

R 16.005717 4/22/22 RB

\$770.00



# 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: restaurant, commercial kitchens (like FEEDs kitchen)

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: 8am to 6pm No. Of Employees: 6-8

Floor Area: 15,006 sq. ft. 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: [Signature] Gerald D. 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: April 21, 2022 Publish: \_\_\_\_\_ and \_\_\_\_\_

Ordinance Section No. \_\_\_\_\_ Fee Paid: \$ 770

Permit Request No. RZ/CH - 2450 - 22

7 PAGE 1

R 16.005717 4/22/22  
\$770.00 RB



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

### 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 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:** 8:00 - 6:00 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:** [Signature] Pres.

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: April 21, 2022 Publish: \_\_\_\_\_

**Ordinance Section No.** \_\_\_\_\_ **Fee Paid:** WITH REZONE

**Permit Request No.** P2/CU-2450-22

PAGE 2

Receipt No: 16.005717

Apr 22, 2022

IN KAHOOOTS, LLC

LICENSES & PERMITS

rz/cu-2450-22 770.00

Total: 770.00

CHECK

Check No: 1061 770.00

Payor:

THE LATINO CHAMBER OF COMMERCE

Total Applied: 770.00

Change Tendered: .00

04/22/2022 08:17AM

CITY OF FITCHBURG

5520 LACY RD

FITCHBURG WI 53711

608-270-4200

**EXHIBIT "A"**  
Legal Description

Lot 3, Willow Run, in the City of Fitchburg, Dane County, Wisconsin.

Tax Key No. 060906427530  
Address: 5262 Verona Road

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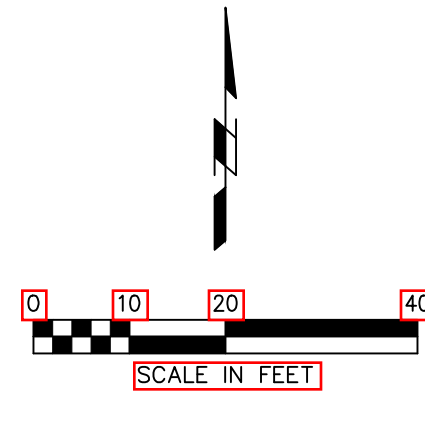
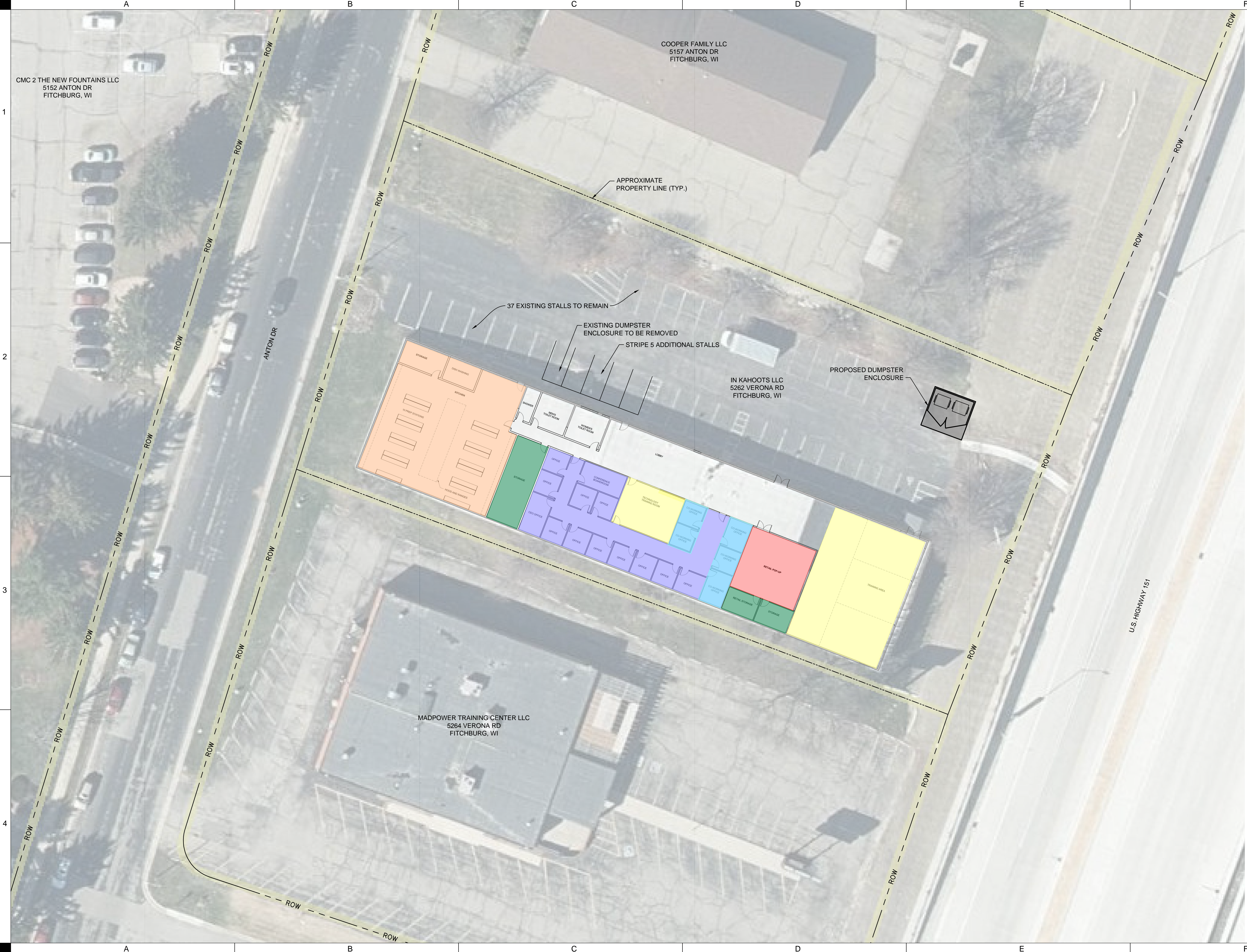
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AMERICAN  
LAND TITLE  
ASSOCIATION



