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January 31, 2022

Rodney Scheel
Director of Planning & Development
Department of Planning & Development
207 South Forrest Street
Stoughton, WI 53589

Dear Rodney,

Forward Development Group, LLC ("FDG") is submitting the following materials for review and consideration for the Lot 27 and Lot 15 ("project site") Multifamily Concept Plan:

A. Project Location Map
B. Multifamily Concept Plan
C. The Meadows at Kettle Park West PD-GDP Master Plan Existing and Proposed Zoning with Highlighted Updates

Project Site Location

As shown on **Attachment A**, the project site is located on the northern portion of Lot 15 of the Tru by Hilton Hotel ("KPW Hospitality") site, 2500 Jackson Street, and Lot 27 at the terminus of Cromwell Court. The project site would require a two-lot certified survey map ("CSM") to form a single parcel for the project. Lot 2 would be the multifamily parcel and KPW Hospitality would become Lot 1.

Project Background

KPW Hospitality – Lot 15

The initial planning and 2017 Specific Implementation Plan for KPW Hospitality included an event center on the north portion of Lot 15 as a potential expansion to the hotel. In summer 2020, the Tru by Hilton Hotel opened and faced immediate challenges due to the COVID-19 pandemic. Since the beginning of the pandemic, the hospitality market noted significant decreased business and personal travel. For example, revenue per available room ("RevPAR") is a key performance metric used in the hotel industry which is calculated by multiplying the average daily room rate by its occupancy rate. When the hotel was originally planned, projections supported by detailed market studies indicated occupancy ranges in the mid-60% range; the year-to-date occupancy recorded for 2022 was in the mid-40% range. As a result, KPW

Hospitality's RevPAR was currently 40% lower than originally projected at the end of 2022, creating a notable financial obstacle when considering constructing a new event center.

Furthermore, the original impetus for the event center on the hotel site was to support weekend occupancy. The financial model for the hotel anticipated weekday, business travel to have high occupancy while weekend personal travel would have lower occupancy and require additional support from the event center. Currently, weekday occupancy continues to be low due to the lack of business travel while weekend occupancy has held relatively steady mostly due to events held at local venues such as The Lagaret and The Field's Reserve. Although the addition of these venues to the immediate market has improved weekend stays at the Tru by Hilton hotel, it has also created direct competition for any additional future event space in the market.

In summary, the quantifiable decrease in hotel performance coupled with the lack of business and work travel has led KPW Hospitality to consider other site uses for remaining north portion of Lot 15.

The Meadows at Kettle Park West PD-GDP – Lot 27

Lot 27 is currently zoned MR-10 (10 dwelling units per acre) resulting in a maximum density of 25 total residential units. In July 2021, FDG submitted a 24-unit multifamily concept plan for Lot 27 with a duplex product specified. Although diligent efforts with various contractors and construction plans were explored, FDG was unable to create a financially viable plan to move the project forward due to continuously increasing construction costs. Since January of 2021, construction costs have escalated approximately 24%, creating a notable financial barrier to overcome in all projects. The projects impacted most significantly have been lower density development since the critical mass of generated revenue is not sufficient to support the increased construction costs. In conversations with City Staff, Lot 27 is not sufficiently sized to support a higher density residential project and alternate solutions needed to be explored.

A CSM to combine the north portion of Lot 15 and the entirety of Lot 27 would create an approximately 4.3-acre developable site and provide the land area needed to support residential densities similar to other multifamily projects within the City of Stoughton. The increased site area would then allow for appropriate density to have a better chance at supporting current construction costs.

As depicted in **Attachment B**, the new proposed planned development would be included in The Meadows at Kettle Park West General Development Plan (Lot 2 of the proposed CSM), expanding the current Lot 27 boundary and modifying the MR-10 zoning on Lot 27. The remaining southern portion of the KPW Hospitality site (Lot 1 of the proposed CSM) would maintain its current planned business zoning. Including the project site within in Meadows at Kettle Park West General Development Plan would provide a compatible residential zoning while creating increased variety of housing types.

