

CITY OF STOUGHTON, 207 S. Forrest Street, Stoughton, WI 53589

**ORDINANCE OF THE COMMON COUNCIL**

Planned Development - General Development Plan for 211 S. Water Street, Stoughton, WI

Committee Action: Plan Commission recommends Council approval 7 - 0

Fiscal Impact:

**File Number:** O-27-2023

**Date Introduced:** August 22, 2023

**Re-Introduced:** September 12, 2023

RECITALS

- A. Dustin Oler and Justin Hanson (the “Applicant”) have requested the property at 211 S. Water Street be rezoned from CB Central Business to PD-GDP - Planned Development - General Development Plan to allow a multi-family residential apartment project. The Applicant has submitted General Development Plan documents (the “GDP”) attached as Exhibit A.
- B. The Planned Development District is intended to provide a voluntary regulatory framework designed to encourage and promote improved environmental and aesthetic design in the City by allowing for greater design freedom, imagination and flexibility in the development of land while insuring substantial compliance with the basic intent of the City’s Zoning Ordinance and Comprehensive Plan. The comparable zoning district for the land proposed to be zoned PD-Planned Development, used for establishing base-line zoning requirements and identifying needed flexibility is CB – Central Business.
- C. On August 14, 2023, the City of Stoughton Plan Commission held a public hearing regarding the Applicant’s proposed Planned Development zoning and the GDP. The public hearing was preceded by the publication of a class 2 notice, and other notice required by law.
- D. The Plan Commission found that the proposed Planned Development zoning is consistent with the City of Stoughton Comprehensive Plan Future Land Use Map, and recommend approval of the proposed rezoning and the GDP, subject to certain conditions.
- E. The Common Council has considered the Plan Commission’s recommendation, and finds that, subject to certain conditions, the proposed Planned Development zoning and General Development Plan are consistent with the City of Stoughton Comprehensive Plan.

ORDINANCE

The Common Council of the City of Stoughton, Dane County, Wisconsin do ordain as follows:

1. The recitals set forth above are material to and are incorporated in this ordinance as if set forth in full.
2. Subject to the conditions set forth below, the General Development Plan is approved as presented.
  - Upon approval of this ordinance, the Specific Implementation Plan (SIP) may be submitted and considered for approval.
3. The following flexibilities to the otherwise applicable requirements are approved:
  - **Allow upper story dwellings as a principal use and allow residential apartments within the first 24 feet of building depth on the main floor along Water Street.**
4. The Planned Development area shall be developed and used in full compliance with all standards and requirements in Chapter 78 of the City Code that apply to lands zoned I - Institutional, except as flexibilities are expressly authorized in this ordinance. Chapter 78 of the City Code, the General Development Plan, this Ordinance and the approved Specific Implementation Plan will constitute the zoning regulations for the property, and may be enforced as any zoning regulation in the City of Stoughton. A copy of this Ordinance, General Development Plan shall be maintained and kept on file by the City of Stoughton Planning Office.
5. This Ordinance shall take effect upon passage and publication pursuant to law.

Dates

Council Adopted: \_\_\_\_\_

Mayor Approved: \_\_\_\_\_

\_\_\_\_\_  
Tim Swadley, Mayor

Published: \_\_\_\_\_

Attest: \_\_\_\_\_

\_\_\_\_\_  
Candee Christen, City Clerk



CITY OF STOUGHTON  
DEPARTMENT OF  
PLANNING & DEVELOPMENT  
207 S. Forrest Street, Stoughton, WI. 53589

RODNEY J. SCHEEL  
DIRECTOR

(608) 873-6619      [www.ci.stoughton.wi.us](http://www.ci.stoughton.wi.us)

Date: August 3, 2023

To: Plan Commission and Common Council

From: Rodney J. Scheel  
Director of Planning & Development

Michael P. Stacey  
Zoning Administrator/Assistant Planner

Subject: Agenda Item for the August 14, 2023 Plan Commission Meeting and Common Council Meetings of August 22 and September 12, 2023

**Planned Development – General Development Plan for 211 S. Water Street.**

The applicants have discussed 2 concept plans at previous Plan Commission meetings. This request is the next phase in the Planned Development process.

The request is to rezone the property from CB – Central Business to PD – GDP – Planned Development – General Development Plan which will essentially to allow upper-story apartments and 2 residential apartments in the first 24 feet of building depth as principal land uses. The City Zoning Code would allow the residential apartments outright if a commercial use is already established in the first 24 feet of building depth, without any Plan Commission approvals.

This proposed project will create 18 residential apartments. The flexibility the applicants seek from the Central Business requirements is to allow upper story dwelling units as a principal use including the allowance of residential apartments within the first 24 feet of building depth.

The applicants have been in discussions with City Staff to create a lease option for parking stalls within the north municipal parking lot. This will ultimately need to be decided by the City Council.

Significant park impact fees will be necessary for all residential units.

The application materials and ordinance are provided. A public hearing and recommendation to Council are necessary.

## PUBLIC HEARING NOTICE

The City of Stoughton Plan Commission will hold a Public Hearing on Monday August 14, 2023 at 6:00 o'clock p.m., or as soon after as the matter may be heard, to consider a proposed rezoning of 211 S. Water Street from CB Central Business to PD-GDP Planned Development – General Development Plan. The property is more fully described as follows:

Parcel # 281/0511-082-1552-0;

Description: ORIGINAL PLAT BLOCK 21 S 68 FT OF LOTS 3 & 4 & WLY 12 FT OF S 68 FT OF LOT 2.

\*This property description is for tax purposes. It may be abbreviated. For the complete legal description please refer to the deeds.

Additional information including a GDP map can be viewed at:

<http://stoughtoncitydocs.com/planning-commission/>

**Location:** The meeting of the Plan Commission will be conducted as a hybrid meeting. (Virtual and In-Person)

**In-Person:** Council Chambers (2<sup>nd</sup> floor of the Public Safety Building), 321 S. Fourth Street, Stoughton, WI

**Virtual:** You can join the meeting via Zoom or Phone below:

<https://us06web.zoom.us/j/84804793954?pwd=ZDMzSIFWUndSS1NjNkNhYUM5akJJZz09>

Phone in: +1 312 626 6799

Meeting ID: 848 0479 3954

Passcode: 586242

If you wish to call in and speak at the meeting, please register at <http://speak.cityofstoughton.com> by 5:45 on or before the day of the meeting. Any written comments will be forwarded on to the “Organizer” and Commissioners.

For questions regarding this notice, please contact Michael Stacey, Zoning Administrator at 608-646-0421.

Published July 27 and August 3, 2023 Hub

## EXHIBIT A

### **The Shop Lofts – PD Zoning Request**

We are requesting PD Zoning for a redevelopment of 211 S Water Street for use as an 18-unit multifamily residential project. The exterior and main structural components of the building would remain, with the goal of preserving the brick exterior and many interior structural components, while bringing all components up to a level of new construction. The finished exterior will have a similar look to the adjacent brick buildings, while having a modern touch with new windows, doors, and sandblasted brick or another similar façade. The theme of the project would be industrial style finishes, with high ceilings, exposed steel and brick, and refurbished wood floors as able to keep the historic feel intact. Per our review of the City's Comprehensive Plan, this would be exactly what they are looking for in downtown redevelopments. The unit mix, as currently configured, would include 1 studio loft unit, 4 micro one-bedroom units, 10 standard one-bedroom units, 2 two-bedroom units, and 1 three-bedroom unit. The total rentable square feet would be 11,582 with an average unit size of 643 square feet. The site does not include any natural features or landscaping outside of the current structure which we would be looking to preserve, with substantial improvements.

The goal of the project is to bring more permanent residents to the downtown area to aid in the City's goal of revitalizing the downtown and allow for our communities' small business owners to thrive, while also potentially help to backfill any vacant space with new businesses.

It is our understanding that the zoning standards that will not be met by the proposed PD would relate to first-floor residential use, without a commercial component. Parking has come up as a perceived issue, however not one we necessarily agree with, particularly given there are no parking requirements for the downtown district. With that said, we have been working diligently with the City on potential ideas for a solution that works for both parties and agree the most logical would be to find a way to best utilize the surface lot adjacent to the building. After much discussion we are proposing to lease stalls in the lot subject to a long-term lease agreeable to both parties. We have been keeping a log of available parking spaces in that lot, as well as the South lot behind Kegonsa Plaza, over the past few months. We have data points from all different days of the week and at different times. None of those data points show a parking scarcity, however we understand the City's concerns. We believe the lease is of great benefit to the City. Our tenants would be using the lot frequently with or without the lease in place yet this allows the City to be compensated for said use of the lot. To put the number of stalls requested for lease into perspective, the leased stalls equate to <3% of the total downtown public parking stock, while we are proposing to increase the total downtown rental housing stock by over 25%. We believe this is necessary for the success of the development and a reasonable ask given all of the positive impacts the development would have on the community and for the City. The most obvious to the City would be the increased property taxes, currently projected at 7-8x over the current assessment, the \$85,000 in park fees, access to affordable housing in the downtown district, and the revenue our tenants would bring to the small businesses located there, which we project to be ~ \$150,000 annually. In addition, neighboring property owners would see an increase in property values, with the potential for

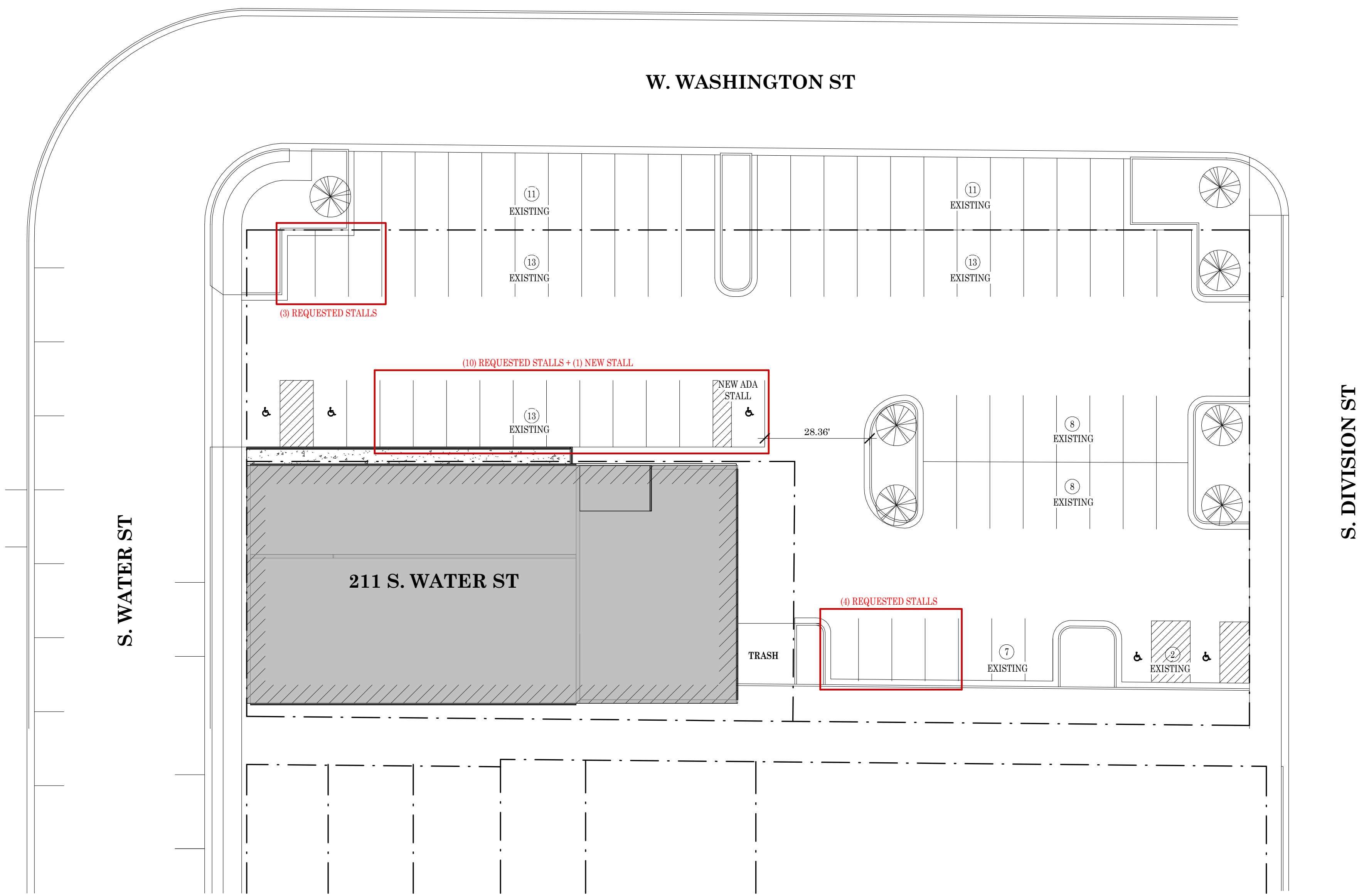
the development to spur other redevelopment activity in the general area. The redevelopment will likely require additional utilities to be brought to the area that could be tapped for future redevelopment. The project will also include sustainable attributes such as bike racks, energy efficient appliances, plumbing fixtures, lighting and potentially solar.

We have discussed our concept with many members of the community as well as local business and building owners in the downtown area. We have been transparent with them in regard to the parking concerns brought up and an overwhelming majority have concluded the benefits far outweigh the perceived issue surrounding parking. Mind you, these are the community members that would be most affected by any parking shortage if there was indeed one.

We look forward to the City's input as we view this as a partnership to bring much needed residential housing and energy to the Downtown District. Thank you for your consideration.

