
Treysta on the Water

A proposed new mixed-use project by the Treysta Group, LLC

Treysta Group, LLC
PO Box 352 • Mt Horeb, Wis., 53572 • www.TreystaGroup.com • 608-514-1729

June 27, 12

The Company plans to create a new housing product to capture the high-end retail market for the next generation of renters (“Project”). It is anticipated that the Project will consist of one four-story wood frame building. There are 125 residential units in the building (with 25 units designated as work-force units and the remaining units as market rate units), 14,000 square foot of retail space and 3,000 of additional amenity for a cafe, a business center and wellness center that will be open to the public.

Location of development

The Project will be located at 320 W. Broadway in the City of Monona, Dane County, Wisconsin. Currently, this is an underutilized parcel in the the city of Monona.

According the the Broadway Corridor Plan, Lottes Park and it’s area around it would be the best focal point to the Monona Waterfront District:

“The expansion of Ed Lottes Park and its use as a focal point of the Monona Waterfront District is a key element of the plan. The new park would serve several functions. This area provides the potential for enhanced boat launch facilities as well as a site for passive recreation. The expansion and improvement of Lottes Park is viewed as a public project that would link the residential neighborhood to the north and commercial development to the waterfront.

The area of Lottes Park expansion currently occupied by residential structures, would be developed as a waterfront park and central feature of the Broadway Corridor area. It would provide visibility from Broadway to the water. It is expected that this area would be developed into what is called an urban park and would be connected to the Waterfront District walkway system, providing a continuous linear public access along the Yahara Basin. This facility could provide a setting for a variety of community functions such as farmers markets, art fair, and other community-wide gatherings.”

“The eastern portion of the Waterfront District is currently occupied by a mobile home park. This land offers the prime quadrant of the interchange

of Monona Drive and the Beltline Highway. To expand water orientation for development of this site and the extension of a pedestrian boardwalk system, the Plan envisions the ponding of an existing channel that was stagnated and bisected by the construction of the Beltline Highway. The Plan envisions aeration in the ponded area to create a point of interest and to maintain water quality in this channel that extends into the key redevelopment site.”

The site, a former mobile home park, is directly on the Yahara River with existing docking facilities already in place. The site itself is adjacent to Lottes Park, both a public park and boat dock.

Vision of development

The Project’s goal is to create a place for the community as well as a sense of community for the building residents. Cities and properties that provide outdoor connections and vast entertainment possibilities will continue to attract the young, highly-educated professionals. This property will provide Monona a waterfront community that is walkable with a variety of activities along the way allowing a center for the community for mixing uses including housing, recreation, entertainment and retail.

As such, many of the outdoor spaces as well as building services will be open to the public. In place of traditional apartment amenities, this project will encourage the sharing of both business co-working facilities, wellness center and cafe with non-residents. In addition, the project is design to bring the public from the boardwalk into the space, with an outdoor performance space and public docks.

Improvements to Lottes Park

As part of the development of this project, a TIF application has been submitted to the CDA asking for improvements to Lottes Park to help increase community engagement within the development and the rest of River Walk Place. Items requested include:

- Improved access and coordination between 320 W. Broadway parcel and Lottes Park

Currently, the intersection between the 320 W. Broadway parcel and Lottes Park is not an improved intersection. There is no clear delineation of the parcels and the egress from 320 W. Broadway is unclear. In order to provide better access to both the site and the park, we requested the city improve the intersection to provide a new entrance to the location.

- Continuation public boardwalk from current River Walk to Lottes Park

The board walk currently ends at the end of the Rutabaga property and does not connect either 320 W. Broadway or Lottes Park. To improve the community access and complete the vision of the boardwalk, we requested the city complete this boardwalk. The recommended design would have two new pedestrian bridges, one connecting the existing river walk to 320 W. Broadway and one connecting 320 W. Broadway (over the lagoon) to Lottes Park.

