Precise Implementation Plan

MAIN & WILDWOOD – SUN PRAIRIE

City of Sun Prairie Plan Commission Meeting | July 13, 2021

BSH COMPANIES

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Project Overview and Location

BSH Companies' Sun Prairie self-storage development will provide a new level of storage security, service and product choice residents of the community. Additionally, this project will add storage capacity to keep up with the city's growth and recent addition of multi-family housing units, as well as commercial growth, in this area of town.

Our facility will be located on a 1.81 acre site that has been ready for development for 16 years, since the filing of the West Prairie Village GDP plan. The site Is located at the northeast corner or West Main and Wildwood Street, bordered on the north by Autumn Blaze Way in the City of Sun Prairie. The parcel is comprised of a portion of lots three (3) and four (4) of CSM No. 11853, located in the West Prairie Village Development in the City of Sun Prairie. Addressed as 2312 W. Main Street and 2037 Autumn Blaze Drive.

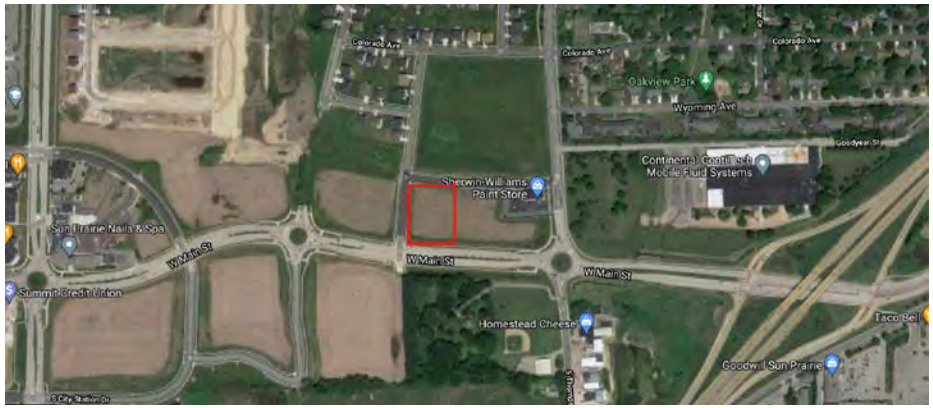
Adjacent Properties

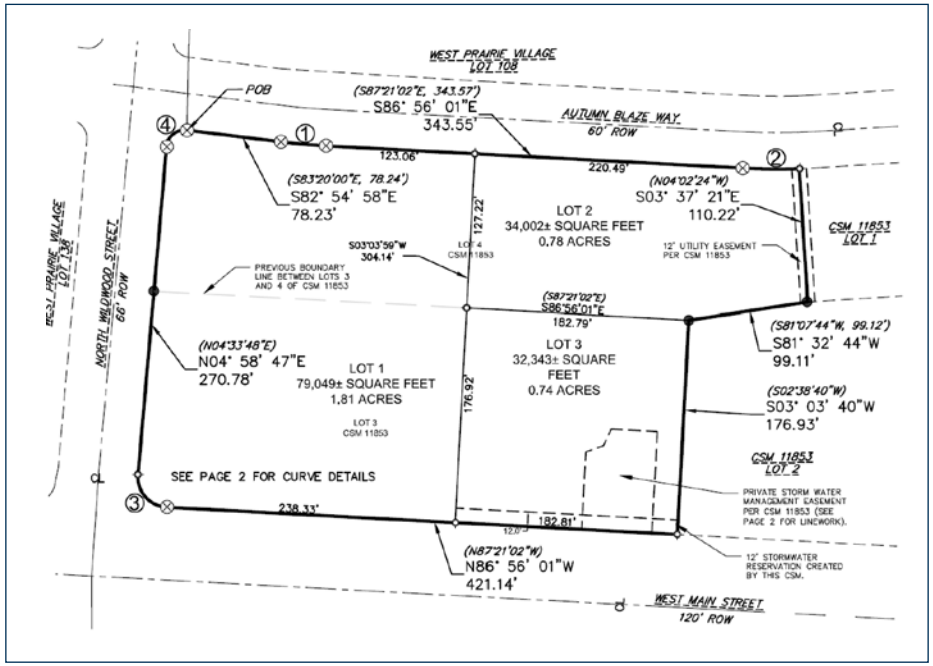
The project site is bordered by Gebhardt Development's Colorado Commons apartment community to the North, and other commercial development land to the West, South and East. The new Pumpkin Patch retail development currently under construction with a Hy-Vee Grocery Store and Roers Development apartment community is located immediately to the Southeast of the site.