Multifamily Concept Plan (Two Buildings)

- Use: Market Rate Multifamily Residential
- Maximum Height: Four-stories
- Parking:
  - Surface - 108 stalls
  - Underground - 104 stalls
- Building Footprint: 35,250 square-feet
- Total Building Gross Floor Area: 176,250 square-feet (includes underground parking)
- Landscape Surface Ratio: 52% (25% required per MR-24 zoning as a comparison)
- 32.56 (Dwelling Units per Acre)
- Unit Count and Distribution:

Multifamily Concept Plan (Two Buildings)

Unit Mix & Parking

	Studios	1 Bedroom	2 Bedroom	Total Units per floor	Finished (sf)	Total (sf)
B1	-	-	-	-	-	35,250
First Floor	9	12	11	**32**	35,250	35,250
Second Floor	12	13	11	**36**	35,251	35,251
Third Floor	12	13	11	**36**	35,252	35,252
Fourth Floor	12	13	11	**36**	35,253	35,253
Total Units	**45**	**51**	**44**	**140**	**141,006**	**176,256**
Percentage Mix	**32%**	**36%**	**31%**	**100%**		

Parking					
Total Units	45	51	44		
stalls per unit type	1	1.5	2		
	45	77	88	210	total parking stalls

Underground Parking	104	
Surface Parking	108	
	212	total parking stalls on Concept Plan

The unit mix above is based on feedback from local property managers and other multifamily projects FDG has developed within Dane County. We are seeing a shift to more efficient unit layouts as a means to create affordability. Studios with a bonus wing or 1-bedroom units with a den have been popular unit types given the lower price per square foot when compared to a 2-bedroom unit.

Site Access, Circulation, and Parking

As shown in **Attachment A,** the project site will be served by two access points; one from the Cromwell Court right-of-way and the other through a proposed shared access easement through the KPW

Hospitality site connecting to the Jackson Street right-of-way. Each access point will allow for full traffic movements. Internal vehicular circulation will be provided by private drives and surface parking areas.

The private drive will be designed to accommodate fire and EMS turning radius and provide clear site lines to the main entrances. The shared access easement through the KPW Hospitality Lot 1 site will provide fire and EMS access as well. Several fire lanes utilizing grass pavers are included on the Concept Plan to provide suitable fire hose lengths to the rear of each multifamily building.

Pedestrian circulation is provided by a network of sidewalks and courtyard spaces. Direct connections to Cromwell Court and Jackson Street are provided to encourage walkability to adjacent land uses. From the north building on the project site, the Kettle Park West Commercial Center is within an approximate 0.4 mile walk via private and public sidewalks. In addition, to promote multi-modal transportation opportunities, bicycle parking stalls are being proposed adjacent to the entrance of each multifamily building.

Building and Courtyard Design

The overall building material palette includes attractive and durable materials and detailing including board and batten panel (vertical), lap siding (horizontal), and stone/masonry accent panels. Covered balcony spaces and a conventional pitched roof with gable features to create articulation in the facades and the roof/eave line. The conceptual images below depict the architectural character and style.

Amenities

In addition to the proposed multi-use path connectivity and network of internal sidewalks, other amenities specific to the multifamily units are being proposed. A community room is envisioned to provide residents with a space to gather and have events. In conjunction with the community room, an exterior community space is being proposed to include grilling and picnic stations with an open lawn space to create a flexibility of use. The open lawn areas are aimed to create passive recreational opportunities for residents. A fitness facility is also being explored with the property manager. It is envisioned that there will on-site property management and a leasing office contained within one of the two buildings. A key operational focus would be the sharing of amenity spaces for all future residents.

Conclusion

This application is aimed to not only provide alternate housing opportunities in the immediate Meadows at Kettle Park West community, but also satisfy a notable market need. As the single-family residential housing market continues to encounter elevated construction costs and a challenging interest rate environment, the focus on providing alternate housing opportunities has become extremely important. The focus of this plan is to provide housing opportunities for individuals who may not be at a point in which they are able to purchase a home but would like to live in the Kettle Park West area. The multifamily units would provide individuals and families the opportunity to live and work in the immediate area (i.e. the commercial center), while at the same time, offering a stepping block into the single-family residential housing options currently being expanded adjacent to the commercial center.

We are excited to work with the City on this project and look forward to furthering the vision for the Multifamily Concept Plan.

Sincerely,

Konner Kearney

Director of Sales and Entitlement

Forward Development Group, LLC

CC:

Dave Jenkins (JSD Professional Services)
Ron Henshue (Forward Development Group)
Fred DeVillers (Forward Development Group)
Connor Nett (Forward Development Group)

Attachments

A. Project Location Map
B. Multifamily Concept Plan
C. The Meadows at Kettle Park West PD-GDP Master Plan Existing and Proposed Zoning with Highlighted Updates

