

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 (2nd 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

The Shop Lofts – PD Zoning Request

We are requesting PD Zoning for a redevelopment of 211 S Water Street for use as an 18-20-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. 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. We will maximize the available parking that our site can offer, however the current structure encompasses a vast majority of the site leaving us with the ability add approximately 4-6 stalls. We have been working with the City on potential ideas, but the easiest and in our minds, most logical, would be to utilize the surface lot adjacent to the building. 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. We are requesting that the City designate 14-18 stalls, of the 80+ in that lot, for use by the tenants of the proposed development. To put our request into perspective, the number of stalls we are requesting is <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, including a new water main and potential for electric car charging stations. 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 we can offer onsite, 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.



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

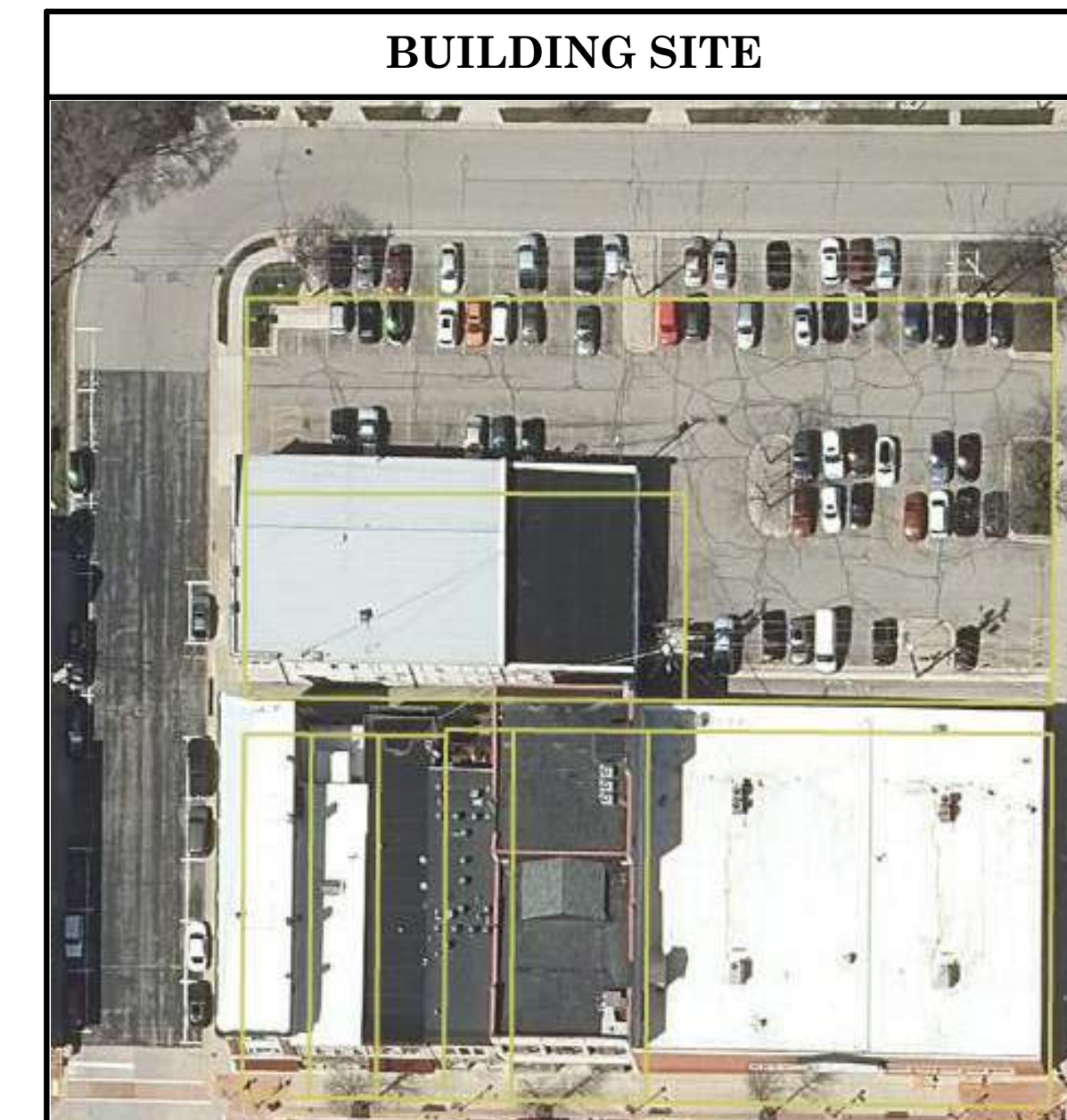
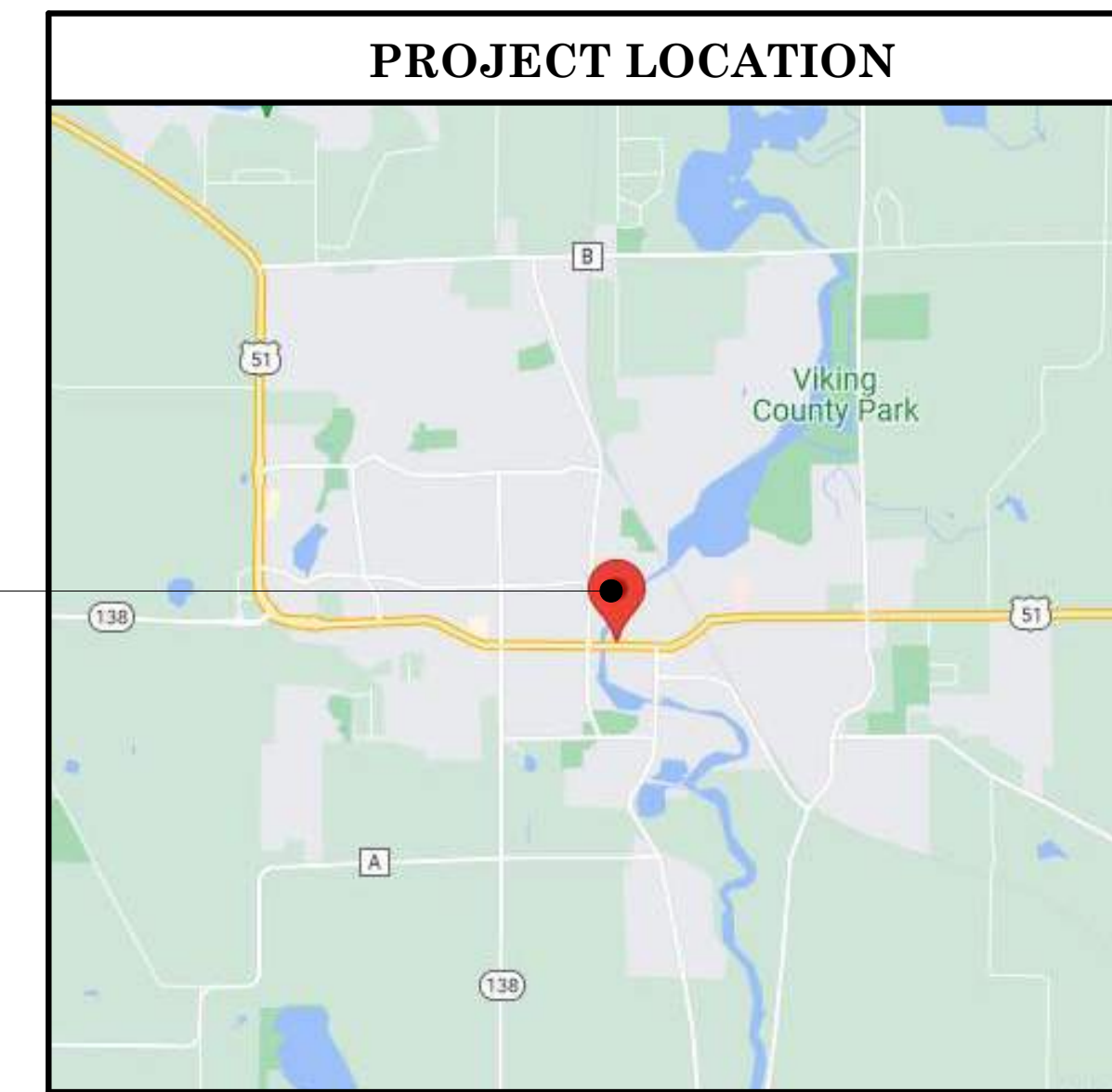


EXISTING NORTHWEST FACADE



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

ONE DESIGN & ENGINEERING
 Est. 2020
 202 Ash St, Cambridge, WI 53523 • 608.677.0443 • www.onedne.com

Project Name:
OLER BUILDING
 211 S. Water St
 Stoughton, WI 53589
 Sheet Title
COVER SHEET

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

Sheet Number
T001



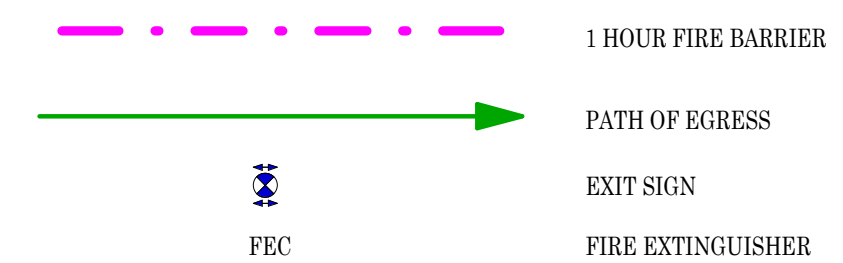
2 SECOND FLOOR - CODE PLAN
A010 3/32" = 1'-0"