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**SHIVEHATTERY**  
ARCHITECTURE + ENGINEERING

2144 56th Avenue West | Bettendorf, Iowa 52722  
563.635.7300 | www.shivehattery.com  
Iowa | Illinois | Indiana | Nebraska | Wisconsin  
Illinois Firm Number: 184-000214

SEAL

**OFFICE AND TRAINING CENTER - UPFRONT DESIGN SERVICES**  
LATINO CHAMBER OF COMMERCE OF WI (LLC)  
5262 VERONA RD, FITCHBURG, WI

**PRELIMINARY - NOT FOR CONSTRUCTION**

DRAWN: ZAK  
APPROVED: GJS  
ISSUED FOR: REVIEW  
DATE: 04/08/2023  
PROJECT NO: 2132202360  
FIELD BOOK: --  
CLIENT NO: --

SITE PLAN

**C101**



## **PROJECT NARRATIVE**

The Gateway – WLCC  
April 8, 2022

### **PROJECT SUMMARY:**

The Wisconsin Latino Chamber of Commerce (WLCC) Business Incubator “THE GATEWAY” provides a premier environment for entrepreneurs who have the passion and tenacity to launch and grow businesses that create new jobs, diversify the economy, and enhance wealth and the quality of life for the community. The WLCC’s vision is to continue to build wealth and strong communities through Economic Development, Workforce Development, and Community Building programs.

### **Objective:**

Renovate an existing 15,000 square-foot building at 5262 Verona Road, Fitchburg, to house the WLCC’s offices, an incubator workspace for innovators and small business owners to develop their ideas and get the support they need and deserve, and a commercial kitchen facility.

### **Proposed Use of Property:**

1. The existing space will be renovated to include the following uses:
  - a. WLCC offices and conference rooms utilized by six (6) to eight (8) employees.
  - b. Space will also be used for classrooms and educational activities to support the *Tu Empresa* program.
  - c. A small retail area to allow for the continuation of the Pop-Up Retail initiative that was originally seeded by the City of Madison.
  - d. Commercial kitchen to support Tu Cocina FEED kitchen, providing both shared and private commercial kitchen space for training and food preparation.
  - e. Food Carts: Rented overnight parking for up to five (5) food carts. Other carts can make use of the kitchen space for their prep during allocated hours utilizing a reservation system to control the flow of people and vehicles.