- Improvement of the lagoon
The current lagoon between 320 W. Broadway and Lottes Park was created as a temporary solution to water issues. With the redevelopment of 320 W. Broadway, we requested that the lagoon clean up improvements be completed.
- Improvements to Lottes Park
To provide better access to Lottes Park and to help in creating a destination area around the River Walk, we propose that the city improve Lottes Park. We recommended the following updates:
 - Improved parking and traffic flow for both boat trailers, cars as well as secure bike parking.
 - Creation of a dog park area and public bath room
- Updated dock facility to provide public boat access to River Walk
The current dock facility at 320 W. Broadway is in disrepair. There are no places along the river walk that provide access for the public to use services and the park when in a boat. We proposed that the city improve the dock facility and that the Tresysta on the Water would maintain control of the docks, allowing us to enforce security measures and ensure the docks are properly maintained.
- Development of outdoor public performance spaces on 320 W. Broadway parcel
We propose that a portion of the land on the 320 W. Broadway parcel be set aside to create a casual outdoor performance space. We proposed that the city improve the space as part of the River Walk improvements, allowing the space to be integrated in the design of the River Walk. Tresysta on the Water would maintain control of the property, allowing us to enforce security measures and ensure the site is properly maintained.

Project Amenities

The Project will include well-designed, modern personal living spaces with access to shared spaces combined with a high level of personal services such as: concierge services, rental unit housekeeping and maintenance, security, event planning, and food service.

In addition, the Project will have new technology implemented in both public and private spaces. The goal of the building is to create a home that includes automated lighting, customized web-based building service requests and LED accenting that changes based on personal preferences. Technology is also planned to reduce the energy use, improve the water efficiency and increase the overall durability of the materials within the project.

The Project will incorporate high quality products in both exterior cladding as well as interior finishes and reflect a modern design aesthetic. Individual rental units will focus on maximizing the use of space rather than counting square footage. This will result in providing spaces that appear spacious and are more flexible and stylish than other offerings within the market. In addition, the building will be certified sustainable with a Wisconsin Green Built Home certification.

Finally, the project will be Pet-friendly. Residents will be allowed to have domesticated pets and the building will offer the services needed to ensure the pets are well cared for including pet-sitting, dog-walking, dog disposal stations and more.

Project Financing

The Project is depended on two financing vehicles that require the project to start in 2012. Without these two financing vehicles, the project will not proceed in 2012.

- At present, an application has been made to the Monona CDA to ask for Tax Incremental Financing for the project. The current application requests was made with the understanding that the project would start in 2012.
- The Company is working on obtaining a Multifamily Rental Housing Construction Plus Loan and a Midwest Disaster Bonds Loan from Wisconsin Housing and Economic Development Authority (“WHEDA”). This loan program uses bonds that are issued under the authority of the Heartland Disaster Tax Relief Act of 2008. Bonds must be issued by Jan. 1, 2013.

Roof Design

The Project does recognize that the Waterfront Design districts requests that the building designs are done with pitch roofs, the project is requesting a flat roof for a number of reasons.

- Storm water management - When it rains, instead of shunted down the water through gutters to the street level, flat roofs allow the direction, filtering and storage (if necessary) of water.

- Increased outdoor space - A flat roof design allows the building to create a roof-top patio and entertainment space for the residents.
- Increased green space - A flat roofs offer another way to bring plants into the project. More plants bring cleaner air to an area. During photosynthesis, plants use the carbon dioxide spewed by cars, trucks and even people and turn it into fresh, pure oxygen.

Control of the land

On May 10, 2012, Treysta Holdings, LLC made an accepted offer to purchase a parcel located at 320 W. Broadway, Monona, Wisconsin. The accepted offer has a number of contingencies including obtaining the necessary permits from the city of Monona and the approval of TIF financing as well as construction financing. The closing on the parcel shall take place within 240 days of the Effective Date of the Offer (December 9, 2012) unless extended for an additional 120 days (April 8, 2013).

Design Concepts

The Design Concept for Treysta on the Water is based on the desire to create a signature building appealing to the targeted market of young, urban professionals that will enhance its immediate surroundings and the Monona community.

The Site Design is developed to take full advantage of its water frontage. The building footprint maximizes views to the water and focuses outdoor amenities; boardwalk, plaza, dock, performance space, and outdoor seating to water connectivity. It also allows public connection and use of these spaces as well as the retail and restaurant spaces. Parking is located below the building and to the north of the site along W. Broadway.

