



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

REZN-23-1

Rezoning Conditions of Approval

1. **Project Name:** Hartung Fields GIP Amendment RZ
2. **Location:** 2622 BLANEY RD, Fitchburg, WI, 53711
3. **Permit Request No.:** RZ-2501-23
4. **Ordinance No.:** 2023-O-09
5. **Decision Date:** May 16, 2023
6. **Legal Description:** Metes and bounds
7. **Current Zoning Districts:** PDD-GIP
8. **Proposed Zoning Districts:** PDD-GIP

Zoning Conditions

1. No other permit or approval is waived or deemed satisfied except for the approval provided herein
2. Standards of the PDD-GIP Ordinance are specified in greater detail in the Hartung Fields: General Implementation Plan and shall include:
 - a. Approved Uses:
 - i. Employment Land Use Area**
 - (1) Permitted uses shall include uses in the I-S Specialized Industrial District; office; laboratory; technology manufacturing; medical based manufacturing; medical technology; and manufacture of food products, food processing for shipment off-site, products not exceeding 50 lbs.
 - (2) Conditional Uses shall include: a) uses specified in I-S Specialized Industrial Zoning District as conditional uses; b) uses not specified as permitted but listed in the I-G General Industrial Zoning District as permitted and conditional uses; c) Warehousing and distribution shall be an accessory use in conjunction with a permitted use.
 - ii. Retail Land Use Area**
 - (1) Permitted Office activities per the Business General Zoning District
 - (2) Permitted Commercial Activities: Variety stores, hardware stores, food stores, apparel and accessory stores, furniture, home furnishing and equipment, drugstores, liquor stores, miscellaneous shopping goods, miscellaneous retail stores, other personal services, business services, dance, fitness and health centers, restaurants all classes, drinking places, medical / dental laboratories, and health care services, day care
 - iii. Residential Land Use Area**
 - (1) 500-525 apartments
 - (2) 40-50 townhouses
 - (3) Residential leasing office, residential amenities, and common spaces
 - iv. Hartung Agricultural Facilities**
 - (1) Per the A-X Exclusive Agriculture Zoning District
 - b. Building Height:
 - i. Employment Land Use Area:** 45 feet or three (3) stories
 - ii. Retail Land Use Area:** 30 feet or two (2) stories
 - iii. Residential Land Use Area:** 70 feet or five (5) stories
 - iv. Hartung Agricultural Land Use Area:** Per the A-X Exclusive Agriculture Zoning District
 - c. General Standards as specified in the Hartung Fields: General Implementation Plan:
 - i. Parks & Open Space
 - ii. Cluster Box Units (Mailboxes)
 - iii. Outdoor storage standards
 - d. Impervious Surface Ratio: To be determined in SIP
 - e. Open Space: To be determined in SIP
 - f. Residential Parking shall be 1.5 stalls per unit (including street parking). Remaining parking shall be determined in SIP.
 - g. Setbacks shall be determined in SIP

3. Approval of Preliminary Plat PP-2500-23 by Common Council.
4. Landscape buffering or street screening for all parking areas at street frontages will be required as part of PDD-SIP approval.
5. Signage shall conform to the requirements of the City's Chapter 26 sign ordinance.
6. Upon approval by Plan Commission and Council, the applicant shall provide the original signed and notarized PDD-GIP document to the city within 30 days of the date of Council adoption for recordation.
7. Applicant's responsibility to comply with all Fire Department requirements.
8. Applicant's responsibility to satisfy all Public Works requirements prior to issuance of permits.



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. _____

Hartung Property: MF Amendment

Staff Comment/Response Summary

April 7, 2023

Planning:

1. Be prepared to provide an overview of your project to the Plan Commission and to be available for questions. In-person or virtual attendance for applicants is permitted. Be sure to contact Deanna Schmidt or Zack Jones in the Planning office for virtual attendance registration in advance of the meeting.

Noted.

2. Please provide a unit density count for the entire site now, with a separate callout for the multifamily section. Please omit the section of the property that is to remain the Hartung industrial/agricultural site.

Approved GDP Unit Count: 540 units

Proposed Unit Count: 565 units

The unit change is driven by additional liner townhomes on Lot 7 facing botanical drive and switch from multi-family to townhomes on Lot 4

Gross Residential Density: 6.29 du/acre
(excluding Hartung Site)

Net Residential Density:

Townhomes (lots 2, 3, 4): 44 Units 4.34 acres
10.1 du/acre

Multi-Family (lots 5, 6, 7): 520 Units 11.19 acres
46.47 du/acre

3. Is the proposed retail mix available? That inclusion would be useful for the purposes of outlining the need for the increase in retail space available.

The retail mix has not been set at this time. The retail space was added at the request of City Staff.

4. For the change in side street and front setbacks, is the intention that the new setbacks will be 15 foot minimum, or that the allowable range of setback will be only the range of 15 feet to 20 feet? Does 15 apply on some streets, some portions of streets, and 20 on others? Please clarify exactly where the setbacks apply.

The goal of the setbacks is to allow for variation with portions of the building as close as 15' with other sections setback a greater distance, as set by the approval of an SIP. A

range is used to impart the intent to have a range of setback and that the entire façade of the buildings will not be at the minimum setback.

5. Is the proposed retail inclusion intended to front Lacy Road? Or just be confined to some portion of the structure along Lacy Road?

The retail is planned to front onto Lacy Road for visibility to the region. Final details of the retail configuration will be set as part of the SIP submittal.

6. All revisions should be articulated in a single, revised document when applying for SIP approval.
Noted.

7. Consistent with PPD criteria #1, the infiltration basins shall be graded as natural WI landforms. Avoid straight lines and mechanical appearances.

Noted.

8. Building C shall include townhomes with doorways leading out to Botanical Drive.
The first floor units will be walkout units/"townhomes" with individual entrances leading out to Botanical Drive. They will also have access via the internal building.

9. The change in the amount and location of surface parking from the approved PDD-GIP is significant. The parking lot frontage on Botanical Drive will require a larger setback for berms and landscaping. Additional and larger parking lot islands are also needed to break up the large expanses of parking.

The details of the final design will be set with the SIP submittal, however we believe that there is sufficient space for landscape treatments to create the desired environment.

10. Underground parking shall be provided at minimum one stall per unit.

The proposed parking delivery of 1.3 stalls/unit matches market demand and can be attained on site. Increasing the covered parking is not feasible.

11. The example development photos do not represent the proposed 5 story buildings. Please change.

The proposed buildings will be four stories on Blaney Road with an exposed lower parking level and retail along Lacy/Botanical, resulting in an overall building height of five stories along Botanical Drive.

12. The conditional uses for the employment district shall be as follows: a) uses specified in I-S Specialized Industrial Zoning District as conditional uses; b) uses not specified as permitted but listed in the I-G General Industrial Zoning District as permitted and conditional; c) Warehousing and distribution shall be an accessory use in conjunction with a permitted use.

Noted.