See supporting documents for proposed hours of operation and number of participants, schematic building plan, and site plan.

### **Requested Zoning:**

We are seeking to rezone the property from *B-H Business Highway District* to *B-G General Business District*. Our proposed uses of Business Offices, Educational Services, and Miscellaneous Retail are permitted uses in this District. We request a conditional use under the Restaurants; all classes to accommodate the Tu Cocina FEED kitchen. This will not be used as a traditional restaurant; it will provide onsite food preparation and distribution. We believe that our proposed rezoning and conditional use requests are in compliance with the land use plans, including the Anton Drive Redevelopment Plan, and that we meet the conditional use standards.

### **Community engagement:**

Based on conversations with Alders Herbst and Maldonado, they are supportive of this venture. We are in the process of scheduling a neighborhood meeting and expect to have a date set prior to April 19.

### **Conditional Use Standards Compliance:**

1. We do not believe our proposal is detrimental to public health, safety, morals, comfort, or general welfare. We do believe that we will be an asset to the neighborhood, bringing activation and economic activity while being a community asset.

April 8, 2022

2. We do not believe our use will be harmful to the use and enjoyment of other properties in the area. We believe we will increase rather than decrease the property value within the neighborhood.
3. We encourage the normal and orderly development and improvement of the surrounding property, and will contribute to its ongoing improvement.
4. Adequate utilities, access road, drainage, and any necessary facilities will be provided.
5. As design progresses, our team will evaluate and confirm that ingress and egress minimizes traffic congestion on public streets.
6. We, in all other respects, will conform to the applicable regulations of the zoning district.

Our vision to grow programming is based directly on the needs of the community and we hope that mission can be carried out in Fitchburg. We respectfully request that you support the Latino Chamber of Commerce moving forward with The Gateway via a formal application to rezone this property to a *B-G General Business Zoning District* and grant a Conditional Use Permit to allow us to provide all critical elements of this project. We welcome your feedback and questions.

Thank you,



Jessica G. Cavazos  
Chief Executive Officer and President  
Wisconsin Latino Chamber of Commerce (WLCC)  
Wisconsin Latino Economic Development Foundation (WLEDF)