**PARKING ANALYSIS**

UNIT TYPE	CODE REQ'D		
	QTY	# STALLS REQ'D	TOTAL
STUDIOS	1 UNITS	1, PER UNIT	1 STALL
1 BR	15 UNITS	1, PER UNIT	15 STALLS
2 BR	1 UNITS	1, PER UNIT	1 STALLS
1 BR	1 UNITS	1, PER UNIT	1 STALLS
<b>TOTAL REQUIRED</b>			<b>18 STALLS</b>



PRELIMINARY - NOT FOR CONSTRUCTION

Project Name: **OLER BUILDING**  
 211 S. Water St  
 Stoughton, WI 53589  
 Sheet Title: **SITE PLAN**

Revisions:  
 Project #: 23-018  
 Issued for: Concept Design  
 Date: 7/31/2023

Sheet Number  
**A001**

**1 SITE PLAN**  
 A001 1" = 20'-0"





SIDE ENTRY - FRONT



SIDE ENTRY ELEVATION - REAR



SIDE ENTRY ELEVATION

PRELIMINARY - NOT FOR CONSTRUCTION

Revisions:

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# OLER BUILDING

DESIGN PROGRESS SET

APRIL 24, 2023



**EXISTING NORTHEAST FACADE**

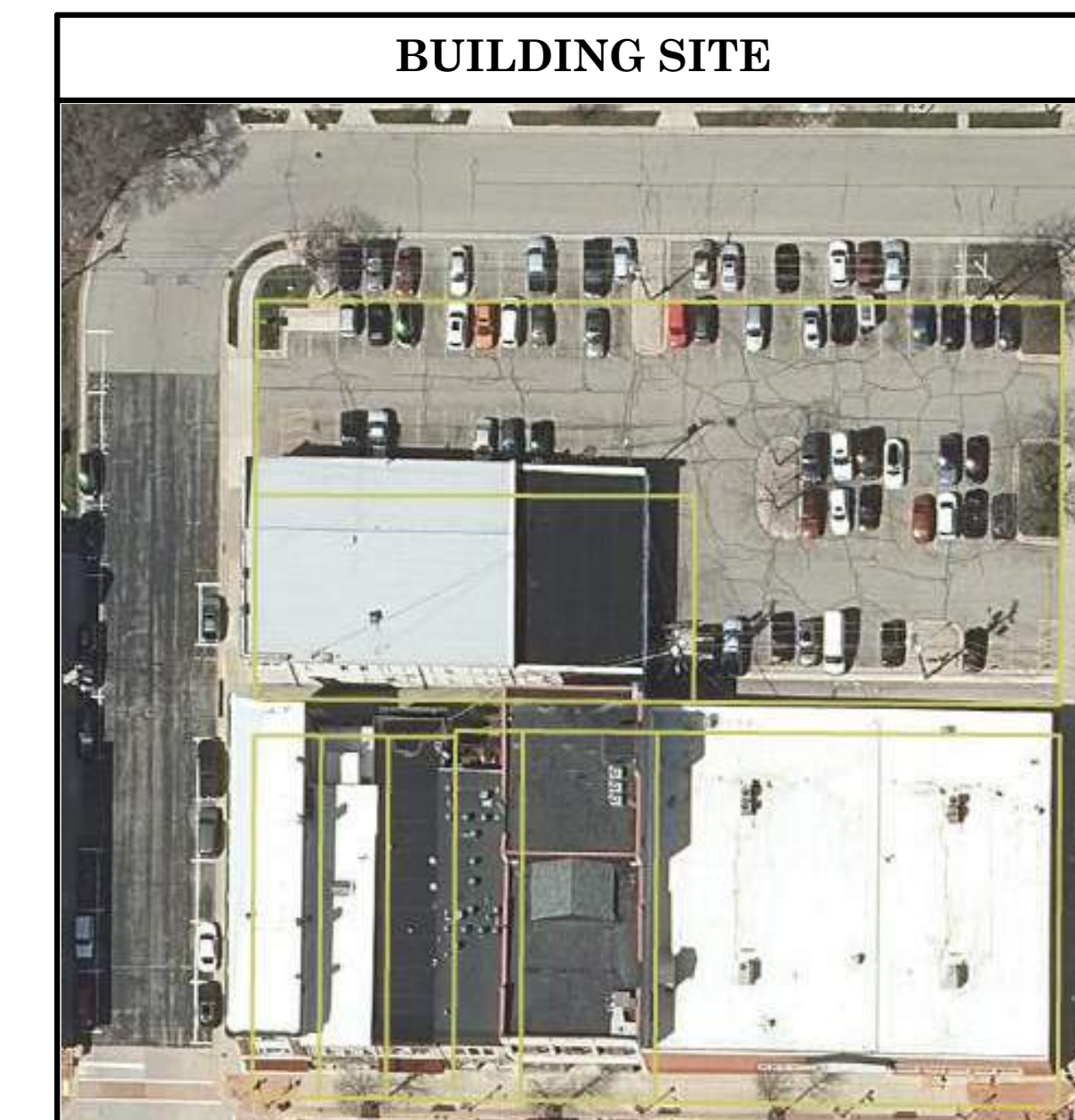
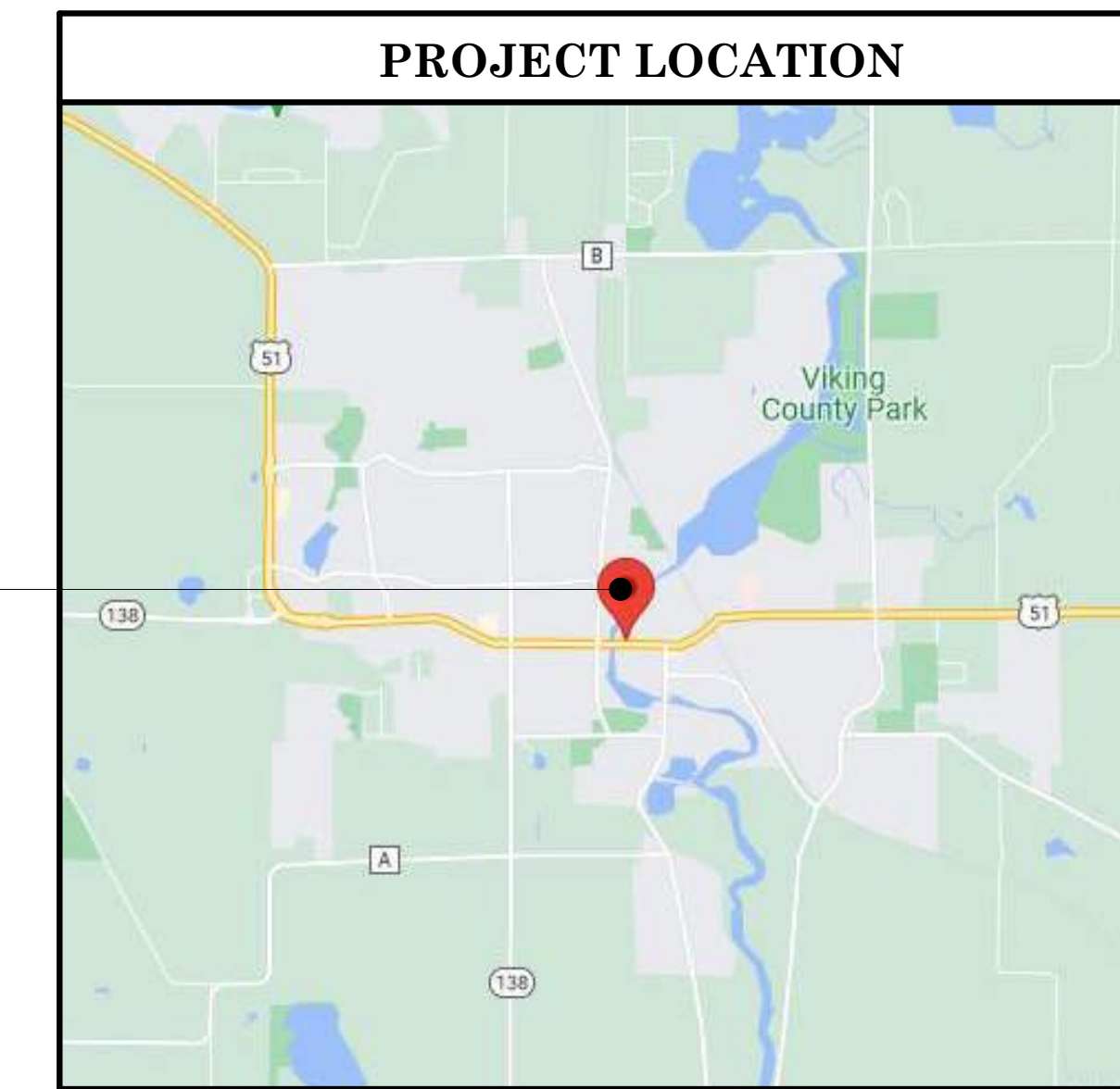


**EXISTING NORTHWEST FACADE**



**EXISTING STREET WATER ST FACADE**

PROJECT LOCATION  
211 S. WATER ST  
STOUGHTON, WI 53589



SHEET INDEX	
SHEET NUMBER	SHEET TITLE
A600	UNIT PLANS - FIRST FLOOR
A601	UNIT PLANS - SECOND FLOOR
00 - GENERAL	
T001	COVER SHEET
A010	CODE PLAN
A100	FIRST FLOOR PLAN
A110	SECOND FLOOR PLAN
A120	ROOF PLAN
A300	BUILDING ELEVATIONS
A400	BUILDING SECTIONS
A401	BUILDING SECTIONS

PRELIMINARY - NOT FOR CONSTRUCTION

Revisions:

Project #: 23-018  
 Issued for: Concept Design  
 Date: 2/10/2023

Sheet Number  
**T001**

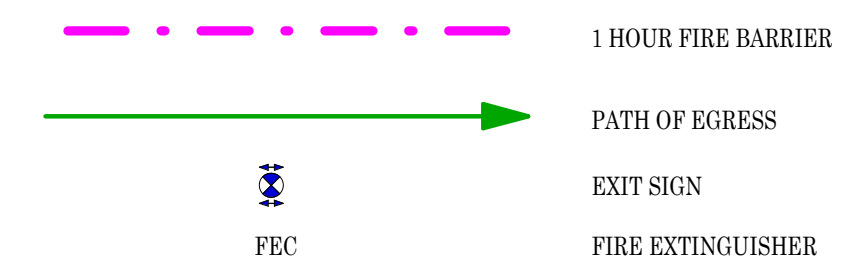


**2 SECOND FLOOR - CODE PLAN**  
A010 3/32" = 1'-0"



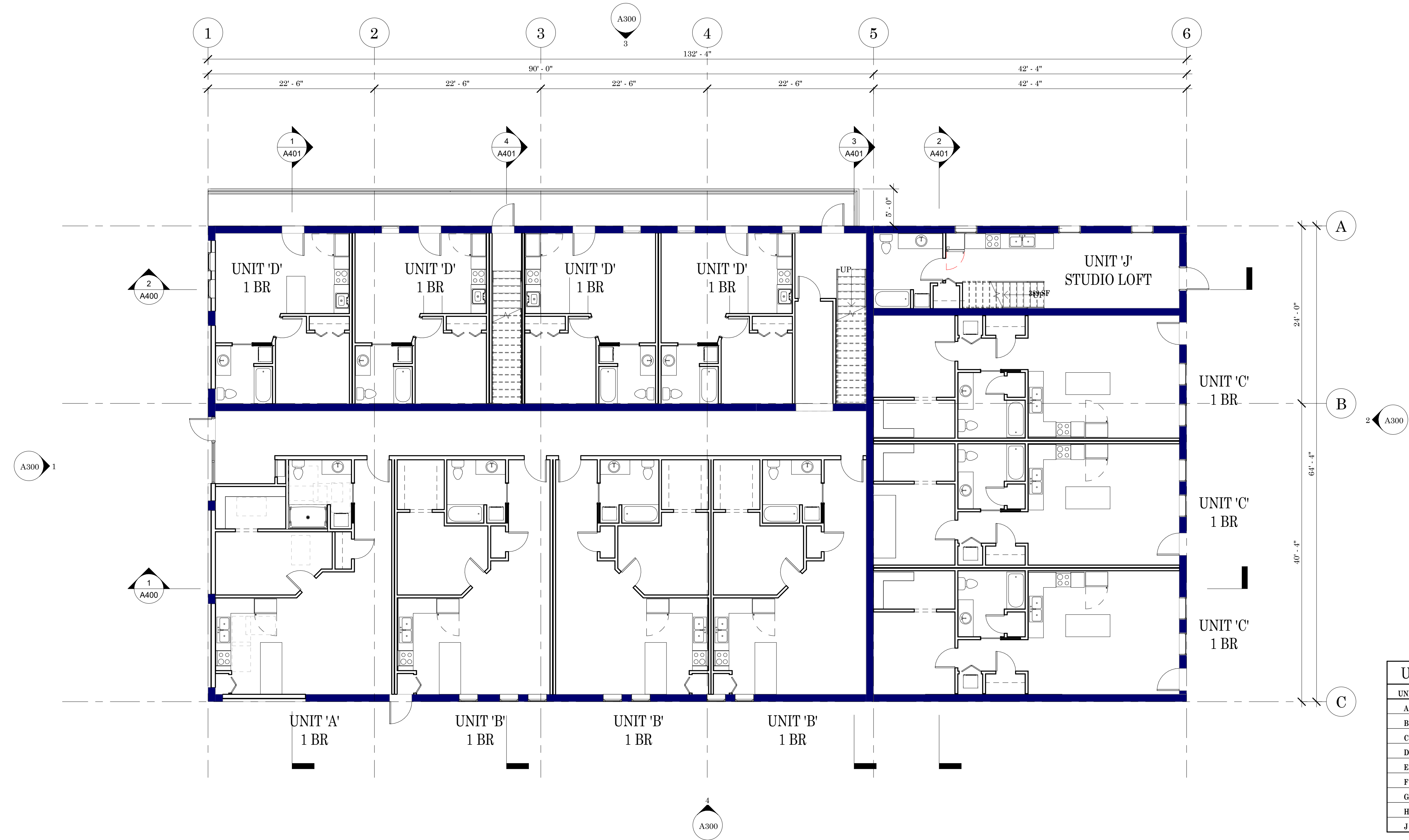
**1 FIRST FLOOR - CODE PLAN**  
A010 3/32" = 1'-0"

CODE SUMMARY	
<b>BUILDING DATA</b>	
<b>FLOOR LEVEL</b>	<b>FLOOR AREA</b>
FIRST FLOOR:	8,513 SF
SECOND FLOOR:	5,790 SF
TOTAL:	14,303 SF
# STORIES:	2
BUILDING HEIGHT:	25'-3" (MEAN ROOF HEIGHT)
<b>BUILDING CODE(S):</b>	
• SPS 360-365 WISCONSIN COMMERCIAL BUILDING CODE W/ 2015 ICC INTERNATIONAL	
• BUILDING CODE ADOPTION	
• SPS 366 WISCONSIN EXISTING BUILDING CODE	
<b>USE &amp; OCCUPANCY CLASSIFICATION (CHAPTER 3):</b>	
<b>FIRST FLOOR:</b>	
• R-2, RESIDENTIAL APARTMENT:	8,513 SF
<b>SECOND FLOOR:</b>	
• R2 - RESIDENTIAL (APARTMENTS):	5,790 SF
<b>SPECIAL PROVISIONS (CHAPTER 4, TABLE 508.4):</b>	
• AUTOMATIC SPRINKLER SYSTEM REQUIRED	(SECTION 406.6.3)
<b>CONSTRUCTION TYPE:</b>	
	TYPE III-B - SPRINKLED
<b>BUILDING HEIGHT &amp; AREA (CHAPTER 5):</b>	
• ALLOWABLE HEIGHT (TABLE 501.3)	60 FT
• EXISTING BUILDING HEIGHT:	25'-3" (MEAN ROOF HEIGHT)
• ALLOWABLE # OF STORIES (TABLE 504.4):	4-STORIES
• EXISTING BUILDING STORIES:	2-STORIES
• ALLOWABLE BUILDING AREA (13B):	16,000 SF (TABLE 506.2)
• EXISTING BUILDING AREA:	14,303 SF
<b>CONSTRUCTION RATINGS (CHAPTER 6, TABLE 601):</b>	
PRIMARY STRUCTURAL FRAME:	0 HR
INTERIOR BEARING WALLS:	0 HR
EXTERIOR BEARING WALLS:	2 HR
FLOOR CONSTRUCTION:	0 HR
ROOF CONSTRUCTION:	0 HR
<b>FIRE SEPARATION DISTANCE (CHAPTER 6, TABLE 602):</b>	
X ≤ 5 FT:	1 HR
5 FT < X ≤ 10 FT:	1 HR
10 FT < X ≤ 30 FT:	0 HR
X ≥ 30 FT:	0 HR
<b>STRUCTURAL COMPONENT FIRE PROTECTION (CHAPTER 7, SECTION 704):</b>	
COLUMNS:	0 HR
BEAMS:	0 HR
<b>EXTERIOR WALL OPENINGS (CHAPTER 7, TABLE 705.8):</b>	
<b>FIRE BARRIERS (CHAPTER 7, SECTION 707):</b>	
• SHAFTS (STAIR):	1-HR (3-STORIES OR LESS - SECTION 713.4)
• OCCUPANCY USE SEPARATIONS:	1-HR (TABLE 503.8)
<b>FIRE PARTITIONS (CHAPTER 7, SECTION 708):</b>	
• DWELLING UNIT SEPARATIONS:	1-HR
• UNIT CORRIDOR SEPARATIONS:	1-HR
• HORIZONTAL FLOOR ASSEMBLIES:	1-HR
• HORIZONTAL ROOF ASSEMBLIES:	0-HR
<b>FIRE PROTECTION (CHAPTER 9):</b>	
FIRE PROTECTION SYSTEM REQUIRED:	YES (SECTION 903.2.8)
FIRE PROTECTION SYSTEM:	NFPA 138 (SECTION 903.3.1.2)
FIRE ALARM SYSTEM REQUIRED:	YES (SECTION 907.2.2)
<b>OCCUPANT LOAD (CHAPTER 10, TABLE 602):</b>	
RESIDENTIAL:	1 PER 200 SF GROSS
TOTAL CALCULATED OCCUPANTS =	XXX OCCUPANTS
<b>EGRESS (CHAPTER 10):</b>	
# EXITS REQUIRED (TABLE 1006.2.1)	2 REQ'D
EACH FLOOR:	< 205 FT TRAVEL DISTANCE
EXIT MINIMUM WIDTH:	0.2 INCHES PER OCCUPANT (1005.3.2)
<b>ACCESSIBILITY</b>	
ACCESSIBLE SPACES LOCATED ON 1ST FLOOR & MEZZANINE TO COMPLY WITH ANSI 117.1	
<b>PLUMBING FIXTURES REQUIRED (TABLE 2902.1) - REFER ALSO TO SPS390</b>	
R-2 RESIDENTIAL UNITS	
WATER CLOSETS:	1 PER UNIT
LAVATORIES:	1 PER UNIT
SHOWERS:	1 PER UNIT
DRINKING FOUNTAIN:	1 PER 100
KITCHEN SINK:	1 UNIT



