



City of Fitchburg
 Planning/Zoning Department
 5520 Lacy Road
 Fitchburg, WI 53711
 (608-270-4200)

LAND DIVISION APPLICATION

The undersigned owner, or owner's authorized agent, of property herein described hereby submits ten (10) copies of the attached maps, one (1) copy no larger than 11" x 17", and one (1) pdf document of the complete submittal (planning@fitchburgwi.gov) for approval under the rules and requirements of the Fitchburg Land Division Ordinance.

1. Type of Action Requested:
- Certified Survey Map Approval
 - Preliminary Plat Approval
 - Final Plat Approval
 - Replat
 - Comprehensive Development Plan Approval *Amendment*

2. Proposed Land Use (Check all that Apply):

- Single Family Residential
- Two-Family Residential
- Multi-Family Residential
- Commercial/Industrial

3. No. of Parcels Proposed: Multiple - Proposed 4 lot CSM w/ future division

4. No. Of Buildable Lots Proposed: TBD

5. Zoning District: PDD, I-S

6. Current Owner of Property: PROMEGA

Address: _____ Phone No: _____

7. Contact Person: BILL DALRYMPLE

Email: bill.dalrymple@promega.com

Address: _____ Phone No: 608 277 2604

8. Submission of legal description in electronic format (MS Word or plain text) by email to: planning@fitchburgwi.gov

Pursuant to Section 24-2 (4) of the Fitchburg Land Division Ordinance, all Land Divisions shall be consistent with the currently adopted City of Fitchburg Comprehensive Plan.

Respectfully Submitted By: [Signature]

Owner's or Authorized Agent's Signature

William J. Dalrymple

Print Owner's or Authorized Agent's Name

PLEASE NOTE - Applicants shall be responsible for legal or outside consultant costs incurred by the City. Submissions shall be made at least four (4) weeks prior to desired plan commission meeting.

For City Use Only: Date Received: 11/20/2017

Ordinance Section No. _____

Fee Paid: \$450.00

Permit Request No. CDP(A) - 2182-17

*Receipt # 1.15187
 11-20-2017*

FITCHBURG CENTER COMPREHENSIVE DEVELOPMENT PLAN

AMENDMENT 3 / SPECIAL STUDY

December 2017

(Note: for consistency with current City terminology, the General Development Plan will be referred to as the Comprehensive Development Plan or CDP. This version of Fitchburg Center CDP (Amendment 3) is intended to satisfy the requirements of Section 24-7 of the Fitchburg Municipal Code of Ordinances as applicable to development envisioned for lands identified on Map 1 and generally referred to as Fitchburg Center.)

PURPOSE/OBJECTIVE OF AMENDMENT 3

As originally envisioned Fitchburg Center was to become a “...*mixed-use neighborhood encompassing a collection of bio-tech research and production companies, general office, a vibrant town center, and a variety of supporting uses and housing opportunities.*”

Over the course of the last two decades, development decisions and advocacy have remained consistent with this vision and the four guiding precepts articulated in the Fitchburg Center Comprehensive Development Plan adopted by the City in 1995 and paraphrased as:

1. **Site-Guided Development** which acknowledges that the specific nature of development for any given portion of the site emerges from the human and environment needs and possibilities of a given time, shaped by the preceding development at the site, in the City, and in the region.
2. **Performance standards to measure acceptability** by incorporating metrics and tolerances that are more qualitative than quantitative into general design and management decisions.
3. **Flexibility in specifics** so that design provides for elements of the built, natural, and social environments, and incorporates opportunities to both enhance natural forms and to the needs of employees, businesses, and the community.
4. **Timeliness of decisions** with the adopted plan to be recognized as providing the framework for a responsive and collaborative process that results in essentially un-alterable constraints which affect future actions.

This CDP amendment is intended to:

- Restate and refine the planning vision for Fitchburg Center, to allow for the expansion of the current Promega campus. The near-term focus of this CDP amendment is to facilitate the proposed expansion of the Promega Research and Development business unit into an integrated campus adjacent to the Feynman Building – a specialized high-tech production facility located at 2780 Woods Hollow Road.

