



## **Survey of residential developments in the Madison area.**

Landmark Research, Inc.

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Landmark  
Research  
Inc.

SURVEY  
OF RESIDENTIAL DEVELOPMENTS  
IN THE  
MADISON AREA

November 19, 1979

James A. Graaskamp, Ph.D., SREA, CRE  
Tim Warner, MS, MAI, SRPA  
Jean B. Davis, MS

Mr. Harry Fry  
Johnson Real Estate Corporation  
4061 North Main Street  
Racine, Wisconsin 53402

Dear Mr. Fry:

We are transmitting to you the requested survey of the Madison area housing market which reflects its activity prior to the greatly diminished availability of mortgage money.

The study focuses upon primary data regarding Madison area's housing supply; planned residential housing projects of 50 units or more, recently completed, actively developing or in the planning stages on the south and west sides of Madison, in Middleton and Fitchburg were the subjects of our survey. Cherokee Park, a planned community on the northeast side of Madison, was also included because of its mix of multi-family condominium units within a single-family development. Marbella, a recent condo conversion of an apartment, is also included, but budgeting constraints limited the survey of other completed condominium projects.

We are also providing you with secondary data from various sources to enable you to make demand projections for the Madison area housing market.

Information for this study was obtained from interviews, on-site inspections, tract indexes, assessment records, city and telephone directories, building permits, a variety of up-dated maps and recent reports from Dane County, City of Madison and the Town of Fitchburg.

We conducted interviews with developers of projects in the geographical areas previously mentioned or spoke with realtors who acted as exclusive sales agents for these projects. The scope of the discussions included project size, phasing plans, mix of dwelling units, price and size ranges, absorption rates, marketing techniques, buyer profile, changes made during the development process, factors considered most successful and the developer's experience with the City of Madison's three-mile extra-territorial jurisdiction. As we discussed, reliance was placed upon information received from developers, and no consistent attempt was made to confirm this information.

When interviews were not possible, assessment records, tract indexes and on-site inspections were used to gather the necessary data.

Information regarding the former residence and current occupation of new home buyers in comparable projects was obtained from assessment records and from telephone and city directories.

Mr. Harry Fry

November 19, 1979

As expected during this period of tight mortgage money, building and sales of homes have slowed; while there is not a large inventory of completed dwelling units among the projects surveyed (approximately 60-75), there are a large number of platted lots ready or nearly ready for building (approximately 1000), and many more dwelling units, especially multi-family units, in the planning stages.

There are about one-half as many residential projects controlled by the developer/builder as there are residential projects controlled by restrictive covenants in which the developer sells lots to many different builders, speculators or home buyers who want to build custom homes.

Tamarack Trails, a planned unit development (PUD) and Oakbridge, a planned community development (PCD) of single-family, multi-family (condo) and commercial units, are most comparable to projects described in your brochures. Cherokee Park, Foxridge and Hickory Woods are also comparable as planned developments. Cherry Wood (an older development), Cherry Wood View, Cherry Wood Park and Cherry Wood Estates (all non-sewered developments), Arbor Hills (an older development) and Seminole Forest are comparable in price to your Manor Homes.

The Fitchburg area does not currently offer home buyers a planned unit development such as Tamarack Trails. Our random survey indicates that the apartment buildings along Fish Hatchery Road are a source of potential young home buyers who would prefer to live in Fitchburg. The majority of new home buyers (approximately 68%) come from the Madison area. Currently, a large number of the first-time home buyers are locating in Meadowood, Cedar Ridge, Jamestown and Wildwood South. The garden condominium units in Cherokee Park also seek this segment of the market.

As we agreed, the bulk of the effort in this market study has been given to assembling primary data with some initial analysis; therefore, the format of the report is informal, with the appendix materials detached from the body of the report.

Your attention is called to the limiting conditions that are included at the end of this report.

It has been a pleasure to be of service to you.

Sincerely,

James A. Graaskamp, Ph. D., SREA, CRE  
Urban Land Economist

Jean B. Davis, MS  
Landmark Research, Inc.

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## I. PURPOSE OF ASSIGNMENT

The main focus of the assignment is to define and survey the supply of single-family and multi-family housing (with emphasis on condominiums) in the Madison area that appear to be competitive with the client's housing product; and to make an assessment of the political considerations involved in the development of the subject site.

The gathering of statistical data from local sources from which to make housing demand projections and an analysis of the subject site in relationship to the local housing market are secondary considerations in the assignment.

## II. DESCRIPTION OF MADISON AREA HOUSING SUPPLY

### A. Screening of Final Subdivision Plats

To determine the location of new residential developments in and around Madison, the final plat index in the Dane County Surveyors' office was used. Initially, all subdivision plats from 1975 to the present were studied; all plats from 1977 to the present were noted, and a search of earlier projects were also made to learn of any especially large developments that were platted between 1975 and 1977 that might still contribute to the supply of housing today.

Criteria used to select projects for further study were:

- Subdivision had 50 or more units
- Project had or made an attempt to have a defined planned community look
- Located west or south of Madison, with convenient linkages to University and government buildings (except Cherokee Park, located on the northeast side of Madison)
- Price range of homes \$70,000 and up, unless development was a PUD or condominium, or located in or near the Town of Fitchburg; if the price range was lower, the development was still included if the number of units was greater than 50

Exhibit 1 contains the essential plat data of the projects selected for further study. The selected projects are located on a map in the appendix. Marbella is not listed in the subdivision plat survey, but is included in the study as requested. Cherokee Park, platted at least ten years ago, is not listed in Exhibit 1, but is included because of its mix of dwelling units.

Because the information had already been gathered, it was decided to include a listing of all the other final subdivision plats we noted, so the client can have a better understanding of land developments in and around Madison over the past four to five years. Exhibit 2 contains the essential data on plats not included in the current market survey. There are residential, as well as commercial plats.

Conversations with developers, the Madison Area Home Builders' Association, real estate experts and a search of pertinent newspaper articles in the Madison Newspapers, Inc. library revealed these potential residential developments which are in various stages of planning:

1. Wick-West Towne (PCD)
2. Carley's Condominiums at 50 East Mifflin on the Square
3. Mollenhoff's Condominiums on shores of Lake Monona off Williamson St.
4. Seminole Hills - Town of Fitchburg
5. Westport - Town of Westport

The Seminole Hills and Wick-West Towne developments are studied in greater detail through conversations with the developer; the summaries of the interviews are included in Section II, C.

According to an article in the Wisconsin State Journal, November 14, 1979, the Carley Capitol Group has just completed the remodeling of three floors of offices above the Emporium on the Square, now known as 44 on the Square (see appendix). Construction will now begin on six new floors for forty condominium units above the offices. The total project includes another twenty to twenty-six luxury condominium units at the lake end of Pinckney Street and an interior mall connecting businesses between Pinckney and Wisconsin Avenue. A parking ramp and extra landscaping along the corridor are also planned.

According to Joel Peterson, Madison Planning Department, both the Carley project and the Mollenhoff condominium projects were submitted for approval as Planned Unit Developments (PUD), in which the general development plan is identical to the specific implementation plan (SIP), and, therefore, are not yet recorded, but are public record in the Madison Planning Department. The Mollenhoff Development has recently been issued an excavation permit; the details of the project are discussed in a newspaper article dated August 22, 1979, in the Wisconsin State Journal, and found in the Appendix.

Westport is a large-scaled, planned community to be built on the Yahara River on the north side of Lake Kegonsa.<sup>2</sup> This development is in the very early planning stage; 336 condominium units are planned.

There are other condominiums in the study area, such as Harbor Village and Century Harbor on County Q, north of Lake Mendota, in Middleton, but these were developed before 1977 and are not included in the study; pictures are included in the Appendix. A newer condominium complex, not included in the study, is Fortune Village on Gammon Road; pictures are also included in the Appendix.

The Cove, a condominium conversion project on the southern shore of Lake Mendota, is currently being marketed, but budget constraints did not allow for further study of this project. A newspaper ad is included in the appendix.

During a telephone conversation with Terry Monson, we learned of his successful condominium reconversion of Concord Heights, a thirty-two unit garden apartment development in Middleton on Valley Ridge Road. Originally, Concord Heights was designed as a condominium in 1974, but it was a product before its time; condominium ownership had not caught on in the Madison area, so the units were rented. The initial problems and slow rent-up time kept the project in trouble. Terry Monson, in partnership with others, purchased it recently and returned to the condominium idea. Within the year of 1979, all but eight units have been sold; three units have been reserved by some of the partners, so actually, only five units are on the market. The structure consists of eight three-bedroom units and twenty-four two-bedroom units. The price range is \$44,900 to \$49,000, made possible by a low original investment. A newspaper ad for the project is found in the Appendix.

## EXHIBIT 1

## RESIDENTIAL DEVELOPMENT SELECTED FOR FURTHER STUDY

Name of Development Legal Tract Name	Date Recorded By Register of Deeds	Location City, Town, Village	Major Street Names in Development	Lot Numbers	Average Lot Size	Owners Listed on Plat Map	Subdivision Plat Map Volume & Page	Remarks
<u>Arbor Hills</u> - Irvington Addition	7/15/75	City of Madison	Irvington Way	408-441	varies from 1/5 to 2/5 acre	Arbor Hills Dev. Corp. Howard Frederick, Pres. Worth Piper, Secretary	42 - 42	
<u>Belmar</u> - East Hill Addition	10/12/75	Town of Fitchburg	Crescent Road Sentinel Pass Seminole Hwy. Sentinel Pass	73-213	varies from 1/5 to 3/4 acre	Town of Fitchburg (#195) JK Development Corp. Frank Bucaida, Receiver JK Development Corp.	45 - 8, 9	Weber & Norwood
- Park Addition	10/15/76	Town of Fitchburg		144-153	1/5 acre		45 - 6	
- Park View Addition	11/9/77	Town of Fitchburg	Thurston Lane	1-14	1/4 acre	Byron & Muriel Jevne	49 - 3	
<u>Bowman Heights</u> - Bowman Heights Subdivision	10/27/77	City of Madison near Fitchburg	Traceway Dr.	1-91	1/4 acre	Bowman Farms, Inc. Duane Bowman Gust Ricca, Sec./Treas.	47 - 38, 39	Land Contract Owner, Donald Hovde
- 1st Addition	10/6/78	City of Madison	Wendall Way Winding Way Forest Park	101-188	2/5 acre	Wendell & Josephine Peterson	50 - 8	
<u>Cedar Ridge</u>	3/19/79	City of Middleton	Cedar Ridge Cedar Trail	1-58	1/4 acre	Daniel Sinykin Gregory Onsager	51 - 23	
<u>Cherry Wood</u>								
- Cherry Wood View	5/28/75	Town of Middleton	Mathias Way Vickiann Street	1-62	1/2 acre	R. B. Stampfl, Irene E. Bues, Leo R. Jenness, Florence E. Jenness	42 - 36	
- Cherry Wood Park	5/4/77	Town of Middleton	Nicolet Terrace Sequoia Trail	1-75	1/2 acre	Merlin & Eleanor Voss C. W. Park Dev. Corp.	46 - 12, 13, 14	
- First Addition to Cherry Wood	7/18/77	Town of Middleton	Swoboda Road	58-68 + 3. Out Lots	varies - 1 1/3 ac. 2/3 acre, 2 1/3 ac., 1 3/4 ac.	Dohm Construction Co.	46 - 47	
- Cherry Wood Estates	8/31/78	Town of Middleton	Riche Road	1-57		Thomas & Marijo Bunbury	49 - 25, 26	
<u>Enchanted Valley</u>								
- Enchanted Valley Estates	5/14/76	Town of Middleton	Sagebrush Trail Westman Way Rd. Toepfer Road	1/71	2/3 acre	Valley View Dev., Inc. Keith & Cathy Kuhlman President & Secretary	44 - 10, 9	
- First Addition to Enchanted Valley	8/15/79	Town of Middleton	Westman Way Road	72-134	1/2 acre	Keith & Cathy Kuhlman President & Secretary	49 - 33	
<u>Foxridge</u>								
- Foxridge Subdivision	5/13/76	City of Middleton	Kenyon Drive Middleton St.	1-28	1/4 acre	Hallmark Constr., Inc. A. Donald & Diana Skirrow	44 - 7	
- Second Addition	5/26/77	City of Middleton	Parmenter St. Kenyon Drive	54-84	1/4 acre	Hallmark Constr., Inc. A. Donald & Diana Skirrow	46 - 24	
- Third Addition	11/1/77	City of Middleton	Parmenter St. Hunters Court	89-97	1/3 acre	Hallmark Constr., Inc.	47 - 41	
- Fourth Addition	6/22/78	City of Middleton	North Westfield Road	99-179	1/4 acre	A. Donald Skirrow	49 - 11, 12	

<u>Name of Development Legal Tract Name</u>	<u>Date Recorded By Register of Deeds</u>	<u>Location City, Town, Village</u>	<u>Major Street Names in Development</u>	<u>Lot Numbers</u>	<u>Average Lot Size</u>	<u>Owners Listed on Plat Map</u>	<u>Subdivision Plat Map Volume &amp; Page</u>	<u>Remarks</u>
<u>Hickory Woods</u> - Hickory Woods Subdivision	8/5/76	Town of Middleton	Stonewood Dr.	1-38	varies 3/4 to 3 ac.	Midland Builders, Inc.	44 - 33, 35, 36	
- First Addition	1/25/78	Town of Middleton	Stonewood Dr.	39-74	varies 1/2 to 1 ac.	Corp. Land Contract vender, Midland Bldr., Inc., Joseph & Roona Ziegler	48 - 15, 16	
- Second Addition	8/15/78	Town of Middleton	Stonewood Dr.	78-131	3/4 acre		49 - 34, 35	
<u>High Point Heights</u> - High Point Heights Subdiv.	5/5/77	City of Middleton	Friendship Lane Niebler Lane	1-57	1/4 acre	Beltline Enterprises, partnership	46 - 15, 16	
- First Addition	10/24/77	City of Middleton	Friendship Lane Glenn Lane	58-130	1/4 acre	Beltline Enterprises, partnership Donald Hovde and Jeff Housmann, ptnrs.	47 - 36, 37	
<u>Highwood Hills</u> - Highwood Hills Subdivision	12/17/76	Town of Fitchburg	Richardson St.	1-17	1/3 acre	Wm. Jacobsen S. Stanton Davis	45 - 32, 33	
- First Addition	1/25/78	Town of Fitchburg	Tudor Drive	18-53	1/5-2/5 ac.	Same as Above	48 - 13, 14	
<u>Jamestown</u> - Jamestown Subdivision	11/5/73	Town of Fitchburg	Monticello Way Valley Forge Dr.	1-54	1/4 acre	HMS Realty Co., partnership, Sheldon	40 - 48	
- First Addition	9/30/75	Town of Fitchburg	Williamsburg Way	55-91	1/4 acre	Cohen & Matey Katy, partners	43 - 16	
- Second Addition	10/31/75	Town of Fitchburg	Monticello Way Richmond Dr.	92-127	1/4 acre	Same as Above	43 - 26	
- Third Addition	6/1/77	Town of Fitchburg	King James Way Williamsburg Way	128-167	1/4 acre	Same as Above	46 - 28, 29	
- Fourth Addition	9/8/77	Town of Fitchburg	Chesapeake Dr. Roanoke Dr. Norfolk Drive	168-402	1/4 acre	Same as Above	47 - 20, 21, 22	
<u>Meadowood</u> - Parkland Addition	9/13/74	City of Madison	Redwood Lane Prairie Road	1-14	1/5 acre	Midland Builders, Inc.	42 - 7	
- West Meadowood Hills	2/9/76	City of Madison	Canterbury Road	937-1021	1/4 acre	Same as Above	43 - 37, 38	
- Hill View Addition	9/3/76	City of Madison	Prairie Road	1023-1093	1/4 acre	Same as Above	44 - 43	
- Tottenham Addition	6/23/77	City of Madison	Williamsburg Way Frisch Road Adderbury Lane & Circle	1096-1127	1/4 acre	Same as Above	46 - 39, 40	
- Highlands Addition	7/20/77	City of Madison	Pilgrim Road Canterbury Road	1138-1168	1/4 acre	Same as Above	46 - 50	
- Homestead Highlands Add.	2/13/78	City of Madison	Homestead Road Putnam Road	1179-1192	1/4 ac. to 1/2 acre	Same as Above, David Crocker, Pres.	48 - 22	
- Hillside Addition	6/29/78	City of Madison	Pilgrim Road	1195-1238	1/4 acre	Iris Rosenberg, Sec. Same as Above	49 - 13, 14	

Name of Development <u>Legal Tract Name</u>	Date Recorded <u>By Register of Deeds</u>	Location <u>City, Town, Village</u>	Major Street Names in Development	Lot Numbers	Average Lot Size	Owners Listed on Plat Map	Subdivision Plat Map <u>Volume &amp; Page</u>	Remarks
{ - The Downs of West Meadowood	8/31/78	City of Madison	McKenna Blvd.	1-35	1/4 acre	David Crocker Iris Rosenberg	49 - 27	
- First Addition to the Downs of West Meadowood	10/25/78	City of Madison	Stratford Drive	1-95	1/5 acre	David Crocker Iris Rosenberg	50 - 14	
Highland Court Addition to Meadowood	5/18/79	City of Madison	Raymond Road Canterbury Road	1239-1302	2/5 acre	David Crocker Iris Rosenberg	51 - 13, 14	Midland Bldrs.
- Second Addition to the Downs of West Meadowood	8/3/79	City of Madison	Jason Place Chelsea Street	96-169, 170 (park land)	1/4 acre	David Crocker Iris Rosenberg	51 - 39	Midland Bldrs.
<u>Oakbridge</u>	12/13/77	City of Madison	Oakbrook Circle Tree Lane	1-145 & 11 out lots	1/5 acre	James V. Burkhard, Inc.	48 - 2, 3, 4	
<u>Park Ridge</u>	7/2/79	City of Madison	Park Edge Drive	1-24	1/4 acre	Terry Monson, Ergum Somersan	51 - 26	Monson Construction, Inc.
<u>Seminole Forest</u>								
- Seminole Forest Subdivision	12/13/77	Town of Fitchburg	Osmundsen Rd. Woods Edge Rd.	1-74	1/3 acre	Gene E. Barrett	48 - 5, 6	
- First Addition	11/6/78	Town of Fitchburg	Timber Ridge Trail	75-95	2/5 acre	Gene E. Barrett	50 - 22	
<u>Stonefield Village</u>	11/3/78	City of Middleton	Woodgate Road	1-51	1/4 acre	Daniel Habe Terry Ackerman, Bank officers	50 - 20	Affiliated Bank of Middleton
<u>Tamarack Trails</u>								
- Phase II	9/11/75	City of Madison	Tree Lane	44-75	1/20 acre	Burkhard Development Corp., James V. Burkhard, Pres. Robert Shaw, Sec. Same as Above	43 - 13, 14	Condominium
- Phase III	10/1/76	City of Madison	Tree Lane	76-87 89-123	1/10 acre to 1/20 ac.	Same as Above	45 - 4, 5	Condominium
- Phase IV	12/2/77	City of Madison	Oak Creek Trail	124-197	1/10 acre	Same as Above	47 - 43, 44	Condominium
- Phase V	9/11/78	City of Madison	Tree Lane Cedar Creek Tr.	198-273	1/20 acre	Same as Above	50 - 1, 2	Condominium
<u>Tower Hill Park</u>								
- Fifth Addition	6/11/77	Town of Fitchburg	Jacquelyn Drive Tami Trail	162-212	1/3 acre	McKee family (4)	46 - 3	
<u>Walnut Grove</u>								
- Farmington Addition	5/5/76	City of Madison	Farmington Way	202-241	1/4 acre	Robert C. Voss, Trustee	44 - 3	
- Park Addition	2/7/77	City of Madison	N. Westfield Rd. Whitacre Road	242-252	1/3 acre	Same as Above	45 - 41	
- South Park Addition	7/25/77	City of Madison	Oldfield Road	253-265	1/3 acre	Same as Above	47 - 2	
- Westfield Addition	2/3/78	City of Madison	N. Westfield Road Colony Drive	266-311	1/4 acre	Same as Above	48 - 19, 20	

