

Vierbicher *Bulletin*

Volume 15, No. 3

Serving Developers and Communities Since 1976

July 2005

Predevelopment Services Add Value An Ounce of Planning is Worth a Pound of Design

Good decisions early in the development process can have a significant impact on the quality and success of a real estate project. Whether you are a developer wanting to understand the best mix of uses for a project or a city planner wanting to understand the market dynamics of a downtown or an economic developer who wants to know whether a business park is feasible – good information is critical to the decision that leads to the success of a development project.

Approach

Vierbicher's predevelopment services provide a systematic approach, proven to increase the success of development projects. The approach consists of an assessment of a proposed project that covers the following:

- Site and Infrastructure – to understand site constraints, amenities and engineering issues
- Market – for insight into market feasibility, the appropriate mix of land uses and potential absorption rates
- Environment – for due diligence and to identify environmental risks
- Community Regulations and Standards – to understand process and schedule, and involve reviewers before design begins

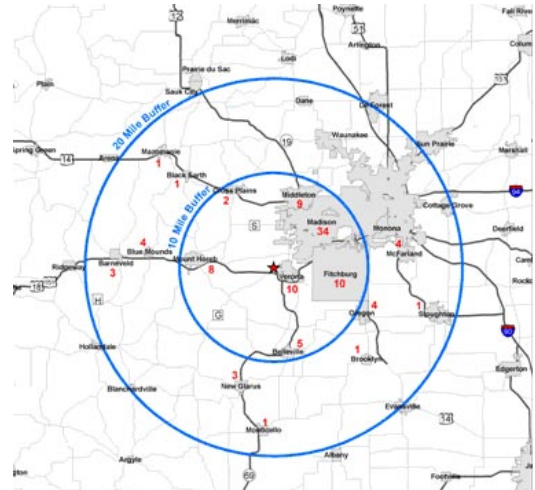
- Concept Plan – provides the first look at how the issues discovered during the assessment will impact the project design
- Public Funding – identify and evaluate opportunities for outside funding

Benefits

Our services, when provided before the start of the design process will result in:

- Higher absorption rates
- Increased profitability and cost control
- Better long term visibility
- Faster approval process
- Better public support

We are experienced at analyzing potential commercial, industrial and residential development to help clients create a perfect fit with the surrounding community, markets and environment.



“ We have seen first-hand the importance and value of properly planning a development. Vierbicher's comprehensive approach to predevelopment planning will expedite the design, permitting and construction schedule, control construction costs, and fine-tune the development to maximize your return on investment. ”

John Kiesel, Director of the Development Council, Wisconsin Builders Association



VIERBICHER
ASSOCIATES
Committed to Quality Service Since 1976

Weston Case Study

When the Town of Weston decided to incorporate as a Village in 1996, the driving issue was gaining the ability to control their own development. As a part of the Wausau metropolitan area, the Village of Weston was under intense pressure to develop with little infrastructure or planning to support that development. The newly constructed four-lane STH 29 only added to the pressure and created natural development nodes at the two interchanges in the Village.

In early 1998, the Village created a land use plan and a 2,000-acre tax incremental financing (TIF) district along the STH 29 corridor. One of the goals of the TIF was creation of a 200-acre business and technology park. The park was built in 2001 with the aid of a Transportation Economic Assistance grant. Another goal of the TIF was development of a major commercial center at the Camp Phillips Rd. interchange.

A second TIF district was created in 2004 to address redevelopment issues in the old STH 29 corridor – Schofield Ave. In addition, the Village constructed a new Public Safety building to accommodate the growing needs of the Village.

The Village of Weston has grown in value by more than \$220 million during the last four years. The growth included build-out of the Weston Business & Technology Park, construction of over 450 homes, saving the Pick N' Save store, and the creation of a regional medical center in the Camp Phillips Rd. commercial district.

The Village received the 2004 Governor's Award for Economic Development from the Wisconsin Economic Development Association. "The whole community has a part in this award. From builders to bankers to our business owners and taxpayer-investors, everyone has contributed to the success," says Vilas Machmueller, Village President.

Vierbicher Associates has assisted the Village of Weston from its beginning. Vierbicher services included facilitating strategic planning sessions, citizen input, market analysis, land use planning, infrastructure needs analysis, TIF feasibility analysis and creation, business park master planning, transportation impact assessment, architectural design, recreational trail design and master plan ordinance review.

Corgiat Building Corporation Case Study

Corgiat Building Corporation (CBC) acquired a 159-acre site in Barneveld, Wisconsin for residential development.

CBC recognized the significant opportunities associated with the development and the many challenges including:

- An existing 45-year old un-permitted dam.
- Tailoring the development to meet the market demand for the development 25 miles west of Madison.
- Permitting the development within the drainage area to Trout Creek, determined by the Wisconsin Department of Natural Resources to be an Area of Special Natural Resource Interest (ASNRI).
- Shallow bedrock and challenging topography.

Rather than simply designing a site and submitting for regulatory approval, Vierbicher analyzed the market and regulatory alternatives, then tailored the approach to best suit the developer's goals.

The Vierbicher approach resulted in increasing the profitability of the project by: 1) increasing the lot size and price to meet the market demand, 2) minimizing costs by incorporating solutions like crushing bedrock for use in on-site roads, 3) developing creative technical solutions to protect the environmental resources, and 4) staying on schedule by identifying issues up front and proactively working with regulatory officials.

Vierbicher Can Help!

We offer a suite of services targeted to helping you make good decisions before your development plans are solidified. Our team integrates the skills of complementary design and development professions including engineering, planning, architecture, economic development, market analysis, environmental and landscape architecture. For more information, please contact:

Gary W. Becker, CEcD,
800-261-3898, email: gbec@vierbicher.com

Aaron Otto,
800-261-3898, email: aott@vierbicher.com

© 2005 Vierbicher Associates, Inc.



▼ www.vierbicher.com ▼

P.O. Box 379, **Reedsburg**, WI 53959 - (608) 524-6468 ▼ P.O. Box 44010, **Madison**, WI 53744-4010 - (608) 826-0532

P.O. Box 650, **Schofield**, WI 54476-0650 - (715) 359-2003 ▼ P.O. Box 542, **Prairie du Chien**, WI 53821-0542 - (608) 326-1051

ENGINEERING ▼ ARCHITECTURE ▼ PLANNING ▼ COMMUNITY DEVELOPMENT ▼ SURVEYING ▼ GIS ▼ ENVIRONMENTAL ▼ WATER RESOURCES