- Provide clarifying details to help interpret the generalized land use category descriptions of the districts illustrated on the City’s adopted Comprehensive Plan Future Land Use Plan Map, and
- Articulate an updated outline of public and private strategies and initiatives to support the Fitchburg Center CDP implementation.

Planning process and methodology. In mid-summer 2017, Fitchburg Center (as the overall land use planning organization) and Promega (the predominant business entity of Fitchburg Center and owner of the majority of the land) began exploring strategies for responding to emerging opportunities in the biotechnology/life sciences economic sector. Specifically, they considered whether expanding investment in Research and Development (R & D) within Fitchburg Center would support and contribute to the long-term business growth plan for Promega, in what form, and how such a facility could be accommodated.



Subsequently, in the fall of 2017, Fitchburg Center initiated discussions with the City of Fitchburg regarding the general potential for the expanded R & D Campus. They also began internal facility needs and planning assessments, and evaluation of the opportunities and constraints posed by a potential physical location adjacent to the Feynman Building. Part of this review included collaborative discussions with the City to determine the extent of and process for needed municipal approvals.

Both the City and Fitchburg Center recognize that collaboration is essential for the proposed project and have endorsed this study and planning effort to validate the vision for Fitchburg Center, to update background and descriptive characteristics, and to provide opportunities for meaningful community engagement. This CDP amendment is grounded on information from Promega; the general study of stormwater, environmental, traffic, and public infrastructure systems; and on input gathered from neighbors and the community collected between mid-October and mid-November 2017.

CHRONOLOGY

1978 to 1995. Promega, Fitchburg Research Park Associates, and civic leaders articulated a vision for a high-tech employment hub centered around life sciences and biotechnology businesses and in 1995 the City adopted the Fitchburg Center Comprehensive Development Plan -- a general concept plan for a 380+ acre mixed-use neighborhood encompassing a collection of bio-tech research and production companies, general offices, a vibrant town center, and a variety of housing opportunities all in a development scheme reflecting sound environmental planning principles. In 1995, the development area consisted of the original research and production labs (on Bjorksten Place), the Promega biotech and production facilities and BioPharmaceutical Technology Center (BTC), and the Woods Hollow Children’s Center.

1995 to 2005. Development activity within Fitchburg Center focused primarily on development sites along Research Park Drive and East Cheryl Parkway and on completing significant public and private investments for infrastructure (the extension of East Cheryl Parkway), creating and restoring the naturalized *Prairie Swale* habitat and stormwater management facility, and erecting the iconic *Agora* pavilion.



2005. Following 10 years of development activity, the Fitchburg Center Comprehensive Development Plan was amended to implement further refinements to the “vision” for the Town Center area and residential uses in the northerly portions of the neighborhood. The revisions reflected new regulatory expectations for stormwater management and site restoration, recognized the tremendous changes in the City’s development and settlement patterns, addressed increased demands for improved traffic circulation and infrastructure, and further refined the Comprehensive Development Plan related to the *North Plat* and *Town Center* portions of the neighborhood.

Notable improvements undertaken since 2005 include:

- Constructing the mixed-use Agora building (retail and offices) in the *Town Center* area, which includes a 200+ stall public parking facility and several multi-function outdoor spaces for interaction with nature and community;
- Preserving the native woodlands north of the Promega building at 2800 Woods Hollow Drive (this was an area originally planned for extensive residential development, but the woodland has been protected through the Cinque Terre Plat);
- Installing the Caine Road Sanitary Sewer Interceptor in order to alleviate sewer capacity concerns for the McKee Farms interceptor (west of Fish Hatchery Road) and to set the stage for continued expansion of the tax base in Fitchburg Center;
- Constructing a water loop connection between the round-a-bout on Woods Hollow Drive and the round-a-bout on East Cheryl Parkway to provide system pressure redundancy for current and new consumers and emergency response;
- Expansion of the Agrace building to include additional capacity; and
- Constructing Promega’s Feynman GMP (Good Manufacturing Processes) manufacturing facility, which includes structured parking and geothermal elements that preserve greenspace and incorporate energy conservation practices.