<u>Name of Development Legal Tract Name</u>	<u>Date Recorded By Register of Deeds</u>	<u>Location City, Town, Village</u>	<u>Major Street Names in Development</u>	<u>Lot Numbers</u>	<u>Average Lot Size</u>	<u>Owners Listed on Plat Map</u>	<u>Subdivision Plat Map Volume &amp; Page</u>	<u>Remarks</u>
<u>Wexford Village</u>								
- Wexford Village Subdivision	4/15/77	City of Madison	N. Westfield Rd. Branford Lane	1-70	1/4 acre	Robert Voss, Trustee	46-5, 6	
- Morningdale Addition	6/5/79	City of Madison	No. Gammon Rd.	75-117	1/5 acre	Robert Voss, Trustee	51-23	
- Harvest Hill Addition	8/1/79	City of Madison	Harvest Hill Rd.	118-173	1/5 acre	Robert Voss, Trustee	51-37	
<u>Wildwood</u>								
- Fourth Addition	2/9/77	Town of Fitchburg	Marledge St.	188-192+ 1 very lg. out lot	1/3 acre	James Devine, Jr, Verlyn Sweeney, Jerome Heinricks, Richard & Judith Lee	45-42	
<u>Wildwood South</u>								
- Wildwood South Subdivision	5/23/75	Town of Fitchburg	Pennwall St. & Circle	1-52	1/4 acre	Vincent & Genevieve Lacy, James Devine, Jr., Verlyn Sweeney, Jerome Heinricks	42-35	
- First Addition	5/27/77	Town of Fitchburg	Richardson St. & Circle	53-114	1/3 acre	Leo & Alma Lacy, James Devine, Jr., Verlyn Sweeney, Jerome Heinricks	46-27	
- Second Addition	8/1/78	Town of Fitchburg	Norwich St.	123-221	1/3 acre	Leo & Alma Lacy, James Devine, Jr., Verlyn Sweeney, Jerome Heinricks	49-29, 30	
<u>Woodland Hills</u>	6/5/79	City of Madison	Burning Tree Dr. Old Sauk Rd.	1-109	1/4 acre	Roy & Ruth Pierstorff, Rodney Waldmann, Richard & Pearl Elver, Arthur Gaust Warren Kuckling	51-21, 22	

## EXHIBIT 2

## SUBDIVISION PLATS EXCLUDED FROM STUDY

Name of Development <u>Legal Tract Name</u>	Date Recorded <u>By Register of Deeds</u>	Major Street Names in Development	Lot Numbers	Average Lot Size	Owners Listed on Plat Map	Subdivision Plat Map Vol. & Page	Remarks
<b>CITY OF MADISON</b>							
Albrecht Industrial Park	6/1/79	Advance Rd., Helgsgen Dr.	1-17	197,000	DEC Int'l Trust	51-20	Norman Baillies Trustee
Bruns Second Addition	5/18/79	Londonberry Dr.	B1k 8, 1-5 B1k 9, 1-3	20,000 2 acres	Chris Papychalla Ernest, William, Verna Bruns	51-10	
City View Commercial Park	11/10/78	Robertson Rd.	1-5	96,000	Ross Menard George Weiland	50-42	Tenants in Common
Carley Commercial Plat	1/17/79	Flora Lane	1-2	75,000	David, James Carley	50-41	
Lange Sunrise Addition	2/14/79	Emma Court	1-12	10,000	Donald & Phylis Lange	50-47	Co-Partners
1st Addition to Madison Industrial Subdivision	12/20/78	Argosy Court	1-24	24,000	Renee Runges, Carolyn Bruns, Harold Mason, A. L. Treeman	50-36, 37	
Walnut Acres	12/18/78	Millstone Rd.	1-16	13,000	Richard Rindgren	50-33	
1st Addition to Eagan Commercial Plat	3/13/78	Eagan Road	1-14 1-10	odd sizes	Jack & Charlotte Eagan	50-27, 28	
9th Addition to Park Towne	11/9/78	U.S. Hwy 12 & 14	84-101	43,000	Gerald Dohm Gerald Ring	50-24, 25	Commercial
Truax Air Park West	11/8/78	International Lane	1-9	97,000	Dane County	50-23	
Janie Heights	11/2/78	Norman Way	1-9	12,000	Patrick, Jane O'Brien	50-17	
Heather Downs - West	7/18/78	Raymond Rd., Brittany Pl.	1-32	11,500	John M. Hall	50-12, 13	

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W. A. Simpson Subdiv.	9/26/79	Buckeye Rd. and R. R.	1-5	1 acre	Wayne Simpson	51 - 50	
East Farms Plat	9/1/78	U.S. Hwy. 51 N. Stoughton	1-5	1 acre	Albert McGinnis Aaron Elkind Geraldine Havey Rosalla Elkind	49 - 46	
Barber Plat	8/24/78	Carlsbad Dr. Old Sauk Rd.	1-12	1/3 ac.	Eugene Barber Land Contract Vendor	49 - 42	
Daniel Addition to Swanton Acres	8/30/78	Stein Ave. Sinykin Cir.	63-79	1/3 ac.	Daniel Sinykin Earl Murray	49 - 45	
Menard Plat	8/28/79	Troy Drive	1, 2	1/2 acre	Ross Menard	49 - 23	
Helgesen Commercial and Industrial Plat	7/19/79	U.S. Hwy. 51	1-16	1 acre	Donald Helgesen	49 - 21	Commercial
Village Green Woods	7/14/79	Hayes Road	78-97	4/5 ac.	Munz Norman Flynn	49 - 18, 19, 20	
Glenview Woods	6/9/78	Woodlawn Dr.	1-8	1/3 ac.	Earl Knott Charles Amera Joseph Blum	49 - 6	
Quaker Ridge	5/23/78	Portage Ave. David Road Crestline Dr.	1-43	1/4 ac.	Lee and Virginia Steward	48 - 49	
Aaron Addition to Mira Loma	3/1/78	Vondron Rd. Ellen Avenue Thompson Dr.	1-93	1/4 ac.	Vondron Assoc. (ltd. prnship)	48 - 34, 33	
Greenway Heights	2/22/78	Cottage Grove Rd., Stacy Ln.	1-20	1/3 ac.	Wildwood Prop. Assoc., Country- side Developers	48 - 30	

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Westgrove	2/17/78	Portage Ave. Hayes Rd.	1 - 8		Munz Invest. Inc. Rick Munz, Pres. Norman Flynn E.V.P.	48 - 22	
Third Addition to Sunrise Meadows	2/9/78	S. Thompson Dr. 46-96 Kalas Street	1/4 to 1/3 ac.		Robert C. Voss		
Lichtes Addition to Highwood	12/22/77	Woodlawn Dr. 18-53	1/5 to 2/5 ac.		Lar-Dol Enter., Inc. 48 - 10 Larry Lichte, Pres. Dolores Lichte, Sec.		
Heritage Meadows	12/12/77	Retana Dr. 1-45 Coach House Dr.	1/4 acre		Midland Builders	48 - 1	
St. Joseph's Plat	11/4/77	Luann Lane 1-18 Coho St.	1 acre		Darrell Wird	49 - 44, 43	
Sunridge	10/21/77	Piping Rock Rd. 1-45 Hempstead Rd. Hammersley, Suffolk Dr.	1/3 ac.		Marian & Theodore Wisniewski	47 - 35	
First Addition to Patio Gardens	10-18-77	Northport Dr. 41-82 Dapin Rd.	1/5 ac.		Patio Gardens, Inc. 47 - 32 M. W. Franzen, Pres. Russell Wedeking, Sec.		
First Addition to Emerald Hills	9/31/77	Between I-90- 94 and Milwaukee St. 14-111	1/4 ac.		Edwin Kort Dolores Theissen Catherine Imhoff	47 - 29, 26	
7th Addition to Park Towne	9/21/77	Odana Rd. 64-77 Grand Canyon Normandy Lane	1/2 ac.		Park Towne Dev. Corp. 47 - 25 Gerald Dohm, Pres.		Commercial
Commercial Center	9/10/77	Greenway Cross 1-15 Applegate Rd.	1/2 ac.		Bowman Farms, Inc. 47 - 24		Commercial

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9th Addition to North Shore	9/7/77	Muir Drive Lerdahl Rd.	136-158	1/4 ac.	East Madison Realty Robert Bridham Pres.	47 - 18, 19	
6th Addition to Park Towne	9/1/77	Grand Teton S. Yellowstone	49-63	1 acre	Synapse Assoc. John Juhl & Thos. France, general partners	47 - 19, 6	Commercial
Emerald Hills	8/26/77	Milwaukee St.	1-13	1/3 ac.	Edwin Kurt Dolores Theisen Catherine Imhoff Marjorie Gallagher	47 - 15	
Dorothy Addition to Swanton Acres	8/19/77	Stein Ave. McCann Rd. Levine St.	1-62	1/4 ac.	Alpha Assoc. limited ptnship. Daniel & Gordon Sinykin	47 - 13, 14	
Tim's Addition to Burke Heights	8/19/77	Brandie Rd.	1-11	1/5 ac.	Harold, Phyllis, Calvin & Jeanne Ziegler	47 - 72	
Von Gunton East Towne	8/3/77	Thierer Rd.	1-10	2/3 ac.	Melvin & Patricia Thierer	47 - 5	
First Addition to Durkin Plat	2/6/77	Lynnwood Dr. Mondale Ct.	8-16	1/5 ac.	Ed Durkin	46 - 44	
Frank's Addition to Mira Loma	6/30/77	Pasa Roble Way	61-86	1/5 ac.	Vondron Assoc.	46 - 42	
Parkwood View	6/8/77	Colony Dr.	1-18	1/4 ac.	Richard and Alice Anderson	46 - 35	
Irene Addition to Grosvenor Square	5/26/77	N. Thompson O'Brien Ct.	1-16	1/4 ac.	Seneca Association	46 - 25	
Patio Gardens	2/25/77	Wheeler Rd. Kennedy Rd.	1-40	1/5 ac.	Patio Gardens, Inc. Lloyd Moe, Pres.	45 - 45	

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Voss Sunrise Addition	2/7/77	Thompson Blvd.	1-19	1/4 ac.	Robert C. Voss Trustee	45-40	
Royal Meadows	1/18/77	Droster Rd.	1-9	1/4 ac.	May Construction Roy E. May, Pres.	45-38	
East Meadowood Downs	12/20/76	Acewood Blvd. Vernon Ave.	1-9	1/2 ac.	Midland Dev. Corp.	45-34	
Mira Loma	12/2/76	Buckeye Rd. Camilla Rd. Ellen Ave. La Sierra Way	1-60	1/4 ac.	Vondron Assoc. by Landale, Inc. Daniel Sinykin, V.P.	45-30	
East Meadowood	11/15/76	Vondron Ave. Dolores Dr.	1-79	1/5 ac.	Development Service, Inc., James Bradley Pres.	45-21, 20	
Lichte's Addition to Honeysuckle Acres	11/12/76	Violet Lane Milwaukee St.	1-16	1/3 ac.	Lar-Dol Enterprises Larry E. Lichte, Pres.	45-17	
Norseland Plat	11/8/76	N. Oak St. Myrtle St.	1-6	1/5 ac.	Frederick Mohs John Petersen III	45-14	
Crestview	10/28/76	Stuart Ct. Melody Ln.	1-72	3/10 ac.	Gene E. Barrett	45-10	
Alexis Addition to Charing Cross Meadows	10/19/76	Brookshire Ln. Sudbury Way	1-70	1/5 ac.	Urban Farms Assoc. ltd. partnership by Landale, Inc.	45-10	
Watson's North Addition	6/9/76	Greenway Cross Lapham Drive Stewart St.	1-17	1 acre	Steward & James Watson - Robert & George Eckstein	44-16	
Gordon Addition to Charing Cross Meadows	5/26/76	Thompson Blvd. St. Albans Windsor Ct.	1-73	1/5 ac.	Urban Farms Assoc. Landale, Inc. D. Sinykin, V.P.	44-12	
Sheri's Addition to Charing Cross Meadows	8/29/75	Retana Dr.	1-30	1/5 ac.	Urban Farms Assoc.	43-76	

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Town of Madison								
	Johannsen Plat	9/18/79	UW Arbor, Todd Dr. & Badger Rd.	1-13	28,000	John Harrington, Dolly Jolloch, Chas. Johannsen	51-47	
	Balboa Subdivision	3/1/77	Granada Way Castille Ave.	4 lots	1 acre	Stevens Construction Corp. John Deutsh, Wm. Collings	45-46,47	7 Bldgs & Pool Apts.
	Balboa Valley	2/22/77	Cranada Way Castille Ave. Ski Lane	8 sm. lots	2-3/4 acres	Stevens Construction Corp.	45-44,43	
	Danner-Stein Plat	12/2/76	Moorland Rd. Rainbone Dr. Cedric Rd.	1-8	2-1/3 acres	Richard Danner, Peter Stein, Richard Bullock, Steven & John Peiss	45-28	Lot 8, says construction density is 10.5 units/acre
City of Middleton								
	Pocus Mauna Terrace	12/19/78	Century Ave.	1-24	narrow & long 2,400	Loan Officers, Amelea Stevens, Royal Gibson, Home S. & L.	50-46	
	Orchid Heights Commercial Division		Vally Ridge Rd.	1-9	33,000	William Gehrke, James Burki	50-29	
	1st Addition Evergreen Park West	7/19/79	Evergreen Rd.	3-5	32,600	Lyman Frazier, Wm. Hammer, Richard Mac Kenzie	51-35	Joint Venture
	Middleton Springs	6/8/78	Allen Blvd.	1-9	42,000	C. J. Raymond John Flad	49-4,5	
	1st Addition to Northbrook	5/18/77	Patty Lane Mockingbird Ln. Century Ave.	53-70	3/4 acres	George Maloof	46-22	

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City of Middleton (Cont.)	Evergreen Park West	4/25/77	Evergreen Rd.	2 Lots	3 acres	RLK, Inc. L. R. Frazier	46-7	
	1st Addition to Smoke- crest Plat	11/19/76	Lexington Circle Natman Male Ct. 69-81		1/4-1/3 acres	K.S. Development Co., Inc., Phillip Kapell, Paul Schmelzer	45-25	
	Park Shores	5/12/76		Park Shores Ct. 1-18	100x149'	SDRR Partnership Wayne Swayzee, John DeBeck, Gerald Ring, Gerald Dohm	6,5	
	Shorecrest Plat	5/16/76	Cty Q Shorecrest Dr. Lexington Dr.	1-68	1/4 acre	KS Devel. Co. Phillip Kapell, Dave. Schmelzer	43-44	
4	3rd Addition to Green Acres	8/29/75	Atom Ct.	32-35	500x200'	The Bruce Co., Inc.	43-8	
Town of Middleton	Malmaison	11/29/78	Greenwood Rd.	1-29	35,000	Allen, Jeanne Denson Raymond Acher, Wm. Johnson	50-30	
	Prairie Vista	8/15/78	Old Sauk Rd. Thorneapple Tr.	36-39	1.1 acres	Eleanor Voss, Land Vendor	49-36,37,38	
	Moraine View	8/26/79	Caribou Rd.	1-27	26,000	Robert Bruce	49-22	
	Valley View Woods	9/11/74	Valley Woods Drive	1-17	105x212'	Midland Bldrs.	42-5	

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Town of Fitchburg							
Nakoma Heights	8/16/78	Chalet Gardens Rd.	1-27	14,000	A.M., Anita Chudnow Joseph, Marion Chudnow, James, Eve Zucher	49-41	
Hatfield Plat	10/3/77	Raymond Rd. Harley Dr.	1-3	1/4 acre	Ernest & Marie Michaelis	47-28	
Maple Lawn Heights	1/6/76	Greenway Cross	1-16	90x200'	James T. Devine, Jr. Jerome Heinricks Ida Meis Verlyn Sweeney	43-35	
Brunsell Plat	12/23/75	Barbara Dr. Lacy Rd.	1-6	88x160'	Wm. & Lettie Brunsell	43-33	
1st Addition to County Vineyard	11/14/74	Fish Hatchery Concord Dr. Vinlap Drive	22-41	228x147'	Edgar & Morine Markwardt	42-15,14.	

## B. Inspection of Comparable Developments

In order to rank the comparability of the residential developments listed in Exhibit 1, on-site inspections were made of each development, and, where it was feasible, inspections were made of the individual units. The distance from the subject site and/or the lack of a planned community look enabled us to eliminate Enchanted Valley in the Town of Middleton, and High Point Heights off of Century Boulevard, in the City of Middleton from the study. Enchanted Valley is a non-sewered project on the far northwest side of the Town of Middleton. High Point Heights, though closer into town, is two plats of a total 130 lots that contain a wide variety of single-family homes; there is no unified look to the project, no signage and no identifiable line between the development and other houses in the area. The project was platted by Beltline Enterprises, a partnership of Don Hovde and Jeff Housmann, and the lots have been sold to a variety of builders, speculators and potential homeowners. The Middleton water tower mars the view in the area. Many lots and spec homes are for sale in the project.

An on-site inspection was also made of the apartments on Fish Hatchery Road, which are northeast of the subject site and a source of potential home buyers in Fitchburg. Exhibit 3 is a descriptive summary of the apartments with some pictures included.

The remaining projects are described separately in Exhibit 4, accompanied by pictures of typical houses in each development.

