The City received a general development plan (GDP) from Three Sixty Real Estate Solutions, LLC on May 8, 2020 for a new townhouse development south of DeSanctis Park. Given the state of emergency due to COVID-19, the Plan Commission will not meet during the month of June. The Plan Commission is thus being asked to review the enclosed staff report and provide comments to City Council (via staff) prior to the June 9th City Council meeting where they will consider and act on the item.
PLAN COMMISSION
STAFF REPORT

ITEM: DeSanctis Townhomes General Development Plan (GDP)
APPLICANT: Jeremy Novak, 360 Real Estate Solutions, LLC
OWNER: City of River Falls
STAFF: Brandy Howe, Senior Planner

BACKGROUND
The City issued an RFP in December 2019 to solicit creative design proposals to develop multifamily housing on the 7-acre parcel of city-owned land adjacent to DeSanctis Park. The RFP laid out the following development goals and site challenges.

Goals:
• Realign Dry Run Road to intersect with Bobwhite Street to the south.
• Connect Glover School to water and sewer infrastructure.
• Create a parking lot to serve DeSanctis Park.
• Possible connection of Roosevelt Street to Dry Run Road through the park to eliminate permanent dead-end street issues in the Cernohous 1st Addition subdivision to the east.

To achieve these goals, staff recognizes that higher density development (i.e. greater than single-family) would be necessary to justify the infrastructure costs that serve the overall community as well as this project.
**Challenges:**

- DeSanctis Park was funded with a Wisconsin DNR stewardship grant, which restricts development of parkland. Therefore, all non-public development must occur within the 7-acre site. Public road and stormwater may be allowed on park land with permission from DNR.
- West Division Street is a minor arterial, and therefore, no new curb cuts for driveways may be created on the south side of the development site.
- Site topography has a 4-8% slope across the parcel from West Division Street toward DeSanctis Park.

The City received six proposals with a variety of densities and housing types (i.e. townhomes, twin homes, apartments). Staff and Plan Commissioner Woolsey reviewed the proposals and provided a recommendation to the City Administrator and Mayor. Three-sixty Real Estate Solutions, LLC was selected to move forward with a proposal for four 21-unit townhome-style apartment buildings.

**PROJECT DESCRIPTION**

The site is currently zoned R-1 single family residential. As noted, the city desires a higher density at this location which will require the establishment of a planned unit development (PUD).

**Townhomes**

Three-Sixty is proposing four market-rate townhome-style apartment buildings to appeal to the young professional and empty nester markets. The units will be owned and operated...
by Three-Sixty. Each building will include a mix of 1-, 2-, and 3-bedroom townhomes with 21 units per building (84 units total). Each building will have 22 attached garage spaces and 27 surface spaces for a total of 196 residential parking stalls. Public right-of-way and an additional 24 parking stalls will be created to serve DeSanctis Park.

**Design Elements**

Example images of building design are provided. Design will include a front porch concept facing W. Division Street. Garages and surface parking will be accessed from the north of the site (DeSanctis Park side). The site will feature outdoor space for residents (e.g. grills, hammocks, gazebo, community gardens). Connections to the DeSanctis Park trail system and public sidewalk will provide access to the site and the park behind. Landscaping will focus on natives that will complement the DeSanctis prairie.

**Public Infrastructure**

The project includes the design and construction of public infrastructure for DeSanctis Park. As described as a goal, Dry Run Road will be realigned to intersect with Bobwhite Street to the south. The project will be accessed by a new local road that will also provide access and public parking for DeSanctis Park. Additionally, water and sewer infrastructure will be extended to Glover School to enable public use of that building as a rentable park facility.

**Phasing Plan**

The project includes four buildings in two phases. Phase 1 includes all public infrastructure (streets, sidewalks, park parking, etc.) and the first three buildings. Phase 2 includes the final building (western side of side) and its associated parking lot.

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**GENERAL DEVELOPMENT PLAN ANALYSIS**

The GDP is the first step in the PUD process that provides the conceptual layout of the project. A specific implementation plan (SIP) will be prepared if the GDP is approved that will provide detailed civil, architectural, and stormwater plans.
Criteria for GDP Approval
As a basis for determining the acceptability of a PUD application, the Plan Commission shall consider the criteria as listed in 17.72.070, Municipal Code, its consistency with the comprehensive plan and official map, and public benefits. These criteria, with staff’s interpretation, are detailed below.

1. **Community Benefits.** The project will provide the following community benefits:
   - Fulfills the City’s goals described on page 1.
   - Places this 7-acre city-owned site on the tax roll with development.
   - Creates a new housing product that doesn’t yet exist in River Falls.
   - Fills 84 units of shallow subsidy/market rate housing, furthering the needs identified in the City’s Housing Study.

2. **Character and Intensity of Land Use.**
   - The proposed uses and the density, intensity, and general layout are compatible with the physical nature of the site, DeSanctis Park, and the surrounding neighborhood development.
   - The site is adjacent to parkland and close to Westside elementary, ideal for denser residential.

