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June 1, 2021

CITY OF SUN PRAIRIE
PLANNING DEPARTMENT

**F.C. LAND LLC
WEST PRAIRIE VILLAGE LLC
PRAIRIE DEVELOPMENT LTD.
2824 PRAIRIE LAKES DRIVE SUITE 201
SUN PRAIRIE, WISCONSIN 53590
608-837-0100**

June 1, 2021

Mr. Timothy Semmann
City Planner
City of Sun Prairie
300 East Main Street
Sun Prairie, WI 53590

Re: Letter of Intent to Accompany Proposed Amendments to General Development Plan for West Prairie Village, City of Sun Prairie, Dane County, Wisconsin

Dear Mr. Semmann:

This letter will serve as the letter of intent to accompany the application for approval of Amendments to the General Development Plan (GDP) for West Prairie Village, City of Sun Prairie, Dane County, Wisconsin:

(a) to provide expressly that multi-story, elevator-accessed, indoor self-storage facilities are a permitted use on Lots 2-4 of Certified Survey Map No. 11853, formerly a part of Lot 139, Prairie Lakes, City of Sun Prairie (located on the block on the north side of West Main Street between North Wildwood Street and North Thompson Road);

(b) to provide that a right-in, right-out motor vehicle ingress and egress to and from West Main Street with Certified Survey Map No. 11853 serving Lots 2-4 of such CSM shall be permitted by the City at a location approximately 300 feet west of the intersection of West Main Street and North Thompson Road (along the north side of West Main Street near the mid-point of the block from North Wildwood Street to North Thompson Road), which access point will be in addition to any separate right-out only access point to the north side of West Main Street permitted by the City of Sun Prairie approximately 150 feet east of the intersection of North Wildwood Street and West Main Street as part of the PIP approval for the proposed indoor, multi-story self-storage building on the westerly part of Lot 3 of CSM 11853; and

(c) to provide that any buildings located on any of the parcels owned by F.C. Land LLC, West Prairie Village LLC and Prairie Development Ltd. along the north and south sides of West Main Street are permitted to have signage of up to 10% of the building façade on

each wall of the building, except that in the case of buildings having two or more tenants or occupants, the building may have signage of up to 14% of the building façade in the aggregate on each wall of the building for all tenants/occupants.

The lands affected by the proposed amendments are currently zoned as Planned Development under the General Development Plan for West Prairie Village. The lands affected by the proposed amendments are currently vacant land in agricultural use.

The first proposed amendment will allow an attractive, high-end, indoor, multi-story, elevator-access storage facility to be constructed at the northeast corner of the intersection of North Wildwood Street and West Main Street on a part of Lot 3, Certified Survey Map No. 11853 (formerly a part of Lot 139, West Prairie Village), as well as on the balance of Lots 2-4 within such CSM. The proposed amendment is limited to these CSM lots only.

The purchaser of the land to be used for this purpose is applying for approval of a Precise Implementation Plan (PIP) for the indoor storage building project simultaneously with this proposed GDP amendment application. We believe that this well-designed project will be very attractive and will provide a needed commercial use in the City of Sun Prairie. The original GDP for West Prairie Village contemplated and permits commercial uses on the parcels along West Main Street, and this amendment will make it clear that this commercial use includes these indoor, multi-tenant, self-storage facilities. As the language we propose requires that these buildings must be multi-story and elevator accessed self-storage facilities, this eliminates the possibility that any traditional, outdoor, one-story self-storage facilities can be located on this block.

The second proposed amendment will clarify the GDP to specifically allow a right-in, right-out ingress-egress point to and from the north side of West Main Street at a location approximately 300 feet west of the intersection of North Thompson Road and West Main Street, for access to and from Lots 2-4 on CSM 11853. This location will be east of and separate from the right-out access point to West Main Street that is being sought for the indoor storage project approximately 150 east along West Main Street from the North Wildwood and West Main Street intersection.

After the indoor storage project is built, there will be substantial land remaining in the interior of the block on which the Sherwin-William store and the indoor storage building will be located, and it is essential that this interior area of the block have a right-in, right-out access to and from the north side of West Main Street at this location approximately

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300 feet west of North Thompson Road. Without this West Main Street access, development of this commercial property in the middle of a large block will be very difficult, and the land may sit vacant for a substantial period of time.

