



PLAN COMMISSION REPORT

Proposal: Rezone – 3521 E. Oakwood Road

Description: Review a request to rezone the property at 3521 E. Oakwood Rd. from Rs-2 Single-Family District to Rs-4 Single-Family District.

Applicant(s): Benjamin Lang, Veridian Homes, Inc. and Neil & Noreen Miller, Miller Living Trust

Address(es): 3521 E. Oakwood Rd. (5th Aldermanic District)

Suggested Motion: That the Plan Commission recommends to the Common Council approval of a request to rezone the property located 3521 E. Oakwood Road from Rs-2 Single-Family District to Rs-4 Single-Family District. (Tax Key No. 960-9999-001)

Owner(s): Miller Living Trust

Tax Key(s): 960-9999-001

Lot Size(s): 38.268 ac

Current Zoning District(s): Rs-2, Single Family Residential

Overlay District(s): N/A

Wetlands: ☒ Yes ☐ No Floodplain: ☒ Yes ☐ No

Comprehensive Plan: Single-Family Detached

Background: The applicant, Veridian Homes, LLC, on behalf of the property owner, Miller Living Trust, is requesting the rezoning of approximately 38.3 acres located at 3521 E. Oakwood Rd. The property is currently zoned Rs-2 Single-Family Residential District and is used for agricultural and open space purposes. The request is to rezone the property to Rs-4 Single-Family Residential District in preparation for its sale and development as a conservation-style residential subdivision.

The proposed concept plan includes 44 single-family detached lots clustered on the northern portion of the site, occupying approximately 19 acres. The remaining land—approximately 50% of the site—would be preserved as open space, including wetlands, wooded areas, and common outlots. Lot sizes would range from 8,221 to 16,409 square feet, with an average size of approximately 11,250 square feet. Although the Rs-4

Single-Family Residential District permits a maximum density of 5.4 dwelling units per net acre, the proposed subdivision would have a gross density of approximately 1.2 dwelling units per acre and a net density of approximately 2.3 dwelling units per acre. In comparison, the existing Rs-2 zoning allows a maximum of 2.9 dwelling units per net acre, which would permit up to 69 lots on the site's approximately 24 net developable acres—substantially more than the 44 lots being proposed.

Surrounding properties are zoned for various residential uses. To the north, the adjacent neighborhood is zoned Rs-3 Single-Family Residential. To the east, properties are zoned Rs-2 and are buffered from the subject site by roughly 200 feet of wetland and wooded area. To the south, the land is zoned Rs-1 Single-Family Residential and A-1 Agricultural, but is designated as Single-Family Detached in the City's 2020 Comprehensive Plan. This southern area is buffered by approximately 500 feet of wetland and open space. To the west, adjacent properties are zoned Rs-3 near the proposed lots and Rs-2 near the proposed open space. A 200-foot-wide outlot containing a stormwater facility will buffer the proposed subdivision from adjacent development to the west.

The proposed rezoning is to a use that The City's 2020 Comprehensive Plan identifies this parcel for Single-Family Detached Residential use. The proposed rezoning from Rs-2 to Rs-4 is consistent with this designation.

Staff finds the proposed rezoning to be appropriate and compatible with the surrounding land uses and zoning. The proposed development offers a lower density than what is currently permitted under existing zoning, while enhancing neighborhood character and preserving environmental features.

If the Commission recommends approval of the rezone, a public hearing before the Common Council may be scheduled as early as August 19, 2025.

Options/Alternatives: The Plan Commission may recommend Common Council approval of the proposed rezone, or that the Common Council not approve of the proposed rezone.

