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PROJECT DESCRIPTION

The proposed project is located on approximately 34 acres at the south east corner of Moorland Road and Greenfield Avenue in New Berlin, WI, as shown on the enclosed concept site plan. Continental Properties Company, Inc. ("Continental") proposes a Class A, market-rate apartment community; 'Springs at New Berlin' on 27.37 acres of the site.

The concept site plan includes 5.43 acres for commercial development on the north side of the property, with a range of potential users including retail, service, restaurant, grocery, financial institution, and office. All potential and proposed users would fall under the proposed zoning of B-1 Shopping Center District. The concept site plan provides a shared main entrance / access point for the commercial and multi-family development, along with a connection to the existing Walmart site - adjacent and to the east.

The site is currently zoned I-1 (Institutional). The residential component of the proposed project will require a PUD in order to accommodate the proposed density and parking. The residential component has a density of 8.33 units / acre, which is lower than the typical Springs development.

The site is currently listed in the New Berlin Comprehensive Plan as C-2 (Suburban Commercial). This Future Land Use Category includes and allows for *retail sales, commercial uses, personal services, office space, and multi-family housing development*. After preliminary concept review, Community Development Staff has provided feedback that the most appropriate Future Land Use Category for multi-family residential development is Mixed-Use Residential.

Based on this initial determination that the existing Future Land Use Category will allow for multi-family only if it is directly intermixed and integrated with *retail, commercial, and office type development*, Continental is proposing an amendment to the Comprehensive Plan for the proposed multi-family apartment development portion of the site.

The proposed 19 residential buildings include a total of 228 apartment units. These buildings will offer a townhouse design featuring two stories with private, ground-level entrances to each unit. The majority of the units will have attached direct-access garages. There will be a mix of 1-bedroom, 2-bedroom, and 3- bedroom units.

The community features a clubhouse measuring approximately 3,700 SF which includes a large gathering room, fitness center, kitchen lounge area, coffee bar, and property management office space. A pool and sun deck for the residents are provided behind the clubhouse along with an outdoor BBQ area. The clubhouse and pool area are served by wireless internet service.

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The multi-family apartment building elevations provide an architectural interest with varying use of architectural accents, a large percentage of windows, and high quality materials including brick, fiber cement lap and board and batten siding. The buildings create additional architectural appeal with varied roof lines, two complimentary color schemes, and vertical and horizontal articulation.

The typical interiors of the apartment units include espresso colored cabinets, black appliances, and wood laminate flooring. Some units will be upgraded to include stainless steel appliances and granite countertops among other features.

Beyond resident amenities and high quality finishes, a sense of place is created for the community through a thoughtfully designed site plan, decorative aluminum fencing, and vehicular gated enclosure at the community entry. An emphasis on building placement puts focus on the architecture and creation of exterior courtyards. Abundant open space and landscaping and pedestrian connectivity throughout the community and forested / wetlands area foster neighbor interaction and contribute to place making.

FACTS & HIGHLIGHTS

- Springs at New Berlin benefits the community and vicinity by offering a residential product segment that is much needed in the area, and a housing type that will support regional businesses' needs.
- The residential development will be a complimentary transition between the commercial uses to the north and adjacent condos and single family residential properties. This 2 story residential product type will also have a reduced impact on traffic as compared to an increased amount of commercial, retail, or office.
- The Springs at New Berlin residents will be generating sales tax dollars by shopping and dining at local businesses. The project will also create additional real estate property tax revenue and numerous jobs in the short and long term.
- The community features two-story buildings with private, ground-level, direct access entries to each unit creating the appearance and feel of a townhouse. The architecture is enhanced to include horizontal and vertical articulation, varied roof lines, architectural accents, a variety of colors, natural materials, and a high percentage of glass.
- The community will offer exceptional interior features including cherry wood colored cabinets, black appliances and wood laminate flooring. Many units will offer upgraded finishes including stainless steel appliances and granite countertops.
- The community will attract young professionals and provide a housing option for empty nesters.
- Continental will manage the community with full time, on-site leasing and maintenance staff. Continental has an exhaustive screening process for potential residents, which includes income/credit history, rental history, and criminal background checks.

