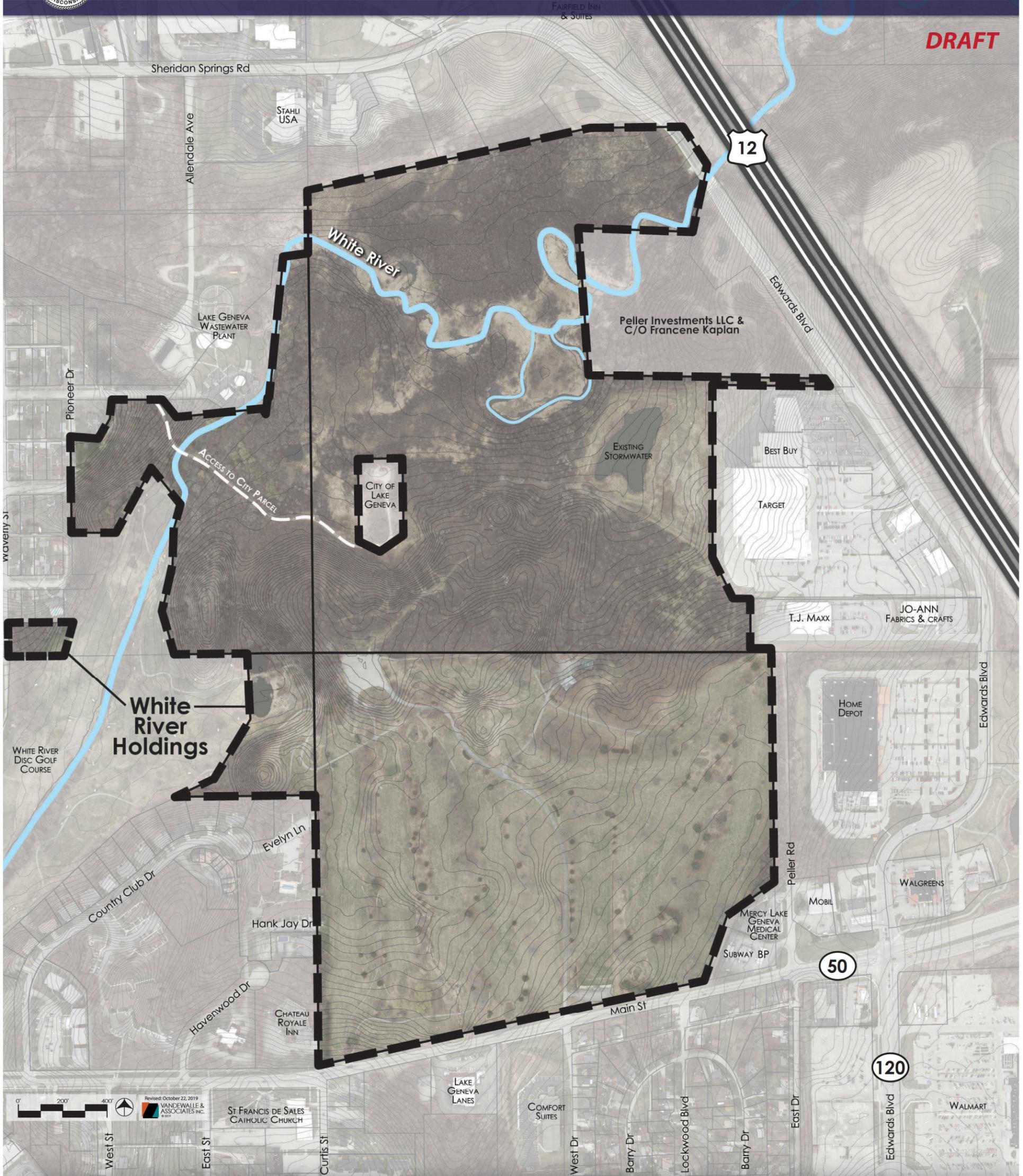
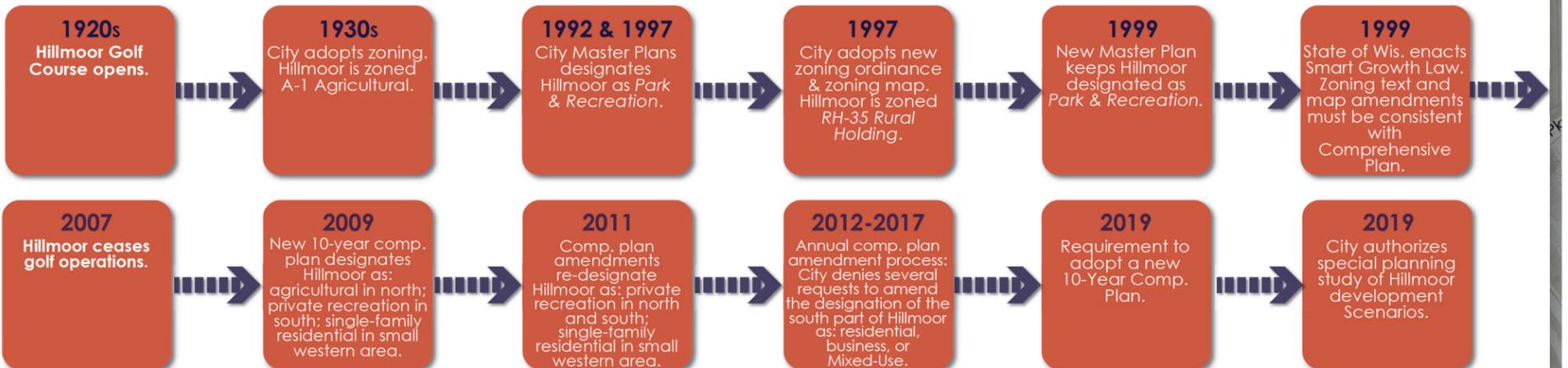