PRELIMINARY - NOT FOR CONSTRUCTION





PRELIMINARY - NOT FOR CONSTRUCTION

UNIT SCHEDULE		
UNIT	STYLE	AREA
A	1 BR	708
B	1 BR	638
C	1 BR	659
D	1 BR	443
E	1 BR	639
F	3 BR	1040
G	2 BR	878
H	2 BR	809
J	STUDIO	590

Project Name: **OLER BUILDING**  
211 S. Water St  
Stoughton, WI 53589  
Sheet Title: **FIRST FLOOR PLAN**

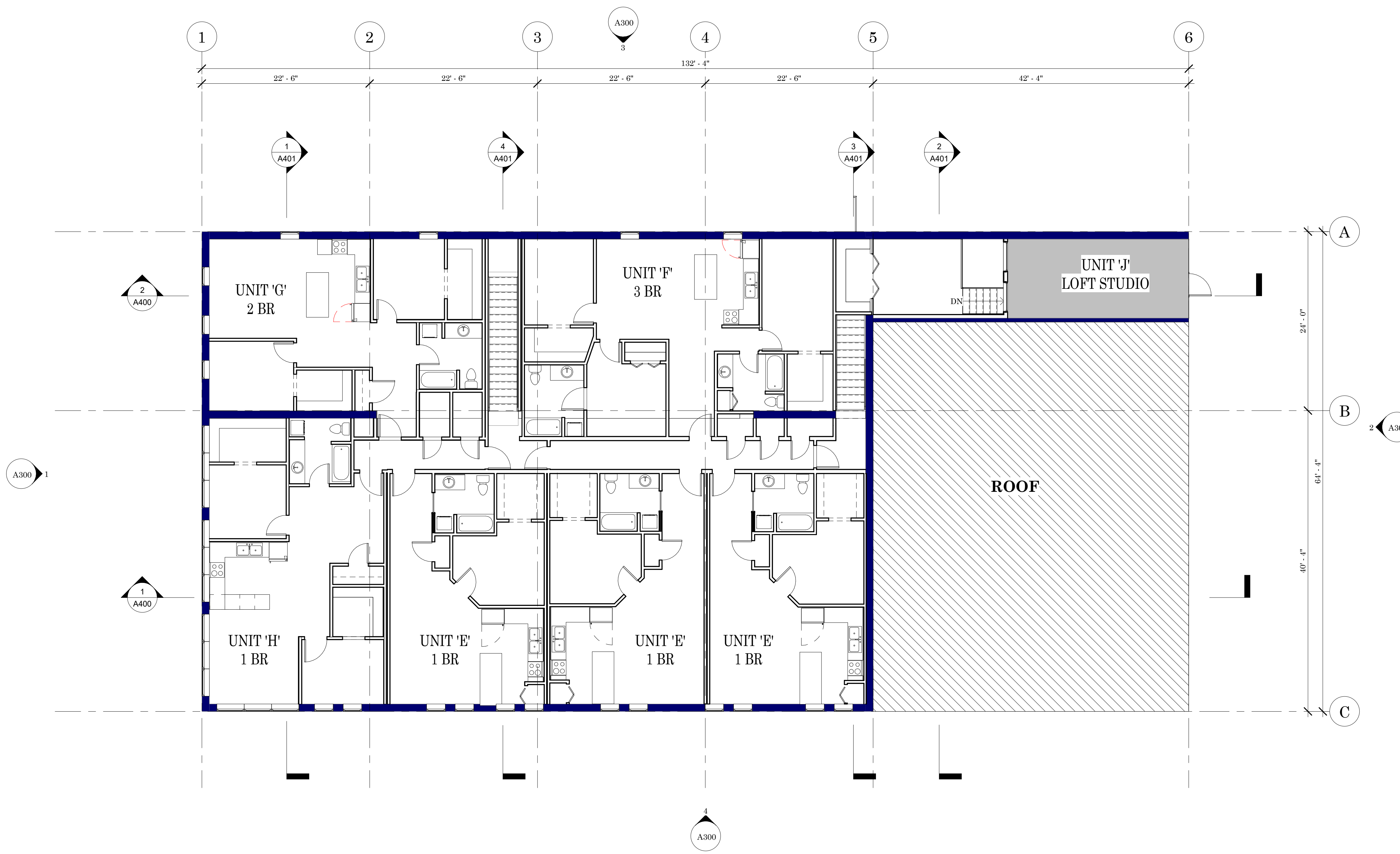
Revisions:

Project #: 23-018  
Issued for: Concept Design  
Date: 2/10/2023

**FIRST FLOOR**  
1/8" = 1'-0"



Sheet Number  
**A100**




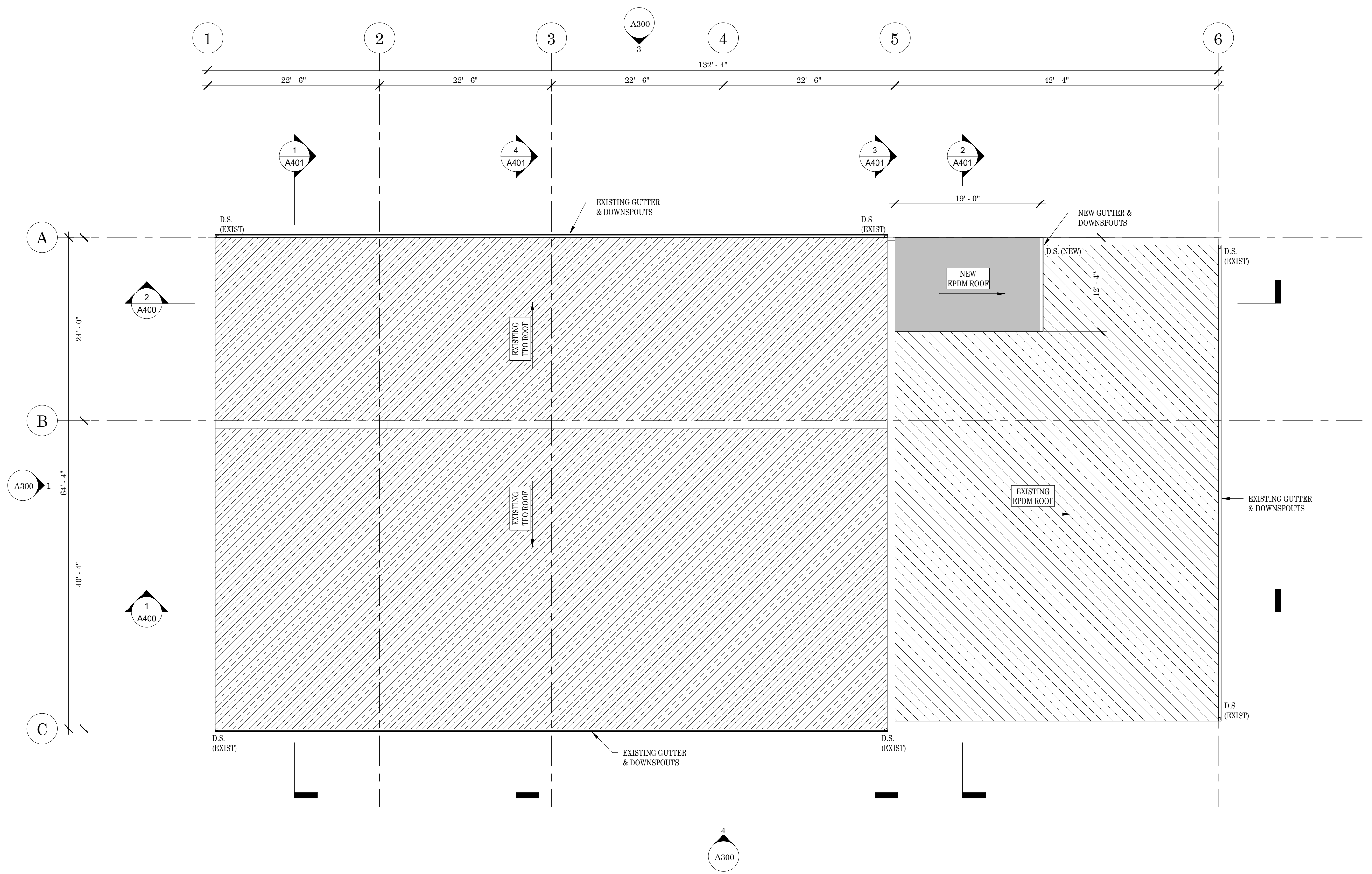
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H	2 BR	809
J	STUDIO	590

PRELIMINARY - NOT FOR CONSTRUCTION

**1 SECOND FLOOR**  
A110 1/8" = 1'-0"



ROOFING SCHEDULE	
	60-MIL EPDM, SELF-ADHERED ROOF MEMBRANE
ROOFING TRIM & FLASHINGS:	26 GA. PRE-FINISHED GALVALUME, COLOR = XXXXXX
GUTTERS:	0.032-INCH, PREFINISHED GALVALUME, SITE-FORMED SEAMLESS GUTTERS, 5"x5" RECTANGULAR PROFILE, COLOR TO MATCH METAL ROOF PANELS
"D.S.":	3"x4" DOWNSPOUT, (0.019 IN), COLOR TO MATCH METAL ROOF PANELS. DOWNSPOUT BRACKETS TO MATCH DOWNSPOUTS