ATTACHMENT A

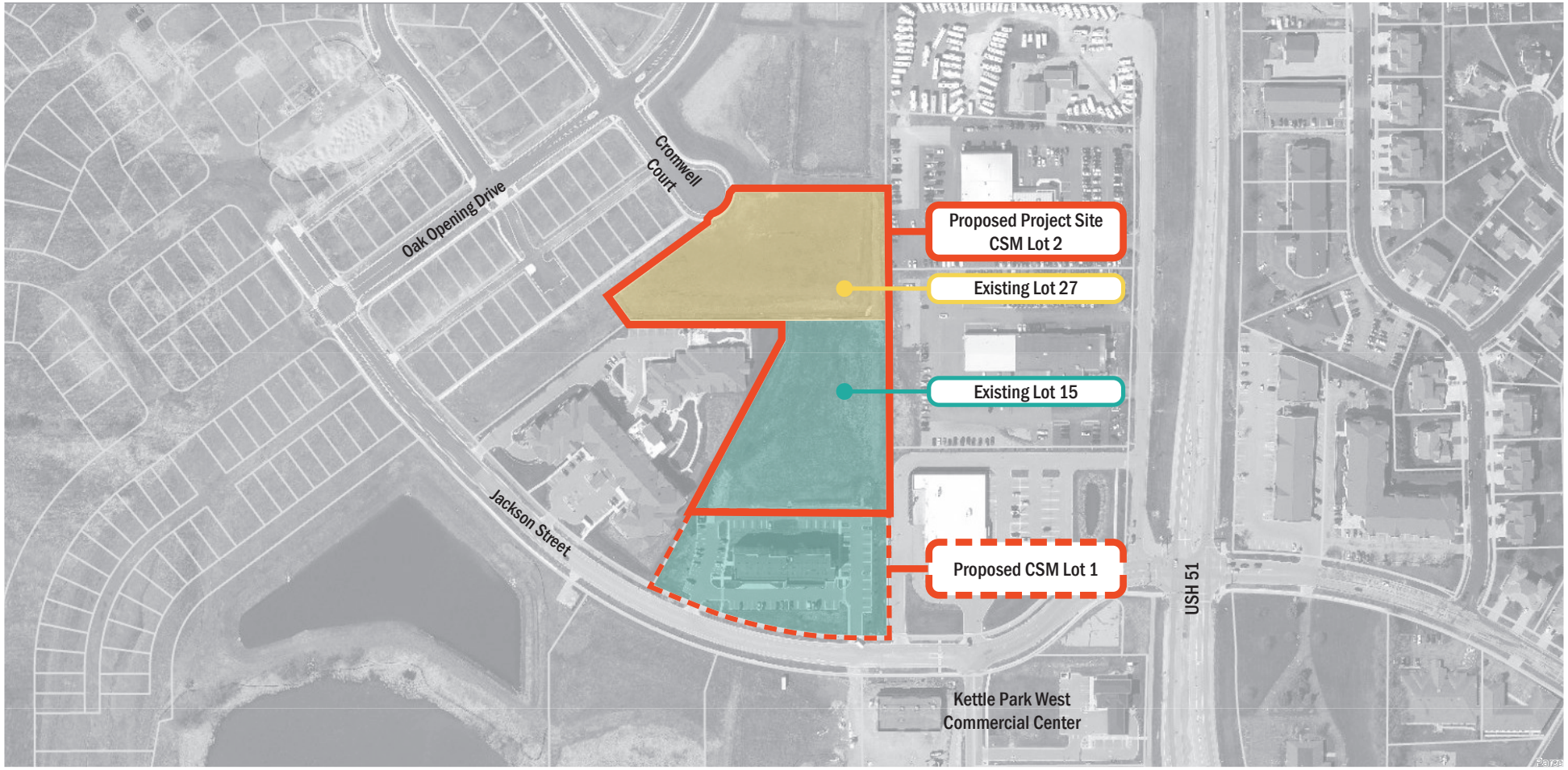

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Exhibit A | Project Location