Existing Topography and Vegetation

The site slopes generally from North to South, with a slight Eastern gradient. Currently the site is planted with grass and oats. There are no trees or distinguishing features on the site.

PARCEL MAPS





Customer Profile for Indoor Conditioned Storage

As millennials, empty-nesters and other age groups move back into, or near, urban city centers and suburban communities, the aging single-story, drive-up, unconditioned self-storage of the 1970s and 1980s are increasingly out of date with today's customer preferences. Both the typical locations of these aging facilities and their inherent design and layout limitations serve to put these facilities at odds with the demographic profile of many storage users.

Millennial age renters, young families and baby boomers alike all utilize storage at different times and for different reasons, but each group has storage needs outside their primary residence location. In cities across the country, professionally managed, modern storage facilities are a necessity to offset the changing nature of housing stock and the changing living preferences of today's residents.

Typical conditioned self-storage customers fall into the following categories:*

- 88% are between 21 and 55 years of age;
- 75% of customers are typically female;
- 9.5% of U.S. households rent some type of offsite storage unit;
- 22-26% of tenants are typically businesses storing excess inventory, records or products
- 78% have incomes qualifying as lower middle to upper middle incomes as defined by US Census;
- 75% live or work within 2 miles of the physical location of their storage facility;
- 85% of tenants come from physical drive by of the facility – visibility is a key driver.

9.5% of U.S. households rent offsite storage

85% of tenants find facility by drive-by visibility

75% live or work within 2 miles of facility

TENANTS ARE:

22-26% typically businesses storing excess inventory

75% typically female

88% ages 21–55

78% middle class

Source: "Who Are Our Customers?" by Parham Group, October 2015

Summary of Application and Its Benefits

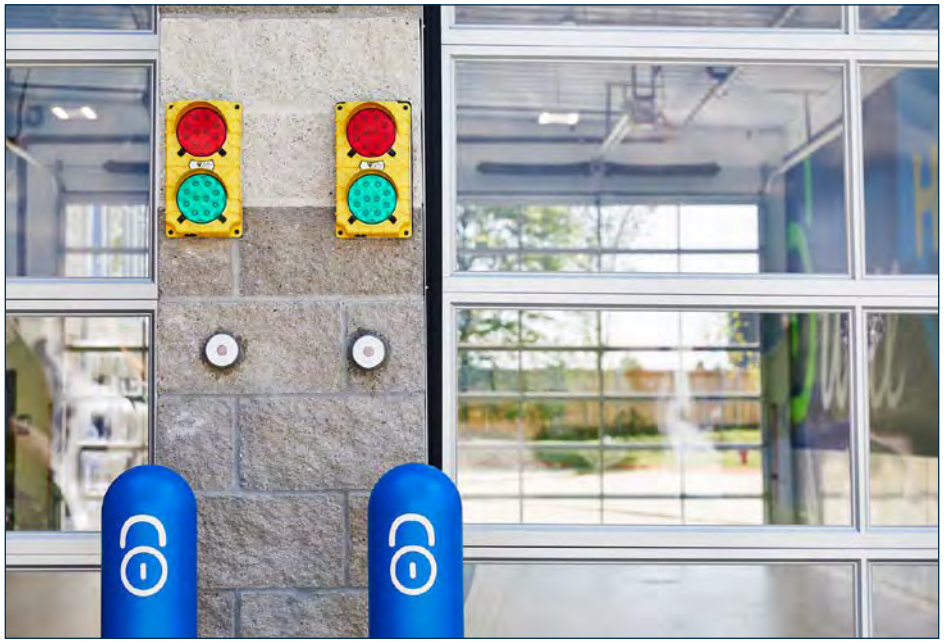
Discovery Storage Sun Prairie will be a 3 story, all indoor, fully conditioned, elevator-served self-storage facility. This type of structure represents the way communities' self-storage needs are increasingly being met, rather than historic use of larger sites with single story buildings. We are proposing a 100,000 gross square foot structure using the minimum amount of land acreage by building "up, rather than out". Discovery Storage will be managed and operated in a manner like a retail store, with on-site property management staffing the building during normal business hours. After hours, electronic key card locks limit access to the building at all times. Digital video surveillance cameras throughout the property add another layer of security and provide customers with security for their property.

