



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 PD-GIP district to the PD-GIP district the following described property:

1. Location of Property/Street Address: 2622 Blaney Road

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

See Attached

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

2. Proposed Use of Property - Explanation of Request:

Employment, Retail, Multi-Family. See attached

3. Proposed Development Schedule: 2023-2028

***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. Additional information may be requested.

Type of Residential Development (If Applicable): Multi-Family, Townhomes

Total Dwelling Units Proposed: 565 No. Of Parking Stalls: TBD

Type of Non-residential Development (If Applicable): Employment, Retail

Proposed Hours of Operation: TBD No. Of Employees: TBD

Floor Area: TBD No. Of Parking Stalls: TBD

Sewer: Municipal Private Water: Municipal Private

Current Owner of Property: Hartung Brothers Inc.

Address: 708 Heartland Drive, Suite 2000, Madison, WI 53717 Phone No: _____

Contact Person: Brian Munson

Email: bmunson@vandewalle.com

Address: 120 East Lakeside Street, Madison, WI 53711 Phone No: 608.609.4410

Respectfully Submitted By: *Daniel J Hartung* DANIEL J HARTUNG
 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. _____



VANDEWALLE & ASSOCIATES INC.

March 21, 2023
City of Fitchburg
Attn: Deanna Schmidt
5520 Lacy Road
Fitchburg, Wisconsin 53711

Re: Hartung Fields (formerly Hartung Property)
Revised General Implementation Plan

Dear Deanna:

The attached packet outlines an amendment request for the implementation of the multi-family residential portions of the project, based upon developer interest. This amendment adjusts the configuration of the multi-family parcels while expanding the opportunity for mixed use retail and maintaining the desired urban walkable character.

Proposed adjustments:

- Remove section of Harvester Pass between Blaney road and Botanical Drive
- Adjust setbacks for mixed use retail and urban yard configurations consistent with neighborhood to north.
- Adjust maximum residential building height to reflect sloped condition of site which requires lower-level exposure to west (i.e., 4 story building along Blaney Road would be 5 story along Botanical Drive)
- Adjust unit count and mix to reflect pending apartment proposal and expansion of townhomes west of Botanical.
- Adjust parking ratios.

We look forward to discussing the project further with the Neighborhood, Staff, and Commissions.

Sincerely,

Brian Munson
Principal

CC: Jonathan Stevens, Dan Day, Ned Hoyt

120 East Lakeside Street • Madison, Wisconsin 53715 • 608.255.3988 • 608.255.0814 Fax
247 Freshwater Way, Suite 530 • Milwaukee, Wisconsin 53204 • 414.988.8631
www.vandewalle.com

Shaping places, shaping change

Development Concept

The Hartung Fields General Implementation Plan follows the guidance of the adopted Comprehensive Development Plan to facilitate mixed use residential, retail, and commercial development consistent with the adopted plans. This project builds upon Fitchburg’s focus on high quality walkable environments that offer unique employment and housing opportunities.

Proposed Land Use Summary:

Employment

500,000-600,000 square feet
1-3 stories (see master plan)

Existing Hartung Brother Facility

Existing facility

Multi-Family

Rental Multi-Family: 500-525 units
Rental Townhomes: 40-50 units
2-5 stories (see master plan)

Retail

20,000-30,000 square feet
1-2 stories (see master plan)



PD: District Descriptions/ Zoning Text

Employment

The employment district incorporates opportunities for office, laboratory, medical technology, and logistics uses with a range of scales and intensities stepping from the roundabout intersection at Lacy/Haight Farm Road to the environmental corridor along Highway 14. The Master Plan facilitates a general transition in use from more urban/vertical uses in the western portion of the site to larger footprint uses in the eastern edge of the site. The final configuration/building placement will be determined at time of SIP and may be adjusted to reflect tenant needs. Shared parking and access easements may be utilized to supply parking.

Per the Comprehensive Plan's guidance to create "aesthetically attractive working environment for offices, research and development institutions, specialized manufacturing, biotechnology businesses, banks and financial institutions, and accessory uses (educational / training centers, day care centers, restaurants, etc.) that are tailored to serve the workers within the district.", the employment district facilitates a range of uses with differing intensities as the project transitions from the residential uses to the west to the environmental corridor to the east.