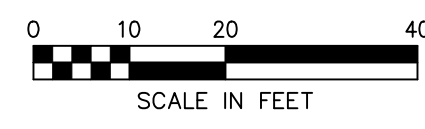
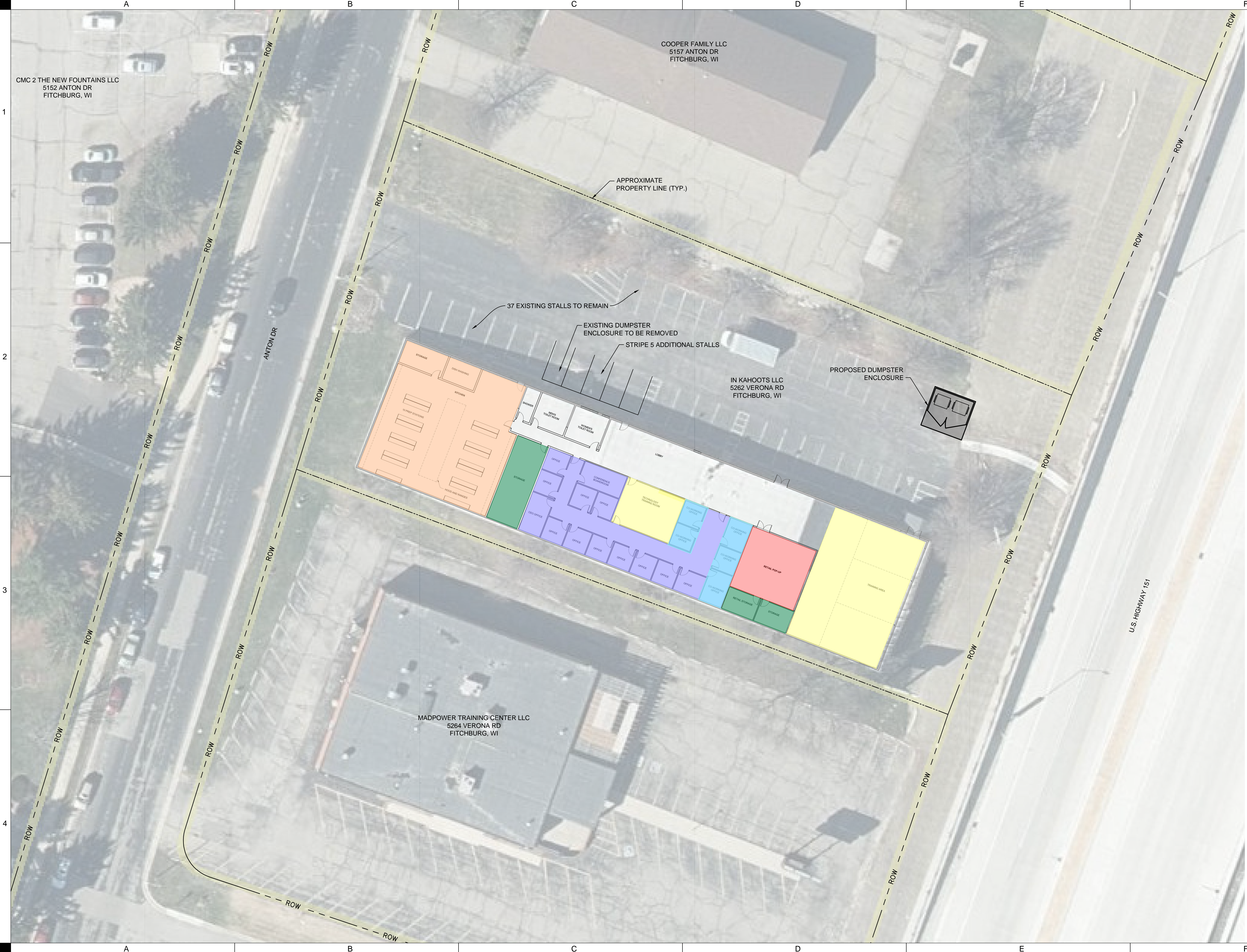
Victor Villacrez  
Chair, WLCC Board  
Commercial and Development Manager  
Hovde Properties

Enc.

### Hours of Operation for WLCC Economic Gateway April 8, 2022

Activity	Type of Service	Hours of Operation	Number of Participants
Chamber Office Hours	Technical Assistance Training and Support	M-F 8:00 am to 8:00 pm	5-7 staff in-person from 8:30a.m. to 5p.m.
Incubator A-Class	Supports businesses and entrepreneurs through one-on-one meetings, capacity building workshops, and quarterly business events designed to provide training on business finance and management, marketing, procurement and contracting, minority supplier certification process, asset building, and networking.	M/W 9:00 am to 11:00 am	10 in-person
Incubator B-Class	Supports businesses and entrepreneurs and quarterly business events designed to provide training on business finance and management, marketing, procurement and contracting, minority supplier certification process, asset building, and networking.	T/TH 5:00 pm to 7:00 pm	15 in-person
Business Optimization Program <BOP> /Technical Assistance/Support	Mentorship with one-on-one sessions and capacity building coaching	M-F 9:00 am to 5:00 pm	2-3 by appt. only
Upskilling/Workforce Development Sessions	The program also educates and collaborates with businesses on upskilling opportunities and technological training.	T/TH 9:00 am to 12:00 pm	5-10 in-person
Safe Serve Class	Businesses working in Food Service	Saturdays 9:00 am to 1:00 pm	15 in-person
Food Trucks	Business that can rent space to Food Cart Storage	M-SU 6:00 pm to 6:00 am	5
Feed Kitchen Hours	Support diverse entrepreneurs who are making the next generation of food	M-SU 5:00 am to 9:00 am 5:00 pm to 8:00 pm	5
Retail Marketplace	Train and support entrepreneurs who are wanting to learn retail and/or buy and sell goods	M/W/F 9:00 am to 12:00 pm Saturdays 9:00 am to 1:00 pm	1 in-person
Information Technology	Train and support entrepreneurs and the general public in information technology, use of computers, and upscaling skills	Monday-Friday	2-3 by appt. only
All Other Programs	Prospera, Mi Vacuna, and other general programming we currently support		2-3 by appt. only