## EXHIBIT 3

## APARTMENTS ON FISH HATCHERY ROAD

Brookstone Townhomes on Eggiman Road  
Greenway Cross on Traceway and Greenway Cross  
Maple Lawn Apartments on Coho and Greenway Cross  
Kerria Apartment on Greenway Cross

Two story garden apartments with eight apartments per building. Several buildings of similar design adorn each side of Greenway Cross. The buildings are clean, new, inexpensive, with little landscaping. The exterior design falls into five categories: Mansard with brick facade, contemporary with brick facade, Swiss chalet/Tudor, colonial, or ranch/traditional. The colors are white, beige, red-brown, medium and dark shades of brown and gray.

While the designs are all slightly different, they look like they were built by the same builder. An air of cheapness and unimaginative pervades the area. The neighborhood was quiet and there was little evidence of many children living in the apartments.



Ridgewood Trace on Traceway and Leopold

Very large, well-maintained apartment complex spanning several blocks. The land is hilly and most buildings are bi-level, with two-stories in front and three in the rear. The construction is of fair quality with imaginative use of color and style, with liberal use of evergreens in the landscaping. The complex sports a golf course, two tennis courts, two playgrounds, and "The Treehouse", a bar, discoteque, and restaurant.



Country Club Apartments on Fish Hatchery

Large complex, but smaller than Ridgewood. Two floors in rear, three in front. The colors are bleached driftwood shades of brown, tan, and gray. The style is a cross between contemporary and Mansard, with the bottom floor of brick and the top of wood and shingles. Wooden railroad ties are used in the landscaping, especially in front of the recreation center. There is not much land for recreation and greenspace between buildings. The complex consists of 28-30 buildings, with 8-16 apartments per building. The complex backs on woods, meadows, and corn fields.



Todd Drive

Older, lower-middle class community with single-family homes on Todd Drive and duplexes on Churchill.

Breckenridge Apartments on Fish Hatchery

Smaller complex of 10-12 three-story buildings with twelve apartments per building. The buildings are contemporary in shape, with brick on the first floor and white stucco with dark brown lattice work on the top floors. The doors are bright orange. The complex is a bit rundown with the streets in disrepair. The buildings are jumbled close together and there is little greenspace. Landscaping is adequate and there is a pool and health club. Parking is very noticeable and prominent. The entire complex appears to have been built in a bowl.

Valley View Apartments on Fish Hatchery

Seven very large, wide, three-story buildings with six apartments on each floor. The style is Swiss chalet with a light-colored brick first floor. The buildings are attractive, of good quality, formal in appearance, with a lot of greenspace between the buildings.

EXHIBIT 4

DESCRIPTIONS OF SELECTED  
RESIDENTIAL  
DEVELOPMENTS IN THE MADISON  
AREA

## ARBOR HILLS

Arbor Hills is an older, upper-income development which lies south of the Beltline, east of the U. W. Arboretum, and borders the Fitchburg town line. While the original Arbor Hills subdivision is at least ten years old, additions have been added periodically, with the two newest, Irvington and Knollwood, having been opened in 1977.

The area is almost completely built up; only three houses were built in 1979. The homes in Arbor Hills are large and start at \$100,000. Many homes were designed by architects and custom built, making imaginative use of materials, form and landscaping. Most architectural styles are represented; a few homes are outstanding for their attractive design. The roads are mainly cul-de-sacs, and a few of the major roads dead end in woods or corn fields. The major collecting arterial street, Grandview, becomes Post Road near the railroad tracks and continues past Leopold School and the Ridgewood Apartments to intersect with Fish Hatchery Road. A landscaped sign marking the entrance to Arbor Hills stands at Frontage Road and Grandview.





ARBOR HILLS

2914 Irvington Way



ARBOR HILLS

3217 Knollwood Way

## BELMAR HEIGHTS

Belmar Heights is an older, lower-middle income development south of the Beltline, immediately west of the U. W. Arboretum, and within the boundaries of the Town of Fitchburg. Two new additions, Park and East Hill, have opened since 1977. Some of the lots and homes in these new additions have been developed and built by Norwood Custom Homes and sold by Weber Realty, Norwood's parent.

The homes, which are ranch or two-story in the traditional style, are of medium quality and size, come with few frills and little landscaping and sell between \$60,000 and \$80,000. All of the roads interconnect; there are no cul-de-sacs. Access to the University and to the Capitol is fast via Seminole Highway. An inconsequential sign marks the entrance to Belmar Heights.



BELMAR HEIGHTS

2616 Cochise Trail

## BOWMAN HEIGHTS

Bowman Heights is a new, lower-middle-income, multi-use development which lies south of the Beltline and Greenway Cross, west of the apartment complexes on Greenway Cross, north of the Ridgewood Apartments, and east of Arbor Hills.

Four six-unit condominiums, quadplexes and duplexes are currently under construction. The quadplexes are being constructed by Environments By Choice, while Torger and Son, Ltd., are building the duplexes. The housing styles are traditional, are of average quality, have little frills or landscaping and are inexpensive.

The streets interconnect. It is too soon to tell whether the subdivision will have a planned look about it. At the moment, all that can be said is that efforts have been made to make each building look different from its neighbor. No subdivision sign exists.



BOWMAN HEIGHTS

2918 Turbot Drive

BOWMAN HEIGHTS

Post and Coho Rds.



## CEDAR RIDGE

This new development is geared to first-time homeowners who want to live in a planned community. The price range of \$58,900 to \$69,900 helps make this possible. The units are small; the range is 988 square feet to 1300 square feet. The development is a PCD; certain zoning requirements, such as side yard size, were waived in exchange for a totally planned environment. The lots are small, and the houses are clustered around a cul-de-sac and along connector streets. The S. I. P. requires all lots to be landscaped by the builder to insure a harmonious planned appearance.



CEDAR RIDGE

Highland Way



CEDAR RIDGE

Highland Way

## CHEROKEE PARK

Cherokee Park is an older, upper-income, single-family development built between a golf course and a man-made lake. The homes are large and start at \$100,000; most are architecturally designed and custom built, while some are very traditional.

South of the single-family development are the townhouses and garden units. The four-unit townhouses are each done in a distinctive architectural style, while the garden units are of the same style. The townhouses have been especially popular among upper class people who want to own a maintenance-free-exterior home. The garden unit visited has two bedrooms and a long living room with a dining area. A Pullman style kitchen has space for a table and chairs adjacent to a sliding glass door. Utilities are at grade in a hallway closet. There are two bathrooms, one with a shower and one with a tub.

The garden units are priced from \$45,000 to \$75,000 for 1200 to 1470 square feet, and the townhouse units range from \$90,000 to \$100,000 for 1600 to 1850 square feet. Monthly maintenance fees on the garden units of \$70-85 include heat; the maintenance fees of \$70-80 on the townhouse units do not include heat.

Cherokee Park's 1200 acres are only partially developed; it is anticipated that development will occur here for twenty more years. The development is well defined, with large entry signs.



CHEROKEE PARK

Townhouses  
Golf Course Road

CHEROKEE PARK

Garden Apartments  
Wheeler Road





CHEROKEE PARK

Single-family



CHEROKEE PARK

Single-family

## CHERRY WOOD

Cherry Wood is a new upper-income community on the western border of the town of Middleton, twelve miles from the Capitol and three and one-half miles from the city limits of Madison. Encompassing nearly three hundred acres, Cherry Wood has a varied topography of woods, hills and meadows. No residential subdivisions or commercial centers are within four miles. Despite the fact that Cherry Wood is actually four separate subdivisions, the overall look is that of a single community. Each developer has enforced similar strict architectural, landscaping and minimum-house-size rules. Houses in Cherry Wood are priced from \$100,000 to \$200,000, with the average being \$150,000. The average home is custom built, with many quality features and detail. Most styles of architecture are represented: a replica of a colonial greathouse, French, Spanish, traditional, geometric, contemporary and solar. The architecture is not as imaginative as can be found at Arbor Hills, but is innovative for Madison, with much use being made, at the 1978 Parade of Homes, of unpainted cedar and weatheredged stone. Homes are large, over 2000 square feet; and lots range from one-half to one acre, depending upon the slope of the land or the type of soil, which dictate the size of the septic tank filter field. The latest subdivision, Cherry Wood Estates, opened this spring, and 25% of the lots have already been sold. Cherry Wood is a desirable, attractive development, and one of the few places around Madison where a truly expensive home can be built. In the near future, a new sign, announcing "Cherry Wood", will be erected at Mineral Point and Swoboda Roads.



CHERRY WOOD PARK

1978 Parade of Homes  
Sequoia Pass

CHERRY WOOD

7795 Cherry  
Wood Lane



## FOX RIDGE

Foxridge is a relatively new development, just outside of Madison in the City of Middleton. The project encompasses 220 acres, with rolling hills, some wooded areas and large, grassy marshes. Featured in the development is a 30-acre park and Stricker's Pond, which is adjacent to an archeological site of Indian relics. Wide, curving streets with cul-de-sacs, curbs, gutters and sidewalks pattern the neighborhood. There is still a feeling of the wide open spaces in Foxridge, but future plans call for a mix of single-family and multi-family units.

Two-story contemporary homes predominate in the development, with only a few ranch style homes. Homes range in total price from \$75,000 to \$190,000; lots are priced separately from the structure, so a buyer chooses one of 15 models and the location of homesites. Hallmark has also kept a supply of spec homes on the market.

The model home visited had an excellent circulation pattern with a distinct separation of informal family living from the living room and dining area. The den and a small glass solarium were extra features in this home. Leaded window panes gave the home a luxurious look. The model, with such custom extras as air conditioning, microwave oven, intercom system, wine shelf and a deck sells from \$101,000 to \$111,000, is not currently on the market, but is in the upper price range of Foxridge homes. The home had 2440 square feet of living area; there are four bedrooms and 2½ bathrooms. Though there are signs directing the way to the model home, no permanent entry sign was found.



FOXRIDGE

Model Home  
Parmenter Street



FOXRIDGE

Red Oak Court

## HICKORY WOODS

Hickory Woods, developed and built by Midland Builders, is located in the Town of Middleton, beyond the City of Madison's three-mile jurisdiction. The houses have been built along winding roads, on rolling hills that overlook expansive farm lands. Some sites are along wooded ravines, and others are on spacious open lots. There are no curbs, gutters or sidewalks. The homes in the lower part of the development are a mix of one and two-story structures on large lots and of standard design. On the upper hills, the homes have more style. The price range is \$65,000 to \$100,000, and the sizes vary from 1400 square feet to 2200 square feet. There were no models open for inspection. A permanent sign in wood and stone at the entry facing Airport Road announces the development.





HICKORY WOODS



HICKORY WOODS

## HIGHWOOD HILLS

Highwood Hills is a new, middle-income subdivision, encircled by the Wildwood South subdivision. Only approximately two dozen homes are built now. These are of moderate size and quality and contemporary in design, using natural wood colors. Both cul-de-sacs and connecting roads are being built. The contemporary-styled homes in Highwood Hills contrast sharply with the traditionally-styled homes in the surrounding Wildwood South development. No permanent subdivision sign exists.





HIGHWOOD HILLS

2630 Richardson St.



HIGHWOOD HILLS

2658 Richardson St.

## JAMESTOWN

Jamestown is an old lower-middle-income, multi-use subdivision, located in the Town of Fitchburg, north of McKee Road and west of Verona Road, bordering the Madison city limits. At present, less than half the platted land is developed and built up. Quadplexes and duplexes outline the development, where it abuts the large Three Fountains apartment complex and the neighborhood retail shopping and office center on Williamsburg Way. The duplexes, in particular, give the area a planned community look. The single-family homes mainly branch off cul-de-sacs. All construction is done by either Impala Homes or Jamestown Builders from models. The models appear to come in approximately six styles, in one or two-story variations, with a slight suggestion of traditional, colonial or contemporary treatment. The homes are of moderate quality, small and inexpensive, but attractively designed for the price. All lawns are sodded, and shrubs are now being planted. The development has a planned community look, suggestive of Oakbridge, only less well defined. No permanent sign yet exists.



JAMESTOWN

Williamsburg Way

JAMESTOWN

Williamsburg Way



## MARBELLA

These upper-income apartments had too high a turnover rate, because at the first opportunity, a person with money wants to purchase his own home. Marbella converted to condominiums and sales opened in July of 1979.

One attractive brick building backs up to Mineral Point Road, and the other building faces the cabana and swimming pool in the courtyard. Both are sheltered from Mineral Point Road by a large, attractive brick wall. Underground heated parking, a maintenance free existence and ample recreational facilities have made these units sell rapidly. Thirty-eight units were sold to existing tenants, and 42 have been sold publically. The project is not conducive for child rearing, and only two children live here.

The prices range from \$47,500 to \$76,000, plus a monthly association fee from \$67 to \$161. The fee is a function of size of the unit.



MARBELLA

Mineral Point Road



MARBELLA

Club House  
Mineral Point Road

## MEADOWOOD

Meadowood is an older, lower-middle income development on the far southwest corner of Madison. In the twenty years Meadowood has been growing, 2000 homes have been built and sold by Midland Builders. The project sprawls over hill and dale, with a sea of houses. The predominant style is ranch, with some two-story units on the far west side of the development. The streets curve and interconnect throughout most of the project.

Most homeowners here are buying shelter for the first time; Midland gives them the most space for their money.

The model visited has aluminum siding and aluminum soffits (banned in Stonefield Village). The short entry hall leads directly into either the kitchen or the living room. The two full baths have curtains instead of shower doors. The finish is just average, and the circulation pattern is average to poor.

The project is non-distinctive and seems to have no beginning or end; however, it serves a real purpose for first-time home buyers. The homes sell from \$60,000 to \$93,000.



MEADOWOOD

Waltham Road

MEADOWOOD

Waltham Road



## OAKBRIDGE

Oakbridge is a new planned community development, with a well defined entry way; and though only eighteen homes have been built, the early American flavor is already apparent. The homes are built around cul-de-sacs, encircled by Oakbrook Circle. In time, Tree Lane will join Oakbridge and Tamarack Trails.

The homes evidence the same quality of construction that Mr. Burkhard uses in Tamarack Trails; the finishes are well done, and the windows are triple glazed for energy conservation. The units are relatively small; the dining area is at the end of the living room in the Whitman model, but the circulation pattern offers more areas for privacy than did the Tamarack Trails duplex. The laundry area is at grade near the entry from the garage. All three bedrooms share the same bath on the second floor.





OAKBRIDGE

Model Home

OAKBRIDGE



## SEMINOLE FOREST

Seminole Forest is a large, new subdivision south of McKee Road and east of Seminole Highway. At present, the homes are single-family, middle to upper-middle-income; future plans call for a more varied mix of homes, with duplexes and upper-income homes being added. The 1980 Parade of Homes will be held here. Sixteen Madison builders will be building showpiece spec homes, having prices in excess of \$100,000. To date, less than two dozen homes have been built. These have been built by various builders, and the architecture ranges from traditional to colonial and Spanish. The houses are well constructed and are of moderate size. The newer homes have a more interesting design and landscaping than the earlier ones. Streets are a mix of cul-de-sacs and winding half circles. Many of the lots are wooded. Two carved wood signs, heavily-landscaped and spotlighted, illuminate the two entrances to the subdivision.





SEMINOLE FOREST

Model Home



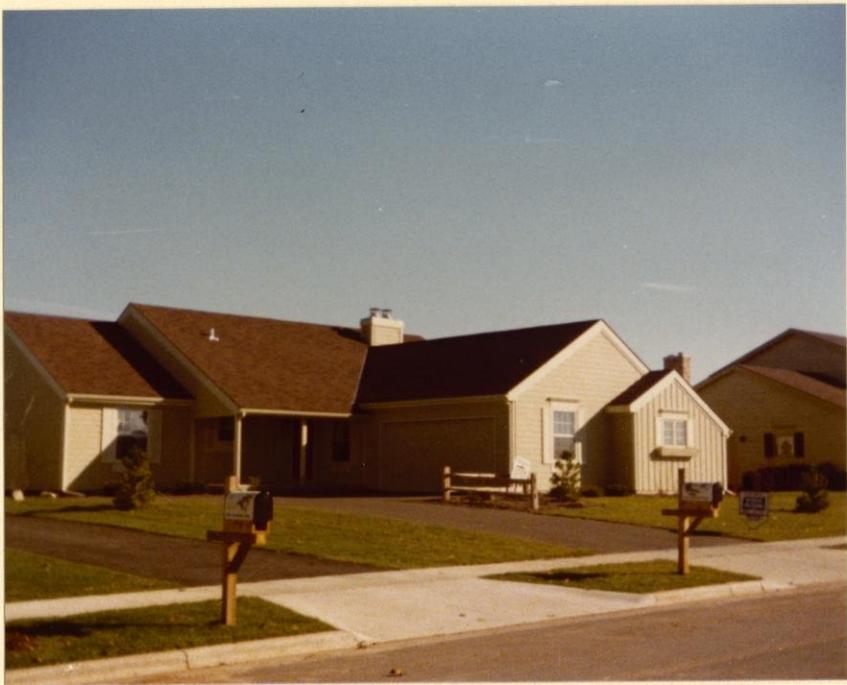
SEMINOLE FOREST

Woods Edge Road

## STONEFIELD VILLAGE

Stonefield Village has a well defined entryway across from a pond on Gammon Road. The seven exclusive builders cater to the upper-income population; prices start at \$90,000 and go up.

The project is very new, but the completed homes are a mix of well designed traditional and contemporary styles. Unfortunately, the project backs up against a railroad track. The streets curve through the development; the terrain is slightly rolling to flat. There are excellent linkages to Middleton and to Madison.





STONEFIELD VILLAGE

Stonegate Road



STONEFIELD VILLAGE

Stonegate Road

## TAMARACK TRAILS

Tamarack Trails is the best example in the Madison area of a planned unit development; there is an architecturally unified look about the development, but the clusters are so arranged as to avoid monotony.

A wide variety of townhouses are available; each phase of the project offers different density levels and dwelling unit sizes.

There are curb, gutters and sidewalks on the main roads, such as Tree Lane and Westfield Road, but there are none on the Trails that form the cluster of units.

Amenities include tennis courts, an outdoor pool and a clubhouse, automatically available to each homeowner. Monthly maintenance fees are \$46.50 for Phase V, and \$54.50 for Phase IV.

The model home visited in Phase IV is a two-story duplex, with an attached two-car garage. The small size of the unit does not allow for private areas on the first floor; the living room has a dining L, which leads directly into the kitchen. A small family room is adjacent to the kitchen. There is more privacy on the 2nd floor, as the master bedroom is insulated from the other two bedrooms by two bathrooms. A half bath is located on the first floor. The price range is \$116,000-118,000 for approximately 1400 sq. ft. of living area.



TAMARACK TRAILS

Phase IV



TAMARACK TRAILS

Phase IV



TAMARACK TRAILS

Clubhouse

TAMARACK TRAILS

Pin Oak Trail



### TOWER HILL PARK

Tower Hill Park is an older, middle-income development at the corner of Fish Hatchery and Lacy Roads in the Town of Fitchburg. One addition has opened since 1977, and approximately two-thirds of these lots have been built on. Midwest Homes does the building, and McKy Ellis Realty is the exclusive agent for all new homes in Tower Hill Park. Some homes are built on spec and from several models, all looking basically alike. Homes are traditional in design and material and may be one or two-story. They are of average quality and size and have few design features, frills or landscaping plans.