PLANNING CONSIDERATIONS

Factors that have influenced the planning and development decisions for Fitchburg Center continue to evolve since the CDP's adoption in 1995 and subsequent amendment in 2005. For example:

- Strategically expanding Fitchburg Center to maintain the ability and capability to be responsive and pro-active towards business growth opportunities,
- Monitoring and responding to needs and expectations of potential employees to sustain business at the cutting edge of the high-tech bio-technology and life sciences economic sector,
- Reconciling both public and private infrastructure limitations, and
- Maintaining a responsible and sustainable approach to environmental management.

This amendment is focused on the potential conversion of the area of the Fitchburg Center located east of the Feynman Building (also known as the East Meadow) into a new expanded R & D Campus, instead of its current designation for residential uses. The following summarizes some of the primary contextual changes and the current thinking of Fitchburg Center and Promega that supports this amendment to the CDP.



PLANNING CONTEXT

Settlement and development patterns.

Public and private commitment to the Fitchburg Center CDP has established the area as one of several business neighborhood core areas within the community as it has grown from a newly incorporated former township of 13,700 in 1983 to its current population of over 28,000. City development policy has effectively managed growth and development into locations that are efficiently served by public infrastructure in the northerly quarter of its 35 square mile territory. Adopted policies have stressed sound environmental management and a balanced arrangement of residential densities, commercial, and industrial land uses, and the preservation of productive farmland.

From 1978, when Promega moved into a building in the (former) Town of Fitchburg Research Park, civic leaders embraced and expanded the vision of a technology-driven community with a city center integrating commercial, retail, education, civic, residential, and high-tech employment uses – a blending of “work-life with community-life and embracing the natural environment.” This vision became reality with the plan for Fitchburg Center, the town’s incorporation as the City of Fitchburg, and the creation of the Fitchburg Research Park Tax Increment Financing District.

Since the adoption of Fitchburg Center Comprehensive Development Plan in 1995, the City has continued to advance sound planning policy and has undertaken several additional planning initiatives that provide a framework for development in the immediate vicinity:

- The North Fish Hatchery Corridor, aimed at re-invigorating the infrastructure and land uses along Fish Hatchery Road immediately to the north of Fitchburg Center.
- Fitchburg Technology Neighborhood, which emphasizes technology-driven employment opportunities (the Novation Campus and the Fitchburg Technology Campus) supported by conveniently accessible mixed-use residential neighborhoods (including: Quarry Hill, Swan Creek, Uptown, Oak Meadows, and the emerging Terra Vista neighborhood), and vibrant mixed-use “Urban” centers combining street level business locations and upper level residences (including the Civic Campus area and the business district in the Uptown neighborhood). As described on the City website:

“The Fitchburg Technology Neighborhood dedicates more than 2,000 acres for high quality technology businesses in mixed-use commercial and residential settings connected by parks, open space and multi-modal transportation, creating the ideal place for technology companies to call home. The neighborhood consists of three developments: Fitchburg Center, Fitchburg Technology Campus/ RDC Tech Lands and Uptown Fitchburg.”

Key to implementing these initiatives has been the City’s confidence and advocacy for continuing to support public and private investment in infrastructure through tax increment financing.

High-Tech Bio-Sciences Economic Sector – Employment and Tax Base.

Wisconsin is home to a continually growing life sciences and biotechnology economic sector which employed an estimated 36,000 people in 2015.

Promega, the primary business presence in Fitchburg Center, is an innovative life sciences and biotechnology company which maintains a portfolio of more than 3,500 products covering the fields of genomics, protein analysis and expression, cellular analysis, drug discovery, and genetic identity. While headquartered in Fitchburg Center, with administrative offices, bio-science research, and development laboratories, specialized production facilities, logistics and several subsidiary businesses, the company also maintains domestic operations in California, and has branches in 16 countries across Europe, South America, and Southeast Asia.

In the region’s biosciences sector – which has grown to more than 150 establishments and over 9,700 employees, Promega (and its subsidiaries) is one of the largest biotechnology employers with over 830 employees. Approximately half of Promega employees are affiliated with the various business units (corporate and program management, research and development, and production) located within Fitchburg Center; and half



are involved with the logistics processing unit located at the Kepler Building several blocks south of Fitchburg Center Campus.

