



# CITY OF FITCHBURG

---

Planning Department

5520 Lacy Road  
Fitchburg, WI 53711-5318

Phone: (608) 270-4256 ■ Fax: (608) 270-4275

[www.fitchburgwi.gov](http://www.fitchburgwi.gov)

## NOTICE PUBLIC HEARING February 20, 2024

**PLEASE TAKE NOTICE** that the Plan Commission of the City of Fitchburg, Dane County, Wisconsin will hold a public hearing on Tuesday, February 20, 2024 at 6:30 p.m. in the Fitchburg City Hall, 5520 Lacy Road, Fitchburg, WI 53711 for the purpose of soliciting comments on:

A) A proposed Plan Commission Resolution PCR-04-24: Adopting and Recommending the Spring 2024 Amendment to the Comprehensive Plan, Amending Map 4.3 Future Land Use Plan Map for property associated with 2735 Rimrock Road in Section 36, Fitchburg, Dane County, Wisconsin (Parcel Numbers: 225/0709-363-9330-3 and 225/0709-363-9400-8).

B) A proposed Ordinance 2024-O-06: An Ordinance to Adopt and Recommend the Spring 2024 Amendment to the Comprehensive Plan, Amending Map 4.3 Future Land Use Plan Map for property associated with 2735 Rimrock Road in Section 36, Fitchburg, Dane County, Wisconsin (Parcel Numbers: 225/0709-363-9330-3 and 225/0709-363-9400-8).

This amendment would change the future land use designation in Map 4.3 Future Land Use Map, for property associated with 2735 Rimrock Road, from Low Density Residential (LDR) to Medium Density Residential (MDR).

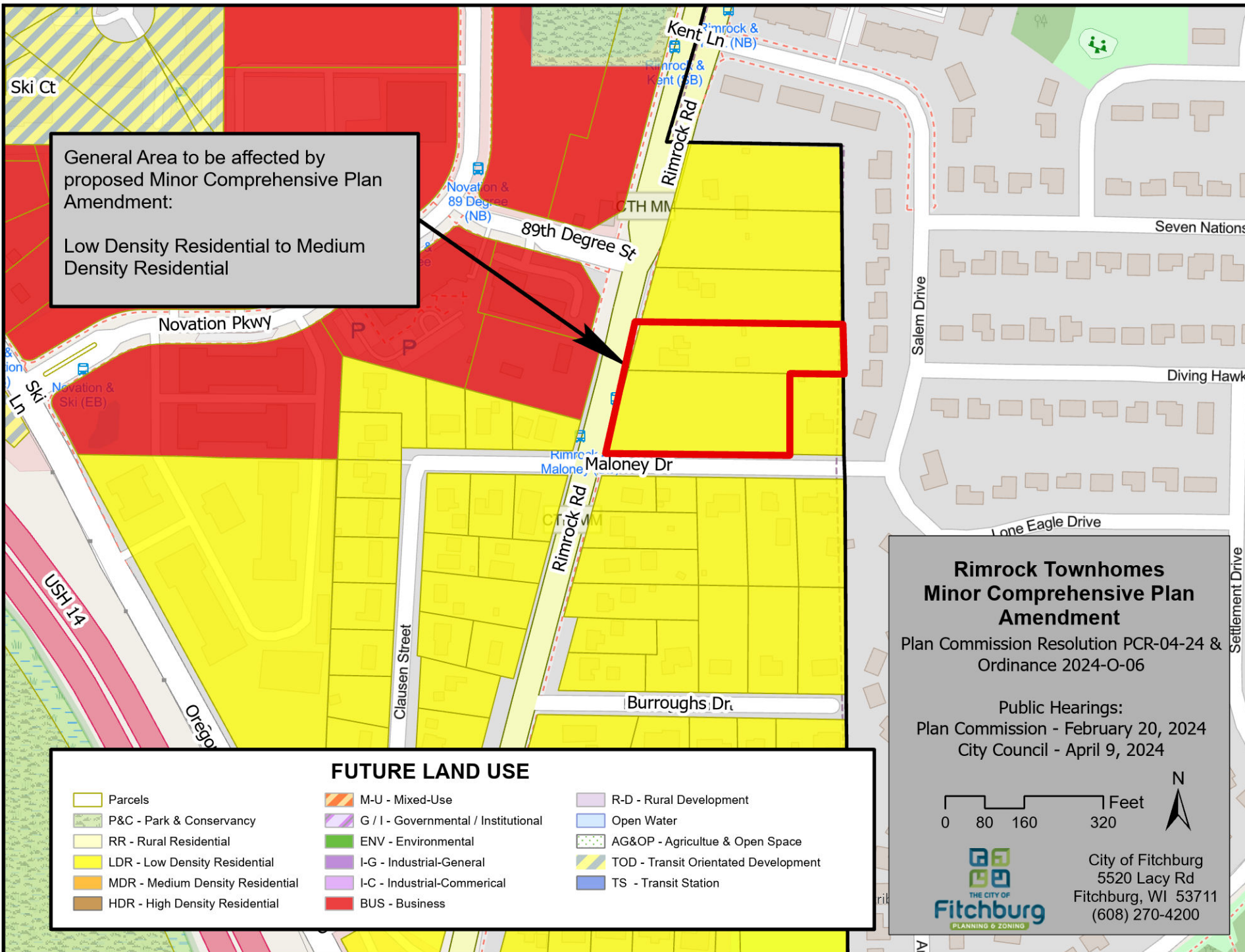
A copy of this proposed 2023 Comprehensive Plan amendment may be obtained from the City Council or City Hall. You may contact Zack Jones, Associate Planner, for additional information regarding the proposed Comprehensive Plan Amendment Ordinance. You may also view the information on the City Website at: <https://www.fitchburgwi.gov/2646/Comprehensive-Plan-2030>.

