



CITY OF FITCHBURG

Planning Department

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NOTICE PUBLIC HEARING August 20, 2024

PLEASE TAKE NOTICE that the Plan Commission of the City of Fitchburg, Dane County, Wisconsin will hold a public hearing on **Tuesday, August 20th, 2024 at 6:30 p.m.** in the Fitchburg City Hall, 5520 Lacy Road, Fitchburg, WI 53711 on Comprehensive Development Plan amendment CDP-2560-24 by Jeff Hundley, Agent for Wingra Real Estate LLC, to amend the Jamestown Quarry Comprehensive Development Plan to allow for a commercial and residential development on property located off Fitchrona Road, more fully described as:

Part of the Southwest 1/4 of Section 06, Township 06 North, Range 09 East, in the City of Fitchburg, Dane County, Wisconsin.

At the above indicated time, all interested persons will be given an opportunity to speak.

July 24, 2024
Date

Zack Jones
Associate Planner

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

OVERVIEW

The Jamestown Quarry Comprehensive Development Plan (JQCDP) provides a framework for the implementation of the City of Fitchburg’s vision for redevelopment along Fitchrona Road as detailed in the Anton Drive Redevelopment Plan adopted in 2017. The JQCDP contains approximately 67 acres of historically quarried lands owned by Wingra on the City’s northwest side. Serving as a decision-making framework, the JQCDP is intended to aid in private and public decisions regarding land division, zoning, and infrastructure investment. Based on the development expectations expressed by City policies and published planning documents, the CDP proposes a blend of multifamily housing, commercial retail, and public open space that provides a coherent transition between the residential properties in the Jamestown neighborhood to the north, the commercial lands of Orchard Pointe to the south, and the residential properties of the Maple Prairie Neighborhood to the west. At this time, there are no development proposals for the active Wingra Stone site and adjacent parcels (hereafter referred to as the “infield”). While included in the CDP, these parcels are proposed to maintain their current land use and the following CDP language will focus on lands proposed to redevelop and rezone in the near future. Future redevelopment of the infield will require an amendment to the JQCDP.

As Wingra Stone’s quarrying and materials processing operations are gradually exhausted, previously quarried areas are being rededicated to development opportunities such as those seen in the Orchard Pointe area. Fitchburg Partners LLC is a development group that intends to advocate the transition and development of the area into commercial, residential, and public open space land uses consistent with this CDP, the Anton Drive Redevelopment Plan, and the City’s Comprehensive Plan Future Land Use Plan Map (Appendix D).

This submittal constitutes a Comprehensive Development Plan under the City of Fitchburg’s Chapter 24 land division ordinances. Following feedback from the public and from City officials on this CDP, the development team intends to proceed with platting and rezoning the parcel.

EXISTING CONDITIONS

Site Context

The property is currently covered by brush and wooded areas that have remained largely undisturbed following the 2017 extension of Fitchrona Road through the quarry property. Wooded areas line the northern boundary and the western portion of the property and a small sediment pond is located on the site. The CDP area is bordered by the City of Fitchburg’s Jamestown Neighborhood to the north and the City of Madison’s Maple Prairie Neighborhood to the west. Further site context is provided in Appendix A.

Zoning

The existing site is zoned as Rural Development (R-D). See Appendix B.

Topography

As shown in Appendix C, the existing site has a wide range of elevations as a result of the historic quarry operations both excavating and backfilling materials on site. The lands immediately west of Fitchrona Road are gradually sloping fields that extend to wooded ridges climbing roughly 10-20’ in elevation. The lands immediately north of Fitchrona Road rise steeply from the right-of-way to an elevation approximately 10-15’ above the roadway before leveling to a more gradual grade. The western and northeastern portions of the site generally sit higher than the adjacent Maple Prairie neighborhood homes and Jamestown neighborhood homes

respectively, while the northwestern portions of the site generally sit lower in elevation than the adjacent Jamestown neighborhood homes.

Historic quarry operations are primarily responsible for the large ridgeline within the western reaches of the site and for the drumlin-like topography parallel to McKee Road. The placement of fill materials on the site sourced from various construction projects and general quarry operations in the area contribute to the irregular topography of the development area.