Preliminary economic impact analyses indicate that Promega operations and employees support over 1,700 direct and induced full- and part-time positions throughout Wisconsin. Additionally, Promega has a network of over 650 suppliers located within a 250-mile radius from Fitchburg.

Currently, overall employment within Fitchburg Center is estimated to be over 2,000 jobs. In 2017, land and development within Fitchburg Center total more than \$140,000,000 in equalized assessed value, approximately five percent of the City's tax base.

Housing. Between 2000 and 2015, nearly 4,000 housing units were estimated to have been constructed in the City of Fitchburg. A significant number of these units are located within one-half mile of Fitchburg Center. Based on the approved plans and constructed units, the City has a tremendous variety of housing opportunities in terms of housing type. This includes conventional single-family detached homes on large and small lots, duplexes, multi-unit structures at densities ranging from seven units per acre to over 30 units per acre, and upper story units in vibrant mixed-use "urban" nodes.

The Natural Setting. The application of sound, practical environmental management techniques continues to be a cornerstone of Fitchburg Center's planning and development. It is standard practice to investigate and evaluate new technologies, site conditions, and regulatory objectives that pertain to environmental protection with every building and development project proposed.



This amendment does not seek to modify or alter the intent of the Environmental Guidance and Controls outlined in the original CDP and 2005 amendments. These design criteria and environment-based performance standards and principles will continue to be reflected in the design and construction for new buildings and renovations, and in Fitchburg Center's property management practices.

The Built Environment. Between 1995 and 2017, Fitchburg Center planning area has expanded from 380 acres to 423 acres. During that timeframe, Fitchburg Center has thoughtfully and proactively strived to adhere to its four planning precepts as it established its presence in the bio-tech and life sciences sector and created a "Place" within the fabric of the Fitchburg community.

Of the 423-acre planning area, 39 acres are currently improved (with street frontage and available utilities) and poised for development (including the site adjoining the Feynman Building). Existing

buildings in the area include Promega BTC, Bruker AXS, Fitchburg City Hall, CDW (Berbee), CUES, UW Health, Terso (Locus Building) EAGLE School, Agrace HospiceCare Center, and Forest Glen Condominiums. In the past 22 years, the amount of office, research and development laboratories, and high-tech life sciences and bio-tech facilities are estimated to have increased from 280,000 square-feet to over 881,000 gross square-feet.

Utilities. With the 2006 completion of the Caine Road sanitary sewer interceptor and the Woods Hollow to East Cheryl Parkway water main segment, there are no critical deficiencies in the backbone water and sewer infrastructure that is planned to serve the remaining undeveloped tracts within Fitchburg Center.

Streets and Traffic. Since the 1995 CDP was adopted as the framework planning document for Fitchburg Center, the City as completed extensive plans, studies, and street improvements which have dramatically modified the street network both in Fitchburg Center and in the northeasterly quadrant of the City. In the 1995 CDP amendment, East Cheryl Parkway was planned to terminate into Caine Road (Fahey Glen), and Caine Road was to become a collector street extending northeasterly to the McCoy Road – US Highway 14 (USH 14) interchange. In the succeeding years this street plan was modified and constructed with East Cheryl Parkway extending easterly as a minor collector street terminating into Lacy Road, which was extended northeasterly to a new interchange with USH 14. Lacy Road is now the major east-west collector route, and extends nearly all of the way across the City from County Highway MM west to Fitchrona Road. East Cheryl Parkway is designated as a minor collector.

As constructed, East Cheryl Parkway has two distinct segments. The original segment from Fish Hatchery Road to the BTC Building (5445 East Cheryl Parkway) is a 44-foot wide urban street with on-street parking, and providing access to business locations within Fitchburg Center. Easterly from the BTC, the street designed to be more compatible with environmental objectives and to provide more effective stormwater treatment and infiltration facilities. The round-a-bout, which was one of the first of its kind in the Madison Metropolitan area, serves to reduce vehicle speeds, and is planned for eventual expansion to complete linkages to Lacy Road and access to future planned development areas in the easterly portion of Fitchburg Center.