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

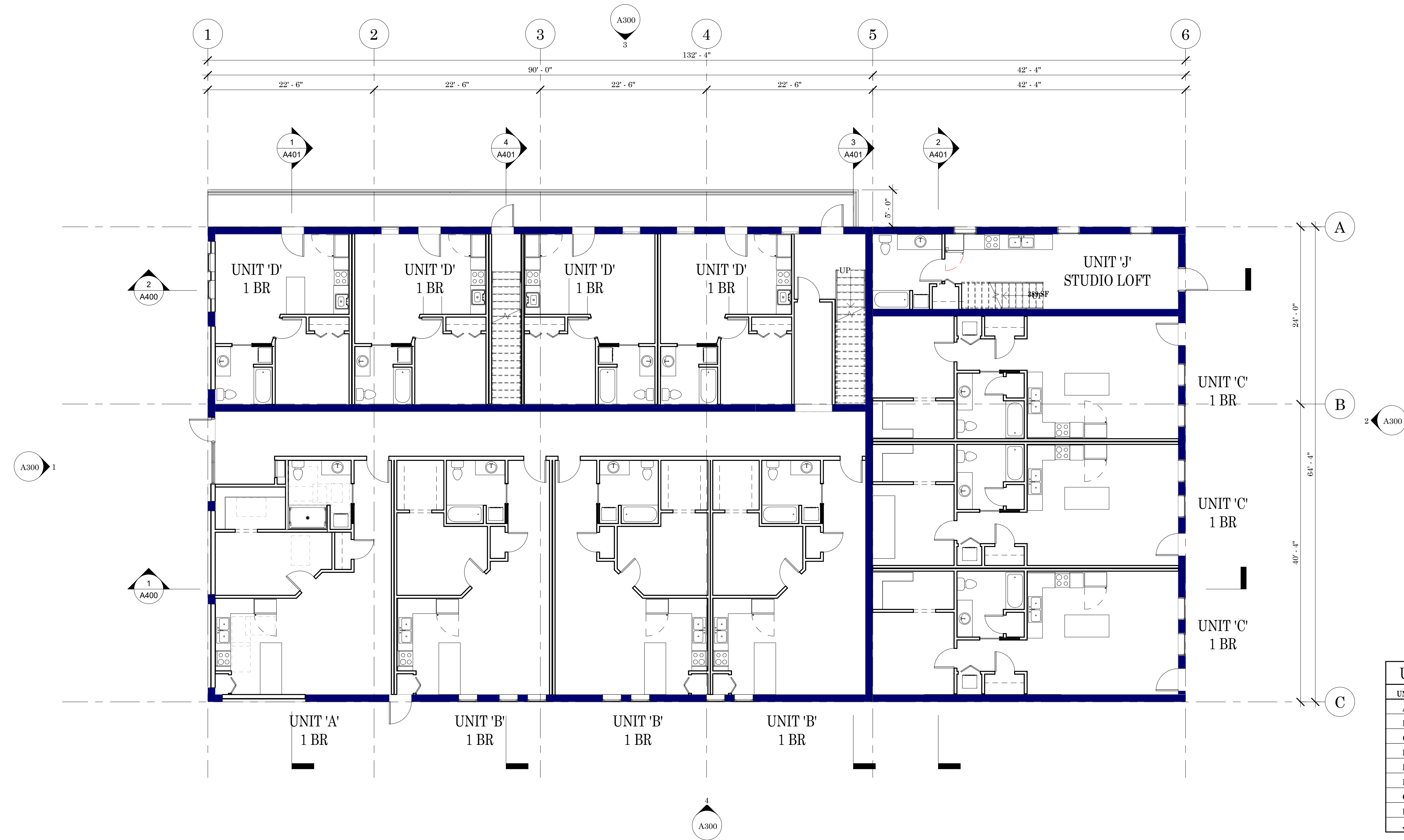
CODE SUMMARY

BUILDING DATA	
FLOOR LEVEL	FLOOR AREA
FIRST FLOOR:	8,513 SF
SECOND FLOOR:	5,790 SF
TOTAL:	14,303 SF
# STORIES:	2
BUILDING HEIGHT:	25'-3" (MEAN ROOF HEIGHT)
BUILDING CODE(S):	
• SPS 360-365 WISCONSIN COMMERCIAL BUILDING CODE W/ 2015 ICC INTERNATIONAL	
• BUILDING CODE ADOPTION	
• SPS 366 WISCONSIN EXISTING BUILDING CODE	
USE & OCCUPANCY CLASSIFICATION (CHAPTER 3):	
FIRST FLOOR:	
• R-2, RESIDENTIAL APARTMENT:	8,513 SF
SECOND FLOOR:	
• R2 - RESIDENTIAL (APARTMENTS):	5,790 SF
SPECIAL PROVISIONS (CHAPTER 4, TABLE 508.4):	
• AUTOMATIC SPRINKLER SYSTEM REQUIRED	(SECTION 406.6.3)
CONSTRUCTION TYPE:	
	TYPE III-B - SPRINKLED
BUILDING HEIGHT & AREA (CHAPTER 5):	
• 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
CONSTRUCTION RATINGS (CHAPTER 6, TABLE 601):	
PRIMARY STRUCTURAL FRAME:	0 HR
INTERIOR BEARING WALLS:	0 HR
EXTERIOR BEARING WALLS:	2 HR
FLOOR CONSTRUCTION:	0 HR
ROOF CONSTRUCTION:	0 HR
FIRE SEPARATION DISTANCE (CHAPTER 6, TABLE 602):	
X ≤ 5 FT:	1 HR
5 FT < X ≤ 10 FT:	1 HR
10 FT < X ≤ 30 FT:	0 HR
X ≥ 30 FT:	0 HR
STRUCTURAL COMPONENT FIRE PROTECTION (CHAPTER 7, SECTION 704):	
COLUMNS:	0 HR
BEAMS:	0 HR
EXTERIOR WALL OPENINGS (CHAPTER 7, TABLE 705.8):	
FIRE BARRIERS (CHAPTER 7, SECTION 707):	
• SHAFTS (STAIR):	1-HR (3-STORIES OR LESS - SECTION 713.4)
• OCCUPANCY USE SEPARATIONS:	1-HR (TABLE 503.8)
FIRE PARTITIONS (CHAPTER 7, SECTION 708):	
• DWELLING UNIT SEPARATIONS:	1-HR
• UNIT CORRIDOR SEPARATIONS:	1-HR
• HORIZONTAL FLOOR ASSEMBLIES:	1-HR
• HORIZONTAL ROOF ASSEMBLIES:	0-HR
FIRE PROTECTION (CHAPTER 9):	
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)
OCCUPANT LOAD (CHAPTER 10, TABLE 602):	
RESIDENTIAL:	1 PER 200 SF GROSS
TOTAL CALCULATED OCCUPANTS =	XXX OCCUPANTS
EGRESS (CHAPTER 10):	
# 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)
ACCESSIBILITY	
ACCESSIBLE SPACES LOCATED ON 1ST FLOOR & MEZZANINE TO COMPLY WITH ANSI 117.1	
PLUMBING FIXTURES REQUIRED (TABLE 2902.1) - REFER ALSO TO SPS390	
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





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

1
A100 FIRST FLOOR
1/8" = 1'-0"



PRELIMINARY - NOT FOR CONSTRUCTION

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Project Name: **OLER BUILDING**
211 S. Water St
Stoughton, WI 53589

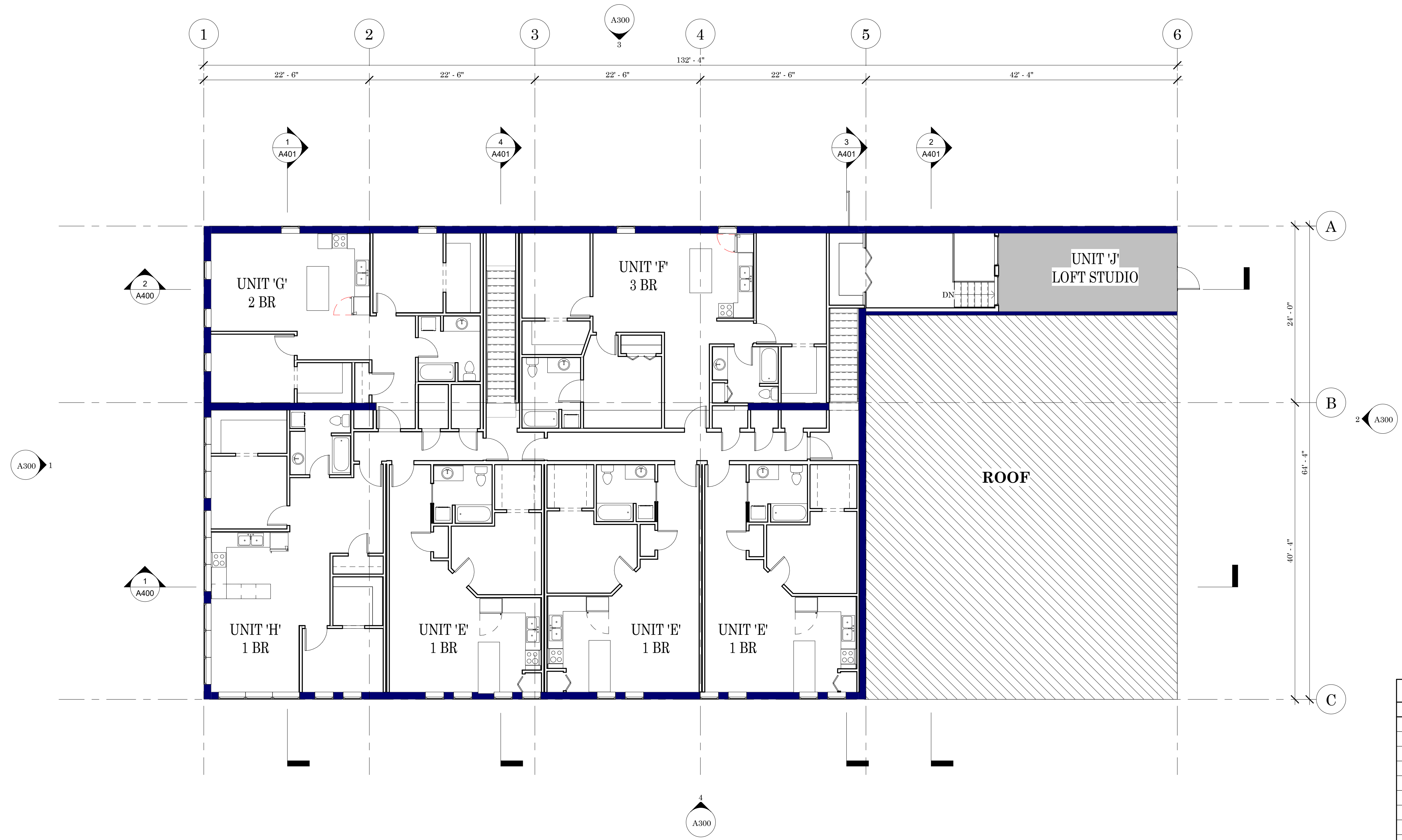
Sheet Title
FIRST FLOOR PLAN

Revisions:

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

Sheet Number
A100



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

Revisions:


Revision	Date
1	

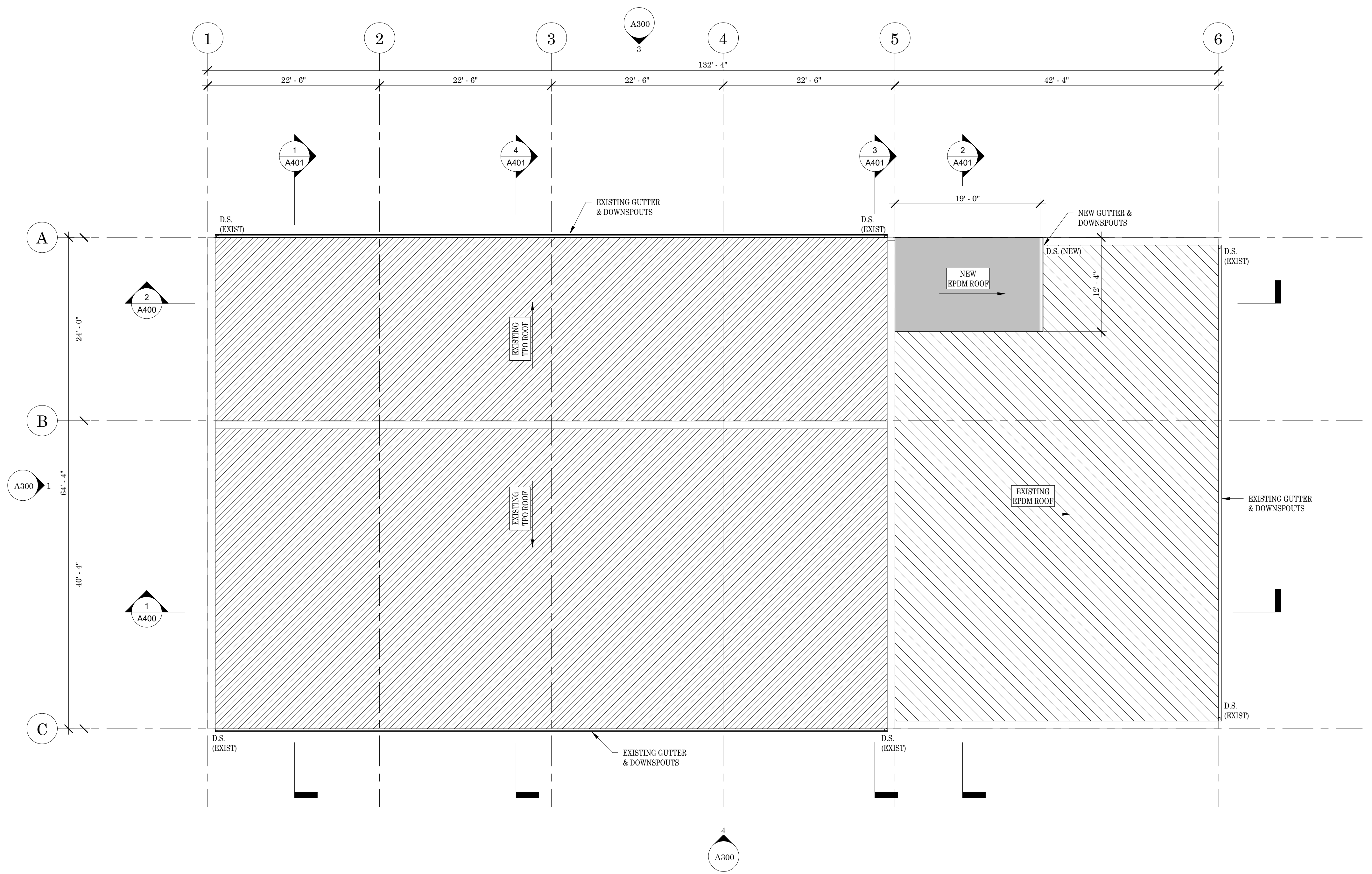
Project #: 23-018
Issued for: Concept Design
Date: 2/10/2023