Respectfully submitted & approved by:



Kristi Laine
Community Development Director

Prepared by:



Todd Roehl
Senior Planner

Attachments:

Location Map

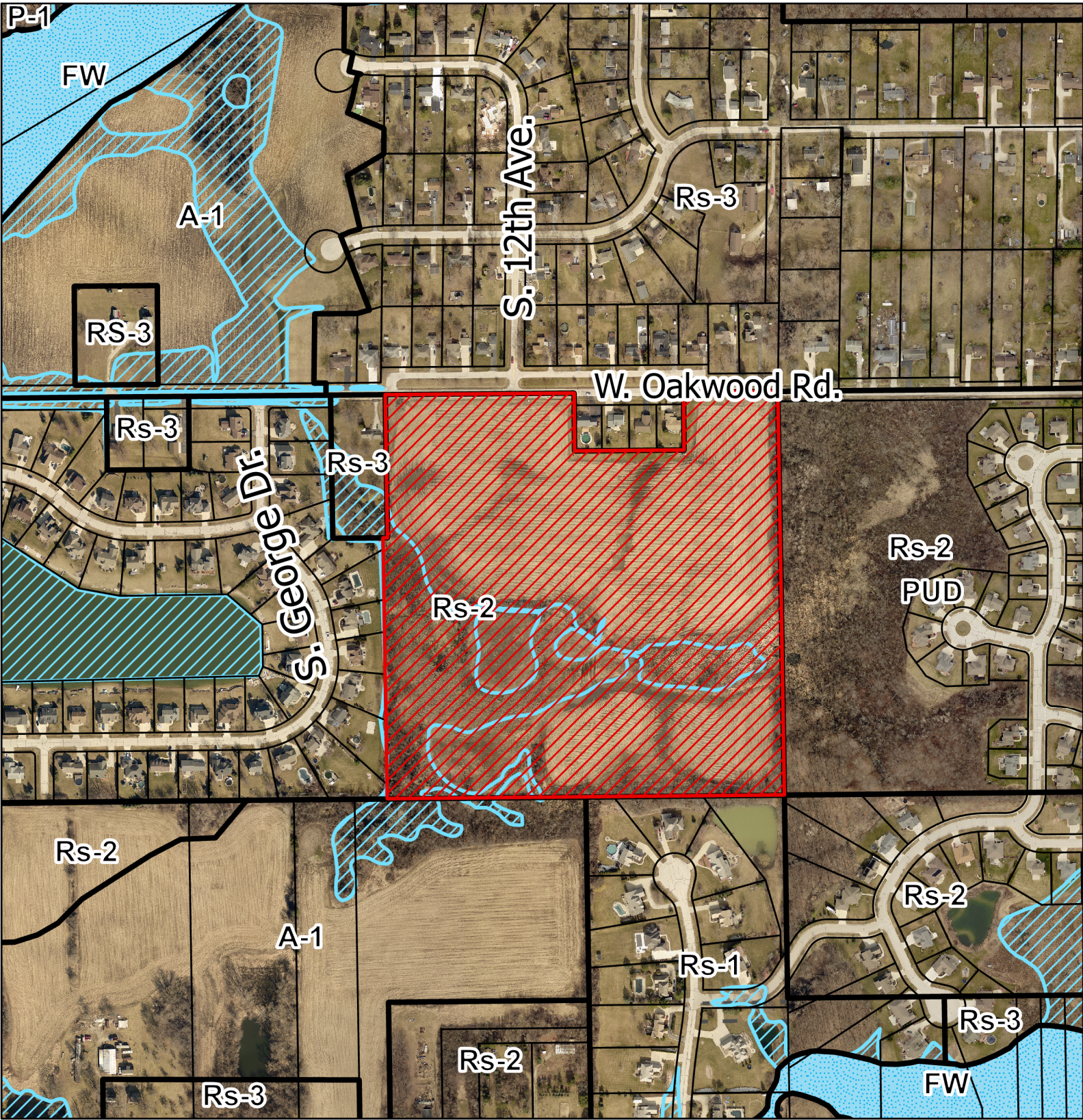
Narrative (8 pages)

Existing/proposed zoning maps (2 pages)

Concept Site Plan and Renderings (2 pages)

Location Map

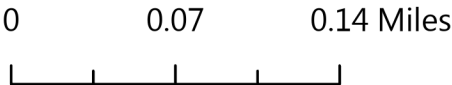
3521 E. Oakwood Rd.