At that time, all interested parties will be given an opportunity to speak.

January 31, 2024  
Date

Zack Jones  
Associate Planner

For publication in the Wisconsin State Journal legals on Tuesday, February 6, 2024 and Tuesday, February 13, 2024



General Area to be affected by proposed Minor Comprehensive Plan Amendment:  
 Low Density Residential to Medium Density Residential

**Rimrock Townhomes  
 Minor Comprehensive Plan  
 Amendment**

Plan Commission Resolution PCR-04-24 &  
 Ordinance 2024-O-06

Public Hearings:  
 Plan Commission - February 20, 2024  
 City Council - April 9, 2024

0 80 160 320 Feet

N

City of Fitchburg  
 5520 Lacy Rd  
 Fitchburg, WI 53711  
 (608) 270-4200

FUTURE LAND USE		
Parcels	M-U - Mixed-Use	R-D - Rural Development
P&C - Park & Conservancy	G / I - Governmental / Institutional	Open Water
RR - Rural Residential	ENV - Environmental	AG&OP - Agriculture & Open Space
LDR - Low Density Residential	I-G - Industrial-General	TOD - Transit Orientated Development
MDR - Medium Density Residential	I-C - Industrial-Commerical	TS - Transit Station
HDR - High Density Residential	BUS - Business	

# City of Fitchburg

## Comprehensive Plan Minor Amendment

---



### A. Sponsored by: Julia Arata-Fratta

Mayor, The City of Fitchburg, Wisconsin

### B. Proposed Minor Amendment

*(Refer to the page numbers, table numbers or other specific references within the Adopted Comprehensive Plan 2030 that would be changed by the proposed minor amendment. Provide additional documents and maps as needed.)*

An Amendment to the Comprehensive Plan, Amending Map 4.3 Future Land Use Plan Map for Property Associated with 2735 Rimrock Road, Specifically from LDR (Low Density Residential) to MDR (Medium Density Residential).

### C. Intent of the Minor Amendment

The purpose of this minor amendment is to allow the anticipated future proposal for 20 units, owner-occupied condominium housing project. In the Medium Density Residential category “allowable densities range from five to nine housing units per acre”. *Fitchburg Comprehensive plan pg.141*. The proposed development consists of two parcels located at the corner of Rimrock Road and Maloney Drive measuring 2.27 acres (99,196 SQ FT). The proposed 20 units (comprising mixed offerings with single family detached homes and townhomes) are within the Medium Density Residential allowable range. Please see the proposed site plan attached.

