



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

# REZONING APPLICATION

The undersigned owner, or owner's authorized agent, of property herein described hereby petitions to amend the zoning district map of the Fitchburg zoning ordinance by reclassifying from the B-H district to the B-G district the following described property:

1. Location of Property/Street Address: 5262 Verona Road

Legal Description - (Metes & Bounds, or Lot No. And Plat):

Parcel Number - 225/0609-064-2753-0 (AccessDane).  
 Legal Description: WILLOW RUN LOT 3

\*\*\*Also submit in electronic format (MS WORD or plain text) by email to: [planning@fitchburgwi.gov](mailto:planning@fitchburgwi.gov)

2. Proposed Use of Property - Explanation of Request:

Office activities: Business offices, Educational services, provided all activities are enclosed within buildings.  
 Commercial activities: Miscellaneous shopping/retail goods, Business services, Social services  
 Other: restaurants, kitchens, gatherings/meetings

3. Proposed Development Schedule:

\*\*\*Pursuant to Section 22-3(b) of the Fitchburg Zoning Ordinance, all Rezoning shall be consistent with the currently adopted City of Fitchburg Comprehensive Plan.

\*\*\*Attach three (3) copies of a site plan which shows any proposed land divisions, plus vehicular access points and the location and size of all existing and proposed structures and parking areas. Two (2) of the three (3) copies shall be no larger than 11" x 17". Submit one (1) electronic pdf document of the entire submittal to [planning@fitchburgwi.gov](mailto:planning@fitchburgwi.gov). Additional information may be requested.

Type of Residential Development (If Applicable): \_\_\_\_\_

Total Dwelling Units Proposed: \_\_\_\_\_ No. Of Parking Stalls: \_\_\_\_\_

Type of Non-residential Development (If Applicable): building exists

Proposed Hours of Operation: 8:30 - 5:00 M-F No. Of Employees: 6-8

Floor Area: 15,006 No. Of Parking Stalls: 37

Sewer: Municipal  Private  Water: Municipal  Private

Current Owner of Property: In Kahoots, LLC

Address: 5079 US Hwy 51, Harshaw, WI 54539 Phone No: 715.358.5559

Contact Person: Robert Fulford (Owner's/Seller's Real Estate Agent)

Email: rfulford@boerke.com

Address: 25 W. Main St., Madison, WI 53703 Phone No: 214.732.4169

Respectfully Submitted By:  Erik Torgeson  
 Owner's or Authorized Agent's Signature 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: \_\_\_\_\_ Publish: \_\_\_\_\_ and \_\_\_\_\_

Ordinance Section No. \_\_\_\_\_ Fee Paid: \_\_\_\_\_

Permit Request No. \_\_\_\_\_



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## CONDITIONAL USE PERMIT APPLICATION

The undersigned owner, or owner's authorized agent, of property herein described hereby applies for a conditional use permit for the following described property:

**1. Location of Property:**

Street Address: 5262 Verona Rd

Legal Description - (Metes & Bounds, or Lot No. And Plat): \_\_\_\_\_

Parcel Number - 225/0609-064-2753-0 (AccessDane)

\*\*\*Also submit in electronic format (MS WORD or plain text) by email to: [PLANNING@FITCHBURGWI.GOV](mailto:PLANNING@FITCHBURGWI.GOV)

**2. Current Use of Property:** Vacant - former showroom and warehouse

**3. Proposed Use of Property:** CUP for restaurant use, commercial/ghost kitchen, gatherings/meetings

**4. Proposed Development Schedule:** \_\_\_\_\_

**5. Zoning District:** Currently B-H, but Applicant has applied for rezoning property to B-G

**6. Future Land Use Plan Classification:** B-G

\*\*\*Pursuant to Section 22-3(b) of the Fitchburg Zoning Ordinance, all Conditional Use Permits shall be consistent with the currently adopted City of Fitchburg Comprehensive Plan.

\*\*\*Attach three (3) copies of a site plan which shows any proposed land divisions, plus vehicular access points and the location and size of all existing and proposed structures and parking areas. Two (2) of the three (3) copies shall be no larger than 11" x 17". Submit one (1) pdf document of the entire submittal to [planning@fitchburgwi.gov](mailto:planning@fitchburgwi.gov).

Additional information may be requested.