The streets all interconnect, but there is no through traffic, as only two streets open to Lacy or Fish Hatchery. The development does not have a planned look to it, other than that all the homes have a monotonous similarity in style. There is a sign at the Fish Hatchery Road entrance.





TOWER HILL PARK

View from the Park

TOWER HILL PARK

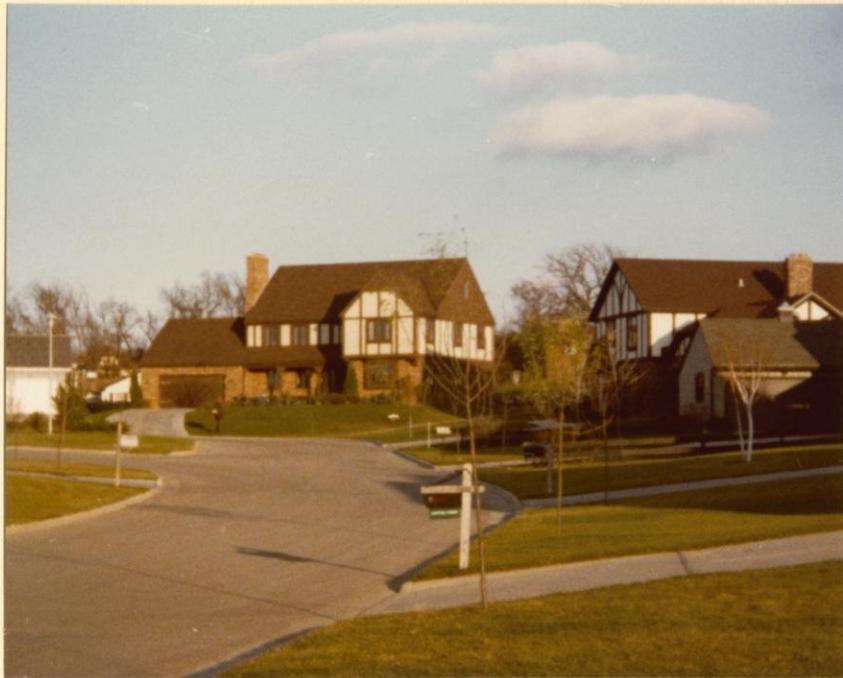
2723 Jacquelyn Dr.



## WALNUT GROVE

Walnut Grove is an older, upper-middle to upper-income neighborhood north of Mineral Point Road, west of Gammon Road and northeast of Tamarack Trails in the City of Madison. Walnut Grove is seven years old, and new additions have been opened annually; the Westfield and Farmington additions are the two most recent. The homes in the older additions are more expensive and more visually interesting than the homes in the newer areas. Several builders are active in the subdivision; most are building large homes on small lots. A few are spec homes. The majority of new homes are traditional, two-story ranches, with patios or decks and are of good quality construction. The roads are mainly cul-de-sacs, but a few through streets exist. Most of the residents of Walnut Grove are families with school-aged children. There is no planned community appearance and no signage.





WALNUT GROVE

Whitacre Road

WALNUT GROVE

Southwick Circle



## WEXFORD VILLAGE

Wexford Village is a new, lower-middle to middle-income development immediately north of Walnut Grove, across Old Sauk Road. The subdivision only opened up to building a year ago. At present, only single-family homes are built, but duplexes are planned. The homes are small, of moderate quality and priced below \$90,000. They are traditional or colonial in design and usually two stories. The landscaping is average in quality and quantity, and most streets are cul-de-sacs. An attempt has been made to make this a planned community, but the effect is not particularly noticeable yet. A temporary sign notes the entrance to Wexford Village.





WEXFORD VILLAGE

Westfield Road

WEXFORD VILLAGE

Branford Lane



## WILDWOOD

Wildwood is an older, middle and upper-middle-income development north of Lacy Road, and lying between Seminole Highway and Tower Hill Park. Since they share common street names, Wildwood and Tower Hill will eventually interconnect. The Fourth Addition to Wildwood was opened in 1976 and is nearly built up. The older homes are large and traditional; a few of the newer homes are contemporary and expensive.

Different builders and realtors are active in the area.

The streets are not cul-de-sacs. Houses range in the \$60,000 to \$122,000 category. The area does not have a planned community look; nothing distinguishes it from any other neighborhood. There is a small sign at the entrance to Wildwood.



WILDWOOD

Osmundsen Road

WILDWOOD

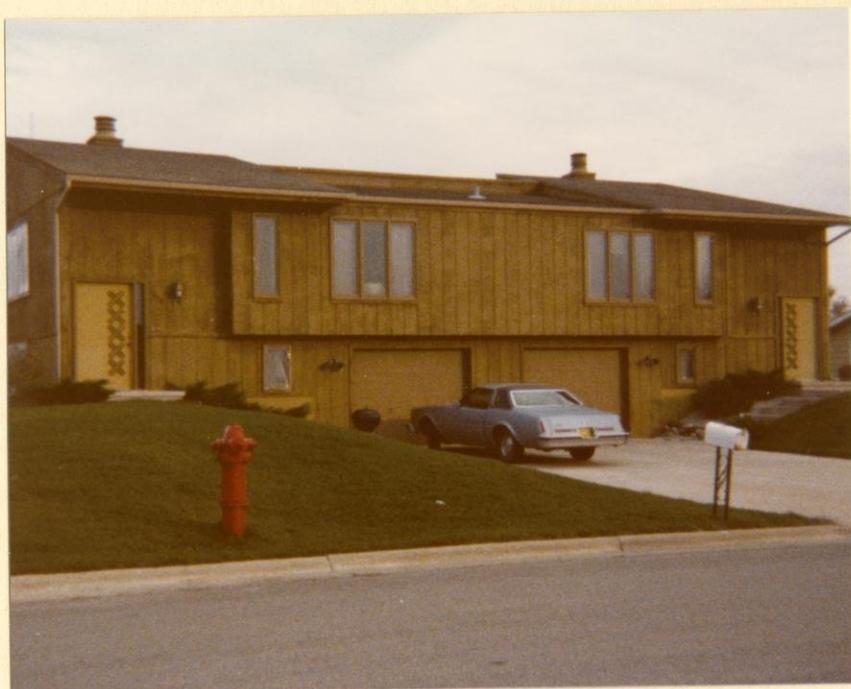
Osmundsen Road



## WILDWOOD SOUTH

This is a new subdivision, southeast of Wildwood across Lacy Road, developed by the developer of Wildwood. It shares many of the same characteristics of Wildwood. The homes are traditional in style, moderate in size, quality and price, and have some landscaping. Various builders and realtors are active in the subdivision. There are some cul-de-sacs and some inter-connecting streets, but not much traffic.

Eight duplexes, of differing designs, along Richardson at the entrance to Wildwood South. Approximately 95% of the lots in the original plat are sold and built on. The newer additions are just starting to build, and some of the streets are not yet paved. Nor is there a permanent sign marking the entrance to Wildwood South. The development does not have a strong planned look about it.



WILDWOOD SOUTH

2694 Richardson



WILDWOOD SOUTH

2604 Richardson St.

The residential developments were categorized by the amount of control the developer had over the development, with salient features noted. Those with the greatest degree of a planned community look were designed and built by the same developer/builder. For others, the degree of unity in appearance was controlled by the restrictive covenants for the development. Exhibit 5 lists the developments by these categories.

Belmar Heights in the Town of Fitchburg, an older development, is not included in this grouping. Developments in the planning or initial building stage were also not included.

#### C. Interviews with Developers and/or Realtors

Telephone or personal interviews were conducted with developers and/or exclusive realtors for seventeen developments, either on the market or in the planning stages, in the Madison area. Though the information was not consistently available from each informant, the scope of the interviews included inquiries about product and price; development size, phasing and potential supply; absorption rates since 1977 and inventory still available; financing available; amenities offered; marketing techniques; buyer profile, a reflection on success factors and changes made; and political considerations.

It was not possible to obtain any direct information from the developers of Wildwood and Wildwood South or the land developers of Bowman Heights and High Point Heights. No attempt was made to locate a spokesperson for Arbor Hills, because of the age of the development.

The summaries of the interviews granted follow as Exhibit 6. They are arranged in order of the categories defined in Exhibit 5.

## EXHIBIT 5

## CLASSIFICATION OF RESIDENTIAL DEVELOPMENTS

Planned Developments  
**Developer/Builder Controlled**  
**Ranked by Degree of Planned Look**

<u>Name of Development</u>	<u>Location</u>	<u>Total Units Planned as of 11/79</u>	<u>Dwelling Units Type</u>	<u>Price Range</u>	<u>Size (Sq. Ft.)</u>	<u>Average Annual Absorption</u>	<u>Buyer Profile</u>
Tamarack Trails - Phase IV - Phase V - Phase VI (Not built)	City of Madison City of Madison City of Madison City of Madison	72 80 48	Townhouses Townhouses Townhouses	\$116,000-\$124,800 \$88,600-\$101,750 \$71,800-\$74,700	1400-1800 1200-1600 1200-1680	48 40 0	Mix 35-55 age group from Madison
Oakbridge	City of Madison	145	Single-family	\$86,000-\$175,000	1200-1900	9	Young professionals \$20,000-30,000 income. Half with children
Marbella	City of Madison	99	Condos-Apts.	\$47,500-\$76,900	810-1500	70 sold	Professionals \$20,000+. Few children
Cherokee Park	City of Madison	60 <sup>1</sup> 112	Condos-Townhouses Condos-Garden Apts.	\$90,000-\$100,000 \$45,000-\$75,000	1600-1850 1200-1400	60 total ~100	N/A No children, 25-30 and elderly
Cedar Ridge	City of Middleton	58	Single-family	\$58,900-\$69,900	988-1300	4 so far	Young professionals
Foxridge	City of Middleton	179	Single-family	\$75,000-\$190,000	1300-3000	40	Second time owners \$25,000-\$35,000 income

<sup>1</sup>Plans are in progress for approximately 36 more townhouse units

<u>Name of Development</u>	<u>Location</u>	<u>Total Units Planned as of 11/79</u>	<u>Dwelling Units Type</u>	<u>Price Range</u>	<u>Size (Sq. Ft.)</u>	<u>Average Annual Absorption</u>	<u>Buyer Profile</u>
Hickory Woods	Town of Middleton	131	Single-family	\$65,000-\$100,000	1400-2200	15	N/A
Jamestown	Town of Fitchburg	402	Single-family Duplex Quads	\$68,600-\$84,900 \$106,000 \$120,000	1250-2200 850-950 750	30 N/A N/A	30 av. age \$28,000-\$36,000
Tower Hill Park	Town of Fitchburg	212	Single-family Duplexes	\$71,900-\$89,000	1450-2500	20	25-35 age group \$30,000 income
Meadowood	City of Madison	2,000	95% single-family 5% duplex	\$60,000-\$93,000	1100-2200	80	First time buyer

Residential Subdivisions  
Controlled by Restrictive Covenants  
Ranked by Price and Uniformity of Look

<u>Name of Development</u>	<u>Location</u>	<u>Total Units Planned as of 11/79</u>	<u>Dwelling Units Type</u>	<u>Price Range</u>	<u>Size (Sq. Ft.)</u>	<u>Average Annual Absorption</u>	<u>Buyer Profile</u>
Cherry Wood Estates	Town of Middleton	50	Single-family	\$100,000-\$200,000	2000-2400	None	Top level mgmt. and professionals
Cherry Wood View	Town of Middleton	204	Single-family	\$100,000-\$200,000	Minimum 1200-1600	148 Total Sold	Top level mgmt. and professionals
Cherry Wood Park	Town of Westport	283	Single-family	\$100,000-\$200,000	Varied	N/A	2nd & 3rd home-owners \$30,000-\$35,000
Cherokee Park	Town of Westport	283	Single-family	\$100,000-\$200,000	Varied	N/A	2nd & 3rd home-owners \$30,000-\$35,000
Stonefield Village	City of Middleton	47	Single-family	\$92,000+	1400-1700	10	20-30 age group \$30,000 min. income
Seminole Forest	Town of Fitchburg	225	Single-family	\$85,000-\$250,000	Minimum 1600 ranch 2000 2-story	73 (sold to builders)	--
Wexford Village	City of Madison	173	Single-family	\$70,000-\$90,000	Minimum 1196 ranch 1500 2-story	N/A	--
Walnut Grove	City of Madison	304	Single-family	\$90,000-\$170,000	Minimum 1196 ranch 1500 2-story	N/A	--
Highwood Hills	Town of Fitchburg	N/A	Single-family	\$70,000-\$100,000	1400-1600	10	--
Wildwood	Town of Fitchburg	192 (See plat map)	Single-family	\$60,000-\$122,000 (Based on Assessed Value)	--	Development Almost Complete	--
Wildwood South	Town of Fitchburg	221 (See absorption chart or plat map)	Single-family	\$70,000-\$80,000	--	Low	Late 30's, early 40's, 2nd & 3rd home owners

EXHIBIT 6

SUMMARIES OF INTERVIEWS  
WITH  
DEVELOPERS/REALTORS

PLANNED DEVELOPMENTS

## TAMARACK TRAILS

Location: City of Madison

Informant: James Burkhard

Developer/Builder: Burkhard Development Co.

Development Began: Land purchase on land contract in 1972; began late 1973

Size of Project: 63 acres; approximately 51 acres in first 6 phases

Zoning: Planned Community Development

1. Filed general development plan for project
2. Filed specific implementation plan (S.I.P.) for each phase
3. Plat when sewer and water are in; final plat requirement so that title can be transferred in fee

Phasing:	Phase I late 1973-74	II 1975	III 1976	IV late 1976- 1977	V 1977	VI 1979-80
Density of Development (dwelling units/acre)	5.5	5.5	6.0	5.0	7.0	10.0

(Had originally planned to complete project in 1979, but now target is 1981)

Mix of Dwelling Units: One to four unit structures to date; will include unit structures in phase VI

Legal Title: Fee Simple for structure and its land plus an interest in all common areas.

Price Range:	Phase I 1973-74 \$45,000-\$48,000 base price	Phase II 1975 \$55,000-\$70,000	Phase III 1976 \$55,000-\$60,000
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Size of D. U. (Dwelling Unit)	1400-1500 sq. ft. 1200-1500 sq. ft. (ranch) Mix of 1-2 car garages	1300-1700 sq. ft. 2 car garage	1200-1400 sq. ft. 1 car garage
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Price Range:	Phase IV 1976-77 \$116,000-\$124,800	Phase V 1977 \$88,600-\$101,750	Phase VI 1979-80 \$71,800-\$74,700
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Size of D. U.	1400-1800 sq. ft. with some homes finished off with up to 3000 sq. ft.	1200-1600 sq. ft.	1200-1680 sq. ft. 1 car garage (not built yet)
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Absorption Rate Per Year:	Phase I	Phase II	Phase III
	1973-74	1975	1976
Units planned and/ or built:	43	31	48
Units sold:	43	31	48
Units in Inventory:	0	0	0
Units planned and/or built:	1976-77 Phase IV 72	1977 Phase V 80	1979-80 Phase VI 48
Units sold:	48	40	0
Units in Inventory:	5	2	0

Most units are presold before construction begins

**Financing Available:** People who are buying now have cash; may write land contracts in individual cases for 2 year term. In general, interest rates are too high and Mr. Burkhard won't write land contracts.

**Amenities:** See brochures

**Marketing:**

1. Model homes open 7 days a week
2. Newspaper ads
3. Used radio and TV in 1972 and 1975, but not effective

**Buyer Profile:**

1. Age range is from mid-20's to elderly, but predominantly 35-55 year group
2. Most buyers are from Madison
3. There is a mix of 1st to 2nd and 3rd time homeowners
4. There is a mix of singles, and marrieds, also widows, divorcées, bachelors, empty-nesters and families with young children in school among the Tamarack residents.

**Changes Made in Development Strategy:** Designed changes are made in reaction to consumer demand. Mr. Burkhard believes that most people would prefer a single family home, but many are willing to trade off the single family home for a maintenance-free environment. Since they also feel peer pressure to keep moving up, the total environment and home design must give the impression of upper socio-economic status.

**Political Considerations:** Madison allows development only where adequate urban services such as sewer, water, fire and police protection, and to a lesser degree, transportation is provided. The proximity of the site to sewer interceptor must make economic sense. Mr. Burkhard is a member of the Madison Plan Commission.

OAKBRIDGE

Location: City of Madison

Informants: James Burkhard, Pres. of James V. Burkhard, Inc. and  
Ronald Restaino of the Stark Co.

Developer/Builder: James V. Burkhard, Inc.

Size of Project: 74 acres

Phasing: 1. 145 lots (36 acres) platted for single family homes as of 11/79.  
2. 110 condominium units are planned south of platted single-family development. There will be eight units in most of the structures (two will have fewer than eight units). A certified survey will be done for the condo area.  
3. The commercial area at the development's entry is in the design stage.

Density of Development: Single Family - 4.0 dwelling units per acre  
Condominiums - 10.0 dwelling units per acre

Legal Title: Fee simple for single family, with full responsibility for exterior maintenance and yard care.

Price Range: \$86,000 to \$175,000

Size of Dwelling Units: 1200 sq. ft. to 1900 sq. ft.

Absorption Rate Per Year: Nine homes sold (built or under construction)

Inventory as of 11/79: 4 models  
4 spec. units  
1 resale (like new)

9 Total

Financing Available: Land contracts with two-year balloon and interest rates a function of the down payment.

Down Payment of:	10%	15%	20%
Interest Rate:	10 $\frac{1}{4}$ %	10%	9 $\frac{1}{2}$ %

Amenities: Neighborhood  
Outdoor Pool  
Two tennis courts  
Cabana \$750 of purchase price put into escrow for recreational facilities. Construction will begin in 1980. There will be an annual \$80-100 maintenance fee for users.

Cul-de-sacs - popular with families with children  
There will be a homeowners' association. The developer has architectural control now, but will transfer this to homeowners' association.

Structure - See following page for features

Marketing: Brochures  
Models open seven days a week  
Newspaper ads

Buyer Profile: Young professional  
Age in 20's and 30's. Approximately one-half of families  
have children. Most incomes in mid \$20,000 to \$30,000+.  
People who prefer to do own maintenance.

ALL OAKBRIDGE HOMES INCLUDE THE FOLLOWING FEATURES IN THE PRICE:

Sergenian's quality floor coverings for every room. Bigelow carpeting in a wide choice of colors and Armstrong and Congoleum vinyl in a variety of patterns.

Preway wood or gas log fireplaces with glass doors - 25 year warranty. Fireplace utilizes outside air for combustion.