13. Explain why 70' is appropriate for this site. We have not approved 70' for any multifamily buildings. Clarify that the multifamily buildings will be parking over four-stories of apartments. The buildings will be four stories over parking, with the potential for sloped roofs. The resulting height to top of roof could result in potential height measurements approaching 70' with a lower measurement from the uphill Blaney Road side.
14. Provide an update map from the CDP illustrating the housing densities.
Added
15. Do not include street parking in your Off-street Parking calculations.
Noted
16. If the proposed East Nobel Drive and Nobel Drive fail to connect when the Hartung facility is redeveloped, a comp plan amendment may be necessary.
Noted. (Blaney Road)
17. Redevelopment of the Hartung facility will require CDP and PDD amendments.
Noted.
18. Include the Environmental Corridor Location map, Wetland Quality Map, and Average Buffers Map with this submission.
Added.
19. This was noted in the PP comments - a wide pedestrian easement shall be provided to connect Harvester Pass. This will provide a block structure appropriate to pedestrian activity.
We are planning on providing public pedestrian access in this location from the new Blaney Road to Botanical Drive via a standard sidewalk.
20. Streets shall conform to the street standards of Sec. 24-8(d).
Noted.
21. Provide the following specifications:
 - a. Buildings on the east side of Nobel shall be 2-3 stories.
Noted.
 - b. Buildings shall provide frontage along East Nobel Drive for a minimum 70% of each lot. Building sites A & B will front onto Blaney Road, however Building C is setback due to the curvature of the road and overall design of the building. The final setback/building design will be finalized as part of future SIP submittals.

The employment pieces will meet this requirement except along the park frontage, where the building will front along the park.
 - c. Parking areas at all street frontage shall be masked from the frontage by a building, landscape buffer, or street screen.
Will be set in SIP submittal.

- d. Apartments at grade facing East Nobel Drive shall have doors and stoops as provided at 5116 Lacy Road.

The building is designed for interior access along Blaney and does not support individual access along this frontage. The grade transition across limits the ability to have at grade units along the eastern edge of the building.

- 22. The PDD-SIP shall provide character guidelines, permitted encroachments, and architectural standards. Consider establishing an architectural review committee.

Noted.

- 23. Applicant shall consult with the Fire Chief for his comments.

Noted.

- 24. This application shall reference RZ-2461-22, approved by Plan Commission on July 19, 2022. Documents from the approved RZ-2461-22 not updated in this submission shall be referenced for compliance with any future approvals of this application - REZN-23-1, PP-2501-23

Noted.

Finance:

Comments on assessments and fees noted.



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

REZN-23-1

Rezoning Feedback Letter

Issued to: Brian Munson

Issued Date: March 31, 2023

Location: 2622 BLANEY RD , Fitchburg

This feedback letter contains the comments from our internal departments in regards to your recently submitted Rezoning Application.

Please read through the feedback and attach any adjusted materials to the form in our OpenGov portal.

Also submit an explanation of the changes you've made in a separate attachment.

We require response to feedback to be submitted within 1 week of issuing of this letter.

Only feedback with a status of Open needs a response.

Planning & Zoning Comments

<u>Submitted by</u>	<u>Date</u>	<u>Status</u>	<u>Comment</u>
Planning	03/29/2023	Open	<ol style="list-style-type: none"> 1. Be prepared to provide an overview of your project to the Plan Commission and to be available for questions. In-person or virtual attendance for applicants is permitted. Be sure to contact Deanna Schmidt or Zack Jones in the Planning office for virtual attendance registration in advance of the meeting. 2. Please provide a unit density count for the entire site now, with a separate callout for the multifamily section. Please omit the section of the property that is to remain the Hartung industrial/agricultural site. 3. Is the proposed retail mix available? That inclusion would be useful for the purposes of outlining the need for the increase in retail space available. 4. For the change in side street and front setbacks, is the intention that the new setbacks will be 15 foot minimum, or that the allowable range of setback will be only the range of 15 feet to 20 feet? Does 15 apply on some streets, some portions of streets, and 20 on others? Please clarify exactly where the setbacks apply. 5. Is the proposed retail inclusion intended to front Lacy Road? Or just be confined to some portion of the structure along Lacy Road? 6. All revisions should be articulated in a single, revised document when applying for SIP approval. 7. Consistent with PPD criteria #1, the infiltration basins shall be graded as natural WI landforms. Avoid straight lines and mechanical appearances. 8. Building C shall include townhomes with doorways leading out to Botanical Drive. 9. The change in the amount and location of surface parking from the approved PDD-GIP is significant. The parking lot frontage on Botanical Drive will require a larger setback for berms and landscaping. Additional and larger parking lot islands are also needed to break up the large expanses of parking. 10. Underground parking shall be provided at minimum one stall per unit. 11. The example development photos do not represent the proposed 5 story buildings. Please change. 12. The conditional uses for the employment district shall be as follows: a) uses specified in I-S Specialized Industrial Zoning District as conditional uses; b) uses not specified as permitted but listed in the I-G General Industrial Zoning District as permitted and conditional; c) Warehousing and distribution shall be an accessory use in conjunction with a permitted use.

13. Explain why 70' is appropriate for this site. We have not approved 70' for any multifamily buildings. Clarify that the multifamily buildings will be parking over four-stories of apartments.
 14. Provide an update map from the CDP illustrating the housing densities.
 15. Do not include street parking in your Off-street Parking calculations.
 16. If the proposed East Nobel Drive and Nobel Drive fail to connect when the Hartung facility is redeveloped, a comp plan amendment may be necessary.
 17. Redevelopment of the Hartung facility will require CDP and PDD amendments.
 18. Include the Environmental Corridor Location map, Wetland Quality Map, and Average Buffers Map with this submission.
 19. This was noted in the PP comments - a wide pedestrian easement shall be provided to connect Harvester Pass. This will provide a block structure appropriate to pedestrian activity.
 20. Streets shall conform to the street standards of Sec. 24-8(d).
 21. Provide the following specifications:
 - a. Buildings on the east side of Nobel shall be 2-3 stories.
 - b. Buildings shall provide frontage along East Nobel Drive for a minimum 70% of each lot.
 - c. Parking areas at all street frontage shall be masked from the frontage by a building, landscape buffer, or streetscreen.
 - d. Apartments at grade facing East Nobel Drive shall have doors and stoops as provided at 5116 Lacy Road.
 21. The PDD-SIP shall provide character guidelines, permitted encroachments, and architectural standards. Consider establishing an architectural review committee.
 22. Applicant shall consult with the Fire Chief for his comments.
 23. This application shall reference RZ-2461-22, approved by Plan Commission on July 19, 2022. Documents from the approved RZ-2461-22 not updated in this submission shall be referenced for compliance with any future approvals of this application - REZN-23-1, PP-2501-23
- Hi Zack – I looked through the various applications. My only concern is adding more apartments to Hartung Fields. There are already too many apartments in this area. If they were adding more units that were owner occupied that would be different. If the townhomes were ownership and not rental I would like this project a lot better.