The Architectural Design is reflective of a number of influences. The Broadway Corridor Plan (1989) requests “The forms should be translated into a contemporary architectural statement that meets current functional needs and possesses the simplicity and strength of the original (shingle) style”. The project, while not a historical shingle style building, makes a more contemporary reinterpretation of a number of shingle style elements.

One of the main components of shingle style architecture is an exterior cladding of shingles. Our project will emulate this in a more contemporary expression with folded seam metal panels as one of the exterior cladding materials.

Shingle style architecture is also known for its horizontal reading broken with steps in the building mass and the addition of towers or turrets along its facade. Our project recalls this, again in a contemporary fashion, with the step in the building on the southwest leg, the bumped up tower elements along the top of the building and the unique curving roof

form above the entry section of the building. This curving form also helps create a signature element to the building playfully celebrating its water setting with its wave like form.

Shingle style buildings historically have a heavy base, usually of stone, to anchor the building to its site. Our more contemporary expression of this is using precast concrete to create this strong base from which the building can grow.

The materials for our project, precast concrete, metal panel, composite wood or fiber cement would generally be expressed in earth tones and a range of grays in keeping with shingle style expression. We are considering a “Pop” of color with green metal panel to add an additional level of energy and excitement to the material palette.

The contemporary architectural expression found in our project recalls and reinterprets a number of shingle style elements in a modern way. This progressive approach responds to the Architectural Design Guidelines and to the project goals for Treysta on the Water.

Proposed setbacks from the water

We have matched recent and adjacent properties per direction of planning department for all set-backs to the water.

Plans for fire-truck access

Fire truck access is intended on east side of building on grasscrete or cellular planted path at 20’ width. Enlarged boardwalk on east of building could also provide fire truck access.

Plans for types of retail uses and the waterfront restaurant

Treysta on the Water plans to incorporate eating, business, and entertainment venues within the community. Planned mixed use services include an in-house cafe and residence bar, a destination restaurant, some retail, and a co-working facility.

Parking

Currently, the parking density are lower than asked for within the the development, we have a number of optional solutions to satisfying the city. See attachment for more detail. Thee possible solutions include:

- Relayout of the surface parking lot, which will reduce the amount of green space within the lot
- A lease agreement with the surrounding buildings to allow parking on evenings and weekends, when there will be conflict parking needs from the residents and the retail business

- Additional surface parking created in a lot across the street from the development.
- The inclusion of a community car (or multiple cars) for use of the the residents within the building.

Additional Attachments:

- Storm water management and Lot Coverage Ratios

Madison Regional Office

161 Horizon Drive, Suite 101
Verona, WI 53593
p 608.848.5060 f 608.848.2255

Milwaukee Regional Office

N22 W22931 Nancys Court, Suite 3
Waukesha, WI 53186
p 262.513.0666 f 262.513.1232

Kenosha Regional Office

6520 67th Street
Kenosha, WI 53142
p 262.925.8367 f 262.925.8362

Fox Valley Regional Office

3215 W. Lawrence Street Suite 6
Appleton, WI 54914
p 920-733-2800 f 920-733-2801

Memorandum

www.jsdinc.com

To:

From: Wade Wyse

Re: Conceptual Civil Design

JSD Project #: 12-5081

Date: 06-25-12

cc:

This memo is intended to provide conceptual design / site due diligence for the proposed Madison Apartments project on the Yahara River in the City of Monona. Specifically, the memo addresses the site utility connections and stormwater management guidelines.

Zoning:

- The site is located in a Community Design District. This District allows for flexibility in the design standards for the development of the parcel. The proposed development shall be designed in accordance with typical engineering design standards to effectively implement the specific functions of the building on the lot without compromising public health, safety and welfare.
- A portion of the site is also in the Flood Fringe District as defined by the area within 100-year floodplain on the project parcel. Fill can be placed in this area as long as there is an equal amount of compensatory storage located elsewhere on the lot.
- The lowest opening on the building must be a minimum of two-feet above the floodplain elevation. This may require considerations for a water proof basement.
- No wetlands have been identified on this site as part of the official Wisconsin Wetland Inventory Map.
- A Landscape Plan will be prepared with special care taken to identify the species and caliper size of all the existing trees and proposed trees. Care will be taken to save and protect existing trees where possible. Preservation of existing trees will help meet the Landscape Points requirements for the site.