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Property Timeline





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Environmental Corridor

52%

95.7 acres within White River Holdings property.

Includes the White River, floodplains & steep slopes.

To be protected & preserved in all concept options.

Potential Environmental Corridor

11%

23.2 acres within White River Holdings property.

Should be preserved as environmental corridor if it includes steep slopes, masses of oak trees & dense tree coverage (per City zoning).

Developable

37%

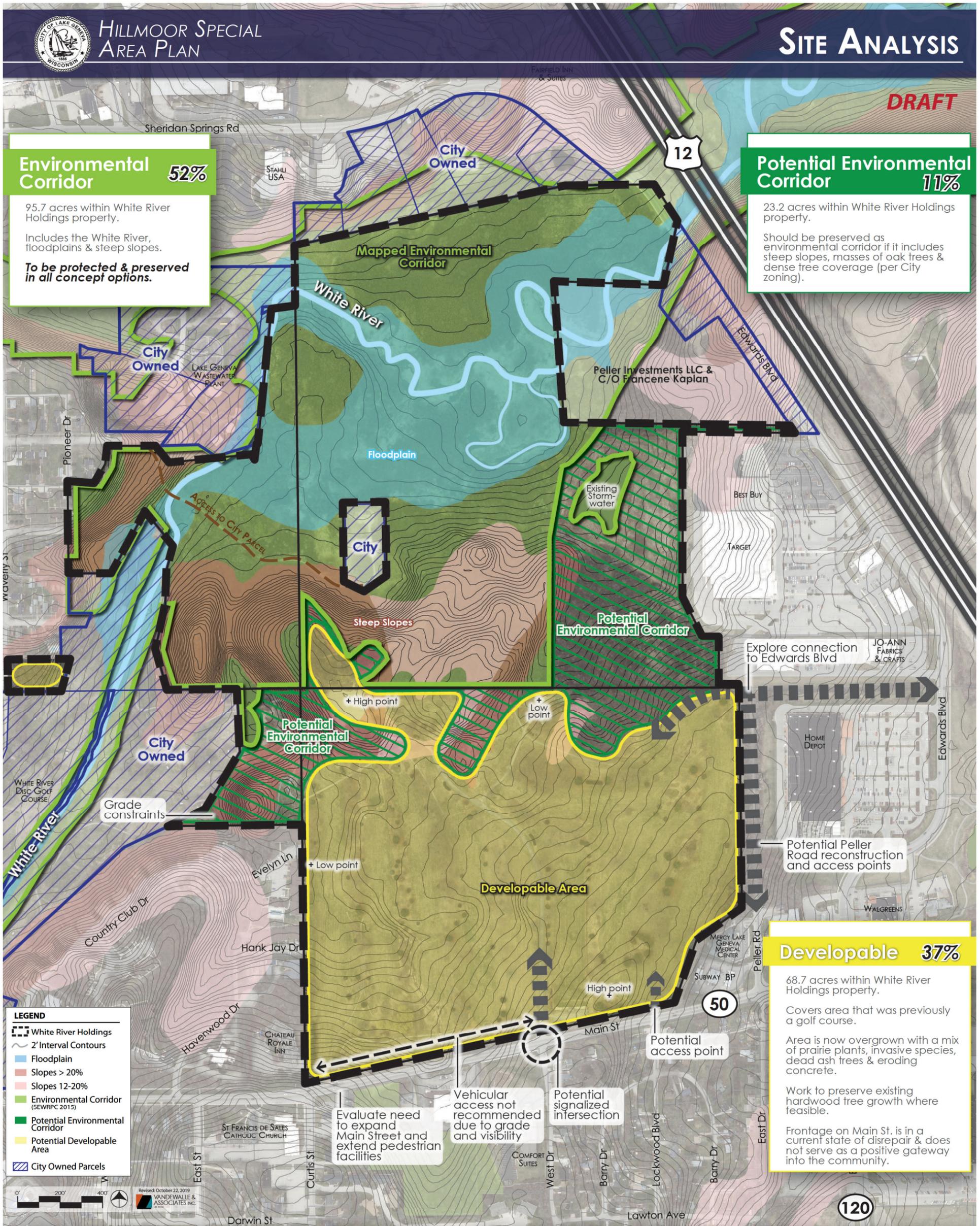
68.7 acres within White River Holdings property.

