15px; height:10px; background-color: #fff9c4;"></span>	2 BEDROOM @ 21 per FLOOR
<span style="display:inline-block; width:15px; height:10px; background-color: #e0e0e0;"></span>	STORAGE



**JLA**  
ARCHITECTS

# FITCHBURG SENIOR APARTMENTS

## CONCEPTUAL BUILDING PLAN - 2nd/3rd/4th FLOOR

SEPTEMBER 18, 2018  
1" = 50' @ 11x17





**JLA**  
ARCHITECTS

# FITCHBURG SENIOR APARTMENTS

CONCEPTUAL PERSPECTIVE

SEPTEMBER 18, 2018  
NTS



**JLA**  
ARCHITECTS

# FITCHBURG SENIOR APARTMENTS

CONCEPTUAL PERSPECTIVE

SEPTEMBER 18, 2018  
NTS