Site Utilities:

- The existing site is served by a water line that enters the site from the main line within the south side of West Broadway.
- The proposed development will be served by the existing site water service. It is assumed that this existing service is a minimum of 6-inches and is adequate in size and pressure for this use. Hydrants will be installed as necessary for site fire protection requirements.
- There is an existing 60-inch Madison Metropolitan Sewerage District (MMSD) interceptor main running through the south side of the parcel. In addition, there is an existing 8-inch city owned sanitary sewer line located within West Broadway
- The proposed site sanitary sewer connection will be to an existing manhole on the 60-inch MMSD interceptor main near the south wall of the proposed building. To provide gravity drainage to the manhole, the basement elevation of the building will need to be a minimum of approximately 842.0.
- The MMSD line has an assumed 30-foot easement and requires service connections to be at manholes.
- The existing site does not include any storm sewer. The entire site sheet flows directly into the Yahara River and associated lagoons.

- The proposed site will have a minimum of one point discharge location into the adjacent water bodies. The site storm sewer system will capture the rooftop water and the treated discharge from the proposed parking areas and discharge into the adjacent water bodies. The new hardscape proposed around the building adjacent to the water body will sheet flow directly into the water ways.
- The site will be designed to meet the requirements of all applicable permits, including, but not limited to the Department of Safety and Professional Services General Permit for exterior site utilities.

Stormwater Management:

- The proposed site will be built on what was until recently (see site survey dated 12-27-2005), a trailer park. The existing impervious area ratio for Parcel E (135,318 sf) is 47.8 percent (64,725 sf), which includes the rooftop area of the trailers located on the site based on the date of the survey. The proposed impervious area ratio is 54.9 percent (74,328 sf). This assumes that the boardwalk area adjacent to the water bodies (20,844 sf) is considered green space and the proposed green roof (33,068 sf) is considered impervious. Therefore, the site is considered a redevelopment site within the shoreland zoning area.
- The site will meet all applicable regulations associated with a redevelopment site in a community design and flood fringe district zoning area including water quality treatment (40% reduction of total suspended solids and oil and grease treatment), water quantity treatment (runoff rate control for the 2- and 10-year storm events to pre-development conditions) and safe conveyance of stormwater runoff.
- The site will be internally drained within a site storm sewer system, treated and discharged offsite directly into the adjacent water bodies.
- The clean rooftop water will be captured and discharged directly into the adjacent water bodies.
- The stormwater from the new parking lot areas will be captured and conveyed into a bioretention system which will provide the required water quality treatment. Following treatment, the stormwater will be discharged into the adjacent water bodies.
- The site will be designed to meet the requirements of all applicable permits, including, but not limited to the City of Monona Erosion Control & Stormwater Management Permits, Capital Area Regional Planning Commission Minor Change to the Environmental Corridor, and the Water Resources Application for Project Permits including coverage for stormwater management, erosion control, and work on waterways and wetlands.



**CITY OF MONONA ZONING PERMIT
APPLICATION
PETITIONER AND OWNER INFORMATION**

For More Information See Ch. 13 of the Monona
Municipal Code of Ordinances for Zoning Standards and
Application Procedures at www.monona.wi.us

Zoning Permit Number: _____

Petitioner's Name: Treysta Holdings, LLC Phone: 608-514-1729

Address: PO Box 352 City: Mt Horeb Zip: 53572

Fax: _____ Email: rlp@treystagroup.com

Robin J Pharo

(Petitioner's Signature)

6/24/12

(Date)

Property Owner's Name (if different)*: _____ Phone: _____

Address: _____ City: _____ Zip: _____

Fax: _____ Email: _____

(Owner's Signature)

(Date)