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SITE PLAN

**PRELIMINARY  
- NOT FOR  
CONSTRUCTION**

**OFFICE AND TRAINING  
CENTER - UPFRONT  
DESIGN SERVICES**  
LATINO CHAMBER OF COMMERCE OF WI (LLC)  
5262 VERONA RD, FITCHBURG, WI

SEAL

**SHIVEHATTERY**  
ARCHITECTURE + ENGINEERING  
2144 56th Avenue West | Bettendorf, Iowa 52722  
563.635.7300 | www.shivehattery.com  
Iowa | Illinois | Indiana | Nebraska | Wisconsin  
Illinois Firm Number: 184-000214

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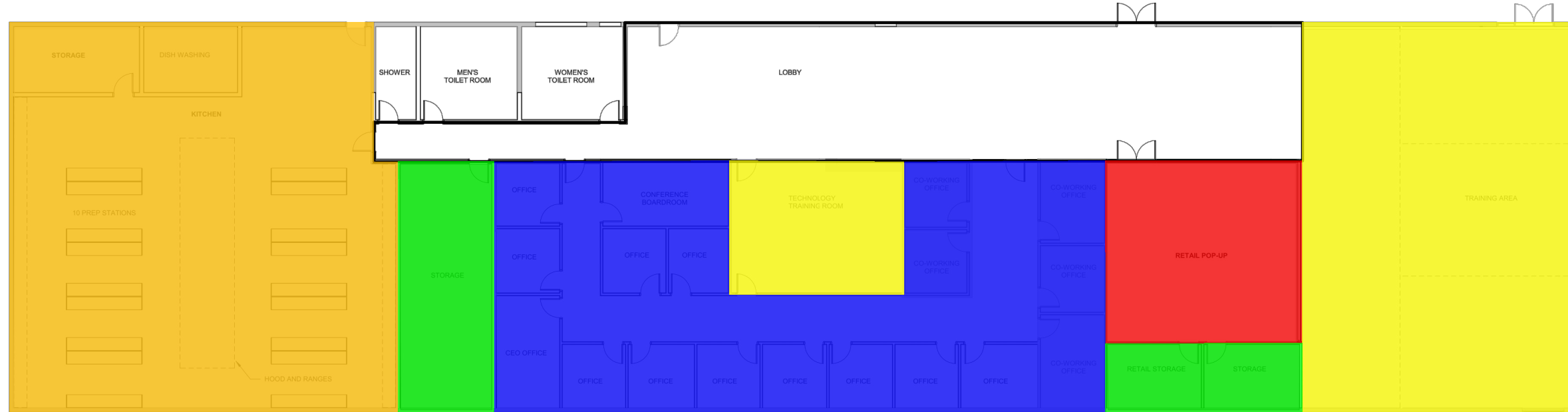
C101

**PARKING STALL REQUIREMENTS:**

OFFICE (BLUE)	= 3,193 SF	(1 STALLS PER 300 SF = <u>10.6 STALLS</u> )
TRAINING ROOMS (YELLOW)	= 3,229 SF	(1 STALL FOR EVERY 4 SEATS = <u>15 STALLS</u> )
DEVOTED RETAIL SALES SPACE (RED)	= 882 SF	(1 STALLS PER 300 SF = <u>2.9 STALLS</u> )
RESTROOMS	= 614 SF	(0 STALLS)
STORAGE (GREEN)	= 922 SF	(0 STALLS)
COMMISSARY KITCHEN (ORANGE)	= 3,627 SF	(1 STALL PER 275 SF = <u>13.2 STALLS</u> )
LOBBY	= 2,541 SF	(0 STALLS)
<b>TOTAL SF</b>	<b>= 15,006 SF</b>	
<b>TOTAL STALLS REQUIRED</b>	<b>= 42 STALLS</b>	
<b>TOTAL STALLS ON PROPOSED SITE</b>	<b>= 42 STALLS</b>	

**NOTES:**

1. PARKING STALL RATIOS REFERENCED FROM THE CITY OF FITCHBURG'S PARKING REQUIREMENTS AND DRIVEWAY STANDARDS.
2. COMMISSARY KITCHEN PARKING STALL RATIO REFERENCED FROM CITY OF AUSTIN CHAPTER 25-6, ARTICLE 7, APPENDIX A.



