

Project Silver Eagle

Village of Cottage Grove, WI

Developer FAQs – Updated 02/16/22

### **Most Asked Questions:**

What has been updated since the Neighborhood Meetings hosted on Monday, February 7<sup>th</sup>, 2022?

- Based on feedback received from the community, our development team has updated the following design components and continue to work closely with Village on the following:
  - Added two sound walls west and north of the facility to accommodate additional sound and visual protection as detailed in **Exhibit A.**
  - Improved the retaining wall on the eastern side of the facility to accommodate important structural elements and additional sound and visual protection for the neighbors to the east and from viewpoints at McCarthy Park.
  - Created a Stormwater Management and Private Well Memo for Village Staff, Plan Commission, and Board to review.
  - Partnered with Village to determine pedestrian improvements and multimodal paths leading around the site and to the facility as well as Right-of-Way access for future improvements.
  - Submitted lighting plan which includes spec sheets to Village for verification that our lighting design met Dark Sky Lighting Standards.
  - Agreed to collaborate with Village Staff and Community on final selection of trees and landscaping to ensure these elements meet their goals on visual and sound impact.
  - Continue to work closely with Village, County, and WisDot for roadway improvements as required by Project Silver Eagle and to accommodate future growth goals of the Village.

How will this project benefit our community?

- We consider both the direct and indirect impact of a project of this scale. From a direct impact to the community, we commit to bringing up to 1,000-1,500 new full-time jobs to the community and investing up to \$200MM into the development of the project. This development will also invest heavily in the surrounding infrastructure around the site including utilities and roadway improvements to promote safe driving and walking conditions for the community.
- From an indirect perspective, based on economic analysis performed by MadREP (Madison Regional Economic Partnership), this project is anticipated to create an additional 300 jobs, adding \$17MM in new wages and spending capacity to the local economy.
- Furthermore, this user offers strong career advancement opportunities from entry level to other business lines at the company, tuition reimbursement programs for employees to pursue new career paths, and full benefits packages including medical coverage, 401k investment, time off options, and employee assistance that start on their first day. Lastly, the user routinely partners

with local community organizations to give back. For example, providing PPE to front line emergency workers, schools, and hospitals. The user also partners with local schools to help provide resources for STEAM education.

Who is the proposed tenant?

- We can confirm that the recorded landowner is Amazon.com Services LLC.

What is the visual impact of this building for the local community?

- Our design team has thoughtfully incorporated community feedback into the building design and orientation which includes prominent landscaping, sound walls, retaining walls, and substantial setbacks from the surrounding roadways. Also, this project utilizes roughly 100 acres of the 145 acre parcel, leaving 45 acres undeveloped as a potential additional buffer. Driving around the site, you will notice that the facility is situated at a lower grade than surrounding roadways and parcels because the topography includes about 31ft vertical decline moving from west to east property lines and a 44ft vertical decline moving from south to north property lines which minimizes the visual presence of the facility. Please reference the perspective views in **Exhibit B**.

What are hourly estimates for traffic volume during Peak Commuter Hours in the morning and evening?

- As a part of the PUD application process, our project has submitted a Municipal Traffic Impact Analysis (TIA) which details how our project will impact the community's existing traffic patterns and plan for the Village's future growth. With the site's proximity to I-94, our project plans for the majority of traffic to flow directly to and from the freeway. In this analysis, our traffic engineers include additional consideration for the community's Peak Commuter Hours in the morning (7-8am) and evening (5-6pm) as people are driving to and from work and school.
- Based on the TIA analysis, the project expects to generate a total of 403 trips during the morning Peak Commuter Hour (7-8am) which includes about 344 passenger vehicle and 59 truck trips. In the evening Peak Commuter Hour (5-6pm), the project is anticipated to generate a total of 436 trips, which includes about 390 passenger vehicle and 46 truck trips. It is important to note that the trip numbers reflect two-way trips into and out of the proposed site.

### **Project Overview:**

What is the current zoning and what is the proposed zoning?