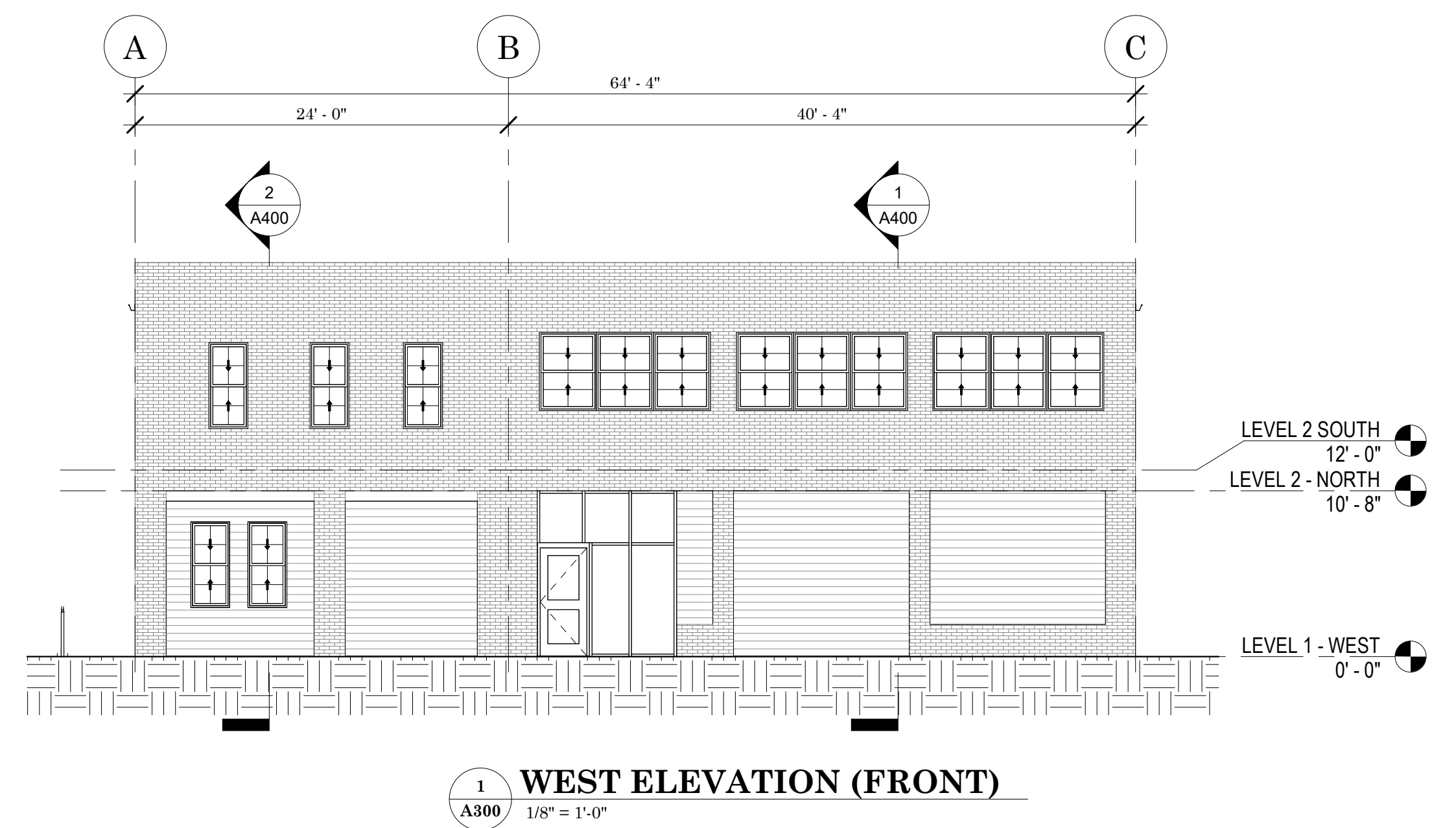
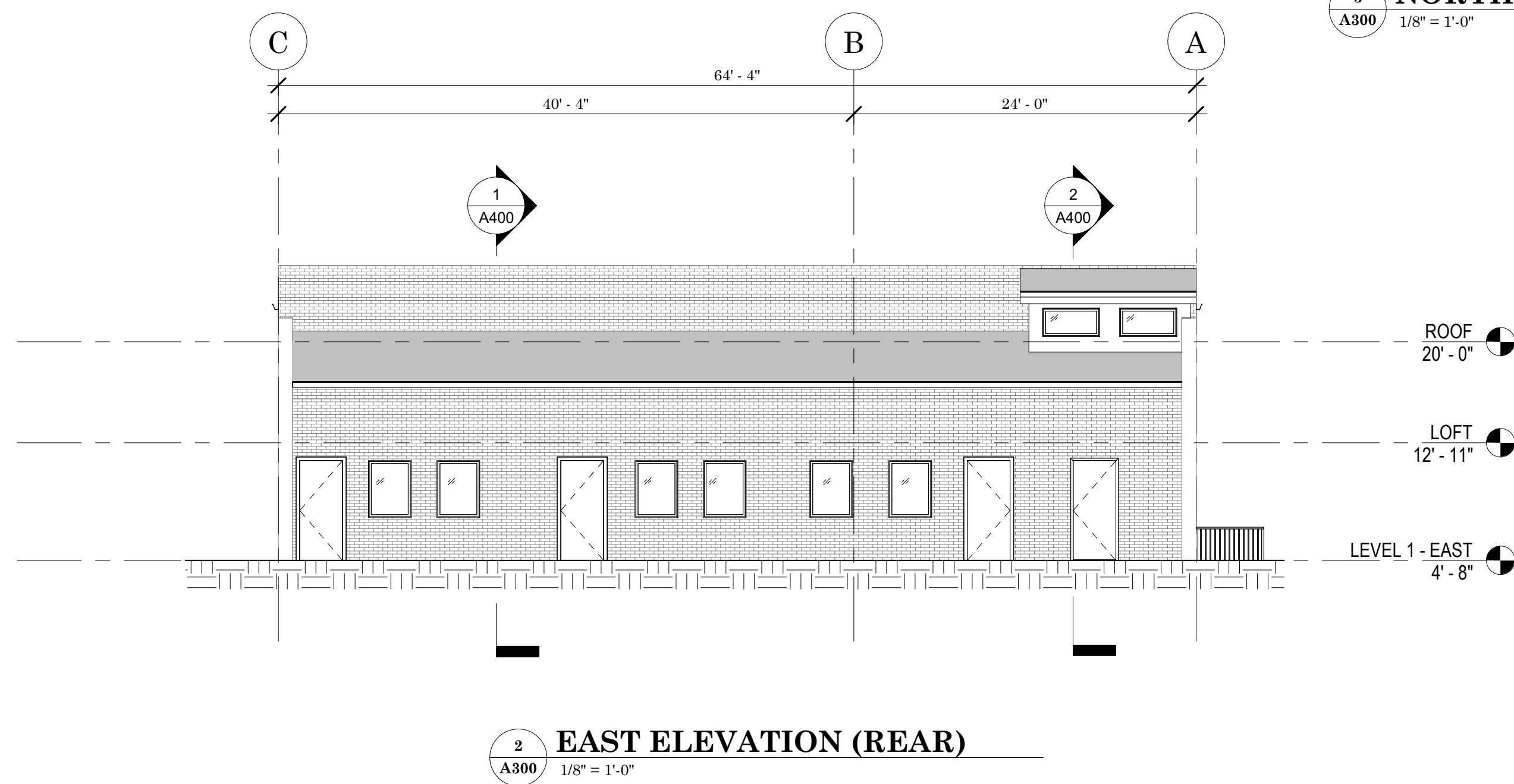
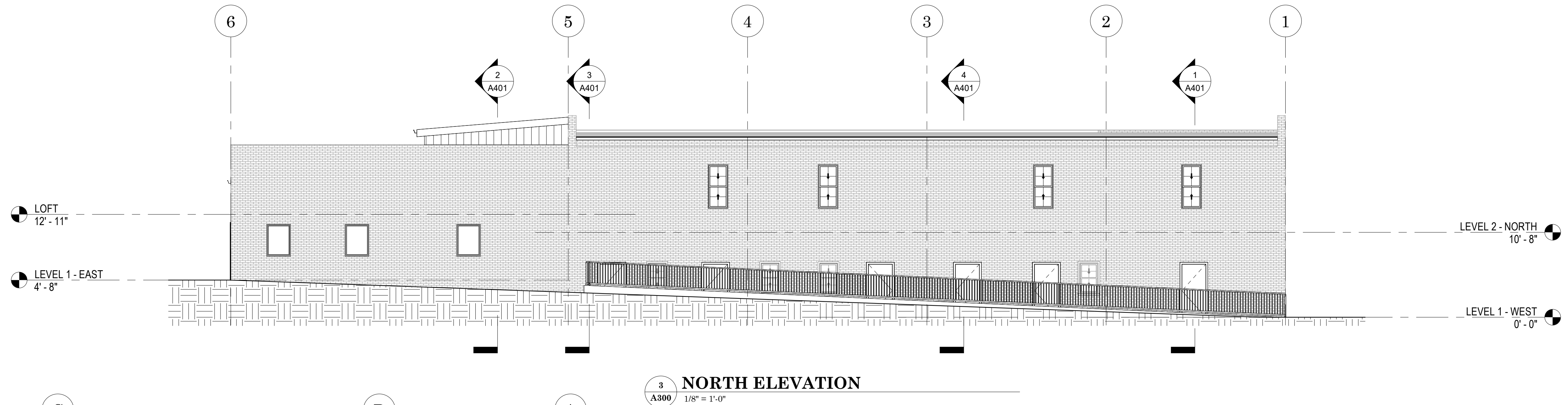
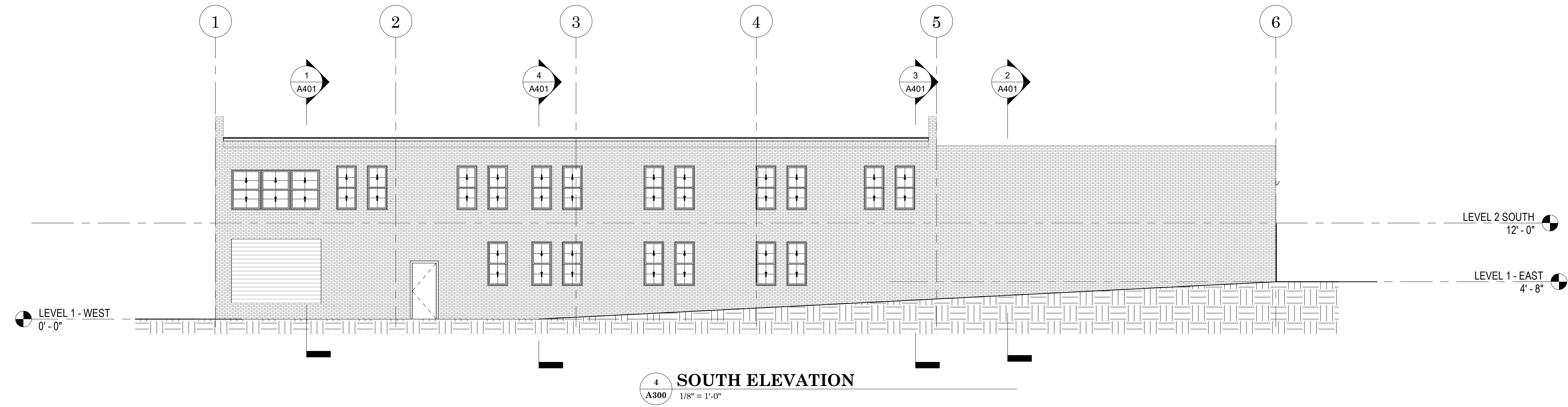
PRELIMINARY - NOT FOR CONSTRUCTION

**Project Name:** OLER BUILDING  
 211 S. Water St  
 Stoughton, WI 53589  
**Sheet Title:** ROOF PLAN

Project #:	23-018
Issued for:	Concept Design
Date:	2/10/2023
Sheet Number	<b>A120</b>

**1** ROOF PLAN  
A120 1/8" = 1'-0"



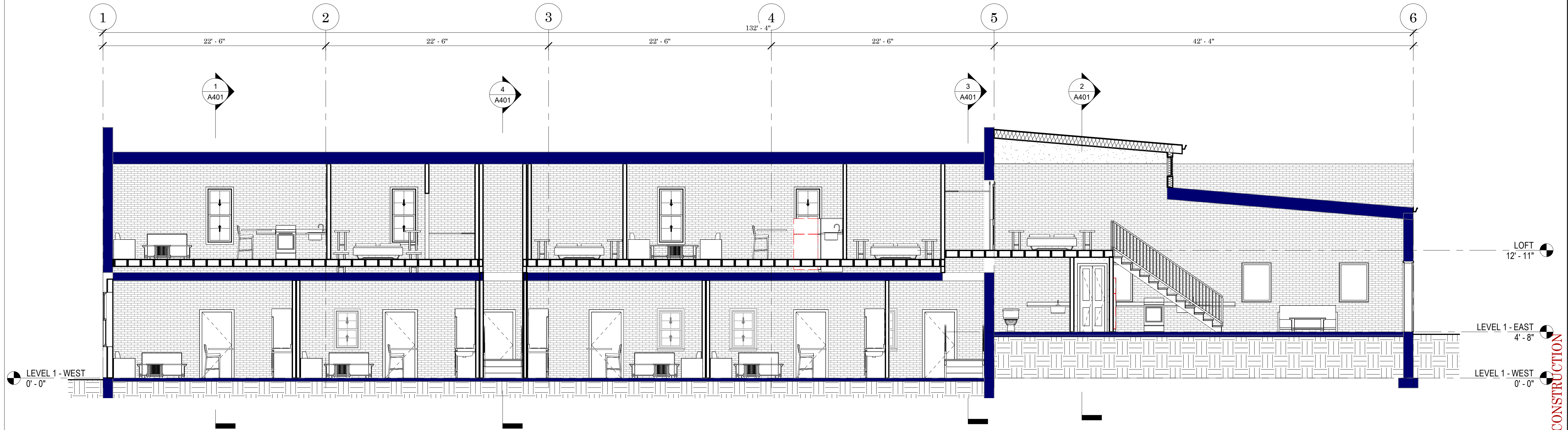


PRELIMINARY - NOT FOR CONSTRUCTION

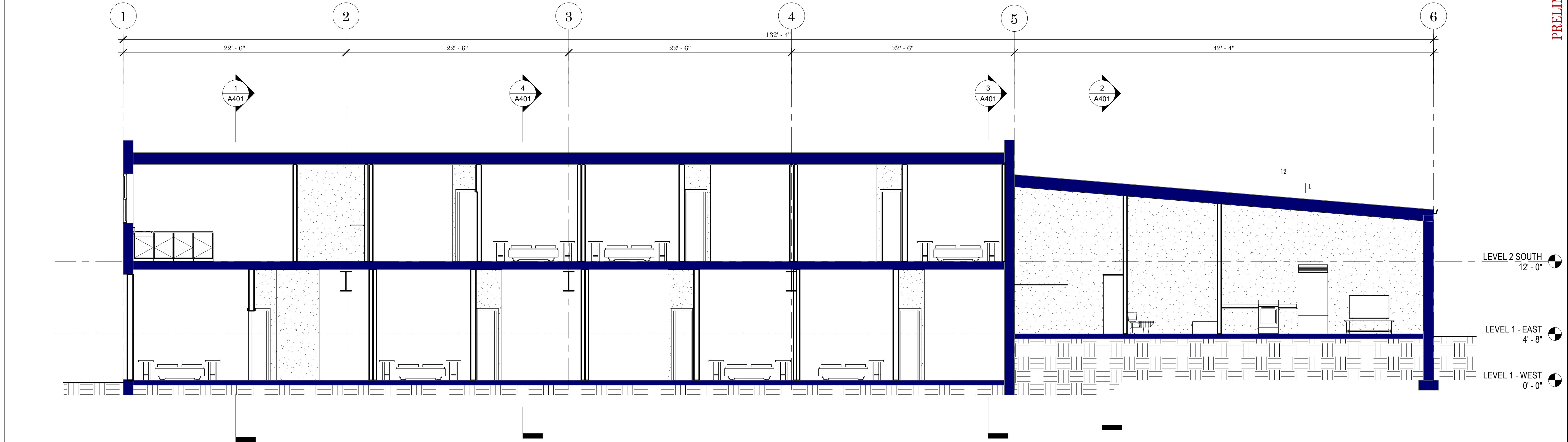
**OLER BUILDING**  
 211 S. Water St  
 Stoughton, WI 53589  
 Sheet Title  
**BUILDING ELEVATIONS**

Project Name: **OLER BUILDING**  
 Project #: 23-018  
 Issued for: Concept Design  
 Date: 2/10/2023  
 Sheet Number  
**A300**

Revisions:



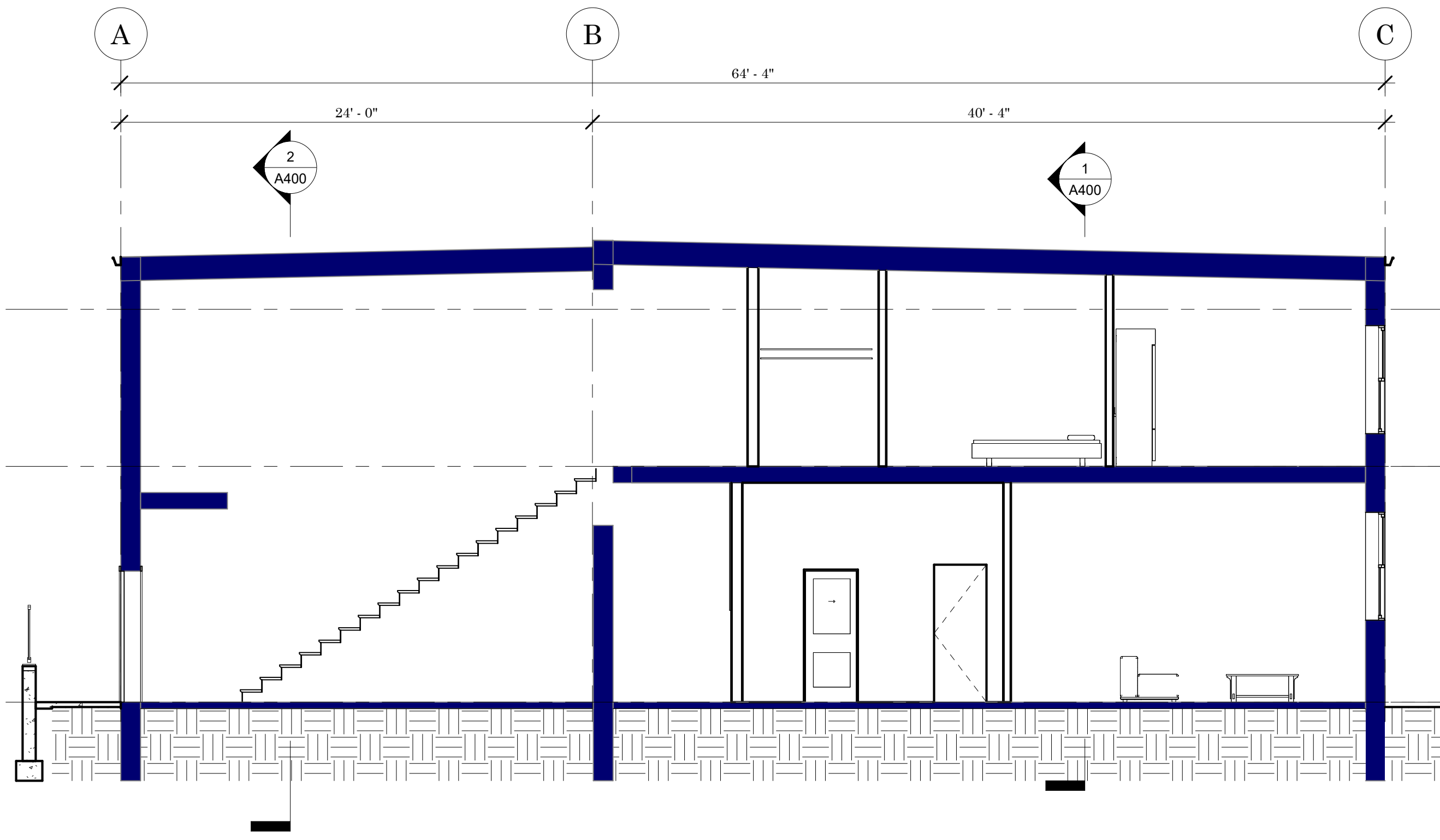
**2 BUILDING SECTION - LEVEL 2 NORTH**  
A400 3/16" = 1'-0"



