

# Artisan Village

## General Implementation Plan

Prepared for:

**Alexander**  
*Company*

345 W. Washington Ave., Suite 301  
Madison, WI 53703

Prepared by:

**JSD** *Professional Services, Inc.*  
• Engineers • Surveyors • Planners

161 Horizon Drive, Suite 101  
Verona, WI 53593

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## Introduction – Project Team

For over 35 years The Alexander Company has earned national recognition specializing in historic preservation, urban revitalization, adaptive reuse, and urban infill development. The company is the master developer of the Novation Campus, a master-planned urban-infill redevelopment of approximately 70 acres along Rimrock Road just south of the Beltline. The Alexander Company, along with the development team, is pleased to introduce the next phase, Artisan Village, to be built on land now owned by affiliates of The Alexander Company.

## Project Site Location

The project site is generally located at the southeast corner of the intersection of Novation Parkway and Ski Lane in both the City of Fitchburg (southern three parcels, parcels 3-5 in the table below) and the Town of Madison (northern two parcels, parcels 1 and 2 in the table below). Today, the project site is vacant.

In all, the project site is comprised of five parcels and roughly 8.22 acres as noted on the Dane County, DCiMap:

Table 1: Project Site Composition				
	Parcel ID No.	Parcel Size	Zoning	Jurisdiction
1	070936323330	2.38	C-1	Town of Madison/Dane County
2	070935498505	0.50	C-1	Town of Madison/Dane County
3	060902180009	0.71	R-L	City of Fitchburg
4	060902184809	0.32	R-L	City of Fitchburg
5	060901286004	4.42	R-L	City of Fitchburg

The northern two parcels comprising the project site are located in the Town of Madison. Upon the dissolution of the Town in 2022, the intergovernmental agreement stipulates that these parcels are to be absorbed into the City of Fitchburg.

## Project Site Context

The project site's location presents a unique opportunity for development given the diversity of the existing surrounding uses and the transportation connectivity coupled with the goals identified in the Southdale Neighborhood Plan and Novation Campus Master Plan of creating a walkable, mixed-use center.

The Southdale Neighborhood Plan identifies the project site as being within an area recommended for Urban Residential and Commercial Employment land uses. Both land use recommendations are intended to support a mix of uses at varying levels of intensity, including higher density residential development, supportive neighborhood scale retail, live/work units, institutional and office uses, business incubator, etc. The neighborhood plan focuses on facilitating successful transitions between uses and districts in a variety of ways, including building mass and scale, architectural style, and landscaping.

The project site is also located within the existing larger Novation Campus, a multi-phase master planned development anticipating commercial, mixed-use retail, multi-family, and hotel uses. Currently, the project site is surrounded by a mix of uses at varying levels of intensity, including indoor recreation, single- and multi-family residential, and various employment uses, including a car dealership, a financial institution, biotech laboratory, and various office uses.

In addition to being located within the larger Novation Campus, the project site is located within proximity (three-mile radius) of several activity centers providing additional services, including those located along South Park Street, South Towne Road, Lacy Road, and Fish Hatchery Road.



Uses immediately adjacent to the project site include indoor recreation and office to the north, across Novation Parkway, single-family detached residential to the east, motor vehicle sales to the south, and Oregon Road right-of-way and US HWY 14 on the west.

In addition, the project site is well-situated with easy access to the Beltline via Rimrock Road as well as US HWY 14, both regional major transit corridors. The project site is also well served by Metro Transit with multiple bus stops within a one-quarter mile of the project site.

### **Project Background and Funding**

With housing costs rising faster than income generally, and with limited resources to build affordable housing, many believe we have reached a national affordable housing crisis. Dane County is no exception, which is why many of our community leaders have sought to encourage affordable housing development through creative public/private partnerships. Through these partnerships, local incentives are often used, along with private capital, to compete for state and federal affordable housing resources that are combined to make a project viable. Even with diligent efforts from all parties, the economics of building affordable housing is extremely difficult.