- The site is currently designated as RH - Rural Holding, District, and is located at the northern edge of the Village of Cottage Grove, about 1,000 feet north of Interstate-94. The proposed Project Silver Eagle is looking for Planned Unit Development approval for a warehouse and distribution facility on the northern 100 acres of the full 145 acres. The proposal maintains ~45 acres undeveloped adding additional buffer or future development for the adjacent properties north of our site. Based on the Planned Unit Development process, this zoning request is most similar to a P1 Planned Industrial District which is consistent with the Village's Comprehensive Plan which designates this land as Planned Industrial or Commercial District.

How is this building designed?

- The proposed building is designed with a base footprint about 650,000 square feet with a height of ~93ft from base to parapet for the majority of the building. The main volume of the building will be four levels with mezzanines. The total building square footage is approximately 3,421,573 square feet. In addition to the base building, the site plan includes 60 loading docks, 326 trailer parking stalls, and roughly 1,700 car parking stalls. These parking counts are designed far above and beyond the employee count per shift to support smooth shift transitions.
- The site plan also includes thoughtful landscaping design and buffers as well as 15ft retaining wall that extends the western side and portion of the eastern side of the facility. Based on additional feedback from the community, we have added two sound walls around west and north sides of the facility for additional visual and sound protection. From an access standpoint, the proposed traffic will drive on County Rd N and County Rd TT for ingress/egress into the site. The Guard Shack's location on County Rd N will control entry and exit of truck traffic, ensure strong security onsite, and allow for sufficient queuing on site away from the main roadway.

How has the Stormwater Management Plan been designed?

- The development proposes the inclusion of a stormwater management system to provide peak runoff rate attenuation, water quality controls for oils and greases and suspended soils, and groundwater recharge measures in accordance with Applicable Codes and Ordinances. The combination of wet 3 ponds and 1 infiltration basin are designed to meet the following design criteria as required by Village and corresponding Jurisdictional Authorities:
  - *Water Quantity*: Village of Cottage Grove (Dane County) Stormwater Ordinances require that the post construction discharge must not exceed pre-development 1-year, 2-year, 10-year, 100-year, and 200-year storm events.
  - *Water Quality*: Dane County Stormwater Ordinances require design practices to have a TSS reduction of 80% for new developments resulting from a one-year 24-hour storm event.
  - *Infiltration*: Dane County Stormwater Ordinances require design practices to infiltrate sufficient runoff volume so that post-development infiltration volume shall be at least 90% of the pre-development infiltration volume based upon average annual rainfall.

How will the design of this facility affect Private Wells adjacent to the site?

- Project Silver Eagle's civil team has thoughtfully designed the stormwater management plan and drainage to flow away from residential private wells. The proposed development impervious surfaces will be directed into the project's stormwater basins located on the southeastern portion of the site. These basins will have applicable liners to contain pollutants removed by the best management practices. The project will also include oil and grease controls. The combination of these practices and topography of the site will meet pretreat stormwater runoff requirements prior to any infiltration practices for groundwater recharge and prevent contamination of private wells.

Why is the building situated on the western portion of the site? Can it be shifted east?

- The proposed building's orientation has been designed around environmental constraints that exist on the property including wetlands areas, environmental corridor, and conservation easement. These items prohibit development and therefore we have strategically designed to eliminate impacting these environmental considerations; consequently, no we cannot shift the building footprint east. Furthermore, we need to design thoughtfully around residences to the north and east of the building which is another reason why we would not recommend shifting the building east.

How are you managing the "undeveloped areas" with landscaping?

- We appreciate the importance of retaining a visually pleasing environment for the areas that are "undeveloped" on site. For this reason, the undeveloped areas of the site are planned to be seeded with a prairie mixture and then transitioning to a no mow seed mix and/or manicured turf closer to the developed area. The prairie mixture is intended to support native plantings to harness the benefits of naturalized areas rather than turf grass.

### **Business Operations:**

What type of facility operations?

- This proposed project is a new warehouse and distribution facility. The majority of building square footage is devoted to storage of product on the upper levels with conveyance systems connecting all floors of the facility. The building will also include office and office support areas located at the front of the facility.

