# *"THE SHORES"*

**APPLICATION FOR:**
**SKETCH PLAN**

**PLYMOUTH, MINNESOTA**
**June 6, 2018**

# Introduction

Pulte Homes of Minnesota, LLC ("Pulte") is pleased to be submitting this application for Land Use Guide Plan Amendment.

Pulte's company vision is ***"Building Consumer Inspired Homes and Communities to Make Lives Better".*** We are a large homebuilder with corporate offices in Atlanta, Georgia. We currently operate under three distinct brands of homebuilding throughout the country: Pulte Homes, Centex Homes, and Del Webb. Pulte's Minnesota Division has an office in Eden Prairie. We will build approximately 550 homes in the Twin Cities in 2018, all under the Pulte Homes brand.

Pulte will act as both developer of the property and builder of the homes within this residential development. The primary contact for Pulte is:

Paul Heuer, Director of Land Planning & Entitlement
7500 Flying Cloud Drive, Suite 670
Eden Prairie, MN 55344
952-229-0722
Paul.Heuer@PulteGroup.com

# Owners, Addresses & Legal Descriptions

## Rockport LLC – Peter Fischer and Liza Robson

Owner Address:
14698 Galaxie Avenue
Apple Valley, MN 55124
Site Address:
15497 Pilot Knob Road
Apple Valley, MN 55124
PIN: 01-03500-75-013
Legal Description:
35 115 20 N of SE ex pt platted as Regents Point ex pt platted Quarry Ponds Fourth Addition

# Key Facts

- Existing zoning — SG Sand and Gravel
- 2030 Future Land Use Plan — High Density Residential (12+ units/acre)
- Proposed zoning — M-6 Multiple Family Residential District
- Proposed uses — Attached townhomes – owner occupied
- Area — 7.9 acres
- Number of units — 96
- Gross density — 12.2 units/acre
- Net density — 12.2 units/acre
- Setbacks
    - Perimeter – ROW — 15 feet
    - Perimeter – to north — 10 feet
    - Between buildings — 20 feet

# Neighborhood Vision

We recognize that the City has approved numerous applications for rental housing and senior housing in recent years. Our vision for this property is to create a new neighborhood that meets the demand for owner occupied townhomes. We anticipate attracting primarily young couples, young families, and singles who are seeking homeownership in an active and convenient location.

Many property characteristics make this an ideal location for occupied townhomes:

1. There are many public parks and open space nearby, including Quarry Point Park to the southeast, Cobblestone Lake to the east, and Regatta Park to the west. A pedestrian tunnel beneath 157 Street West is located immediately east of the property.
2. Strong access to regional transportation routes such as Pilot Knob Road, County Road 42, and State Highway 77 (Cedar Avenue).
3. Conveniently located near the 157th Street (Transit) Station.
4. Plentiful retail services just east of Pilot Knob Road and anticipated additional retail directly east of the neighborhood.
5. A very strong school district.
6. Direct access to a future Dakota County regional trail immediately to the east.

These various attributes make this location very attractive to owner occupied residents.

# Sketch Plan Design

Below is a description and photos of the housing product to be built at The Shores. This product is very attractive and versatile and has been very well received by the public. We have intentionally incorporated many design traits which maximize the appearance and the livability of the neighborhood:

1. The most attractive side of the homes are the "fronts". You will notice that we have intentionally displayed the fronts of buildings to face the east, south, and west, all of which will be highly visible to the public. This results in a very attractive neighborhood.

2. If not designed correctly, attached/multifamily housing can appear like barracks. This occurs when the developer/builder lines up many buildings in a straight line. We work hard to create a constantly varying appearance by changing the orientation of the buildings. You will notice that we accomplish this by using various design tools.
    a. We angle buildings at southeast and southwest corners of the neighborhood.
    b. We've created a unique "pod" of buildings at the highly visible intersection of Johnny Cake Ridge Road and 157th Street West.
    c. We angled the internal street to change the orientation of the adjacent buildings.
3. We have woven green corridors through the neighborhood that act to connect homeowners to the perimeter trails.
4. We preserved open space at the main entrance off 157 Street West to provide a pleasant experience for all homeowners. This entrance will set the tone for the neighborhood so we consciously designed it to be beautiful and welcoming. The entrance will be lushly landscaped.
5. Our main entrance also includes a carefully designed "view corridor". When the entrance drive ends at a "T" intersection, drivers will see open space in front of them, including a fire pit that will act as a central social gathering place.

The above design strategies and tools will result in a neighborhood that is attractive from the outside and will live well from the inside. People typically cannot articulate what they like about a neighborhood, but they know if when they see it and feel it. We've become skilled at understanding how to create neighborhoods that "feel good".

It is worth noting that we went through the exercise of creating a "ghost plat" for the property to the north to show what the neighborhood could look like if in the future it is expanded. Please note that we continue to have variations in building orientation and we have continued to have green corridors through the neighborhood.