1 FIRST FLOOR PLAN  
1/8" = 1'-0" 0 12'

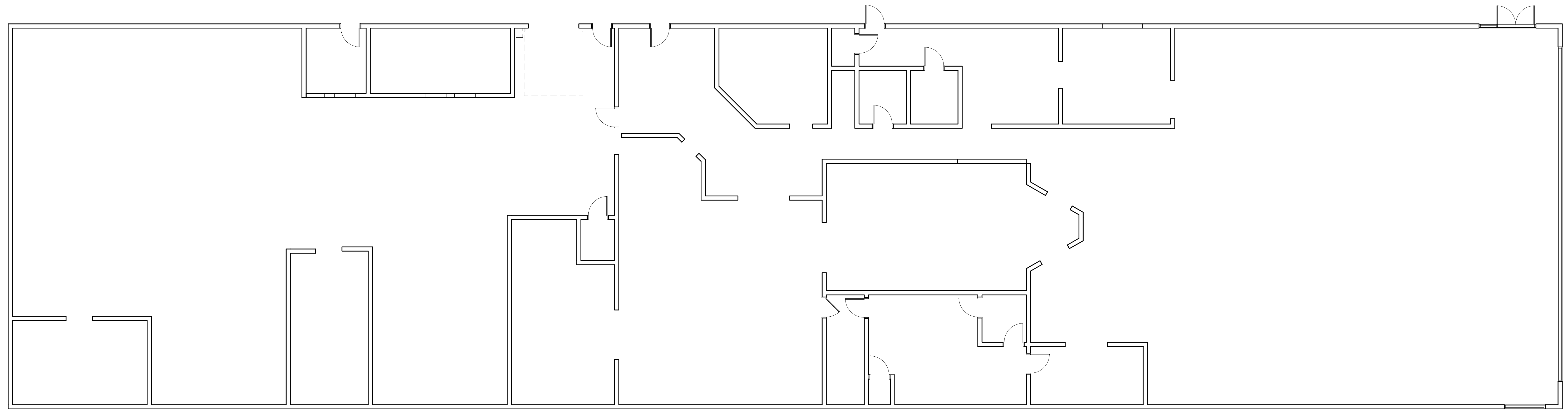


PARKING REQUIREMENTS  
 OFFICE AND TRAINING CENTER - UPFRONT DESIGN SERVICES  
 LATINO CHAMBER OF COMMERCE OF WI (LLC)  
 FITCHBURG, WI