FDG

ATTACHMENT B

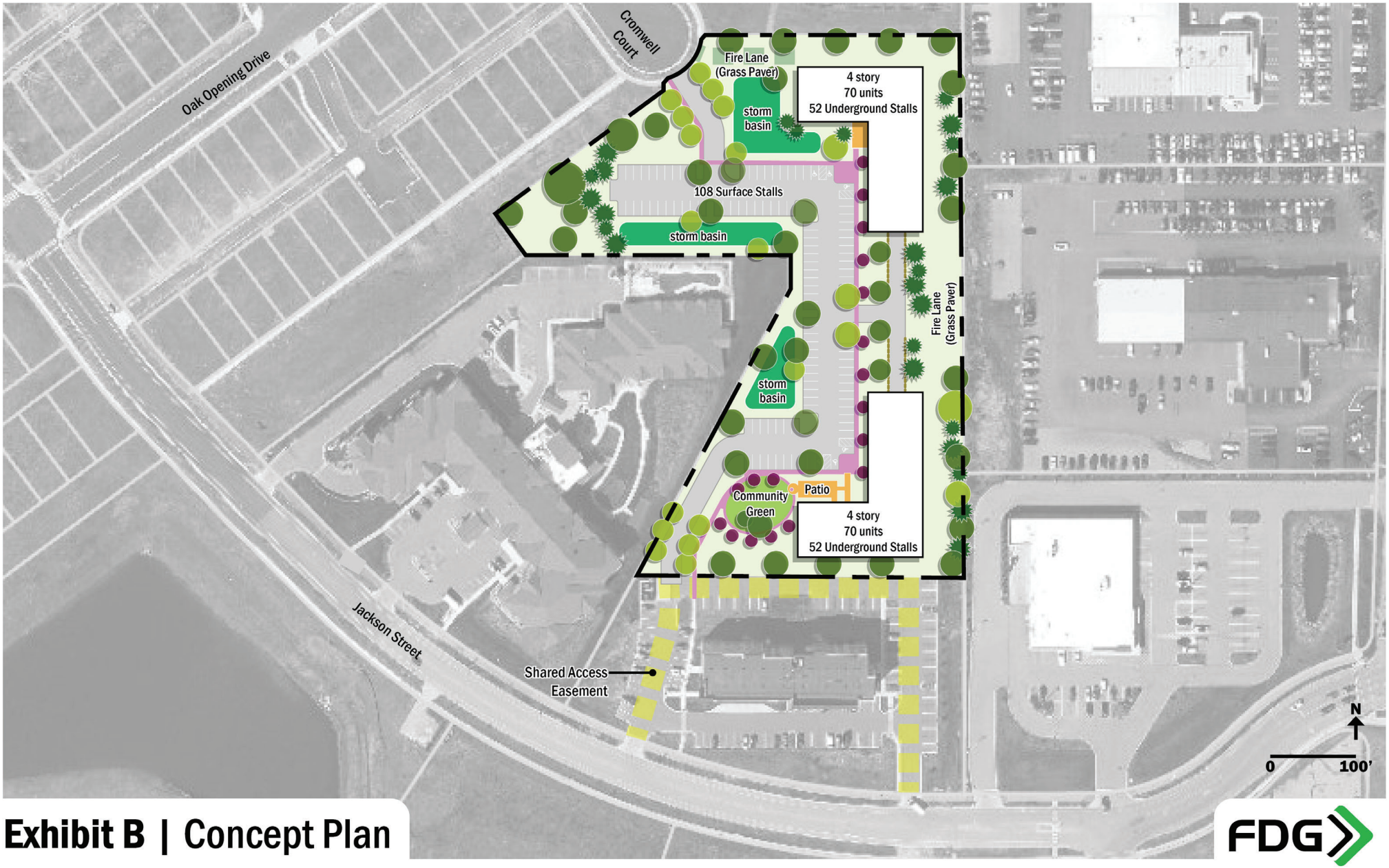
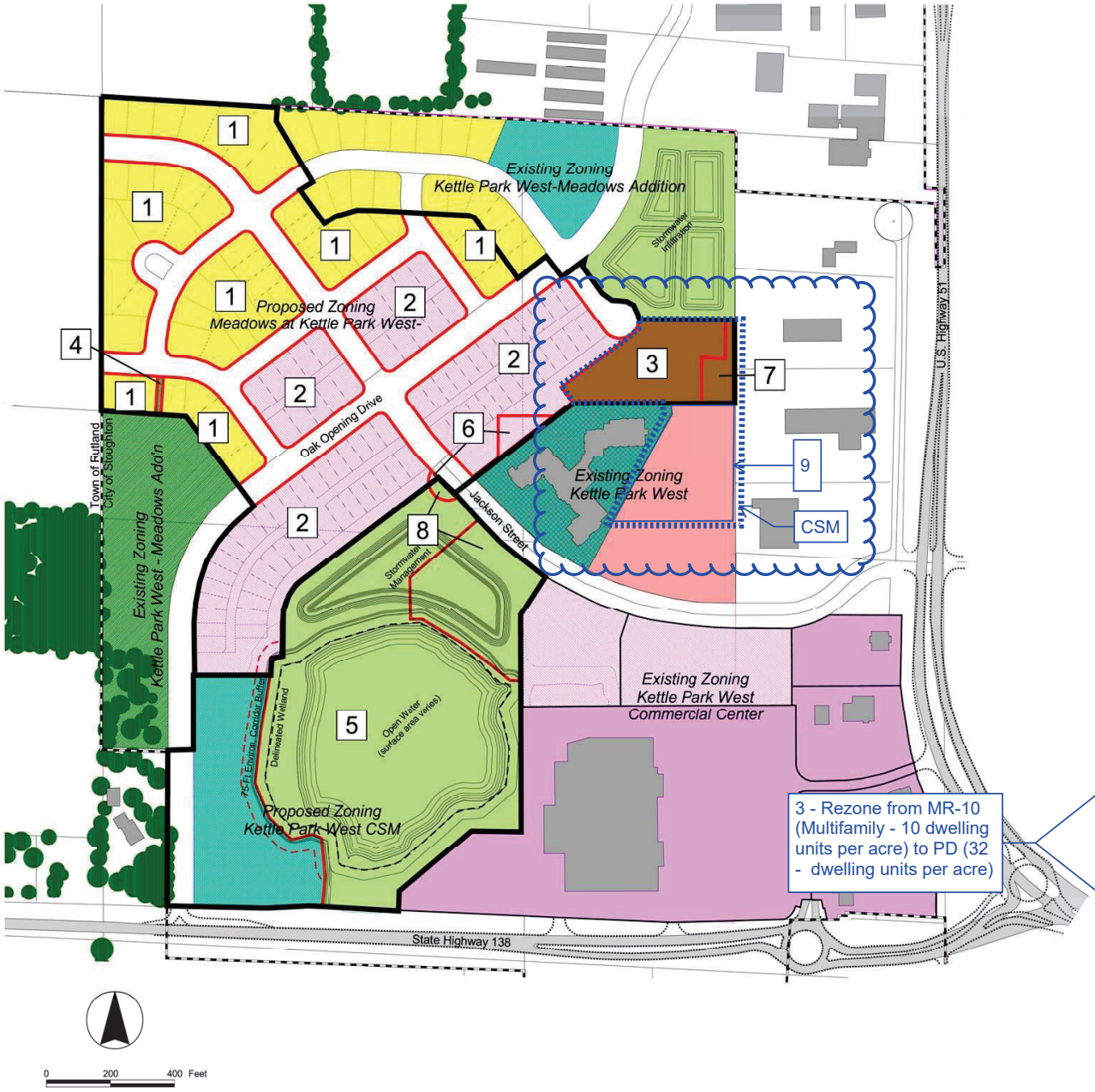