** A Letter of Authorization is required from the Property Owner, if the Petitioner is not the Property Owner.*

Business Name: Treysta Holdings, LLC

Property Address: 320 W. Broadway

Lot Area: 1.324 acres Zoning classification: Community Design District

The property's current use(s): The site was a mobile home park but isn't currently in use

Description of Request for:

Zoning Permit Sign Permit or Special Exception

Prehearing conference Variance (See special forms required)

Re-Zoning Appeal of a Plan Commission decision

Subdivision and Platting Request

**Please attach a letter describing your proposal and the reasons for this request.
Please also email electronic copies of your plans and a written description of your proposal to
PKachelmeier@ci.monona.wi.us.**



**TREYSTA GROUP APT. BLDG.
PARKING ANALYSIS**

REQUIRED PARKING	Parking Requirements	S.F. Proposed	Units Proposed	Units	Notes
Retail - 1 Space per 300 S.F.	1 Space / 300 s.f	10,000		33	
Restaurant - 1 Space per 3 Seats or 1 Space per 35 S.F.	1 Space / 3 Seats	4,000		40	Assuming 120 seat restaurant
1 Bedroom - 1.5 Spaces / Unit	1.5 Spaces / BDRM		60	90	
2 Bedroom - 2 Spaces / Unit	2 Spaces / BDRM		65	130	
Total Required Parking Spaces				294	

PROPOSED PARKING

Parking Spaces - Currently Below Grade				122	
Parking Spaces - Currently on Grade				41	
TOTAL SPACES				163	
PARKING SPACES SHORT				131	

**CITY OF MONONA
PRELIMINARY DEVELOPMENT AGREEMENT**

DEVELOPER: Treysta Group, LLC
ADDRESS: PO Box 352
CITY/STATE/ZIP CODE: Mt Horeb, WI 53572

DEVELOPMENT: Treysta Holdings, LLC (dba Treysta On the Water)

WHEREAS, the developer described above (hereinafter the "DEVELOPER") desires to subdivide and/or commence development of certain lands within the City of Monona (hereinafter the "CITY") specifically described above (hereinafter the "DEVELOPMENT") which requires the CITY to conduct certain administrative, engineering, legal and fiscal review of the DEVELOPMENT pursuant to the Monona Code of Ordinances (hereinafter "REVIEW SERVICES").

WHEREAS, DEVELOPER acknowledges that the REVIEW SERVICES requires the expenditure of funds by the CITY due to the involvement of CITY staff and consultants; and

NOW, THEREFORE, in consideration of the CITY providing the REVIEW SERVICES and for other good and valuable consideration, the receipt and sufficiency of which the DEVELOPER hereby acknowledges, the DEVELOPER agrees as follows:

1. PAYMENT FOR REVIEW SERVICES. The DEVELOPER agrees to pay all costs incurred by the CITY for the REVIEW SERVICES. The CITY'S costs shall be determined as follows:

A. The cost of CITY employees' time engaged in any way with the REVIEW SERVICES based on the hourly rate paid to the employee multiplied by a factor determined by the City Clerk to represent the CITY'S cost for expenses, benefits, insurance, sick leave, holidays, vacation and similar benefits.

B. The cost of CITY equipment employed.

C. The cost of mileage reimbursed to CITY employees which is attributed to the REVIEW SERVICES.

D. The actual costs of CITY materials incorporated into the REVIEW SERVICES, including transportation costs plus a restocking and/or handling fee not to exceed ten percent (10%) of the cost of the materials.

E. All consultant fees, including but not limited to legal and engineering, at the invoiced amount plus administrative costs.

F. All other costs incurred by the CITY which are directly attributable to the REVIEW SERVICES of the DEVELOPMENT pursuant to Title 14, Monona Code of Ordinances.

Unless the amount totals less than fifty dollars (\$50.00), the CITY shall bill the DEVELOPER monthly for expenses incurred by the CITY. Amounts less than fifty dollars (\$50.00) shall be held for billing by the CITY until amounts total more than fifty dollars (\$50.00) or until the conclusion of project activities. Upon each billing, the CITY shall draw upon the letter of credit described below as payment. In the event a billed amount cannot be paid from said letter of credit, the DEVELOPER agrees to pay said amount in full within 30 days of billing. Statements outstanding for more than thirty (30) days shall accrue interest at the rate of one and one-half percent (1-1/2%) per month. DEVELOPER agrees to pay all costs of collection, including reasonable attorneys' fees.

