
To: Palmyra Plan Commission

From: Brad Vowels-Katter, Zoning Administrator

Subject: General Development Plan (GDP) for Westfield Planned Unit Development (PUD) Mixed Residential and Commercial Development for Parcels 171-0516-2722, 171-0516-2811, and 171-0516-2814

Date: June 25, 2025

Request

Virtus Development, LLC is requesting a rezone of Parcels 171-0516-2722, 171-0516-2811, and 171-0516-2814 at the intersection of Co Rd H and Marsh Rd as the Westfield Planned Unit Development (PUD). The purpose of the rezone is to allow a proposed development for a 60-acre master-planned community adjacent to an additional 30-acres designated as wetlands that will be preserved as open space. The project will blend residential, commercial, and conservation elements to create a walkable, mixed-use neighborhood. It will include 168 multifamily apartment units, 50 townhomes, and 106 single-family homes. Commercial spaces will feature a 20,000 - 25,000 square foot retail center and a 6,000 - 8,000 square feet of stand-alone retail buildings. This is initial request and review is regarding the General Development Plan (GDP), as the first step to PUD rezone.



Figure 1: Map of Property Area

Applicable Zoning & Development Code Regulations

Per Section 17.06(3) **General application procedure.**

A. The planned unit development application and development procedure is a two-phase process.

(1) General development plan (PUD-GDP).

(a) The initial phase is the submittal and approval of a general development plan. ***The PUD-GDP establishes the land uses, the permissible densities, the general land plan, the layout of public and private roads, the general landscape treatment, general grading and drainage plan, and a description of the planned phasing.*** Approval of the rezoning and related General Development Plan shall establish the basic right of use for the area in conformity with the plan as approved, which shall be recorded as an integral component of the district regulations, but such plan shall be conditioned upon approval of a Specific Implementation Plan, and shall not make permissible any of the uses as proposed until a Specific Implementation Plan is submitted and approved for all or a portion of the General Development Plan.

(b) ***Once a PUD-GDP is approved, the approval ordinance and the attached plans submitted by the application become the zoning regulations for the PUD site.*** Subsequent submittal of the specific implementation plan (PUD-SIP) and development must follow the PUD-GDP provisions.

(2) Specific implementation plan (PUD-SIP). The second phase of PUD approval is the submittal and approval of the PUD-SIP. The intent of the specific implementation plan is to provide the Plan Commission and the Common Council with a precise plan for the development of each sequential phase of the PUD.

B. PUD-SIP's must be in substantial compliance with the zoning requirements and guidelines established in the PUD GDP.

Review of Criteria for Approval

Per Section 17.06(4), this staff report reviews the proposal and makes recommendations to approve, approve with conditions, or deny the proposal based upon the criteria of approval of the General Development Plan (GDP) specifically how the plan would or would not be in the public interest. The following items are required to be reviewed.

(a) That the specific development plans have been prepared with competent professional advice and guidance.

MEETS REQUIREMENT. The PUD-GDP and all associated plans have been prepared by the project developer (Virtus Development), the project architect (Nagel Architects) and the project engineer (Short Elliott Hendrickson {SEH} Inc) with oversight from MSA for engineering and planning review as the Village Engineer and Planner of Record.

(b) Whether the proposed PUD is consistent with the spirit and intent of this Chapter, and conforms to the adopted Comprehensive Plan for the portion of the Village in which the Planned Unit Development District is located.

MEETS REQUIREMENT. The Village of Palmyra's Comprehensive Plan identifies several areas as Planned Neighborhoods. Planned Neighborhoods (PN) should feature a variety of lot sizes and housing styles. These areas should include a carefully planned mixture of predominately single-family residential development combined with two-family and multi-family developments. This allows higher density development to be dispersed throughout the community instead of being concentrated in any one area. A small amount of neighborhood business uses or mixed uses

may be appropriate; however, incremental commercial strip development is discouraged, as the downtown should remain the focal point of retail services in the community. Planned Neighborhoods should include opportunities for residents to gather through the development of public open spaces or parks. The typical development mix for these areas should be 75% or more Low and Medium Density Residential, up to 20% higher density residential and up to 5% commercial. Higher density residential and commercial uses should typically be located along major roadways and intersections to the Planned Neighborhoods.

The Village may create neighborhood plans for these areas as part of future amendments to this Comprehensive Plan to further illustrate and guide development within these areas. The Village may also require that developers create neighborhood plans for these areas prior to submitting requests for rezonings or preliminary plats so that development occurs in a cohesive and logical manner. The Best Practice Design Strategies for Low to Medium Density Residential and Higher Density Residential areas identified in the Comp Plan also apply to these areas (pgs 3-9 & 3-10).

POTENTIALLY ACCEPTABLE ZONING DISTRICTS in PN Areas:

- R1-4 Single Family Residential (primary)
- R1-5 Traditional Single Family Residential (secondary)
- R2-6 Plex Residential (secondary)
- R3-12 Multi-Family Residential (secondary)
- PUD Planned Unit Development (primary)
- B2 General Business (tertiary)
- PI Public and Institutional (tertiary)
- C1 General Conservancy (tertiary)

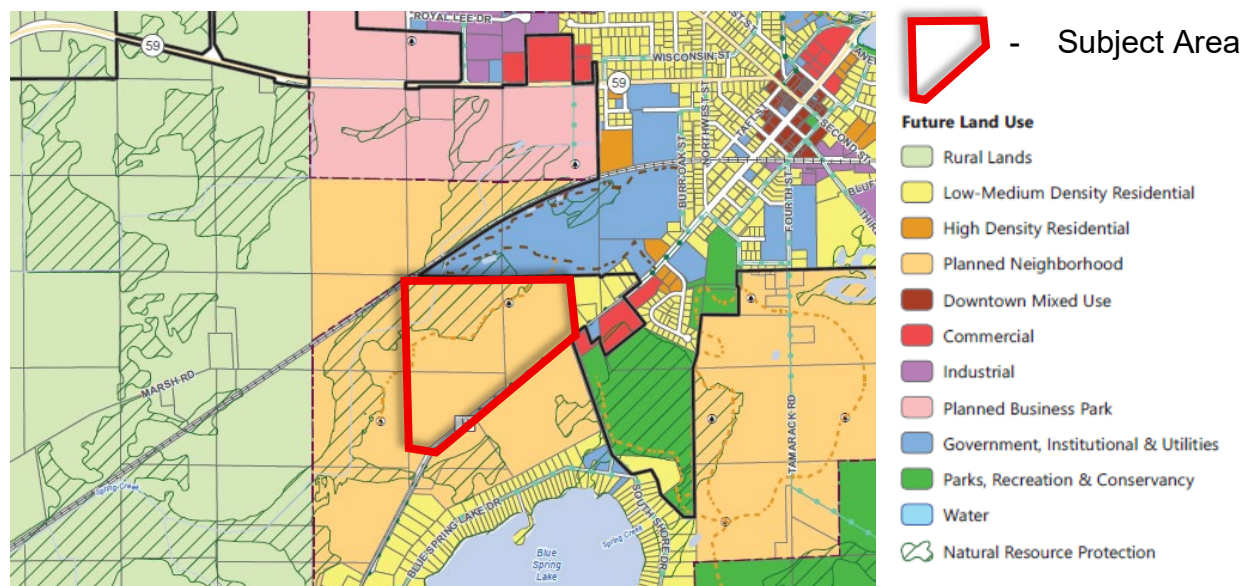


Figure 2: Village of Palmyra Comprehensive Plan Future Land Use

(c) That the economic impact of the development in terms of income levels, property values, and service demands is at least as beneficial to the community as that which would be anticipated under the standard zoning district.