Covers area that was previously a golf course.

Area is now overgrown with a mix of prairie plants, invasive species, dead ash trees & eroding concrete.

Work to preserve existing hardwood tree growth where feasible.

Frontage on Main St. is in a current state of disrepair & does not serve as a positive gateway into the community.



LEGEND

- White River Holdings
- 2' Interval Contours
- Floodplain
- Slopes > 20%
- Slopes 12-20%
- Environmental Corridor (SEWRPC 2015)
- Potential Environmental Corridor
- Potential Developable Area
- City Owned Parcels

0' 200' 400'

Revised: October 22, 2019
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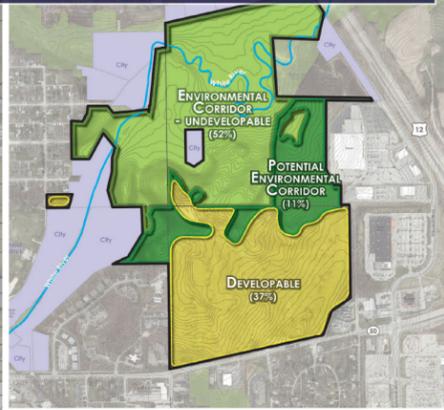
Definitions

Environmental Corridor: This area includes lands designated by Southeastern Wisconsin Regional Planning Commission (SEWRPC) as "areas in the landscape containing especially high value natural, scenic, historic, scientific, and recreational features. In Southeastern Wisconsin, they generally lie along major stream valleys around major lakes, and in the Kettle Moraine area."

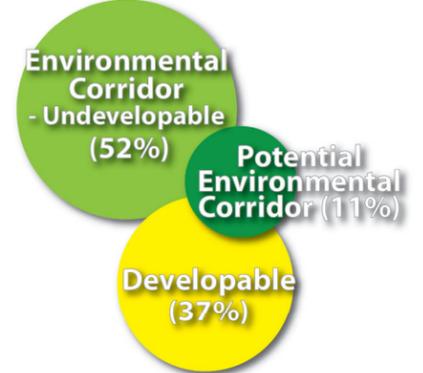
- Absolutely protected. Cannot be built on in any circumstance under any of the concepts.

Potential Environmental Corridor: This area may include steep slopes & woodlands that would be treated as undevelopable under the City's steep slope and woodland overlay zoning districts. Further investigation will be required prior to any development proposal.

Site Analysis Summary



Land Use Diagram





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What uses are possible under current zoning?

The property is zoned **Rural Holding (RH) District**.