Sheet Number
A110

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

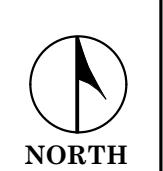


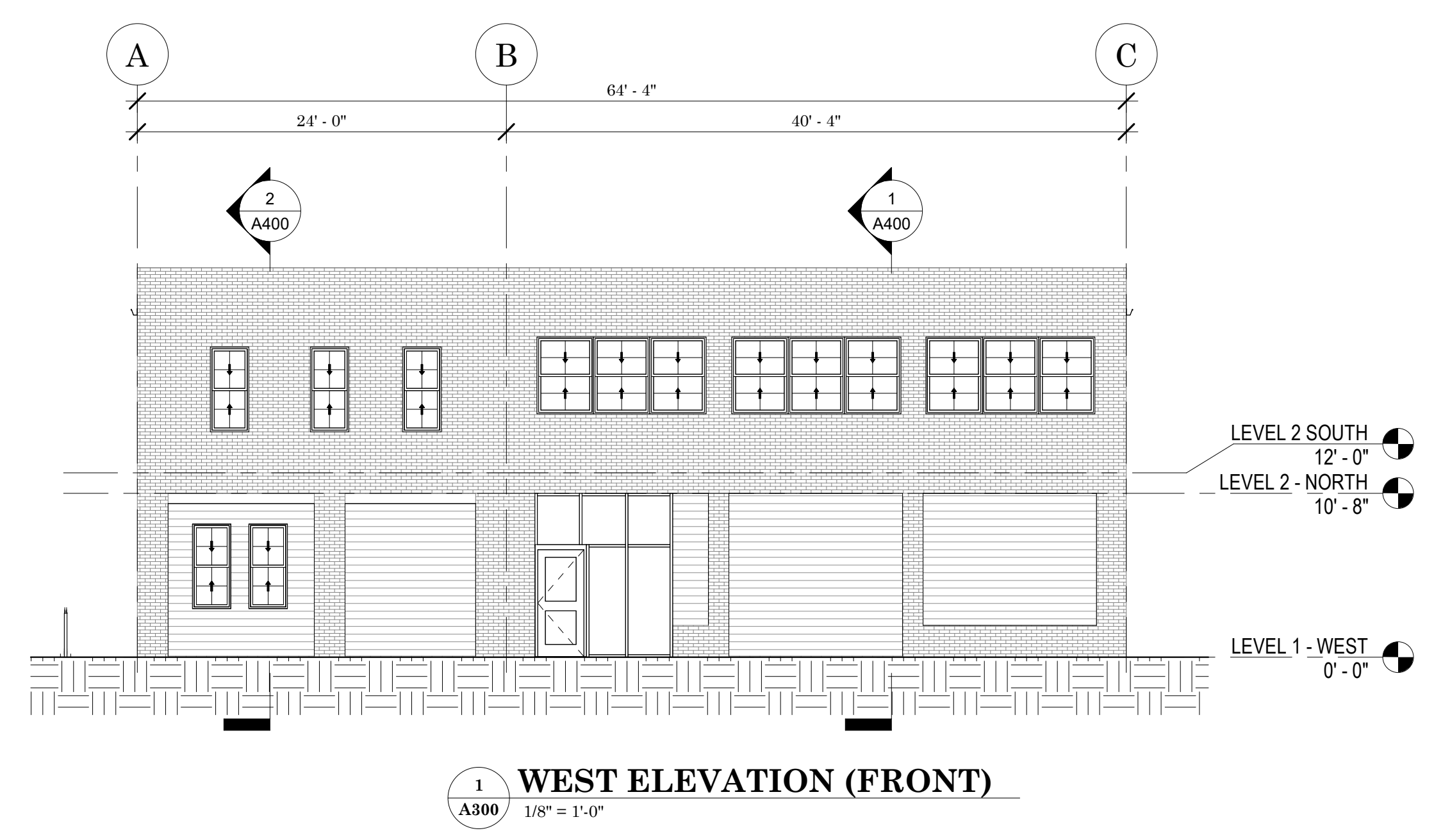
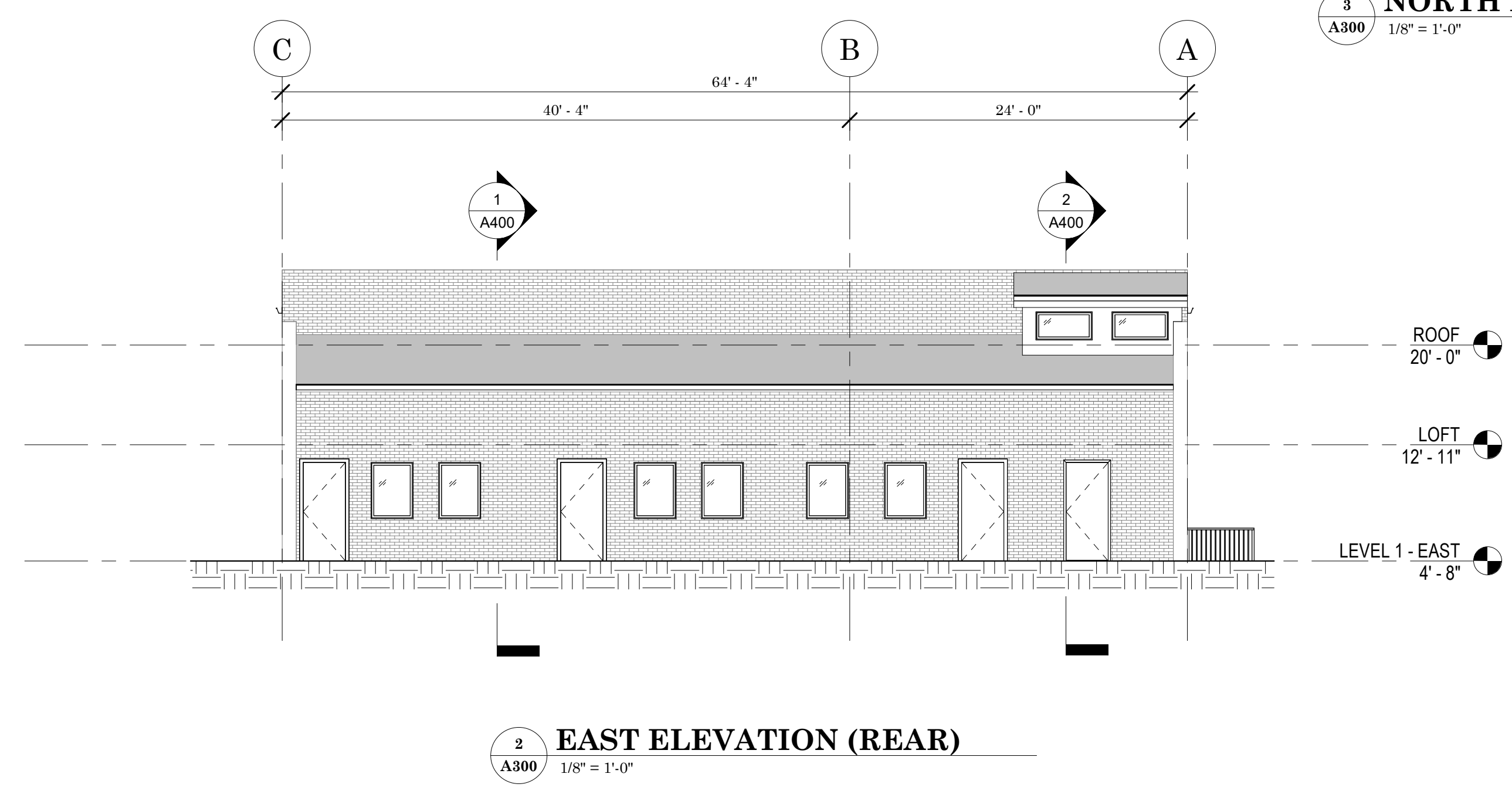
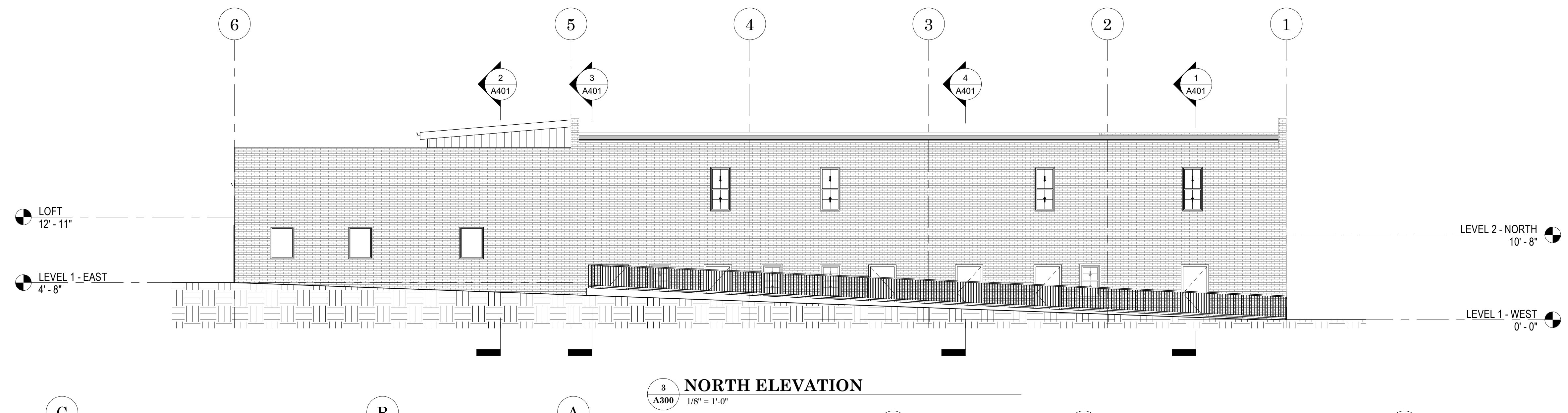
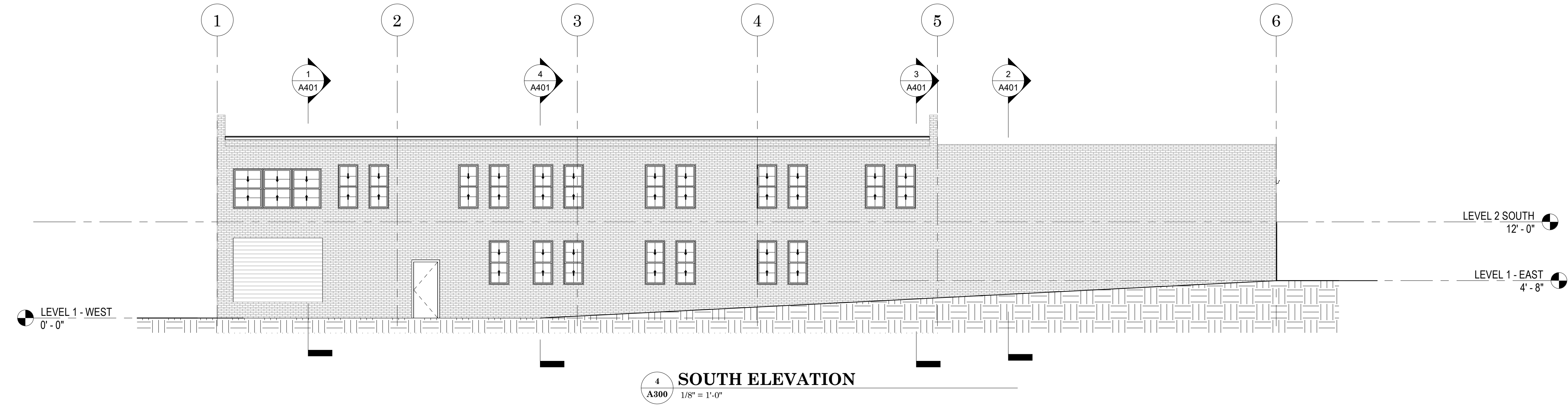
PRELIMINARY - NOT FOR CONSTRUCTION

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

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

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





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Project Name: **OLER BUILDING**

211 S. Water St
Stoughton, WI 53589

Sheet Title: **BUILDING ELEVATIONS**

Revisions:

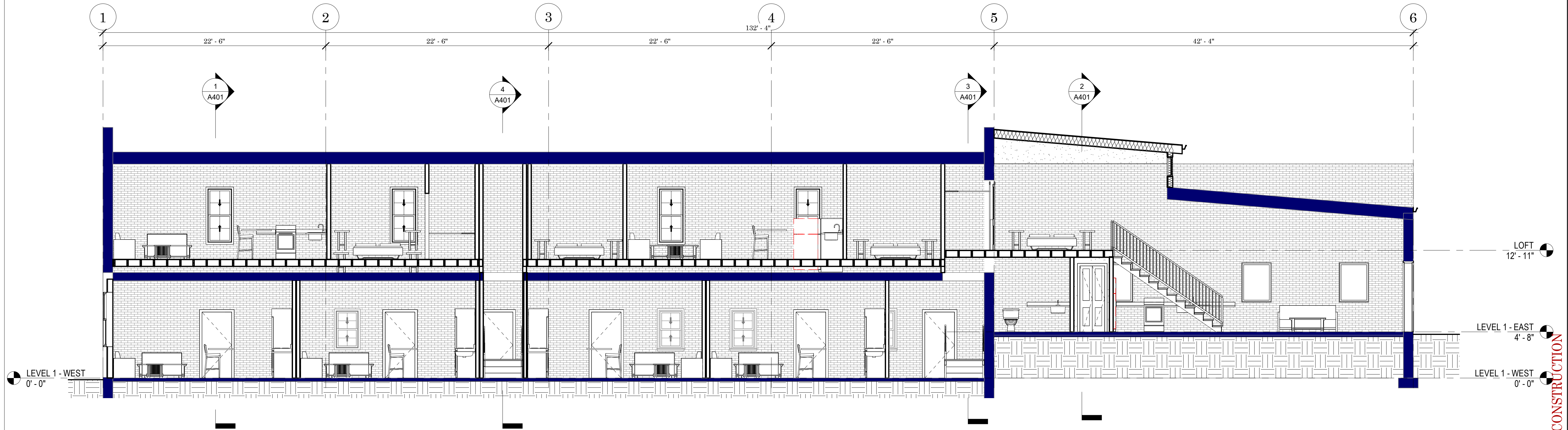
Project #: 23-018

Issued for: Concept Design

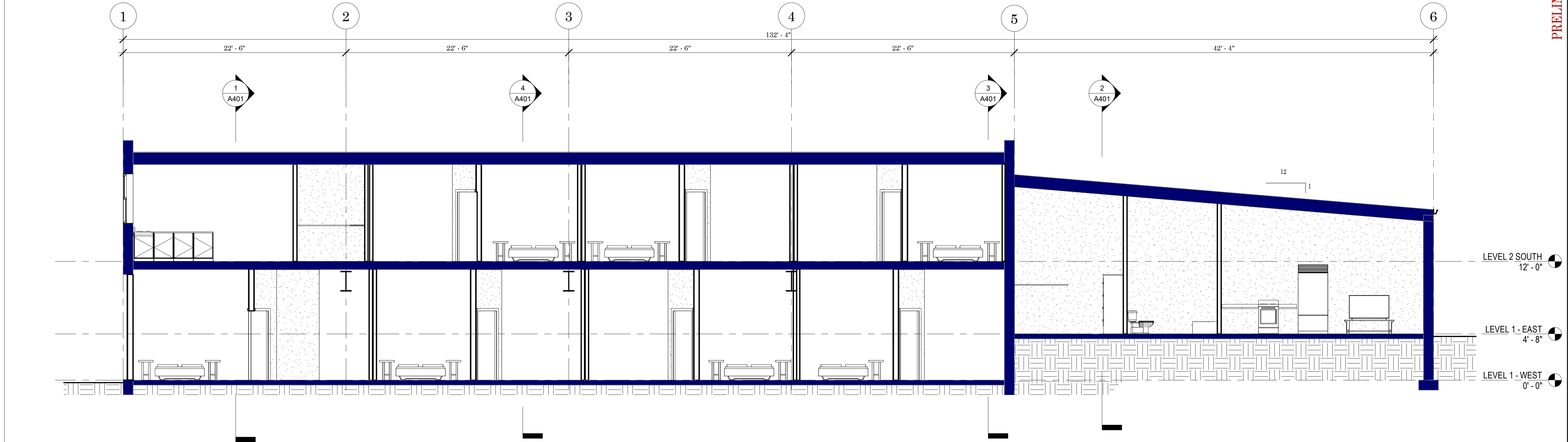
Date: 2/10/2023

Sheet Number

A300



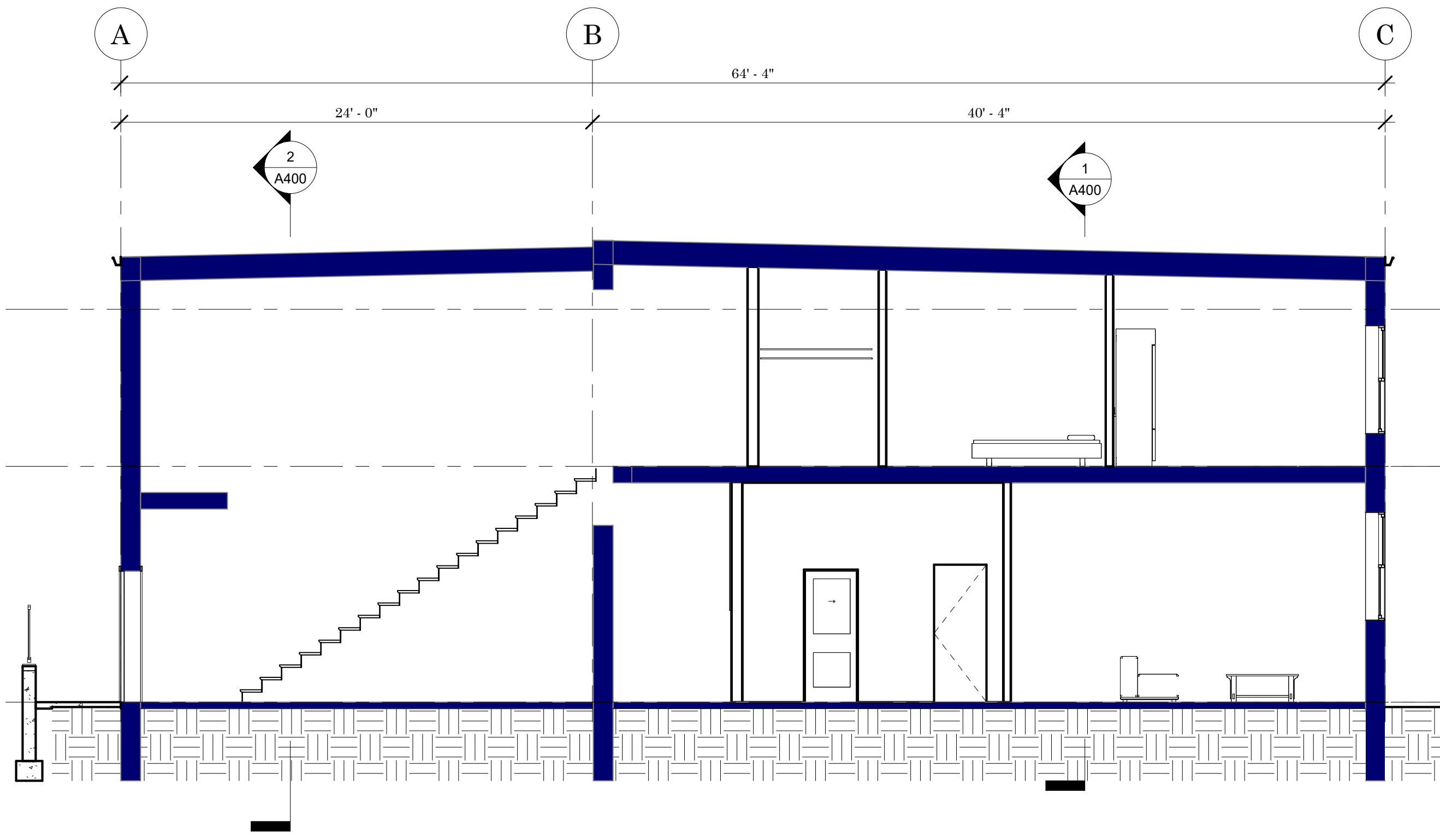
2 BUILDING SECTION - LEVEL 2 NORTH
A400 3/16" = 1'-0"



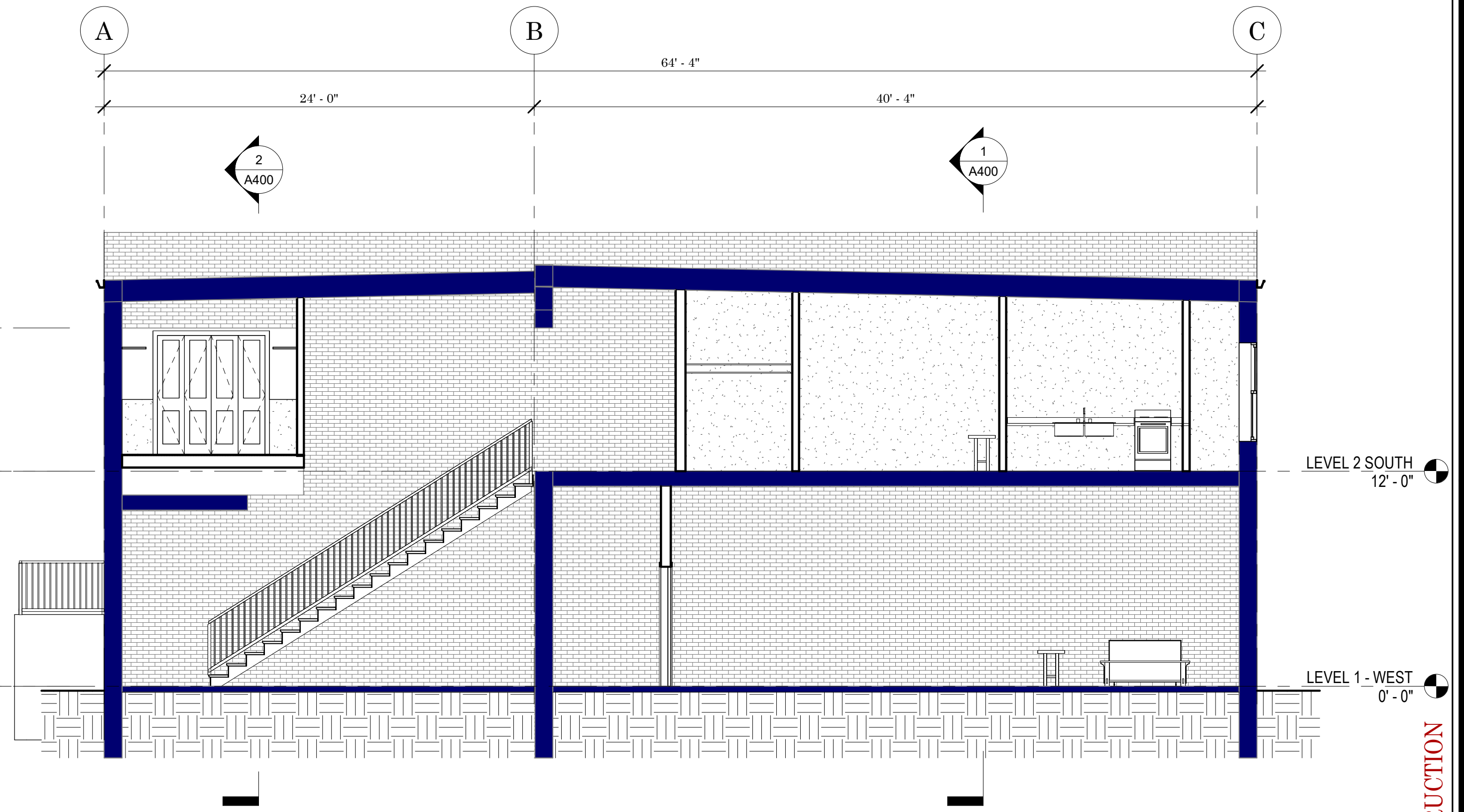
1 BUILDING SECTION - LEVEL 2 - SOUTH
A400 3/16" = 1'-0"