The GDP does not address this aspect directly. However, the exemptions requested will allow the development to build at a slightly higher density which increases the overall variety of housing options available and potentially creating a more locally stable/affordable housing market.

(d) Whether the proposed PUD provides benefits to the Village which outweighs its adverse effects. In making this determination, the Plan Commission shall consider the following:

1. Quality of site design, including integration of a variety of land uses, building types, designs, and densities; preservation of natural or historic features; compatibility and adjacent land uses; provision and type of open spaces; and provision of other amenities designed to benefit the general public

The GDP outlines the overall variety of uses as a blend of residential, commercial, and conservation elements to create a walkable, mixed-use neighborhood. The development includes 168 multifamily apartment units, 50 townhomes, and 106 single-family homes (52 - 70' wide large-lots and 54 - 60' wide medium-lots). Commercial spaces feature a 20,000 - 25,000 SF retail center and a 6,000 - 8,000 SF stand-alone retail building. Conservation and connectivity are prioritized through woodland preservation, greenway easements, and walking trails. The development provides diverse housing while maintaining the site's natural character.

Per the GDP narrative, building design will feature the following characteristics:

- Buildings shall be oriented to strengthen the street edge, with primary facades and entrances facing public streets or pedestrian corridors.
- Structures should incorporate varied massing, rooflines, and architectural details to avoid monotony and reinforce village-scale development.
- Garage-forward designs are discouraged. Where garages face public right-of-way, they shall be recessed or screened to reduce visual dominance.

Other aspects of the site design have been generally addressed within the GDP on pages 10 through 12.

2. Adequate parking; traffic flow and safety for pedestrians, bicyclists, and motor vehicles.

The GDP is largely silent on the application of the Village Ordinance Off-Street Parking and Loading requirements pursuant to Section 17.12(4). It is unclear the total number of garage spaces provided for the various housing types and what the total amount of commercial parking will be throughout the site. It is expected that the subsequent SIP will follow the parking requirements outlined for the underlying zoning districts.

3. Adequacy of utilities, other public works facilities, fire and police protection.

The general layout of utilities and public works facilities including measures for adequate police and fire protection will be confirmed at the Preliminary Plat and SIP phase of the PUD-GDP process. The applicant

must submit engineering documentation to confirm that the overall plan and layout conform to all public works facility requirements including designated easements and rights-of-way needed for the development.

(e) That the project appears economically sound, that a surety/proof of financing is provided to the Village.

(f) Implementation Schedule: The proponents of a Planned Unit Development District shall submit a reasonable schedule for the implementation of the development to the satisfaction of the Village Board, including suitable provisions for assurance that each phase could be brought to completion in a manner which would not result in adverse effect upon the community as a result of termination at that point.

The applicant has outlined a phasing diagram of the site. A general phasing timeline should be proposed by the developer with general timeframes expected for construction.

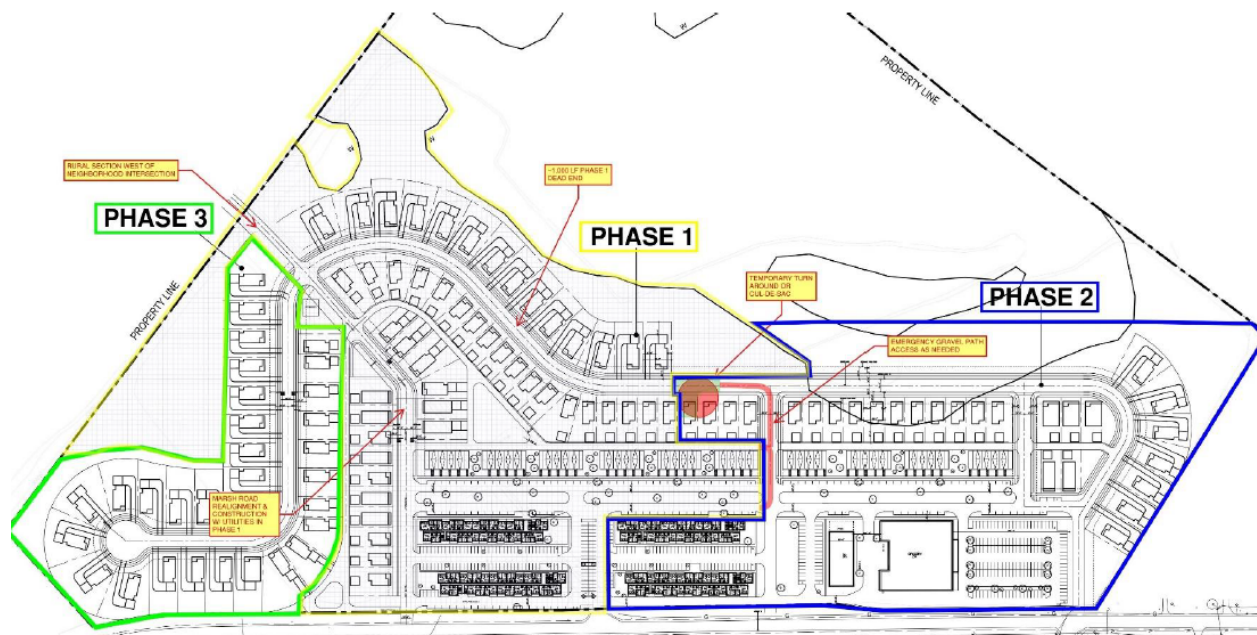


Figure 3: Westfield Development Phasing Diagram

Per Section 17.06(2), PUDs are allowed flexible development standards compared to the underlying standard zoning district. The following exemptions to the development standards of the underlying standard zoning districts may be provided with the approval of a PUD. The burden of providing evidence and persuasion that any such exceptions are necessary and desirable shall in every case rest with the applicant.

a. Uses: Uses permitted in a PUD overlay district shall conform to uses generally permitted in the underlying basic use district, provided however, that no use shall be permitted except in conformity with a specific and precise development plan pursuant to the procedural and regulatory provisions established by this section.

All proposed uses for this PUD-GDP are generally permitted in the basic underlying zoning district outlined in the GDP pursuant to Section 17.05(6) particularly Table 17.05-A Matrix of Land Uses.

- b. Lot Size, Yard, and Bulk Regulations: *All requirements for the density/intensity and bulk regulations of the underlying standard zoning district are expected to be observed but may be waived or exchanged within a PUD for other characteristics equally desired by the Village upon presentation of a compelling justification/rationale. Such requirements shall be made part of an approved recorded precise development plan.***

The applicant has proposed some exemptions from the bulk regulations per the following tables pursuant to Section 17.05(6) particularly Table 17.05-B Matrix of Bulk Regulations.