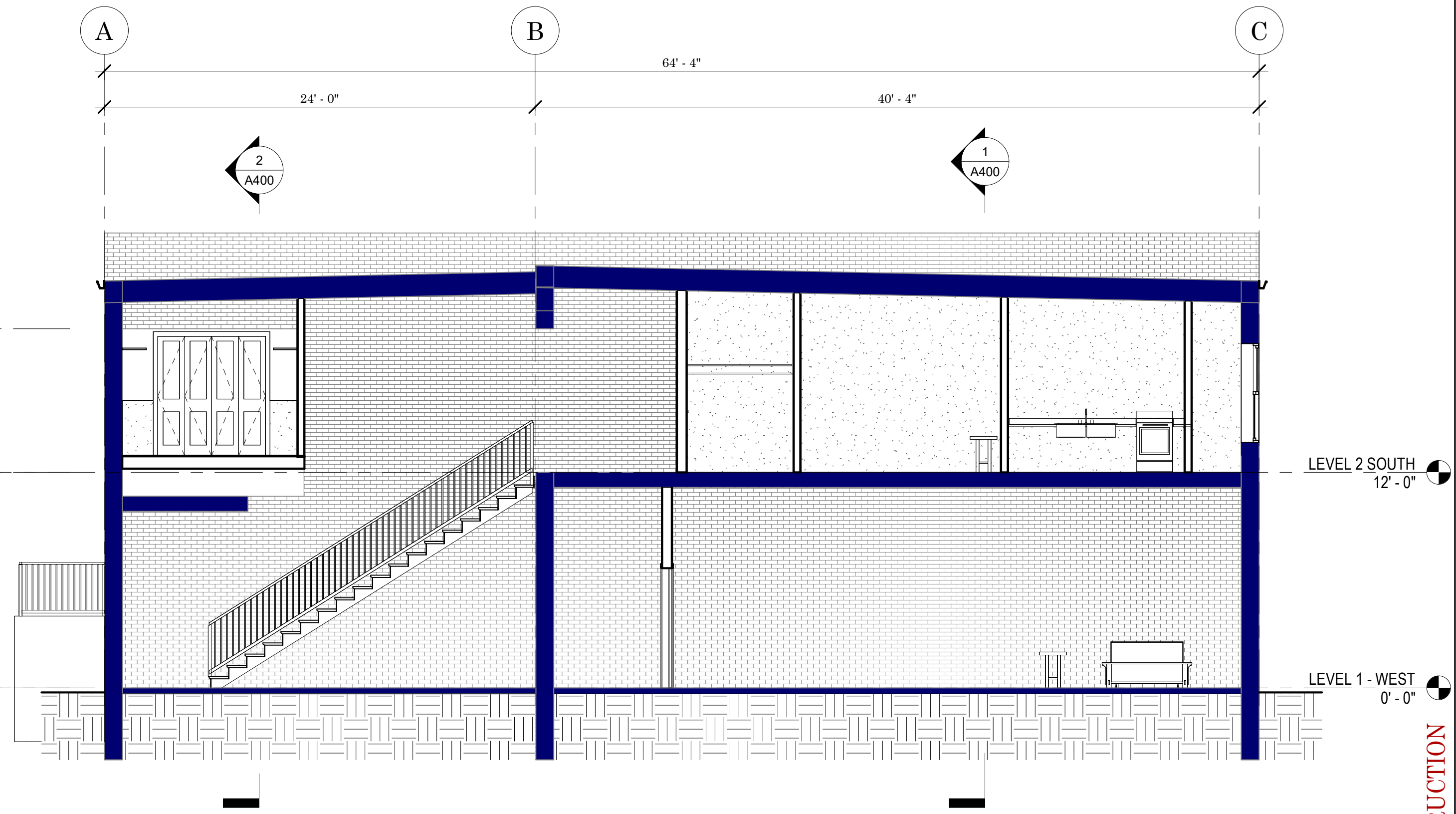
**1 BUILDING SECTION - LEVEL 2 - SOUTH**  
A400 3/16" = 1'-0"

PRELIMINARY - NOT FOR CONSTRUCTION

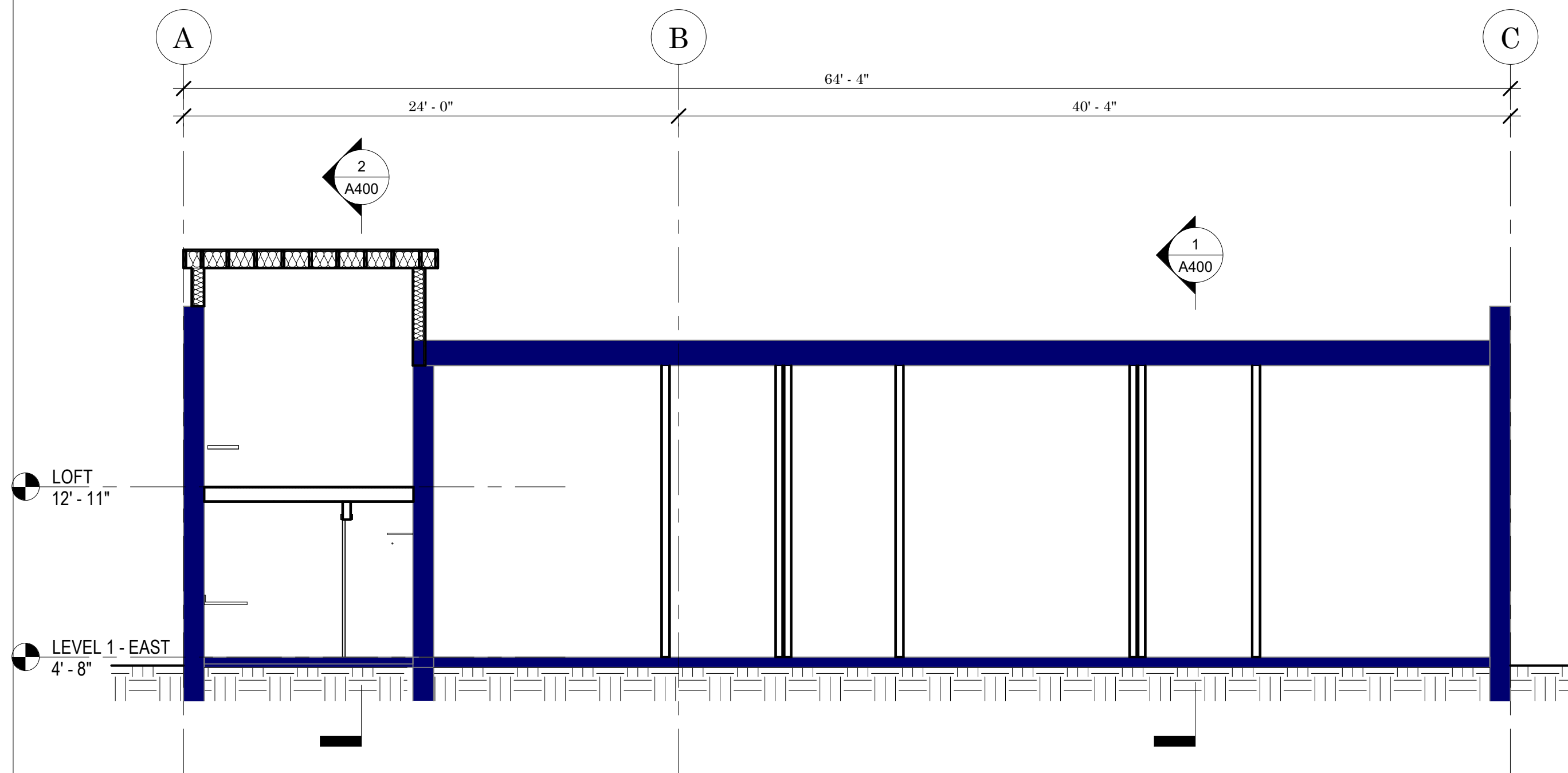
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Project #:	23-018
Issued for:	Concept Design
Date:	2/10/2023
Sheet Number	<b>A400</b>



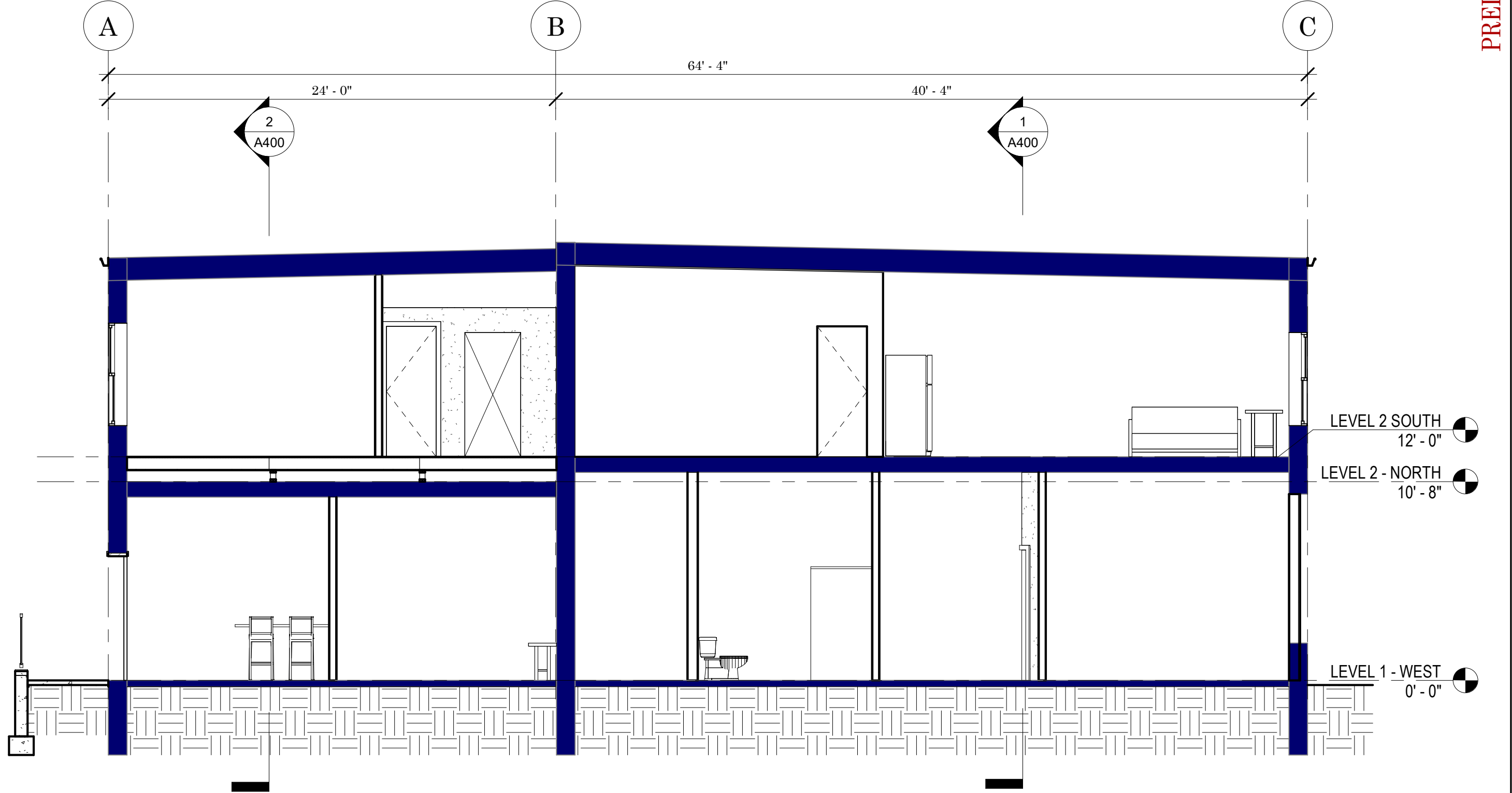
4 BUILDING SECTION #4  
A401 3/16" = 1'-0"



3 BUILDING CROSS SECTION #2  
A401 3/16" = 1'-0"



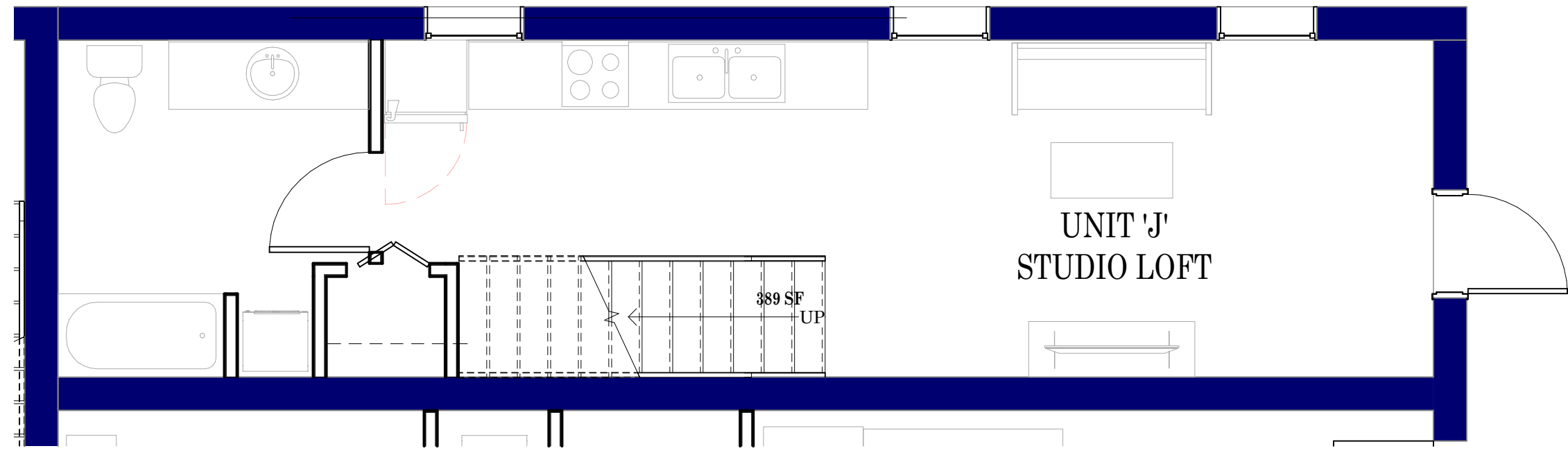
2 BUILDING CROSS SECTION #3  
A401 3/16" = 1'-0"