Mayor Aaron Richardson 03/29/2023 **Closed**

Administration Comments

Assessing Comments

Econ Dev Comments

Finance Comments

03/29/202 **Open** PARCEL: 0609-141-9000-2
3

UTILITY - PAID
RE-TAX - FIRST 1/2 IS PAID 01/23/2023
PP-TAX - NA
INVOICE(S) - NA
SA - PRELIMINARY -
GREENFIELD WATER MAIN EXTENSION -
PARCEL: 0609-141-9500-7

UTILITY - NA
RE-TAX - FIRST 1/2 IS PAID 01/23/2023
PP-TAX - NA
INVOICE(S) - NA
SA - NA

PARCEL: 0609-141-8000-4

UTILITY - NA
RE-TAX - FIRST 1/2 IS PAID 01/23/2023
PP-TAX - NA
INVOICE(S) - NA
SA - NA

PARCEL: 0609-141-8500-9 (THE ASSESSMENT VALUE FOR THIS YEAR INCLUDES
VALUES FROM PARCEL 0609-142-8390-2)

UTILITY - NA
RE-TAX - FIRST 1/2 IS PAID
PP-TAX - NA
INVOICE(S) - NA
SA -
1- PRELIMINARY -
GREENFIELD WATER MAIN EXTENSION - PRELIMINARY
2- PRELIMINARY -
2022 LACY ROAD SANITARY SEWER AND WATER MAIN IMPROVEMENTS -
PRELIMINARY
3- NINE SPRINGS LACY RD WATER MAIN - UTILITY **** FINAL AMOUNT DUE WILL BE
CALCULATED UPON REQUEST.

Trigger: Sale, Transfer, development or no longer actively
farmed or being used for Ag purpose

4- LACY RD SANITARY SEWER IMPROVEMENTS **** FINAL AMOUNT DUE WILL BE
CALCULATED UPON REQUEST.

Trigger: Sale or transfer

Parks Comments

Endl

03/31/2023

Closed

This development would be subject to all current parkland and park
improvement ordinances. Staff would request that work continues with
Park Commission and Staff to determine said parklands and
improvement amenities. Thank you Scott

PW - General Comments

Tim Voelker

03/31/2023

Closed

PW – General has no comments on this request at this time. Thank
you.

PW - Stormwater/Erosion Control Comments

PW - Transportation Comments

PW - Utilities Comments



VANDEWALLE & ASSOCIATES INC.

May 2, 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 following compiled General Implementation Plan includes the adopted General Development Plan (July 6, 2022) and the proposed changes for the Multi-Family amendment submittal.

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

Project Information

Project Name

Hartung Fields

Owner

Hartung Brothers Inc.
708 Heartland Trail
Suite 2000
Madison, WI 53717

Applicant

Hartung Brothers Inc.
c/o Sara Investment Real Estate
1955 Atwood Avenue, Suite 201
Madison, WI 53704
Jonathan Stevens
jstevens@sarainvest.com
608.852.8772

Design Team

Vandewalle & Associates
120 East Lakeside Street
Madison, Wisconsin 53715
Brian Munson
bmunson@vandewalle.com
608-609-4410

D'Onofrio Kottke
7530 Westward Way
Madison, Wisconsin 53717
Dan Day
dday@donofrio.cc
608-833-7530

Existing Conditions:

The property is currently used for agricultural purposes with both the existing Hartung Brothers Inc. seed processing facility and cropland. The property also includes a south branch of Swan Creek with existing farmed wetlands, high quality wetlands, woodlands, and floodplains associated with the environmental corridor. Utilities are available immediately adjacent to the site along Syene Road and Lacy Road.

Project Location: The property is located south of Lacy/Haight Farm Road between the Syene Road/railroad corridor and Highway 14.

Topography: The site is predominately farmed acreage with slopes from north to south with limited steeper slope section located adjacent to the existing Hartung Facilities. The area along Swan Creek is predominately lowland environmental corridor.

Site Photos:



Existing Hartung Facility



Existing Hartung Facility



Existing Hartung Facility



Existing Hartung Facility



Swan Creek Corridor



Farmland/Swan Creek Corridor



Syenne Road Frontage (view north)



Lacy/Syenne Road Intersection



Haight Farm Road/ Lacy Road Roundabout (view west)



Blaney Road Frontage (view north to The Limerick)

Existing Zoning: R-D Rural Development
A-T Agricultural Transition

Existing Parcels: 2622 Blaney Road 0609-141-9000-2
0609-141-8500-9
0609-141-8000-4
0609-141-9500-7

Lot Area: 159.09 acres

Legal Description: See Legal Description Exhibit

Adopted Plan Designations: Comprehensive Plan:
TOD Transit Oriented Development
I-C Industrial-Commercial
TS Transit Station
ENV Environmental

McGaw Park Neighborhood Plan:
TOD Transit Oriented Development
BP Business Park
TS Transit Station
ES Environmentally Sensitive Areas

Proposed Zoning: PD-Planned Development

Zoning Request Justification

PD Justification Requirements:

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 to provide the development intended. The statement shall identify barriers that the developer perceives in other chapter 22 zoning districts and opportunities for community betterment the developer suggests are available through the proposed planned development district zoning.

The PD district zoning is proposed to allow the development of common design characteristics and development themes between the employment, residential, and commercial uses proposed within the project; while facilitating a dense, sustainable, urban mixed-use context. The zoning mechanisms embedded in the PD district will also facilitate implementation flexibility to allow the employment uses to respond to market demand and differing formats of employment ranging from office to lab and technology manufacturing.

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

The development of the project will strengthen Fitchburg's existing employment base, grow the technology/laboratory employment cluster, and offer urban mixed residential housing in support of the growing population's needs. Implementation of the project follows the framework outlined in the McGaw Park Neighborhood Plan and the unique blend of jobs, housing, and retail will deliver mixed use development opportunities within the Community. The residential and retail portions of the project will facilitate housing diversity and retail support uses in close proximity to the proposed employment, while the employment will offer sustainable wage jobs in high demand laboratory/technology/office sectors.

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

The McGaw Neighborhood plan forms the framework for the development proposal, with the project reflecting the designation of retail, mixed use, residential, and employment uses in both Transit Oriented Development and Business Park Configurations. The environmental components of the neighborhood are reflected in the wetland setbacks (no closer than 200' and averaging more than 300'), stormwater management systems, and parks & open space corridors. Longer term opportunities for transit-oriented development through the creation of a future transit station are preserved through the future redevelopment potential of the existing Hartung facility.

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 Planned Development facilitates the creation of a park and open space system with unique passive recreation, active recreation, trails and walkways integrated into the framework of a multi-use employment, retail, and residential neighborhood. This open space network is further supported by the financial strength of the PD's diverse, urban uses to allow the enhancement and preservation of the Swan Creek Corridor and adjoining buffer areas.

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.

NA

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

The project is projected to be implemented over the course of up to four phases based on market demand. Initial construction is slated to begin in the fall of 2022 with final implementation spanning 3-5 years.

Neighborhood input:

The design team hosted a neighborhood meeting for the project on May 4, 2022 at the City of Fitchburg Community Center. This meeting was well attended with questions ranging from development density and phasing to traffic impact and environmental improvements.

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 site concept works with the existing site topography to create sites configurations and street layouts that transition from the high point to the existing environmental corridor with development largely focused on the area currently farmed. The design of the areas adjacent to the stream corridor focus on preservation and buffering of the environmental corridor through the placement of stormwater management and open space facilities to both expand and restore the buffer areas to a more natural state.