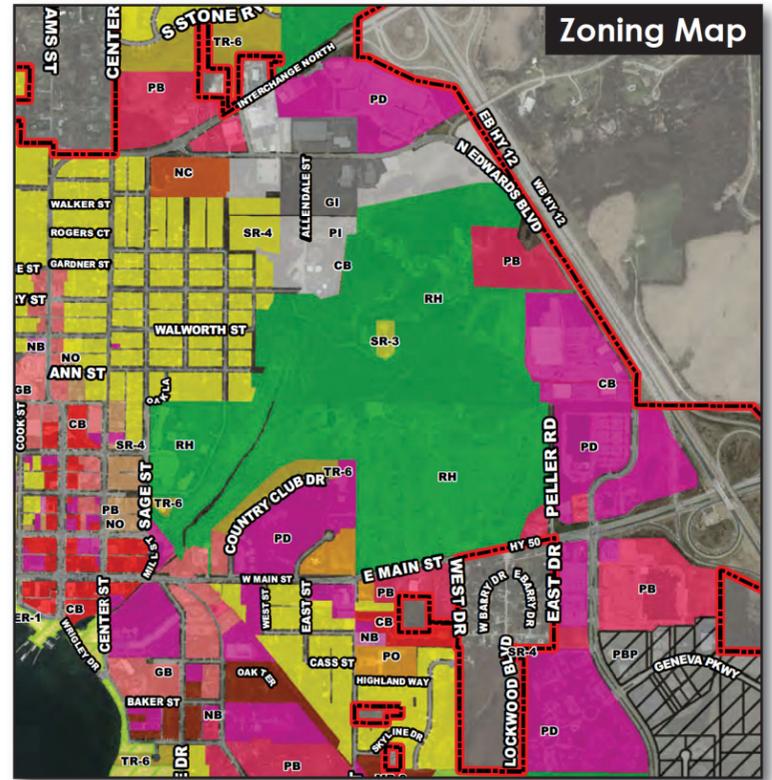
The zoning should be changed because the City may have difficulty in denying a conditional use permit for an undesirable use under the current state law.

Land Uses Permitted by Right:

- Single-Family – 35-acre lots
- Cultivation
- On-Site Agricultural Retail
- Selective Cutting
- Passive Outdoor Public Recreation (such as arboretums, natural areas, wildlife areas, hiking trails, bike trails, picnic areas, and gardens)
- Active Outdoor Public Recreation (such as public parks and athletic fields with lighting)
- Public Services and Utilities (such as emergencies service facilities, wastewater treatment plants, and substations)
- Community Living Arrangement (1-8 residents)

Land Uses Permitted as Conditional Use:

- Husbandry
- Intensive Agriculture
- Agricultural Services
- Clear Cutting
- Indoor Institutional (limited to places of worship and schools in this zoning district)
- Outdoor Institutional (includes public and private cemeteries; privately held, permanently protected green space areas; country clubs; non-public golf courses; and similar land uses)
- Outdoor Commercial Entertainment (such as outdoor dining, other outdoor eating and drinking areas, outdoor sports/games associated with a commercial use, outdoor assembly areas)
- Commercial Animal Boarding
- Bed and Breakfast Establishments
- Campground
- Intensive Outdoor Recreation (such as amusement parks, waterparks, fairgrounds, outdoor stadiums, drive-in theaters, outdoor commercial swimming pools, driving ranges, miniature golf facilities, go-cart tracks, racetracks, and tournament-oriented athletic facilities)
- Junkyard or Salvage Yard
- Waste Disposal Facility
- Composting Operation
- Airport/Heliport
- Communication Tower
- Extraction Use (such as mining of soil, clay, sand, gravel, rock, minerals, peat)

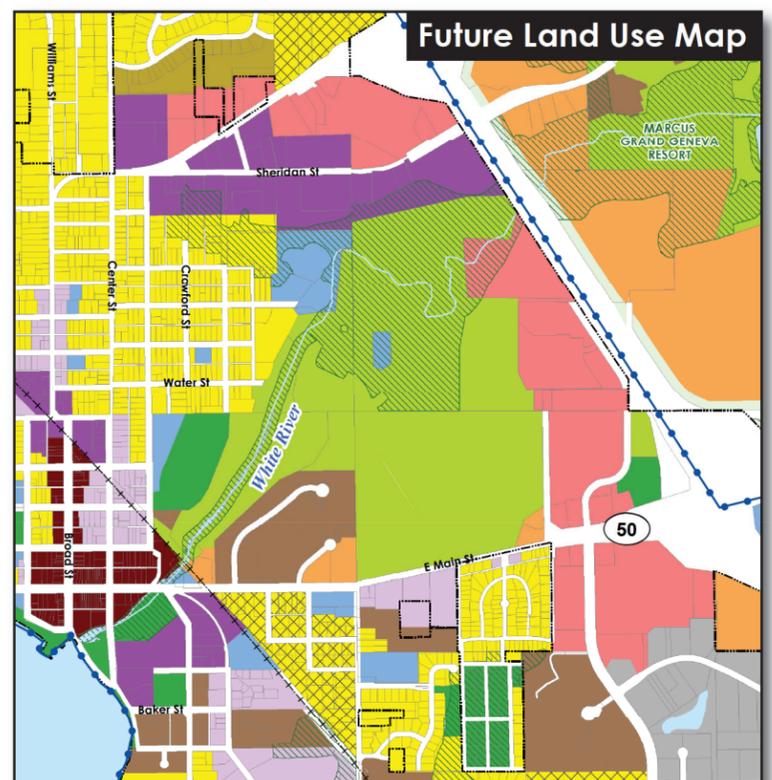


Rural Holding

What uses are recommended on the Future Land Use Map in the City's current Comprehensive Plan (2009)?