The surrounding properties on the eastside of Rimrock Road are currently designated Low Density Residential. Immediately across to the westside of Rimrock, the properties are designated Business, high density apartments and townhomes. The current layout of the proposed

development with townhome building on Rimrock Rd., towards Westside and single-family homes towards Eastside fits within the context, fabric and physical character of the neighborhood.

The Comprehensive Plan specifically states goals for a higher rate of owner-occupied units. Comprehensive Plan cites need for infill, and diversity in types offered. The Southdale Neighborhood Plan assigns a land use of Urban Residential District, which encourages higher density urban residential design, specifying low and mid-rise condos or dense single-family as appropriate. The proposal here, within Urban Residential and Medium Density Residential, could allow for each of these recommendations to be fulfilled. The proposal provides for dense housing, with a currently proposed low-rise compact urban development that would add variety to the housing stock in the area. The proposed infill achieves goals of each plan as well.

The Comprehensive Plan identified the growth zones as Greenfield, Grayfield, and Farmfield. *Fitchburg Comprehensive Plan Map 402 pg. 134.* “Grayfield: this growth zone consists of lands that are already developed, or lands that are vacant and surrounded by development, inside of the urban service area. This growth zone is intended to accommodate future residential development.” *Id pg. 137.* In this growth zone there are 3 separate areas, North Fish Hatchery Road, Verona Road Area and Southdale Area. Southdale Neighborhood Plan was adopted and incorporated into the Fitchburg Comprehensive Plan on September 22, 2009. *pg. 184.*

The proposed development is an Infill Sector. “This sector consists of areas already developed primarily as single use disconnected conventional patterns, but that have the potential to be repaired, redeveloped, or completed in the pattern of Infill TNDs or Infill TODs” (*Fitchburg Comprehensive plan pg. 149*). Infill is the construction of new buildings in underutilized or vacant land lots within urban areas. Infill development is important as issues with suburban sprawl, housing stock, housing affordability and local tax base sources arise.

The proposed amendment meets the criteria described in the Minor Amendment Review Guidelines. The proposed “change is consistent with the overall goals, objectives and policies of the comprehensive plan. It will not create an adverse impact on public facilities and services.” *Fitchburg Comprehensive Plan pg. 173.*

The City land use theme states the need to “develop or redevelop its major corridors, or gateways, in a manner that recognizes their geographical significance and potential economic value and “Place making” capacity.” *Fitchburg comprehensive plan. pg. 131*. The overall goals, objectives and policies state the need to promote development of housing to meet forecasted needs, efficient use of land, compact neighborhood, and promote residential development in areas with existing infrastructure and sewer prior to promoting growth at the periphery where new utility and service expansion are needed. *Id. pg.32*.

The proposed development is on the bus route,<sup>1</sup> easy commute to downtown Madison, convenient access to community facilities, employment centers and arterial highways. It is surrounded by an extensive transportation network i.e., US HWY 12, 14 and 18 (Beltline). The Comprehensive Plan “encourages an overall net neighborhood density that is transit-friendly, promotes to create appropriate transition between higher densities and existing lower density areas, locate housing in areas that are served by full urban services, including sanitary sewers and public water, with convenient access to community facilities, employment centers and arterial highways”. *Id. pg. 32-34*.

Developer has genuinely engaged the neighbors through informal and formal neighborhood meetings since September 2022. She has proactively addressed their concerns and incorporated their feedback into changes in site plans, traffic study, public works discussions and neighborhood aesthetics. Brief background overview as follows:

Originally, the developer submitted an amendment proposal from LDR (Low density Residential) to HDR (High Density Residential) for 24 units with potential for daycare. On June 20, 2023, during the hearing before the Plan Commission some neighbors expressed their concern that the High Density Residential (HDR) has no upper limit. The Plan Commission postponed the hearing to allow all concerned to review the proposal. The developer, in order to lower the density, revised the proposal and reduced the number of units from 24 to 20 with a daycare center, which brought the proposal to MDR (Medium Density Residential). On 08/15/2023 the Plan Commission