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

The overall project design focuses on creating an interconnected walkable mixed use/employment center offering residents of the project and City both desirable housing and expanded employment opportunities, as called for in the adopted City Plans.

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

The project is consistent with the adopted McGaw Park Neighborhood Plan and is reflected in the long-range plans for the school district and City of Fitchburg.

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

The site is well served with regional access through multiple access points onto Lacy/Haight Farm Road and preserves the ability to extend New Blaney Road through the potential future redevelopment of the existing Hartung Brothers Seed Facility.

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

The project design to create an expansive trail network connecting both local and regional systems through the site along with a street grid that offers multiple travel routes. This transportation network is further enhanced through the mix of uses offering housing, employment, and commercial options with the project to reduce trip generation.

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

The project creates appropriately scaled street and block structure to match the land uses while focusing on pedestrian scale streetscapes, building placement, and urban design.

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

The project creates strong buffering of the environmental corridor which averages more than 300' in width and features restoration, stormwater management, and open space opportunities designed as a coordinated open space system.

- 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 open space system includes the environmental corridor buffer system along with public gathering spaces in close proximity to residents and employees; all of which are connected through sidewalk/trail extensions.

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

The Planned Development (PD) will promote the orderly development of the City by creating opportunities for mixed use development, providing necessary public infrastructure improvements, and promoting the construction of new buildings. The PD will attract new investment that results in increased tax base. Development will occur in an orderly fashion in accordance with approved plans so that the projects will be compatible with adjacent land uses. Development of new uses in the project will add to the tax base and will generate positive secondary impacts in the community.

- (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 project is consistent with adopted plans and supports the overall community and will approximately \$180-185 million dollars of tax base valuation when complete.

- (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.*

Engineering standards are addressed as part of a separate Preliminary Plat submittal.

- (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 project anticipates dedication of the public open space system along with restoration of the buffer system as part of the construction of the project.

Variances from Standard Zoning

The proposed plan most closely aligns with the following districts:

Residential: R-H High Density District

Requested Modifications:

- Lot Area requirements
- Reduced Yard Setbacks
 - i. Front Setback
 - ii. Street Side Setback
 - iii. Rear Setback
 - iv. Allowed Encroachments
- Building Height
- Lot Area Coverage
- Parking Configuration/Ratios

Retail: B-G General Business District

Requested Modifications:

- Allowed Uses
- Lot Area requirements
- Reduced Yard Setbacks
 - i. Street Side Setback
 - ii. Rear Setback
- Building Height
- Minimum Open Space

Employment: I-S Specialized Industrial

Requested Modifications:

- Allowed Uses
- Lot Area requirements
- Reduced Yard Setbacks
 - i. Street Side Setback
 - ii. Rear Setback
- Building Height
- Lot Area Coverage
- Minimum Open Space

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

15,000-20,000 square feet
1-2 stories (see master plan)

Gross Residential Density: 6.29 du/acre



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:

- a.) Uses specified in I-S Specialized Industrial Zoning District as conditional uses;
- b.) Uses not specified as permitted but listed in the I-G General Industrial Zoning District as permitted and conditional uses;
- c.) Warehousing and distribution shall be an accessory use in conjunction with a permitted use.

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	20 feet
Minimum Side Yard Setback	20 feet
Minimum Side Street Setback	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

Retail

Neighborhood retail uses are proposed along Lacy Road in the northwest corner of the site. These uses may range from restaurants and coffee shops to professional services and retail destinations.

Allowed Uses:

Office Activities per the B-G District

Commercial Activities: Variety Stores, hardware stores
Food Stores
Apparel and accessory stores
Furniture; Home furnishings and equipment
Drugstores
Liquor Stores
Miscellaneous shopping goods
Miscellaneous retail stores
Other personal services
Business services
Dance, fitness and health centers
Outdoor sales/display
Restaurants all classes
Drinking Places
Medical, dental laboratories, and health care services
Daycare



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	20 feet
Minimum Front Yard Setback	20 feet
Minimum Side Yard Setback	10 feet
Minimum Side Street Setback	20 feet from the street side right of way
Minimum Rear Yard Setback	15 feet
Minimum Paved Surface Setback	5 feet to side yard lot lines
Maximum Building Height	30 feet or 2 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

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	15 feet
Minimum Blaney Road Setback	15 feet
Minimum Botanical Drive Setback	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	1.5 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 Porch Encroachments	Per adopted SIP Plans

Hartung Agricultural Facilities

The southwest portion of the property is currently developed and used for the Hartung Brothers seed processing facility, along with agricultural uses located south of the creek corridor. This industrial/agricultural facility will remain as an existing use with any future redevelopment requiring an amendment to the adopted CDP and PDD zoning.



Allowed Uses:

Per the A-X Exclusive Agriculture District



Lot Standards

Minimum Lot Area	Per existing conditions
Minimum Lot Width at Front Yard Setback	Per existing conditions
Minimum Lot Depth	Per existing conditions
Minimum Front Yard Setback	Per existing conditions
Minimum Side Yard Setback	Per existing conditions
Minimum Corner Lot Side Yard Setback	Per existing conditions
Minimum Rear Yard Setback	Per existing conditions
Minimum Paved Surface Setback	Per existing conditions
Maximum Building Height	Per existing conditions
Required Off-street Parking and Loading	Per existing conditions
Maximum Impervious Surface Ratio	Per existing conditions

General Standards

Parks & Open Space

The project is designed to offer both passive and active recreation areas connected by a diverse path system. Active spaces within the project include two park areas in the northwest area offering outdoor gathering spaces for the residential tenants and office workers. These open spaces are connected to local and regional trail systems along the passive open space corridors interconnecting the entire project.

The southern branch of Swan Creek and the associated wetlands will be preserved and enhanced through the creation of buffer/stormwater management features along the corridor. The open space buffer areas will be designed with restored native seed mixes, stormwater management facilities, walking trails, and open space gathering areas offering a recreational corridor for employees, residents, and the general community.

Final parkland dedication, credits, and design will be determined at time of Final Plat and SIP Submittals.

Proposed Phasing:

Initial Phase Fall 2022

3-5 year buildout

The project will be implemented in phases based upon market acceptance. Initial phases will include opportunities for residential and employment uses. The Hartung Facility will remain in operation with any future redevelopment requiring additional submittals.

Cluster Box Units (Mailboxes)

The project will utilize a combination of Cluster Box Units (CBUs) and central residential distribution for mail delivery. Final locations will be determined at the time of SIP based on land use, building placement, and phasing.

Refuse and Recycling

Refuse and recycling containers will be finalized as part of the SIP submittals and will include size, screening, and landscape treatments.

Outdoor Storage

Limited outdoor storage may be allowed within the Employment and Hartung Brothers Facilities, provided they are properly screened with the following guidelines:

- Storage facilities shall be screened from adjoining street frontages with a combination of building placement, structural screening, and/or landscaping.
- Storage shall not be placed along the principal street frontage, as designated in SIP submittals.