During the planning process for this CDP amendment, traffic on the East Cheryl Parkway between the round-a-bout and Fish Hatchery Road was identified as a major concern by existing businesses. The extensive pedestrian travel between businesses along this segment of the street is critically important to encouraging interaction and collaboration that supports successful research-to-business innovation, a hallmark of Promega and Fitchburg Center. Though partially a factor of increased traffic volumes during the summer of 2017 due to construction detour for Lacy Road improvements, there appear to be significant travel, parking, and pedestrian conflicts along this segment which need to be addressed.

Other than the concerns regarding East Cheryl Parkway traffic, this amendment does not propose significant changes to the existing public street network (as modified by the 2005 amendment) or the extensive walking path and multi-use trails that have been established.

UPDATED COMPREHENSIVE DEVELOPMENT PLAN

Many of the factors that influence the development and planning decision for this area have changed since 1995, including: the addition of new property and compatible developments, regulatory

requirements for stormwater management, water and sanitary infrastructure improvements, and new transportation corridors; and more recently, significant residential and retail growth in the immediately surrounding neighborhoods, and extraordinary advances in research and production technologies in the life science and bio-tech economic sector.

“Placemaking” at Fitchburg Center. Since its inception, development of Fitchburg Center properties has proceeded at a slow, but steady pace. As a practice, extraordinary care is taken in preparing and reviewing project design and in ensuring high quality construction and site management. The result of these efforts has been the emergence of Fitchburg Center as a truly unique, functional and identifiable “place.” The Center itself has become a much more dynamic location, and is now home to several annual events



that range from the arts to recreational sports. Examples include: the Fitchburg Farmers Market, the Berbee Derby, the Agora Art Fair, the Promega Art Showcase, and the Susan G. Komen Race for the Cure. These events, along with the mix of retail at the Agora pavilion, have brought in more visitors, employees and customers during the evenings and weekends.

Based on these trends, Fitchburg Center has evolved from a mixed-use center to an employment center that is home to large-scale employers. In order to set the stage to for Fitchburg Center to continue to be a mixed-use area at the heart of the City, the long-range plan must be adapted to allow for continued business expansion and new housing opportunities in a variety of forms in an appropriate location that provides context-appropriate transitions between business and residential areas.

Updated Land Use Plan. Within Fitchburg Center, the City’s Comprehensive Plan (Future Land Use Map) recommends the following land uses: Industrial Commercial (I-C), Business (BUS), Medium Density Residential (MDR), Low Density Residential (LDR), and Park & Conservancy (P&C). Currently lands are zoned Specialized Industrial (IS), Professional Business (B-P), and Planned Development District (PDD).

The amended CDP Land Use Map is consistent with the City’s long-range land use plan, and enables the expansion of the Promega Campus by designating additional areas for future high-tech business in close proximity to existing production areas (the “East Meadow” area just east of the Feynman Building), and shifts the planned residential development eastward to the area formerly referred to as the “Development Reserve.” The East Meadow area was originally planned for residential condominium cluster development. The lands in the east end of the planning area are better suited for residential development as this location provides for a transition between the employment center businesses to the Swan Creek residential neighborhood.

The proposed change in the residential land use plan designation is intended to provide flexibility of housing types, to better serve market demands.

Transportation Infrastructure. Fitchburg Center continues to recognize the importance of providing for a variety of transportation modes (walking, bicycling, automobile and mass transit). The vision for future streets has changed somewhat from past plans, and pedestrian safety and the need for connected routes has become even more important.

Previous CDPs envisioned a perimeter road linking Woods Hollow Road to East Cheryl Parkway via Fontanta Way (currently a cul-de-sac). In order to minimize environmental impacts, this linkage will be incorporated into the internal drive network within the proposed new R & D campus as an emergency access drive.

Critical infrastructure improvements needed to support development of the R & D Campus in the near-term horizon include:

- Reconstruct East Cheryl Parkway round-a-bout with extension to Fahey Glen.
- Undertake Traffic Engineering Study to design appropriate traffic calming and pedestrian safety improvements on East Cheryl Parkway (Fish Hatchery Road to Fahey Glen), including but not limited to chicanes, pedestrian refuge islands, extension of boulevard, speed tables, traffic control, or pedestrian-activated signals, as may be determined by good engineering practice.