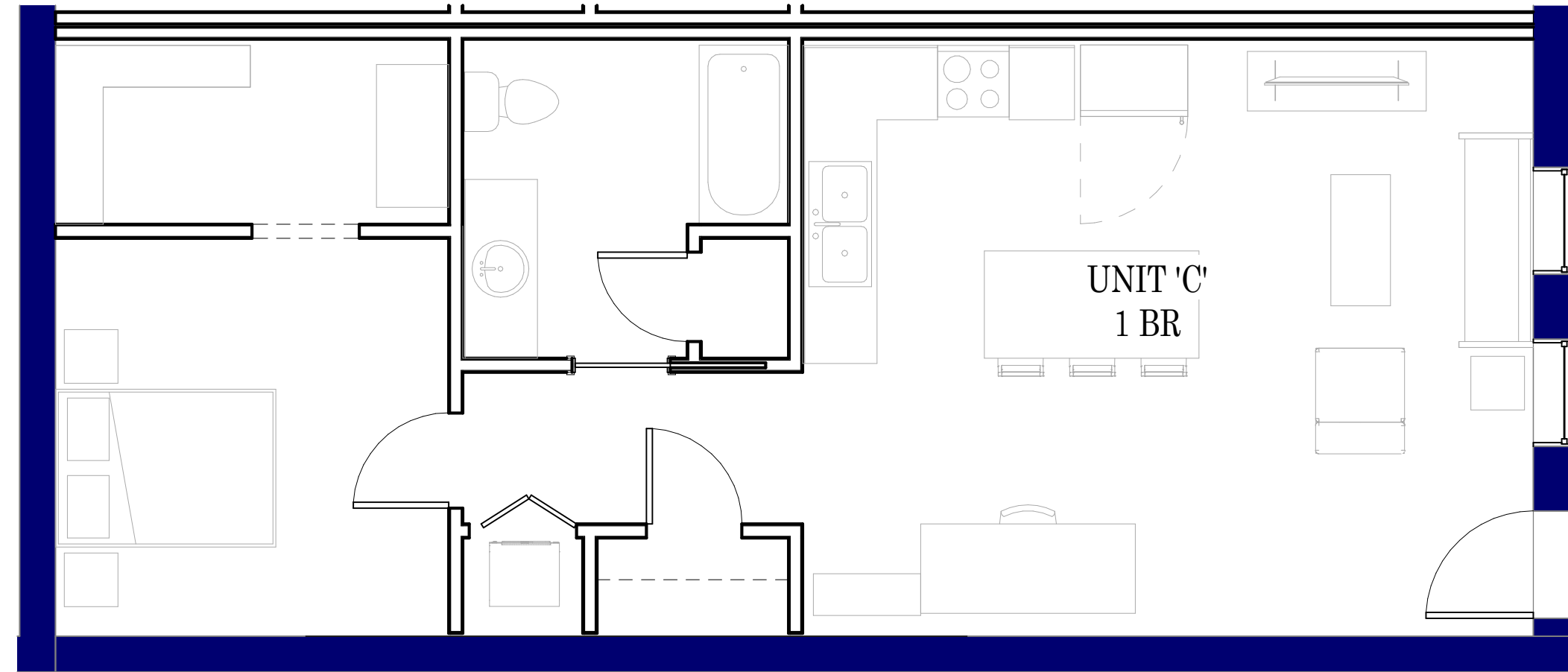
1 BUILDING CROSS SECTION #1  
A401 3/16" = 1'-0"

PRELIMINARY - NOT FOR CONSTRUCTION

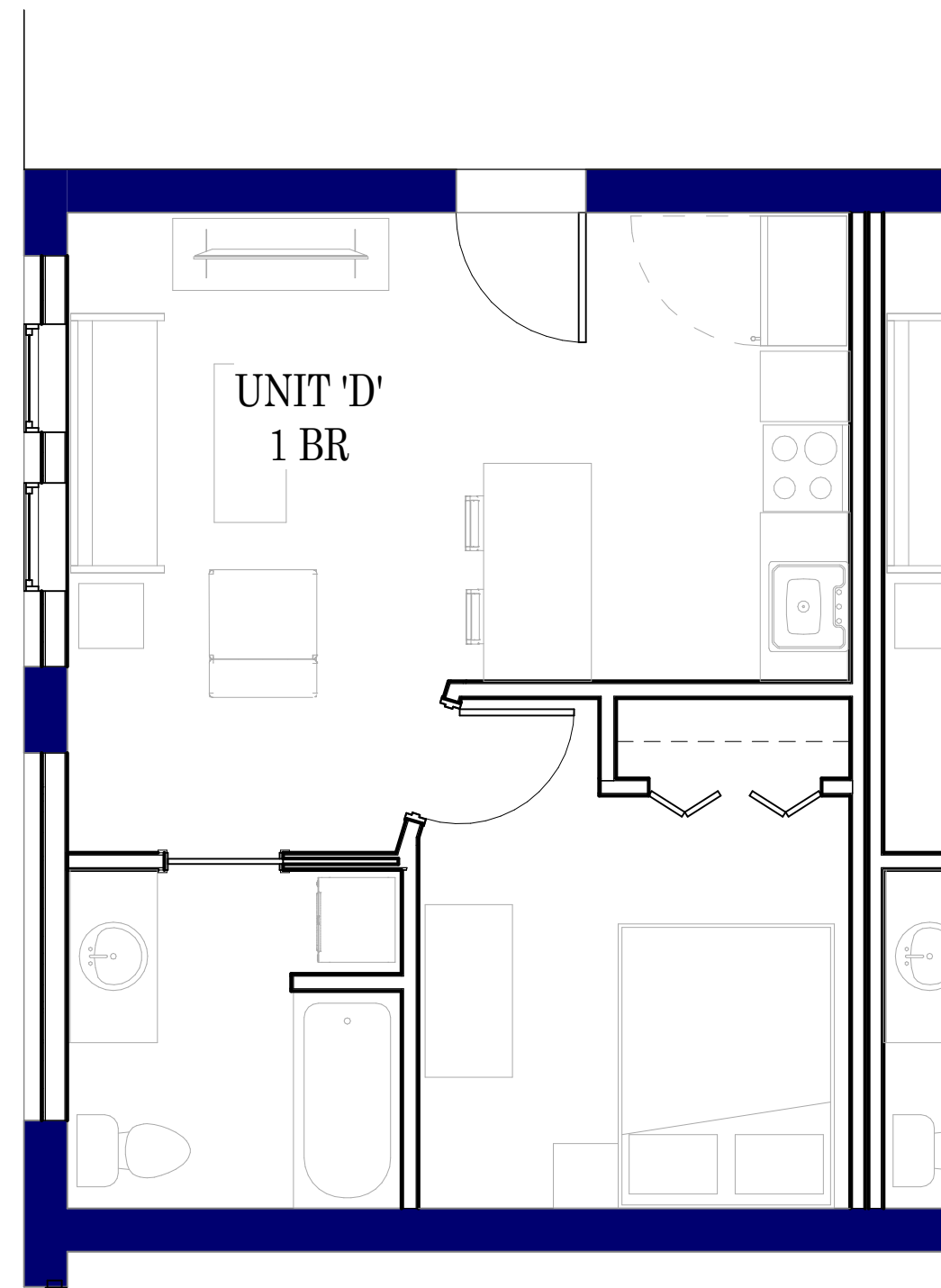




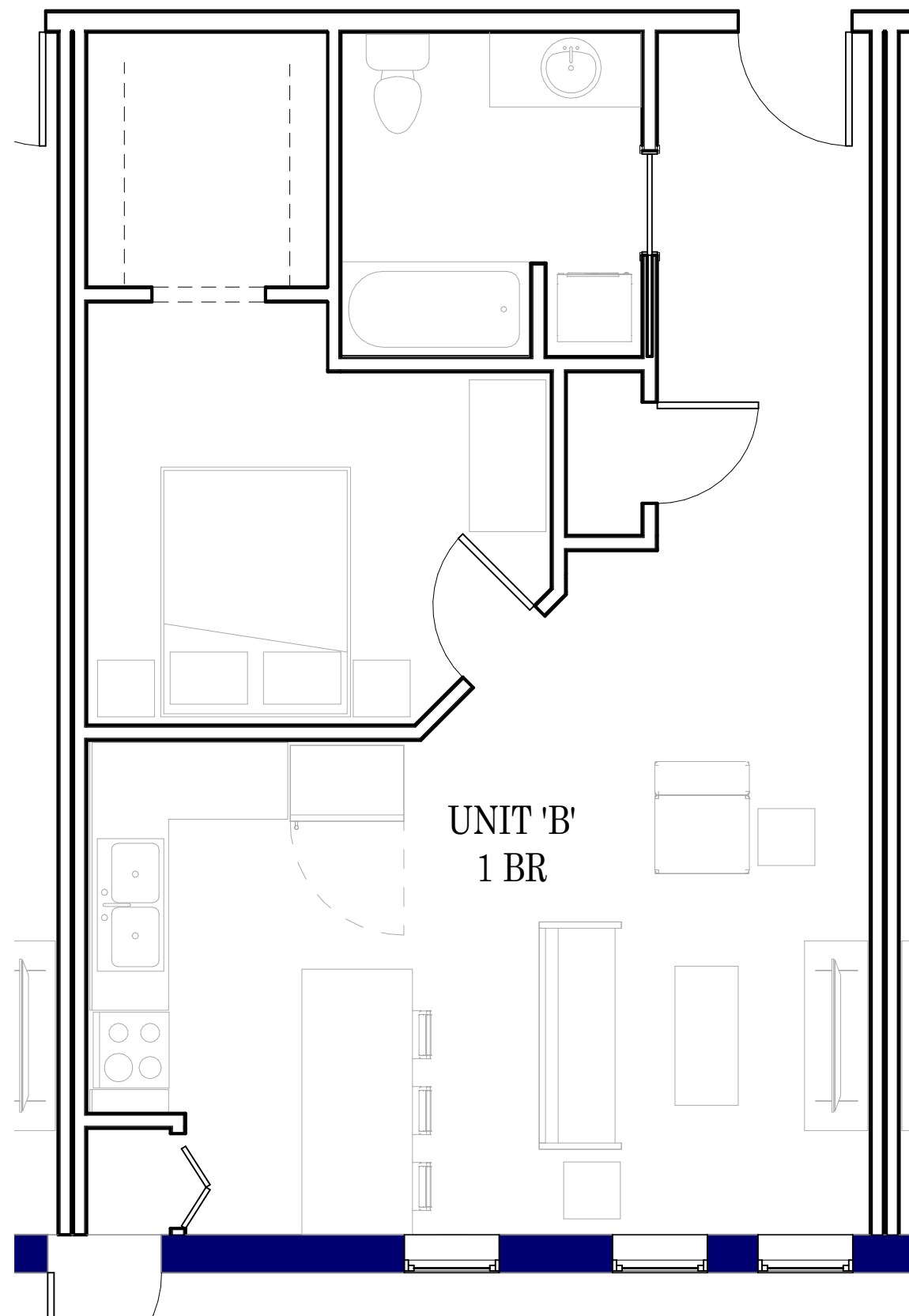
5  
A600 1/4" = 1'-0" UNIT J (FIRST FLOOR)



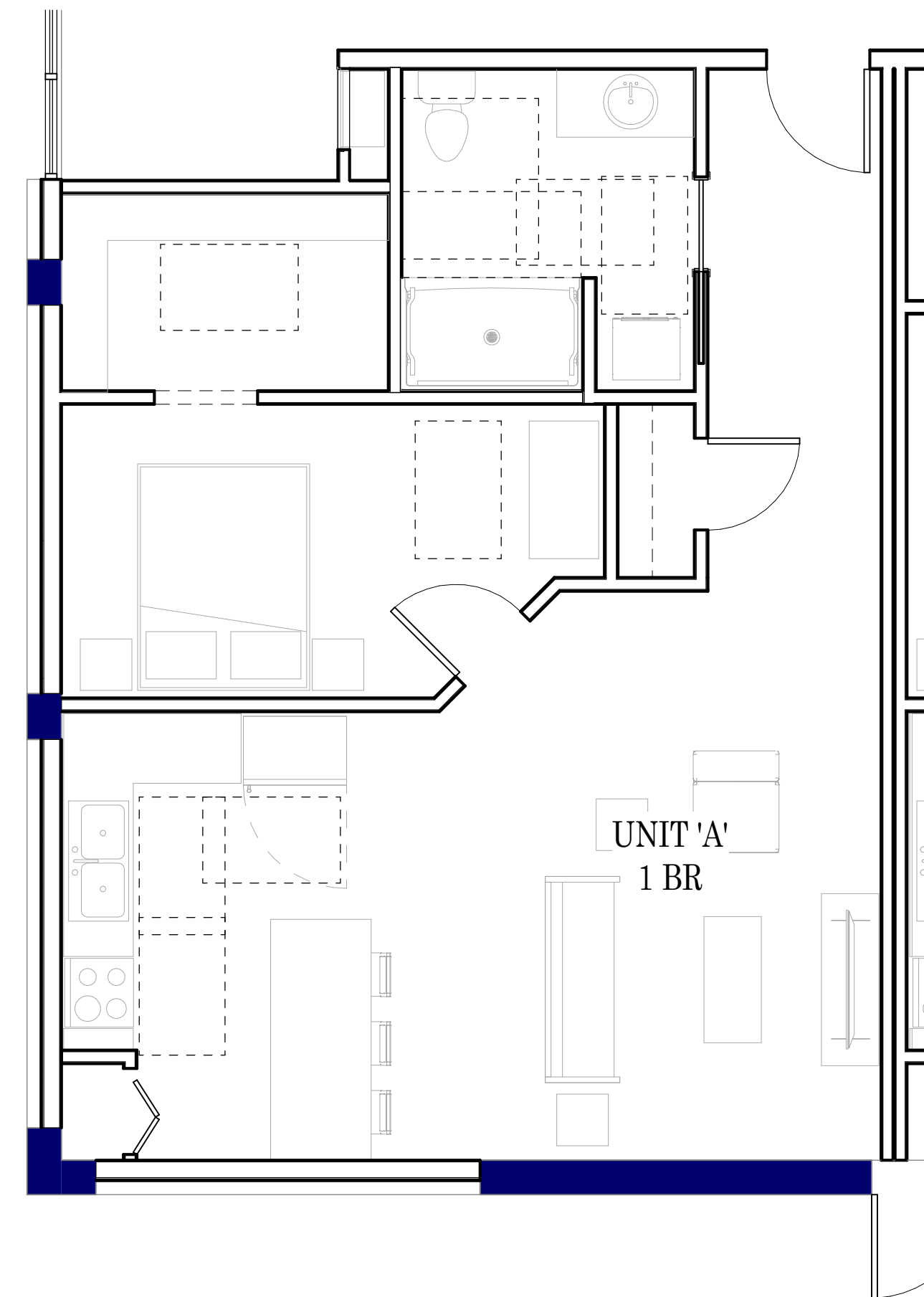
3  
A600 1/4" = 1'-0" UNIT C (FIRST FLOOR)