Surface Water and Drainage

While no natural water features are present within the planning area, an existing sediment pond effectively captures stormwater runoff for approximately 15% of the site. The majority of the wooded western ridgeline and southwest corner of the planning area drains an additional 20% of the site to City of Madison stormwater infrastructure. The remaining lands drain to the City of Fitchburg stormwater network by way of Fitchrona Road and the Jamestown Neighborhood.

Utilities

Connections to City of Fitchburg sanitary sewer, storm sewer, and water utilities are available to serve the JQCDP area with many stubbed laterals already installed at the property lines along Fitchrona Road. While many of the public utilities serving the site were installed in 2017 and of adequate size to serve development in the area, the capacity of the existing storm sewer infrastructure is limited and the City of Fitchburg has no immediate plans to expand said capacity. Therefore, any development on the site will require extensive stormwater retention practices to limit discharges to the public sewer. Private utility connections for telecommunications, gas, and power are widely available in the region and are expected to readily serve the proposed site.

DEVELOPMENT PLAN

Overview

The JQCDP anticipates land users consisting of medium density residential, high density residential, mixed retail, and land dedicated to stormwater management and public open space. Types of commercial businesses that will be considered for the area will be retailers and businesses that would serve nearby residential neighborhoods and highway travelers, including hotels, retailers, car washes, financial offices, limited- and full-service restaurants, and other similar commercial uses. The goals of the JQCDP are to provide commercial development opportunities that introduce new retailers to the Fitchburg market and allow for additional franchising opportunities for retailers interested in expanding their presence in the City. In addition, the JQCDP intends to add significant residential space to serve the high demand for housing within Fitchburg and the surrounding areas.

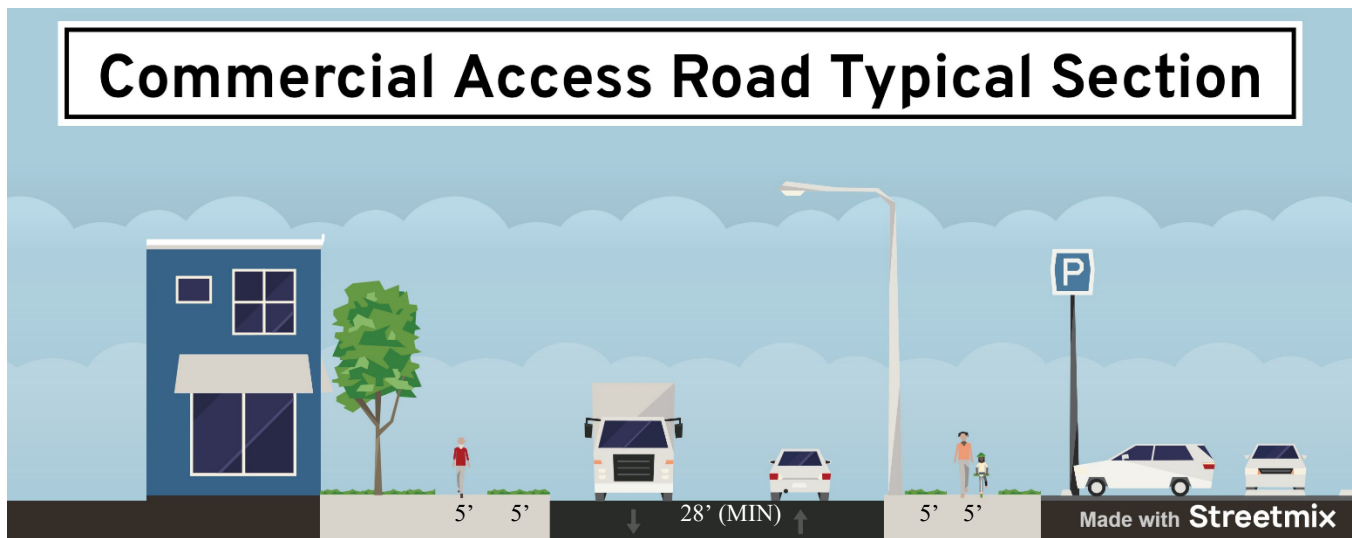
As part of this CDP, two master plan concepts have been prepared as shown in Appendix E and Appendix F. Both concepts correspond with the intentions of the future land use map published in the 2017 Anton Drive Redevelopment Plan as well as the more recent citywide future land use map published in 2020. This CDP submittal is requesting the approval of both master plan concepts in order to provide the most flexibility in permitted end users for the approximately 19 acres of land depicted as Mixed Use Lot 1 and/or Commercial Lot 1. A final master plan will be determined by future applications submitted for development of said 19 acres.