---

<sup>1</sup>Google Map attached.

unanimously approved and recommended the minor amendment to MDR (Medium Density Residential). On 10/10/2023, in the hearing before the Common Council, the neighbors objected to the daycare and lack of traffic impact analysis. The neighbors' concern was that if daycare fails in future, then the owner could use it as a commercial space, specifically a liquor store. Another concern presented by some of the neighbors along with one alder was about the feasibility of workforce housing. The common Council denied the proposal in the public hearing on 10/10/2023.

The developer demonstrated respect for the neighbor's sentiments and addressed these concerns. Firstly, the daycare was removed from the current proposal. Secondly, in this proposal, the developer has proposed market rate homes. She has commissioned a Traffic Impact Analysis of the site to better understand the impacts of this development. A study done by Kevin C. Wehner with KL engineering Inc., attached herewith concluded the following:

“The development will generate approximately 177 trips per day and 13 trips (3 in/10 out) and 15 trips (9 in/6 out) during the AM and PM peak hours, respectively. Development traffic is anticipated to utilize Rimrock Road to access the larger public roadway network. Rimrock Road traffic is anticipated to increase by less than 2% because of the development. This is not anticipated to have an appreciable impact on traffic operations and safety.”

It is apparent from the traffic analysis report that the proposed development will have little traffic impact both on Rimrock Rd., and Maloney Dr. because anticipated increase in traffic is nominal.

This minor comprehensive plan amendment proposes that the two parcels located at the corner of Rimrock Road and Maloney Drive be reassigned a future land-use designation from LDR (Low Density Residential) to MDR (Medium Density Residential).

#### **D. Property Information:**

**Parcel #:** 225/0709-363-9330-3 and 225-0709-363-9400-8

2735 Rimrock Rd., two parcels at the corner of Rimrock Road and Maloney Drive.

**Acres:** 2.27 (991906 SQFT), Residential – Vacant. **Current Zoning:** R-L

## E. Required Signatures

Property Owner's Signature \_\_\_\_\_ *Ayesha Liaqat*

Mayor's Signature \_\_\_\_\_ *Julia Arata*

## F. Information Regarding the Neighborhood Meeting

*(A neighborhood meeting is required and shall be held prior to the Plan Commission meeting. Provide the following information prior to the Plan Commission meeting: 1) Location and date of the meeting; 2) How neighbors were notified; 3) Numbers of people in attendance; 4) Any comments received; and 5) Any changes / modifications made in response to comments received.)*

The applicant will schedule a Formal Neighborhood Meeting before the Plan Commission meeting and will provide the required information to City Team and Neighbors.