When will these operations be active?

- The facility will operate 24/7.

How many shifts per day?

- Based on building operations, we anticipate two shifts per day (morning and evening). Typically, the end user will work to align their shift start and end times as well as implement staggered starts to minimize any impact on local traffic commute times.

What types of vehicles will be entering and exiting the site?

- This type of facility is planned to have passenger vehicles and trucks entering and exiting the site. Final mile delivery vans or drones are not currently planned for this type of operations.

How will this facility's operations impact utilities in the area including power, water, and sewer?

- Project Silver Eagle's design team has been actively engaged with the Village of Cottage Grove and the surrounding utility providers to ensure that future conditions meet the quality standards and operational requirements of the project and surrounding community. The offsite utility design is in progress and will be finalized at a later stage in this process.

How will this facility affect Public Services including garbage, police, EMS, etc.?

- As a privately owned warehouse and distribution facility, Project Silver Eagle will require minimal public services in comparison to other uses like housing or mixed-use projects. For example, our facility will manage and self-fund all onsite security, snow removal, and garbage disposal services with third party partners.

What is the environmental impact of this type of facility?

- From an operations standpoint, the potential user prioritizes implementing sustainable policies to best protect our environment. Policies include a non-idling policy for trucks that reduces emissions and a commitment to sustainability with the goal of being carbon neutral by 2040. From a design standpoint, this facility is also focused on green design strategies such as low-flow toilets, LED lighting, EV Chargers and electric heat pumps.
- Also, during the due diligence process, the development team works closely with jurisdictional authorities including the WDNR to ensure we are not impacting any existing habitats for wildlife or natural resources. Furthermore, in our site design, we have shifted the facility west to eliminate disrupting existing federal wetlands and the conservation easement on site.

### **Traffic:**

Has there been a Traffic Study conducted and submitted to the Village?

- Yes! As a part of the PUD application process and because safety is a top priority of these operations, this proposed development has submitted a comprehensive Traffic Impact Analysis (TIA) to the jurisdictional authorities who manage this site. Currently, the Traffic Study is under review and awaiting to incorporate additional feedback. Project Silver Eagle will continue to work closely with the Village, County, and WisDot on roadway improvements to prioritize the safety of the community.

How will this development impact traffic conditions in the surrounding roadway network?

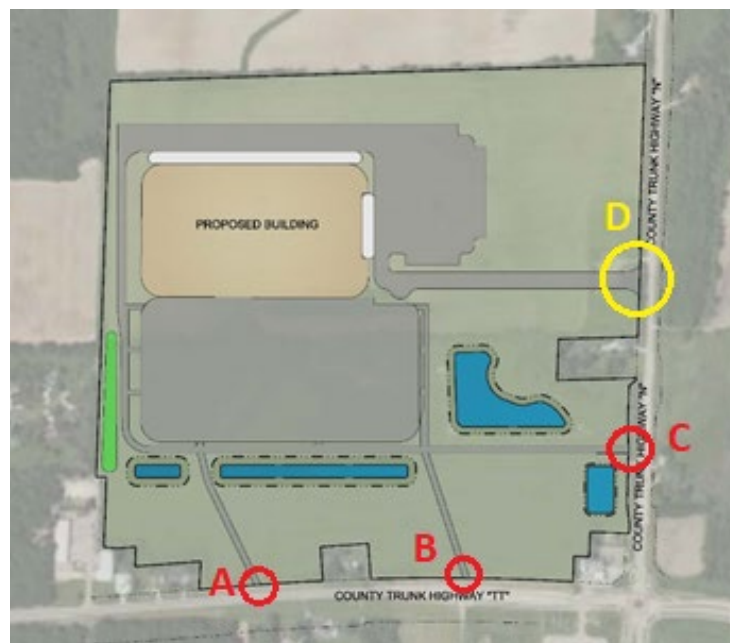
- With the implementation of the proposed mitigation measures as outlined in the Traffic Impact Analysis (TIA), all intersections surrounding the proposed site are expected to continue to operate acceptably with Levels of Service (LOS) at level C or better which equates to an average delay of 20 to 25 seconds per vehicle or less. It should be noted that regulators typically consider acceptable operations as a LOS of D or better, and that with the implementation of the mitigations proposed in the TIA, all intersections surrounding the proposed site will remain under that acceptable threshold.