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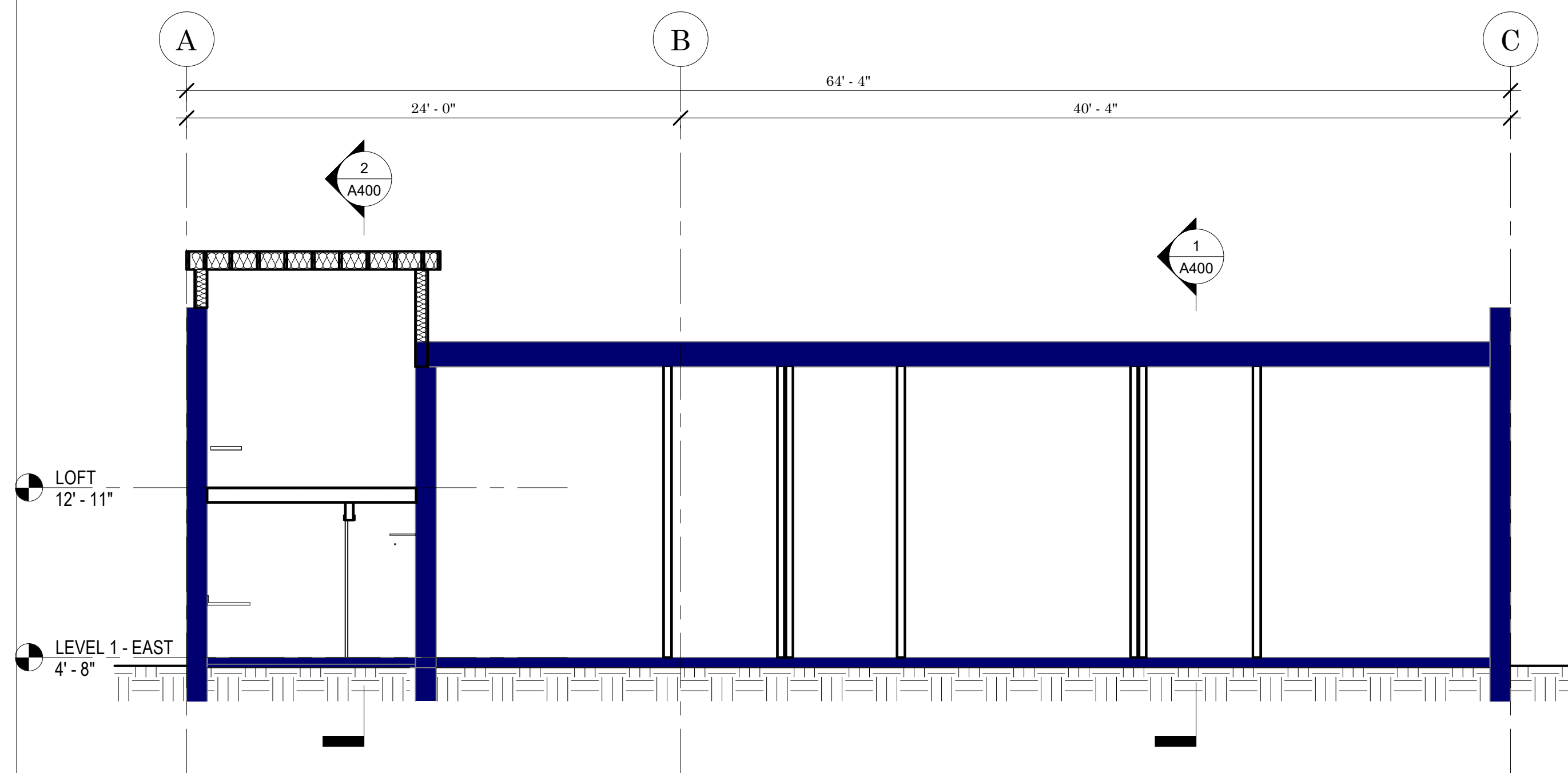
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Project #:	23-018
Issued for:	Concept Design
Date:	2/10/2023
Sheet Number	A400



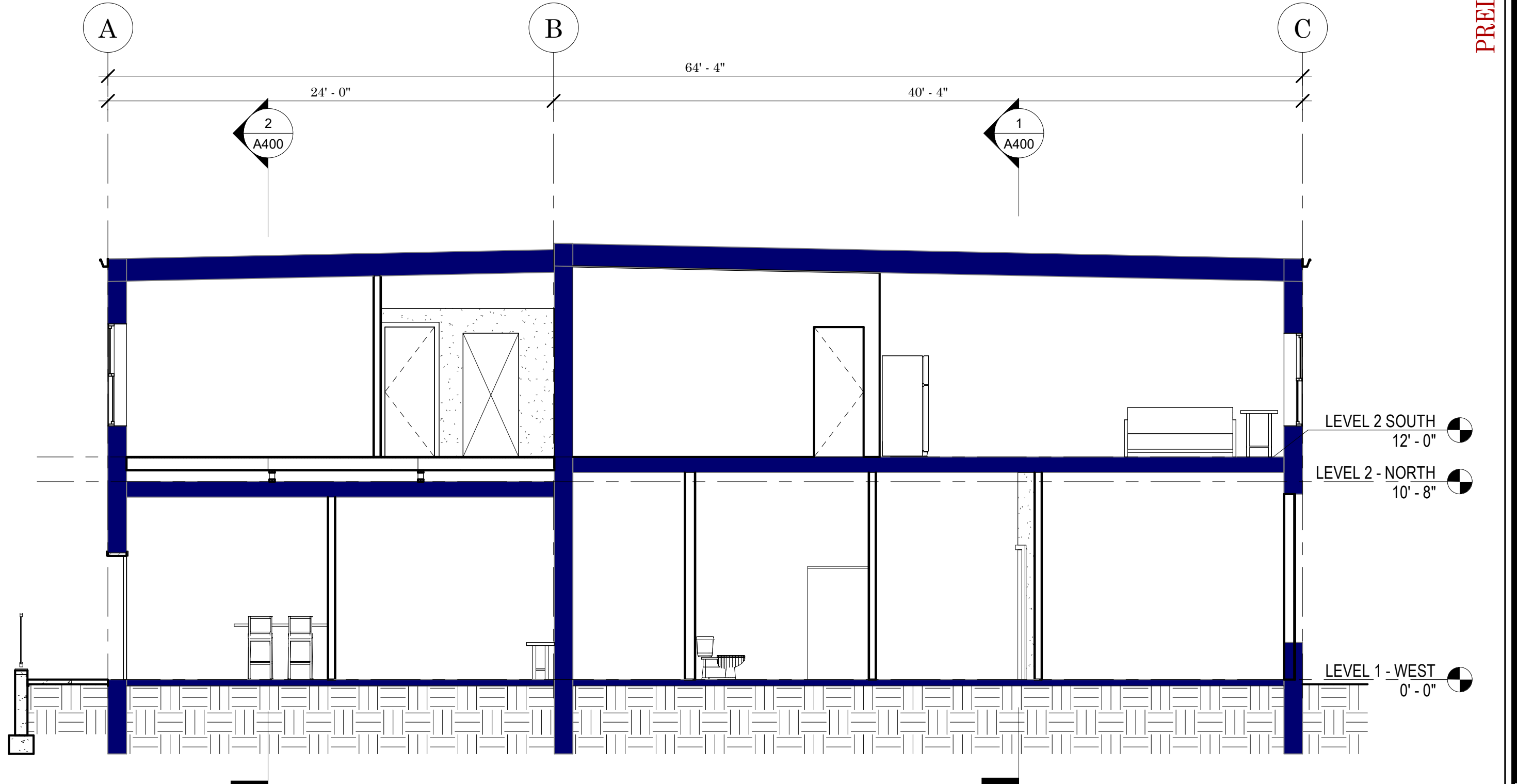
4 BUILDING SECTION #4
A401 3/16" = 1'-0"



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



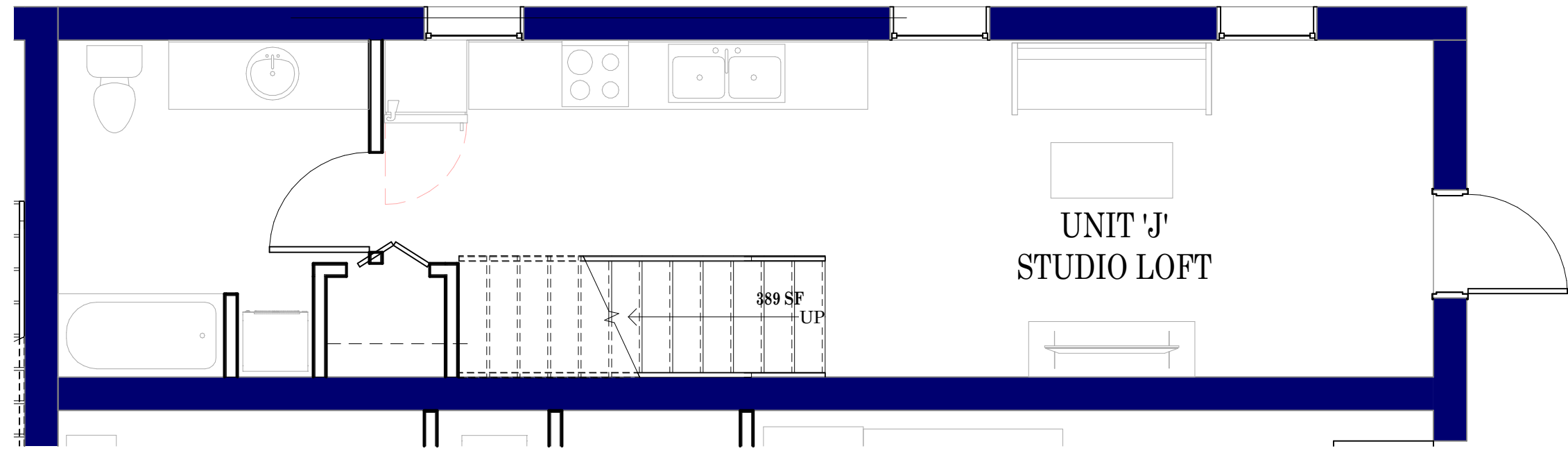
2 BUILDING CROSS SECTION #3
A401 3/16" = 1'-0"



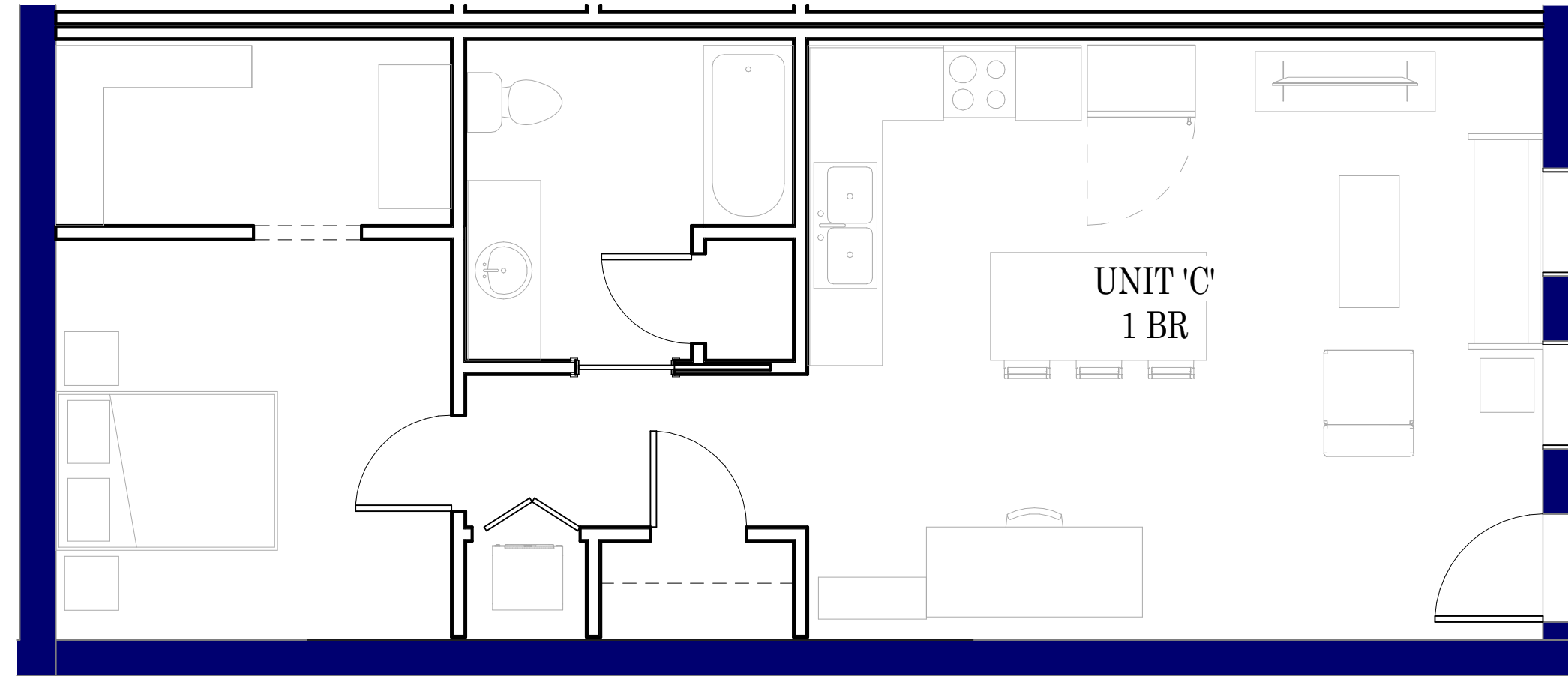
1 BUILDING CROSS SECTION #1
A401 3/16" = 1'-0"

