



February 16, 2021

Ms. Sonja Kruesel, City Planner/Zoning Administrator
City of Fitchburg
5520 Lacy Road
Fitchburg, WI 53711

RE: Proposed Planned Development Zoning

Dear Ms. Kruesel:

The Usona institute is requesting consensus from the Fitchburg Plan Commission to establish Planned Development District zoning on a 17+ acre parcel that will be created along Woods Hollow Road immediately north of Outlot 8 of the Fitchburg Center North Plat. Usona respectfully requests consideration of this proposal at the March 16, 2021 Plan Commission meeting.

Usona Institute, founded in 2014, is currently sponsoring and/or supporting pre-clinical and clinical trials taking place at UW-Madison, Yale, Johns Hopkins, NYU, and UC-San Francisco, among others, to evaluate potential treatments for depression and other conditions. These investigations have shown promising results and the research is advancing toward FDA new drug approval.

Usona is responsible for the initiation, management and financing of these research trials, and for designing and establishing guidelines for effective therapy protocols, procedures, and treatment settings. The proposed Woods Hollow site would be the Institute's headquarters for administration and therapist training and education. The center is being planned for an initial occupancy of up to 25 to 40 administrative and professional employees, up to 25 professionals attending training and instructional sessions, and 3 to 5 patients and patient support caregivers.

As envisioned during internal programming discussions, the proposed campus would include administrative and research offices (no clinical research laboratories), presentation and classroom space for therapist training programs, and individual and group therapy suites for a small number of clients receiving treatment. To accommodate treatment sessions that could extend over multiple days, depending on individual patient circumstances, the site would also include accommodation for short term lodging of patients and caregivers.

The initial planning and architectural design concept locates the building(s), outdoor amenities, and accessory uses generally within centrally located eight acre campus which will preserve the majority of the densely wooded hillside habitat along the Gunflint Trail and Woods Hollow Road street frontages. Primary access to the campus would be from

Woods Hollow Road (near the existing gravel driveway) and there would be a secondary service/emergency drive interconnecting to the private street (Bjorksten Place) that serves Promega's DaVinci, Faraday Center, Earth House, and Observatory buildings. Growth is anticipated and the conceptual site plan has been arranged to facilitate future expansion of the building(s) as needed.

Usona is proposing that the site be re-zoned to Planned Development District to establish the regulatory framework for site use and development. Under the City's zoning ordinance, the combination of land uses envisioned for this facility (which include: professional and administrative offices, medical clinic and treatment space, and short term lodging) do not fit precisely within a single zoning district. For example, while the Specialized Industrial District (encompassing the majority of the developed areas within Fitchburg Center) includes research/development and the production and testing of high technology products, it does not clearly address land uses for provision of medical treatment and therapy services, education and training facilities, or uses related to short term patient lodging. Designation of the property as a Planned Development will enable Usona the flexibility to creatively design and develop the property in a manner that will provide optimal functionality in terms of building spaces, environmental characteristics of property, and inter-relationships with adjoining and nearby uses and activities within Fitchburg Center.

Usona is planning on a construction start date in summer/fall 2021 and is seeking to conclude project entitlements in late spring/early summer, including the Planned Development-General Implementation Plan (PD-DIP), Specific Implementation Plan (PD-SIP), Architectural Design Review (ADR), and other agency approvals. Concurrently with the proposed rezoning of the location to PD-GIP, Usona/Promega will be submitting two companion documents for City review and approval which will complete the initial entitlements for this location:

- An amendment of the Fitchburg Center Comprehensive Development Plan to incorporate the property into the overall Fitchburg Center Master Plan and development framework, and
- A Certified Survey Map to establish the parcel(s), lot line adjustments, and easements to facilitate the proposed development.

Once Usona completes the detailed site and building architectural design plans, the subsequent application for Planned Development-Specific Implementation Plan (PD-SIP) and Architectural Design Review (ADR) will be submitted for Plan Commission consideration.

During the next several weeks, Usona will be continuing the public outreach activities that were started in late fall 2019. This will include, at a minimum: engagement with each of the neighboring property owners, and a virtual open house discussion of the generalized conceptual site development plan.

We thank you for your attention to this matter; we look forward to working with you through the process.

Sincerely,

A handwritten signature in black ink, appearing to read "William A. Linton". The signature is fluid and cursive, with a large initial "W" and "L".

William A. Linton
Executive Director

Enclosures
Concept site plan
Proposed CSM

Conceptual Site Plan of Proposed

Usona Institute

Woods Hollow Road, Fitchburg, WI

Proposed Buildings and Site Features

- A Administration and Training with lower level parking
- A-1 Therapy Clinic
- B Cottages for short-term patient lodging post-therapy session
- C Landscaped grounds, amenities and stormwater management
- D Surface parking





PROJECT: 01514-001 USONA
FILE NAME: P:\01514-001 USONA\DRAWINGS\DESIGN\USONA\CAMPUS.DWG
LAYOUT NAME: CSM LAYOUT

CLIENT: USONA
TITLE: POTENTIAL CSM

LOT DATE: 11/18/2019 12:56 PM
PLOT BY: RYAN MOE

PLOT NAME:
PLOT SCALE: 1 IN=200 FT

SHEET 1