The property is recommended as **Private Recreation**, which is designated for private recreation facilities such as golf courses and resorts.

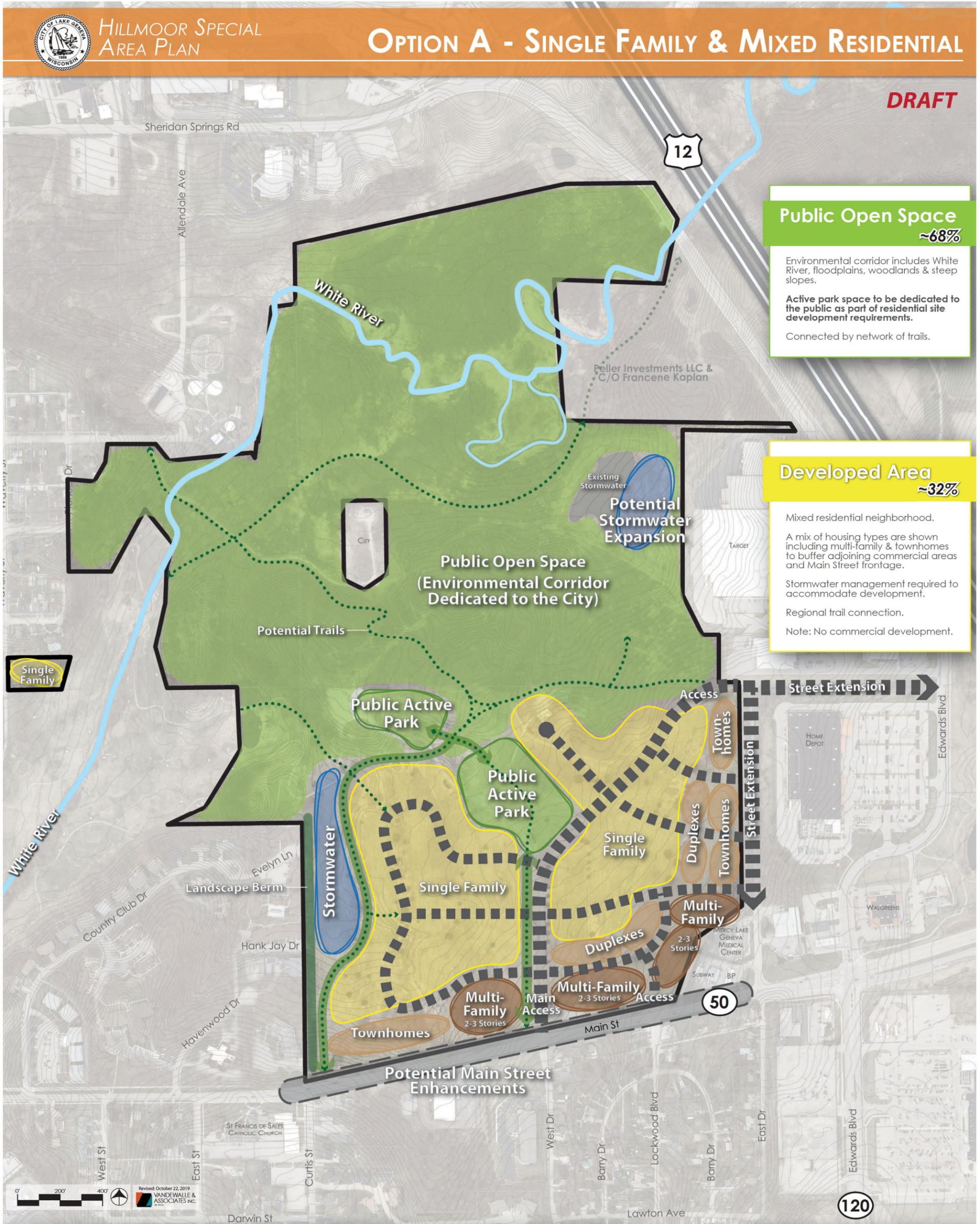
The City's "Planned Development" zoning district is most appropriate for this future land use category.



Private Recreation Facilities Environmental Corridor



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Public Open Space
~68%

Environmental corridor includes White River, floodplains, woodlands & steep slopes.