4  
A600 1/4" = 1'-0" UNIT D (FIRST FLOOR)

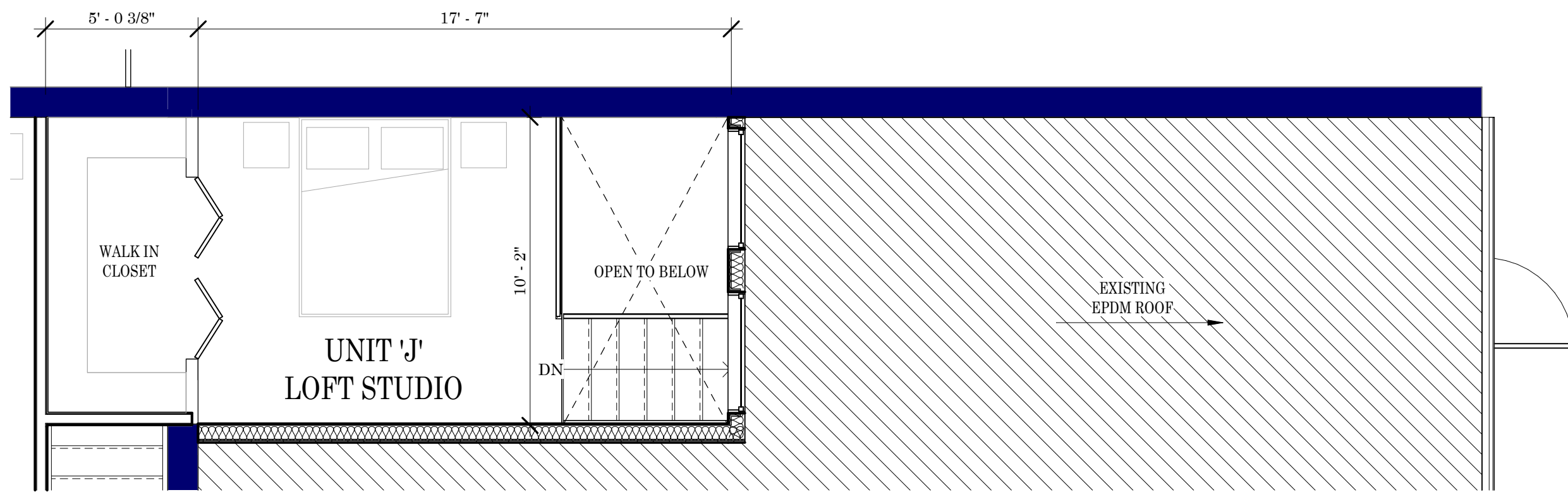


2  
A600 1/4" = 1'-0" UNIT B (FIRST FLOOR)

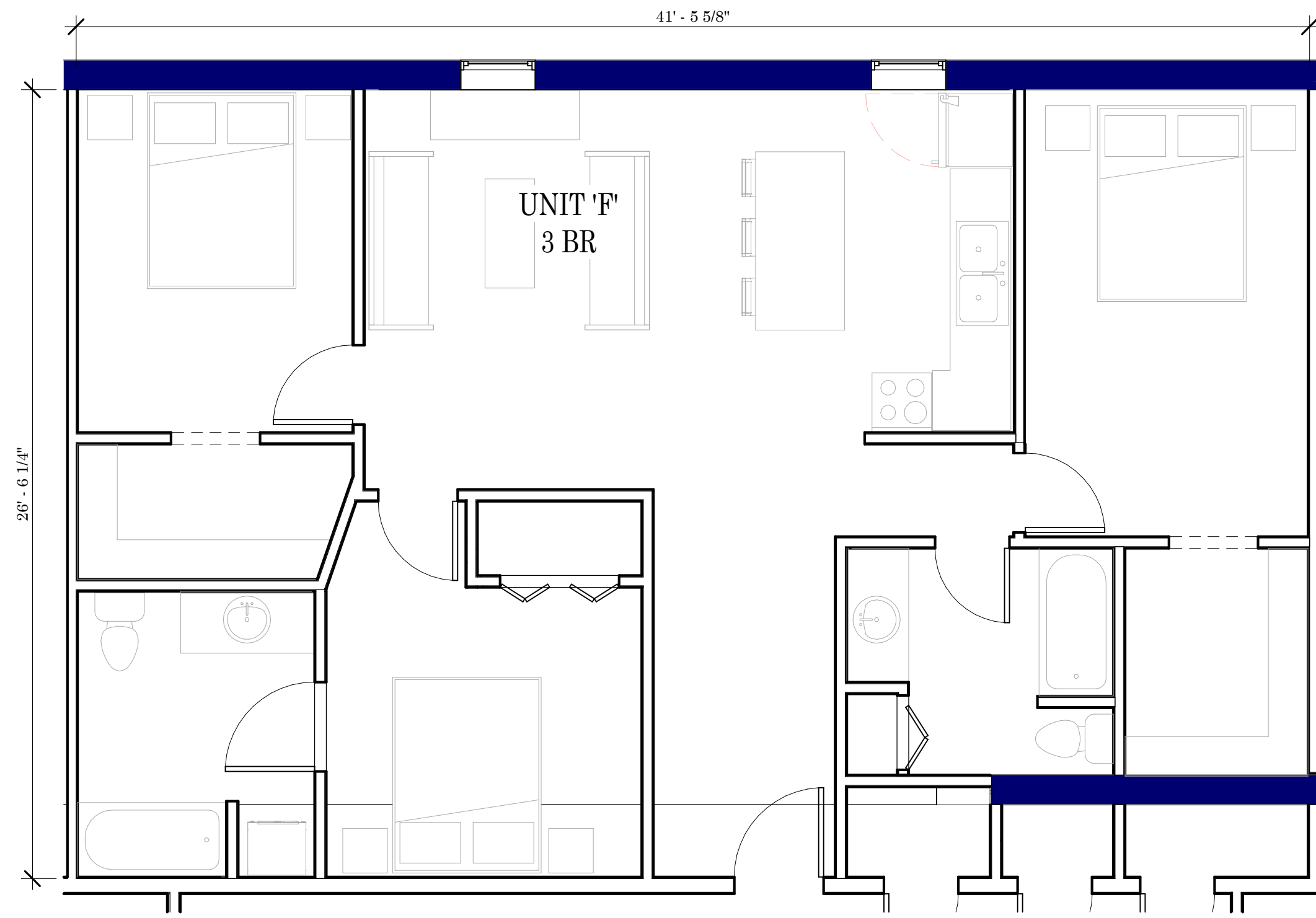


1  
A600 1/4" = 1'-0" UNIT A (FIRST FLOOR)

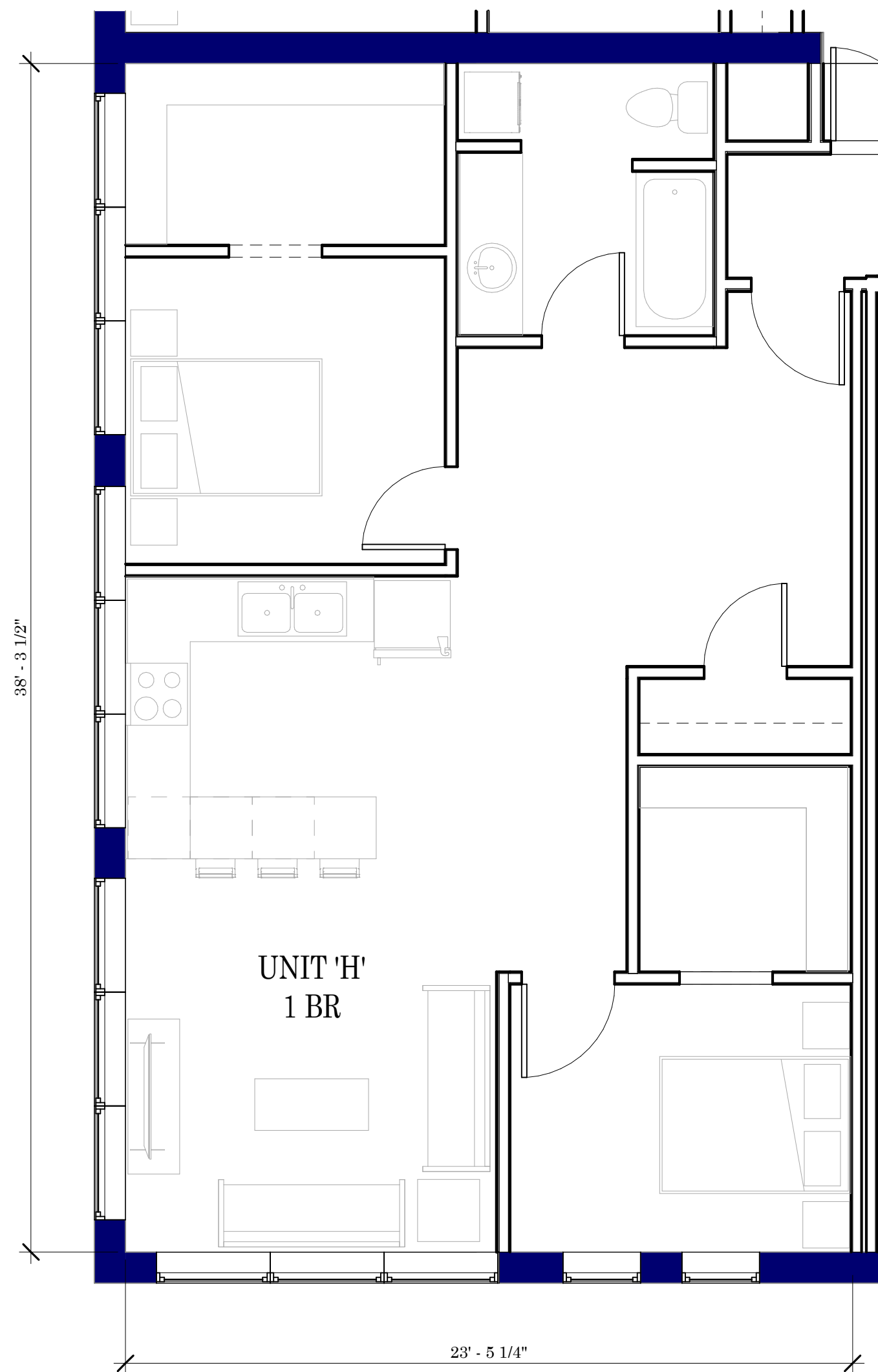
PRELIMINARY - NOT FOR CONSTRUCTION



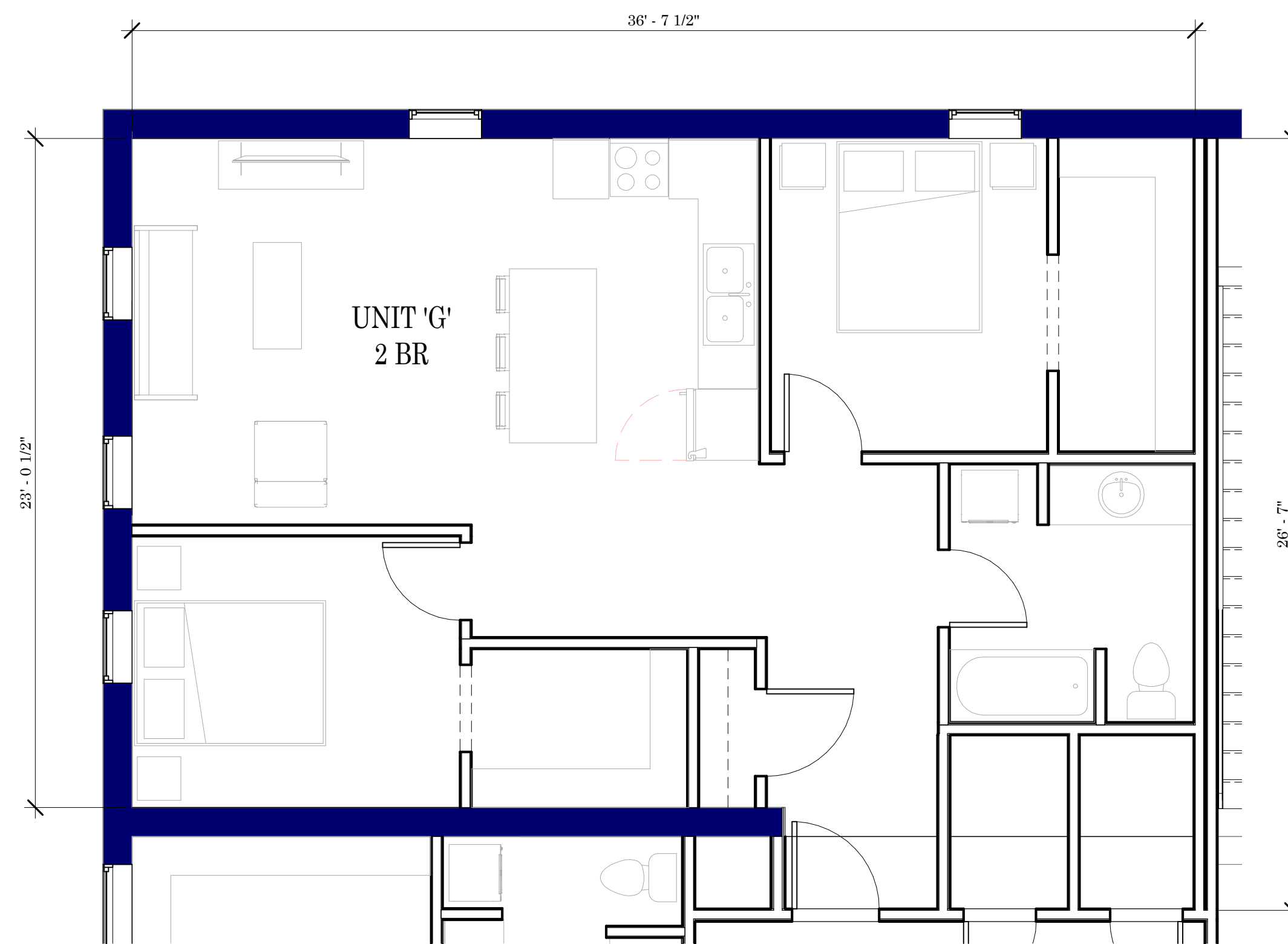
5 UNIT J (SECOND FLOOR)  
A601 1/4" = 1'-0"



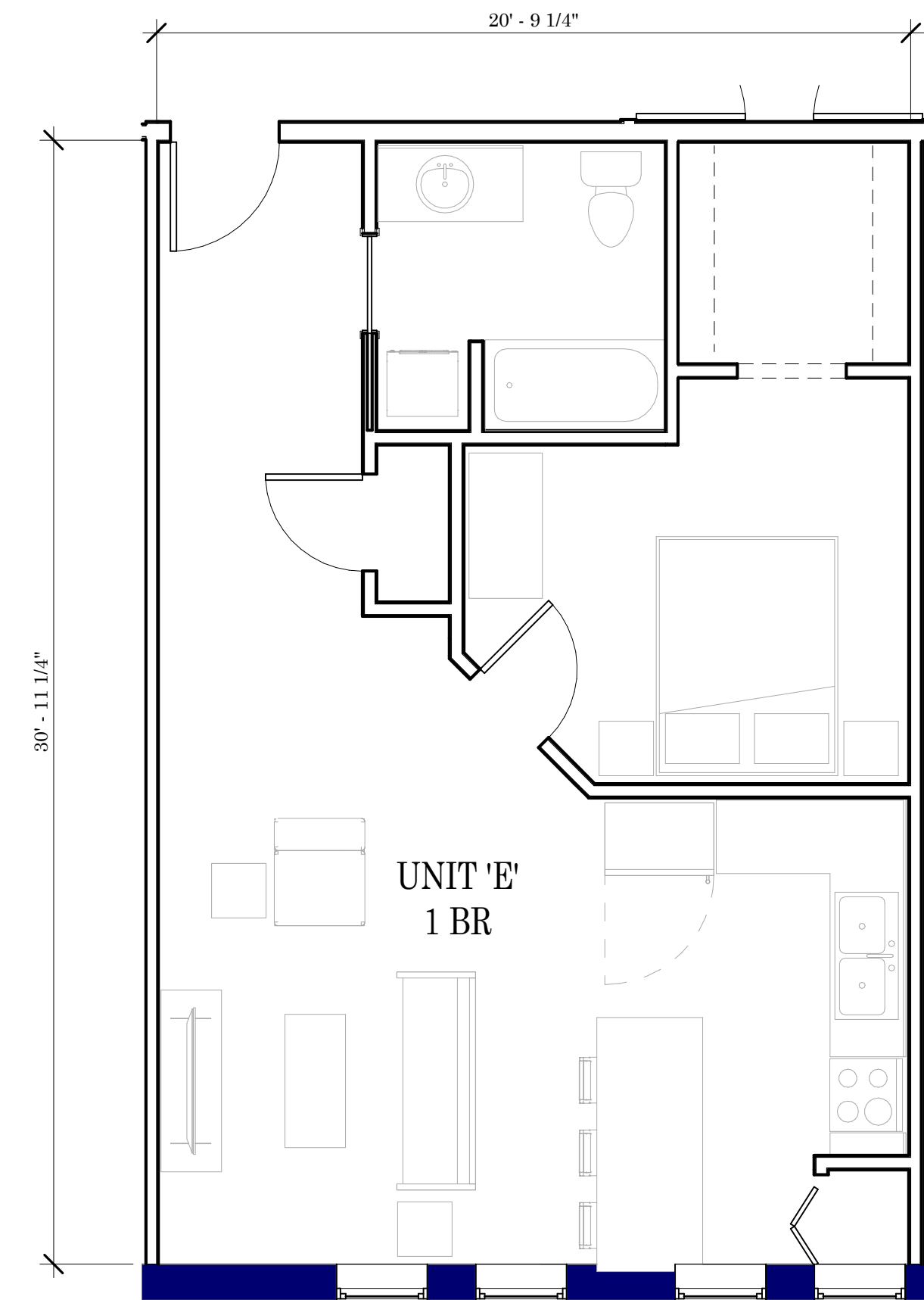
3 UNIT F (SECOND FLOOR)  
A601 1/4" = 1'-0"