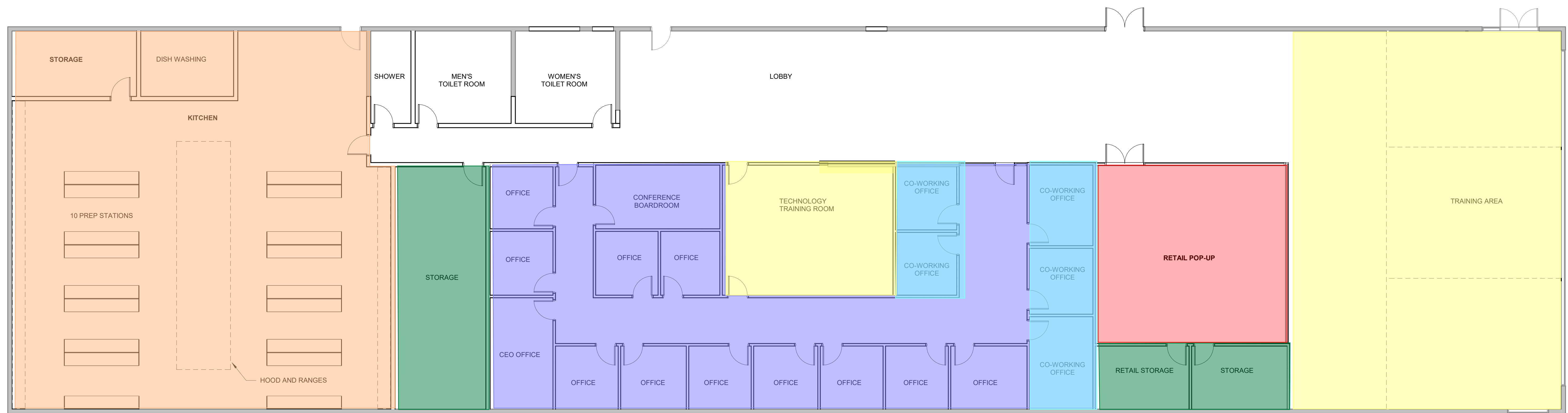
DATE	04/06/2022	SCALE	1" = 20'
DRAWN	ZAK	FIELD BOOK	...
APPROVED	GJS	REVISION	...

PROJECT NO.  
2132202360

SHEET NO.  
**EX-3**



1 EXISTING FLOOR PLAN  
1/8" = 1'-0" 0' 12'



1 FLOOR PLAN  
 1/8" = 1'-0" 0' 12'

■ KITCHEN   
 ■ STORAGE   
 ■ TRAINING   
 ■ OFFICE   
 ■ CO-WORKING OFFICE   
 ■ RETAIL SPACE

Monday												
Activity	8am	9am	11am	12pm	1pm	5pm	6pm	7pm	8pm	12am	5am	6am
Chamber Office	7	7	7	7	7	7	7	7	7			
Incubator A-Class		10	10									
Incubator B-Class												
Business Optimization Program <BOP> /Technical Assistance/Support		3	3	3	3	3	3					
Upskilling/Workforce Development Sessions												
Safe Serve Class												
Food Trucks							5	5	5	5	5	5
Feed Kitchen Hours	5	5									5	5
Retail Marketplace		1	1	1	1							
Information Technology	3	3	3	3	3	3	3	3	3	3	3	3
All Other Programs	3	3	3	3	3	3	3	3	3	3	3	3
<b>Total Occupants Onsite</b>	<b>18</b>	<b>32</b>	<b>27</b>	<b>17</b>	<b>17</b>	<b>16</b>	<b>21</b>	<b>18</b>	<b>18</b>	<b>11</b>	<b>16</b>	<b>16</b>

Tuesday												
Activity	8am	9am	11am	12pm	1pm	5pm	6pm	7pm	8pm	12am	5am	6am
Chamber Office	7	7	7	7	7	7	7	7	7			
Incubator A-Class												
Incubator B-Class						15	15	15				
Business Optimization Program <BOP> /Technical Assistance/Support		3	3	3	3	3	3					
Upskilling/Workforce Development Sessions		10	10	10	10	10	10					
Safe Serve Class												
Food Trucks							5	5	5	5	5	5
Feed Kitchen Hours	5	5									5	5
Retail Marketplace												
Information Technology	3	3	3	3	3	3	3	3	3	3	3	3
All Other Programs	3	3	3	3	3	3	3	3	3	3	3	3
<b>Total Occupants Onsite</b>	<b>18</b>	<b>31</b>	<b>26</b>	<b>26</b>	<b>26</b>	<b>41</b>	<b>46</b>	<b>33</b>	<b>18</b>	<b>11</b>	<b>16</b>	<b>16</b>