Truck Parking/Loading Facilities

Truck parking and loading facilities may be allowed as part of the SIP submittals with the following guidelines:

- Truck parking and loading facilities shall be screened from adjoining street frontages with a combination of building placement, structural screening, and/or landscaping.
- Loading docks and areas shall not be placed along the principal street frontage, as designated in SIP submittals, and should be screened by landscape buffers.
- Parking shall not be placed between the principal building façade and street. Parking shall be placed along the side and/or rear of the building.
- Parking lots shall include perimeter landscape screening and tree islands.
- Truck parking on-site should not be used for long term storage of vehicles and should be associated with active manufacturing/transshipment needs.
- The Hartung Brother's truck facilities are an existing condition and may remain as currently configured. Future redevelopment of the site will require installation of landscape buffers if this use remains.

TOD/Bus Routing

Potential bus service for the project could be routed from the existing service through the Lacy/Haight Farm/Blaney Roundabout into the site and along Harvester Pass, creating a loop connection through the site, as illustrated in the attached exhibit. Final design and implementation of bus facilities would be addressed at the time that the service extension is being contemplated.

Signage

Signage will be addressed as part of the SIP submittals or conform to the standards of Chapter 26 of the adopted municipal codes.

Exhibits:

Legal Description
Location Map
Existing Conditions
Adopted Land Use Map
Master Plan
Open Space Master Plan
Environmental Corridor
Wetland Quality
Average Buffer Width
Parkland Dedication
Residential Density
Bus System
Street Cross Sections

Legal Description:















A parcel of land and Blaney Road to be vacated by the City of Fitchburg, located in all ¼'s of the NE1/4, the NE1/4 of the NW1/4 and the SE1/4 of the NW1/4 of Section 14, T6N, R14E, City of Fitchburg, Dane County, Wisconsin to-wit:

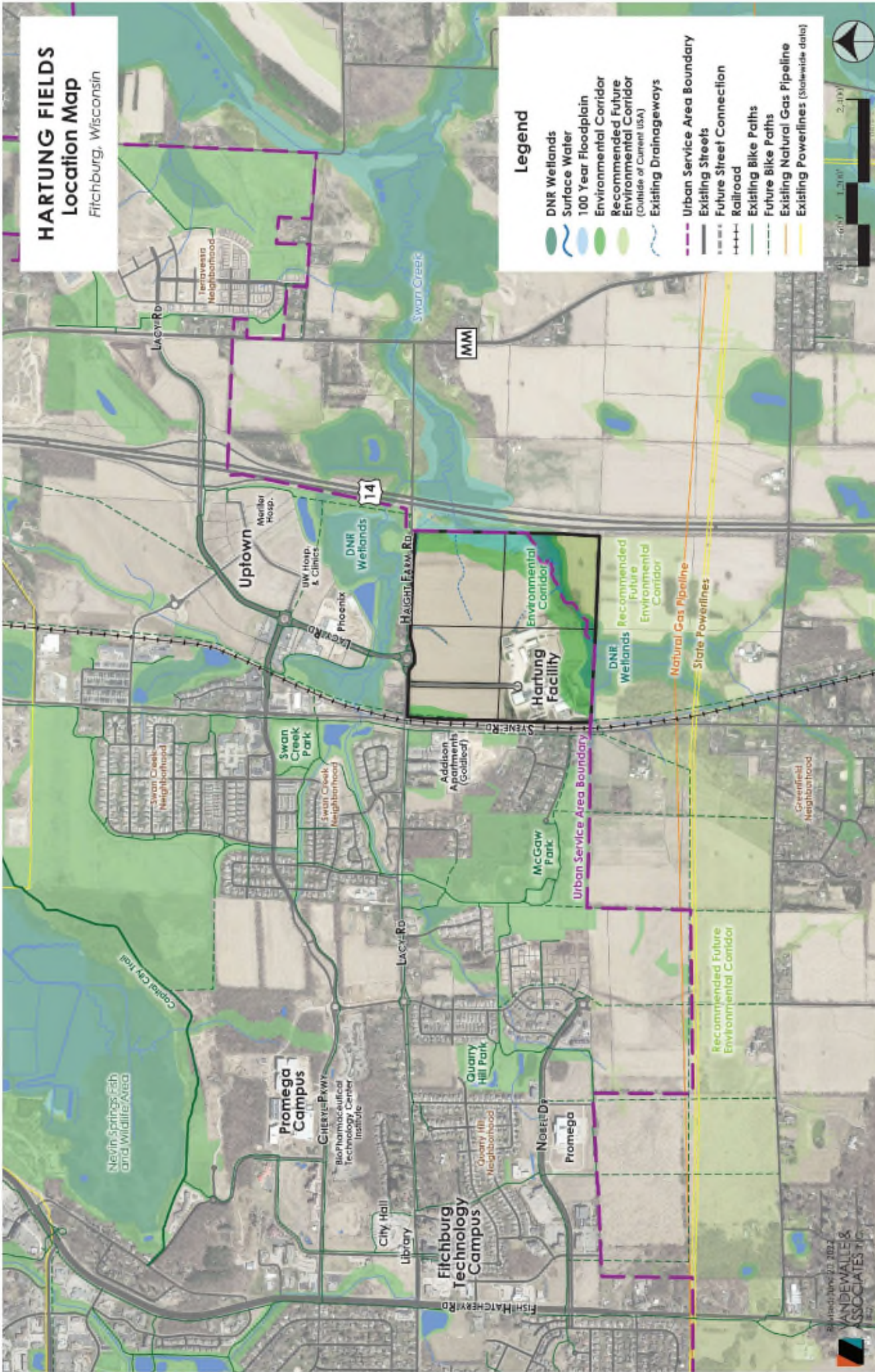
Commencing at the North 1/4 corner of said Section 14; thence S88°02'00"E, 44.82 feet along the North line of said NE1/4 to the point of beginning; thence continuing S88°02'00"E, 648.78 feet; thence S01°58'00"W, 33.00 feet; thence S52°27'18"E, 122.96 feet; thence S88°02'00"E, 120.00 feet; thence N75°59'53"E, 260.03 feet; thence N01°58'00"E, 33.00 feet to a point on the North line of said NE1/4; thence S88°02'00"E, 1100.04 feet along said North line; thence S01°57'59"W, 33.00 feet; thence S85°49'41"E, 441.77 feet to a point on the East line of said NE1/4, also being on the West right-of-way line of U.S.H. 14; thence S00°45'14"W, 2086.61 feet along said East line and West right-of-way line to a point of curve; thence along said West right-of-way line along a curve to the right which has a radius of 11,317.85 feet and a chord which bears S03°04'05"W, 564.23 feet to a point on the South line of said NE1/4; thence N88°04'04"W, 2698.24 feet along said South line to the Center of said Section 14; thence N88°19'33"W, 22.23 feet along the South line of said NW1/4 to a point of curve on the East right-of-way line of former Chicago & Northwestern Railroad right-of-way; thence Northerly along said East right-of-way line on a curve to the right which has a radius of 8,338.75 feet and a chord which bears N00°12'35"E, 644.24 feet; thence N02°25'24"E, 1454.26 feet along said East right-of-way line to a point of curve; thence Northerly along said East right-of-way line on a curve to the right which has a radius of 6,051.42 feet and a chord which bears N05°17'17"E, 604.87 feet to the point of beginning. Containing 167.569 acres.