Active park space to be dedicated to the public as part of residential site development requirements.

Connected by network of trails.

Developed Area
~32%

Mixed residential neighborhood.

A mix of housing types are shown including multi-family & townhomes to buffer adjoining commercial areas and Main Street frontage.

Stormwater management required to accommodate development.

Regional trail connection.

Note: No commercial development.

Single Family



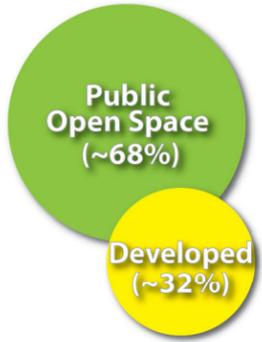
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Development Process

- **Current zoning:** RH-35 Rural Holding
- **Current comprehensive plan designation:** Private Recreation
- **Approval process:**



Single Family & Mixed Residential Concept





Three types of potential neighborhood formats/ styles described below:

Cluster Residential

Cluster development means....

- Higher priced housing
- Large luxury homes
- Private open space
- Public park dedication required
- 1-3 dwelling units/ acre
- Multi-family buildings: 2-3 stories max



Suburban

Suburban development means larger lot sizes and homes...

- Lower density
- Middle range luxury housing
- Second home or summer home
- Public park dedication required
- 3-6 dwelling units/ acre
- Multi-family buildings: 2-3 stories max



Traditional Neighborhood Development (TND)

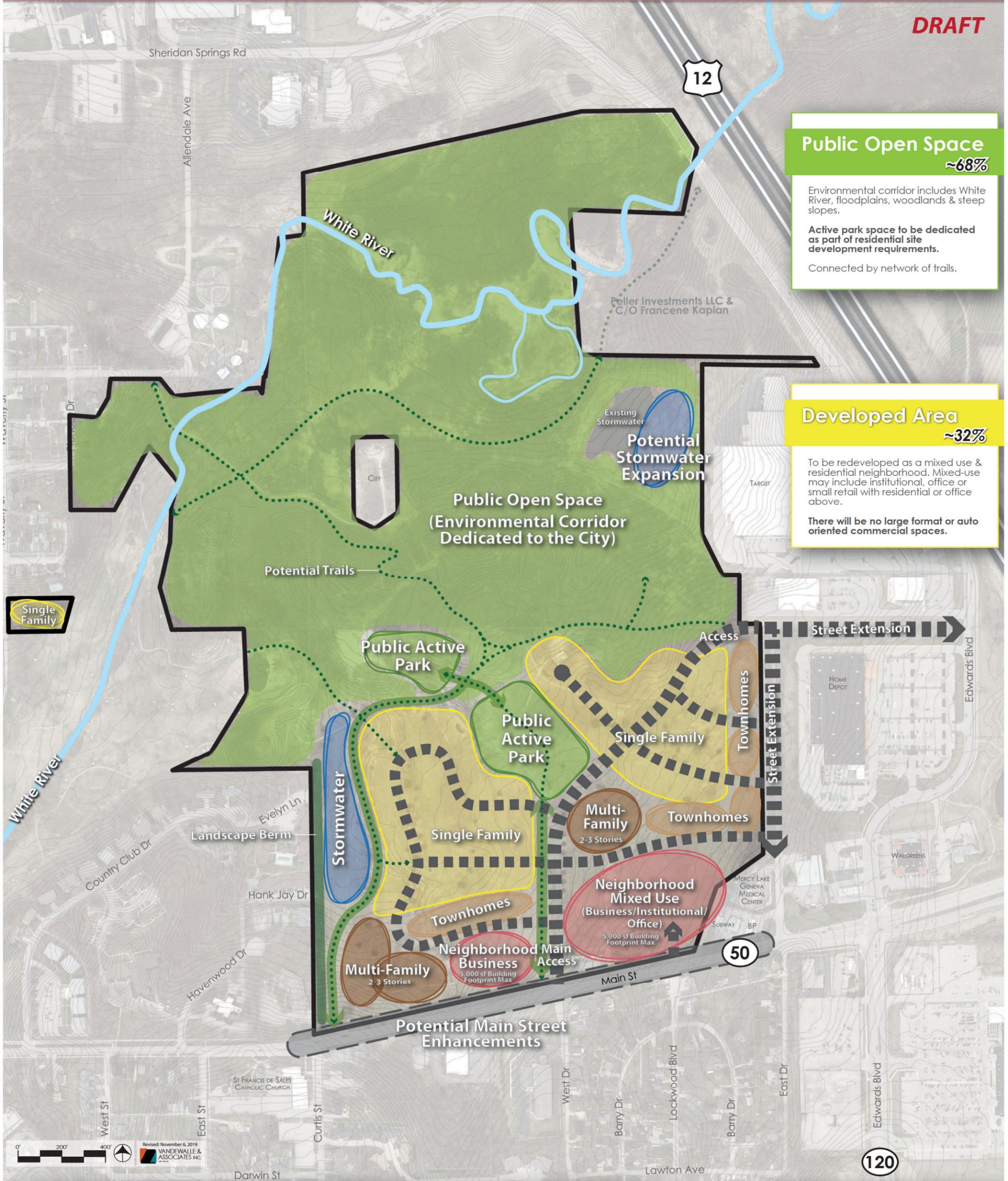
TND means smaller lots sizes, more homes & more park space...