BSH Companies' storage facility will be managed and operated in a manner similar to a retail store, with on-site property managers staffing the building during normal business hours, and electronic key card access controls during all hours controlling access into and out of the building at all times. Digital video surveillance cameras throughout the property add another layer of security and provide customers with security for their property, as well as themselves, while on site.

Our project offers the following benefits for the City of Sun Prairie and its residents:

Efficient Use of Existing Utilities & Infrastructure — The project utilizes sewer, water, electric and gas utilities paid for and in place for the last 16 years via the West Prairie Village development. Fire and police protection is present via existing stations and infrastructure. The facility will be fully sprinkled and provides clear access to hydrants at multiple locations.

Activates Streetscape along West Main Street Corridor — Our building is designed to integrated with the existing architecture present in the neighborhood. Setbacks and site planning were done in a manner to help



activate the Main Street corridor, and to support this rapidly growing area with its new Hy-Vee Grocery, Gebhardt Development Apartments, Roers Development Apartments and Ryan Companies Talamore Senior Housing.

Supports Efficient Dwelling Unit Sizes — Most of Sun Prairie's current storage options are not heated or cooled and offer large units focused on boat or car storage. With a wide variety of unit sizes, Discovery Storage Sun Prairie supports efficient housing sizes by allowing for storage of important goods away from home in a safe, secure, clean location not impacted by changes in temperatures and seasonality. Our units will range from 5X5 units up to 10X30 units, with an array of floorplan options and sizes in between.

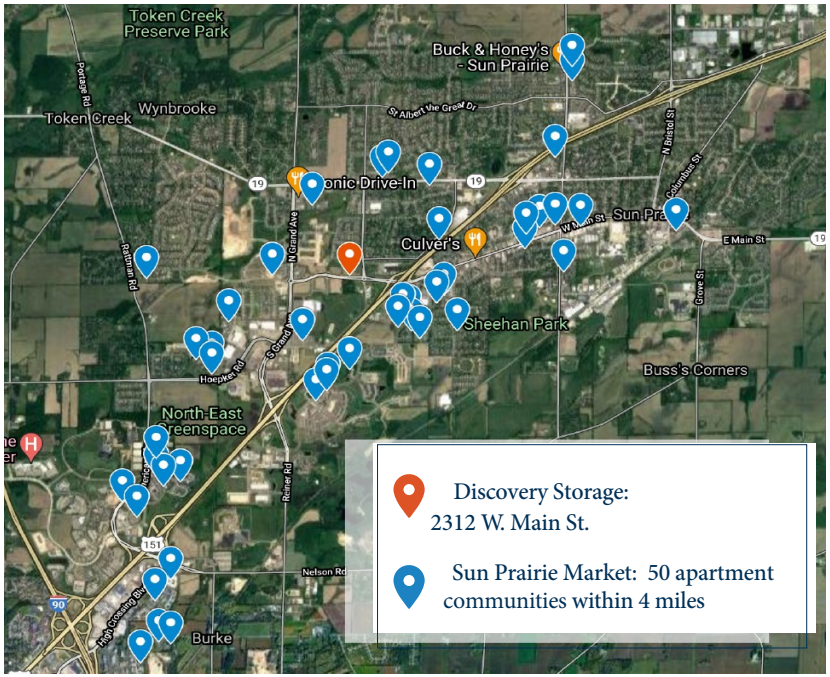
Minimal Traffic Impact — DSSP minimizes setbacks and situates the building closer to sidewalks and streets in keeping with the Main Street corridor concept embodied in the West Prairie Village GDP. Self-storage is

Summary of Application and Its Benefits (cont.)

among the lowest trip generators of any mainstream real estate use and will have low to no impact on area streets and infrastructure.

Efficient Site Layout Minimizes Land Use — By building "up rather than out" our facility provides a meaningful amount of storage, while using the most efficient site layout possible and reducing the amount of landed needed for development. This type of storage facility uses significantly less land than older, legacy single-story layouts.

Reduced Drive Times — Storage is a needed product, but is often located on the outskirts of town, increasing drive times and surface road traffic. Over 5,400 multi family dwelling units exist in this part of Sun Prairie and the adjacent The American Center area of Madison. These new apartments, together with the area's rapid single family and business growth creates need for modern, safe storage.



