



November 17, 2021

City of Fitchburg  
Attn: Lisa McNabola  
5520 Lacy Road  
Fitchburg, WI 53711

Dear Lisa:

The attached pre-application PDD request is for the multi-family site of the Fahey South Development, also known as Highfield Reserve. This project is designed to complement the housing variety that is an integral theme of the overall development. This pre-application PDD is the first step in securing PDD zoning for the multi-family site.

Sincerely,

Greg J Held  
Member

Cc: David Fahey  
Fred Rouse  
Tony Heinrichs



# FAHEY SOUTH DEVELOPMENT

## Multi-family Site

Pre-Application PDD

November 17, 2021

## PROJECT

Fahy South Development / Highfield Reserve – Multi-family Site

## SUMMARY

The Fahey South Development is a master planned community that will include a variety of housing types and an institutional site to provide a mixed-use neighborhood. The development will include single family homes, twin-homes, a multi-family component and a school. One of the primary objectives of the development is to provide a broad spectrum of housing types and styles.

A Comprehensive Development Plan for the overall development was approved by the Fitchburg Common Council on November 9, 2021. This submittal is for the multi-family component of the development. The purpose of this submittal is to provide the City of Fitchburg with a Pre-Application PDD for the multifamily component of the of the project. This is the first step in requesting approval of a PDD district for the site.

## ORGANIZATIONAL STRUCTURE

Owner:	Fahey Land LLC 5376 Irish Lane Fitchburg, WI 53711	Contact:	David Fahey <a href="mailto:faheysd@gmail.com">faheysd@gmail.com</a> 608.658.0174
Applicant:	Rouse Management 2428 Perry Street Madison, WI 53713	Contact:	Fred Rouse <a href="mailto:fred@rousemgmt.com">fred@rousemgmt.com</a> 608.251.5382
Architect:	Knothe & Bruce Architects, LLC 7601 University Ave. Middleton, WI 53562	Contact:	Greg Held <a href="mailto:gheld@knothebruce.com">gheld@knothebruce.com</a> 608.836.3690
Engineer:	D’Onofrio Kottke 7530 Westward Way Madison, WI 53717	Contact:	Ron Klaas <a href="mailto:rklaas@donofrio.cc">rklaas@donofrio.cc</a> 608.833.7530

## EXISTING CONDITIONS

### Legal Description

#### HIGHFIELD RESERVE – MULTI-FAMILY SITE - ZONING DESCRIPTION

Part of Outlot 8, Fahey Fields and Part of Lot 2, Certified Survey Map No. 9896, located in the NW1/4 of the SE1/4 of Section 15, T6N, R9E, City of Fitchburg, Dane County, Wisconsin to-wit: Commencing at the East 1/4 Corner of said Section 15; thence S87°28'11"W, 1476.08 feet to the point of beginning; thence S38°03'41"W, 582.98 feet to a point of curve; thence Southwesterly on a curve to the right which has a radius of 490.00 feet and a chord which bears S63°44'44"W, 424.74 feet; thence S89°25'46"W, 443.53 feet; thence N00°27'55"E, 600.08 feet; thence N87°32'50"E, 624.57 feet; thence N87°28'11"E, 555.50 feet to the point of beginning. Containing 12.918 acres.

### Existing Parcels

5282 Irish Lane 0-609-154-9501-2  
0-609-154-2050-2

### Existing Zoning

A-S Small Lot Agriculture  
A-X Exclusive Agriculture

### Adopted Plans and Approvals

Comprehensive Land Use Plan: (July 2021)	HDR High Density Residential (> 9 du/acre)
McGaw Park Neighborhood Plan:	R2 Residential (min. average 10 du/acre)
Comprehensive Development Plan: (November 2021)	Multi-family (228 du)

## PROPOSED LAND USE

The Comprehensive Development Plan was approved with 228 dwelling units on the multi-family portion of the development. In keeping with the development theme of housing variety and options, we are proposing several buildings styles that vary in scale and height. The buildings along Fahey Glenn will be smaller scale and two-stories in height. Internal to the site the buildings are larger in scale and up to three-stories in height. In addition to height, the buildings vary in style. Smaller townhome buildings with individual attached garages are located along the west end of Fahey Glenn. To the east near the institutional site the buildings are two-story walk-up apartments with underground parking. Located behind the buildings along Fahey Glenn are three-story garden style apartments with underground parking. Two of these garden style apartment buildings will be connected by a "Commons", which will feature indoor and outdoor recreational spaces for the residents of the multi-family site. Individual exterior entrances to the units will be provided wherever grade permits.