Single Family Lots

Zoning Compliance Overlay – R1-4 vs. Proposed Palmyra Plan			
Setback Type	Zoning Standard (R1-4)	Proposed (Plan)	Exemption
Lot Width	80 ft	70 ft	Yes for 50 ft lots (R1-4 minimum is 80 ft)
Side Setback	15 ft (R1-4)	5 ft (Homes are 10 ft apart)	Yes (5 ft is below R1-4 minimums)

Zoning Compliance Overlay – R1-5 vs. Proposed Palmyra Plan			
Setback Type	Zoning Standard (R1-5)	Proposed (Plan)	Exemption
Lot Width	60 ft	50 ft	Yes for 50 ft lots (R1-5 minimum is 60 ft)
Front Setback – Corner Lots Nonfacing Street	20 ft	10-12?	Yes
Side Setback	8 ft	5 ft (Homes are 10 ft apart)	Yes (5 ft is below both districts' minimums)

Multi-Family Lots

Zoning Compliance Overlay – Multi-family R3-12 vs. Proposed Palmyra Plan			
Zoning Standard	Requirement	Proposed	Exemption
Max Building Height	35 ft or 2.5 stories	>= 60ft top of roof (3 Stories)	Yes

Townhomes

Zoning Compliance Overlay – Townhomes Units (5 per Building) vs. Proposed Palmyra Plan			
Zoning Standard	Requirement (R-3 Multi-Family District)	Proposed (from image)	Exemption
Rear Yard Setback	25 ft minimum	Garage - 0 ft along private road (alley)	N/A
Max Building Height	35 ft or 2.5 stories	45 ft Top of roof (3 Stories)	Yes

Size and Arrangement of Lots – Non-Residential

Zoning Compliance Overlay Table – Grocery + Standalone Retail (B-2 Zoning)			
Zoning Standard	Requirement (B-2 District)	Proposed (from image)	Exemption
Parking Required	1 space per 200 SF with some additional for employees	1 per 200 sf	Parking Required

- c. Landscaping: All requirements listed in Section 17.10(6) are expected to be observed but may be waived or exchanged within a PUD for other characteristics equally desired by the Village upon presentation of a compelling justification/rationale. Such requirements shall be made part of an approved recorded precise development plan.***

The applicant has not requested a waiver or exemption from the Landscaping requirements pursuant to Section 17.10(6) of the Village Ordinance.

- d. Off-Street Parking and Loading: All requirements listed in Section 17.12(4) are expected to be observed but may be waived or exchanged within a PUD for other characteristics equally desired by the Village upon presentation of a compelling justification/rationale. Such requirements shall be made part of an approved recorded precise development plan.***

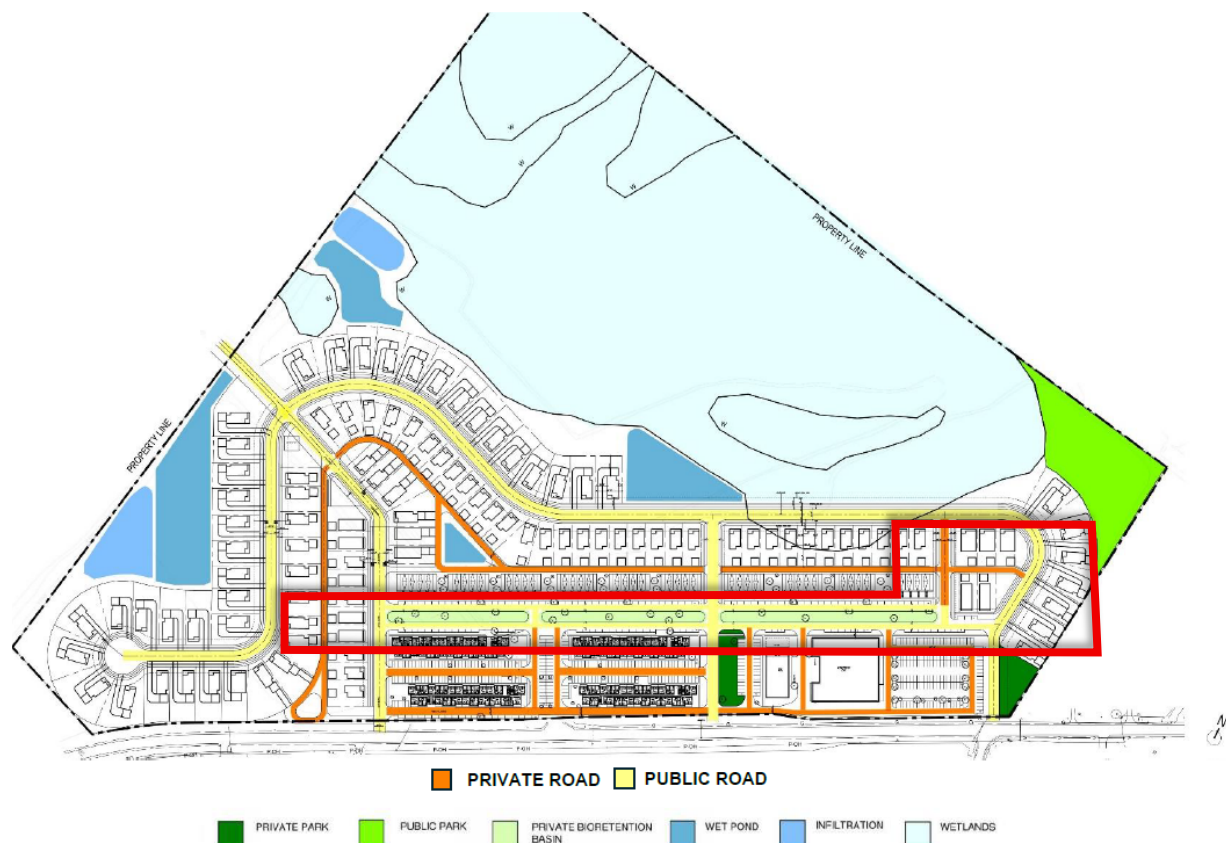
The applicant has requested waiver or exemption from the Off-Street Parking and Loading requirements pursuant to Section 17.12(4) as a flat rate of 1 space for every 200 square feet of commercial space. Parking requirements for commercial uses varies by establishment from 1 parking space for every 75 square feet plus employee parking to 1 parking space for every 250-300 square feet of usable space.

- e. Signage: All requirements listed in Section 17.11 are expected to be observed but may be waived or exchanged within a PUD for other characteristics equally desired by the Village upon presentation of a compelling justification/rationale. Such requirements shall be made part of an approved recorded precise development plan.***

The applicant has not requested a waiver or exemption from the Signage requirements pursuant to Section 17.11.

Evaluation:

1. **Public vs Private Streets:** Prior discussion with the Village has indicated a desire to keep the boulevard as a private street. The diagram included on page 13 of the GDP shows proposed public & private street designation. Indicating the boulevard separating the commercial lots from the townhomes as a public road where it was denoted as a private street in previous plans. Further discussion between the Village & Applicant is required to confirm status of the boulevard prior to final recommendation of the GDP for Board approval. Providing the central boulevard as a public street creates a few issues that need to be addressed before approval of the GDP or have the boulevard maintained as a private street.
 - a. The intersection(s) at the far north-eastern end of the development do not meet the minimum separation requirements per Village Ordinance.
 - b. Parking spaces along the boulevard can no longer be counted in overall totals to satisfy the parking requirements for residential or commercial off-street parking.
 - c. Current road alignment with one-way traffic on either side of a stormwater infiltration basin creates road maintenance issues and safety considerations that the Village would not presently accept responsibility for.



2. **Parking Requirements:** Current parking ratios included in the overall development for residential and commercial land uses includes using parallel parking along the central boulevard to meet the parking requirements. If maintained as a publicly dedicated street, this parking cannot be devoted to providing the total off-street parking requirements needed to satisfy the development as presently proposed.
3. **Parkland Dedication:** Per Section 17.16(1)(h), parkland dedication equivalent to 1,300 square feet per dwelling unit (or 12 acres per 1,000 residents) is required when subdividing land. If it is determined by the Plan Commission that fees in lieu of land should be paid instead of a parkland dedication, the Village's Subdivision Park and Open Space Fee, per lot/dwelling unit would apply. Presently, the 2025 rate per lot/dwelling unit is \$200.