Type of Residential Development (If Applicable): \_\_\_\_\_

No. of Dwelling Units by Bedroom: 1 BR  2 BR  3 BR  4 or More

No. Of Parking Stalls: \_\_\_\_\_

Type of Non-residential Development (If Applicable): \_\_\_\_\_

Proposed Hours of Operation: 8:30 - 5:00 M-F No. Of Employees: 6-8

Floor Area: 15,006 No. Of Parking Stalls: 37

Sewer: Municipal  Private  Water: Municipal  Private

Current Owner of Property: In Kahoots, LLC

Address: 5079 US Hwy, 51, Harshaw, WI 54539 Phone No: 715.358.5559

Contact Person: Robert Fulford (Owner's/Seller's Real Estate Agent)

Email: rfulford@boerke.com

Address: 25 W. Main St., Madison, WI 53703 Phone No: 214.732.4169

Respectfully Submitted By: *Erk Torgeson* Erk Torgeson

Owner's or Authorized Agent's Signature

**\*\* It is highly recommended that an applicant hold at least one neighborhood meeting prior to submitting an CUP application to identify any concerns or issues of surrounding residents.**

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: \_\_\_\_\_ Publish: \_\_\_\_\_

Ordinance Section No. \_\_\_\_\_ Fee Paid: \_\_\_\_\_

Permit Request No. \_\_\_\_\_





**LATINO**  
Chamber of Commerce

Latino Chamber of Commerce/Latino Economic Development Center's mission is to drive the economic and social advancement of all Latinos and other Wisconsin residents by equipping them with the skills and tools to achieve financial independence and become economic leaders in their communities.

The Latino Chamber of Commerce (LCC) in Fitchburg Wisconsin is the leading voice for Latino businesses in WI. We work throughout the region to create and maintain a sense of community and provide the necessary leadership to help create and develop future growth among our diverse communities. By advocating, promoting, and facilitating the success of Latino businesses we focus on (1) Increasing relationships and business partnerships between the private sector and Latino companies; (2) Providing technical advice to entrepreneurs and Latino businesses; (3) Promoting international trade among local Latino companies in the U.S. and Latino America; (4) Monitoring legislation and policies affecting the Latino business community; and (5) Implementing and strengthening programs that contribute to the economic development of Latino businesses.

Founded in 2003, as the Latino Chamber of Dane County (LCCDC), it now operates as the Wisconsin Latino Chamber of Commerce (WLCC) representing over 500 minority small businesses. The mission of the LCC is "to maximize economic development and job creation through advocacy and programs that generate success and value for our Latino and non-Latino business community."

We promote economic equity and the interests of our community through business advocacy and programs that make an overall impact on economic growth and sustainability. The Incubator program has created over 300 graduates, most business start-ups or businesses looking to pivot and upscale. The WLCC has been supporting economic growth for nearly two decades. The Latino Chamber's mission is to uplift, advocate, and collaborate to make thriving communities and a stronger Wisconsin.

When the pandemic struck, some individuals in our community were able to quickly pivot their lives to a completely remote and virtual life. Virtual schooling, ordering groceries and meals, and working remotely became the norm for some. Others did not have broadband, internet, or devices that supported this pivot. Others did not have jobs or employers that provided the opportunity to continue to earn a wage. Every part of today's workforce requires some level of digital competency - from healthcare and customer service to office work and the trades. But that competency is far from universal even though economic health, much less economic mobility, requires it. COVID made clear that the digital divide is a digital chasm.