HARTUNG FIELDS Location Map

Fitchburg, Wisconsin

Legend

-  DNR Wetlands
-  Surface Water
-  100 Year Floodplain
-  Environmental Corridor
-  Recommended Future Environmental Corridor (Outside of Current USA)
-  Existing Drainageways
-  Urban Service Area Boundary
-  Existing Streets
-  Future Street Connection
-  Railroad
-  Existing Bike Paths
-  Future Bike Paths
-  Existing Natural Gas Pipeline
-  Existing Powerlines (Statewide data)



HARTUNG FIELDS Existing Conditions

Fitchburg, Wisconsin



Legend

- DNR Welllands
- Surface Water
- 100 Year Floodplain
- Environmental Corridor
- Contours (2')
- ~ Stormwater Drainage Pattern
- ~ Existing Drainageways
- Urban Service Area Boundary
- Existing Streets
- Future Street Connection
- Railroad
- Existing Bike Paths
- Future Bike Paths



HARTUNG FIELDS Adopted Land Use Map

Fitchburg, Wisconsin

McGAW PARK Neighborhood Plan

City of Fitchburg, WI

Growth Model

DRAFT

JFC/PND

Study Area Boundary

Transit Station

Residential (maximum average density of 10 units)

National (maximum average density of 5 units)

Mixed Use (Office/Residential)

Transit Oriented Development

Park & Open Space

College Parks

Environmentally Sensitive Areas

Business Parks

Institutional

Recreational

Featuring Path (BRT)

College Path

Recreational Path

Greenway/Recreation Trail

Historic Area

Spacious

Wetlands

Wetland Buffer (25 ft)

Wetland Buffer (500 ft)

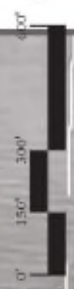
Crash/Retention

Drainage Way

Non-Adoptable Drainageway

Last Revised: February 3, 2009

Source: GIS Map files provided by City of Fitchburg & C&B&C
Map prepared by TM, M&S, LLC, TD



HARTUNG FIELDS Master Plan

Fitchburg, Wisconsin

Adopted



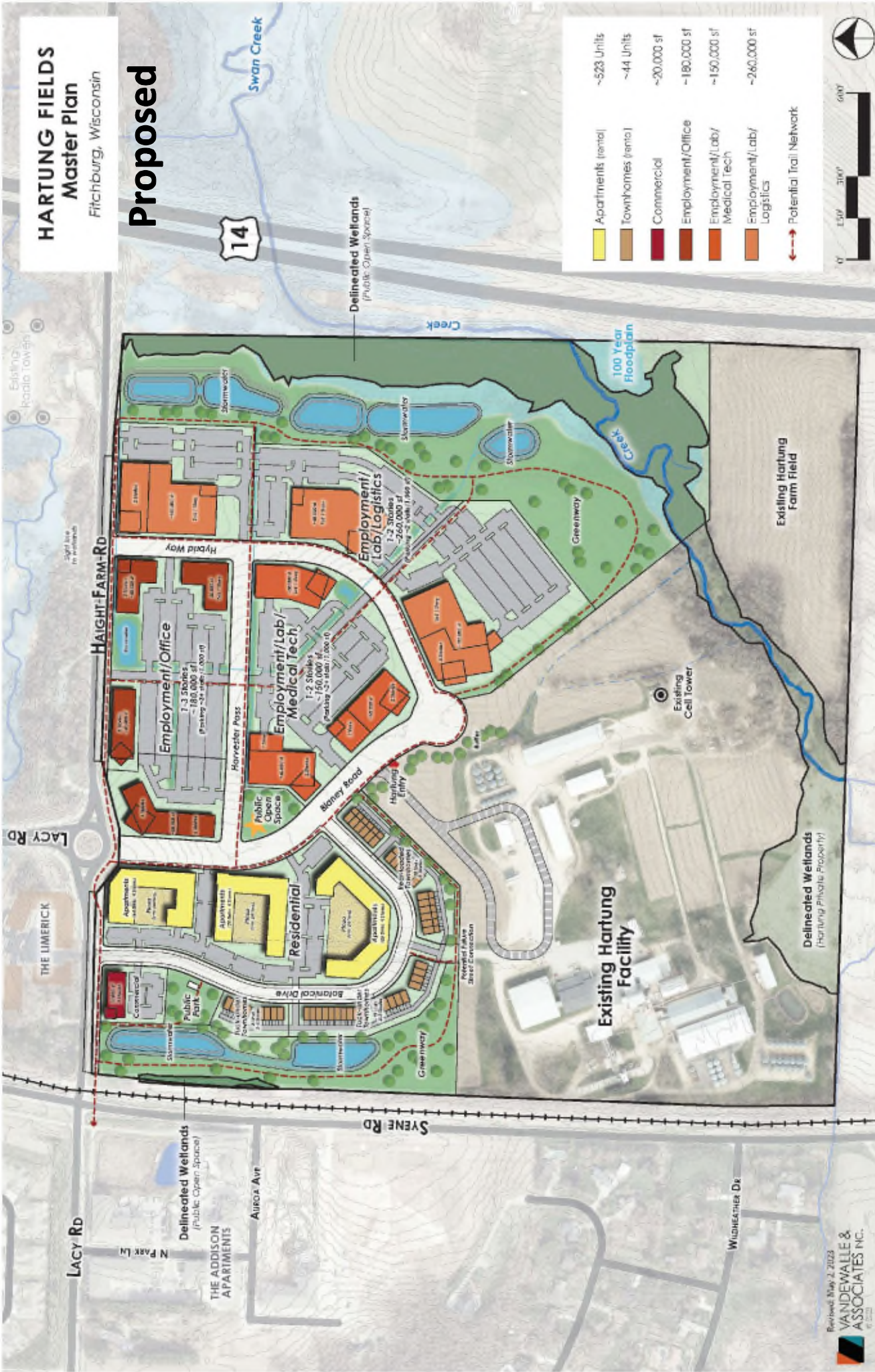
Apartment (partial)	~450 Units
Townhomes (partial)	~36 Units
Commercial	~20,000 sf
Employment/Office	~180,000 sf
Employment/Lab/Medical Tech	~150,000 sf
Employment/Lab/Logistics	~260,000 sf
Potential Trail Network	



HARTUNG FIELDS Master Plan

Fitchburg, Wisconsin

Proposed



Apartment (rental)	~523 Units
Townhomes (rental)	~44 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	~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 - APARTMENTS