Lighting allowance - \$500.00

Fully landscaped home sites complete with shrubs, patio and driveway.

GE dishwasher & disposal

Roof shingles

Finely crafted kitchen cabinets in a choice of designs.

Pantries in all kitchens except the "Clemens".

Moen single stem washerless fixtures in kitchen and baths.

Electronic ignition and flue damper on gas forced air heating units.

Hot water heater - 40 gallon capacity

Six panel painted colonial doors & O.G. trim

Steeper roofs - design element

Full basements in all homes

Porches - detail

Weatherproof 110 volt electrical outlet on patio or sundeck area

Rocker light switches and grounded duplex outlets

Built-in smoke detectors

Double bowl sinks

Automatic garage door openers

Water softener

Aprilaire humidifier

Copper wiring

Dead-bolt security locks

Aluminum siding

Laundry hook-ups

Modular baths

Cable TV access

Home Owners Warranty (HOW)

Two car garages - drywalled

Energy conserving features include triple glazed windows and sliding doors of tempered insulated glass. Insulated embossed front doors, and R factor of R-18 in the walls that includes 3½" fiberglass batts and 1" styrofoam - insulation extended below the frost line. Ceiling insulation is both blown and batt with and R factor of 38. These is an electronic ignition system and flue damper on the heating unit. Styrofoam sheathing foundation and exterior walls.

Since each home is a personal statement and reflection of its owner, each new home owner is provided with six hours of decorator consultant services and two hours of blueprint alterations.

0 \_\_\_\_\_ des but not limited to the following:  
(~~and for addendums are almost unlimited~~)

Finished lower level

Walkout basement home sites

Wood, ceramic, or slate floors in foyer and family room

Extra bath (finished or roughed in)

Refrigerator & range/over \$ \_\_\_\_\_

Vacuflo \$ \_\_\_\_\_

Energy Mizer Water Heater \$ \_\_\_\_\_

Intercom System \$ \_\_\_\_\_

Burglar alarm system \$ \_\_\_\_\_

Spaceguard Air Filter \$ \_\_\_\_\_

Central Air Conditioning \$ \_\_\_\_\_

Hot water dispenser - kitchen instant hot \$ \_\_\_\_\_

Box window \$ \_\_\_\_\_

Shake shingle siding elevations \$ \_\_\_\_\_

Extended walls \$ \_\_\_\_\_ ft.

Fencing \$ \_\_\_\_\_

\$ \_\_\_\_\_ a square foot to finish basement

Outside service door in garage \$ \_\_\_\_\_

Wallpaper - priced individually

Ceramic tile (entry and bath)

Clock thermostat \$ \_\_\_\_\_

Vaulted Ceilings \$ \_\_\_\_\_

Crown molding

Chair rails

Paneling in family room

Full masonry fireplace

Wet bar

Wood deck

Hutches

Beamed ceilings

Built-in microwave ovens & grills

Raised foyer

Wainscoting

Front room wallpaper

Drapes

Bookshelves

Track or recessed lighting

Kitchen island

Exposed lower level

Spindle room dividers

RESTRICTIVE COVENANTS: Architectural Review Board

Exterior designs, landscaping, site placement and color coordination are controlled.

MARBELLA

Location: City of Madison

Informants: Mark Hasler of DiVall Co. and  
Sales representatives at Marbella

Developer/Builder: Gary DiVall Co.

Development Began: Conversions began June 1979 - did not have to replat

Size of Project: 99 units

Phasing: In-house sales June to July 16, 1979  
40% of units retained by tenants  
Open to public July 23, 1979

Reason for Conversion: Conventionally financed project over built for  
rent it could obtain in Madison market: High  
turnover as tenants moved into single family homes as  
soon as possible. Attempt to rehab as Section 221 d4  
with addition of 99 units in order to refinance  
and take Prudential out proved unfeasible

Legal Title: Condominiums - purchase of air space around which there  
are walls.

Price Range: \$47,500 to \$76,900 plus monthly condo association fee of \$67 to \$161.

Size of Dwelling Units: 810 sq. ft. to 1500 sq. ft.

Absorption Rate Per Year: 39 units sold to tenants, 41 units sold in open market

Inventory as of 11/79: 19 units available

Financing Available: Land contract 2 year term  
20% down, 11½% interest,  
30 year amortization

Amenities: Neighborhood

1. Access to shopping and bus
2. Quality neighborhood - rentals and single family residences
3. Tennis courts and outdoor pool
4. Clubhouse, sauna, exercise room, liquor locker, private  
party rooms
5. Underground parking

Structure

1. Buying space, doors, interior walls, wallpaper and paint, etc.  
in exchange for exterior maintenance, snow and trash removal,  
heat and care of common areas, care of project amenities,  
water (hot and cold) and sewer, and insurance on common areas

Marketing: Newspaper  
Open house daily

**Buyer Profile:** Professional people in late 20's up to 70 years  
Very few children - 2 to date  
Many empty-nesters and singles  
Gross income of \$20,000 and up

## CHEROKEE PARK

Location: Town of Westport

Informant: Ned Fox, brother of developer John Fox

Developer: Cherokee Park, Inc.

Builders: Varied for single-family homes; Cherokee Park, Inc. subcontracts multi-family units

Development Began: 20 years ago

Size of Project: 1300 acres

Phasing: 1. Still selling single-family lots with approximately thirty available.  
2. In process of building more townhouses and garden condo units.  
3. Project may take another 25 years.

Mix of Dwelling Units: 1. Single-family homes west of golf course.  
2. 60 condo-townhouse units built and occupied with possibly 36 more units to be built along golf course, and some to be built on lots on west side of Commanche Drive, across from Cherokee Park, Inc. offices.  
3. 112 garden condominium units built with three more planned to complete 10 phases: each phase is one 16-unit building.

Legal Title: Fee for single family; condominium ownership for townhouses and garden units.

Price Range: 1. Single-family homes range in price from a little under \$100,000 to \$200,000, with the majority in the \$150,000 bracket.  
2. Townhouse units range from \$90,000 to \$100,000, depending upon degree of basement finish, etc. Monthly maintenance fee is a function of size, ranges from \$70-85 and includes heat (gas only) and all exterior maintenance.  
3. Garden units range in price from \$45,000 to \$75,000. Monthly maintenance fee, a function of size, ranges from \$70-85 and includes heat (gas only) and all exterior maintenance.

Size of Dwelling Units: Single family - varied  
Townhouse units - 1600 to 1850 sq. ft.  
Garden units - 1270 to 1470 sq. ft.

Absorption Rate Per Year and Inventory as of 11/79:

1. Single family - 30 lots available
2. Townhouse units - 60 units built 1978-79 (15 buildings, 4 units each); all sold and occupied with six buyers on waiting list.
3. Garden units - 112 units built; 8-16 units unoccupied and in varying degrees of finish.

Cherokee Park (cont.)

Financing: Line of credit available for mortgages; land contracts available.

Amenities: Neighborhood - Open space  
Man-made lake  
Golf course, tennis courts and country club  
available to paid members. (Approximately 80%  
of single-family house owners are country club  
members.)  
Condo association maintains first right of refusal  
if owner wants to sell property.

Marketing: No models currently available.

Brochures about development in general.

Sales office open 7 days a week.

Buyer Profile: 1. Single family - second and third homeowners who are moving up. Many employed on East side at American Family Insurance, University of Wisconsin, Oscar Mayer, State of Wisconsin and Rolttech (research). Minimum gross annual income is \$30-35,000.  
2. Town house units - very few families with children - want maintenance-free living in style.  
3. Garden units - People in 25-30-year age bracket and elderly. Many single owners - very few children - need minimum gross annual income of \$18,000, unless down payment very substantial. Down payments usually range from \$7,500 to \$20,000.

CEDAR RIDGE

Location: City of Middleton

Informant: Dave Roark, V. P. Princeton Homes and Construction Manager

Developer/Builder: Joint Venture of Princeton Homes and Weber Realty (both owned by Weber Realty)

Size of Project: 10+ acres; 58 single family homes

Zoning: PCD (planned community development)

In SIP (specific implementation plan)

Developer had to indicate exact building plans. The advantage of the PCD (vs. zoning) is that a denser development is allowed.

Average Lot Size: 55' x 100' lots

Density of Development: 5.8 d.u. / acre

Mix of Dwelling Units: Single family  
4 models of homes from which to choose

Legal Title: Fee Simple

Price Range: \$58,900 - \$69,900  
2 bd. (unfinished basement) 3 bd. (finished basement)

Size of dwelling units: 2 bd. 1 bath - 3 bd. 2 bath  
988 sq. ft. 1300 sq. ft.

Absorption Rate Per Year: Have sold 4 as of 11/79 (built all on spec.)

Inventory as of 11/79: Have 4 under construction

Financing Available: Offer land contract for 1 year with two 6 month extensions  
Interest varies with down payment  
30% down @ 10½%  
10% down @ 11½%

Amenities: Fully (and heavily) landscaped lot; PCD ties neighborhood together..  
Homeowner doesn't have to wait for neighbors to complete Landscaping..

Marketing: Preliminary consumer survey: buyer wants more house and less frills  
Newspaper  
Signage  
Model open Sat. and Sun.  
Brochures

Buyer Profile: Young professional couple  
First time homeowner  
In 20's

## FOXRIDGE

Location: City of Middleton

Informant: Don Skirrow, President of Hallmark Homes

Developer: Hallmark Homes

Size of Project: 220 acres

Phasing: 65 acres platted as of 11/79; 183 lots platted to date (179 according to plat maps)

<u>Plat</u>	<u>Recorded</u>
Foxridge	5/12/76
1st addition	9/13/76
2nd addition	5/26/77
3rd addition	11/1/77
4th addition	6/22/78

Average Lot Size: 1300 sq. ft.

Lot Price: 1977 1979

\$8500-\$11,000 \$14,000 - \$23,000

Mix of Dwelling Units: Currently all dwelling units are single family detached; in approximately two years there are plans to plat for 225 single family homes and 250 multi-family units.

Legal Title: Fee Simple

Price Range: 1977 1978 1979

\$50,000-\$75,000 \$60,000- \$90,000 \$75,000 - \$190,000

Size of Dwelling Units: 1300 sq. ft. - 3000 sq. ft.  
with an average of 2000 sq. ft.

Absorption Rate Per Year: 1977 1978 1979

40 sold 40 sold 34 sold

Inventory of Houses Unsold: 8 single family

Financing Available: Hallmark has a line of credit; available pool of mortgage money @ 11% and guaranteed trades

Amenities: Neighborhood

1. Middleton schools
2. Middleton property tax rate
3. Smaller community
4. 30 acre park - exceeds dedication requirement
5. Stricker's Pond - Archeological Site on National Register (Indian relics)
6. Plan for Homeowner's Assoc. in future

Structure

1. Energy features
  - a. attic R40
  - b. walls 1" styrofoam and 3½" fiberglass
  - c. foundation 1" styrofoam
  - d. triple glazed windows
2. 15 models from which to choose

Marketing: Brochures

Newspapers

Furnished model

50% spec., 50% custom

Signage directing prospective customers to development (Didn't notice any permanent entry marked)

Buyer Profile: Most are 2nd time home owners (+)  
Average gross income \$25,000 - \$35,000

Changes Made: 1. Increased size of units  
2. Upgraded sales staff - need very effective sales program

Experience with City of Madison's 3 Mile Jurisdiction: Won't be bothered

HICKORY WOODS

Location: Town of Middleton

Informant: Howard Mazur, of Midland Builders

Developer/Builder: Midland Builders

Development began: 1976

Platted:		Lot#
Original	8/5/76	1-38
First addition	1/25/78	39-77
2nd addition	8/15/78	78-131

Size of Project: 80 lots platted and improved for building; approximately 40 acres unplatted in development.

Style: See worksheet brochure

Legal Title: Fee Simple

Price Range: \$65,000 - \$100,000

Size of Dwelling Units: 1400 sq. ft. - 2200 sq. ft.

Absorption Rate Per Year: 40 homes built and sold to date - (most all on spec.)  
Approximately 15 per year since 1976 and the absorption rate has held steady

Inventory to Date: 3 foundations to be finished in spring 1980; all other houses sold

Amenities: View  
Rolling hills  
Lower property taxes  
Country living

Marketing: No models available now  
Did have model in July 1979  
Advertised in newspaper earlier in year

Experience with 3 mile Jurisdiction: Entire development outside of 3 mile jurisdiction

## JAMESTOWN

Location: Town of Fitchburg

Informant: Harvey Malofsky, head of Jamestown Builders

Developer: HMS Realty Co.

Builders: Jamestown Builders and Impala Homes

Of the first 127 homes, approximately 50% built by Impala, and approximately 50% built by Jamestown Builders.

Now the ratio is 3 Impala/1 Jamestown

Size of Project: 70 acres, now all platted as 264 lots

Zoning: Mixed on each plat:

<u>R<sub>2</sub></u>	<u>R<sub>3A</sub></u>	<u>R<sub>4</sub></u>
Single family, 10,000 sq. ft. lots on first 127 lots, now 8,000 sq. ft. Lots.	Duplex requires 10,000 sq. ft. lots.	Multi-family 4, 6, 8, 12 units plus 24-36-unit buildings on lots still to be improved.

Phasing: Improved 70 lots in 1979, of which only two have houses; therefore, will only improve 10 more lots in 1980. Have another 115 lots to improve to complete subdivision.

Mix of Dwelling Units to Date: Single family, duplexes and quads  
(Impala only)

Legal Title: Fee simple

Price Range: Single family - \$68,600-\$84,900  
Duplex (both units) - \$106,000  
Quads (4 1-bedroom) - \$120,000

Size of Dwelling Units: Single family - 1,250 sq. ft. - 2,200 sq. ft.  
Duplex - 850 sq. ft. - 950 sq. ft.  
Quads - 750 sq. ft. per dwelling unit

Absorption Rate Per Year: Total of 90 units sold by both builders in past three years. Thirty homes sold per year has been a constant rate.

Inventory as of 11/79: 2 complete units  
2 units under construction  
3 quads under construction

Financing Available: Line of credit from Milwaukee institution @ prime rate (now 12 1/2%); offer land contracts 2 years @ 9 1/4%.

Fitchburg tax rate  
Verona schools (now a plus!)  
Madison Metro service  
Convenience - good linkages  
2 parks 1=23 acres in conjunction with Madison and 1=3 acres

Structure

Usual features  
Disposal & dishwasher  
Self-clean oven  
2 car garage

Marketing: Model at 5698 Smithfield  
For sale by Allen Realty (ERA)

No brochures now  
Used to have 7 models -- would keep them for 6-7 months  
Now don't need the promotion

Buyer Profile: 1. The majority are in the 30 age group; only 2 houses to retired folks and 2 houses to singles  
2. Average income (usually combined) \$28,000 - \$36,000  
3. Mix of first and second time home owners  
4. Many are transfers from out of town and residents of Three Fountain Apartments  
5. Survey of 84 households showed only 4 residents go to CBD, 15 hadn't been past Park St. in 4 months and most worked outside of Madison

Political Problems: 1. Fitchburg ordinances are stringent so it costs as much or more to build as in Madison, e.g. storm sewer requirements are costly  
2. Madison Council member had wondered why HMS didn't annex but Malosky believes Madison property taxes too high  
3. Property is within 3 Mile Extra Territorial Jurisdiction. Have to satisfy Dane Co., Town of Fitchburg and Madison. Latter is most unreasonable:  
Madison has over past years:  
a. doubled park requirement  
b. changed sewer patterns  
c. insisted upon bus service  
d. forced accessing development to Verona Road but didn't insist Midland Builders open to Whitney Way.

TOWER HILL PARK

Location: Town of Fitchburg

Informant: Pat Dann, Realtor for McKy Ellis

Developer/Builder: Midwest Homes (McKee)

Acreage Available: McKee controls land to PD to the north and to Wildwood and Seminole Forest to the south and to the west. Estimate of 300-400 lots available.

Lots Platted: 1. More than 50 lots with site improvements and currently available.  
2. Have platted original and 5 additions in development for a total of 212 lots.

Mix of Dwelling Units: 1. Majority are single family homes of which 80% are spec. and 20% are custom  
2. Offer 5 models from which to choose  
3. Deed restrictions go with fee simple title  
4. Also, have duplexes sold as fee to one buyer

Legal Title: Fee simple

Price Range: \$71,900 - \$89,000  
ranch with full basement - 2 story with full basement

Size of Dwelling Unit: 1450 sq. ft. - 2500 sq. ft.

Absorption rate 1977 1978 1979  
per year: 25 20-25 10-12

Inventory as of 11/79: 5 completed homes

Financing Available: 1. Conventional 30 year term, 20-30% down, rarely 10% down  
2. No line of credit - McKee wished he acquired some when he had opportunity to do so.  
3. Payments (p.i.t.i.) tend to be 25-30% of gross monthly income.

Amenities: Neighborhood  
Park  
Close to Madison (but no bus service)

Structure  
See brochures

Marketing: Open house and newspapers

Buyer Profile: 1. Very young 25-35 yrs.  
2. \$30,000 gross income  
3. Oldest couple is in 40's  
4. Many work at or are:  
Ray O Vac  
Salesmen  
Managers  
DNR Personnel

- 5. Second homeowners who come from out of town
- 6. In 1979 of the 10-12 houses sold, the closest one had come from Oregon, south of Madison.
- 7. Most have 1-2 children.

## MEADOWOOD

Location: City of Madison

Informant: Howard Mazur of Midland Builders

Developer/Builder: Midland Builders

Development Began: 1959 - have built and sold over 2,000 homes.

Acreage Left to be Built: 300 acres; 1/2 platted

Phasing: Improve approximately 100 lots per year, a year in advance.

Average Lot Size: 80' x 130'

Density of Development: 3 dwelling units per acre

Type of Dwelling: 95% single family detached and 5% duplex; also have lots for 4-units and 8-units for a total of 50 units.

Style: Majority are ranch and raised ranch.

Legal Title: Fee Simple; duplexes sold as unit to owner investor.

Price Range:	<u>1977</u>	<u>1978</u>	<u>1979</u>
	\$45,000-\$75,000	\$55,000-\$80,000	\$60,000-\$93,000

Size of Dwelling Unit: 1100 sq. ft. to 2200 sq. ft.

Aborption Rate:	<u>1977</u>	<u>1978</u>	<u>1979</u>
	75	100	75

Amenities: Neighborhood  
Parkway (required)  
Cul-de-sac and parks  
Near schools and bus service  
Some rolling terrain

Structure  
Most house for the dollar  
Some have air conditioning  
All use gas - forced air heat  
Wooden sliding doors  
Insulation: walls R 19, attic R 40  
Attic fans  
Weatherstripping  
Oak trim  
Good windows

Marketing: Have furnished models.

Twice a year furnish four houses on a cul-de-sac and have a Festival of Homes.

Feature energy saving characteristics.

Best sale months are January, February and March; also, June and July.

Buyer Profile: First time home buyer who wants to own a shelter.