This map is not a survey of the actual boundary of the property this map depicts



Community Development



Legend

- Zoning
- Official Street Map
- Parcels
- FloodFringe2024
- Floodway2024
- 3521 E. Oakwood Rd.

Project Narrative

3521 E OAKWOOD ROAD

Contents:

1. About Us – Veridian Homes
2. Property Context and Comprehensive Plan
3. Proposal Concept and Character
4. Public Benefit Analysis

ABOUT US – VERIDIAN HOMES

Family owned and family driven, Veridian Homes has been helping families experience the joy, beauty, and fulfillment of homeownership for over 60 years. Rooted in Wisconsin, we wear our local heritage with pride and continue our commitment to building homes that are good for both the environment and people.

Our mission is to build homes that enrich lives and realize dreams, one home at a time. Realizing this mission requires us to put our customers first to realize their dreams. By approaching our work with this mission at heart, we have had the honor of earning some of the most prestigious awards in the home-building industry, bringing with us a locally and nationally recognized commitment to quality and craftsmanship in every neighborhood, and every home that we build.

WE DON'T BUILD GREAT
HOMES TO WIN AWARDS.

*WE WIN AWARDS
BECAUSE WE BUILD
GREAT HOMES.*

Recent Awards:

- 3x Gold Winner – National Housing Quality Awards
- Gold Winner – Best of Madison “Home Builders” – 4 of past 5 years
- 2023 FOCUS ON ENERGY® Trade Ally Contractor Excellence Award
- 2023 Avid® Benchmark Award – North Central U.S.
- 2022 Boys and Girls Clubs of Dane County® 2022 Hearts for Helping Community Impact Award
- 2021 Avid® Gold Award – North Central U.S.
- 2017 David Simon (Founder) inducted into National Housing Quality® Hall of Fame



PROPERTY CONTEXT AND COMPREHENSIVE PLAN

The subject property consists of approximately 38.26 acres of undeveloped lands, currently used as agricultural and open spaces (unfarmed wetlands). The current owners of the property are the Miller Living Trust (Neil and Noreen). Historically, the property has always been used for agricultural purposes, with the first homes along the southern frontage of Oakwood Road being built in the mid-1990's.

The subject property is primarily surrounded by existing single-family neighborhoods except for Agricultural lands abutting the South/Southwestern property line.

The City's comprehensive plan designates the property as "single family detached residential" and was identified as one of the highest rated properties for future single-family development in the 2018 public draft of the City of Oak Creek's Strategic Action Plan Initiative for Handling Demand for Single Family Lot Inventory.

The Comprehensive plan discusses policies and goals of the City as it pertains to land use and housing. In summary, the "Housing and Neighborhoods Framework" encourage or acknowledge the following:

- 1) A limited resource of land within City limits which is suitable for Single Family Development, and the necessity to "target" single family development on suitable parcels
- 2) The use of cluster or conservation style subdivision on the subject property.

The following section "Proposal Concept and Character" addresses these goals in further detail.

PROPOSAL CONCEPT AND CHARACTER

Veridian Homes is proposing a rezoning from the existing RS-2 district to RS-4. The sections below describe the concept and character of the proposed neighborhood:

Conservation Style Subdivision:

The RS-2 zoning district would typically support about 1-2 du/acre or 40-80 homes on the +/- 38.26 acre property, however the subject property contains 14-15 acres of floodplain and wetlands across the southern portion of the property. The use of the RS-4 zoning district would allow for the use of more modest lot sizes along the Northern portion of the property to attain a similar home count without disturbing a majority of the wetland complex. This effectively accomplishes the goal of a conservation style subdivision with the use of a base zoning classification in lieu of a complicated PUD. It is important to note, that the proposed concept plan attempts to limit the amount of smaller lot sizes in consideration of the suburban single-family context of the property, and features lots that are closer, on average, to the minimum allowances within the RS-3 zoning district and an overall density of just 1.15 dwelling units per gross acre.