# Amenities

A key part of creating new neighborhoods is understanding our customers and anticipating their desires. This property is blessed with a very strong location, surrounded by a variety of recreational, retail, and convenience oriented amenities. One area where it is lacking is a private, social gathering place. This is an important priority for many of our customers, and the size of the neighborhood is large enough to economically sustain such an amenity. Although details remain to be worked out, we are planning the construction of a fire pit gathering area that will be owned and maintained by the neighborhood homeowner's association. Attached to this narrative you will find an example graphic of the fire pit itself. We anticipate surrounding the fire pit with hard and soft landscaping to accentuate the fire pit and enhance the general atmosphere. We have intentionally located the fire pit gathering area at the highly visible main entrance area to add beauty and maximize neighbor interactions.

The above referenced ghost plat shows what could occur in the future if the neighborhood expands to the north. If that occurs, we will evaluate whether to add more private amenities.

# The Homes & Architecture

## Background

For a variety of reasons, very few townhomes were built after the real estate crash began in 2007. Pulte and other builders are now venturing back into the townhome market. Given the long time span since rowhomes have commonly been built, the market environment has changed significantly, including the tastes and needs of the buying public. In response, Pulte has completed in-depth consumer surveys and designed what could be considered "version 2.0" for rowhomes.

## "Version 1.0" Rowhome Architecture

One of the primary drivers of sales for rowhomes is that it expands the range of consumers who can afford home ownership. In "version 1.0", this was typically accomplished by having many exterior units being identical in appearance. A common theme was that some or most of the units within a building would have the same exterior elevation. Another common theme was to have the same color scheme or two alternating color schemes for all individual units.

## "Version 2.0" Rowhome Architecture

With Pulte's version 2.0, our goal is to maintain affordability, but to improve on the historical rowhome architectural themes. Our overall approach is to "individualize and stylize" each unit. The result is individual units which differ in architecture from all other units within the same building and which vary in color scheme. This is a significant advancement in the approach to rowhome architecture. Our new rowhome incorporates the following individualizing features:

a. Considerable number of and varying orientation of windows providing interest to the exterior and transparency and daylighting on the interior
b. Windows and building corners are wrapped with trim
c. Several types of gables
d. Pediments and brackets within the gables to add interest
e. Window shutters
f. Porches
g. Roof pitch (8:12) to accommodate optional bedroom, loft, and/or rooftop terrace options
h. Horizontal banding boards between floors to add variety and differentiation
i. Articulation of each unit; each unit is offset in depth from the adjacent units by two feet; this creates shadows which visually "break up" the front of the building
j. Varied color scheme for each unit and for most units within our community (for example, a separate community with this product was recently designed to have 25 out of 36 units with assorted color schemes; we anticipate similar individualization in this community)
k. The option of a rooftop terrace will positively impact the rear elevations of some units

The result is that each unit will appear unique and distinct within each building and to a substantial degree within the new community. Attached you will find photos of the buildings that we will construct in The Shores. Elevation A represents the above architectural description. To provide architectural variation throughout the neighborhood, we will also be constructing buildings with Elevation B. Elevation B includes a variety of upgrades such as cultured stone, change in siding orientation on the side elevations, "bump outs", dormers, additional windows, etc. Below are elevations for A and B. Together, the combination of buildings with Elevations A and B will result in a very attractive neighborhood.



**Elevation A**



**Elevation B**

We encourage you to visit Brooks Ridge in Chaska to gain a fuller understanding of how the neighborhood will look with this combination of architectural combinations. Brooks Ridge is currently under construction, but numerous buildings with each elevation have been completed.

## Innovative Approach to Rowhome Floor Plans

We realize that the City is primarily interested in exterior architecture. However, it is worth noting that our approach to "individualized and stylized" rowhome units extends to the interior as well. Buyers are also able to choose from a range of options that are not typically seen in version 1.0 floor plans:

a. 3 bedrooms with options for a 4th and even a 5th bedroom

b. 2 car garages with an option for a 3rd
c. Two owner suites
d. Loft
e. Rooftop terrace
f. 1st floor flex room and additional bathroom
g. We believe that floor plan versatility and individualization at the scale offered with this design is unmatched in the Twin Cities market.

# Summary

We take our mission statement seriously: ***"Building Consumer Inspired Homes and Communities to Make Lives Better."*** We spend a considerable amount of time and effort designing our floor plans, architectural exteriors, and every detail of the layout of our neighborhoods. It is our hope that our efforts on The Shores is evident. We are confident that this new neighborhood will be very well received by the City and the buying public. We look forward to having the opportunity to make this vision become a reality.

*This submittal includes:*

- *Land Use application*
- *This narrative*
- *Sketch Plan*
- *Sketch Plan showing ghost plat for property to the north*
- *Building photos*
- *Example Home Features*