2. GUARANTEE OF PAYMENT. In order to guarantee timely payment for the REVIEW SERVICES, the DEVELOPER shall undertake the following actions, at the discretion of the CITY.

A. ESCROW ACCOUNT. The DEVELOPER shall deposit in the ESCROW ACCOUNT established by the City Treasurer the sum of \$ _____ to guarantee the timely payment for the REVIEW SERVICES. The CITY shall not commence any REVIEW SERVICES until the DEVELOPER establishes the ESCROW ACCOUNT. The ESCROW ACCOUNT shall not bear interest. In the event the amount deposited with the City Treasurer falls below 25% of the initially deposited amount, the CITY may request the DEVELOPER to replenish the ESCROW ACCOUNT to the original required amount, which the DEVELOPER agrees to do within 7 days of such request. In the event DEVELOPER defaults in establishing or replenishing the ESCROW ACCOUNT, the CITY shall have the right to immediately cease all REVIEW SERVICES concerning the DEVELOPMENT.

The CITY shall refund to the DEVELOPER all funds remaining in the ESCROW ACCOUNT after full payment for all REVIEW SERVICES within 15 days after completion of all REVIEW SERVICES and full payment thereof.

B. LETTER OF CREDIT. The DEVELOPER shall file with the CITY an irrevocable letter of credit (hereinafter "LETTER OF CREDIT") from a financial institution, and under terms, acceptable to the CITY. The LETTER OF CREDIT shall be in the amount of \$ _____. The CITY shall not commence any REVIEW SERVICES until the DEVELOPER files the LETTER OF CREDIT with the CITY. In the event the remaining balance of the LETTER OF CREDIT falls below 25% of the initial amount, the CITY may request the DEVELOPER to replenish the LETTER OF CREDIT in an amount determined by the city planner to approximate the remaining cost of the REVIEW SERVICES, which the DEVELOPER agrees to do within 7 days of such request. In the event DEVELOPER defaults in replenishing the LETTER OF CREDIT, the CITY shall have the right to immediately cease all REVIEW SERVICES concerning the DEVELOPMENT.

C. CONSENT TO SPECIAL CHARGE. The DEVELOPER shall execute a CONSENT TO SPECIAL CHARGE agreeing to pay the CITY all amounts invoiced for the

REVIEW SERVICES and upon their failure to do so consents to collection of the unpaid amounts as a special charge against the real estate of the DEVELOPMENT.

3. NO GUARANTEE OF APPROVAL. The DEVELOPER acknowledges the legal and/or engineering consultants retained by the CITY are acting exclusively on behalf of the CITY and not the DEVELOPER. The DEVELOPER acknowledges that neither the filing of the LETTER OF CREDIT nor payment of charges for the REVIEW SERVICES shall be deemed a representation, warranty or guarantee that the DEVELOPMENT will be approved by the CITY at any time.

DEVELOPER

By: Robin J Pharo

Robin Pharo, member

(Name & Title)

6/24/12

Date

By: _____

(Name & Title)

Date

CONSENT TO SPECIAL CHARGE

The undersigned hereby represents to the CITY that it is the owner of the real estate on which the DEVELOPMENT is to be constructed. In consideration of the CITY providing the REVIEW SERVICES, the DEVELOPER hereby agrees to pay the CITY for the REVIEW SERVICES within 30 days of invoice. If payment is not made as provided above, the DEVELOPER hereby consents to all unpaid amounts being recovered by the CITY as a delinquent special charge against the property pursuant to section 66.0627 of the Wisconsin Statutes. All delinquent special charges shall become a lien against the property and will be included in the current or next tax roll for collection as a property tax.

DEVELOPER

By: Robin J Pharo

Robin Pharo, member

(Name & Title)

Date

By: _____

(Name & Title)

Date