	RS-4 Minimum	Concept Plan
Lot Area	8,000 sf	8,221 sf Minimum 11,250 sf Average
Minimum Lot Width	60 ft	65 ft minimum 73 ft Average

The concept plan contemplates a disturbed area of just 18-19 acres, yielding approximately 19-20 acres (over 50% of the property) in preserved open space.

Context:

- The subject property is primarily surrounded by existing single-family neighborhoods, with substantive natural buffers to the south, east, and west, effectively protecting those existing neighborhoods from views of the proposed development. The following are separations between rear lot lines and the closest residential lot in each direction per the provided concept plan:
 - East: >400' minimum separation (lot to lot)
 - South: >575' minimum separation (lot to lot)
 - West: 200' minimum separation (lot to lot)
- The proposed homesites adjacent to the existing homes fronting Oakwood Road feature oversized rear yards.

Veridian Standards:

Veridian prides itself in providing high-quality neighborhoods and homes, acknowledging that homeownership is the largest investment most families may ever make and is representative of a “dream come true.” We want to ensure that families can come home each day to a neighborhood and home they are proud of.

- The following are examples of ways that Veridian ensures that the neighborhoods and homes it constructs are of the highest quality, in addition to compliance with the municipality’s use specific standards:
 - **Fully integrated** – Veridian will develop, construct, and sell each home in its neighborhoods, creating accountability that no single homeowner is left “holding the bag”
 - **Turn-Key Approach** – Driveways, sidewalks, landscaping, and appliances are included within the sales price of each home, ensuring a finished, truly turnkey turnover to buyers, and guaranteeing a consistent aesthetic within the neighborhood.
 - **Minimum Specifications** – The following finishes are included in our minimum specifications for each home Veridian builds:
 - Custom cabinetry including soft close hinges and drawers.
 - Granite or Quartz kitchen countertops.
 - All cabinets and millwork are maple – no MDF or composite materials.
 - **HOA/CCR Restrictions** – The following are notable restrictions recorded in each neighborhood:
 - Professional Management – The CCR’s require the HOA to retain a professional property management company to perform the duties of the Association in perpetuity.
 - Architectural Control – CCR’s establish an Architectural Control Board and standards to ensure that any future improvements or modifications are in harmony with the original development.
 - Landscaping – A point system is established to ensure minimum lot landscaping standards are met in perpetuity. Lawn care and landscaping obligations of homeowners are defined along with provisions for HOA “step-in” rights.
 - Exterior storage – Storage of boats, campers, RV’s etc. is restricted on lots.
 - Anti-Monotony – Restriction on the use of the same floorplan/elevation combination for 6 degrees of separation (lots or ROW). The proposed lot configurations may allow up to 22 unique floorplans, and over 100 unique elevation combinations, pending customer selections and demand.

PUBLIC BENEFIT ANALYSIS

The property in question is allowed to be developed as single-family “by right” based on the existing zoning. However, the proposed rezoning would allow the City and its residents to realize additional long-term benefits. The sections and figures below compare a theoretical 30-home RS-2 Neighborhood and the proposed 44-home RS-4 neighborhood as it pertains to City revenue generation and satisfaction of market demands.

Assessed Value Analysis:

As discussed within the comprehensive plan, the City has a limited resource of land suitable for single family development. The proposed development will help the City to maximize the assessed value per acre of the subject property while keeping the amount of infrastructure required to serve the community nearly constant given the roadway and utility network would not need to be dramatically lengthened to serve additional proposed homes. Table 1 illustrates the estimated assessed value of both development scenarios upon completion.

Table 1 - Assessed Value Upon Completion

Plan	Homesites	Estimated Assessed Value	Value Per Acre
Theoretical RS-2	30	\$ 21,349,836	\$ 558,019.76
Proposed RS-4	44	\$ 24,200,000	\$ 632,514.28
Change	10	\$ 2,850,164	\$ 74,494.52
Percent Increase		13%	13%

In addition to the increase in annual tax revenues, the City may benefit from the additional influx of one-time permitting and impact fee generation to help fund upcoming capital improvements. According to the 2024 Housing Affordability and Fee Report, the City charges approximately \$3,996 per single family residence in impact fees. The addition of ten homesites would increase the one-time fee generation of this property from about \$119,880 to \$175,824, a \$55,944 (46.7%) increase.