Currently there is no public parkland space provided. The GDP provides some provisions for public spaces provided. However, the spaces provided are not identified as park/open space amenities. Most are along roadways or alleys and/or dedicated for stormwater infiltration

Recommended Conditions of Approval

If the Plan Commission would feel comfortable delegating authority to the Zoning Administrator and Village Engineer to recommend this PUD-GDP rezone approval to Village Board, we recommend the following conditions be applied prior to approval:

1. No other permit or approval is waived or deemed satisfied except for the approval of the PUD-GDP provided herein.
2. Should the boulevard be dedicated to the public, further refinement within the GDP to resolve concerns outlined below shall require approval by the Village Engineer and Zoning Administrator and at least the following issues shall be resolved prior to the final approval of the GDP:
 - a. Minimum separation distances for the intersection(s) at the far north-eastern end of the development.
 - b. Parking spaces and bump-outs along the one-way boulevards
 - c. Current road alignment and functionality between one- and two-way transitions
3. The GDP shall be updated to correct any exhibits, gaps, and omissions related to the Zoning Administrator and Village Engineer evaluation along with items identified by Plan Commission.
4. Submittal and approval of a Preliminary and/or Final Plat that establishes the identified parcels within the GDP and the underlying zoning districts applied to the PUD.
 - a. Plans and specifications for the construction of all public improvements needed to serve the Final Plat shall be approved by the Village Engineer prior to signing said Plat
 - b. Erosion controls and stormwater management plans intended to serve lots in the Final Plat must be reviewed and accepted by the Village before signing said Plat. Stormwater management will be evaluated as part of the construction plan SIP review.
 - c. Developer shall install, at their cost, street trees meeting the requirements of the Village's Subdivision Code within one year from completion of the roadways in the plat.

- d. Developer and the Village must enter into a development agreement that requires Developer to construct and install, at Developer's cost all public improvements needed to serve the Plat.
 - e. All easement locations shall be shown on the Final Plat as required by the Village. Agreement from all required utilities shall be provided with regards to the location of utility easements shown on the Final Plat. An email or letter from the corresponding utility is sufficient.
5. Applicant shall submit final Specific Implementation Plan (SIP) for Marsh Road PUD with Final Plat for review and acceptance by Village Engineer.
 6. The applicant shall note in the GDP either dedicating parkland as dedicated public open space including the nature of the public open space and the amenities provided or make clear that the development will utilize a 'payment in lieu of park dedication' to satisfy the Village ordinance parkland requirement.
 7. It is the Applicant's responsibility to comply with all Fire Department requirements.
 8. It is the Applicant's responsibility to comply with all Public Works requirements.

Next Steps

If this application is recommended by the Plan Commission for approval by the Village Board, a Preliminary/Final Plat and associated Specific Implementation Plan (SIP) will need to be submitted for review and recommendation by Plan Commission and approved by the Village Board prior to any permits being issued per Section 17.06(5)(c): Approval of the Specific Implementation Plan (SIP).

Enc:

- Marsh Road Planned Unit Development (PUD) Rezone Application
- Marsh Road PUD General Development Plan (GDP)

WESTFIELD
PUD – GENERAL DEVELOPMENT PLAN APPLICATION

Virtus Development – Palmyra, Wisconsin

The following information is organized to respond to the submittal requirements for the Palmyra Zoning Ordinance.

Name and Address of the Owners and Professional Advisory Team:

Developer Contact: David Koziol
13890 Bishops Way
Brookfield, WI 53005
david.koziol@virtusdevelopment.us
414.332.2828

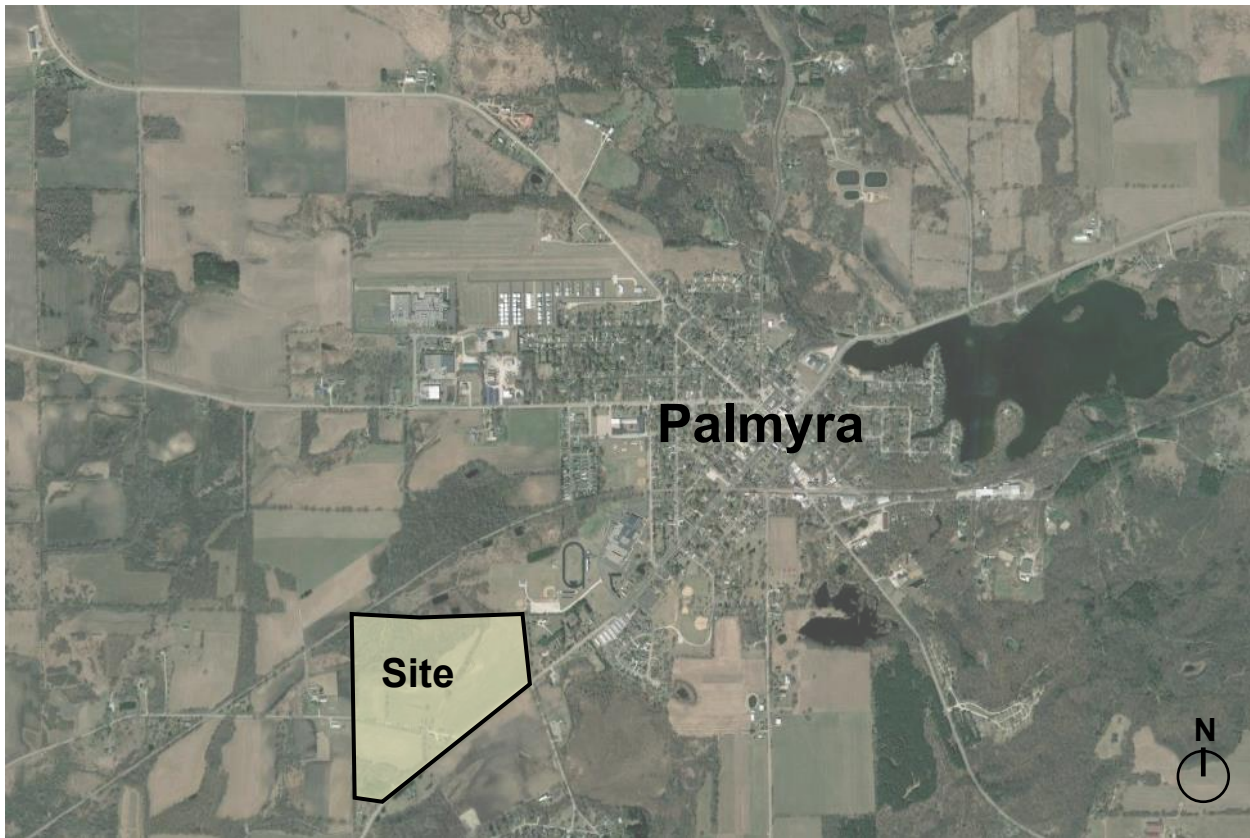
Project Architect: Nagel Architects
13890 Bishops Way
Suite 250
Brookfield, WI 53005
262.641.0746

Project Engineer: MSA
Joe DeYoung

Short Elliott Hendrickson Inc. (SEH®)
Michael Court

Project Planners: Virtus Development
13890 Bishops Way
Brookfield, WI 53005
david.koziol@virtusdevelopment.us
414.332.2828