This is a market rate rental project, but with a wide variety of dwelling unit sizes and configurations it is designed to appeal to a broad range of residents. Unit sizes will vary from just under 600 s.f. for the studio to nearly 1,300 s.f. for the three-bedroom units. There will be walk-up flats, multi-level townhome units and the garden-style apartment buildings will include elevators which will provide accessible units to appeal to residents with a broad range of ages and abilities.

PDD zoning allows the project to provide the approved density in a more compact format, and the resulting open space has been set aside for outdoor activities and to promote ground water recharge and storm water management. The block dimensions will allow for engaging architecture and attractive, activated streetscapes.

## SITE DEVELOPMENT STATISTICS

### Lot Area

South Lot	162,462 s.f.	3.73 acres
North Lot	289,547 s.f.	6.65 acres
Total:	452,009 s.f.	10.38 acres (net)

### Lot Coverage

Allowed:	35%
Proposed:	< 30%

### Density

Townhome:	24 Units
Walk Up Apartments	32 Units
Garden Apartments	172 Units
Total:	228 du 22 du/acre

### Dwelling Unit Mix

Studio:	30
One Bedroom:	113
One Bedroom + Den:	23 <i>(Lot area requirement calculated as a two bedroom)</i>
Two Bedroom:	51
Three Bedroom:	11
Total:	228

### Parking

A minimum of one structured parking stall per dwelling unit will be provided. In addition, off-street surface parking stalls will be provided such that the overall parking ratio will be 1.7 stalls / dwelling unit, minimum. The design team has found this to satisfy parking demands without placing a burden on street parking.

## ZONING REQUEST

Planned Development District  
 General Development Plan (PDD-GDP)  
 Specific Implementation Plan (PDD-SIP)

## Zoning Request Justification

The PDD Planned Development District is established to encourage and promote diversification and variation through the implementation of comprehensive planning, and to facilitate cohesive, unified projects. The design of the Fahey South Development, which this multi-family site is a part of, seeks to create housing variety within the framework of a master planned community. The multi-family site will further enhance this variety, including different building styles, dwelling unit types and a wide variety of dwelling unit sizes. Building styles will include multi-level townhome units, stacked flats and garden style apartments. Sizes will range from efficiency through three-bedroom units.

## PDD Justification Requirements

1. *A statement of rationale as to why the planned development district zoning is proposed. The proposal shall detail in text, graphic and statistical forms the lack of other available chapter 22 zoning districts and opportunities for the community betterment the developer suggests are available through the proposed planned development district.*

The PDD district zoning is proposed because the setback and sideyard requirements of the nearest applicable residential district, R-H, would not permit the vibrant streetscape that has been established in the single family and twin-home district of the project to be continued through the multi-family site. Reducing the setbacks will permit a more engaging streetscape that is in harmony with the other residential uses within the project. The area of the development has been designated for 228 dwelling units, and the PDD zoning will allow a more efficient use of space, increasing the amount of opens space available to residents.

2. *An analysis of social and economic impacts on the community of the project.*

This project will provide high quality housing to residents of the City of Fitchburg. The master planned nature of the project will provide various housing options and levels of affordability, while helping to mitigate a growing housing shortage. The variety of housing options, outdoor amenities, and recreational offerings provides an opportunity for enriched social interaction between citizens.

3. *An analysis of how the proposal is consistent with, and will advance the goals, policies and objectives of the comprehensive plan.*

The project is consistent with the Comprehensive Plan and the McGaw Park Neighborhood Plan. It will further the City's stated goals by providing housing options accessible to residents of various ages, income level, and family size. The project contributes to relieving existing and forecasted housing needs and supports a diverse and balanced community.