CONCEPTUAL MASTER PLAN



MAY 05, 2023

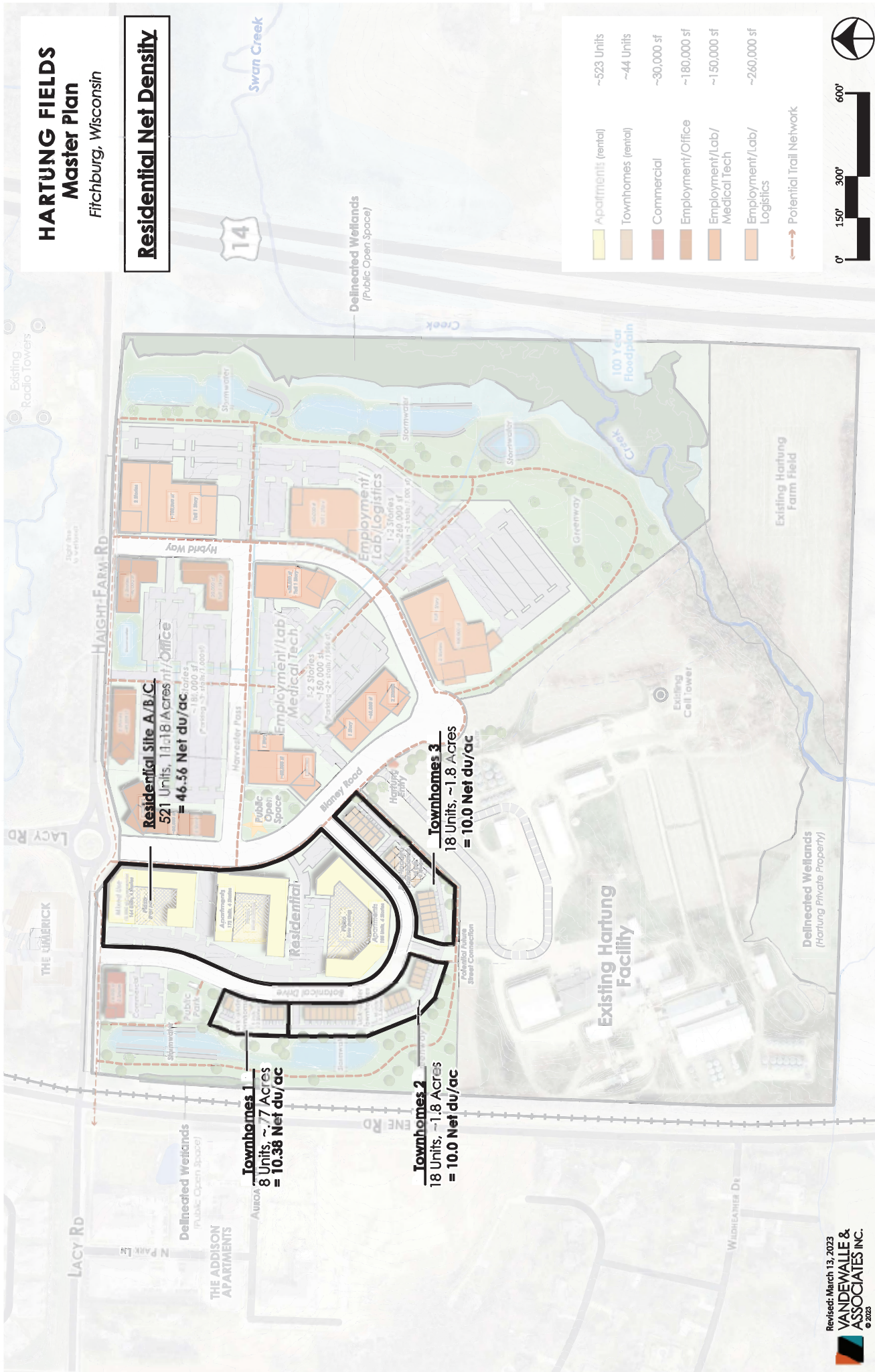
1"=150' @ 11x17



HARTUNG FIELDS Master Plan

Fitchburg, Wisconsin

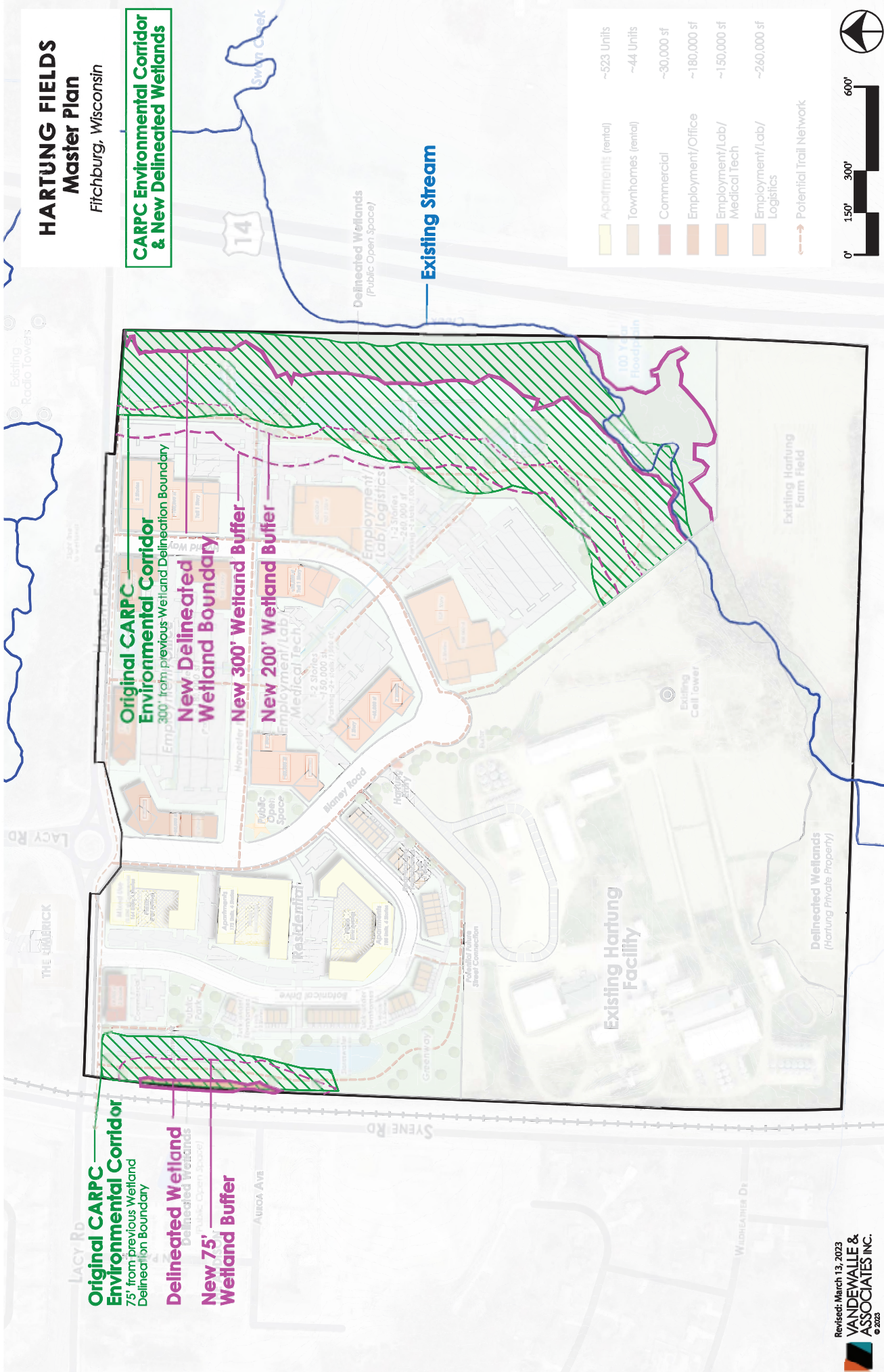
Residential Net Density



HARTUNG FIELDS Master Plan

Fitchburg, Wisconsin

CARPC Environmental Corridor & New Delineated Wetlands



Apartment (rental)	~523 Units
Townhomes (rental)	~44 Units
Commercial	~80,000 sf
Employment/Office	~180,000 sf
Employment/Lab/ Medical Tech	~150,000 sf
Employment/Lab/ Logistics	~260,000 sf
Potential Trail Network	