Changes Made Over the Years: Have upgraded construction, e.g. gluing of floors and dry wall screwing is more securely done.

Weather stripping

Roof trusses

Insulation package

Experience with Madison's 3 Mile Extra-territorial Jurisdiction:

If no sewer and water service, Madison refuses to approve plat.

First part of process is to annex to Madison.

Success of annexation depends upon Madison's political climate.

Must be within reasonable distance of sewer interceptor.

DEVELOPMENTS  
CONTROLLED BY RESTRICTIVE  
COVENANTS

CHERRY WOOD ESTATES

Location: Town of Middleton

Informant/Developer: Thomas Bunbury

Builders: Varied. Only experienced, financially-sound builders, such as Delkamp, Schultz, Norwood and Impala, are permitted to build in this development.

Size of Project: 50.59 acres, divided into 50 lots of 1/2 - 1 acre

Zoning: Exclusively single-family residential, with a minimum lot size of 18,525 square feet

Development Began: Spring, 1979

Lots Still Available for Building: 38

Lots Sold as of November 15, 1979: 12

Homes Built as of November 15, 1979: 3 completed; 2 under construction

Homes Sold to Date: No lots have been sold to builders, and no spec homes have been built. Bunbury does not build homes. All homes built are the result of a contract between the lot owner and the builder.

Average Price of Lots: \$23,000-\$30,000. Prices are scheduled to increase by \$2,000 after January, 1980. This price does not include cost of well and septic tank. A community well is sunk as needed, which supports 5-6 homes.

Price Range of Homes: \$100,000-\$200,000

Size of Dwelling Units: 2,000 sq. ft. minimum for one-story  
2,400 sq. ft. minimum for two-story

Restrictive Covenants: Very strict. Architecture and landscaping must be compatible with the other expensive homes in Cherry Wood.

Amenities: Neighborhood

Wooded lots in an upper-income, secluded community of approximately 150 homes, four miles from the nearest residential and commercial center (West Towne).

Structure

Strict architectural control. Majority of the homes in Cherry Wood are contemporary in style, with heavy use of cedar and stone exteriors.

Marketing: Purposefully low-keyed, with no newspaper or MLS advertising. Sign at entrance to subdivision only.

## CHERRY WOOD

Location: Town of Middleton

Developers: Cherry Wood by Dohm Construction  
Cherry Wood View by Voss Construction  
Cherry Wood Park by Dohm Construction

Development Began: Cherry Wood in 1975  
Cherry Wood View in 1976  
Cherry Wood Park in 1977

Size of Project: Cherry Wood has 63 lots on 60 acres.  
Cherry Wood View has 65 lots on 50 acres.  
Cherry Wood Park has 76 lots on 130 acres.

Zoning: Exclusively single-family residential, with a minimum lot size of 18,525 square feet.

Lots Still Available for Building: Cherry Wood  
Cherry Wood View  
Cherry Wood Park

Average Price of Lots: \$18,000

Price Range of Homes: \$100,000-\$200,000

Size of Dwelling Units: Minimum requirements as stated in restrictive covenants:

<u>Cherry Wood</u>	<u>Cherry Wood View</u>	<u>Cherry Wood Park</u>
One-story - 1400 sq. ft.	N/A	One-story - 1200 sq. ft.
Split level - 1300 sq. ft. on main level		Split level - 1200 sq. ft. on main level
Two-story - 1600 sq. ft.		Two-story - 1600 sq. ft.

Homes Built: Approximately 150

Homes Sold as of 11/79: Approximately 148. Only two spec homes for sale at the moment; one is a Jim Gold home for \$150,000.

Restrictive Covenants: Very strict control over size, architecture and landscaping.

Amenities: Neighborhood  
Hilly, wooded, upper-income neighborhood four miles away from the nearest residential and commercial centers (West Towne).

### Structure

Strict architectural control. Majority of the homes in Cherry Wood are contemporary in design, with heavy use of cedar and stone exteriors.

**Marketing:** Cherry Wood was the site of the 1976 Parade of Homes.  
Cherry Wood View was the site of the 1977 Parade of Homes.  
Cherry Wood Park was the site of the 1978 Parade of Homes.  
A new sign is being designed, announcing the entrance to Cherry  
Wood and will be located at Mineral Point and Swoboda Roads.

**Buyer Profile:** Top level management and professional people in mid-30's  
to mid-50's. Most are families with children and are  
second homeowners.

## STONEFIELD VILLAGE

Location: City of Middleton

Informant: Doug Bear of Key Homes

Developer/Builder: A limited partnership consisting of seven builders and Larry Lappin, a developer and general partner

Development Began: Late 1978

Size of Project: Approximately 275 single family homes to be built in a five year or so period; may vary lot size as development progresses

Zoning: R<sub>2</sub> and can be a cluster development along Gammon Road

Lots Platted and Available for Building: 47 (Lot 2, for example, is reserved for a school site for Middleton - Cross Plains)

Average Price of Lots: Phase I = \$23,000  
Phase II = \$29,000 - \$35,000

Price range of home and lot: \$92,000 and up

Size of Dwelling Units: 1,400 sq. ft. - 1,550 sq. ft. ranch to 1,700 sq. ft. two story

Homes Built: Approximately 16-17

Homes Sold as of 11/79: Approximately 10; majority are custom built though some are spec homes

Restrictive Covenants: Very strict with control over roof color and slope, soffit material, fascia size, siding colors, at least \$500 of landscaping, and a sodded yard, as examples

Amenities: Neighborhood

Accessibility to shopping centers and recreational facilities, two blocks to Middleton; one and a half miles from West Towne; Tiedeman Pond across N. Gammon Rd. west of development

Structure

Strict architectural control

Marketing: Model home

Newspaper

Buyer Profile: Younger professional people in mid-20's to upper 30's

Combined gross at least \$30,000

Most are families with children and are second homeowners

## SEMINOLE FOREST

Location: Town of Fitchburg

Informant: Norman Flynn

Developers: Joint venture of Norman Flynn, Flynn Baker, Inc., and Gene Barrett Construction Co.

Builders: Varied. Will be site of 1980 Parade of Homes. 16 lots to be built upon by 16 builders; Parade is open to any builder. Realtors involved include Barrett and Olund Realtors, Stark Co. and McKy Ellis.

Size of Project: Approximately 50 acres in homesites, platted as of 11/79.

Phasing: 101 single family lots platted as of 11/79; 31 additional lots to be opened in Spring, 1980; approximately 90 additional planned for are uncertain.

Average Lot Price: \$18,900 to \$36,900 for more than an acre.

Density of Development: Original plat - 2.2 dwelling units per acre  
1st Addition - 1.67 dwelling units per acre

Mix of Dwelling Units: First 225 lots will be done. In the near future, it is planned to develop 23.3 acres into a multi-family condominium project. There will be 116 units built as quadplexes starting in 1980.

In the R4 area of Seminole Forest, seven acres of condominiums will be developed. If condominiums sell well, the project will start in 1980 with a two to three-year building program.

Legal Title: Fee simple in present platted areas.

Price Range: Present platted lands - \$85-90,000 to \$140-250,000.

Size of Dwelling Units: Minimums established by restrictive covenants:  
Ranch: 1600 sq. ft.  
2-story: 2000 sq. ft.  
Raised ranch or multi-level: 1600 sq. ft. on main level.

Absorption Rate Per Year: 73 lots sold to builders/owners in last two years.

Inventory as of 11/79: 28 lots remain unsold by developer.

Amenities: Neighborhood - Large wooded lots  
Curved streets  
Homes set back from McKee Road  
Sense of privacy in development

Structure: Controlled by covenants and architectural review board.

Marketing: Newspaper ads  
Sponsor of 1980 Parade of Homes  
Good signage

## WEXFORD VILLAGE AND WALNUT GROVE

Informant: Bob Voss

Location: City of Madison

Development Began: 1. Wexford Village - Lots 1-74 were sold by lottery in 1977 to builders (All were sold day of lottery).  
2. Morningside Addition to Wexford Village - Lots 75-117

AND

Harvest Hill Addition to Wexford Village - Lots 118-173 to be sold 11/2/79 by lottery to builders. There are usually 18-20 builders involved, and Mr. Voss expects all 99 lots to be sold at the drawing.

Average Lot Price: \$13,200 to \$16,900

Mix of Dwelling Units: Of the 99 lots in the two additions, 16 will be duplexes and 83 will be single family, for a total of 115 dwelling units.

Legal Title: Fee Simple

Price Range of Homes in Walnut Grove: \$90,000 - \$170,000

Price Range of Homes in Wexford Village: \$70,000-\$85,000-\$90,000

Size of Dwelling Units: Restrictive covenants that go with the subdivision plats require the minimum size of a one-story single-family dwelling to be 1196 square feet, and a two-story, single-family dwelling to be 1500 square feet.

Inventory as of 11/79: Walnut Grove - approximately 11 lots

Amenities: Wexford Village - Interior walkway system  
Cul-de-sacs  
Homeowner's Association maintains greenways.  
Developer, as part of plat improvement, landscapes  
cul-de-sacs.

HIGHWOOD HILLS

Location: Town of Fitchburg

Informant: Bill Jacobsen of Jacobsen Realty Co.

Developer: Bill Jacobsen and Stanton Davis

Builder: Varied e.g. Crary and ABC

Restrictive Covenants: Control on size and architect; architectural review committee

Legal Title: Fee Simple

Price Range: Nothing under \$70,000 up to \$100,000

Size of Dwelling Units: Minimum requirements

<u>Ground level ranch</u>	<u>2 story</u>	<u>Raised ranch</u>
1400 sq. ft.	1600 sq. ft.	1400 sq. ft. with 60% applied to first

Lot Sales Per Year: 1977 1978 1979

3-4 12 10

(no activity now)

Inventory as of 11/79: Approximately 25 lots

Financing Available: 90% 2 year land contract  
or take back 50% on a second

Amenities: Neighborhood

1. Adjacent to houses of similar quality
2. Attractive terrain
3. Lower property taxes

Marketing: Signage  
Newspaper ad

Success Factors: 1. Fitchburg short of developable land  
2. Highwood Hills surrounded by good development (Wildwood South) which has larger lots; Highwood Hills sells 10% smaller lot

Political Considerations: 1. In Fitchburg have 12 months to complete improvements after final plat approved: improvements include sewer, water, curb, street and agreement with Madison Gas and Electric Co.

2. Sewer interceptor available but had to extend

3. Required to put up irrevocable letter of credit

4. Preliminary plat approved but final plat was rejected based upon impact of development on Seminole, and Fish Hatchery, among other things

5. Doug Morrisette went before Plan Commission to speak for the plat
6. Developers had to meet with each council member to sway votes in favor of plat

WILDWOOD SOUTH

Location: Town of Fitchburg

Informant: Michael P. Savidusky, Concept Realty

Developer: James Devine, Jr., Vincent and Genevieve Lacy, Verlyn Sweeney, Jerome Heinrichs

Builders: Varied; Pioneer Construction is builder of spec model home visited

Michael P. Savidusky indicated that sales are extremely slow and it was doubtful that the asking price of \$81,900 would be obtained. The listing sheet on the following page gives details of this particular home. Financing is available with 20% down, 12% interest and a 30 year term. Pioneer Construction Co. will offer a land contract or will rent with an option to buy to avoid holding the home through the winter.

Buyers of these homes are in their late 30's and early 40's; a majority are 2nd and 3rd time homeowners. According to Michael Savidusky, a rule of thumb to evaluate ability to pay is that one week's gross salary should equal the monthly house payment.

BELMAR

Location: Town of Fitchburg

Informant: Dave Roark, V. P. of Princeton Homes and Construction Manager  
This development consists of several additions since the original plat in 1966.

Phasing:	Original Lots	1-82	1966
	South Hill addition	83-118	11/13/67
	East Hill addition	173-213	10/12/76
	Park addition	144-153	
		(seems to be replat)	
		214-230	10/15/76
	Parkview addition	1-14	11/9/77

Developer/Builder: Byron Jevne and Clifford Kolberg of J-K Development Co. According to Dave Roark, the development went into receivership. Princeton Homes is purchasing only some of the available lots and currently has three spec. homes under construction there. One is sold and two are in their inventory. In the last two years Princeton Homes has built and sold approximately 15-16 homes in the Belmar area. The current price range is from \$60,000 for an 1100 sq. ft. raised ranch to \$70,000 for a 1600 - 1750 sq. ft. two story home. A recent sale was for a lot @ \$19,500 which together with a home built by Princeton sold in the high \$80,000. There are some deed restrictions mainly pertaining to size of units.

DEVELOPMENTS

PLANNED BUT NOT YET

BUILT

PARK RIDGE

Location: City of Madison

Informant: Terry Monson, President of Monson Construction Co.

Developer/Builder: Monson Construction Co.

Development Began: late 1979

Size of project: 31 acres

Phasing: 24 lots to be developed; will start with duplexes and then will build four 4 unit buildings.

Mix of Dwelling Units: Plans include  
63 duplexes  
60 unit townhouses  
approx. 136 units of quads and octos

Legal Title: All townhouses will have separate sidings with the roof covering the gap, therefore, title will be in fee simple. Other units will be condominiums with exterior walls and common areas owned by the condo association.

Price Range: \$56,000 to \$65,000 per unit

Size of Dwelling Unit: 1100 sq. ft. to 1500 sq. ft.

Amenities Planned: Primarily the extras will be in the structure such as fireplace, wall paper, built-ins, such as china cabinets and bars, and the generous use of interior wood trim. There will be a pond and passive recreational areas in the project.

## SEMINOLE HILLS

Location: Town of Fitchburg (directly north of Seminole Forest, across McKee Road)

Informant: Norman Flynn of Flynn Baker Investment Real Estate, Monona, Wi.

Developers: Seminole Associates, Joint Venture, 2923 Osmundsen Road, Madison, Wi. Venture partners are Gene E. Barrett, Heart O' Wisconsin Broadcasters, Inc. and Flynn Baker, Inc.

Builder: Not known, but likely to be Barrett and Olund Construction Corp., Madison

Size of Project: Originally 212 acres, with 38 acres dedicated to Fitchburg in exchange for down zoning from R4 with 1200 dwelling units (apartments) to multi-family/condo (or rental) with 1050 dwelling units.

Zoning: Area not platted; want to allow for option of condo association owning land as one owner to avoid subdivision platting, which would include the City of Madison's three-mile extra territorial jurisdiction.

Phasing: The developer plans to begin building in 1980 and has a seven-year projection period. (William Waldoch, Town of Fitchburg Engineer, indicated that the project is in the initial stages of processing for approval.)

Mix of Dwelling Units: Multi-family, which can include condos and rentals. Higher density development will be located in less wooded area of site.

Amenities: In an agreement with Dane County and the Town of Fitchburg, there will be land around the planned environmental corridor reserved for recreational use only, to be developed at the discretion of the developer. The developer has granted a foot path easement as access to the E-way; therefore, Dane County will not need to purchase land from the developers for this purpose. (Source of information is Jim Miller of Dane County Parks Dept.)

Experience with Madison's three-mile jurisdiction: Avoid involvement when possible; approval is uncertain at best.

WICK PCD - WEST TOWNE

Location: City of Madison - recent annexation

Informant: Ken Welton of Wick Homes

Developers: Ken Welton, John Wick and others of Wick Homes

Primary Purpose of Project: To control the environment around Wick's National Headquarters and to gain experience in land development

Builders: To be varied

Size of project: 122 acres

Zoning: PUD (See Appendix for newspaper articles)

Phasing: General plans only; time periods not clear, but hope to complete development 1985-86 with erection of corporate buildings as last phase (due to lease obligations at current location)

Mix of Dwelling Units: 57 single family with zero lot line  
66 single family conventional  
140 multi family units  
Development also contains offices, commercial center and Wick Corporate headquarters

Style of Dwelling Units: Zero lot line units comparable to Oakbridge; conventional single family units comparable to Parkwood Hills; and multi family may be any type possible. Wick will want architectural control. May sell land to builders or to Wick franchise dealers.

Legal Title: To be varied; fee and condo probably

WOODLAND HILLS -  
MONSON DEVELOPMENT

Location: City of Madison

Informant: Terry Monson; President of Monson Construction Co.

Developer/Builder: Monson Construction Co.

Date Platted: 1979

Size of Project: 4.7 acres on the corner of Old Sauk Rd. and North Gammon Rd.

Phasing: Occupancy April-May 1980

Mix of Dwelling Units: 48 condo townhouse units

Legal Title: Condominium ownership

Price Range: \$60,000 to \$100,000

Size of Dwelling Units: 1150 sq. ft. to 1700 sq. ft.

Amenities: Project will have a Williamsburg theme; developer has studied the Williamsburg area in preparation for project. There will be a courtyard around which units will be built. Monson Construction will place emphasis upon the structural amenities of the units.

## WOODLAND HILLS

Location: City of Madison

Informant: Warren Kuehling, one of owners at time of platting

History: Plat recorded 6/5/79

The original seven owners have sold all but 17 lots. Lot numbers 103-108, zoned R4, were sold to Ergum Somerson, trustee, who subsequently sold to Terry Monson; the other 86 lots were sold on contract to Bill Dallman for single-family homes. Lot numbers retained by original owners are 60-64, 70-71, 76-79, 98-102 and 109. The original owner plans to build duplexes on these lots. Bill Dallman attempted to replat several lots to increase density, but was denied approval by the City of Madison.

W. Kuehling, et al (original owners at time of plat), are ready to go with the 17 duplex lots, but for tax reasons will not sell outright. The lots are valued at \$20,000-\$25,000. Building plans are in limbo right now, but the design would tie in with condo and single-family developments.

North and west of Woodland Hills, Ergum Somerson, as trustee, has control of 14-16 acres, on which he plans to put condominiums. The property is recorded as a separate outlot in a certified survey.

Terry Monson's plans for six lots on the corner of Old Sauk and Gammon Roads are described in a separate summary.

### III. POLITICAL CONSIDERATIONS

Preliminary and final subdivision plats for residential developments located outside of Madison's urban service line but within the three-mile extra-territorial jurisdiction of the City of Madison are subject to the review and approval of the Madison Plan Commission and Common Council; Dane County Regional Planning Commission; and the appropriate governing bodies of the municipality in which the plat is located.

#### A. City of Madison

The Madison Planning Department, headed by Charles Dinauer, is empowered to make recommendations only to the Plan Commission, regarding applications for subdivision plats.

According to Joel Peterson of the Planning Department, Madison will not approve any subdivision plats within their three-mile jurisdiction if the site lies beyond Madison's urban service line (see map in Appendix), and if the site does not have sewer and water service available for sites outside of Madison's urban service line, but within Madison's jurisdiction which have water and sewer available, the Planning Department will recommend approval of the plat.

Conversations with local developers have led to the conclusion that approval is not really so automatic. Developers of Jamestown were required to insure bus service to the development, before the last two additions were approved; to provide ingress/egress (access) to Verona Road; and the park contribution requirement was doubled, even though sewer and water service were already available.