The site in question is uniquely positioned in Dane County to compete for these resources due to its location in a Qualified Census Tract, which allows more affordable housing credits than would otherwise be available. This is a rare opportunity in that there simply aren't many (if any) suitable sites available in qualified tracts, especially those along major transit corridors, along public transit routes, within a larger area of employment, and in proximity to services.

We are currently planning to pursue state and federal "4% credits" paired with tax-exempt bonds in addition to City of Fitchburg Tax Incremental Financing. At least 90 percent of the residential units will be affordable to those earning an average of no more than 60 percent of the Dane County median income. In 2018, the income limits at 60% of the Dane County median income are as follows: 1-person: \$38,520, 2-person: \$44,040, and 3-person: \$49,560.

Rental rates for a typical one-bedroom affordable apartment are initially expected to range from \$800 to \$900. This compares favorably to market rents of \$1,100 – 1,300. Rental rates for a typical affordable two-bedroom unit in the project are initially anticipated to range from \$950 to \$1,075 compared to market rates of well over \$1,400 per month.

With over 1,300 employees now located in the Novation Campus, Artisan Village will provide clean, safe, attractive, and affordable workforce housing allowing residents to live close to where they work and play reducing commute times and fuel consumption. The addition of quality affordable housing options close to major employers in the campus such as Exact Sciences, Unity Point Health, Zimbrick European, and many others will help attract employees to the campus while ensuring a diverse and vibrant community. At the same time, housing in this income range will cater to Dane County's creative class, artists, and hospitality and service-industry workers.

A new state affordable housing tax credit program was recently created to help make these types of projects feasible. While WHEDA is still developing their application procedures, we expect the program to be a competitive process with communities across the state competing for this limited resource. Among other criteria, it is likely that General Implementation Plan approval will be a key consideration in making the awards. The timeline for

WHEDA’s application submittal deadline is June 29. We are hopeful that City of Fitchburg, the Town of Madison, and Dane County will join us in advocating for General Implementation Plan approval before the June deadline to maximize our chances for an award of credits.

**Artisan Village - General Implementation Plan Overview**

The project site is roughly 8.22 acres located in both the Town of Madison on the north, and the City of Fitchburg on the south. The project site’s location is unique in that it is surrounded by a mix of uses, ranging from single-family residential to indoor recreation, and it is located within the larger Novation Campus, a mixed-use center. The General Implementation Plan for Artisan Village is designed to be sensitive to the existing site context, providing for adequate transitions between the non-residential uses to the north, across Novation Parkway, and the single-family residential development to the east.

Overall, the proposed development is comprised of approximately 169 apartment-style residential units spread across a collection of six buildings ranging in size from 17,000 square-feet to 35,000 square-feet and which are organized around a central green space and clubhouse amenity. Refer to the Land Use and Building Summary tables provided below for development statistics.

<b>Land Use Summary Table</b>			
	<b>City of Fitchburg</b>	<b>Town of Madison</b>	<b>GDP</b>
<b>Site Area</b>	5.34 acres	2.88 acres	8.22 acres
<b>Lot Coverage (building and impervious)</b>	3.09 acres	1.87 acres	5.23 acres
<b>Open Space</b>	1.76 acres (0.33)	0.63 acres (0.22)	2.39 acres (0.29)
<b>Stormwater Management</b>	1.03 acres	0.63 acres	1.66 acres
<b>Building Coverage</b>	59,510	35,636	95,146
<b>FAR</b>	0.49	0.64	0.54
<b>Number of Units</b>	102	67	169
<b>Density</b>	19.1 du/acre	23.26 du/acre	20.55 du/acre

<b>Building Summary Table</b>					
<b>City of Fitchburg</b>					
	<b>Floor Area (sq. ft.)</b>	<b>Number of Stories</b>	<b>1-BD Units</b>	<b>2-BD Units</b>	<b>Total Units</b>
<b>Building A</b>	17,356	2	12	5	17
<b>Building B</b>	34,704	2	26	8	34
<b>Building C</b>	17,356	2	12	5	17
<b>Building D</b>	34,704	2	26	8	34
<b>Club House (Building E)</b>	3,593	1	N/A	N/A	N/A
<b>Detached Garage F</b>	1,892	1	N/A	N/A	N/A
<b>Detached Garage G</b>	4,429	1	N/A	N/A	N/A
<b>Town of Madison</b>					
<b>Building A</b>	34,704	2	26	8	34
<b>Building B</b>	45,952	3	13	20	33
<b>Total</b>	<b>194,690</b>	<b>N/A</b>	<b>115</b>	<b>54</b>	<b>169</b>

Additional development specific details are provided below, including:

- Site Access/Circulation. Three points of access will be provided into the project site; two from the north from Novation Parkway, and one from the west from Oregon Road.