The third proposed amendment deals with the amount of signage permitted on the walls of commercial buildings located along the north and south sides of West Main Street within West Prairie Village. The proposed amendment makes clear that wall signage is limited to 10% of the area of each outside wall on buildings in West Prairie Village along West Main Street, but the limit shall be increased to 14% on each wall in the case of a building with two or more tenants/occupants. As the GDP for West Prairie Village incorporates sign provisions from elsewhere in the Sun Prairie sign ordinance, we want to make it clear that the general 10% limit for the Urban Commercial (UC) classification in the sign ordinance applies generally in the West Prairie Village Main Street area, but that in the case of two or more tenants/occupants that the 14% limit that the City Council approved for Prairie Lakes will apply in West Prairie Village along Main Street, which is a comparable application of this percentage limit. When dealing with two or more tenant/occupants on one building, where there will need to be more than one sign per wall, it is important to give the tenants/occupants some additional leeway in designing their signs and we have done so in an attractive way in the Prairie Lakes development.

The applicant and owners are F.C. Land LLC, West Prairie Village LLC and Prairie Development Ltd., 2824 Prairie Lakes Drive, Suite 201, Sun Prairie, WI 53590, and the contact person is Chad Fedler, 608-358-0333, chad@shopprairielakes.com. The attorney for the applicant is Michael J. Lawton, Boardman & Clark, LLP, P.O. Box 927, 1 South Pinckney Street, Suite 410, Madison, WI 53701-0927, 608-286-7236, email mlawton@boardmanclark.com.

Sincerely,

F.C. LAND LLC

WEST PRAIRIE VILLAGE, LLC

PRAIRIE DEVELOPMENT LTD.

By: 

Chad Fedler, Executive Vice President

**AMENDMENT TO THE GENERAL DEVELOPMENT PLAN FOR WEST PRAIRIE VILLAGE, CITY OF
SUN PRAIRIE, DANE COUNTY, WISCONSIN**

F.C. Land LLC, West Prairie Village LLC and Prairie Development Ltd. propose the following amendments to the General Development Plan (“GDP”) for West Prairie Village in the City of Sun Prairie, Dane County, Wisconsin:

Description of CSM No. 11853 Affected Lands

The legal description of the lands that are affected by Amendment Nos. 1 and 2 to GDP below is as follows:

Lots 2-4, Certified Survey Map No. 11853, formerly a part of Lot 139, West Prairie Village, City of Sun Prairie, Dane County, Wisconsin (“CSM 11853 Lands”).

The CSM 11853 Lands are located in a part of Area A of West Prairie Village, identified in the GDP as the Main Street Mixed-Use Corridor, as shown on page 11 of the GDP.

The CSM 11853 Lands are bounded on the south by West Main Street, on the west by North Wildwood Street, on the north by Autumn Blaze Way and on the east by North Thompson Road (excluding Lot 1 of CSM No. 11853, the existing Sherwin Williams store parcel).

The CSM 11853 Lands are owned by F.C. Land LLC, the applicant for this Amendment.

Description of Signage Amendment Lands

The legal description of the lands that are affected by Amendment No. 3 to GDP below is as follows:

Lots 1-3, West Prairie Village Main Street Addition, Lots 135 and 137-138, West Prairie Village, and Lots 2-4, Certified Survey Map No. 11853 (formerly part of Lot 139, West Prairie Village), all in the City of Sun Prairie, Dane County, Wisconsin (Signage Amendment Lands).

The Signage Amendment Lands are located in a part of Areas A, B and C, identified in the GDP as the Main Street Mixed-Use Corridor, North Main Street Mixed-Multifamily Edge, and South Main Street Mixed Multi-family Edge, respectively.

The Signage Amendment Lands are generally bounded on the west by Grand Avenue, on the north by Autumn Blaze Way, on the east by North Thompson Road, and on the south by South City Station Drive and Wigeon Way.

The Signage Amendment Lands are owned by F.C. Land LLC, West Prairie Village LLC and Prairie Development Ltd., the applicants for this Amendment.