Market Optimization and Attainability:

VERIDIAN DEMAND PROJECTION

- Oak Creek's population has grown 705 residents from 36,451 (2018) to 37,156 (2023), an annualized rate of 0.4% or 141 residents per year.
 - *This includes a slight dip from 2020 to 2022 and an acceleration of +1,094 from 2022 to 2023 according to the US Census Bureau.*
- Assuming a conservative growth rate of just 0.5% per year, and a household size of 2.4, in the next 5 years there is demand for 390 new homes (78 per year) in the City from new household formation alone.
 - *This does not include demand which could be attributed to pent up demand from existing residents or replacement of aging housing units.*
- Over the past 5 years the City has permitted an average of 49 new single-family homes per year, indicating a need to increase permitting volume to keep pace with projected demand.
- Per the US Census Bureau, the median income of families in Oak Creek is \$93,120, with approximately 34% of families earning \$100k-\$200k per year, and 12% earning over \$200k per year.
 - *The US Census Bureau states a potential of 10% margin of error in these stats.*

NEW CONSTRUCTION MARKET

- In the past year, just 7 sales of homes built after 2020 were recorded on the MLS, with an average of 22 days on the market (four of which were listed for less than a week). The average price of these homes sold was \$715,970. Further, there are currently just two active listings for homes built after 2020. All these data points indicate a strong demand and need for new construction housing within the City.
- At an average home price of \$715,970 a family would need to earn >\$200k or have a substantive downpayment (>\$100k) to qualify for a mortgage with a monthly payment equaling about 30% of the family's monthly earnings.

PROPOSAL

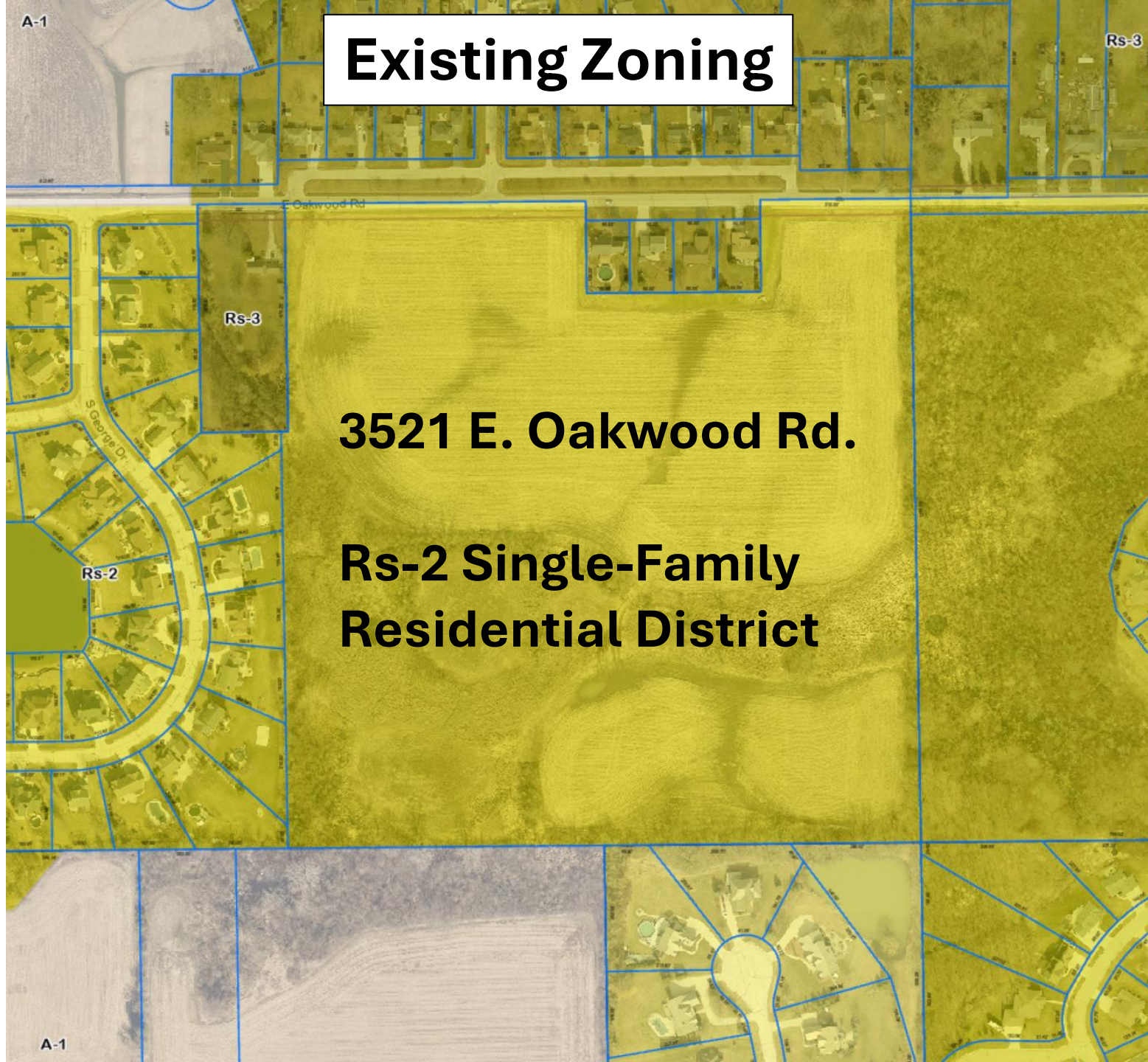
- The data highlighted above indicates a substantial need for new home construction which serves families earning between \$100k and \$200k annually. The proposed rezoning to RS-4 is integral to providing this share of families with the opportunity to own a new construction home within the City.
 - *This income range represents approximately 12,600 residents or just over 5,000 of Oak Creek's families.*