The development will be served by a shared access drive that loops through the site and that is designed to function more as a complete street with parking, active unit entries, landscaping, and sidewalks.

The project site is highly accessible to major transportation corridors, including Rimrock Road, Highways 12 and 14, and County Highway MM. The project site is located along the Madison Metro All Day Service Bus Route 16, with the nearest transit stops being less than a quarter- mile away along Rimrock Road, and the Peak Hour Service Route 49. Both routes run to the South Transfer Point, which is located at S Park Street and W Badger Road.

- Parking. On-site parking is provided in surface parking areas (127 spaces and 52 tandem stalls), attached garage parking (56 spaces) and detached garage spaces (24 spaces). Overall, a total of 253 vehicle parking stalls are provided. Overall, across the site there is a ratio of 1.53 parking stalls per dwelling unit and over one stall per bedroom. Please refer to the Parking Table for a detailed analysis of the parking provided on site.

<b>Parking Summary Table</b>			
	<b>City of Fitchburg</b>	<b>Town of Madison</b>	<b>GDP Total</b>
<b>Surface Parking</b>	49	78	<b>127</b>
<b>Tuck-under Garage</b>	34	22	<b>56</b>
<b>Detached Garage</b>	24	0	<b>24</b>
<b>Tandem Parking (Behind Tuck-under Garages)</b>	34	18	<b>52</b>
<b>Total</b>	<b>141</b>	<b>118</b>	<b>259</b>
<b>Parking Ratios</b>			
<b>Stalls per Unit</b>	141/102 = 1.38	118/67 = 1.76	<b>259/169= 1.53</b>
<b>Stalls per Bedroom</b>	141/128=1.10	118/97=1.21	<b>259/225=1.15</b>

Residents will have the opportunity to park their bicycles in designated exterior bike parking stalls focused near the entrances to the buildings. Additional wall or ceiling-hung bicycle parking will be available in unit-utility rooms and garages.

- Permitted Uses. Overall, the development proposal is comprised of roughly 8.22 acres and approximately 169 apartment-style residential units, including live/work units. The intent of the live-work units is twofold; to provide a transition from the commercial uses to the north; and to provide an amenity and housing option. The live/work units are aimed at providing workforce housing while allowing for start-up or home occupation businesses, service type uses, or artist workspace.

Apartment amenities are likely to include stainless steel appliances, in-unit washer and dryers, open flexible floorplans, expansive windows and high-quality fixtures and finishes. Overall, the development offers one- and two-bedroom units at a ratio of approximately 68:32, respectively.

As an added amenity, tuck-under garage parking stalls will be included for some units (roughly 56 attached garage spaces), the majority of which will provide direct access to individual units. Approximately 24 additional garage stalls are anticipated in detached garage buildings.

<b>Planned Development Permitted Uses as defined by the City of Fitchburg Zoning Code</b>
Uses permitted as noted in the RH zoning district
Multi-family residential dwelling unit structures
Multiple multi-family dwelling unit structures per lot
Live/work units, including a limited vocational activity compatible with residential occupancy. Such uses may include, but are not limited to artist studio, office, small-scale commercial space, retail, personal and professional services, etc.
Home occupations
Accessory uses applicable to residential districts

- Architecture. General building massing will be two-stories for all of the proposed buildings with the exception of the building fronting on Novation Parkway, which will be three stories. The intent of the General Implementation Plan is to present a building forward design with parking being located behind buildings and screened from view. Building design is intended to reflect context, a more modern, flat-roofed architectural style along Novation Parkway will be pursued, while a more residential building design is anticipated for those buildings located adjacent to the Clausen Street residences.