4. *A detailed analysis discussing the intended specific environmental design, the amenities to be gained by the planned development district zoning proposal, and, specifically, a statement as to why such benefits and amenities would not be realized under any other chapter 22 zoning district.*

The project will improve stormwater management in the area while providing needed housing in an efficient, environmentally responsible manner. The project will allow increased open space for residents and recreational options that would not otherwise be possible.

5. *General outline of the intended organizational structure for a property owners association, if any; proposed condominium documents, if any; deed restrictions and all agreements necessary to accommodate private provision of common services, if any.*

The project will be privately owned and managed. The development team has extensive property development and management experience. They typically provide on-site management and employ a long-term hold strategy for their properties.

6. *For any project plan proposed, a schedule for completion of the public and private improvements proposed within the project plan.*

Infrastructure construction is expected to begin in the spring of 2022 and be complete in the fall of 2022. Building construction would begin immediately and would be phased over the course of 2-3 years, consistent with market demand.

7. *Neighborhood input.*

The conceptual project plan was presented to the neighborhood association and abutting property owners on September 16, 2021, at the Swan Creek Park Shelter. Questions were regarding the overall housing mix, price point and character of the development along with off-site stormwater management and phasing.

### **Criteria for Approval**

1. *Character and intensity of land use. The uses proposed and their intensity and arrangement on the site shall:*
  - a. *Respect the physical attributes of the site with particular concern for preservation of natural features, tree growth and open space. The project shall be accomplished in such a manner as to minimize grading of the existing terrain, by working with topographic conditions. Grading and improvements on slopes of 12 percent or greater shall be limited.*

The proposed site is currently cropland with no remarkable natural features, tree growth or landscaping. Grading of the site will be limited to that required to achieve proper drainage and storm water management.

- b. *Produce an attractive environment of sustained aesthetic and ecological desirability, economic stability and functional practicality compatible with the development prospects for the area.*

This project will provide an opportunity for a cohesive, integrated design that will feature engaging architecture, attractive streetscapes that at the same time provide a variety of housing options. There will be abundant open space that allows for extensive landscaping and assists in storm water management for the area. The project complies with the goals and strategies outlined in the Fitchburg Comprehensive Plan and the McGaw Park Neighborhood Plan.

- c. *Not adversely affect the anticipated provision of school or municipal services.*

The density proposed by this development has already been anticipated by the Oregon School District. Multi-family development of this type typically puts less of a burden on

schools due to the relatively small number of children versus other housing types. Municipal services are adjacent to the site and will be extended to serve the development.

- d. *Not create traffic or parking demand incompatible with the existing or proposed facilities to serve it.*

The on-site parking is designed to meet the demand for the residential uses proposed. The roads proposed as part of the development will improve the traffic network in the area.

- e. *Produce a transportation network that emphasizes connectivity and reduction of motor vehicle trips.*

The streets have been designed to encourage pedestrian and bicycle travel. A bike path through the site will connect to the existing network of bike trails that connect to nearby parks and to other communities throughout Dane County.

- f. *Provide a block structure appropriate to pedestrian activity*

The block dimensions and integrated pedestrian and bicycle paths promote pedestrian activity.

- g. *Ensure environmental features are protected to a greater degree than that which would otherwise be required, or occur.*

The land is currently farmland and without significant ground cover. This development provides an opportunity to add significant trees to the landscape which can sequester carbon. Stormwater management will be improved.

- h. *Provide an environmental design, including amenities, of buildings and site improvements that are greater than that which would otherwise occur or be required.*

The project has been designed to concentrate open space into useable areas. Outdoor amenities and extensive landscaping will be provided. Final amenities are yet to be determined, but are expected to include a swimming pool, fenced dog run and outdoor gathering places.

- i. *Provide a greater level of economic, social and other benefits than would otherwise be realized.*

The multi-family component of the Fahey South Development will further the goals of the overall development, which is to increase housing opportunities in the City of Fitchburg. This will meet the needs of a multi-generational neighborhood and support nearby employment centers, local businesses, and the community as a whole.