PRELIMINARY - NOT FOR CONSTRUCTION

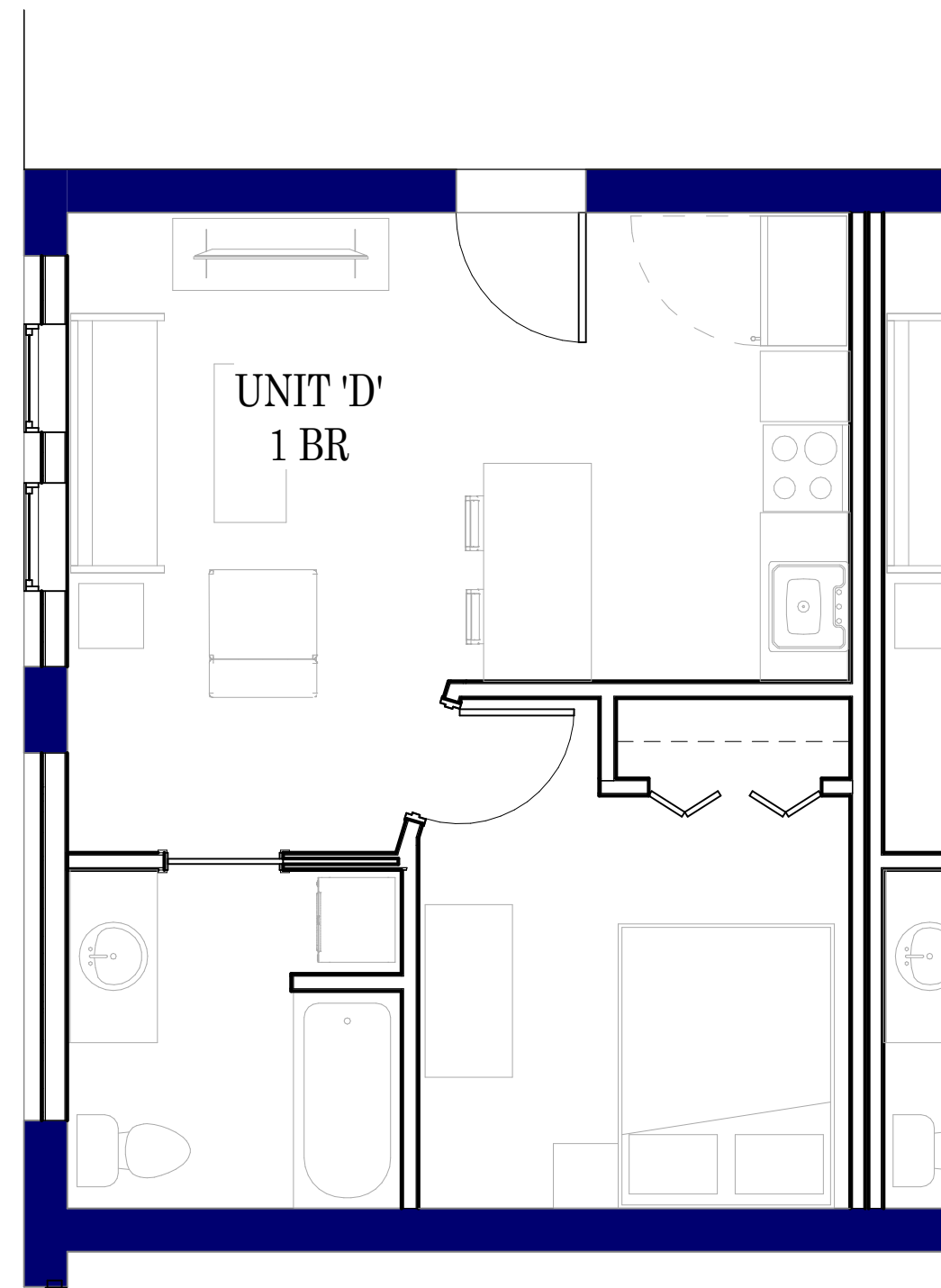
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Issued for:		Concept Design	
Date:		2/10/2023	
Sheet Number		A401	



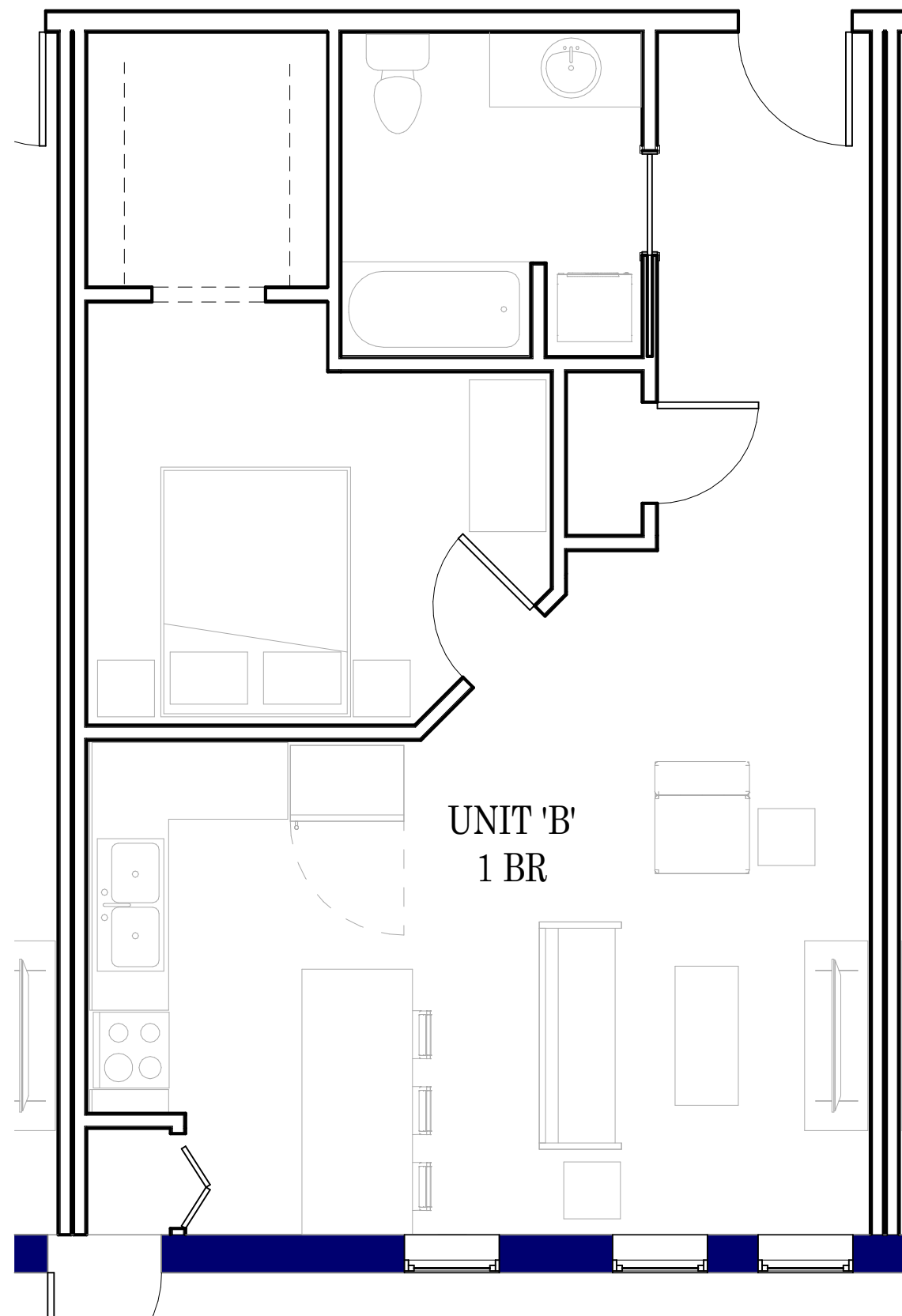
5
A600 1/4" = 1'-0"



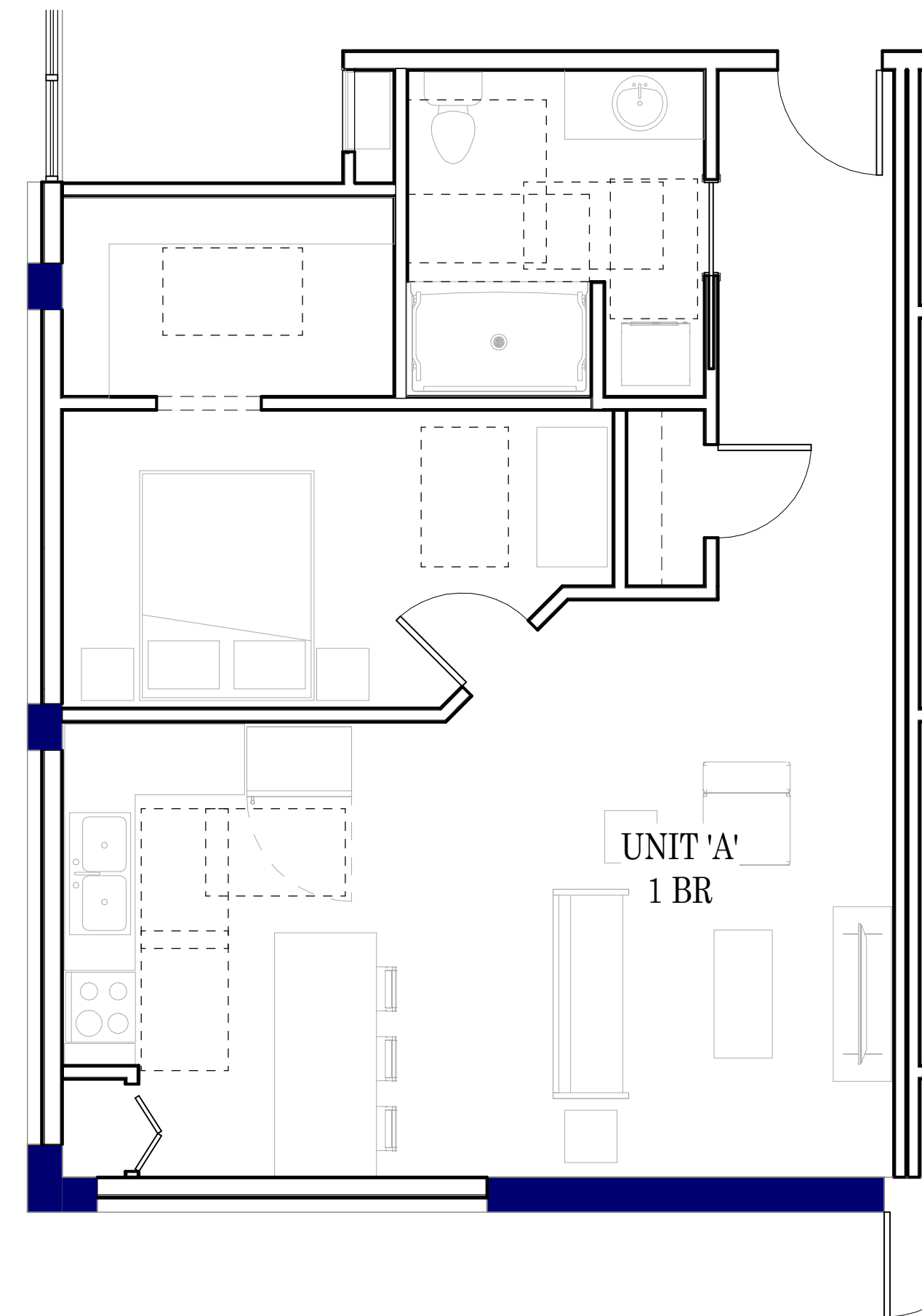
3
A600 1/4" = 1'-0"