Will truck traffic flow from our site north on County Rd N or south of the freeway on County Rd N?

- Based on our TIA assumptions and traffic patterns which have been validated by Village and County, we would anticipate 100% of truck traffic to flow directly to and from our site to I-94. Given the access to area interstate system, the location of the Dane County Regional Airport, and the larger metropolitan areas surrounding Cottage Grove, we forecast 0% of truck traffic will flow north of our site or south of I-94 on County Rd N.

What is the current proposed site access for traffic?

- As highlighted in the image below, this Project has currently proposed a total of four (4) access points for the facility. Site Driveways A, B, and C are proposed as employee accesses, while Site Driveway D will act as the primary truck access. The Guard Shack's location on County Rd N will control entry and exit of truck traffic, ensure strong security onsite, and allow for sufficient queuing on site away from the main roadway. This arrangement of proposed access is intended to provide the most amount of access flexibility for site traffic, allowing site generated traffic volumes to enter or exit the development while minimizing impacts to surrounding intersections and reducing unnecessary circulation on the public street network along the site perimeter. Please note, these recommendations are currently under review by the Village and County and are subject to change as we move further along through the development process.



What is the anticipated Client Peak AM hour and PM hour for the operations?

- Client Peak AM hour is 6:30-7:30am which is planned to be roughly 30minutes to 1 hour prior to traditional morning commuter hours. Client Peak PM hour is 5:30-6:30pm which is planned for roughly 30mins to 1 hour after to traditional evening commuter hours. Typically, the end user will work to align shift start and end times to minimize impact on local traffic commute times.

What are the overnight traffic volumes? Cars vs semi-trucks?

- For overnight traffic volume (8pm – 5am), we would anticipate roughly 66 vehicles per hour on average. This includes 26 two-way passenger vehicles and 40 two-way trucks entering and exiting the site during these hours.

How has this project designed for safe pedestrian and bicycle conditions?

- Project Silver Eagle is working closely with local Jurisdiction to ensure that roadway conditions are improved with our project; This includes multimodal paths around and to our facility.

Additionally, this Project will grant ROW for future bicycle paths along with improved roadways as requested by the Village and County.

### **Sound & Visual Impact:**

What are the design components that have been incorporated to reduce sound impact?

- Project goals will result in full compliance with acoustical code and aim to minimize the impact of site sound emissions. We are achieving these goals through:
  - Retaining wall located along the western and eastern portions of the site will block and attenuate a significant amount of noise from the site to residential receptors.
  - Based on feedback from the community, we have included additional sound walls on the north and western portions of the site in addition to the retaining walls.
  - Landscaping buffer on the western portion of the site that will utilize trees that absorb sound effects as well as provide a visual barrier.
  - Main truck entrances entering and exiting the site on County Rd N which provides substantial distance from most residential receptors.
  - Trailer stalls and truck parking located on the north and east portions of the site to distance from residential receptors to the west and south.
  - Substantial setbacks from the major roadways as well as 20ft incline change from west property line to building and parking lots based on the topography of the site.

What are the design components that have been incorporated to reduce light impact?

- As a part of the PUD application project, this project will submit a detailed site lighting plan that compiles with the Village's and County's light ordinances. Lighting is an important component to ensuring the facility is safe for all employees and the project is designed for all lighting to stay within the property lines. We are achieving these goals by:
  - Light poles are set within the parking areas and trailer yard, and only come out towards the property line at the access driveways into the property.
  - Light fixtures are designed with cut off shields to keep the lighting at the parking lots, trailer yards and driveways. The light fixtures do not project light upwards, just down towards the ground.
  - Light fixtures mounted on the building face are at the ground floor level only and are there to provide the required lighting for safe emergency egress of the facility per code.
  - The combination of the retaining walls, the 20ft incline change from west property line to building and parking lots, and the site setbacks from the adjacent roads offer additional protection for site lighting.