Consideration has also been given to providing a buffer from the proposed multi-family residential to the single-family residential to the east; a landscape buffer that is intended to be screened with detached garages and landscaping along the eastern property line.

- Landscape. Landscape materials and design will compliment and build on visual themes and styles established by the proposed architecture within the Artisan Village development. Landscaping and outdoor spaces will be provided throughout the development to create welcoming places to sit or walk between the buildings. Plantings will be used to highlight and define the edges of the overall development and architecture. An emphasis will be placed on using native species, particularly perennial grasses and wildflowers, around building foundations.

Refer to **Attachment A**, Artisan Village GDP Sample Plant List for a preliminary list of plant species and precedent photos of the landscape design intent.

- Lighting. Recognizing that site lighting contributes to placemaking as well as providing additional security, site lighting is anticipated to be provided in a few different forms, including pole mounted fixtures in parking areas, bollards along certain internal pathways and open spaces, and wall mounted fixtures to serve both as security lighting at building entries and as architectural accents. At this time, site lighting is anticipated to be dark skies compliant consistent with both the City of Fitchburg and Dane County zoning codes. Refer to the attached light fixture cut-sheets for examples of the types of fixtures anticipated. The exact fixtures are subject to change and will be provided as part of the SIP.
- Amenities. Open space is a critical component of the Artisan Village General Implementation Plan. The development includes a collection of six buildings organized around a central green space and club house. With the goal of creating a unique successful urban infill development with a sense of place various site amenities are being considered, including live/work units, community room, fitness center, outdoor patio with grilling station and fire pit, gardens, bike repair station, car wash station, streaming wifi in social areas and on-site management and maintenance. The size and design of the clubhouse and the ultimate configuration of the amenities will be further defined as part of the SIP approval process.
- Signage. Three types of signage are anticipated, including apartment complex monument signage, projecting signage for the live/work units, and directional wayfinding signage within the development. Based on review of the current code standards within both the City and County zoning ordinances, sign

code modifications are anticipated, including projection distance from a building, setback, shape and quantity.

Refer to **Attachment B**, General Implementation Plan for additional information.

### **Land Use Entitlements - Rationale for Rezoning**

Rezoning. Due to the complexities of multiple jurisdictions' regulatory requirements, Planned Development zoning approval processes are anticipated to run concurrently in both the City of Fitchburg and Dane County jurisdictions in the context of developing a cohesive plan for the site overall. It is important to note, that while the General Implementation Plan for the project site will straddle the City/County/Town boundary line, the proposed building footprints will not.

The goal of the General Implementation Plan is to contribute to the overall goals of the Southdale Neighborhood Plan in creating an urban, mixed-use, walkable community by providing workforce housing with a variety of amenities that will appeal to a multitude of interests and lifestyles.

Overall, the residential development will serve as a supporting use to the existing employment and commercial uses as well as contribute to the mix of uses present in the Novation Campus.

In addition to furthering the goals of the neighborhood; other factors contributing to the rezoning request for Planned Development zoning include:

- Conventional zoning in Fitchburg is not possible. Within the City of Fitchburg, the only zoning district that permits higher density multi-family residential development is the High Density, R-H zoning district. The maximum lot area for that district is 90,000 square feet; the project site is in excess of that standard at 5.34 acres.
- Smart Code in Fitchburg is not possible. The minimum lot area required is 40 acres, a standard that the project site does not meet at 5.34 acres; and
- Conventional Zoning in Dane County is not possible. Within the Dane County zoning code, the project site is zoned Commercial District, C-1. The intent of that zone district is primarily to support commercial uses at varying levels of intensity, however multi-family residential uses are permitted with Conditional Use approval. In evaluating potential zoning designations within the Dane County zoning code, residential zoning districts were also evaluated. The most applicable given the proposed multi-family use is the R-4 Residential District, which is primarily intended for multiple family residential uses. Within the R-4 zoning district the minimum lot area requirement of 2,000 square feet per dwelling unit cannot be met given the overall size of the parcel (3.3 acres would be required where 2.88 acres exists); Further, conventional zoning impedes the achievement of the design and functional characteristics of urban-infill, pedestrian-friendly design with buildings sited closer to the street and with ample signage to accommodate the proposed live/work concept. Providing consistent zoning across the project site. The project site is located within both the Town of Madison subject to Dane County zoning and the City of Fitchburg. In order to maintain consistent zoning across the project site, Planned Development zoning is the only zoning district that will translate between the City and County.