- Higher density
- Public parks & open space
- Twin homes & townhomes
- Wider range of price points
- Attainable housing
- More housing options & choices
- 6-9 dwelling units/ acre
- Multi-family buildings: 3-4 stories max





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Public Open Space
~68%

Environmental corridor includes White River, floodplains, woodlands & steep slopes.

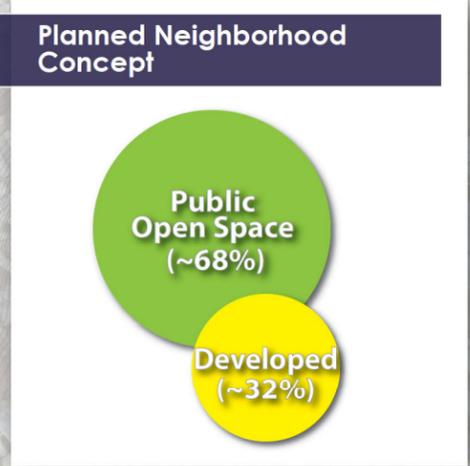
Active park space to be dedicated as part of residential site development requirements.

Connected by network of trails.

Developed Area
~32%

To be redeveloped as a mixed use & residential neighborhood. Mixed-use may include institutional, office or small retail with residential or office above.

There will be no large format or auto oriented commercial spaces.





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Single Family, Two-Family & Townhomes

Residential development will offer a variety of housing options:

- Single Family
- Duplex/twin house
- Townhomes



Multi-Family Residential

Small-scale multi-family buildings

- 2-3 stories
- 12-36 units per building
- Attainable apartments
- Pricing choices



Neighborhood Business

Small-scale office, service or retail:

- Coffee shop
- Book store
- Maximum 5,000 - 10,000 square foot building footprint
- Maximum 45' building height max. (2-3 story)