Zoning

The Planned Development classification is proposed for this site to provide the flexibility that both the developer and the City of Fitchburg need to successfully implement a cohesive commercial and residential district. This flexibility will promote more efficient use of the developable lots for prospective tenants while maintaining design controls that facilitate a consistent aesthetic for the area.

Transportation

A private road will serve as the primary access for the commercial outlot properties proposed along the site's McKee Road frontage. This road will also serve as a vital access route for the proposed mixed retail development, which will have additional driveway access points along Fitchrona Road. Proposed residential developments within the JQCDP will have dedicated driveway access connecting to Fitchrona Road.



It is anticipated that additional right-of-way will need to be dedicated as part of the JQCDP area's development in order to accommodate the turn bays and other features associated with proposed access points along Fitchrona Road. Access to and from McKee Road will be restricted to right-in/right-out turning movements with no additional right-of-way dedications necessary. Modifications to the existing median(s) and travel-ways will be designed to accommodate projected traffic volumes and movements detailed in a Traffic Impact Analysis currently underway for the JQCDP area.

Aligning with the recommended mobility improvements suggested in the Anton Drive Redevelopment Plan, a multi-use path is proposed to traverse the JQCDP area and extend to the Jamestown Neighborhood to the north. Further definition of this path's location and the overall pedestrian routing within the planning area will require consideration of the final grading plan for the site and future SIP submittals. An 8'-wide sidewalk will be installed along the McKee Road right of way and will extend west to the municipal boundary where it is anticipated a pedestrian connection to the City of Madison will be constructed in the future.

Utilities

Private sanitary sewer main and water main serving the small commercial lots will be installed beneath the proposed commercial access road and will connect to available facilities on Fitchrona Road. Further private sanitary and water connections serving the large commercial and residential sites will be installed as extensions

of existing stubbed laterals. The installation of water loops and private fire hydrants will follow the guidance of the Fitchburg Utility District and the requirements of applicable fire codes. Overall utility schematic layouts are provided in Appendices G and H.

Stormwater Management

Stormwater management practices for the development will primarily include regional ponds located in multiple locations throughout the site. Due to the extensive deposits of fill material that occurred throughout the lifetime of the historic quarry, much of the development is exempt from infiltration standards and will instead manage the quality and quantity of stormwater runoff on the site, including the use of proprietary filtering devices where practicable. There are, however, locations on the site where undisturbed native soil coincides with the desired location of stormwater treatment devices. In such locations, infiltration practices will be implemented to the extent possible. In all cases, stormwater treatment devices will follow the standards and guidelines set forth by the Wisconsin DNR, Dane County, and the City of Fitchburg.

Historically, the quarry located within the planning area was considered to be internally drained and no stormwater infrastructure was installed to serve the site. Following the extension of Fitchrona Road in 2017, runoff from the planning area now enters the public right of way and is collected by stormwater infrastructure installed during road construction. Areas downstream of the planning area such as Kapec Road and King James Way experience periodic flooding during large rain events, therefore stormwater discharge from the proposed development must be limited so as not to exacerbate these flooding hazards. As individual parcels develop, Fitchburg Public Works staff and other city officials will be consulted to determine whether runoff can be properly contained or if additional measures will be required to supplement the proposed regional ponds.

Land Use Density and Intensity

Commercial

Due to the variety of acceptable end users for the commercial lots within the JQCDP area, individual lots are anticipated to differ in open space ratios and parking requirements. The commercial mixed retail lot is anticipated to have a maximum building footprint of 160,000 square feet while the commercial outlots within the planning area are anticipated to have building footprints generally between 4,000 and 6,000 square feet. All commercial buildings will be between 1-3 stories in height. One story commercial buildings within the planning area will be required to have a higher façade presence to provide the appearance of a two story or “near-two story” structure.