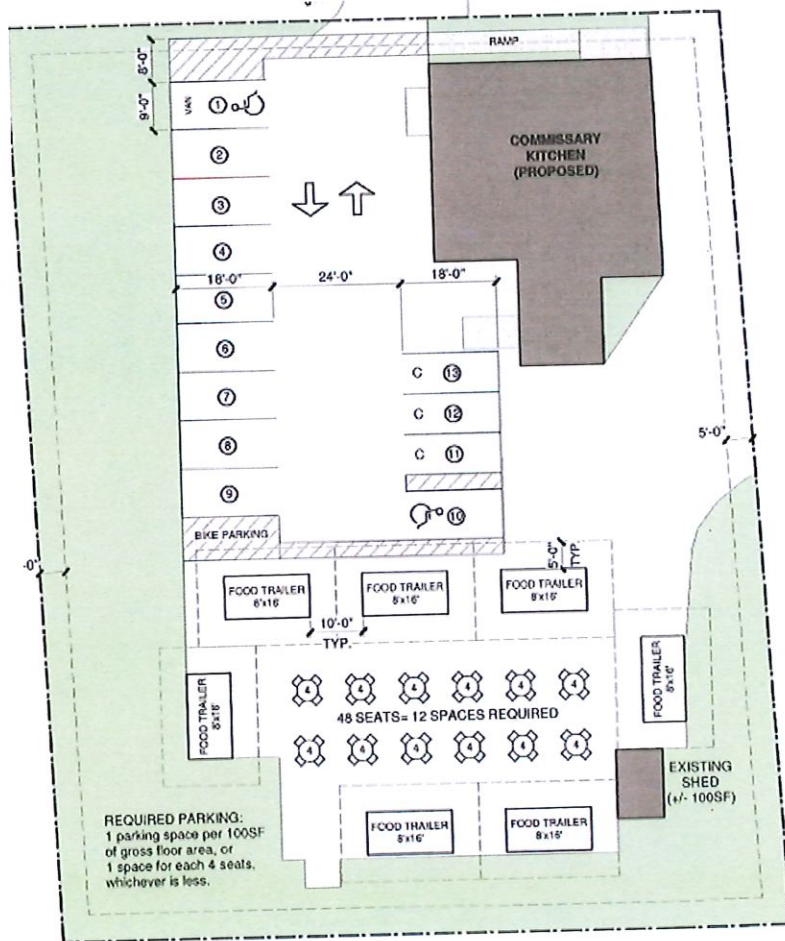
The most vulnerable lacked all these options for economic and physical health. Disproportionately, people of color and women have had a slower economic recovery, or in some cases, are still in complete despair.

The program's target population of individuals disproportionately impacted by the pandemic were already burdened by the digital divide epidemic before the viral pandemic that shut down businesses and disrupted our world. For the benefit of individuals, employers, and our community, we need to close the digital divide for work and life skills now.

We believe this proposal for the LCC Economic Prosperity Institute and LCC Plaza will be a one-of-a-kind destination location, inviting entrepreneurs and a beacon of upscaling underserved communities. Yet this will be in combination with supporting our community of micro-business with the ongoing support of online learning combined with wraparound concierge supports and coaching and a loan program to help invest in their Capital needs.

In our Workforce Accelerator program, we will have a job placement service center to addresses vital gaps in our region's approach to workforce development, especially for those most impacted by COVID-19 and employers who seek to reduce turnover costs and retain and invest in the workforce of the future.







### **ANTICIPATED OUTCOME**

To address the challenge brought about by COVID-19 the City of Fitchburg as a partner can support its diverse economic footprint to work actively with Latino communities that are growing vibrancy within the city of Fitchburg. This Latino population has an average age of 18-45 and desires to be contributors to their economy but lacks the understanding of its civic and economic organism.

The Latino Chamber of Dane County would like to serve as a conduit in reconnecting neighborhoods to the opportunities of engaging through entrepreneurial ventures and building an advanced workforce. We would like to continue decreasing barriers to support multifaceted community gathering places that aim to foster community relations and business education by offering food cart vending, training, smart cycling activities, a farmers' market, live music shows, and other retail opportunities for BIPOC/Women/LGBTQ+/Immigrant-owned businesses.

The City of Fitchburg can have a robust Street Vending program with 90% of vendors coming from underserved areas. Based on our experience mobile food operators during Covid reported an average loss of 69%. Many of these operators identify as people of color, women, LGBTQ, and/or immigrants. This loss of revenue by vendors is not sustainable. Since the onset of COVID people are spending more time outside visiting their neighborhoods and exploring upcoming and trending areas in Fitchburg. With this change, there has been an increased interest in a centralized economic development center focused on vending in a centralized location. The Latino Chamber of Commerce (LCC) is the only Latino chamber in Dane County serving its greatest population in Fitchburg. Our mission is to help provide the necessary resources, technical assistance, and referrals to diverse immigrant businesses with a concentration on the Latino population, to start, expand, or improve their businesses.