4
A600 1/4" = 1'-0"



2
A600 1/4" = 1'-0"



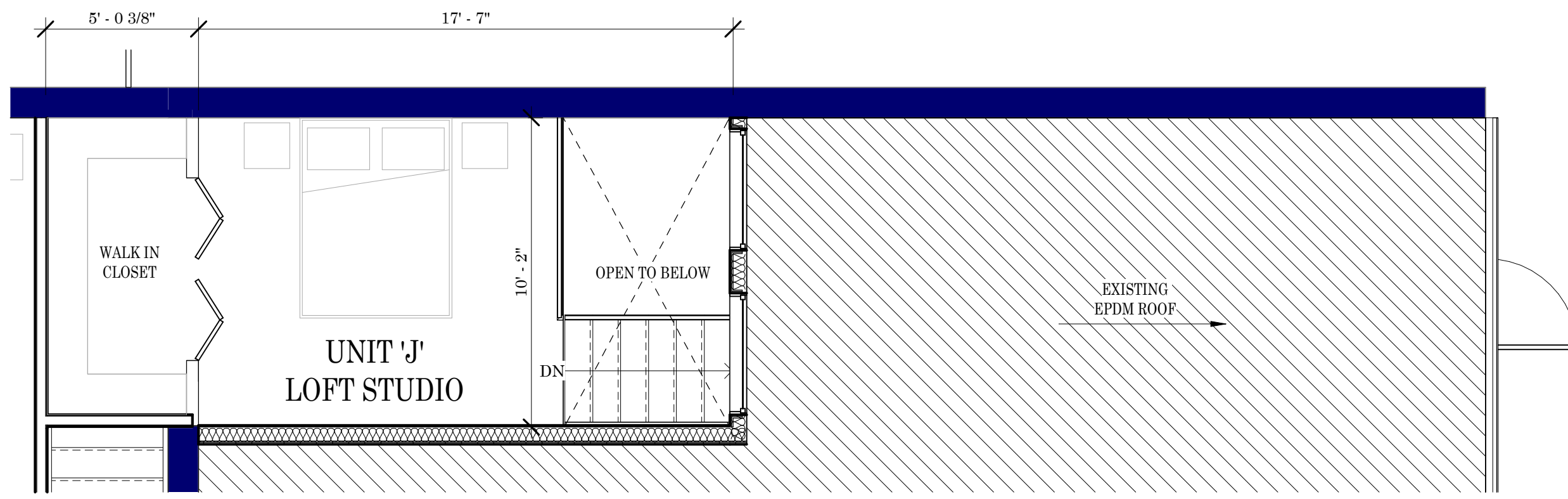
1
A600 1/4" = 1'-0"

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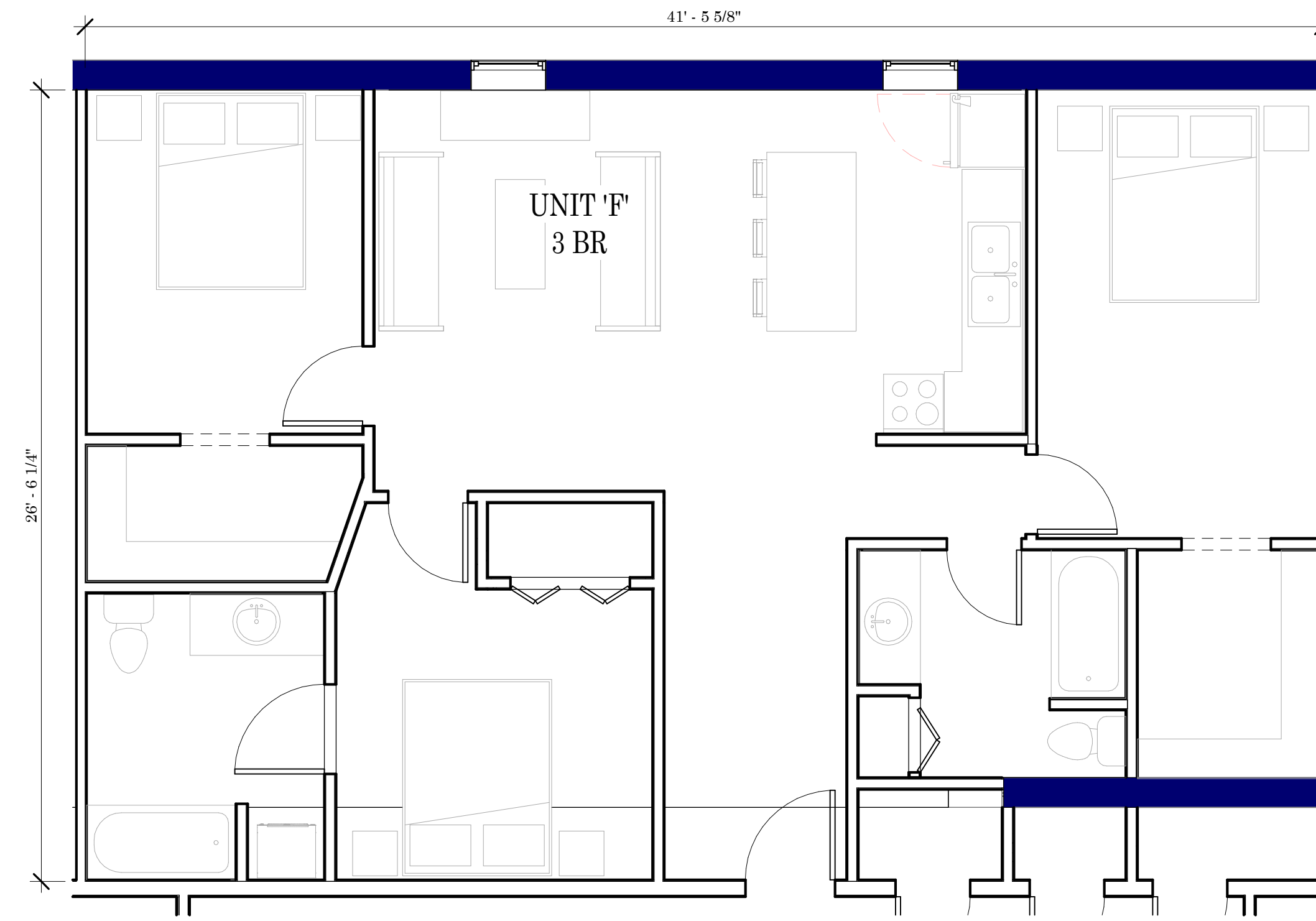
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OLER BUILDING
211 S. Water St
Stoughton, WI 53589
Sheet Title
UNIT PLANS - FIRST FLOOR

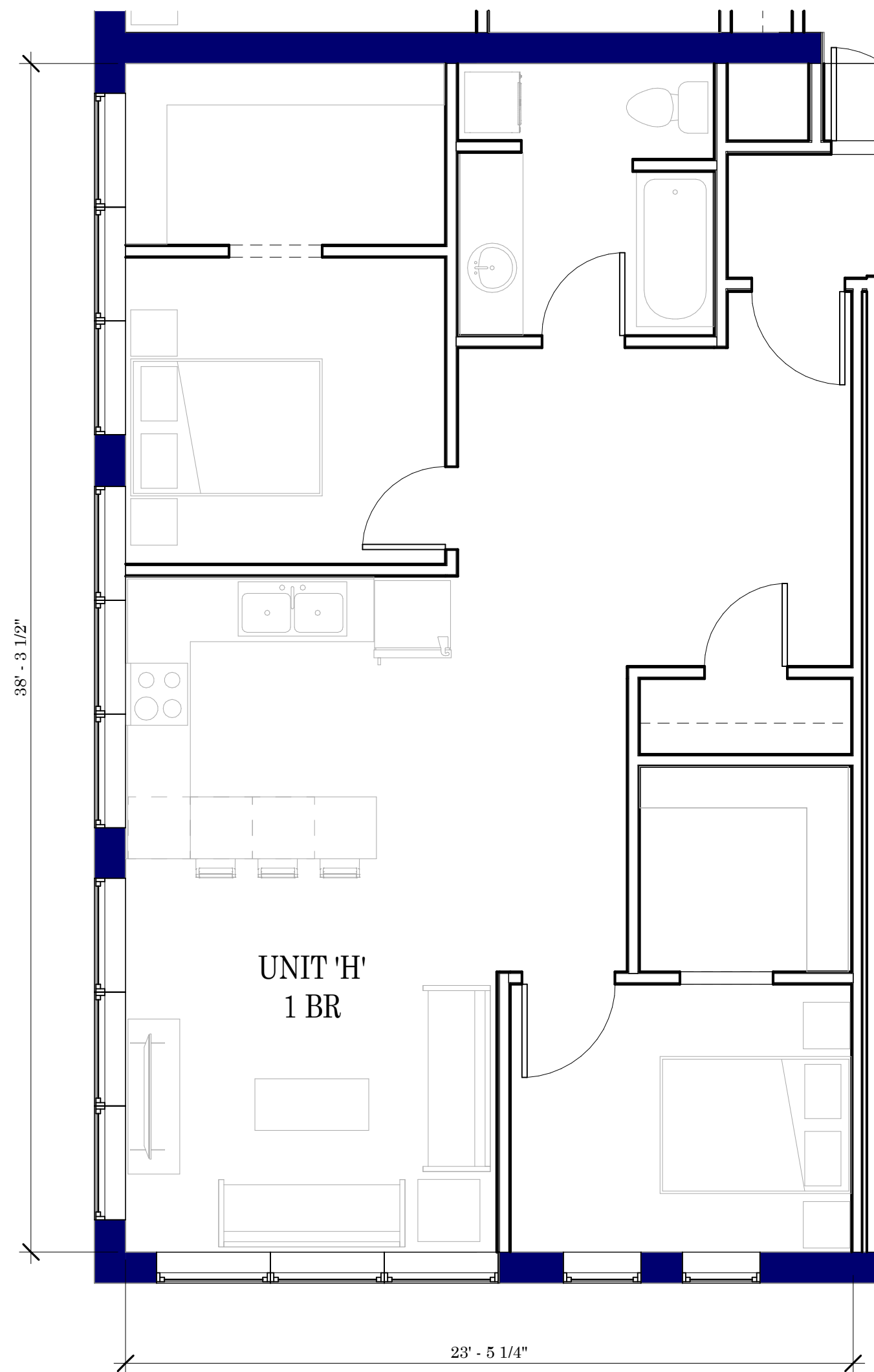
Project Name: OLER BUILDING
Project #: 23-018
Issued for: Concept Design
Date: 2/10/2023
Sheet Number: **A600**