## G. Applicant Contact Information

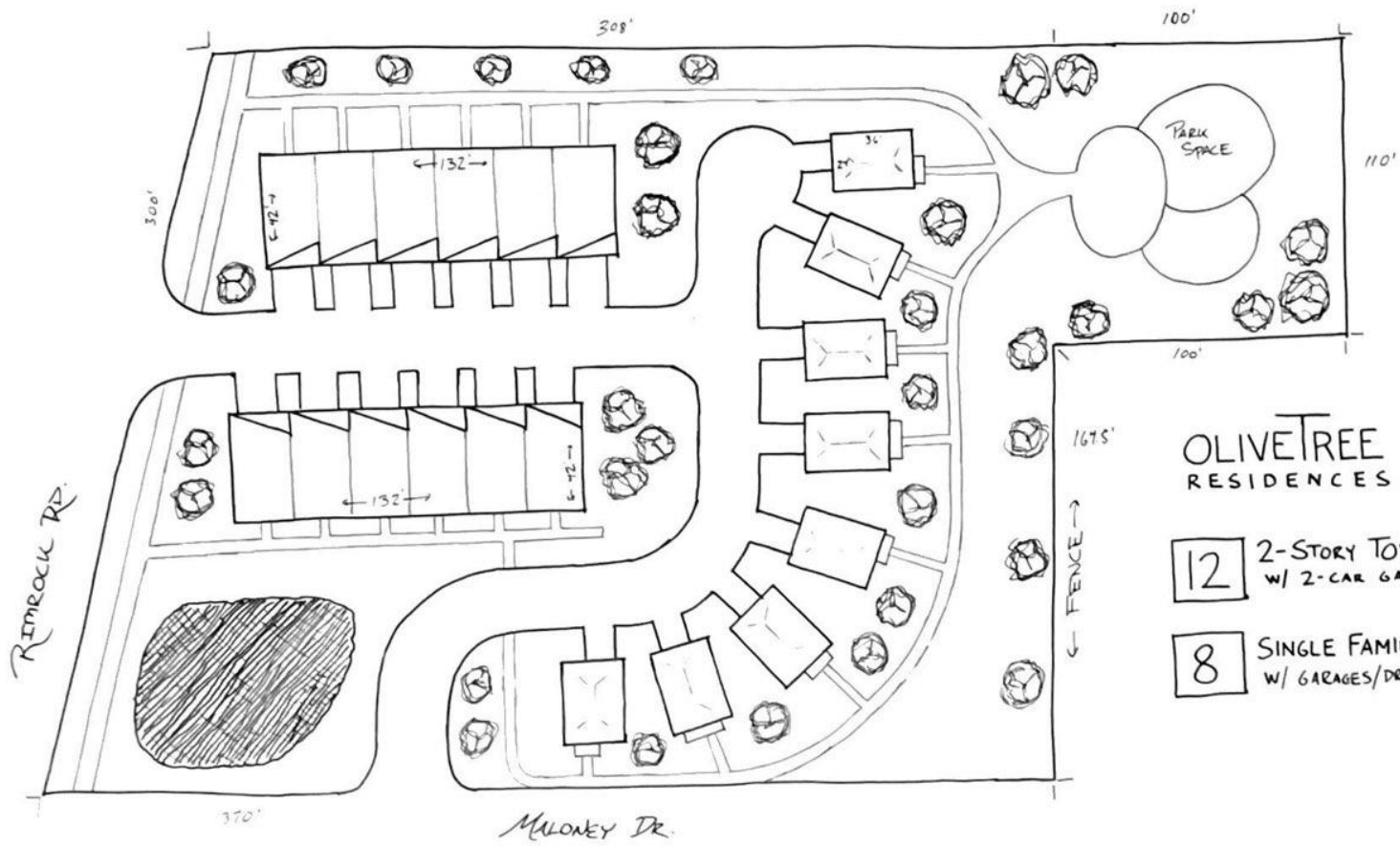
**Name:** Ayesha Liaqat

**Company:** Hoopoe Holdings, LLC

**Address:** 5029 Saint Annes Dr. Middleton, WI

**Phone Number:** (408) 797-6671

**Email:** [Ayesha.liaqat@gmail.com](mailto:Ayesha.liaqat@gmail.com)



OLIVETREE  
RESIDENCES

- 12 2-STORY TOWNHOMES  
W/ 2-CAR GARAGES (22' x 42')
- 8 SINGLE FAMILY HOMES  
W/ GARAGES/DRIVEWAYS (21' x 36')

# Olive Tree Residences

## Plan Statistics

### Property (Two Parcels)

Total Area : 99,196 SqFt

Covered Area : ~17,000 SqFt

Open Area : ~82,196 SqFt

### Units

Total : 20 Units

Townhomes : 12 with Two Car Garages, 3 Bedrooms, 2.5 Baths (22'x42' each)

Single Family Homes : 8 with Two Car Garages, 3 Bedrooms, 2.5 Baths (24'x36' each)

**TECHNICAL MEMORANDUM**

5400 King James Way, Suite 200  
 Madison, Wisconsin 53719  
 608-663-1218  
 www.klengineering.com

**To:** Hoopoe Holdings, LLC

**From:** Kevin C. Wehner, P.E., PTOE  
 KL Engineering, Inc.

**Date:** January 12, 2024

**Subject:** 2735 Rimrock Road Development Trip Generation – Fitchburg, WI

**Introduction**

Hoopoe Holdings, LLC is proposing a residential development with 14 townhome and 6 single family dwelling units on parcels located at the northeast quadrant of the intersection of Rimrock Road with Maloney Drive in Fitchburg, Wisconsin. The townhome units would be contained in two, 7-unit buildings. A project location map is provided in **Exhibit 1**.