Land Division. The project site is currently comprised of five parcels. Two Certified Survey Map applications will be submitted to consolidate the parcels into two developable lots; one within the City of Fitchburg and one within Dane County and the Town of Madison.

### **Consistency with the City of Fitchburg Comprehensive Plan**

Neighborhood planning for the project site was completed as part of the Southdale Neighborhood Plan, which was completed jointly by the City of Fitchburg and the Town of Madison and incorporated in each municipality's

consolidated plan. The Town of Madison parcels North of the City of Fitchburg parcels are anticipated to become part of the City of Fitchburg in 2022. Until then, the zoning for those parcels is governed by Dane County and the Town of Madison. While both Fitchburg and the Town/County will need to review their portion of the project independently in accordance with their own procedures, this submittal and the incorporated site plan includes the entire project to ensure consistency of design and planning.

#### *City of Fitchburg Parcels*

The adopted Southdale Neighborhood Plan calls for the City of Fitchburg parcels to be consistent with either the Commercial/Employment or Urban Residential districts” (Page 35, Southdale Neighborhood Plan). The Urban Residential District Character allows the creation of urban density residential to transition from the mixed-use commercial employment area to the North to the nearby single-family areas. The neighborhood plan recommends buildings of 2-4 stories in height and 10-20 dwelling units per acre in the Urban Residential District. The Concept Site Plan is consistent with these recommended densities with approximately 18 units per acre on the Fitchburg portion of the site and just over 20 units per acre on the combined Fitchburg/Town property.

Refer to **Attachment C**, Southdale Neighborhood Plan Evaluation.

#### *County/Town Parcels*

The adopted Southdale Neighborhood Plan identifies the Town of Madison parcels as part of the Commercial Employment District, which also allows for residential and mixed-use, with 1-6 stories in height. While this portion of the site is part of the larger commercial employment district, the neighborhood plan makes special mention of the importance of the transition between the Urban Residential and the Commercial Employment districts. This proposal seeks to accomplish that through appropriate architectural design for the northernmost building facing Novation Parkway, which will be decidedly more commercial in character, likely with commercial windows and flat roofs, transitioning architecturally from the taller office uses to the north. One of the goals identified in the plan was to include spaces for smaller start-up business incubators and neighborhood oriented services. To aid in the transition of uses and to provide opportunities for start-up or home businesses, this portion of the project will have live/work units on the first floor, in particular where adjacent on-street angle parking is already constructed. We foresee the live/work units including workspace characterized by individual entrances, large expanse of glass, tall ceilings and durable surfaces such as polished concrete floors. These spaces will be designed to foster creativity and accommodate the creative process with an open and flexible floorplan. While the spaces could accommodate a variety of small businesses, they will be especially suitable to artists seeking studio space within their dwelling. Where signage is desired at a live/work unit entrance, we would foresee the use of blade signs along the Novation Parkway frontage. As part of the County Planned Development process, we will seek to ensure that the resulting zoning allows for the mixed-use nature of the project and related signage.

While the proposed project is consistent with the recommended district character, Artisan Village will also meet a number of neighborhood goals and guiding principles identified in the Southdale Neighborhood Plan. In particular, the neighborhood plan encourages the construction of affordable housing for a wide range of incomes and ages. Recently created housing phases in the neighborhood have included market rate options, senior housing, and units developed for those earning 50 percent of County median income. With proposed targeting averaging 60 percent of County median income, the proposed development will add to the diversity of the neighborhood at a price point that is not adequately served while complimenting the employment base in the Novation Campus. The proposed project will demonstrate a high quality of design while incorporating sustainable practices into architecture and site development. As recommended in the plan, buildings are located near the street edge to provide a sense of enclosure and to reinforce the pedestrian zone and live/work opportunities will encourage interaction at the street level along Novation Parkway.