Do the lighting specs meet Dark Sky Lighting standards?

- Yes - Our site lighting fixtures are "Dark Sky Compliant" which means they have an uplight rating of 0. Based on the PUD application process, we have submitted a spec sheet and lighting plan to the local jurisdiction for their review to ensure we are exceeding all lighting code and ordinances.

Will there be light refraction from inside the building through the windows?

- The windows that are incorporated into the exterior façade of the building are used for breakroom spaces to enhance the workplace experience. These breakrooms don't have massive lumen requirements and would be lit similarly to anyone's kitchen. Based on the low lighting requirements and building setbacks from the surrounding neighbors, we do not believe there will be any lighting issues from inside the building to neighboring parcels. Furthermore, removing them would mean that employees would not have any views to the outside of the facility during their break, which we do not recommend for employee well-being. As an additional solution, once the building is operational, we can place blinds at the windows in the facility and add signage to say "Close Blinds During Night Hours".

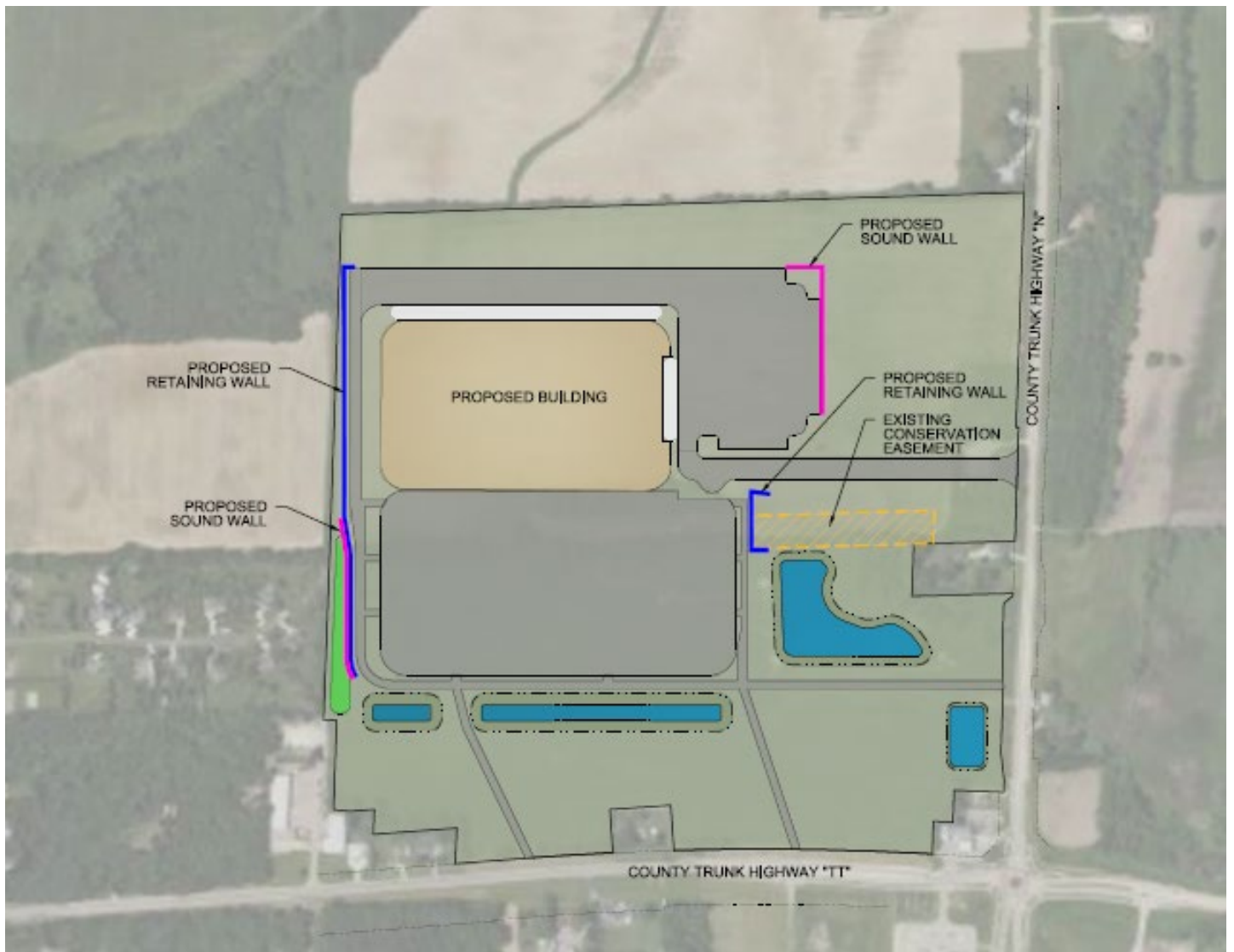
Is the landscaping in the buffer zone selected to be best suited for sound and visual limitation?