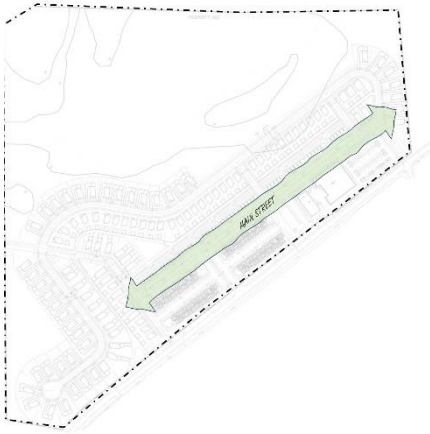
Location Map



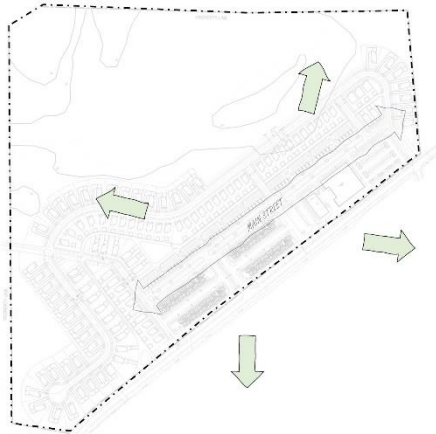
Vicinity Map



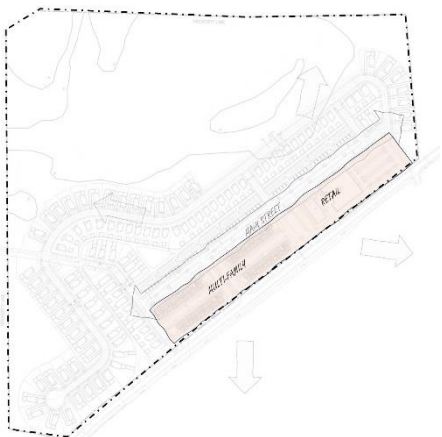
Concept Land-use Diagrams & Design Goals



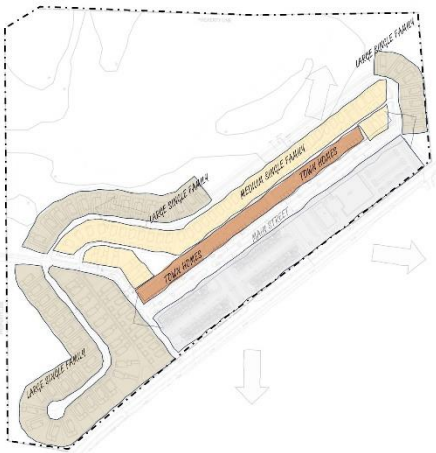
Localism



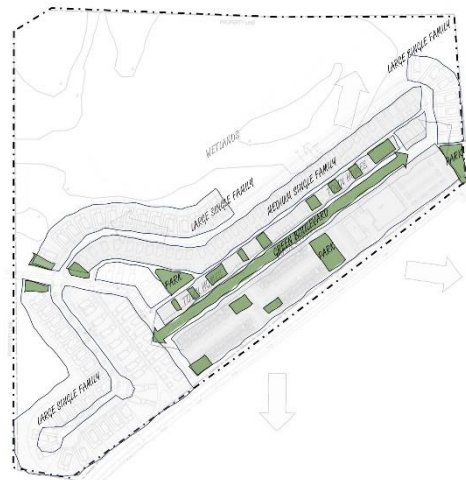
Eco-Tourism



Urbanism



Preservationism



Placemaking

Palmyra Development

Design Goals

Localism

- Supporting local businesses and artisans to maintain the town's small-town charm.
- Strengthening the local economy by attracting small businesses, restaurants, and boutique shops.

Eco-Tourism

- Leveraging the proximity to the Kettle Moraine State Forest to enhance outdoor lifestyle opportunities.

Urbanism

- Encouraging mixed-use development to create a vibrant, walkable downtown district.

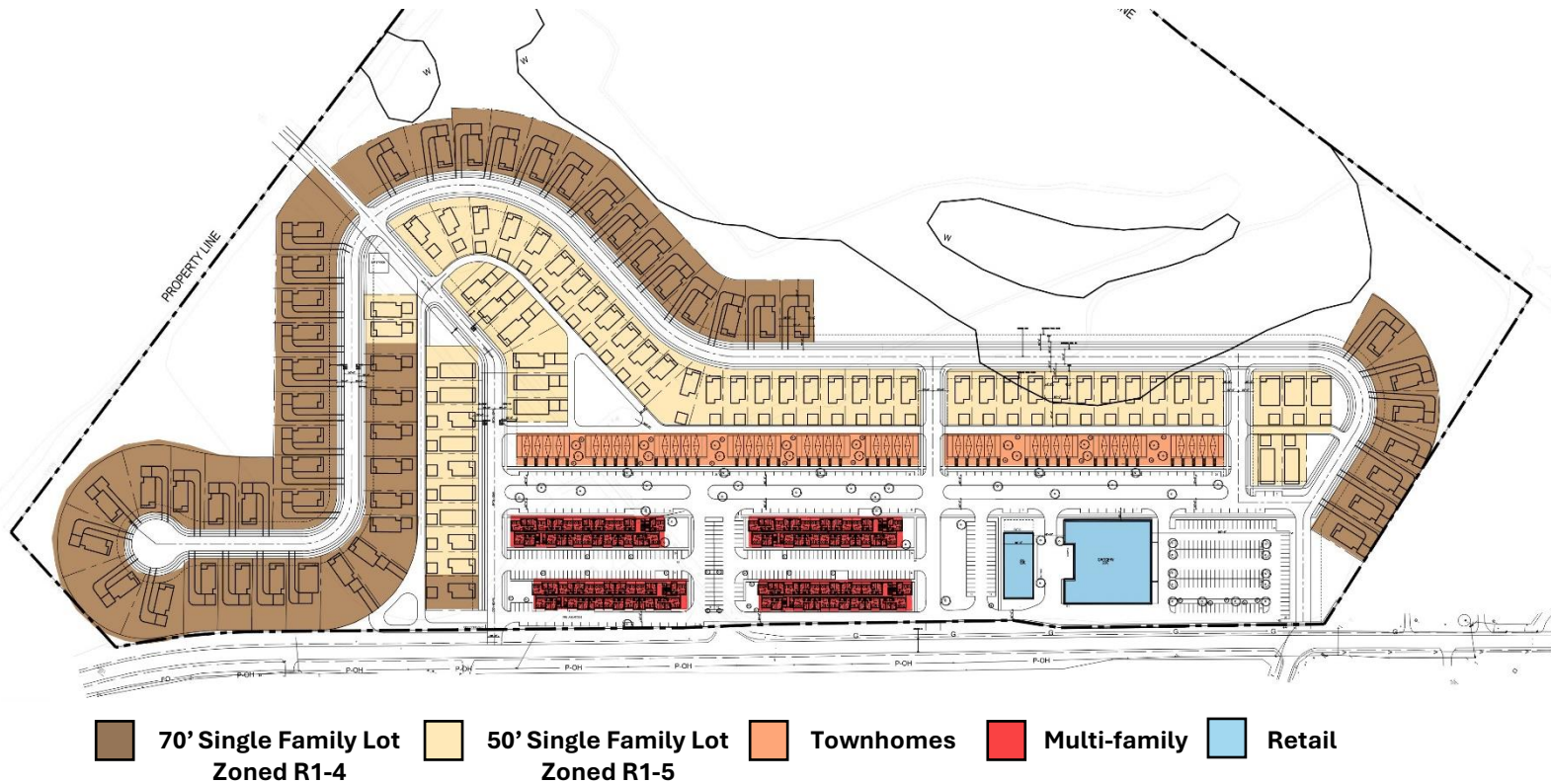
Preservationism

- Expanding housing options while maintaining the town's historic character and rural appeal.

Placemaking

- Creating public gathering spaces like parks, plazas, and markets
 - Improving infrastructure to support tourism and seasonal events.