Subdistricts:

Employment/Office

- Multi-story office focused buildings (1-3 story buildings)
- Building uses focused on offering a wide range of office or technology employment
- Buildings front onto adjoining streets with well-articulated pedestrian scale architecture
- Parking shall be screened from adjoining streets with a combination of building placement and landscape screening techniques

Employment / Lab / Medical Technology

- Multi-story office or laboratory facilities or technology manufacturing (1-2 stories)
- Building uses focused on a combination of office uses, laboratory space, or medical technology with limited medical based manufacturing
- Buildings front onto adjoining streets with well-articulated pedestrian scale architecture
- Parking shall be screened from adjoining streets with a combination of building placement and landscape screening techniques

Employment / Lab / Logistics

- Larger scale predominately single-story facilities with potential multi-story office components (1-2 stories)
- Building uses include laboratory, technology manufacturing, limited shipping facilities
- Warehousing as an accessory use in conjunction with the conduct of a permitted use

Allowed Uses:

Permitted Uses per the I-S Specialized Industrial District

Other uses of an industrial or product processing nature

including manufacturing, production, assembling, disassembling, cleaning, servicing, freezing or the like, provided that conditional use approval is required for heavy manufacturing

Manufacture of food products, food processing for shipment off site, for products not exceeding 50 lbs.

Warehousing or distribution operations, not including predominantly retail sales to customers on site, as an accessory use when used in conjunction with the conduct of a permitted use

Conditional Uses:

State classified manufacturing operations and I-G General Industrial uses, not otherwise allowed per the I-S Specialized Industrial District

Conditional Uses per the I-S Specialized Industrial District

Lot Standards

| | |
|---|--|
| Minimum Lot Area | Per adopted SIP Plans |
| Minimum Lot Width at Front Yard Setback | Per adopted SIP Plans |
| Minimum Lot Depth | Per adopted SIP Plans |
| Minimum Haight Farm Road Setback | 25 feet |
| Minimum Front Yard Setback | 15-20 feet |
| Minimum Side Yard Setback | 20 feet |
| Minimum Side Street Setback | 15-20 feet from the street side right of way |
| Minimum Rear Yard Setback | 15 feet |
| Minimum Paved Surface Setback | 0 feet to side yard lot lines (shared parking) |
| Maximum Building Height | 45 feet or 3 stories, whichever is greater |
| Required Off-street Parking and Loading | Per adopted SIP Plans |
| Maximum Impervious Surface Ratio | Per adopted SIP Plans |

Residential

The project area west of new Blaney Road (relocated) features a mixture of apartment sizes in both interior hallway and townhome configurations. These units will offer a wide range of market rate apartments for employees and general community renters, supported by amenities and the open space system.

Allowed Uses:

500-525 apartments

40-50 townhomes

10,000 square feet retail (along Lacy Road)