#### **Consistency with the Dane County Comprehensive Plan**

The Dane County Comprehensive Plan identifies the project site as being within an urban service area within an Agricultural Transition Area. Within Agricultural Transition Areas, the County seeks to:

- Continue to promote limited, compact, and efficient development; and



- Continue to refer to town plans adopted by the county board for detailed land use policies within Rural Development and Transitional Areas.

In addition, the County's Comprehensive Plan identifies overall land use goals and policies, including those related to:

- Encouraging land uses, densities and regulations that promote efficient development patterns;
- Providing adequate infrastructure and public services;
- Encouraging neighborhood designs that support a range of transportation choices; and
- Promoting and support a full range and adequate supply of housing choices through the county that meets the needs of persons of all income levels, age groups, household sizes, and persons with special needs.

The Concept Plan is generally consistent with land use goals and policies identified in the County's Comprehensive Plan, including those related to affordable housing, infill development, and multi-modal transit.

### **Consistency with Planned Development Standards**

Planned Development zoning is typically utilized to allow for flexibility in the development standards in exchange for an enhanced design aesthetic or community benefit. Generally, the applicable Planned Development criteria for approval as noted in both the City and County zoning codes, speak to encouraging development that not only provides a community benefit, but that is also designed with sensitivity to the existing character, ensuring compatibility between land uses and intensity, including mass and scale, and in protecting natural features; providing a *"higher level of design and amenity."*

As noted in the neighborhood plan, *"To accommodate this plans redevelopment intent, changes are necessary to the current Dane County and Fitchburg zoning districts."* Planned Development zoning is the only option available that will allow for the intent of the district character identified in the neighborhood plan to take shape. While understructure parking may sometimes be offered as a "higher level of design and amenity" as part of PD zoning, understructure parking was not anticipated in the Urban Residential District as noted in the neighborhood plan. Rather, the neighborhood plan called for on-street and surface parking in this area. The proposed project provides a higher level of design and amenity with a total of 56 attached garage spaces and 24 detached garage spaces.

Both the attached and detached garage stalls will undoubtedly provide the same or higher level of amenity as understructure parking provides, including additional storage or workspace opportunities, and individually-secured vehicle parking as opposed to a shared common garage. In many cases, the attached garages will also allow residents direct access into their units, allowing residents to carry groceries directly into their unit, for example.

In addition to the at-grade garages, the project will provide a *"higher level of design and amenity"* and community benefit through the following:

- Affordable Housing. Most if not all of the units provided in the development will be affordable to those earning an average of no more than 60 percent AMI. Undoubtedly, affordable housing in this location is an amenity given the continued success of the Novation Campus as a mixed-use center. That said, the affordability factor, while an amenity in and of itself, also plays a role in the ability to support and allocate amenities across the development and in the creation of a "place."
- Site Design and Amenities: In the design and planning of the development, due consideration was given to the allocation of amenities not typically found in other properties in the Southdale Neighborhood, including creating a sense of place, transitions between uses with differing levels of intensity, both architecturally and site design-wise, providing exceptional landscape design amenities, creating at-grade open spaces that encourages a variety of recreation opportunities, and providing unique amenities such as a common patio, fire pit and grilling area, and gardens, etc.
- Unit Amenities. Enhanced unit amenities are being provided with a higher grade of finishes and fixtures

while maintaining affordability, including stainless steel appliances, in-unit washer and dryers, open flexible floorplans, expansive windows and high-quality fixtures and finishes;

- **Common Amenities and Open Space.** A more diverse program for at-grade open space will be provided to encourage both passive and active recreation, including community room with common kitchen and entertainment area, fitness center, outdoor patio with grilling stations and fire pit, gardens, bike repair station, car wash station, streaming wifi in social areas and on-site management and maintenance.
- **Building Design and Materials.** As evidenced by the attached preliminary elevations, we envision an enhanced building design and material palette with a higher level of design than one might find in a typical suburban apartment building. This includes a creative blend of brick, lap siding or fiber cement panel and metal panel and a combination of flat, pitched and shed roof accents.