- The selections within the buffer zones have been designed to provide visual screening as well as helping to block sound. The city ordinance requires an opacity factor of 1 (in their buffer yard chart). A typical project under this zoning category would only require an opacity factor of 0.4. Installing plant material to an opacity level of 1 instead of 0.4 results in more than double the number of plantings installed, which translates into a large number of trees in each of these areas. The planting scheme for these areas was to use a mix of all the different classifications of trees to create a layered effect. Evergreen trees were placed strategically to provide visual screening for the residences during the winter months and also aid in sound reduction. Deciduous trees were placed with low trees closer to the residences and a mix of canopy levels as you get farther away. This variety in planting types and plant structures will help to trap and break up sound so that it will not be reflecting and bouncing around.

**If there are any additional questions, do not hesitate to email directly at [mbaerblaska@trammellcrow.com](mailto:mbaerblaska@trammellcrow.com).**

**Exhibit A:** Updated Site Plan





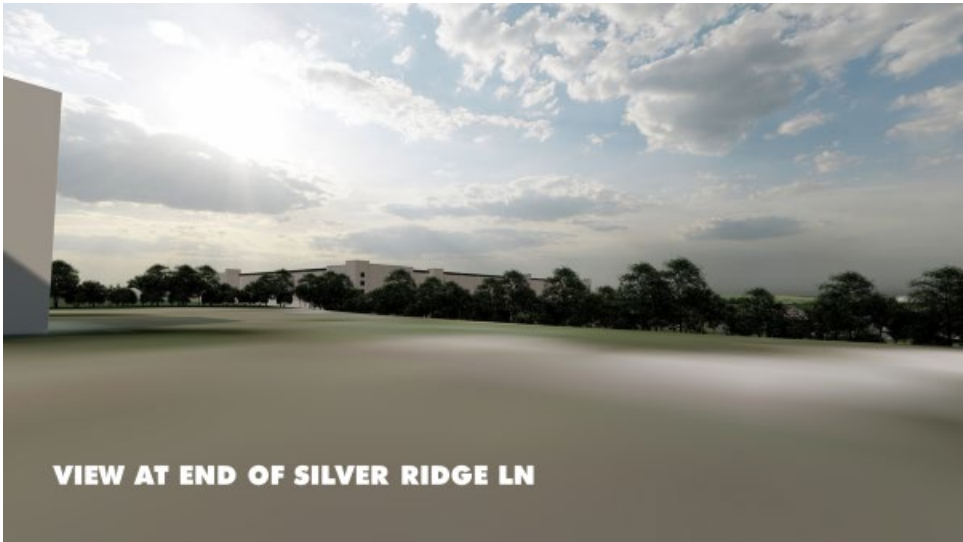
**Exhibit B:** Perspective Views



**VIEW AT ROUNDABOUT ON  
COUNTY RD TT & N**



**VIEW ON COUNTY RD TT**



**VIEW AT END OF SILVER RIDGE LN**