Residential leasing office

Residential amenities and common spaces



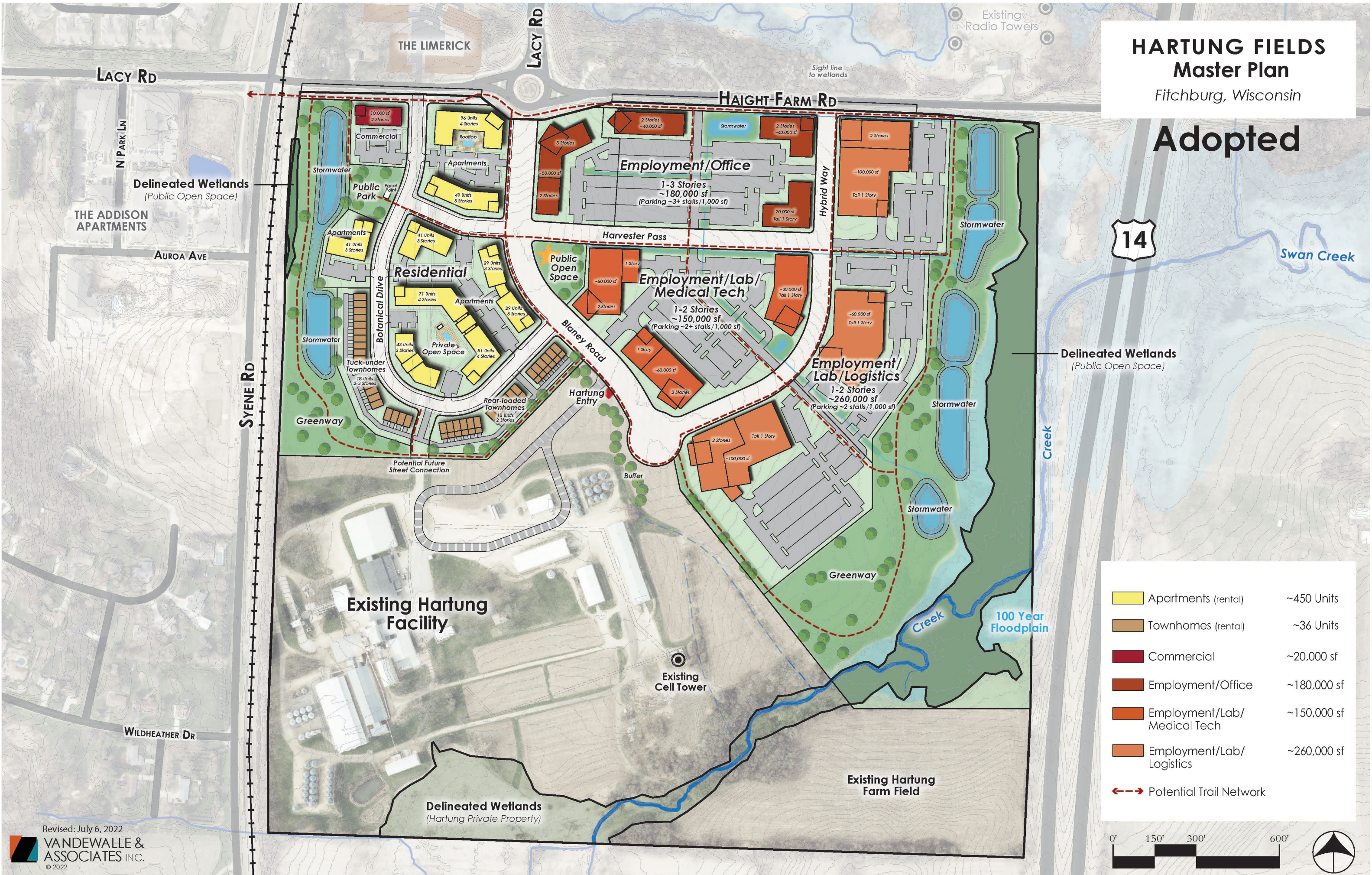
Lot Standards

| | |
|---|--|
| Minimum Lot Area | Per adopted SIP Plans |
| Minimum Lot Width at Front Yard Setback | Per adopted SIP Plans |
| Minimum Lot Depth | Per adopted SIP Plans |
| Minimum Lacy Road Setback | 10 feet |
| Minimum Blaney Road Setback | 10-15 feet |
| Minimum Botanical Drive Setback | 10-15 feet |
| Minimum Side Yard Setback | 10 feet |
| | 0 feet for attached townhomes |
| Minimum Side Street Setback | 10-15 feet from the street side right of way |
| Minimum Rear Yard Setback | 15 feet |
| Minimum Paved Surface Setback | 0 feet to side yard lot lines |
| Maximum Building Height | 70 feet or 5 stories, whichever is greater |
| Minimum Required Off-street Parking & Loading | |
| Vehicular | 1.35 stalls/unit (including street parking) |
| Apartments | .9 underground parking stall/unit |
| Townhomes | .35 surface stalls/unit |
| Maximum Impervious Surface Ratio | Per adopted SIP Plans |
| Front Yard Porch Encroachments | Per adopted SIP Plans |