Residential

The northeast multi-family lot proposes 250-300 apartments for a density of approximately 38-46 dwelling units per acre(du/ac). These units will offer a wide range of market rate apartments for employees, families, and general community renters, all served by a variety of on-site amenities. The proposed multi-family building is anticipated to be 3-5 stories in height.

The northwest mixed-use lot shown in Concept A (Appendix E) proposes approximately 32-58 units (5-9 du/ac) if developed for residential land use. These units will offer a wide range of market rate apartments distributed between multiple building structures that are 1-3 stories in height. One story residential buildings within the planning area will be required to have a higher façade presence to provide the appearance of a two story or “near-two story” structure.

All residential development within the planning area is anticipated to generally contain the following distribution of unit styles:

- 60% = 1 Bedroom/Studio
- 32% = 2 Bedroom
- 8% = 3 Bedroom

SIP applications will address land use densities and intensities of each individual lot within the planning area.

Management and Maintenance

The on-going management and maintenance of areas within private lot boundaries will be the responsibility of site owners. Maintenance of pedestrian areas, sidewalks, stormwater management facilities, utilities, etc. within the development and along the public streets will be the responsibility of the developer, association or private lot owner. The maintenance of the multi-use trails in the right-of-way of the public streets and within the dedicated public open space of the site after the developer installs them will be the responsibility of the City. A Developer's Agreement will be negotiated with the City to establish the assignment of these responsibilities.

Timeline and Phasing

It is estimated that a complete buildout of the planning area may take three to five years. Construction of the internal commercial access road, installation of utilities to serve the various users of the planning area, and mass grading on the site is anticipated to begin within one year of adoption of the proposed JQCDP and subsequent GIP. This construction will also include the public right of way improvements necessary to properly serve the overall development.

The commercial lots along McKee Road are expected to be the first tenants to improve on the site and will proceed immediately following the installation of the access road and utilities serving each lot. The multifamily development in the northeast of the planning area is anticipated to begin construction within one year of the adoption of the JQCDP and subsequent GIP. The final phase of development for the planning area will be associated with the 19-acre mixed retail/residential lot, which is anticipated to begin construction within three to five years of the JQCDP approval.

Developer Involvement

The developer, Fitchburg Partners, LLC, is an established development group located in Grand Rapids, Michigan. They plan on being the long-term leaseholder of the smaller commercial properties and selling the larger commercial property and multifamily property to users whose intended developments are compatible with the guidelines contained within this CDP. The representatives of Fitchburg Partners have a history of implementing successful and high-quality retail clusters throughout the Midwest, including within Dane County. Previous developments have attracted high quality brands including users like Meijer, Costco, Hy-vee, Target, Home Depot and many others.

Public Involvement

Public engagement will be incorporated into the Jamestown Quarry Comprehensive Development Plan throughout the planning and development process. The design team has worked closely with City Staff, Alders, and neighborhood representatives in the development of this CDP submittal. Prior to this submittal, the development plans were discussed at a neighborhood meeting held on Thursday April 18th at the park shelter in

Huegel Jamestown Park with approximately 20-30 area residents in attendance. The overall comments and questions raised by attendees during the meeting are generally summarized below:

Q: What is the anticipated timeline for development?

A: The first phases of construction are anticipated to begin by the end of 2024 with a full buildout of the planning area occurring within the next 3-5 years.

Q: What landscaping buffers will be provided to aid in visual screening and mitigation of dust from the active Wingra Stone operating plant?

A: A variety of landscaping berms are included in the proposed development plans including extensive plantings of coniferous trees to provide visual screening year-round. These trees will also aid in trapping airborne dust sourced from the Wingra Stone plant.

Q: Will improvements be made to drainage from the site?

A: The development team has coordinated closely with Fitchburg Public Works to meet capacity restrictions for stormwater runoff in the area. Drainage to City of Madison parcels will be limited so as to not exacerbate the known structural flooding concerns in the area.

Q: What type of housing is being proposed?

A: Market rate housing is proposed for all residential development on the site.

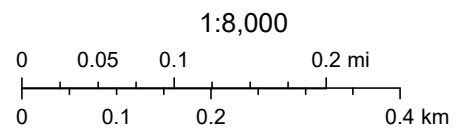
Overall, those in attendance were in support of the proposed development plan and voiced their enthusiasm for the long-term goal of a less industrious land use in the area. Public involvement will continue to be incorporated into the planning process and throughout the development of the individual lots.