Amendment No. 1 to Existing GDP

The existing GDP for West Prairie Village, with respect to the CSM 11853 Lands only, is hereby amended to add the following language thereto:

The second paragraph on page 3 of the Mixed-Use Area Guidelines for the Main Street Mixed-Use Corridor, titled “Land Uses”, shall be amended to add the following expressly permitted land use for the CSM 11853 Lands under the GDP:

“Notwithstanding any other limitations within the GDP or the Sun Prairie Zoning Ordinance to the contrary, if any, the following permitted land use shall be deemed part of the “mix of residential, commercial, and institutional uses” which are “allowed in these areas” and expressly permitted:

“Multi-story, elevator-accessed, indoor self-storage facilities. The additional permitted land use described in this paragraph shall be a permitted use on the CSM 11853 Lands whether or not such use is a permitted use under the Sun Prairie Zoning Ordinance Chapter 17.16.”

Amendment No. 2 to Existing GDP

The existing GDP for West Prairie Village, with respect to the CSM 11853 Lands only, is hereby amended to add the following language thereto:

Page 6 of the Mixed-Use Area Guidelines for the Main Street Mixed-Use Corridor, titled “Circulation” and sub-titled “Vehicular Access,” shall be amended to add the following expressly permitted vehicular access provisions with respect to the CSM 11853 Lands abutting the north side of West Main Street:

“Notwithstanding any other limitations on access to the CSM 11853 Lands contained in this General Development Plan to the contrary, if any, including any provisions on page 3 of the Mixed-Use Area Design Guidelines relating to ‘Vehicular Access,’ the CSM 11853 Lands shall be permitted by the City of Sun Prairie to have a right-in, right-out motor vehicle ingress and egress to and from the north side of West Main Street, the center of which ingress and egress shall be located no less than 300 feet west of the center of the roundabout at the intersection of West Main Street and North Thompson Road (“Approved Access Point”), which Approved Access Point shall be in addition to any separate right-out access point to the north side of West Main Street permitted by the City of Sun Prairie as part of the PIP approval for the development of the westerly portion of Lot 3 of CSM 11853 approximately 150 feet east of the northeast corner of the intersection of North Wildwood Street and West Main Street.

The Approved Access Point referred to above shall be permitted by the City whether or not it complies with Section 17.36.020 of the Sun Prairie Ordinances in other respects and whether

or not such Approved Access Point satisfies all City of Sun Prairie access restrictions/standards. The Approved Access Point does not need to be re-approved by the City as part of the PIP process for the CSM 11853 Lands.”

Amendment No. 3 to Existing GDP

The existing GDP for West Prairie Village, with respect to the Signage Amendment Lands, is hereby amended to add the following language thereto:

Pages 14 and 23 of the Mixed-Use Area Guidelines for the Main Street Mixed-Use Corridor, titled “Site Signage” and “Building Signage,” respectively, shall be amended to add the following expressly permitted signage provisions with respect to the Signage Amendment Lands:

“Notwithstanding any provisions to the contrary in the GDP or in the adopted City of Sun Prairie signage ordinances, if any, any buildings located on the Signage Amendment Lands are permitted to have signage of up to 10% of the building façade on each wall of the building, except that in the case of buildings having two or more tenants or occupants, the building may have signage of up to 14% of the building façade in the aggregate on each wall of the building for all tenants/occupants, with the façade space to be allocated among the tenants/occupants by the owner of each building, and there shall be no other square footage limitation on the amount of signage on the building façades in the Signage Amendment Lands.”

General Provisions

Nothing herein changes any provisions of the GDP with respect to any other lands to which the GDP for West Prairie Village applies, so these lands are not included in the legal description of the amendment areas. All other provisions of the GDP for West Prairie Village, as previously amended, remain in full force and effect, except as amended herein.

**LEGAL DESCRIPTION AND TAX PARCEL NUMBERS FOR PROPOSED
AMENDMENT TO GENERAL DEVELOPMENT PLAN**

Legal Description:

Lots 1-3, West Prairie Village Main Street South Addition; Lots 135, and 137-138, West Prairie Village; and Lots 2-4, Certified Survey Map No. 11853, formerly part of Lot 139, West Prairie Village; all in the City of Sun Prairie, Dane County, Wisconsin.

Tax Parcel Numbers:

081012242012
081012242122
081012742232
081012203122
081012203042
081012220572
081012220352
081012203322
081012203382
081012203262