ABSOLUTELY:
NO BIG BOX
NO CHAIN STORE ARCHITECTURE
NO AUTO-ORIENTED STORES



Neighborhood Office or Institutional

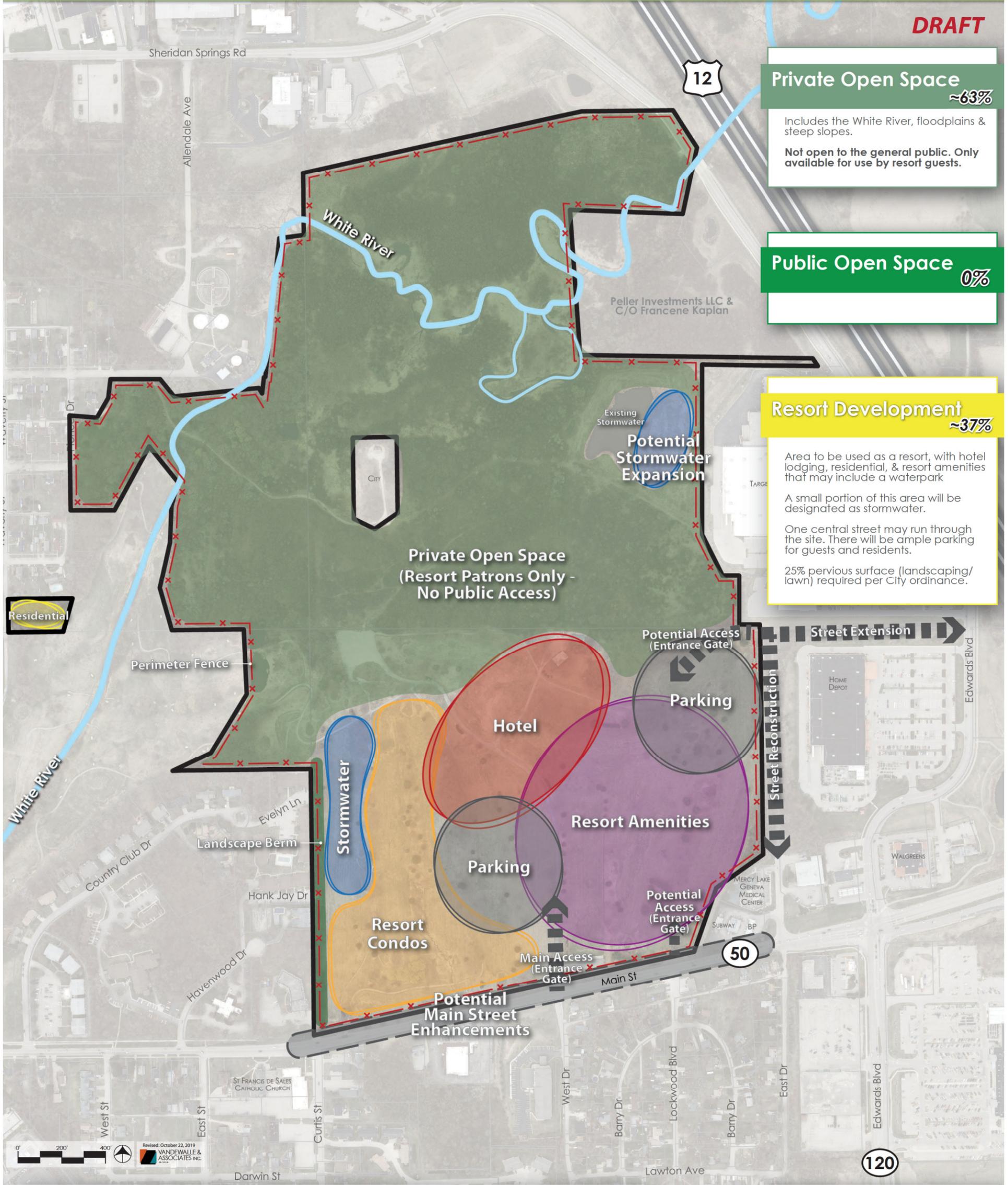
Small scale office or institutional buildings like:

- Office
- Daycare
- Places of worship





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Private Open Space
~63%

Includes the White River, floodplains & steep slopes.

Not open to the general public. Only available for use by resort guests.

Public Open Space
0%

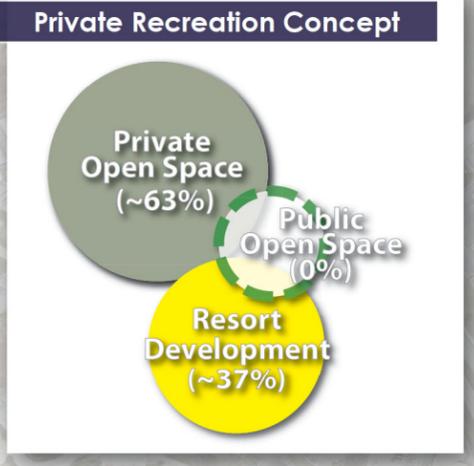
Resort Development
~37%

Area to be used as a resort, with hotel lodging, residential, & resort amenities that may include a waterpark

A small portion of this area will be designated as stormwater.

One central street may run through the site. There will be ample parking for guests and residents.

25% pervious surface (landscaping/lawn) required per City ordinance.





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Resort Condos

Resort condos would most likely include condominiums for seasonal or year round residents.

- Condo residents would have access to the resort amenities as well as the private open space & trails.



Hotel

Hotel guests would generally include seasonal tourists, with peak occupancy during the summer months.

- Hotel guests would have access to all of the resort amenities including the private open space & trails.



Resort Amenities

In order for a resort to compete with other hotels and resorts in the region, a hotel development of this size would almost certainly want/need to offer a unique resort attractions to distinguish itself in the market. Amenities would be available for hotel guests as well as resort condo residents. Some of these amenities are likely to include:

- Indoor and/or outdoor waterpark
- Pool
- Spa & fitness
- Sports activities (mini golf, batting cages, paintball, laser tag)
- Indoor entertainment (arcade, theater, bowling, trampoline park)
- Access to private open space & trails



Revised: October 24, 2019
VANDEWALLE & ASSOCIATES INC.

Comparable Resort Examples - Many competitive resorts are larger than Southern Hillmoor developable area

Chula Vista Resort Wisconsin Dells



Grand Geneva Town of Lyons



Kalahari Resort Wisconsin Dells