## PROJECT DESCRIPTION

The chamber's goal is to create and provide opportunities for Latino and non-Latino businesses to acquire the resources and knowledge necessary to begin or expand their businesses to ensure economic success. With the funding from the City of Fitchburg and an ongoing matching capital campaign, managed by the Latino Chamber, we hope to erect a one-of-a-kind Food Park, in a two-acre outdoor event space with a rotating set of food trucks, retail vendors, and entertainment.

## BENIFITS:

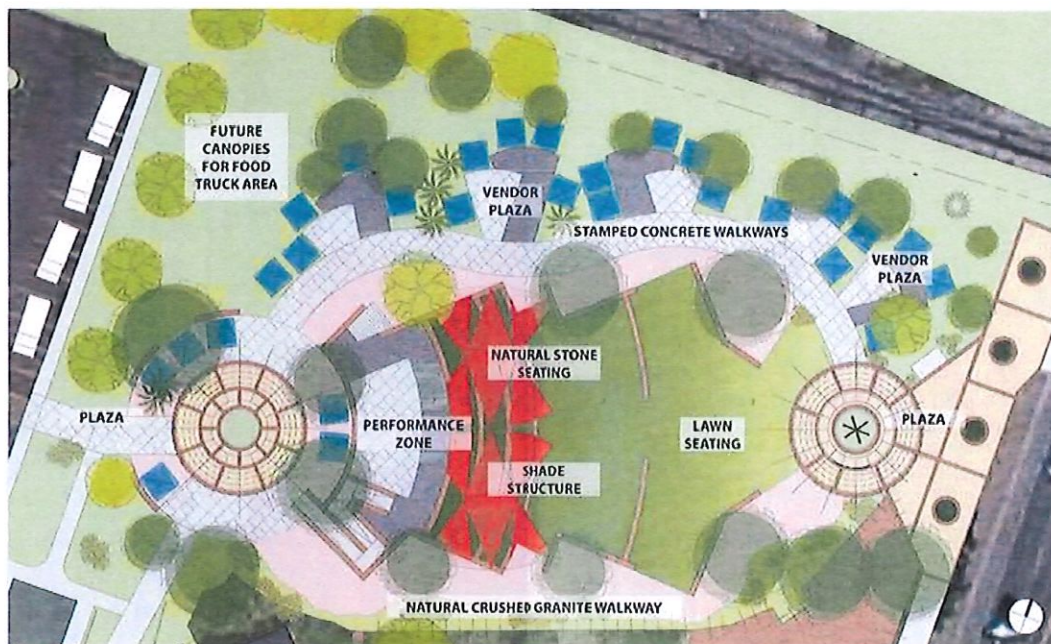
- Neighbors feeling safe using their streets
- Social cohesion and empowerment among neighbors
- Continuous access to education and community building events and activities
- Communities feeling represented by finding more vendors from their same cultural backgrounds
- More flexible Vending Ordinances and processes at a City-wide level promoting economic recovery and business growth
- Minority owned businesses thriving and willing to take on new opportunities
- More BIPOC-owned businesses accessing LCC trainings for economic development,
- Innovation and sustainability

## PROJECT COSTS:

The LCC will incur the long-term cost of operating this venue.

## BUDGET:

- 80% Building Cost (One time use only)
- 5% - supplies ie. Portable toilets, tables, chairs, tents, fees etc.
- 10% - risk-averse vendor fund
- 5% - staff administration and permit fees as applicable





## **CLOSING**

There is an increased interest in vending opportunities for new and established businesses. Dane County is seeing increased vaccination rates and June 2nd will mark the end of public health orders for Dane County as it relates to distancing and capacity levels. This has increased confidence for the vendors that there will be customers to sell to and the community has requested to see this type of business take root in their area. With support from private and public partnerships, the LCCDC will manage and have staff to be supportive as possible with business recovery from COVID, yearlong participation of its events to promote economic activity.

Though aldermanic support for this program and other economic development opportunities for our micro-businesses and businesses owned by historically underserved communities. This program has multi-agency support with dedicated staff time to develop and implement this program. Economic recovery and sustainable development are already playing a central role in how cities strive in the new normal, and it will continue to do so, as we continuously transition into more equitable, healthier, and sustainable models for development. Our Chamber is especially interested in joining the Fitchburg because we understand that there is still much to learn on how to have equitable policies and programs in place. Everything we learn will be useful for other members and joining the cohort will also allow us to continue to learn how to do things better when working with BIPOC communities.