Overall, the proposed development will contribute to urban infill instead of sprawl, incorporating sustainable practices into architecture and site development, and will encourage walkability, reduce vehicle miles traveled, and support small business development.

### **City and County Zoning Code Modifications**

#### City of Fitchburg (RH Zoning)

Section 22-145, Conditional Uses

Section 22-146, Dimensional Standards, including lot area requirements and setbacks

City of Fitchburg Parking Requirements and Driveway Standards, Revised July 2010, two parking stalls per residential dwelling unit are required.

Chapter 26, Signs

#### Dane County (C-1 Zoning)

Section 10.13(2), Conditional Uses

Section 10.13(3).5-7, Setbacks and Height Requirements

Section 10.11(5), Minimum Lot Width and Area

Subchapter II, Sections 10.70-10.93, Signs (including size, shape, and projection)

### **Economic, Social, and Environmental Impacts**

Today, the site of Artisan Village is vacant, but surrounded by development, including single-family detached housing, retail, and commercial uses. The proposed residential development will provide additional housing opportunities within the City of Fitchburg and the Town of Madison, contributing to urban infill instead of sprawl, and promoting sustainability efforts to encourage walkability, reduce vehicle miles traveled, and support small business development.

The provision of quality affordable workforce housing will have tremendous economic and social impacts that cannot be understated. At a time when affordable housing has never been harder to create, this proposal is a unique opportunity to benefit the neighborhood along with its future residents, who might not otherwise have access to clean, safe and affordable housing.

Artisan Village will feature a wide array of community amenities to match the interest of all residents. A spacious community building will offer residents a place to gather, host a business meeting, prepare a meal in the common kitchen or entertain in the dining area. At the heart of every community is a gathering space, a place where residents, visitors, families and friends meet up for events, holidays, or just to spend time together outdoors. The centrally located community and open space with adjacent gardens will be available for all to enjoy, and will be home to various community-driven events and social activities.

**The addition of this quality residential community will improve the perceived image of the neighborhood with new investment and improved housing stock with higher standards in design. This project will act as a catalyst for other uses such as retail and commercial space while encouraging others to invest in their own properties.**

### **Neighborhood Meetings**

Two neighborhood meetings have occurred. The first was held on May 21, 2018, with the Indian Springs Neighborhood Association regular quarterly meeting. Recognizing that many of the site's neighbors may not belong to the neighborhood association, a second meeting was held on May 22, 2018. A formal invitation to this meeting was sent to all property owners within 300-feet of the project site. A copy of the mailed notification is attached for reference (**Attachment D**, Neighborhood Meeting Notification).

A summary of the comments provided from the Indian Springs Neighborhood Association meeting are as follows:

*On May 21, 2018, Matt Meier met at the Badger Rock school with the 10-12 neighbors from the Indian Springs Neighborhood Association, the association for the area directly east of Rimrock Road. The presentation began with a recap of the history of the Novation Campus and an update on recent additions to the campus. This was followed by an overview of the proposed next phase, Artisan Village, including a detailed explanation of the affordable workforce housing concept. While there was no formal action requested of the association, neighbors seemed excited about continued progress in the campus generally and there were no concerns voiced regarding the Artisan Village proposal.*

A summary of the comments provided from the May 22 outreach meeting are as follows:

*A total of 37 notices were mailed on April 27, 2018. Of the notices mailed, a total of three people attended the neighborhood meeting, all of which cited Clausen Street as their residential address.*

*All of the attendees recognized that change is anticipated in this area given the amount of growth within the City as well as development goals of the Novation Campus and identified this site as a convenient location for new development whether it be residential or otherwise. In addition, the general consensus was that some level of change could be acceptable provided general concerns could be mitigated, including noise concerns primarily related to nuisance occupants (loud music, motorcycles, etc.), increase in intensity of the site, screening/buffering along the shared property line, and property maintenance/security.*