- The proposed rezoning to RS-4 would support the construction of up to 44 new homes ranging from the upper \$500k's to the lower \$600k's, with a projected average sale price of about \$590k (pending further refinement of development budgets).
 - The household income required to qualify for a home at the average price of \$590k is about \$179k with a 5% down payment.
- The existing zoning may support construction of about 30 homes, with similar site development costs as the proposed RS-4 neighborhood. The reduction of 14 homes would increase the cost of each finished home by \$40k-\$50k, pushing the homes out of reach for many families earning less than \$200k per year.

Existing Zoning

3521 E. Oakwood Rd.

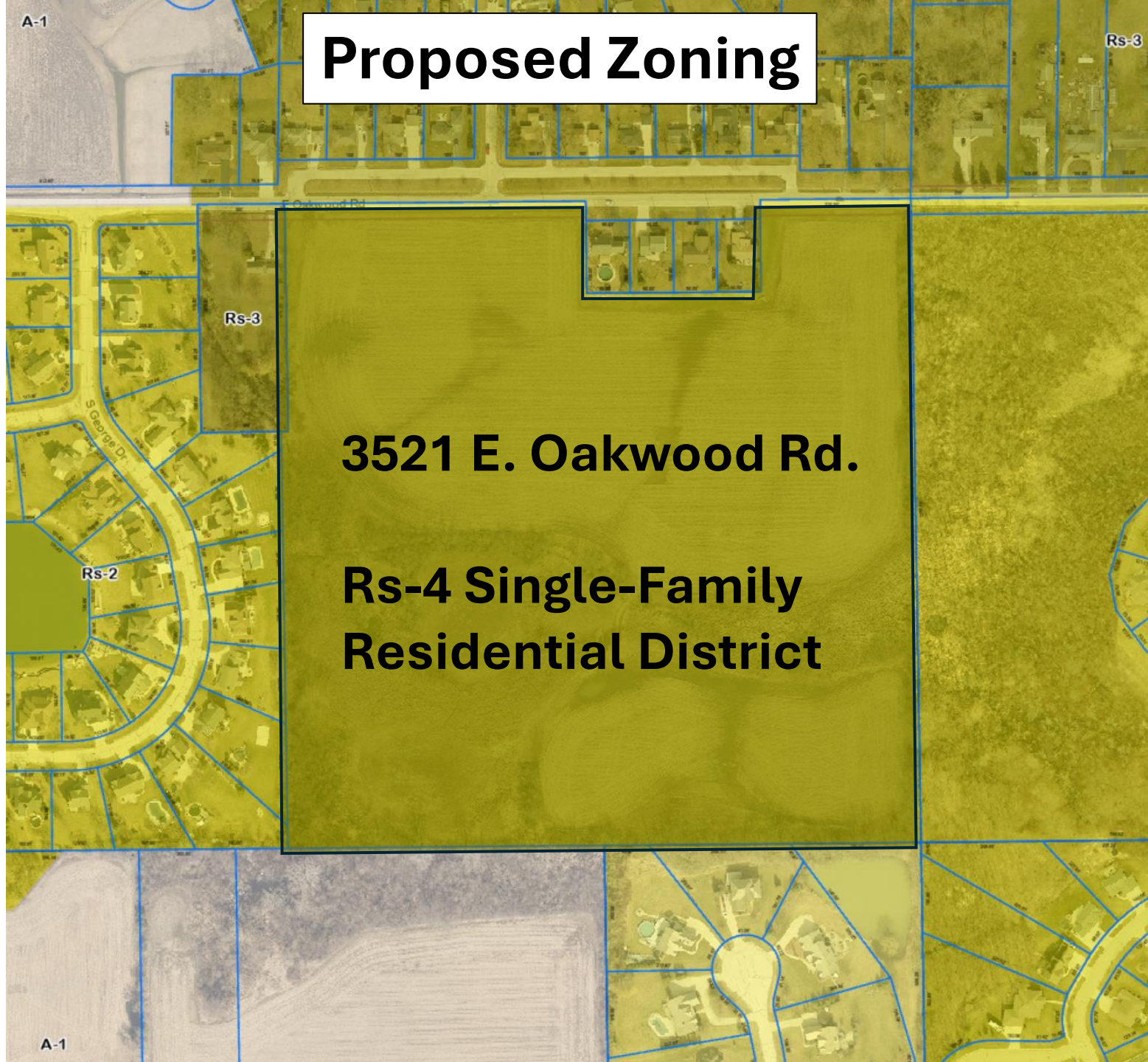
**Rs-2 Single-Family
Residential District**