4 UNIT H (SECOND FLOOR)  
A601 1/4" = 1'-0"



2 UNIT G (SECOND FLOOR)  
A601 1/4" = 1'-0"



1 UNIT E (SECOND FLOOR)  
A601 1/4" = 1'-0"

PRELIMINARY - NOT FOR CONSTRUCTION

# 211 S Water Steet

Proposal to rezone the property at 211 S Water Street to allow for the current underutilized commercial building to be renovated into an 18-unit multifamily project

# Providing a needed facelift while maintaining the historic character

Current Building



Proposed Exterior



Interior would be transformed into 18 modern, high-end, yet affordable apartments, while maintaining the historic components



## Affordable Downtown Living

Floor Plan	BR	BA	# of Units	Avg Rent
1/1.00 E	1	1	4	\$900
1/1.00 LOFT	1	1	1	\$1,100
1/1.00	1	1	10	\$1,100
<b>ONE-BEDROOMS</b>			<b>15</b>	<b>\$1,047</b>
2/2.00	2	2	2	\$1,350
<b>TWO-BEDROOMS</b>			<b>2</b>	<b>\$1,350</b>
3/2.00	3	2	1	\$1,700
<b>THREE-BEDROOMS</b>			<b>1</b>	<b>\$1,700</b>
<b>TOTAL</b>			<b>18</b>	<b>\$1,117</b>

### Monthly Rent Level Limits (Dane County)

		Studio	One Bedroom	Two Bedroom	Three Bedroom
50% AMI	50.00%	\$1,069	\$1,145	\$1,374	\$1,588
60% AMI	60.00%	\$1,283	\$1,374	\$1,649	\$1,905
80% AMI	80.00%	\$1,710	\$1,832	\$2,198	\$2,540

# Economic Benefits of the Project

- ▶ Increased property taxes (projected to increase assessed value by 7-8x)
- ▶ \$85,000 in Park Fees
- ▶ \$150,000/year in projected increased revenue to downtown businesses

211 S. Water Street - Economic Benefit to Downtown Businesses					
Tenants:	25				
	frequency/month	Cost/visit	Monthly	Annually	
Dining - Food	8	\$15	\$3,000	\$36,000	
Dining - Drinks	8	\$10	\$2,000	\$24,000	
Coffee	8	\$5	\$1,000	\$12,000	
Shopping	4	\$50	\$5,000	\$60,000	
Entertainment	2	\$25	<u>\$1,250</u>	<u>\$15,000</u>	
			\$12,250	\$147,000	

# Parking - City surface lots are currently not fully utilized

- ▶ We have been monitoring parking usage for the past two months on the adjacent surface lot (North Lot) as well as more recently the surface lot behind Kegonsa Plaza (South Lot)
- ▶ On average the North lot, which contains 85 stalls, has a 53.36% occupancy rate, with an average of 39.65 stalls open.
- ▶ The South Lot, which contains 80 stalls, has an average occupancy rate of 43.38%, with 45.30 stalls open
- ▶ There is additional street parking along Water Street and Division Street containing an additional ~30 stalls.
- ▶ We found on average there were approximately 100 stalls available at any time
- ▶ We are proposing to lease ~18 stalls in the North lot from the City at terms agreeable to both parties. This may include limiting the hours of designation to not include weekday business hours, maximizing the efficiency of the current lot for businesses, their employees, and their customers, while still providing overnight and weekend parking for our tenants.



# Sustainability


- ▶ Bringing new, upgraded utilities to the project (water main, electric service, etc.)
- ▶ This could involve running the conduit for an EV charging station to the city surface lot
- ▶ Working to get a bid on solar to see if it is an option to decrease utility costs and save energy
- ▶ Project will feature bike racks for tenants to decrease emissions from vehicles
- ▶ Downtown housing provides the ability to walk to restaurants, shopping, entertainment

# New Downtown TIF District

- ▶ The city is considering creating a new TIF District for the downtown area to provide needed help to area businesses and building owners.
- ▶ We view our project as a catalyst for future redevelopment/renovation to the downtown district
- ▶ Other downtown business/building owners have expressed a need to fill the gap in the required equity to renovate or enhance their buildings

# Hometown Connection

- ▶ Justin and I are both born and raised in Stoughton and are deeply rooted in the community. We are very passionate about this project and believe it will truly help the downtown thrive.
- ▶ We are using a General Contractor, KSW, that has ties to the area and plan to use as many local subcontractors as possible.
- ▶ If all goes well, we would like this to be the first of many projects that can benefit our community and look forward to continuing to work with the City and its elected council leaders on this, as well as future endeavors.



We greatly appreciate your time and consideration for our project. We believe this can be a great asset for the City, its residents, and its businesses.

We would be happy to answer any questions you may have. Thank you.



# ERICKSON BUILDING STOREFRONT

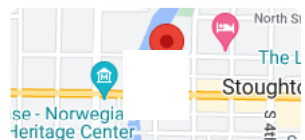
Google Maps



Stoughton, Wisconsin  
Google Street View.  
Sep 2022 See more dates

Google

Image capture: Sep 2022 © 2023 Google

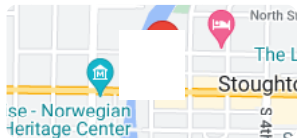


# VARIANCE APPROVED TO ALLOW MAIN FLOOR RESIDENTIAL IN 2016



Stoughton, Wisconsin  
Google Street View.  
Jul 2019 See more dates

Image capture: Jul 2019 © 2023 Google





August 2, 2023

Stoughton Planning Commission  
207 S Forrest Street  
Stoughton, WI

Planning Commission Members,

The purpose of this letter is to provide our support of the redevelopment concept proposed for 211 South Water Street.

Dustin Oler and Justin Hanson connected with us to see if we would be in support of their proposed project in downtown Stoughton. It was evident through our conversation that they have focused on providing the community with a concept that best utilizes the specific location. Additionally, this project appears to provide a better benefit to the rest of the downtown area. We're also excited at the potential of adding more housing options for those that choose to call Stoughton home. Finding affordable, high-quality, housing in Dane County has become increasingly difficult and we believe this project addresses this issue.

Stoughton Trailers is in support of the proposed housing project in the downtown area and we believe that the benefits it would offer would serve the rest of the community as well. If there is anything further we can do to assist in this project, please don't hesitate to contact us.

Thank you,

A handwritten signature in black ink, appearing to read "Reijo Wahlin".

Reijo Wahlin  
Stoughton Trailers



City of Stoughton  
General Planning Commission

To whom it may concern,

I have discussed the proposed project at 211 S Water Street at length with Dustin Oler and Justin Hanson and think it would be a home run for the community and downtown business owners. Frankly, I do not understand why there has been any pushback on the project and do not believe parking in downtown Stoughton is a current concern. Dustin and Justin have put together a well thought out proposal that would be a win/win for the City and the community. They have my full support. Please give them the necessary approvals to move this project forward.

Thank you,

A handwritten signature in black ink, appearing to read "Michael Chandler", with a long horizontal flourish extending to the right.

Michael Chandler  
Farmers Insurance Agency

City of Stoughton  
Planning and Zoning  
207 S Forres6 St  
Stoughton, WI 53589

Vik C Malling  
340 Stoney Ridge Trail  
Stoughton, WI 53589  
608-345-8052

To Whom It May Concern

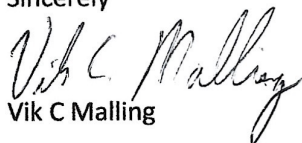
I support fully Jim Oler and his proposal to remodel his property at 211 S Water St into apartments downtown. Overlooking the Yarhara River offers a splendid view for tenants and the ability to walk and shop in the city and be near Fortney Park enhances a nice quality of life.

As a member of the Stoughton Downtown Merchants Association and Chamber of Commerce I welcome his idea for this project and feel it will definitely enhance the business community and revitalization efforts and quality of life for all in this win win project.

I encourage the Planning Commission to promptly approve these new apartments so that tenants and the downtown community can enjoy the benefits.

I've known Jim Oler for over 15 years and wish this fine Marine Veteran the best in this endeavor!

Sincerely

  
Vik C Malling

City of Stoughton  
Planning Commission  
207 S. Forrest Street

Planning Commission,

Dustin Oler and Justin Hanson reached out to me to discuss their proposed project at 211 S. Water Street. I appreciated the amount of thought they had put into their proposal and the transparency in which they laid out what they believe are the pros and cons of the project. In my mind the positives greatly outweigh any perceived negatives surrounding the project. The downtown area and its businesses would greatly benefit from new, affordable housing and more permanent residents. I believe their project would bring vibrancy and excitement to the downtown area and they have my full support.

Thank you,

A handwritten signature in black ink, appearing to read "Thor Anderson". The signature is fluid and cursive, with the first name "Thor" being more prominent than the last name "Anderson".

Thor Anderson  
Yahara Dental

City of Stoughton  
Planned Development Commission  
207 S. Forrest Street

Commission Members,

Dustin Oler reached out to me to discuss a proposed redevelopment of the building at 211 S. Water Street. Given my involvement in the area over the last few decades he was looking for feedback surrounding their concept and to discuss a perceived concern around parking needed to support the project. I do not believe there is currently a parking shortage in the area from my experience of owning a business and building immediately across Division Street from the proposed project. The benefits of adding 18-units of middle-market housing to the community and the businesses downtown would heavily outweigh any perceived parking concerns, in my opinion. From our conversation, it was evident that Dustin and his partner, Justin Hanson, have put considerable thought and effort into this concept to ensure it is a good fit within the community and supported by its residents and local business owners. I think it is a great project and much needed to help bring vibrancy to the downtown area and provide quality housing that more residents can afford. They have my full support.

Sincerely,



Dan McGlynn



CITY OF STOUGHTON  
 DEPARTMENT OF PLANNING & DEVELOPMENT  
 207 S. Forrest Street, Stoughton, WI. 53589  
 www.cityofstoughton.com/planning

RODNEY J. SCHEEL  
 DIRECTOR  
 (608) 873-6619  
 fax: (608) 873-5519

August 8, 2023

Dustin Oler  
 Justin Hanson  
 211 S. Water Street  
 Stoughton, WI. 53589

Gentlemen;

I have completed a review of the proposed PD-GDP - Planned Development – General Development Plan for 211 S. Water Street, Stoughton, WI. The current zoning is Central Business. A public hearing is scheduled for the August 14, 2023 Plan Commission meeting. The following items are identified for your review.

1. General Development Plan requirements per zoning code section 78-914(7) are as follows:
  - A. A location map of the subject property as depicted on the planned land use map shall be provided. **Provided**
  - B. A map of subject property showing all lands within 300 feet of the boundaries of the subject property, together with the names and addresses of the owners of all lands on said map including indication of current zoning of subject property. **Done by staff**
  - C. A general description of the general development plan including:
    - a. General project themes and images; **Provided**
    - b. The general mix of dwelling units and/or land uses; **Provided**
    - c. Approximate residential densities and non-residential intensities as described by dwelling units per acre, floor area ratio and impervious surface area ratio; **N/A**
    - d. General treatment of natural resources; **N/A**
    - e. General relationship to nearby properties and streets; **Provided**
    - f. The general relationship of the project to the comprehensive plan. **The proposed multi-family use appears to be consistent with the City Comprehensive Plan.**
    - g. A statement of rationale as to why the PD zoning is proposed which identifies barriers the applicant perceives in the form of requirements of standard zoning districts and opportunities for community betterment the applicant suggests are available through the proposed PD zoning; **Provided**
    - h. A complete list of zoning standards which will not be met and which will be more than met by the proposed PD and the locations in which they apply and a complete list of zoning standards which will be more than met by the proposed PD and the location in which they apply shall be identified, as compared with the most comparable zoning district. Essentially, the purpose of this listing

shall be to provide the plan commission with information necessary to determine the relative merits of the project in regard to private benefit versus public benefit and in regard to the mitigation of potentially adverse impacts created by design flexibility. **Provided**

- i. A written description of potentially requested exemptions from the requirements of the most comparable zoning district, in the following order:
  - a) Land use exemptions: **See below**
  - b) Density and intensity exemptions: **N/A**
  - c) Bulk exemptions: **N/A**
  - d) Landscaping exceptions: **N/A**
  - e) Parking and loading requirements exceptions: **N/A**

**The following are the list of requested exceptions:**

- **Allow upper story dwelling units as a principal use and within the first 24 feet of building depth along Water Street.**
- D. A general development plan drawing shall be provided with at least the following information in sufficient detail to make an evaluation against criteria for approval:
    - a. A conceptual site drawing of the general land use layout and the general location of major public streets and/or private drives; **Provided**
    - b. Location of recreational and open spaces areas and facilities; **N/A**
    - c. Statistical data on minimum lot sizes in the development, the approximate area of all development lots and pads, density/intensity of various parts of the development, floor area ratio, impervious surface area ratio and landscape surface area ratio of various land uses, expected staging, and any other plans required by the plan commission or common council; and **N/A**
  - E. A general conceptual landscaping plan for subject property, noting approximate locations of foundation, street, yard, paving and landscaping. **N/A**
  - F. A general signage plan for the project, including all project identification signs and concepts for public fixtures and signs, such as street light fixtures and/or poles or street sign faces and/or poles) which are proposed to vary from City standards or common practices. **N/A**
  - G. Written justification for the proposed planned development. The applicant shall use the requirements of the zoning map amendment procedure (subsections 78.903(4) (c) 1 through 3) to develop said written justification. **Provided**

The process for review and approval of the GDP shall be identical to that for zoning map amendments per section 78-903 of this chapter and (if land is to be divided) to that for preliminary and final plats of subdivision per the Municipal Code.

All portions of an approved PD/GDP not fully developed within five years of final common council approval shall expire, and no additional PD-based development shall be permitted. The common council may extend this five years period by up to five additional years via a majority vote following a public hearing. Completed portions of the PD/GDP shall retain the PD/GDP status.

If you have any questions, please contact me at 608-646-0421

Sincerely,  
City of Stoughton

*Michael P. Stacey*

Michael P. Stacey  
Zoning Administrator/Assistant Planner

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No one registered to speak.

Mayor Swadley closed the public hearing.

Motion by **Bradford** to recommend Common Council approval of the rezoning as presented, 2<sup>nd</sup> by **Schumacher**. Motion carried unanimously.

9. **Planned Development – General Development Plan for 211 S. Water Street.**

Mayor Swadley introduced the rezoning request. Stacey explained the intent for the Planned Development zoning is to provide flexibility from the Central Business zoning code requirement to first have commercial space in the first 24 feet of building depth on the main floor prior to having residential apartments as an accessory use.

Justin Hanson explained the intent of the requested zoning change.

Dustin Oler explained where they are at in discussions related to leasing parking spaces from the City.

Mayor Swadley gave an overview of parking options and discussions he has had with City Staff and the applicants.

Mayor Swadley opened the public hearing.

Ingrid McMasters spoke with concern about parking and density but is in favor of fixing up the building and affordable housing.

Amber Cedarstrom spoke in support of the project.

Joe Herr spoke in support of the project and explained how the project would move forward.

Mayor Swadley closed the public hearing.

Caravello asked for details about providing bike racks. Dustin Oler stated he had no details for the bike racks yet and will discuss later. Mayor Swadley stated this will be covered when the specific implementation plan is reviewed.

Bradford questioned if the City can legally lease parking stalls to some people but not others. Mayor Swadley stated he had planned on focusing leasing spaces at the north and south municipal lots. Attorney Dregne stated legally the City can lease stalls on a case by case basis, though people could point to whether that is fair or appropriate.

Motion by **Robinson** to recommend Common Council approval of the Planned Development - General Development Plan as presented, 2<sup>nd</sup> **Farrow**. Motion carried unanimously.