2. *Economic feasibility and impact. The proponents of a planned development district shall provide evidence satisfactory to the plan commission and the common council that the project will not adversely affect the economic prosperity of the city or the values of surrounding properties.*

The multifamily development has been designed to meet the needs of the local Fitchburg community. The development team is experienced and has developed, owns, and maintains

many units in Dane County and throughout southern Wisconsin. They can ensure this project is successfully completed and meets the highest standards, both for themselves and the City of Fitchburg.

3. *Engineering design standards. Streets and other ways, outdoor lighting, provision for stormwater drainage, sanitary sewer service, water supply, or other similar environmental and municipal engineering considerations of current ordinance requirements shall, at a minimum be met, but to advance environmental design will likely need to be exceeded. The plan commission and common council may require the use of higher levels of transportation and lighting improvements, stormwater management, or water conservation techniques than is required by current ordinance or other governmental guidelines. Such standards shall be appropriate to advancing environmental design objectives and the public health, safety and welfare as determined by the city.*

The design team will work with city staff to meet all specified requirements.

4. *Preservation and maintenance of open space in a planned development district. Provision shall be made for the preservation and maintenance of open spaces either by public reservation or dedication to public entities or commitment to preservation by a private entity. PD contracts shall contain specific reference to the ownership of such open space areas and to the provision for maintenance.*

The storm water features, green and open spaces on the multi-family site will be privately owned and maintained.

### **Variations From Standard Zoning**

The multi-family site of the Fahey South Development most closely resembles the R-H zoning district, however variations from this district are requested to allow a design that is in harmony with and complements the residential development on the rest of the site. The multi-family site is requesting modifications to the standards of the R-H zoning district:

- Number of multiple family dwelling units per lot.
- Maximum lot size.
- Setbacks (front, side, street side).
- Maximum building height.

*See proposed zoning text on following page.*

**Multi-family Zoning Text**

Lot Area Requirements:

Efficiency	2,000 square feet
1 bedroom	2,200 square feet
2 bedrooms	2,400 square feet
3 bedrooms	2,700 square feet
4 bedrooms or more	3,100 square feet

Exceptions:

If more than half of the dwelling units in a building are efficiency units, those in excess of half shall be counted as one bedroom units.

500 square feet of lot area per structured parking space shall be deducted from the minimum lot area for any building that provides structured parking on-site, either within the building or in a detached underground parking structure.

Minimum Lot Width: 80 feet.

Minimum Front Setback: 20 feet, except that an open front porch or stoop may protrude to within 15 feet of the front lot line.

Minimum Side Setback: 10 feet.

Minimum street side setback: 20 feet.

Minimum rear setback: 25 feet.

Maximum building height: 50 feet or three stories, whichever is less unless a conditional use is approved for additional stories up to six or 75 feet whichever is less.

Maximum lot coverage: 35 percent.