Wednesday												
Activity	8am	9am	11am	12pm	1pm	5pm	6pm	7pm	8pm	12am	5am	6am
Chamber Office	7	7	7	7	7	7	7	7	7			
Incubator A-Class		10	10									
Incubator B-Class												
Business Optimization Program <BOP> /Technical Assistance/Support		3	3	3	3	3	3					
Upskilling/Workforce Development Sessions												
Safe Serve Class												
Food Trucks							5	5	5	5	5	5
Feed Kitchen Hours	5	5									5	5
Retail Marketplace		1	1	1	1							
Information Technology	3	3	3	3	3	3	3	3	3	3	3	3
All Other Programs	3	3	3	3	3	3	3	3	3	3	3	3
<b>Total Occupants Onsite</b>	<b>18</b>	<b>32</b>	<b>27</b>	<b>17</b>	<b>17</b>	<b>16</b>	<b>21</b>	<b>18</b>	<b>18</b>	<b>11</b>	<b>16</b>	<b>16</b>

Thursday												
Activity	8am	9am	11am	12pm	1pm	5pm	6pm	7pm	8pm	12am	5am	6am
Chamber Office	7	7	7	7	7	7	7	7	7			
Incubator A-Class												
Incubator B-Class						15	15	15				
Business Optimization Program <BOP> /Technical Assistance/Support		3	3	3	3	3	3					
Upskilling/Workforce Development Sessions		10	10	10	10	10	10					
Safe Serve Class												
Food Trucks							5	5	5	5	5	5
Feed Kitchen Hours	5	5									5	5
Retail Marketplace												
Information Technology	3	3	3	3	3	3	3	3	3	3	3	3
All Other Programs	3	3	3	3	3	3	3	3	3	3	3	3
<b>Total Occupants Onsite</b>	<b>18</b>	<b>31</b>	<b>26</b>	<b>26</b>	<b>26</b>	<b>41</b>	<b>46</b>	<b>33</b>	<b>18</b>	<b>11</b>	<b>16</b>	<b>16</b>

Friday												
Activity	8am	9am	11am	12pm	1pm	5pm	6pm	7pm	8pm	12am	5am	6am
Chamber Office	7	7	7	7	7	7	7	7	7			
Incubator A-Class												
Incubator B-Class												
Business Optimization Program <BOP> /Technical Assistance/Support		3	3	3	3	3	3					
Upskilling/Workforce Development Sessions												
Safe Serve Class												
Food Trucks							5	5	5	5	5	5
Feed Kitchen Hours	5	5									5	5
Retail Marketplace		1	1	1	1							
Information Technology	3	3	3	3	3	3	3	3	3	3	3	3
All Other Programs	3	3	3	3	3	3	3	3	3	3	3	3
<b>Total Occupants Onsite</b>	<b>18</b>	<b>22</b>	<b>17</b>	<b>17</b>	<b>17</b>	<b>16</b>	<b>21</b>	<b>18</b>	<b>18</b>	<b>11</b>	<b>16</b>	<b>16</b>

Saturday												
Activity	8am	9am	11am	12pm	1pm	5pm	6pm	7pm	8pm	12am	5am	6am
Chamber Office												
Incubator A-Class												
Incubator B-Class												
Business Optimization Program <BOP> /Technical Assistance/Support												
Upskilling/Workforce Development Sessions												
Safe Serve Class		15	15	15	15							
Food Trucks							5	5	5	5	5	5
Feed Kitchen Hours	5	5									5	5
Retail Marketplace												
Information Technology												
All Other Programs	3	3	3	3	3	3	3	3	3	3	3	3
<b>Total Occupants Onsite</b>	<b>8</b>	<b>23</b>	<b>18</b>	<b>18</b>	<b>18</b>	<b>3</b>	<b>8</b>	<b>8</b>	<b>8</b>	<b>8</b>	<b>13</b>	<b>13</b>

Sunday												
Activity	8am	9am	11am	12pm	1pm	5pm	6pm	7pm	8pm	12am	5am	6am
Chamber Office												
Incubator A-Class												
Incubator B-Class												
Business Optimization Program <BOP> /Technical Assistance/Support												
Upskilling/Workforce Development Sessions												
Safe Serve Class												
Food Trucks							5	5	5	5	5	5
Feed Kitchen Hours	5	5									5	5
Retail Marketplace												
Information Technology												
All Other Programs	3	3	3	3	3	3	3	3	3	3	3	3
<b>Total Occupants Onsite</b>	<b>8</b>	<b>8</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>8</b>	<b>8</b>	<b>8</b>	<b>8</b>	<b>13</b>	<b>13</b>