Both development parcels are currently vacant. Together, the parcels have one driveway on Rimrock Road for the existing home and one driveway apron on Maloney Drive. The proposed development would construct two driveways. One driveway would be approximately 200’ north of Maloney Drive on Rimrock Road. Another driveway would be approximately 150’ east of Rimrock Road on Maloney Drive. All measurements are from the center of intersection.

KL Engineering was contracted by Hoopoe Holdings, LLC to provide a trip generation estimate for the proposed development. This memorandum summarizes the trip generation that was completed and provides a comparison between the additional trips and traffic volumes currently present on Rimrock Road.

**Trip Generation**

Trips to and from the development were estimated using the Institute of Transportation Engineers (ITE) *Trip Generation Manual, 11<sup>th</sup> Edition*. This manual specifies methodologies for estimating new development trips and provides trip generation rates for various land uses based on observational studies. Each trip represents a movement in or out of the development. For example, a sanitation truck entering the site to empty trash and recycling bins would result in two trips, one in, and one out.

Land use codes 215 and 210 in the manual, Single-Family Attached Housing and Single-Family Detached Housing, respectively, was used to estimate trips for the 2735 Rimrock Road Development. The attached housing land use is used to estimate trips for housing developments such as duplexes and townhomes. Rates published in the manual for this land use are based on the number of proposed dwelling units for each land use type. The trip generation completed using this methodology is summarized in **Table 1**.

**Table 1. 2735 Rimrock Road Development Trip Generation**

ITE Land Use	ITE Land Use Code	Size	Weekday Daily Trips (rate)	AM Peak			PM Peak		
				In (%)	Out (%)	Total (rate)	In (%)	Out (%)	Total (rate)
Single-Family Attached Housing	215	14 Dwelling Units	101 (7.20)	2 (25%)	5 (75%)	7 (0.48)	5 (59%)	3 (41%)	8 (0.57)
Single-Family Detached Housing	210	6 Dwelling Units	76 (12.67)*	1 (25%)	5 (75%)	6 (1.00)*	4 (63%)	3 (37%)	7 (1.17)*
<b>TOTAL</b>			177	3	10	13	9	6	15

\* Fitted curve equation used. Effective rate shown.

The development is estimated to generate 177 trips per day and 13 trips (3 in/10 out) and 15 trips (9 in/6 out) during the AM and PM peak hours, respectively. This translates to roughly one trip in or out of the development every four minutes during the peak hours.

Development traffic is anticipated to primarily utilize Rimrock Road to access the larger public roadway network with fewer trips utilizing Maloney Drive. Rimrock Road is a minor arterial, which is a roadway that is intended to convey traffic to and from major arterials such as the West Beltline Highway. The Annual Average Daily Traffic (AADT) volume on Rimrock Road was 10,900 vehicles per day (vpd) in 2018, the most recently available count. The development would add approximately 177 vehicles per day to that count, or less than 2%. This level of trip generation and increase in Rimrock Road traffic is not anticipated to result in appreciable changes to traffic operations or safety.

### ***Conclusion***

This document can be summarized as follows:

- Hoopoe Holdings, LLC is proposing a small residential development with 14 townhome and six single family dwelling units at the intersection of Rimrock Road with Malony Drive.
- The development will generate approximately 177 trips per day and 13 trips (3 in/10 out) and 15 trips (9 in/6 out) during the AM and PM peak hours, respectively.
- Development traffic is anticipated to utilized Rimrock Road to access the larger public roadway network.
- Rimrock Road traffic is anticipated to increase by less than 2% because of the development. This is not anticipated to have an appreciable impact on traffic operations.

▲  
N  
NOT TO SCALE



**LEGEND**  
[Blue shaded area] = Proposed Development Area