Exhibit B | Concept Plan

FDG

ATTACHMENT C

Existing and Proposed Zoning
Kettle Park West



Legend

Zoning Districts

- RH Rural Holding
- SR-5 Single Family
- MR-10 Multi Family
- PD-GDP Planned Development
- PD-SIP Planned Development
- I Institutional - Senior Housing
- I Institutional - Stormwater Mgt and Open Space
- I Institutional - Park
- PB Planned Business
- TR-6 Duplex
- PD Planned Development

\# Numbers reference specific blocks, lots, or outlots labled in The Meadows at Kettle Park West Preliminary Plat, the proposed CSM, and existing outlots in the Kettle Park West Plat and CSM 14057.

Map Key

1 Rezone from RH(Rural Holding) to SR-5 (Single Family - 7200 sf lot area)
Block 3 (lots 1-7) and Blocks 4, 5, 8, 9, and 10

2 Rezone from RH to PDD-GDP [TN] (Planned Development District - General Development Plan for Traditional Neighborhood)
Block 1 (lots 1-24) and Block 2, 6, and 7

3 Rezone from RH to MR-10 (Multi-Family - 10 units per acre)
Block 1 Lot 25

4 Rezone from RH to I [Park] (Institutional - Park)

5 Rezone from RH to I [Stormwater] (Institutional - Stormwater)
Proposed CSM Outlot 2

6 Rezone from PDD to PDD-GDP [TN]
Kettle Park West Plat - Part of Outlot 7
Kettle Park West Plat - Outlot 6

7 Rezone from PDD to MR-10
Kettle Park West Plat - Outlot 5
Kettle Park West Plat -- Outlot 4

8 Rezone from PDD to I [Stormwater]
Kettle Park West Plat - Part of Outlot 7
CSM 14057 Outlot 1

3 - Rezone from MR-10 (Multifamily - 10 dwelling units per acre) to PD (32 - dwelling units per acre)

9 - Rezone from PB to PD (32 - dwelling units per acre)