Serves Residents of All Income Levels — Storage is a product type serving a wide variety of residents and businesses alike. Apartment residents with excess storage needs, businesses storing inventory or records, empty nest/seniors downsizing homes and growing families all need storage at different times.

Economic Growth — Provides easy access in the City's core for business storage supports growth for start-ups and other small businesses. For companies not yet ready to rent or build a large facility of their own, conditioned storage provides a safe, temperate location in which to hold inventory, prototypes, records, or other valuable business property.

Current Zoning:

The site is zoned Planned Development and is part of the West Prairie Village Development, as approved by the City of Sun Prairie in April of 2006. Per discussion and recommendation from City of Sun Prairie staff during applicant's meeting together with staff and the landowner in April 2021, the current landowner, FC Land Company, is making a separate simultaneous application to amend the existing GDP on file.

Parking:

On-site parking is provided in compliance with city code, with a total of 10 parking spaces, 1 of which is ADA compliant.

Access and Traffic Flow:

The site has two (2) access points, one off Autumn Blaze Way and one at Main Street. All traffic entering the site will occur off Autumn Blaze with the Main Street access point being an exit-only feature, with all customers and traffic leaving Discovery Storage routed westward. The low trip volumes summarized earlier in this document, coupled with the exit-only nature of the Main Street driveway, work together to minimize the traffic impact of our facility on city streets and infrastructure.

Summary of Application and Its Benefits (cont.)

Traffic Impact and Trip Generation:

Self-storage is among the lowest trip generating uses of common commercial building types and compares favorably with the originally planned land uses contemplated in the 2006 West Prairie Village GDP. Most other uses allowed in the current GDP have significantly greater trip generation and correspondingly higher impact on city streets.

TRIP GENERATION SUMMARY (PM PEAK HOUR)				
Code	Land Use Description	Unit	Trips/Unit	Trips
151	Mini-Warehouse	1,000 SF	0.26	26
710	General Office Building	1,000 SF	1.49	149
720	Medical-Dental Office Building	1,000 SF	3.57	357
820	Shopping Center	1,000 SF	3.71	371
911	Walk-In Bank	1,000 SF	12.13	1212
220	Apartment	Dwelling Units	0.62	26

(ITE Common Trip Generation Rates, Trip Generation Manual 9th Edition)

The projected traffic for this parcel will produce an average daily traffic volume that is well within an acceptable range and much lower impact than some of the uses initially contemplated in the original West Prairie Village GDP.

Architectural Approach and Materials Selection:

Discovery Storage Sun Prairie is designed with a mix of brick, CMU block, architectural insulated metal panel and glass finishes for its exterior. The building's color palette is consistent with the architecture of neighboring structures in place today, as well as those being developed nearby later in 2021/2022.

Garbage & Recycling:

Refuse and recycling containers serving the building will be contained indoors and no exterior dumpsters or trash receptacles will be on site.

Building Signage:

Signage requested at 10% of the total face feet of structure constructed. Sign designs and details will be submitted as a part of formal building permit submittals and application.

Landscape Features:

Landscaping is designed to complement the architecture of the Discovery Storage building, accent the features of the building, and provide screening for neighboring structures. Plantings submitted with this proposal comply with the scoring metrics required by the City. Plantings and species chosen provide a variety of color, height, and shapes. A detailed landscaping plan is included with this submittal.

Project Ownership and Property Management

Project Timing and Projected Schedule:

June 1, 2021
PIP Submittal

July 13, 2021
Plan Commission

July 27, 2021
City Council

Summer/Fall 2021
Construction Permit and Construction Commencement

Project Ownership:

BSH Companies LLC, or a wholly owned affiliate thereof.

Property Management and Operations:

Modern storage properties control tenant access, payment receipt and operations in the same manner as does a commercial landlord with office, apartment, or retail properties. Full-time staff will be present on property during hours of operation; multiple digital security cameras cover the property; key fob or numeric keypad access control limit entry into the property and track exits to ensure all customers have left at the end of day. Office hours anticipated to initially be Monday – Saturday from 8:30 AM - 5:30 PM and Sunday from 12:00 PM - 4:00 PM.

Office staff will sell a variety of moving supplies, including boxes, tape, moving blankets, packing materials, shelving, reusable packing crates, and sell other moving or relocation-related supplies. Combining these products and services together with self-storage at a single location eliminates the need for customers to make multiple trips to different stores to prepare for their moving needs.