3. **Provision of Municipal Services.**
   - The higher density of the development is beneficial and more efficient from a municipal service standpoint.
   - Water and sewer are at the site; this is considered an infill project.
   - The realignment of Dry Run Road

4. **School Enrollment.**
   - The applicant anticipates approximately 20 percent of the 2- and 3-bedroom units may contribute to school enrollment.

5. **Traffic Impacts.**
   - WisDOT traffic count data shows the average annual daily traffic on W. Division Street near the site to be 2,400 vehicles. Based on the ITE (Institute of Transportation Engineers) Trip Generation Report, apartments generate approximately seven vehicle trips per day. Based on this data, the project could create an additional 588 trips per day, or 60 per peak hour, which is comparable to the traffic impacts of a 60 lot single-family subdivision. The City Engineer reviewed anticipated traffic counts as they relate to the need for traffic signals and found that a signal is not warranted at this intersection.

6. **Economic Impact.**
   - The total project value is projected to be $17 million. City staff are currently in the process of negotiating details a developer’s agreement which will outline developer and City-obligations. Projections show the project creating a minimum of $210,000 tax revenue.

7. **Engineering Design Standards.**
   - Detailed engineering specifications will be provided in the specific implementation plan phase of the approval process to ensure the project meets engineering and design standards. Staff has reviewed the GDP and is confident the proposal is able to meet City standards.

8. **Parks and Open Space.**
   - DeSanctis Park and Glover School are presently underutilized as there is not yet parking or water/sewer available to the property. The city hopes to activate the park with this development by adding an area for residents to park and improving Glover School for community use (presently not permitted because of a lack of water/sewer). This will further solidify this as one of the three “regional parks” in the City.
9. **Consistency with Comprehensive Plan.**
   - The future land use designation of the site is low-density residential, which is defined as “2-4 units per gross acre.” The density of this project is 12 units per acre. As mentioned previously, flexibility in density is requested and supported by staff as part of the PUD to allow this project to move forward.

10. **Consistency with the Official Map.**
    - The project would create a new public cul-de-sac road that will meet the right-of-way width requirements. In addition, if the project proceeds, the city will acquire the necessary right-of-way along W. Division Street via a certified survey map to ensure adequate ROW for future roadway improvements.

**PROCESS/NOTIFICATION**
Per the Municipal Code, the standard process for PUD GDPs begin with a Plan Commission public hearing and recommendation, then City Council review and action. Given the state of emergency due to COVID-19, the Plan Commission will not meet on this item. This memorandum is provided in lieu of a meeting for your review and comment; comments received will be reviewed and considered for the City Council report. The City Council will hold a public hearing on behalf of the Plan Commission on June 9, 2020. Action on the enclosed resolution is anticipated to take place at that meeting as well. A notice of the City Council public hearing will be placed in the Star Observer on May 28, 2020.

**STAFF RECOMMENDATION**
Staff recommends Plan Commission approval of the enclosed City Council resolution approving the planned unit development general development plan for the DeSanctis Townhomes.

**EXHIBITS**
1. General Development Plan
PROPOSED 21 UNIT TOWNHOUSES
3 STORIES TOTAL HEIGHT = 42'
TOTAL AREA = 31,467 SQ FT
22 GARAGE STALLS (1 ACCESSIBLE)
FFE = 909.00

FUTURE 21 UNIT TOWNHOUSES
3 STORIES TOTAL HEIGHT = 42'
TOTAL AREA = 31,467 SQ FT
22 GARAGE STALLS (1 ACCESSIBLE)
FFE = 905.50

PROPOSED 21 UNIT TOWNHOUSES
3 STORIES TOTAL HEIGHT = 42'
TOTAL AREA = 31,467 SQ FT
22 GARAGE STALLS (1 ACCESSIBLE)
FFE = 912.00

PROPOSED 21 UNIT TOWNHOUSES
3 STORIES TOTAL HEIGHT = 42'
TOTAL AREA = 31,467 SQ FT
22 GARAGE STALLS (1 ACCESSIBLE)
FFE = 915.00

Legend:
- PROPOSED: Planned but not yet constructed.
- FUTURE: Planned for future development.

PARKING DATA:
- PROPOSED BUILDINGS: 94,401 SF (35%)
- FUTURE BUILDINGS: 31,467 SF (11%)
- ASPHALT PATH: 19,667 SF (7%)
- IMPERVIOUS AREA (PARKING/SIDEWALK): 52,422 SF (19%)
- PROPOSED LOT AREA: 274,373 SF (100%)
- FUTURE LOT: 20,380 SF (7.08 AC)
- TOTAL AREA: 308,713 SF

DENSITY COMPUTATIONS:
- PROPOSED UNITS: 63
- FUTURE UNITS: 21
- DENSITY (UNITS/AC): 13.3