*In discussing mitigation measures at the meeting as well as continuing to work with the adjacent property owners, the following measures will be taken:*

- *Noise: Noise as a result of loud music or parties is not only a nuisance of external neighbors, but to the internal neighbors living within the development. These types of nuisance noise will be handled on a case-by-case basis by property management. Contact information will be provided for the management staff to interested parties.*
- *Management/Security: On site management staff will be available during business hours. Security cameras will also be utilized to capture and record night-time activity.*
- *Landscape Buffer: The site plan as proposed provides a buffer between the project site and the adjacent neighbors along Clausen Street to the east. The buffer is comprised of detached garage buildings and buffered by a four-foot landscape strip. Where there are gaps in the garage buildings, a 7.5-foot landscape strip will be provided.*

*Instead of locating the garages internally to the site, they were strategically located along eastern property line to provide a more consistent, year-round, solid buffer along the eastern*

*property line than what would be afforded through landscaping or a fence alone. The garages will provide a structural buffer of just over 22-feet deep with a height above 10-feet helping with both noise and privacy.*

*Interest was expressed by those in attendance of the neighborhood meeting in being able to have an influence on the landscaping plantings along the shared property line. As a result, instead of pre-determining a landscape planting plan, The Alexander Company has agreed to continue to work with the adjacent property owners to develop a landscape planting plan that will meet the needs of the adjacent neighbors, which will be completed as part of the SIP process.*

### **Schedule of Completion**

Construction is anticipated to begin on the first building in October with occupancy of the first building anticipated for the spring of 2019. The preliminary timeline calls for subsequent buildings to be delivered on a staggered basis until completion in late 2020 or early 2021.

### **Attachments:**

- Attachment A: Artisan Village GDP Sample Plant List
- Attachment B: General Implementation Plan
- Attachment C: Southdale Neighborhood Plan Evaluation
- Attachment D: Neighborhood Meeting Notification

Attachment C: Artisan Village Southdale Neighborhood Plan – Urban Residential District Consistency*					
	Southdale Neighborhood Plan Urban Residential District	Novation Campus – Artisan Village (development as a whole)			Plan Consistency (Y/N)
<b>Recommended Uses</b>	Higher density residential; supportive neighborhood retail; live/work units, institutional	Higher density residential, live/work units			Y
<b>Use Description</b>	Town homes, low and mid-rise condos, apartments, supportive neighborhood retail	Apartments, live/work			Y
<b>Development Intensity</b>	Residential: 10-20 dwelling units/acre  Non-residential: 10,000 square feet per site max.  FAR: 0.25-3.0	City of Fitchburg Parcels	Town of Madison Parcels	Overall Project	Y
		Residential: 102 units / 5.34 acres = 19.1 du/acre  FAR: 0.49	Residential: 67 units / 2.88 acres = 23.26 du/acre  FAR: 0.64	Residential: 169 units / 8.22 acres = 20.55 du/acre  FAR: 0.54	
<b>Building Heights</b>	2-4 stories Building stepback of at least 6 feet for fourth floor	2-3 stories N/A			Y N/A
<b>Principle Building Setbacks (from right-of-way)</b>	5 feet minimum 15 feet maximum	Setbacks range from 11.5-feet along Novation Parkway and 31.5-feet along Oregon Road			N**
<b>Open Space Ratio (minimum)</b>	0.25	City of Fitchburg Parcels	Town of Madison Parcels	Overall Project	Y
		1.76 acres (0.33)	0.63 acres (0.22)	2.39 acres (0.29)	
<b>Vehicular Parking</b>	On-street and surface parking  Parking between building and street is discouraged	Surface, on-street parking, tandem surface parking, and attached and detached garages None proposed			Y
<b>Signage</b>	For non-residential: wall mounted, window, canopy or awning style	Wall mounted/Projecting/Blade signage anticipated			Y

\*\*Some of the buildings will exceed the building setback guidelines per the neighborhood plan due to site constraints. Please note that the metrics identified in the neighborhood plan are qualified with the following language: *“These guidelines are intended to be flexible and they should be applied only as site requirements allow.”*