Concept Unit Plan



Phase 1

- Apartment Gross Building Area: 47,706 SF (per building)
- Total Gross Building Area: 95,412 sf (includes 2 buildings)
- 2 Buildings - 42 Units Each, 84 Apartment Total Units
 - + (15 - 1BD Units, 21 - 2 BD Units, 6 - 3 BD Units per Building)
 - + Parking Provided: 151
 - + Parking Required: 168
- 30 Townhome Units (5 buildings)
- Total Gross Building Area: 14,307 sf
 - + (15 - 2 BD Units, 10 - 3 BD Units)
 - + Includes 2-Car Garage
- 32 Single Family Homes (50' Lots)
 - + Includes Garage and Basement
- 16 Single Family Homes (70' Lot)
 - + Includes Garage and Basement

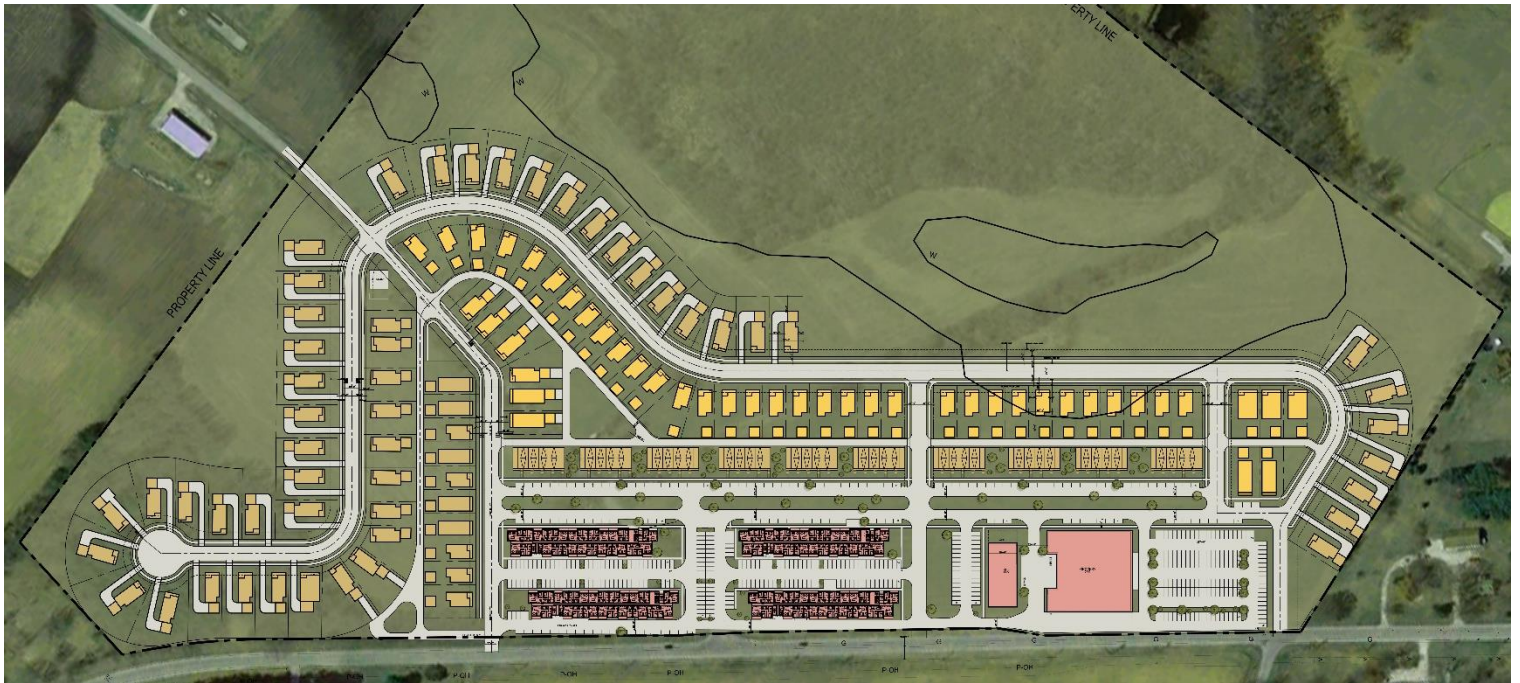
Phase 2

- Commercial space of 20,500 SF Retail Center
 - + Parking Provided= 171 (includes St. parking)
 - + Parking Required = 125 (1 space per 200 sf)
- 6,800 SF Stand-alone Retail Building
 - + Parking Provided = 42 (includes St. parking)
 - + Parking Required= 40 (1 per 200 sf)
- 20 Townhome Units (9 - 2 BD Units, 6 - 3 BD Units)
 - + Includes 2-Car Garage
- 19 Single Family Homes (50' Lots)
 - + Includes Garage and Basement
- 8 Single Family Homes (70' Lot)
 - + Includes Garage and Basement

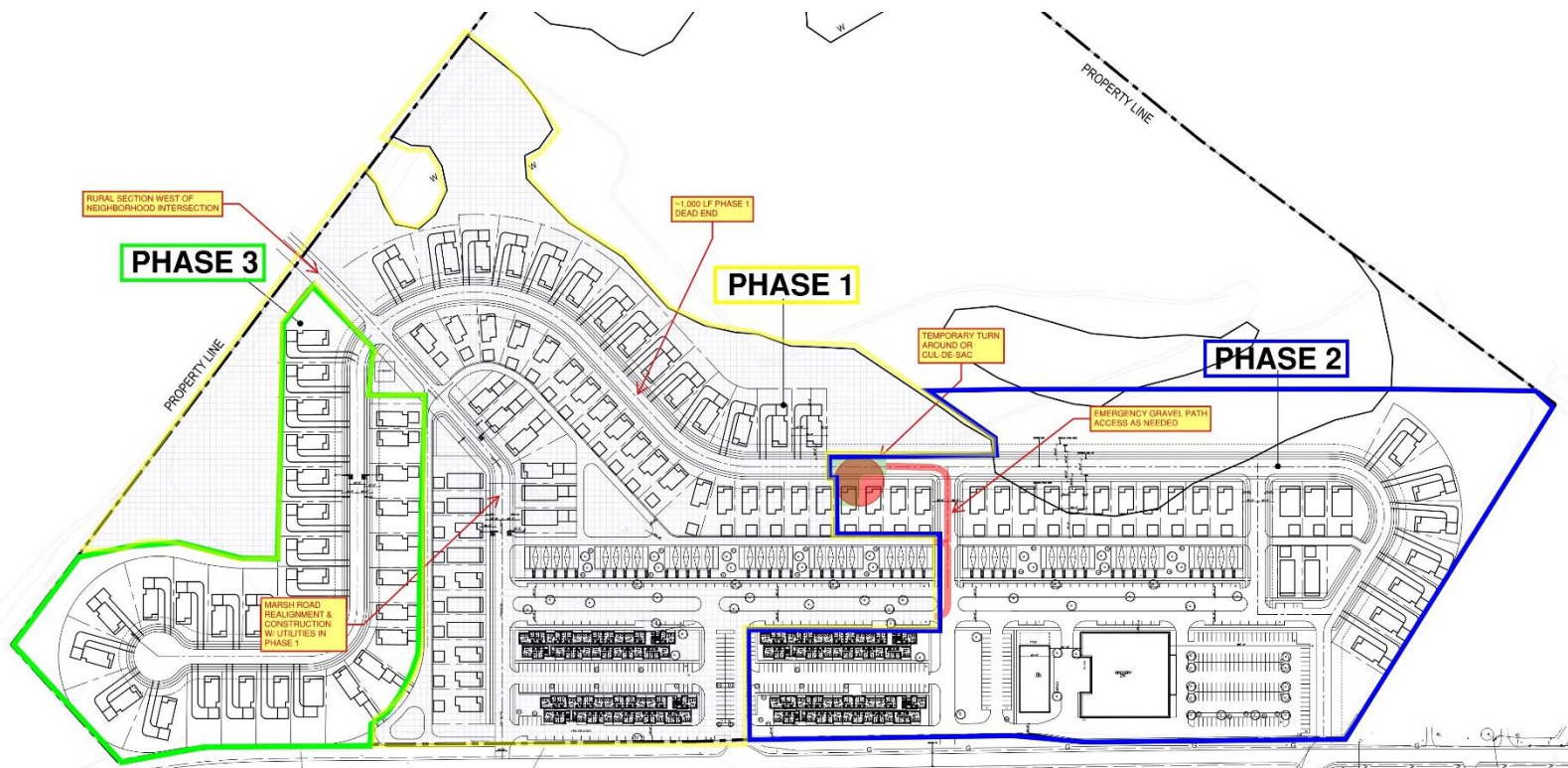
Phase 3

- 2 Buildings - 42 Units Each, 84 Apartment Total Units
 - + (15 - 1BD Units, 21 - 2 BD Units, 6 - 3 BD Units per Building)
 - + Parking Provided: 142
 - + Parking Required: 168
- 10 Townhome Units (6 - 2 BD Units, 4 - 3 BD Units)
 - + Includes 2-Car Garage
- 2 Single Family Homes (50' Lots)
 - + Includes Garage and Basement
- 29 Single Family Homes (70' Lot)
 - + Includes Garage and Basement