Implementation methodologies and strategies. This amended CDP does not seek to modify the implementation strategies outlined in the original CDP.

- **Zoning.** Sites within Fitchburg Center may be developed under conventional or Planned Development District (PDD) zoning, depending on the needs of the projects that come forward. In order to allow for the maximum flexibility in development standards and land uses, the Development Reserve area is proposed to remain as A-T “Transitional Agriculture” until a future CDP amendment is prepared, reviewed, and approved.
- **Master Condominium and Architectural Review.** Similarly, this amendment does not seek to change the original implementation strategies with regard to the Master Condominium. As proposed in the original CDP, the management of private streets, development areas, trails and private open spaces will be administered through a structured organization of Home Owners/Open Space-Trail Associations that are subordinate to a Master Condominium Association. Additionally, development proposals will be reviewed and approved by “Design Review Committees” created and facilitated by Fitchburg Center (planning organization).

CONCLUSION

The initial concepts and planning of Fitchburg Center envisioned a mixed-use neighborhood hosting a variety of bio-technology research and production companies, offices, a vibrant town center, and a variety of housing opportunities.

Over the course of the last two decades development within Fitchburg Center has been primarily consistent with that vision. However, with the passing of time, the original CDP itself has become outdated in its terminology and in its ability to allow for continued flexibility in its implementation of the

vision. This amendment is being proposed in order to update the document and to meet with future growth needs of its current users.

Table 1
Comparison of Planned and Actual Land Use
Fitchburg Center Comprehensive Development Plan
 1995, 2005, 2017

Land Use Category

	1995 CDP		2005 CDP Amendments		2017 Actual		2017 CDP Amendment	
	Acres*	Projected Dwelling Units	Acres*	Projected Dwelling Units	Acres*	Dwelling Units	Acres*	Projected Dwelling Units
Residential	53	240	45	177	26	82	26	95
Low Density Residential			5		5		5	
Single Family Units		92		14		1		14
Medium Density Residential			26		7		7	
Townhomes		68		83		31		31
High Density Residential			14		14		14	
Hospice and Paliative Care Beds				50		50		50
Town Center	16		12		4		12	
Mixed Use Retail/Office	13		8		4		8	
Mixed Use Retail/Office/Residential	3		4				4	
Units in Mixed Use Structures		80		30		0		30
General Office	16		18		10		18	
Biotechnology Research & Production	46		48		36		161	
Bio-tech and Life Sciences	42		44		32		150	
Supporting Uses	4		4		4		11	
Institutional and Civic	13		14		5		5	
Fitchburg Center Open Space	128		136		136		142	
Conservancies and Environmental Corridors	47		59		59		65	
9-Springs Marsh	81		77		77		77	
Stormwater Management (included in other categories)								
Public	12		25		23		23	
Neighborhood Park	12		13		11		11	
Future Community Use			10		10		10	
Stormwater Management			2		2		2	
Public Rights of Way	23		27		28		32	
Private Rights of Way	6		4		4		4	
Development Reserve	69		94		151			
(subject to general planning, site plan approvals, and architectural design approvals)								
Improved but not developed					56		**	
Development Reserve					95			
Total	382		423		423		423	

* Acreages are provisional estimates and subject to revision after survey documentation is completed.

** For long range planning purposes the Development Reserve has been generally allocated to potential future development areas for Bio-tech, residential, and conservancy uses.