A developer of Highwood Hills reported that their preliminary plat had been approved and the final approval seemed assured. Complacently, the developers did not attend the Council meeting in which the final vote was taken; to their dismay, approval of the final subdivision plat was denied as having an adverse input on the area. The application was referred back to the Plan Commission, the developers met with each Commission member; and with the support of the Town of Fitchburg Chairman, Doug Morrissette, the plat was finally approved.

A representative of Midland Builders reported that the initiation of annexation by the City of Madison is the first part of their development process. The ease with which annexation occurs depends upon the political climate of Madison at that point in time, even when sewer and water service are available.

When Joel Peterson of the Madison Planning Department was questioned further about possible reasons the City would disapprove a subdivision plat in an area with sewer and water, he listed three major areas of concern; adequacy of transportation facilities; adequacy of police and fire protection and the capacity of the existing educational services. The Department wants to know the anticipated number and kinds of trips generated by the development and the facilities available to convey each kind of trip. If the present facility is a gravel road and a high volume of auto traffic is anticipated, the City would require the density of the development to be reduced or to curtail the extensiveness of the development. The fit of the anticipated increase in school enrollment and school capacity must be measured.

## B. Dane County

Though the County has subdivision and zoning regulations, those of the municipalities are usually more stringent, and, therefore, often supersede County rules. (See Dane County Zoning Ordinances)

The planned Environmental Way (E-Way) by Dane County through the Nine Springs Corridor, which encompasses the north part of the subject site is of special concern to developers of this site. (See E-Way Plan Report) The acquisition of land by purchase or easement for the E-Way by the Dane County Parks Department is now in progress. The Parks Department began its negotiations at the eastern end of the corridor and have recently closed on the Watson property, Parcel 32 on Map A in the E-Way Report. The subject site is discussed on page 8 of Dane County Environmental Way -- Protection -- Cost Estimate -- Status of Acquisition Chart which is included in the Appendix.

Jim Miller of the Parks Department, indicated a preference for easement rights over acquisition. This was done on the Gene Dawley property located at the corner of Seminole Highway and McKee Road, which was sold to Seminole Associates, a joint venture; the new owners plan a multi-family development on the property.

Though the information is sketchy, Jim Miller believes that Dawley dedicated several acres of land to the Town of Fitchburg prior to sale; part of the deal included an easement granted to Dane County for access to the E-Way in exchange for the restricted use by the developer of the E-Way lands on the property for recreational purposes only. The developer is free, within limits to determine the kinds of recreational uses appropriate to the planned development. The legal documents for these transactions can be found in the Dane County Register of Deeds, Volume 1023, pages 60-68.

According to Norman Flynn, one of the joint venture partners of Seminole Associates, land was dedicated to the Town of Fitchburg in exchange for down-zoning from R4 (apartments) to multi-family and condominium uses. (See Summary sheet of interview with Norman Flynn on Seminole Hills.)

Jim Miller of the Dane County Parks Department indicated he has no idea how negotiations will go with owners of the McKee, McKeown and Bowman properties. Opportunity may be available to enhance potential development of the subject site and satisfy the County's plan for the E-Way. The path of the E-Way through the subject site has not been finalized. Whether the E-Way will prevent any kind of linkage with the prestigious Arbor Hills development, or access to Seminole Highway or Fish Hatchery Road, remains a question.

## C. Town of Fitchburg

William Waldoch, engineer for the Town of Fitchburg, was interviewed to gain a better sense of understanding of Fitchburg's attitude toward development and to update the Fitchburg Land Use Plan.

The northeastern part of Fitchburg is going to be opened to development with the addition of water and sewer service. Thirty to forty percent of the area can use existing sewer service, but water is needed for the entire area.

The Town Utility District is currently exploring for wells to bring water to the area north of Lacy Road. Dane County has applied for Federal aid; the time line includes plans completed in 1980, design completed in 1981 and construction underway in 1982. Therefore, there should be water in the Syene Road area by 1982. Some developers are filing preliminary plats for projects (1/4 - 1/3-acre lots) in anticipation of this development.

Mr. Waldoch indicated that Fitchburg intends to de-emphasize the use of the Seminole Highway; plans are in motion to widen and improve Fish Hatchery Road. The road will become a divided six-lane highway, between the Beltline and McKee Road, and will be completed by 1982 at the earliest. There will be lesser improvements on Fish Hatchery between McKee and Lacy which will include relocation to avoid the curve, just north of Tower Hill Park.

According to Mr. Waldoch, Fitchburg reacts to development plans rather than prescribing plans for developers. The land use plan and the Fitchburg subdivision regulations (see Chapter 15, Division and Subdivision of Land - Fitchburg, in Appendix) form the basis for the guidelines used to screen development proposals. Fitchburg is also subject to Dane County Zoning Regulations which were updated in July, 1979.

The Town of Fitchburg must approve rezoning at the time of the submission of the preliminary plat. The developer must initiate the petition for rezoning. Most rezoning requests have been granted; there is little risk at this stage of the development progress.

In summary, it appears that a developer willing to adhere to Fitchburg's requirements will have little trouble securing Fitchburg's approval. Development is expected in Fitchburg in areas that have sewer and water available. Section 15.06, page 15-19 of Chapter 15 of Division of Subdivision of Land provides for innovative cluster developments. The most uncertainty for the developer seems to lie with the Madison Plan Commission and its Common Council. A list of the members of the Madison Plan Commission is included as Exhibit 7 for your convenience.

## EXHIBIT 7

CITY OF MADISON  
PLAN COMMISSION

<u>Name</u>	<u>Address</u>	<u>Home Phone</u>	<u>Business Phone</u>
Alicia Ashman Chairperson	2114 Bascom Street Madison, Wis. 53705	233-7671	
Tod Linstroth Vice Chairman	5305 Fairway Drive Madison, Wis. 53711	271-6164	257-3501
Charles Dinauer Secretary	Room 414 Dept. of Planning & Dev. City-County Building 210 Monona Avenue Madison, Wis. 53709	-	266-4635
Arnold Milke City Engineer	Room 115 City-County Building 210 Monona Avenue Madison, Wis. 53709	-	266-4751
Fred Arnold Alderman	1242 Meadowlark Madison, Wis. 53716	222-2740	266-5166
Jane Steward Alderman	734 Huron Hill Madison, Wis. 53711	233-4613	266-5166
Judy Olson	3983 Plymouth Circle Madison, Wis. 53705	233-4455	266-5990
Jerome Kaufman	5 Waupaca Court Madison, Wis. 53705	238-2568	262-1004
James Burkhard	Burkhard Development, Inc. 110 S. Westfield Road Madison, Wis. 53717	233-9664	836-7701
Nan Cheney	6214 N. Highlands Madison, Wis. 53705	238-2390	-

#### IV. STATISTICAL DATA FOR DEMAND PROJECTIONS

In this section, statistical data is compiled to enable the client to analyze the potential demand for planned residential developments in the Madison area. The past, current and projected data available on population, income and employment classifications provides evidence of past and projected trends which have and will affect the demand for housing in the Madison area. The prior residence and current employment of new subdivision homeowners gives a clue to the location of future home buyers and their income potential. Also presented is a summary of the absorption rate of dwelling units and an inventory of homes and lots ready for the market in the residential developments in the study area.

##### A. Population Employment and Income Trends

Population growth in Madison appears to have stabilized in the past few years after having experienced a sharp decline in the early 1970's. Since 1974, the City has been growing at a very moderate rate, showing only a 3.5% increase over the past five years (see Exhibit 8).

To offset this stabilized growth trend, is evidence that the average number per household is decreasing. From 1970-1974, the City of Madison's population dropped by 3,000. At the same time, 7,000 new units were built, with an approximate vacancy rate of only 10%. This trend has been recognized, not only at the local level, but nationwide as well.

Although growth in the Madison urban area in general is stabilizing, it must be mentioned that growth in the outlying towns south of Madison is increasing. Fitchburg shows a growth of 8.1% over the past three years, and Verona and Oregon (northwest and southeast of Fitchburg) have both realized over a 50% growth from 1970-1978 (see Exhibit 8).

Upon reviewing the population breakdown for Madison and Fitchburg, it can be seen that a substantial percent of the population is in the 18-24 age classification (25% for Madison, 21% for Fitchburg). The presence of the University accounts for a large number of this age group. The 25-44 age group (largest group of home buyers) were 26% of the population in Madison (1974), and 38% of the population in Fitchburg (1976).<sup>2</sup>

A possible source of first home buyers is the nearby Fish Hatchery Road apartments. These include Ridgewood Trace, Candletree and Valley View apartments. The populations in these apartments is approximated at 1360 household units, using the telephone directory to estimate number of households. The migration of these renters into new units in the nearby area is discussed in the following section.<sup>1</sup>

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<sup>1</sup> Tom Akagi, Principal Planner, City of Madison Planning Department

<sup>2</sup> Census of Population and Housing; 1970 Census Tracts and Special Census of Madison, Wi., 10/22/74

## EXHIBIT 8

## POPULATION CLASSIFICATION PER AGE GROUP

City of Madison<sup>1</sup>

	<u>0-13</u>	<u>14-17</u>	<u>18-24</u>	<u>25-44</u>	<u>45-64</u>	<u>65 &amp; Over</u>	<u>Total</u>	<u>Median Age</u>
1970	40,192	10,788	41,674	40,674	26,056	12,385	171,769	N/Av.
1974	32,462	11,171	42,546	43,915	25,643	12,934	168,671	24.7
% Change	-19.2	+3.6	+2.1	+8.0	-1.6	4.4	-1.8	--
% Minority							3.5	--
Population	--	--	--	--	--	--	173,051	--
1979 Total <sup>2</sup>	--	--	--	--	--	--	--	+ 2.6
% Change 1974-1979	--	--	--	--	--	--	--	--

Town of Fitchburg<sup>3</sup>

1976 Totals	1,949	627	2,173	3,993	933	306	10,259	25.2
1976 Total Male	952	319	1,099	2,080	474	154	5,078	25.8
% of Total	48.8	50.9	50.6	52.1	50.8	50.3	49.5	--
1976 Total Female	997	308	1,074	1,913	459	152	5,181	24.8
% of Total	51.2	49.1	49.4	47.9	49.2	49.7	50.5	--
% of Minority							3.4	--
Population	--	--	--	--	--	--	11,094	--
1979 Total	--	--	--	--	--	--	--	8.1
% Change 1976-1979	--	--	--	--	--	--	--	--

Other Population Statistics

	1970	1975	1978	% Change 70-78
City of Madison <sup>4</sup>	171,769	169,014	171,113	- .38
Town of Verona	2,334	3,002	3,541	+51.7
Town of Oregon <sup>1</sup>	2,553	3,352	3,892	+52.4

<sup>1</sup>Census of Population and Housing; <sup>2</sup>1970 Census Tracts and Special Census of Madison, WI, 10/22/74

<sup>2</sup>State Department of Administration, Demographics Services Center

<sup>3</sup>U.S. Department of Commerce, Bureau of the Census - for Town of Fitchburg, Washington, D.C. 20233

<sup>4</sup>City Development 1978, 77, 76, Madison City Planning Department

Employment in Dane County tends to be dominated by the professional classification of employees, with 75% of the total work force in government, trade and services. This mix is expected to remain about the same in the future, with jobs in trade and services expected to increase the most (as a percent of the total work force). (see Exhibit 9)

Incomes and sales projections for Dane County are encouraging, with an expected 63.2% increase in household average effective income from 1977 to 1983, and an expected 54.26% increase in household average retail sales from 1977 to 1983. Thus, net dollars are expected to increase 76.22% per household over the same period. (see Exhibit 9)

In reviewing spending patterns, it can be seen that Madison caters to a higher quality of lifestyle, with the majority of retail sales being comprised of miscellaneous items and automotive dealers and store sales, rather than necessity items. (see Exhibit 10)

One other observation that is made in looking at the income data (see Exhibit 11) is the fact that in 1970 a large portion of the Fitchburg population was comprised of middle-class and upper middle-class residents. It is suggested that this be examined further to ascertain if this is the current situation in Fitchburg.

Although growth has stabilized within the City, there tends to be a migration to the outlying regions of the City. There also has been a trend of lower numbers per household in the past which increases the demand for the number of housing units. Income projections and employment classifications tend to support the ability of Madison residents to migrate to the suburbs; however, energy considerations are becoming very predominant in the public's mind, and its impact must be analyzed.

## EXHIBIT 9

## EMPLOYMENT CLASSIFICATION

Dane County  
(As Percent of Total Work Force)

	<u>1974</u> <sup>1</sup>	<u>1976</u> <sup>2</sup>	<u>1977</u> <sup>2</sup>	<u>1978</u> <sup>2</sup>	<u>Change in Basis Points</u>
Transportation and Public Utilities	3.5%	3.3%	3.0%	3.0%	-50
Agriculture	4.3	2.9	N/Av.	N/Av.	N/Av.
Contract Construction	3.9	3.4	4.0	5.0	+110
Finance, etc.	5.3	5.9	7.0	7.0	+170
Manufacturing	11.2	10.8	12.0	11.0	-20
Services	14.3	16.4	17.0	17.0	+270
Trade	19.5	19.3	22.0	23.0	+350
Government	31.9	32.3	35.0	34.0	+210
Other	6.9	5.7	0.0	0.0	-610
Total Work Force	150,000	158,700	154,700	155,900	--
% Change in Total					3.9

<sup>1</sup>U.S. Department of Commerce, Bureau of the Census - For Town of Fitchburg

<sup>2</sup>City Development 1978, 77, 76, Madison City Planning Department

## EXHIBIT 10

INCOME AND SALES PROJECTIONS<sup>1</sup>

Dane County  
(In Thousands)

									<u>% Change</u>	
	1977		1978		1982		1983		1977-1983	
	Per Household	Per Capita	Per Household	Per Capita						
Average Effective Income	19.04	6.60	21.15	7.54	26.25	9.73	31.08	11.89	63.24	80.15
Average Retail Sales	11.26	3.91	12.04	4.29	16.34	6.06	17.37	6.65	54.26	70.08
Net	7.78	2.69	9.11	3.25	9.91	3.67	13.71	5.24	76.22	94.80

1978 Dane County Retail Sales Breakdown  
(Expressed as %)

Food	19.7
Eating and Drinking Place	9.3
General Merchandise	15.3
Furniture, Household Appliances	4.1
Automotive, Dealers and Store Sales	21.6
Lumber, Building, Hardware	4.2
Drug	2.3
Other	23.5

<sup>1</sup>Sales and Marketing Management, 10/29/79

EXHIBIT 11

CASH INCOME PER HOUSEHOLD  
(Shown as %)

	<u>1970</u> <u>Fitchburg</u> <sup>1</sup>	<u>1978</u> <u>Dane County</u> <sup>2</sup>	<u>1978</u> <u>City of Madison</u> <sup>2</sup>
0 - \$7,999	20.1	23.0	26.4
\$8,000 - \$9,999	11.4	5.8	6.4
\$10,000 - \$14,999	39.3	15.7	15.8
\$15,000 - \$24,999	24.0	33.9	31.7
\$25,000 - over	5.2	23.2	21.4

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<sup>1</sup>Town of Fitchburg Development Plan, Revised Printing 2/78, p. 1-6,  
Town of Fitchburg and the Dane County Regional Planning Commission

<sup>2</sup>City Development, 1978, 77, 76, Madison City Planning Department

## B. Sampling of Prior Residence and Current Occupations of New Subdivision Residents

By determining the occupation of present residents and where they are coming from, it is possible to get some idea of the dynamics of population flow, of the potential supply of customers, of the type of product needed, and the type of marketing approach to employ.

### 1. Sampling Procedure

#### a. Sources

The September, 1979 edition of the address directory of the Madison telephone company provided the most complete and up-to-date listing of occupants of Fitchburg and Madison streets; however, residences served by the Mid-Plains Telephone Company, the far west side of Madison and all of Middleton, are not listed. Phone owners are listed by last name and first initials. A more informative, but less complete and up-to-date source for City of Madison residents was the Madison City Directory for the years 1976 through 1979. The tax assessment rolls for the City and Town of Middleton were used to obtain names and addresses of Middleton residents.

#### b. Procedure

Every street in every subdivision was looked up in an address directory. At least a 20% sample was taken. If a street was long, every fifth resident was pulled and the name and address noted. If a street was short, a 30%-100% sample was taken. This was done to assure statistical significance and to assure that some sample would be left after loss due to missing information. The names in the sample were then looked up in the alphabetical listing of the 1979 city directory; first names and occupations were noted. These names were then looked up in the 1978 city directory to see if they were listed at a different address in 1978. If they were, this address was deemed to be their previous residence. Names listed at the same address for 1978 and 1979 were looked up in the 1979 directories and not found in either the 1978, 77 or 76 directories at another address were deemed to have moved into Madison from elsewhere. Approximately 5% of the sample was lost due to missing information at some step of the process.

### 2. Definition of Terms

Skilled labor includes members of the construction trades such as steam-fitter. Lower-income professional includes nurses, public school teachers, specialists and laboratory technicians at the University, secretaries, engineering and electronics technicians. Sales includes salesmen and brokers. Professional includes doctors, lawyers, accountants, professors and directors at the University of Wisconsin and other professions. Managerial includes corporate officers and other high-level managers. Government includes lower-income professionals who work for the City, State or Federal governments.

% From Madison: That percent of the sample that was clearly shown to have moved from elsewhere in Madison

% from Outside of Madison: That percent of the sample clearly shown to have not previously lived in Madison.

These two percents should sum to 100%.

% from nearby apartments: All previous addresses of all residents were located on a street map. This is the percent that came from neighboring apartments.

Fish Hatchery Road/Todd Drive Apartments: Includes the many large complexes bordering Post Road, Greenway Cross, and Fish Hatchery. Example would be Greenway Cross and Ridgewood Apartments.

Nob Hill/Monona Apartments: Includes the complexes of apartments south of the Beltline off Moorland Road on both sides of Nob Hill. This category also includes those apartment complexes in Monona along the Beltline and Bridge Road.

Meadowood, Belmar Heights, etc. are first-home, single-family subdivisions near the Fitchburg/Madison border. They are mentioned elsewhere in the text of this report.

Westside apartments: Apartments located on the west side of Madison.

Eastside apartments: Apartments located on the east side of Madison.