Rendered Site Plan



Phasing Plan



Project Statement

Westfield is located along the north side of County Highway H (Kettle Moraine Scenic Dr.) starting approximately at N. Blue Spring Lake Dr. extending past Marsh Rd.

The development is a 60-acre master-planned community adjacent to an additional 30-acres designated as wetlands that will be preserved as open space. The project blends residential, commercial, and conservation elements to create a walkable, mixed-use neighborhood. It includes 168 multifamily apartment units, 50 townhomes, and 106 single-family homes (52 - 70' wide large-lots and 54 - 50' wide medium-lots). Commercial spaces feature a 20,000 - 25,000 SF retail center and a 6,000 - 8,000 SF stand-alone retail building. Conservation and connectivity are prioritized through woodland preservation, greenway easements, and walking trails. The development provides diverse housing while maintaining the site's natural character.

Land Use and Development Densities

The total number of proposed housing units is as follows:

- Single Family Dwelling Units: 106 Units
- Townhome Dwelling Units: 50 Units
- Multifamily Dwelling Units: 168 Units

Total Dwelling Units: 324 Units

Why PUD Zoning is Requested

Virtus Development is requesting PUD zoning for the project to facilitate a mix of housing types based on market needs and demand. A majority of the development's single-family home/lots will have modified lot areas and dimensional characteristics for the Residential Districts per table 17.05-B Matrix of Bulk Regulations. See table comparison in "Size and Arrangement of Lots – Residential" below for the updated lot areas and dimensional characteristics.

Size and Arrangement of Lots – Residential

Single Family Lots

Zoning Compliance Overlay – R1-4 vs. Proposed Palmyra Plan			
Setback Type	Zoning Standard (R1-4)	Proposed (Plan)	Exemption
Lot Width	80 ft	70 ft	Yes for 50 ft lots (R1-4 minimum is 80 ft)
Side Setback	15 ft (R1-4)	5 ft (Homes are 10 ft apart)	Yes (5 ft is below R1-4 minimums)

Zoning Compliance Overlay – R1-5 vs. Proposed Palmyra Plan			
Setback Type	Zoning Standard (R1-5)	Proposed (Plan)	Exemption
Lot Width	60 ft	50 ft	Yes for 50 ft lots (R1-5 minimum is 60 ft)
Front Setback – Corner Lots Nonfacing Street	20 ft	10-12?	Yes
Side Setback	8 ft	5 ft (Homes are 10 ft apart)	Yes (5 ft is below both districts' minimums)

Multi-Family Lots

Zoning Compliance Overlay – Multi-family R3-12 vs. Proposed Palmyra Plan			
Zoning Standard	Requirement	Proposed	Exemption
Max Building Height	35 ft or 2.5 stories	>= 60ft top of roof (3 Stories)	Yes

Townhomes

Zoning Compliance Overlay – Townhomes Units (5 per Building) vs. Proposed Palmyra Plan			
Zoning Standard	Requirement (R-3 Multi-Family District)	Proposed (from image)	Exemption
Rear Yard Setback	25 ft minimum	Garage - 0 ft along private road (alley)	N/A
Max Building Height	35 ft or 2.5 stories	45 ft Top of roof (3 Stories)	Yes

Size and Arrangement of Lots – Non-Residential

Zoning Compliance Overlay Table – Grocery + Standalone Retail (B-2 Zoning)			
Zoning Standard	Requirement (B-2 District)	Proposed (from image)	Exemption
Parking Required	1 space per 200 SF with some additional for employees	1 per 200 sf	Parking Required

Recreation Areas and Open Space

There will be several types of parks and open spaces in Palmyra development. The main park area for the development will be a boulevard serving the single family, multi-family and town homes for the Palmyra development and all patrons of Palmyra. The boulevard will be designed as a transitional area from the multifamily and commercial spaces to the single-family homes. It will allow access to families and community members in the neighborhood as well as the residents of Palmyra. There will be park spaces at adjacent ends of the multi-family buildings and additional park areas between the retail and the Phase 1 multi-family units that will act as a buffer between the two uses and serve as a central gathering place for community events. In each phase there will be dedicated green areas/parks.

Design Guidelines

To support the community character and vision outlined in the Village of Palmyra Comprehensive Plan and Zoning Ordinance, the following residential design guidelines shall apply to new residential development and redevelopment projects. These guidelines promote neighborhood connectivity, architectural quality, and landscape integration. Any items not explicitly addressed herein shall default to Village of Palmyra Zoning Code.

Building Design

- Buildings shall be oriented to strengthen the street edge, with primary facades and entrances facing public streets or pedestrian corridors.
- Structures should incorporate varied massing, rooflines, and architectural details to avoid monotony and reinforce village-scale development.
- Garage-forward designs are discouraged. Where garages face public right-of-way, they shall be recessed or screened to reduce visual dominance.

Building Materials

- Use high-quality, durable exterior materials that are compatible with Palmyra's historic and agricultural context.
- Acceptable materials include:
 - Brick, stone, and wood or cementitious siding (e.g., Hardie board)
 - Decorative masonry units and board-and-batten accents
 - Architectural shingles or standing seam metal roofing
- EIFS, Hardi-siding, or corrugated metal is encouraged to be used as secondary accent materials.

Doors and Windows

- Windows shall be vertically proportioned and grouped or detailed with appropriate trim.
- Front doors must be prominent and clearly visible from the street. Covered entries or porches are encouraged.
- For multi-family buildings, individual entries at the ground level are encouraged where feasible to promote walkability and neighborhood identity.

Service Areas and Mechanical Equipment

- Trash, recycling, and mechanical units shall be screened from public view using fencing or landscape treatments that match the primary structure.
- Ground-mounted HVAC or utility equipment shall be located to the rear or side yard and screened with shrubs, fencing, or walls.
- Service areas for multi-family developments shall be consolidated and shielded from residential views and public ROW.

Landscaping and Site Treatment

- A cohesive landscape design is required for all new development, integrating native and adapted plant species that reflect the natural ecology of Jefferson County.
- Landscape buffers shall be installed at parking areas and along collector or arterial roadways. Shrubs, canopy trees, and ornamental grasses should be layered for seasonal interest and screening.
- Per Palmyra's standards, stormwater management areas shall be landscaped with native grasses and low-maintenance plantings.

- Fencing and walls for screening or decoration must be a minimum of 3 feet tall and constructed of wood, metal, stone, or masonry materials compatible with the site.
- Seasonal visual interest through diverse species selection is encouraged for all screening and yard plantings.