ADDITIONAL & SUPPLEMENTARY INFORMATION

- Existing Trees & Landscaping

There are over 23 acres of existing trees south of the existing Walmart, and over 13 acres of these trees are within the proposed project site boundary. An existing tree inventory survey has been performed by a local environmental consultant and has been provided as supplementary information to this submittal. Approximately 8 acres of trees were included in the tree inventory survey; which recorded the location, size, and species of all significant hardwood trees 4" DBH min in good condition, 20' deep into the existing wetland boundary.

The concept site plan retains the majority of the forested tree area between Walmart and the single family residential neighborhood to the south. As shown on the enclosed concept site plan, impacts have been reduced to less than one quarter of the entire existing forested area south of Walmart and west of the Highland Memorial Park Cemetery.

The existing natural environment and unique site conditions have been carefully taken into account during the design of the site plan, in order to minimize overall impact, ensure an attractive image, and implement ample usable open space. The typical Springs development employs native vegetation and substantial landscaping which exceeds minimal municipal landscaping requirements.

- Preservation of Existing Wetlands

There are several significant and large wetland areas within the proposed project site boundary. Continental has obtained a wetland delineation report from a local environmental consultant which has been provided as supplementary information to this submittal. There are over 227,480 SF of jurisdictional delineated wetlands that exist on site.

A preliminary concept site plan review meeting has been held with the Wisconsin DNR and the Army Corps of Engineers, and the current concept site plan has wetland impacts which have been reduced to 2,742 SF.

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- Off Site Improvements & Traffic Impact Analysis

Moorland Road has County jurisdiction, and Continental has met with Waukesha County Public Works for a preliminary concept site plan review and to discuss the traffic implications and off-site improvements associated with the proposed development. The County has agreed to the shared main entrance and full access point, the justification for the new controlled intersection / traffic light as shown on the concept site plan, and the new curb cut shown to the north.

This area is a part of the “interconnect” with WISDOT, and is also within County’s “Re-Pavement Plan” in next 5-10 years. The new shared entrance and access point / connection from Moorland Road to Walmart will be an improvement to the existing traffic infrastructure and a public / community benefit as well.

Continental had obtained a preliminary Traffic Impact Analysis which has been provided as supplementary information to this submittal, which has also been submitted to the Waukesha County Public Works for review. The Traffic Impact Analysis contemplates the associated traffic counts generated by development of the proposed concept site plan, and outlines the associated proposed off-site improvements.

- Storm Water Detention

The concept site plan considers a number of surface detention ponds totally approximately 1.5 acres. Based on conceptual engineering and pond sizing assessments, it is anticipated that the surface detention needed to accommodate the development will be approximately 2.5 to 3 acres. Therefore, it is anticipated that the surface detention ponds shown on the concept site plan will be supplemented with underground detention holding facilities. This sustainable development measure is similar to the solution for storm water detention by the adjacent Walmart development to the east.

- Utility Connections

Water: The development will connect to the existing water line within the Walmart site and the existing water line on Moorland Road. The water line will be a looped system internal to the development. It is assumed that there will be a separate meter at each building for fire and domestic water lines.

Sewer: The development will connect to the existing sanitary line in the Greenfield Avenue ROW.



COMPREHENSIVE PLAN & ZONING INFO

CURRENT ZONING:

(ENTIRE SITE) is I-1 (Institutional)

CURRENT COMPREHENSIVE PLAN:

(ENTIRE SITE) is C-2 Suburban Commercial

- This Future Land Use Category includes and allows for *retail sales, commercial uses, personal services, office space, and multi-family housing development.*

PROPOSED / CONCEPT SITE PLAN:

(NORTH PARCEL) C-2 Suburban Commercial (designation to remain)

- The proposed concept site plan includes *5.43 acres* for commercial development on the north side of the property, with a range of potential users including *retail, service, restaurant, grocery, financial institution, and office.*
- All potential and proposed users would fall under the proposed zoning of: B-1 Shopping Center District.

(SOUTH PARCEL) Mixed-Use Residential – (Multi-Family / market rate apartments)

- After preliminary concept review, Community Development Staff has provided feedback that the most appropriate Future Land Use Category for multi-family residential development is Mixed-Use Residential. Based on this initial determination that the existing Suburban Commercial Future Land Use Category will allow for multi-family only if it is directly intermixed and integrated with retail, commercial, and office type development, Continental is proposing an amendment to the Comprehensive Plan for the proposed apartments in this designated area.

The residential component of the proposed project would require a PUD in order to accommodate the proposed density and parking. The residential component has a density of 8.33 units / acre.