### 3. Conclusions and Observations

- . People from one side of town tend to stay on the same side of town when they move and to keep the same traffic routes.
- . People from nearby apartments frequently buy homes in nearby subdivisions.
- . Apartment dwellers from Nob Hill and Monona are purchasing homes in Fitchburg subdivisions.
- . People often move from inexpensive, first-home subdivisions, such as Meadowood and Belmar Heights, to more luxurious accommodations in the upper-income developments, often after a promotion.
- . In the expensive subdivisions, people are not moving from apartments but from single-family homes in older neighborhoods, frequently on the near west side.
- . 10-15% of Tamarack Trails residents move up to more expensive units there.
- . A small percentage of U.W. faculty and retired people are attracted to the condominium lifestyle at Tamarack Trails.
- . Single women, either entry-level professional or lower-income professional, are attracted to the Cherokee Park garden apartment condominiums. Other sources indicate that single people represent 25% of the homeowners in Tamarack Trails, Phase I-III.
- . Only Cherokee and Foxridge developments have successfully pulled people from the opposite side of town. Cherokee has attracted people from the Hilldale area apartment complexes.
- . Some people move in order to be closer to their work.

- People from outlying towns have moved into the newer Fitchburg subdivisions.
- 55-80% of the population in any subdivision comes from within Madison; the rest are new to the area.
- Newcomers to the City do not appear to be attracted to any one area more than another; income level seems to be the major determinant of where they live. However, those developments promoted by realtors with National multiple listing service attract newcomers to Madison.

The sampling results are summarized in Exhibit 12.

#### C. Absorption Rates and Standing Inventory of Dwelling Units and Platted Lots

Using plat maps, results of interviews with developers/realtors and on-site inspections and assessment records, Exhibit 13 was compiled to summarize the market activity for housing during the last three years in the residential developments included in this study. For older developments, such as Meadowood, some of the plats are not listed, and the total lots platted is not known. In general, builders have anticipated the tightening of credit and escalating interest rates so there is not an extremely large number of dwelling units in inventory (approximately 60-75), but there are a large number of lots platted (approximately 1000), either awaiting site improvements or immediately buildable. When credit eases and interest rates fall, many developers will be ready to meet that demand.

## EXHIBIT 12

SAMPLING INDICATION OF PRIOR RESIDENCE  
AND CURRENT OCCUPATIONS

<u>Development</u>	<u>Sample Size Population (% Sample)</u>	<u>Occupation of Homeowner</u>	<u>% From Madison</u>	<u>% From Outside Madison</u>	<u>% From Nearby Apartments</u>	<u>Observations</u>
<b>I. TOWN OF FITCHBURG</b>						
1. Belmar Heights	34/188 (18%)	Lower-Income Professional Sales	79	21	0	Majority of Residents moved from apartments Many work at U.W. 6% of sample moved from Nob Hill/Monona apartments.
2. Bowman Heights	7/7 (100%)	Sales Lower-Income Professional Professional	86	14	0	Meadowood Northeast Apts.
3. Highwood Hills	6/17 (35%)	Lower-Income Professional Skilled Labor	50	50	17	Fish Hatchery/Todd Drive Apts. West Side Apts.
4. Jamestown	20/40 (50%)	Lower-Income Professional Skilled Labor Sales Professional	60	40	5	20% From Meadowood Williamsburg Apts.
5. Seminole Forest	6/6 (100%)	Managerial Professional Lower-Income Professional Skilled Labor	67	33	17	Belmar Heights Fish Hatchery/Todd Drive Apts.
6. Tower Hill Park	34/176 (19%)	Lower-Income Professional Sales Professional Skilled Labor	65	35	18	12% from Fish Hatchery/Todd Drive Apts. - 6% from Nob Hill/Monona Apts. 6% employed by McKy Ellis Realty

<u>Development</u>	<u>Sample Size Population (% Sample)</u>	<u>Occupation of Homeowner</u>	<u>% From Madison</u>	<u>% From Outside Madison</u>	<u>% From Nearby Apartments</u>	<u>Observations</u>
<b>I. TOWN OF FITCHBURG (Cont.)</b>						
7. Wildwood	51/99 (52%)	Lower-Income Professional Professional Sales Skilled Labor	49	51	10	6% from Fish Hatchery Todd Dr. Apts. - 4% from Nob Hill/Monona Apts. - 6% from Town of Fitchburg, Oregon, Sun Prairie
8. Wildwood South	16/47 (34%)	Lower-Income Professional Professional Sales	81	19	38	13% from Fish Hatch- ery/Todd Dr. Apts. - 26% from Nob Hill/ Monona Apts. - 13% from Meadowood
<b>II. CITY OF MADISON</b>						
1. Arbor Hills (Irv. & Knollwood Add.)	17/55 (31%)	Managerial Professional	76	24	0	Most from West side of Madison
2. Cherokee						
a. Townhouses	17/84 (20%)	Managerial Professional Sales	76	24	0	12% from far east side apts. - 12% from campus/downtown apts.
b. Garden Apts.	10/30 (33%)	Government Lower-Income Professional	70	30	30	10% from east side apts. - 7% from near west side apts. - 3% Fish Hatchery-Todd Drive Apts.
3. Tamarack Trails (Phase IV)	28/28 (100%)	Managerial Professional	68	32	4	4% from Marbella 11% from other Tamar- ack units - 4% from Fitchburg - several retired people and UW professors

<u>Development</u>	<u>Sample Size Population (% Sample)</u>	<u>Occupation of Homeowner</u>	<u>% From Madison</u>	<u>% From Outside Madison</u>	<u>% From Nearby Apartments</u>	<u>Observations</u>
<b>II. CITY OF MADISON (cont.)</b>						
4. Walnut Grove (West. & Farm. Add.)	(approx. 20%)	Managerial Professional	54	46	0	8% from Arbor Hills (teacher at Memorial High) - 8% from Meadowood - most from near west side homes
5. Wexford Village	9/69 (13%)	Sales Lower-Income Professional Government	56	44	0	All from west side of town - 11% from Meadowood
<b>III. CITY OF MIDDLETON</b>						
1. Foxridge	(approx. 15%)	Lower-Income Professional Sales Professional Managerial	80	20	0	7% from Arbor Hills 20% from Middleton 50% remaining moved from east side of Madison - other 50% moved from west side
<b>IV. TOWN OF MIDDLETON</b>						
1. Cherry Wood	(approx. 20%)	Managerial Professional	75	25	0	Most from expensive, older west side neighborhoods
2. Hickory Wood	(approx. 20%)	Professional Lower-Income Professional	67	33	0	17% from Meadowood 34% from Fish Hatchery/Todd Drive Apts.

## EXHIBIT 13

ABSORPTION STATISTICS

<u>Location and Subdivision</u>	<u>Source of Information</u>	<u>Total Number Lots Platted</u>	<u>Dwelling Units Built 1977 to Present</u>	<u>Dwelling Units Sold 1977 to Present</u>	<u>Dwelling Units in Inventory or Under Construction as of November, 1979</u>	<u>Lots Available for Building</u>	<u>Remarks</u>
<b>TOWN OF FITCHBURG</b>							
Highwood Hills	On-site inspection	53	26	25	1	27	
Jamestown	Harvey Malofsky of Jamestown Builders	402	92	90	4 single family 3 quads	68	Original platting in 1973
Seminole Forest - Seminole Forest Subd. - First Addition	On-site inspection	74 27	19 2	18 2	1 1	54 24	
Tower Hill Park	Pat Dann, Realtor for McKy Ellis	212	64	59	5	50	Original platting in 1964
Wildwood		192	-	-	-		
Wildwood South - Wildwood South Subd. - 1st Addition - 2nd Addition	On-site inspection	52 62 107	46 25 0	44 24 0	2 1 0	4 36 107	Wildwood was developed before 1977
<b>CITY OF MADISON</b>							
Arbor Hills - Knollwood Addition - Irvington Addition		21 33	-	-	-	-	
Marbella	Mark Hasler, DiVall Co. Sales Rep. at Marbella	99	N/A	80	19	N/A	Condominium conversion

<sup>1</sup> Lots with site improvements; total inventory not available.

Arbor Hills  
These additions were platted in 1974-75 to an older development north of subject site in a very desirable location. Lots sell rapidly and homes are custom built by different builders. 3 building permits issued in 1979, and only 1-2 lots still available. Homes are in \$100,000 and up price range.

ABSORPTION STATISTICS

<u>Location and Subdivision</u>	<u>Source of Information</u>	<u>Number of Lots Platted</u>	<u>Dwelling Units Built 1977 to Present</u>	<u>Dwelling Units Sold 1977 to Present</u>	<u>Dwelling Units In Inventory or Under Construction</u>	<u>Lots Available for Building</u>	<u>Remarks</u>
<u>CITY OF MADISON (Cont.)</u>							
Meadowood - The Downs of W. Meadowood - 1st Addition to the Downs of West Meadowood - Highland Court Addition to Meadowood - 2nd Addition to the Downs of West Meadowood	Howard Mazur Midland Builders	35 60 64 75	261 <sup>3</sup>	250 <sup>3</sup>	10-12	300 acres available: 150 acres platted	Older subdivision started in 1959 with 2,000 homes built and sold in past 20 years.
Oakbridge	James Burkhard of Burkhard, Inc., and Ronald Restaino of Stark Co.	145	18	9	9	118	
Park Ridge	Terry Monson, Pres. Monson Construction Co.	24	0	0	0	24	Plans include 63 duplexes, 60 units of townhouses and 136 units of quads & octos
Tamarack Trails		322 <sup>2</sup>	217	210	7	105 <sup>2</sup>	
Walnut Grove - Farmington Addition - Westfield Addition - Park Addition - South Park Addition	Bob Voss and City of Madison Assessors Records	40 47 11 13	40 36 11 13	40 36 10 13	0 0 0 0	0 11 1 0	
Wexford Village - Wexford Village Subd. - Morningdale Addition - Harvest Hill Addition	Bob Voss and City of Madison Assessors Records	74 43 56	74 0 0	74 0 0	0 0 0	0 43 56	Lots were sold in a lottery on 11/2/79
Woodland Hills	Terry Monson, Pres. Monson Construction Co. and Warren Kuehling	108	0	0	0	108	48 condo townhouse units planned by Terry Monson on 4.7 acres (6 lots)

<sup>2</sup> Number of units approved in specific implementation plan in PUD

<sup>3</sup> Includes some units built and sold in subdivisions platted prior to the Downs of West Meadowood

ABSORPTION STATISTICS

<u>Location and Subdivision</u>	<u>Source of Information</u>	<u>Number of Lots Platted</u>	<u>Dwelling Units Built 1977 to Present</u>	<u>Dwelling Units Sold 1977 to Present</u>	<u>Dwelling Units In Inventory or Under Construction</u>	<u>Lots Available for Building</u>	<u>Remarks</u>
Cherokee Park - Single Family - Town House Units - Garden Units	Ned Fox, brother of developer, John Fox	283 60 <sup>4</sup> 160 <sup>4</sup>	- 60 112	- 60 ~96	- - 8-16	30 40 <sup>4</sup>	Older development. Last addition platted 1966. Approximately 36 townhouse units scheduled in near future. Uncertain as to which stage of planning potential units are in.

<sup>4</sup> Dwelling Units as provided in approved condominium declaration.

ABSORPTION STATISTICS

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<b>CITY OF MIDDLETON</b>							
Cedar Ridge	Dave Roark, V. P. Princeton Homes	58	4	4	4	50	
Foxridge	Don Skirrow, Pres. Hallmark Homes	179	122	114	8	57	
High Point Heights		130	-	-	-	-	
Stonefield Village	Doug Bear Key Homes	47	17	10	7	30	
<b>TOWN OF MIDDLETON</b>							
Cherry Wood							
- Cherry Wood							
- 1st Addition to Cherry Wood							
- Cherry Wood View							
- Cherry Wood Park							
- Cherry Wood Estates	Thomas Bunbury, Dev.	204	150	148	2	54	
Hickory Woods	Howard Mazur Midland Builders	50	3	3	0	38 33	
		131	40	40	0	91	

High Point Heights  
Lots sold to individual builders or realty companies. Did not do on-site inventory because of lack of comparability and distance from subject site. Approx. 1/2-2/3 development complete with many spec. homes for sale.

Cherry Wood, Cherry Wood View and Cherry Wood Park were platted in 1975-1977 and are treated as a unit. Lots in Cherry Wood Estates, the newest development, have been sold to homeowners: 12 lots have been sold to date, with three homes built and two under construction.

V. ANALYSIS OF SUBJECT SITE  
IN RELATIONSHIP TO MADISON'S HOUSING MARKET

A. Site Dynamics

The subject site has no strong identification with a major thoroughfare, such as Seminole Highway or Fish Hatchery; McKee Road does not offer this positive identification. Since the owners of the subject site at present do not control the corner sites on either the east or west side, there is no way to gain this needed attribute. The western corner at Seminole Highway and McKee Road is controlled by Seminole Associates, who are in the process of designing and implementing a planned unit development on approximately 174 acres of the site. (see Summary sheet, Section II, C.) The eastern corner has changed owners recently; as of August, 1979, the owner was listed as Racine Investors Services, Inc. (see Township of Fitchburg map, Sec. 3, T. 6N, R. 9E in Appendix). The planned improvement of Fish Hatchery Road, targeted for 1982, will enable developers of the subject site to justify the adequacy of the transportation corridors to Madison, given the potential population increase for the area.

The subject site suffers from the presence of the Forsythe Downs Industrial Park and an apartment complex. According to the Town of Fitchburg tax assessor, the office, park and apartments are owned by many different companies and individuals. The owners of the lots are as follows:

<u>Lot No.</u>	<u>Owner</u>	<u>Owner's Address</u>
1, 2, 5, 13 and 17 (vacant)	Mark V, Ltd. (Wm. McKee, Sr.)	Rt. 11, 3400 McKee Road Madison, Wi.
3	Andover Corp.	2976 Triverton Pike Madison, Wi.
4	Meridian Building Ltd.	Rt. 11, 2984 Triverton Pike Madison, Wi.
14	Wisconsin Electric Cooperative Assn.	2981 Yarmouth Greenway Dr. Madison, Wi.
15	Fitchburg Well Site	
16	Private residence	(across creek from office park)
18 and 19	Ivan Brunner	2602 Arbor Drive Madison, Wi.
20	Floyd and Josephine Schael	10 N. Patterson Madison, Wi.
21 and 23	Henry B. Miller	2602 Arbor Hills
22	Messrs. Jacobsen, Killian & Roche	555 S. Midvale Blvd. Madison, Wi.
24	Nancy Knight Otto	2880 Purdy Station Rd. Madison, Wi.

Lots 18-23 contain eight unit apartments, and Lot 24 contains a ten-unit building, which are located on a high point of the property. Thus, the acquisitions of these properties would be difficult, and the screening of this potential eyesore from the subject site would be expensive, if not impossible.

Thus, it would appear that the approach to the project via Fish Hatchery Road is marred by a standard apartment development and an abortive office park. The preferred approach zone via Seminole Highway is captured by a competitive project of 174 acres. Worse, Madison citizens in Nakoma and Fitchburg planners are seeking ways of interdicting traffic flows on Seminole Highway.

The hope of creating a parkway entrance flanked by the E-Way is blocked by the Mogul Corporation whose lands are priced out of reach. Thus, the site lacks opportunity to establish a prestige linkage for market identification.

#### **B. Market Target**

The survey of housing supply indicates a shift from single-family to a mix of single-family and multi-family units. The most active market today appears to be the smaller condominium units and condominium townhouses, such as Cherokee Park Garden and Townhouse Condos, and Concord Heights and Marbella Condos, with financing available. Tamarack Trails, a mixed townhouse development, is targeting its sixth phase to the market demand for lower priced units.

The subject site is adjacent to a large complex of apartments along Fish Hatchery Road, which provide a significant pool of potential first-time homeowners. Our investigations of prior residences of home purchasers in Fitchburg subdivisions indicate 38% of those captured by Wildwood South (\$70,000-80,000 price range) came from Fish Hatchery and nearby apartments, while Jamestown captured only 5% at the western fringe of the Town of Fitchburg.

Thirty-four percent of the residents have come from the apartments along Fish Hatchery and Todd Drive. The price range of these homes is from \$65,000 to \$100,000.

Current economic conditions will cause rents to continue to escalate, because the demand will exceed the supply as the 20 to 30 year olds from the post-war baby boom seek housing in a market in which construction has slowed as mortgage money disappears. Time will be ripe for apartment owners to convert their units to condominiums and market to existing tenants who can qualify for mortgages. With lower sunk costs, the apartment owner can offer attractive ownership packages that will be extremely competitive with new planned residential developments in the area.

If more expensive homes are built on the subject site, homeowners will want to identify with Arbor Hills, or Seminole Forest, yet from McKee Road the site looks down upon Tower Hill Park in the south, a potential planned condominium development to the west and Forsythe Downs office and apartment complex to the east. Without the control of the Fish Hatchery Road and McKee Road corner, a developer will be at the mercy of development that could adversely affect the image of the subject site.

A site with a gross of 200 acres needs multiple markets for absorption at a profitable rate. Tamarack Trails, with sixty-three acres, has been able to move only about four to six acres per year. For the subject property only two markets have been identified; the first time homeowners moving from an apartment, and the transient standard apartment dweller who accepts Fish Hatchery Road standards. Apartment development is not the game for Johnson Real Estate, and the home needed by the first-time homeowner is at the bottom, if not out of the company's current product line. There is no evidence that the terrain would permit creation of an exclusive enclave whose sight-lines would screen out the realities on its flanks to enable the developer to attract buyers for Patio and Manor style homes.

Our preliminary conclusion is that the site is too big for the product gap identified, and the situs is too weak to support upper end of the market developments, such as Arbor Hills single-family or Tamarack Trails cluster. One play may be worth exploring; trading some acreage with the Mogul Corporation to complete the E-Way and a parkway serving the McKee property to create an all new approach route, which bypasses the competition and connects to both Fish Hatchery Road and Seminole Highway. Johnson Real Estate could offer E-Way acreage and the Mogul Corporation trade as the chips to secure Fitchburg's and Madison's approval.

## LIMITING CONDITIONS

As is usual with matters of real estate analysis and evaluation, we expect to be careful craftsmen in rendering our professional services. However, we cannot and do not undertake to guarantee the results of our services, nor do we undertake any liability for the consequences of their implementation; and at no time may any representation to others contrary to this understanding be made. We will expect to be held harmless from any and all claims that might be brought by third parties which might relate in any way to claims for injury or damage suffered as the result of the implementation of any advice we may have given or services we may have rendered in this connection.

As we have discussed earlier, our function has been to gather certain data for your analysis. Information estimates and opinions regarding the housing market in the Madison area are from sources deemed to be reliable, but no warranty or representation is made regarding the accuracy thereof, and it is submitted subject to errors and omissions.

This information was gathered with the assistance of Barbara Gallagher, MS; she focused upon the identification and inspection of residential developments, and she analyzed the data to determine the prior residence and current occupation of buyers of new homes in the projects studied.

Also assisting was Yvonne Schell, BS, who searched the assessment records and tract indexes, did on-site inspections and assembled the statistics to enable you to make demand projections for housing in the Madison area.

Our assignment was to produce an initial inventory of data of current residential development to the south and west of Madison, with further analysis to be completed by the client.

We will be happy to be of further service to you, subject to scheduling and availability, and at our usual counseling rates.