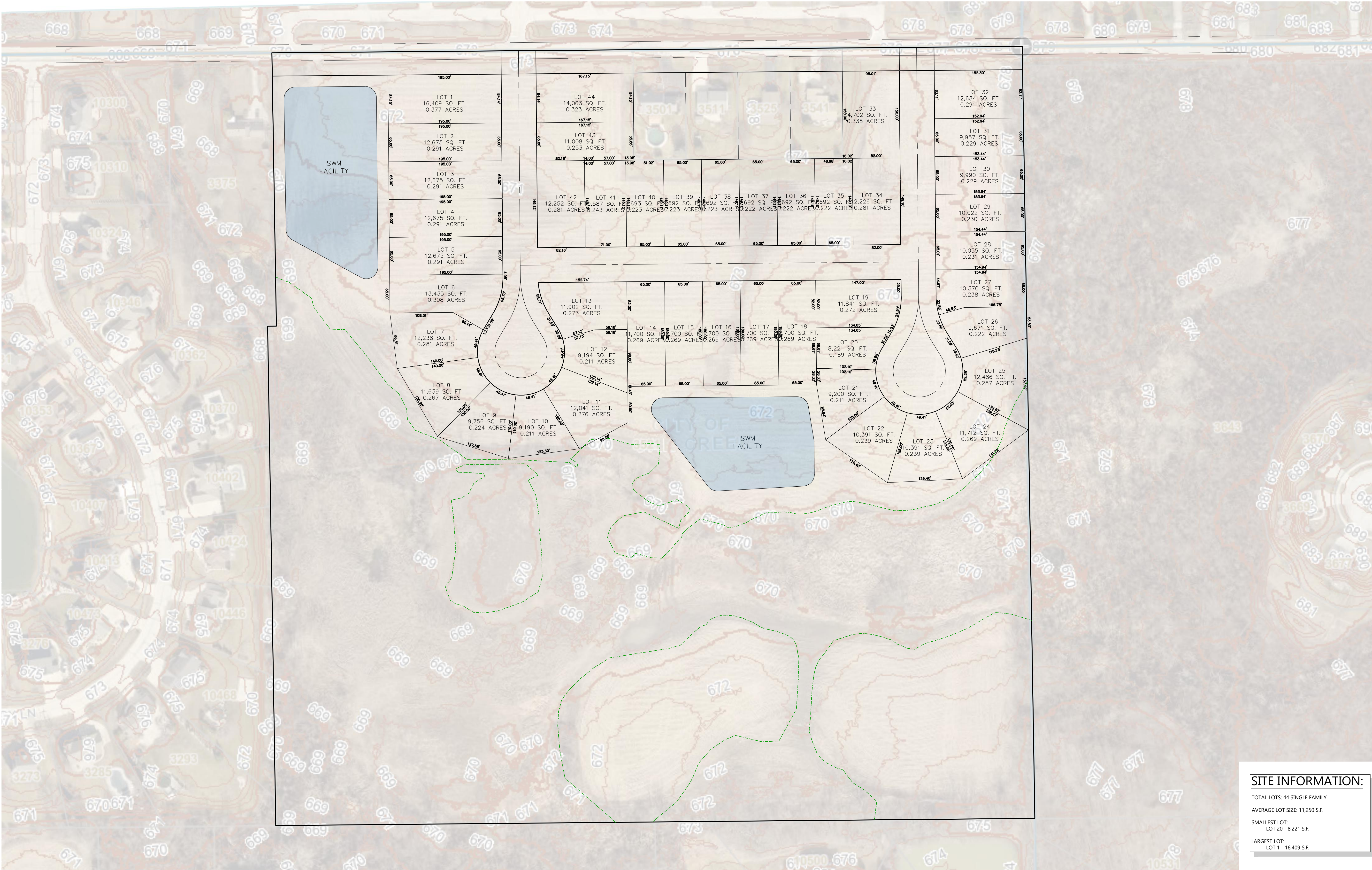


Proposed Zoning

3521 E. Oakwood Rd.

**Rs-4 Single-Family
Residential District**



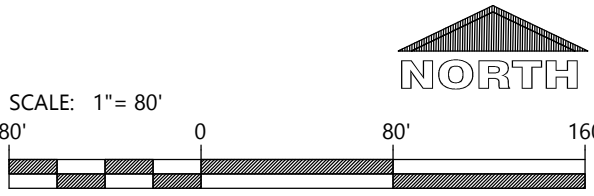


SITE INFORMATION:

TOTAL LOTS: 44 SINGLE FAMILY
AVERAGE LOT SIZE: 11,250 S.F.
SMALLEST LOT:
LOT 20 - 8,221 S.F.
LARGEST LOT:
LOT 1 - 16,409 S.F.

RS-4 ZONING
MIN. 8,000 S.F.
MIN. 60' WIDTH

SETBACKS
FRONT: 25'
SIDE (STREET): 25'
SIDE (INTERIOR): 8'
REAR: 25'



OAK CREEK LAYOUT



Always a Better Plan

100 Camelot Drive
Fond du Lac, WI 54935
920-926-9800
excelengineer.com

COLLABORATION



PROJECT INFORMATION

PROPOSED RESIDENTIAL SUBDIVISION
OAK CREEK
E OAKWOOD RD • OAK CREEK, WI

PROFESSIONAL SEAL

PRELIMINARY DATES

JUNE 20, 2025

NOT FOR CONSTRUCTION

JOB NUMBER

250124800

SHEET NUMBER

L