Fitchburg Center Comprehensive Development Plan Amendment 3 2017

Land Use Plan

Legend

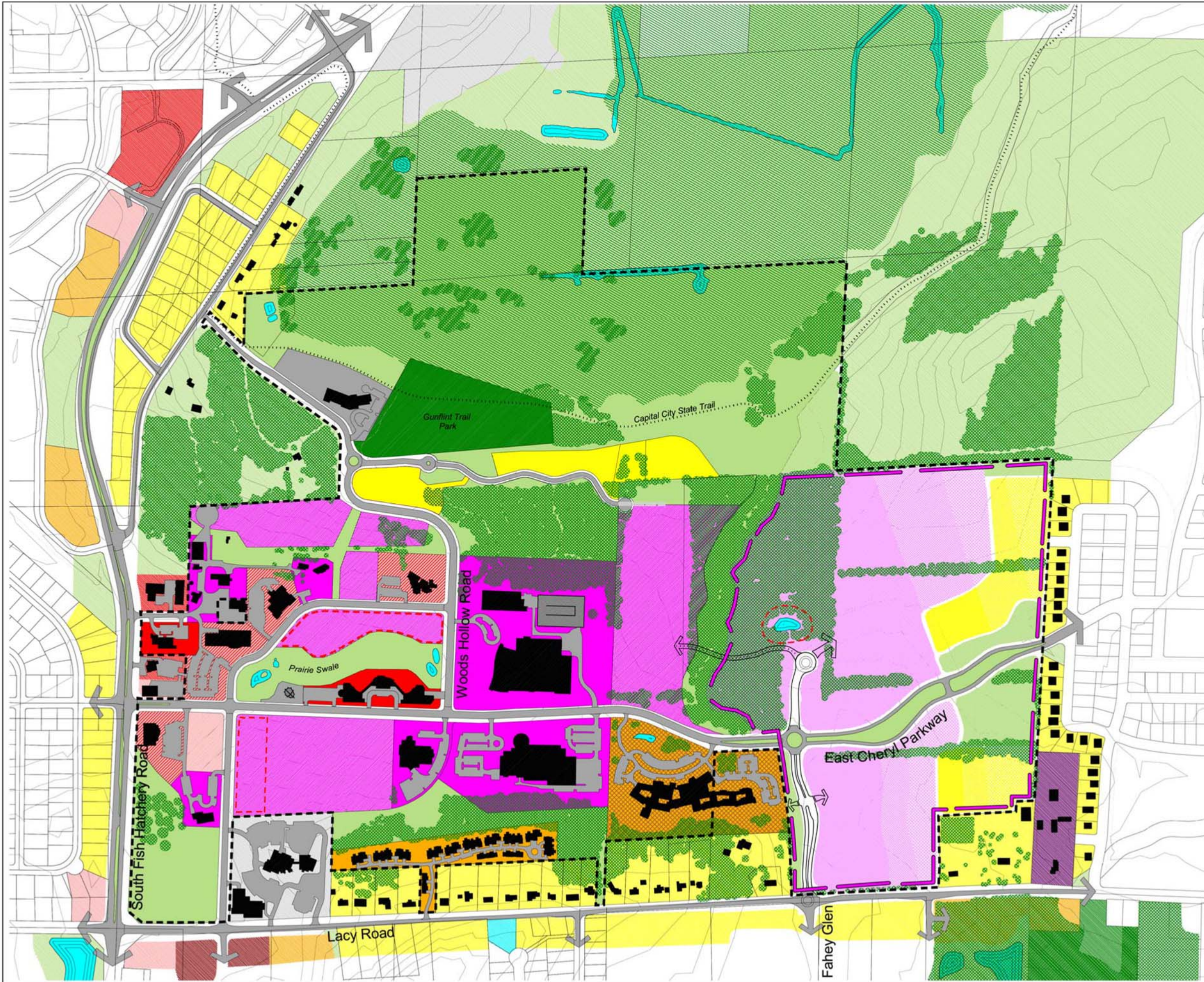
Planned Land Uses

- Low Density Residential (LDR)
- Planned LDR
- Med. Density Residential (MDR)
- Planned for MDR
- Specialized Residential
- Town Center -- Mixed Use
- Potential for Town Center -- Mixed Use
- General Office
- Planned for General Office
- Bio-tech and Life Science R & D and Production
- Planned for Bio-tech and support uses
- Institutional and Civic
- Public Park
- Managed Open Spaces

Development Reserve

Development within this area requires a detailed plan prepared through a CDP amendment process.

Color gradation reflects intended relative land use development intensity to transition between planned land use categories



0 300 600 900 1200 Feet

Base map data from Dane County Land Information Office.