**Original CARPC
Environmental Corridor**
75' from previous Wetland
Delineation Boundary

Delineated Wetland
Delineated Wetlands
(Public Open Space)
**New 75'
Wetland Buffer**

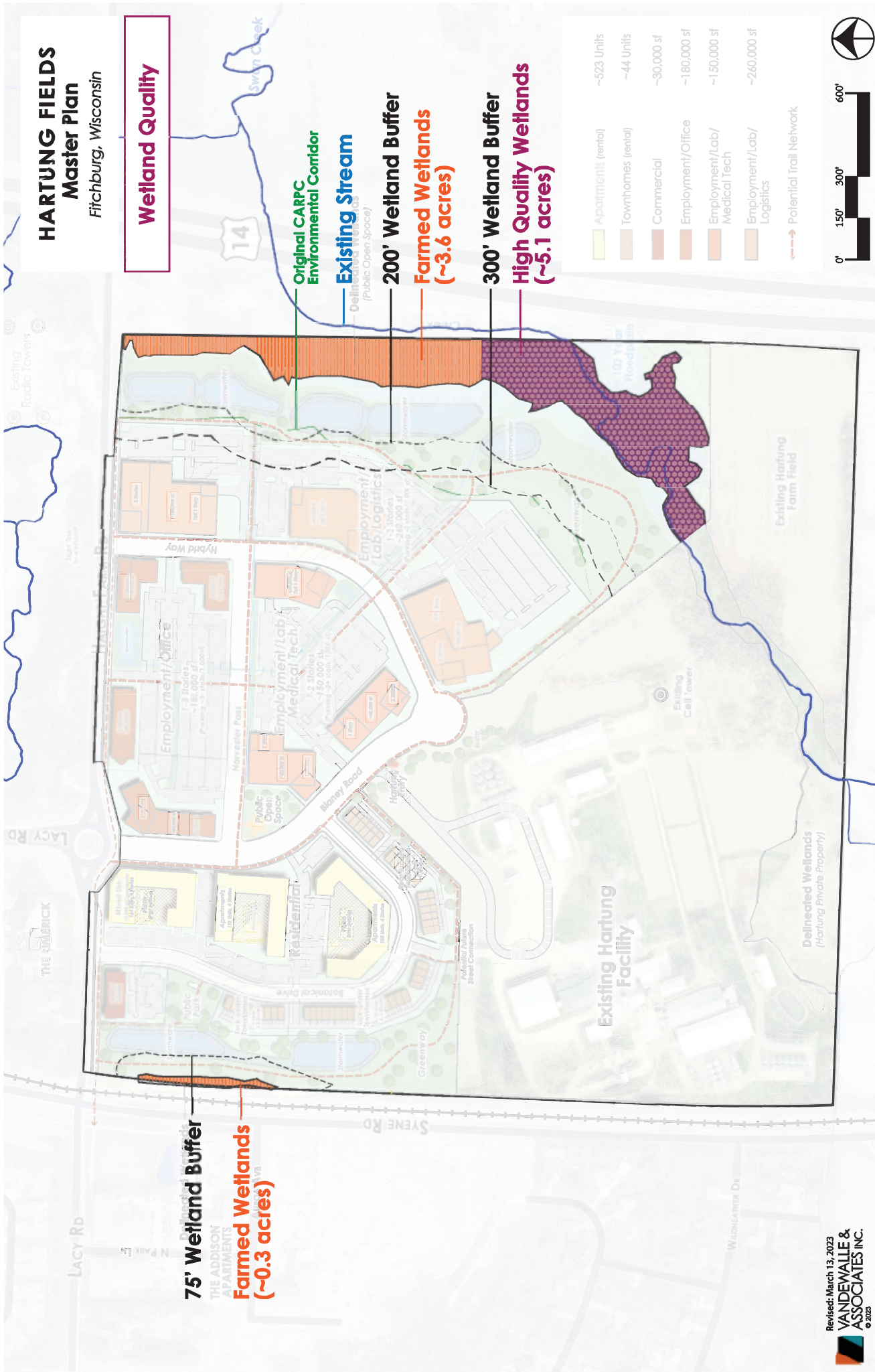
**Original CARPC
Environmental Corridor**
300' from previous Wetland Delineation Boundary

**New Delineated
Wetland Boundary**
New 300' Wetland Buffer
New 200' Wetland Buffer

HARTUNG FIELDS Master Plan

Fitchburg, Wisconsin

Wetland Quality



Original CARPC Environmental Corridor

Existing Stream

200' Wetland Buffer

Farmed Wetlands (~3.6 acres)

300' Wetland Buffer
High Quality Wetlands (~5.1 acres)

75' Wetland Buffer
THE ADDISON APARTMENTS
Farmed Wetlands (~0.3 acres)

Existing Hartung Facility

Existing Hartung Farm Field

Delineated Wetlands (Hartung Private Property)

100 Year Floodplain

Existing Cell Tower

Employment/Lab/Logistics
1-3 Stories
~260,000 sf

Employment/Lab/Medical Tech
1-3 Stories
~150,000 sf

Employment/Office
1-3 Stories
~180,000 sf

Apartment (rental)
1-3 Stories
~523 Units

Townhomes (rental)
1-3 Stories
~44 Units

Commercial
~80,000 sf

Potential Trail Network

HARTUNG FIELDS Master Plan

Fitchburg, Wisconsin

Delineated Wetland

75' Wetland Buffer

Farmed Wetlands

Original CARFC Environmental Corridor

Delineated Wetland

300' Wetland Buffer

200' Wetland Buffer

**Area between 200' & 300' buffers
~1.4 acres**

**Area greater than 300' buffer
~1.8 acres**

Average Wetland Buffer

Average Wetland Buffer ~338'
calculated at 100' offsets perpendicular to property line

**Development is more than 400'
from Existing Stream Corridor**

~440' from Stream

~445' from Stream

Existing Stream

~457' from Stream

**Farmed Wetlands
(200'+ Buffer)**

**High Quality Wetlands
(300'+ Buffer)**

~413' from Stream

- ~523 Units
- ~44 Units
- ~80,000 sf
- ~180,000 sf
- ~150,000 sf
- ~260,000 sf

Potential Trail Network

0' 150' 300' 600'