Grading and Stormwater Management

The site will be graded to maintain, to the greatest extent feasible, the existing natural contours and drainage patterns, while accommodating stormwater basins in key low-lying areas throughout the site. A stormwater plan will be provided by MSA. Stormwater will be managed through a combination of wet ponds and infiltration basins strategically located on the east, north, and west edges of the site, ensuring both peak flow management and groundwater recharge.

- **East Wet Pond**
Drainage from the eastern portion of the site will be directed to a wet pond:
 - East Wet Pond: Top elevation 829', surface area 38,000 SF
- **North Basin System**
Drainage from central and northern areas will flow to a pair of facilities located near the north boundary:
 - North Wet Pond: Top elevation 824', surface area 25,250 SF
 - North Infiltration Basin: Top elevation 823', surface area 13,611 SF
- **West Basin System**
Drainage from the western neighborhood (Phase 3) will be managed with basins located near the southwest corner:
 - West Wet Pond: Top elevation 825', surface area 58,500 SF
 - West Infiltration Basin: Top elevation 823', surface area 19,700 SF
- **Bioretention Basins**
Proposed within the pervious center of the boulevard. Drainage of areas adjacent to the boulevard will be directed to (3) bioretention basins.
 - Each bioretention basin is assumed to provide 2' of ponding depth
 - Preliminary top areas range from ~11,000 sf to ~16,750 sf
 - Preliminary bottom areas range from ~4,600 sf to ~7,600 sf

All stormwater ponds will be constructed by the Village and sized to meet local, county, and state requirements. Ownership and long-term maintenance responsibilities will be coordinated with the Village of Palmyra. Regrading efforts will be minimized where possible to preserve site character and manage costs, with additional grading applied around utility easements and public infrastructure where necessary.

Public and Private Areas

The development will include public and private streets. The private streets that will be maintained by the developer include all alleys and the boulevard. Public streets include the main roads within the development that contain the public infrastructure.

These roads are identified in the following exhibit:



Description of the Organizational Structure

A Community Association will be created to assume the annual maintenance costs of common community elements including parks, alleys and the Main Street Boulevard. All maintenance/care upkeep of storm ponds, multi-use trails and all public infrastructure (including snow removal/salting), will be the responsibility of the Village of Palmyra.



Village Hall, 262-495-8316
Fax, 262-495-8755
Public Works Dept., 262-495-4106
Public Safety Dept., 262-495-4200
Building Inspector, 262-490-0277
Recreation Dept., 262-468-1174
Library Director, 262-495-4605

Palmyra Village Hall • 100 W. Taft St. PO Box 380 • Palmyra, WI 53156

Village of Palmyra
LAND USE APPLICATION - REZONE FEE \$200.00

In order to meet noticing requirements for certain Plan Commission applications a 45 day application & review process has been established.

APPLICANT Virtus Development LLC - David Koziol (414.332.2828)
Name telephone
Name telephone

PROPERTY INTEREST OF APPLICANT Owner X Agent for Owner Other
Greg Nagel 262.649.1883
Owner's name (if not the applicant) telephone

13890 Bishops Way; Brookfield, WI 53005
Owner's address city state/zip

PROPERTY LOCATION **Highway H and Marsh Rd.** 90
Street address or parcel (tax key) number acreage or lot area
legal description

ZONING DISTRICT Present PUD
proposed

PROPOSED LAND USE(s) Mixed-use neighborhood
Description, including name of development or subdivision, if applicable

SUPPORTING DOCUMENTS Survey Concept Plan X Site Plan Building Elevations
List of Adjacent Property Owners
X A pdf file emailed to the Village Clerk of the supporting documents Other

The applicant certifies, by his or her signature below, familiarity with State of Wisconsin and Village of Palmyra regulations and procedures pertaining to this application for Land Use approval. The undersigned further certifies that the information contained in this application and all accompanying attachments and exhibits are true and correct to the best of his or her knowledge.

For all requests, professional service fees from the Village Engineer, Zoning Administrator and Attorney are the costs of the applicants / property owner per Section 17.17(6)(b) of the Village of Palmyra Zoning & Development Code.

David Koziol 06.17.2025
Signature of applicant Date of application

Greg Nagel 06.17.2025
Signature of property owner (other than applicant) Date of application

.....

FEE RECEIVED \$ _____ DATE _____ BY _____

DO NOT WRITE BELOW THIS LINE – OFFICE USE ONLY

Date Received: ____/____/____

Application Received By: _____

Plan Commission Date and Time YOU MUST BE PRESENT:

Date: ____/____/____ Time: ____:____ PM

Approved for processing by the Village of Palmyra Plan Commission Chairman:

Signature: _____

() Approved () Conditionally Approved

Approved by the Village Board of the Village of Palmyra

Date: _____ Signature: _____

Village of Palmyra
REZONING JUSTIFICATION
(Attach to Land Use Application)

APPLICANT Virtus Development 13890 Bishops Way; Brookfield, WI 53005
Name address

Describe the suitability of any property subject to the rezoning for the currently zoned uses and for proposed uses; and

Please see PUD-GDP Packet Provided.

Describe the extent to which the proposed rezoning will alleviate a condition in the zoning code which is not conducive to proper community planning of the subject parcel(s); and

Describe any hardships created by the current zoning district designation sought to be amended; and

Describe the degree to which all owners of property in the area or same zoning classification would be affected by the proposed amendment; and

Describe how the proposed rezoning is in accord with the Village's Comprehensive Plan and consistent with community planning objectives. (Consistency with Village Comprehensive Plan required by law.); and

If not consistent with the Comprehensive Plan, are you requesting a Comprehensive Plan amendment? If yes, please complete the 'Comprehensive Plan Amendment Petition' on the following page.

Describe whether the proposed rezoning is in accord with any existing or proposed plans for providing public water supply and sanitary sewers in the vicinity.

Describe the recent rate at which land is being development in the Village and the anticipated effects of the proposed amendment on development rates if any.

Required Attachments: 1. A list of names and mailing addresses of adjacent property owners within 100 feet of the subject property.

Village of Palmyra
COMPREHENSIVE PLAN AMENDMENT FEE \$200.00
COMPREHENSIVE PLAN AMENDMENT PETITION
(Attach to Land Use Application)

APPLICANT Virtus Development LLC
Name address

Current Future Land Use Designation: _____

Proposed Future Land Use Designation: _____

Statement outlining the reason(s) for the amendment:

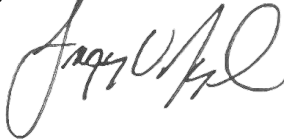
NOTICE

PLEASE BE ADVISED that pursuant to Village of Palmyra Ordinance No. 06-17, the Village of Palmyra Village Board has determined that the Village Treasurer shall charge the property owner for costs incurred by the Village whenever the services of the Village Attorney, Village Engineer, Village Planner, or any other professional results in a charge to the Village for professional time and services if such service is not a service supplied to the Village as a whole,. Also be advised that pursuant to the Village of Palmyra Ordinances certain other fees, costs and charges are the responsibility of the property owner making application to the Village.

I, the undersigned, hereby acknowledge that I have been advised that, pursuant to the Village of Palmyra Ordinance No. 06-17, if the Village Attorney, Village Engineer, Village Planner, or any other professional provides services to the Village as a result of my activities, whether at my request or at the request of the Village, I shall be responsible for the fees incurred by the Village and, in the event I fail to timely pay such charges, the Village will assess them against my property as a special charge together with any accrued interest. Also I have been advised that pursuant to the Village of Palmyra code certain other fees, costs and charges are my responsibility.

Dated this __17th__ day of __June, 2025,

Signature of the Property Owner:_____



Please Print Name of Property Owner: __Greg Nagel_____

Address of Property: __Highway H and Marsh Rd.

Tax Key No. of Property: _____

- ☐ Original kept on file with Village Clerk.
- ☐ Copy provided to Property Owner.