**McKee  
Farms Park**

**Capital  
Springs State  
Recreation  
Area**

**Lacey Road**

**Fish Hatchery Road**

**Lacey Road**

**Quarry  
Hill Park**

**Nobel Drive**

**McGraw  
Park**

**Syene Road**

**Hwy 14**

**Byrne  
Park**

**MULTI-  
FAMILY  
FAHEY PROPERTY**

**Irish Lane**

**Caine Road**

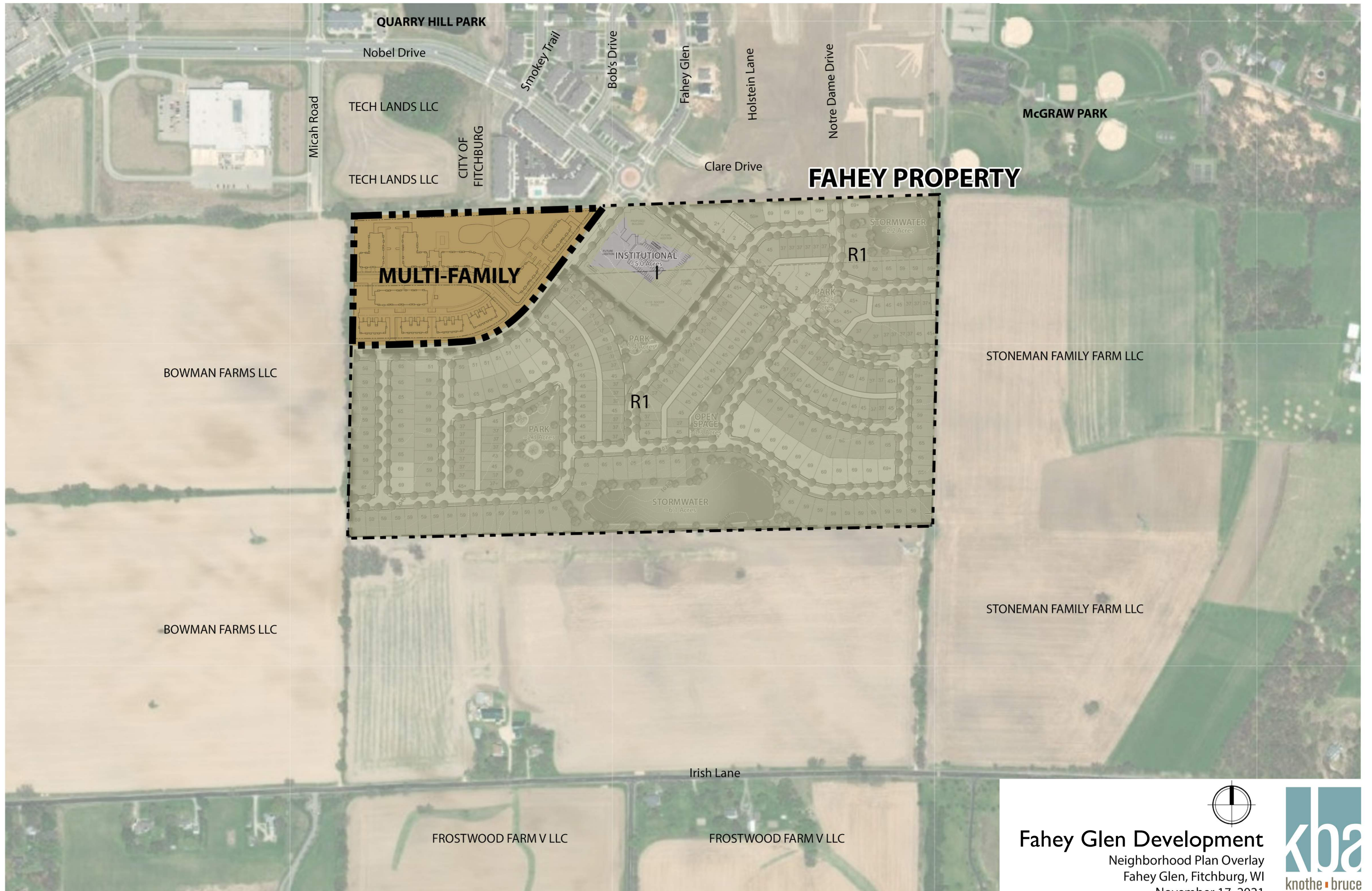
**Whalen Road**



**Fahey Glen Development**

Location Map  
Fahey Glen, Fitchburg, WI  
November 17, 2021





QUARRY HILL PARK

Nobel Drive

TECH LANDS LLC

TECH LANDS LLC

Micah Road

CITY OF FITCHBURG

Smokey Trail

Bob's Drive

Fahey Glen

Holstein Lane

Notre Dame Drive

McGRAW PARK

Clare Drive

FAHEY PROPERTY

MULTI-FAMILY

INSTITUTIONAL

R1

PARK

PARK

R1

OPEN SPACE

STORMWATER

STORMWATER

BOWMAN FARMS LLC

STONEMAN FAMILY FARM LLC

BOWMAN FARMS LLC

STONEMAN FAMILY FARM LLC

FROSTWOOD FARM V LLC

FROSTWOOD FARM V LLC

Irish Lane



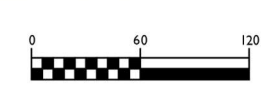
Fahey Glen Development

Neighborhood Plan Overlay

Fahey Glen, Fitchburg, WI

November 17, 2021





**Fahey Glen Development**  
 Multi-Family Concept Site Plan  
 Fahey Glen, Fitchburg, WI  
 November 17, 2021