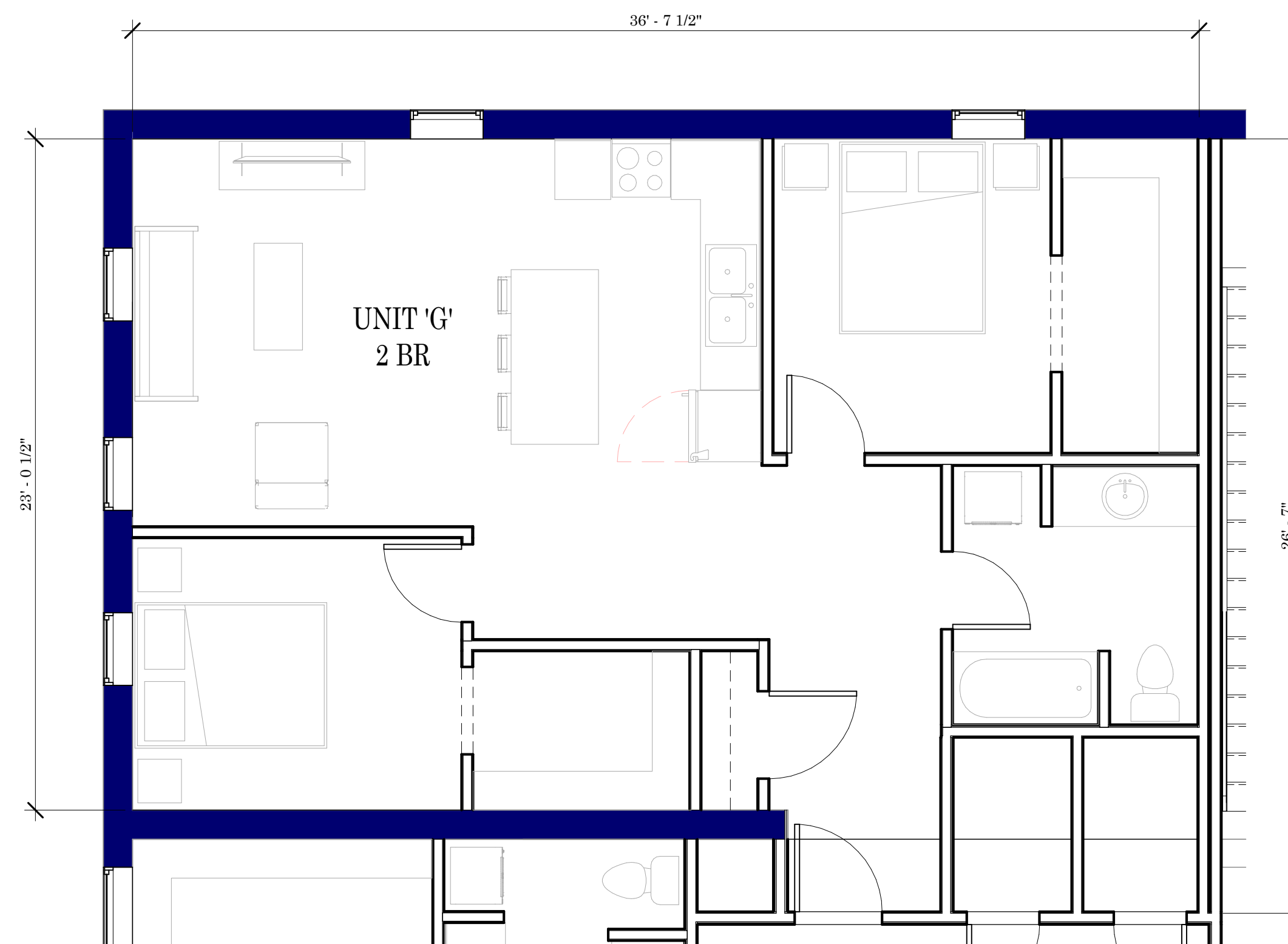
5 UNIT J (SECOND FLOOR)
A601 1/4" = 1'-0"



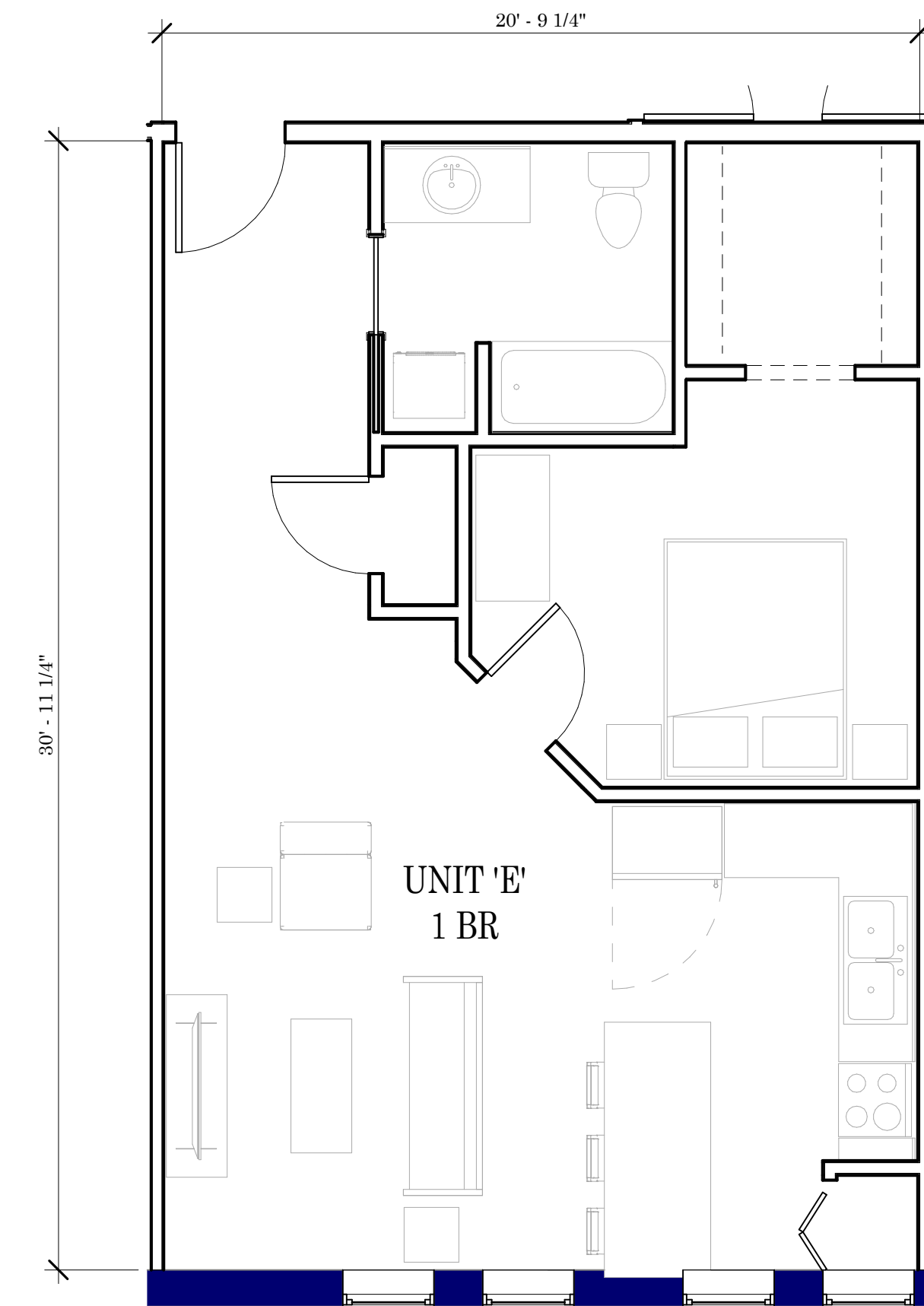
3 UNIT F (SECOND FLOOR)
A601 1/4" = 1'-0"



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

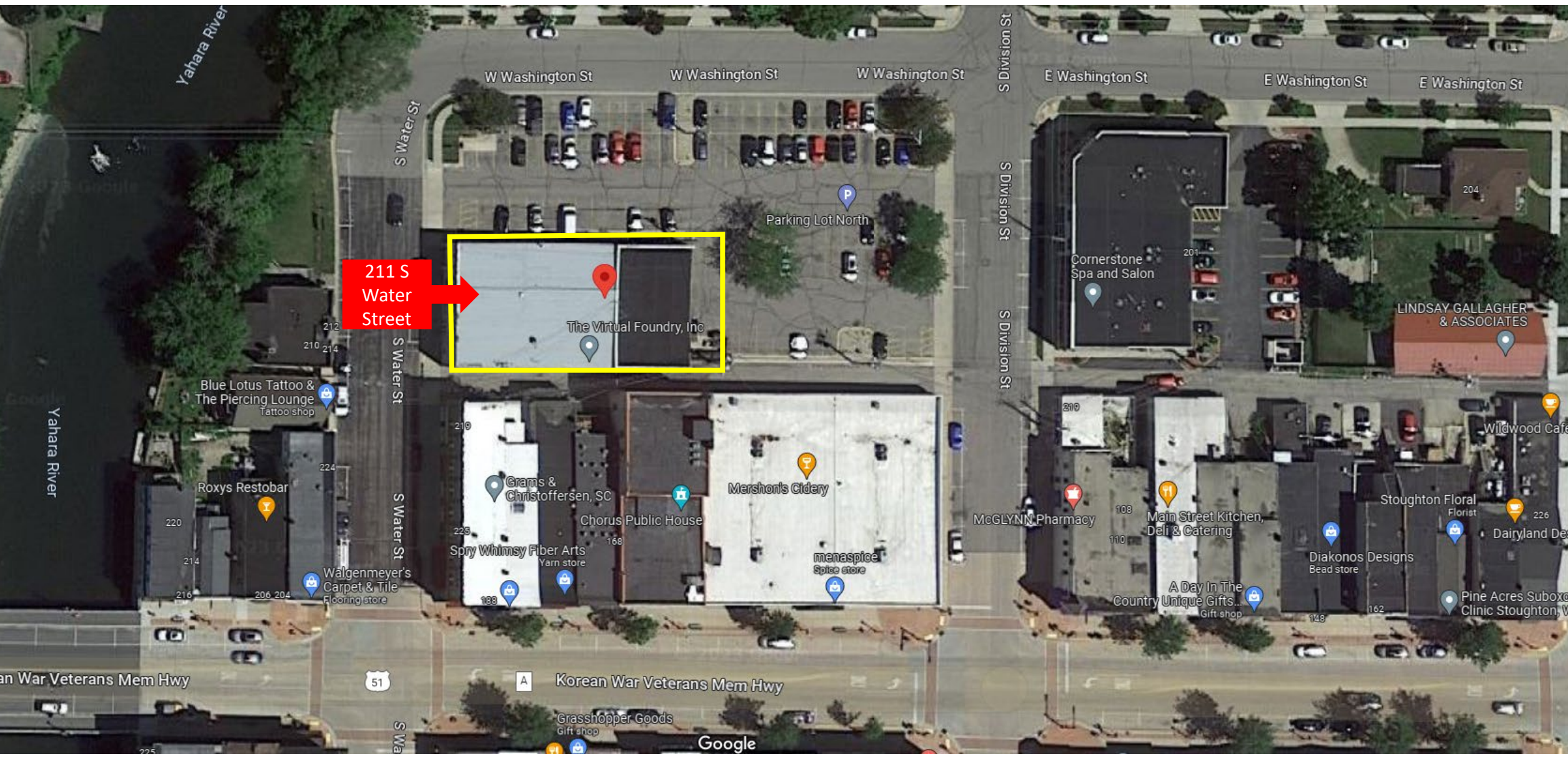


2 UNIT G (SECOND FLOOR)
A601 1/4" = 1'-0"

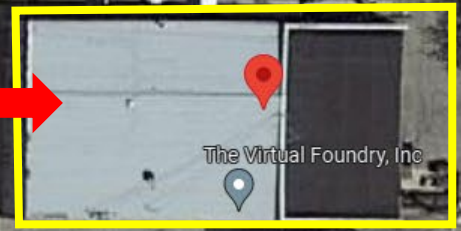


1 UNIT E (SECOND FLOOR)
A601 1/4" = 1'-0"

PRELIMINARY - NOT FOR CONSTRUCTION



211 S Water Street



The Virtual Foundry, Inc

Parking Lot North

Cornerstone Spa and Salon

LINDSAY GALLAGHER & ASSOCIATES

Blue Lotus Tattoo & The Piercing Lounge
Tattoo shop

Roxys Restobar

Walgenmeyer's Carpet & Tile
Flooring store

Spry Whimsy Fiber Arts
Yarn store

Grams & Christoffersen, SC

Chorus Public House

Mershon's Cider

menaspice
Spice store

McGLYNN Pharmacy

Main Street Kitchen,
Deli & Catering

Stoughton Floral
Florist

Diakonos Designs
Bead store

A Day In The
Country Unique Gifts...
Gift shop

Dairyland Des

Wildwood Cafe

Pine Acres Suboxo
Clinic Stoughton, W

Korean War Veterans Mem Hwy

Google

211 S Water Steet

Proposal to retrofit
current underutilized
commercial building into
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
ONE-BEDROOMS			15	\$1,047
2/2.00	2	2	2	\$1,350
TWO-BEDROOMS			2	\$1,350
3/2.00	3	2	1	\$1,700
THREE-BEDROOMS			1	\$1,700
TOTAL			18	\$1,117

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 designate ~15-20 stalls for our project, still leaving ample parking available for public use

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.