HARTUNG FIELDS Master Plan

Fitchburg, Wisconsin

Adopted

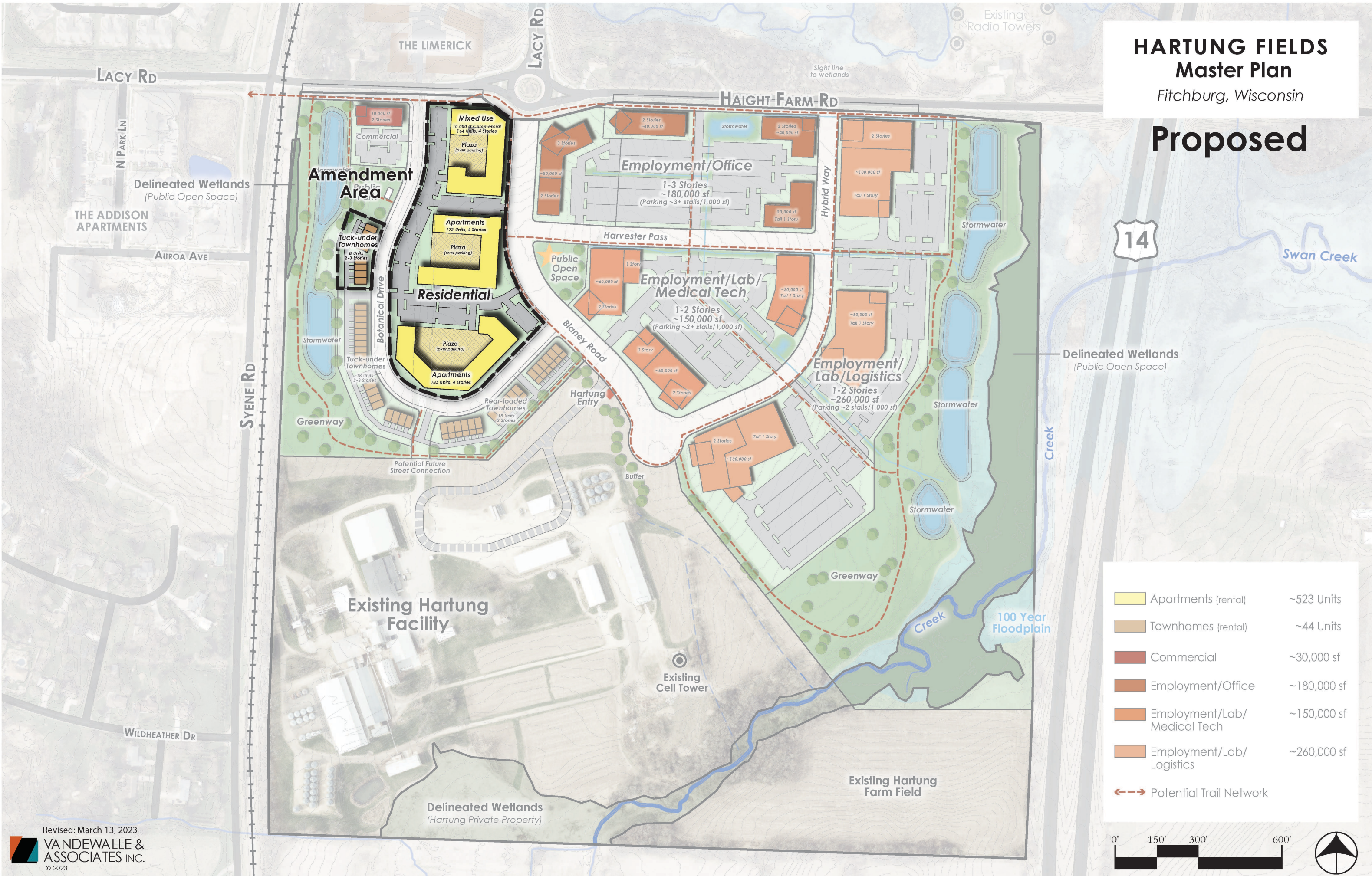


| | | |
|---|-----------------------------|-------------|
| | Apartments (rental) | ~450 Units |
| | Townhomes (rental) | ~36 Units |
| | Commercial | ~20,000 sf |
| | Employment/Office | ~180,000 sf |
| | Employment/Lab/Medical Tech | ~150,000 sf |
| | Employment/Lab/Logistics | ~260,000 sf |
| | Potential Trail Network | |

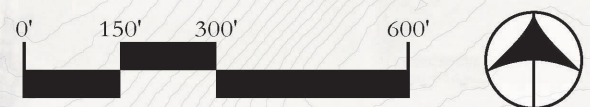
HARTUNG FIELDS Master Plan

Fitchburg, Wisconsin

Proposed



| | | |
|--|-----------------------------|-------------|
| | Apartments (rental) | ~523 Units |
| | Townhomes (rental) | ~44 Units |
| | Commercial | ~30,000 sf |
| | Employment/Office | ~180,000 sf |
| | Employment/Lab/Medical Tech | ~150,000 sf |
| | Employment/Lab/Logistics | ~260,000 sf |
| | Potential Trail Network | |





JLA
ARCHITECTS

HARTUNG FIELDS - APARTMENTS

CONCEPTUAL MASTER PLAN

MARCH 21, 2023
1"=150' @ 11x17