APPENDIX A - SITE CONTEXT MAP



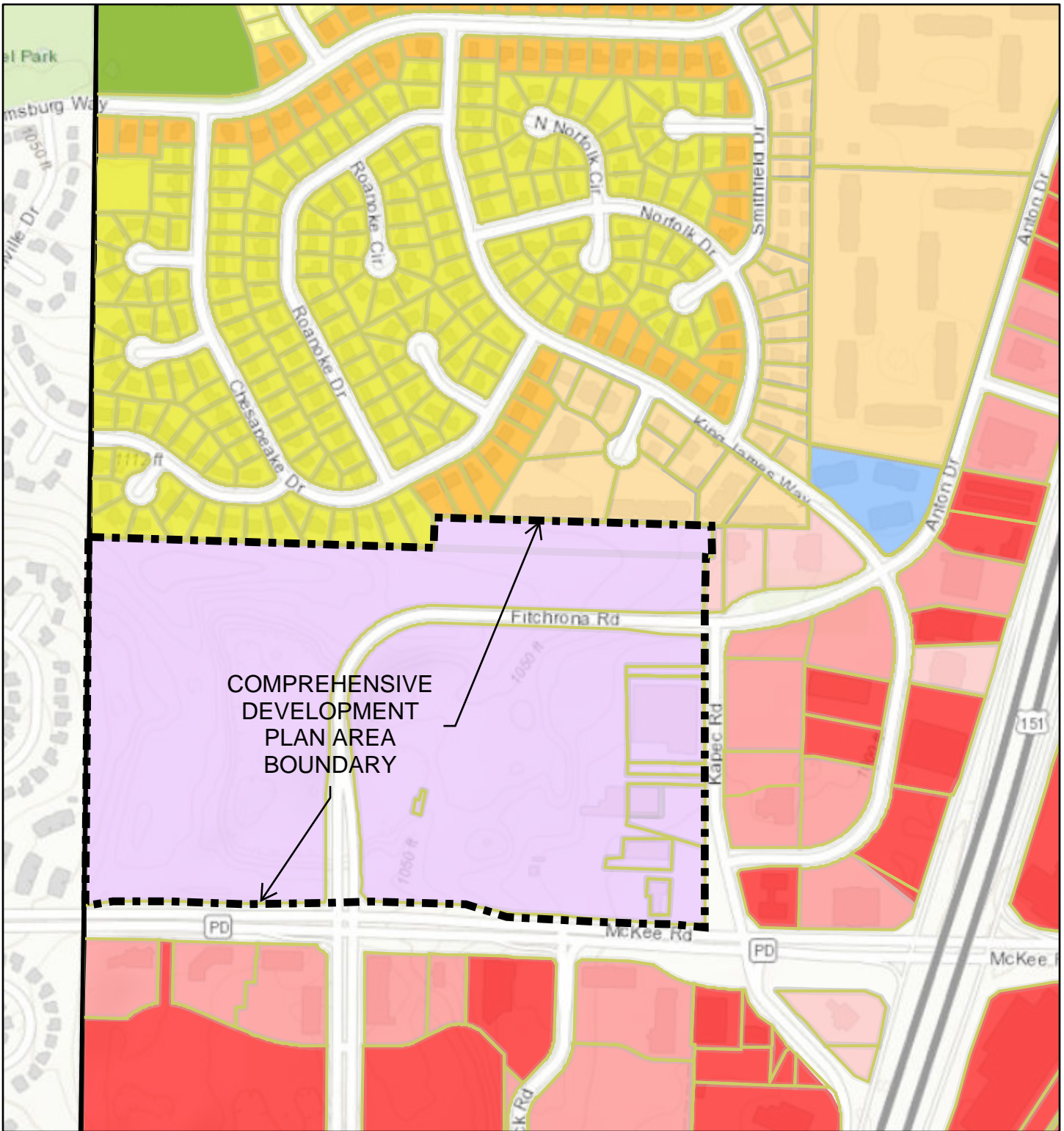
April 4, 2024

-  Parcels
-  Municipalities



*If approved, current CDP will require amendment when Wingra Stone operating plant and adjacent parcels are re-developed. There are no development plans for these parcels at this time.

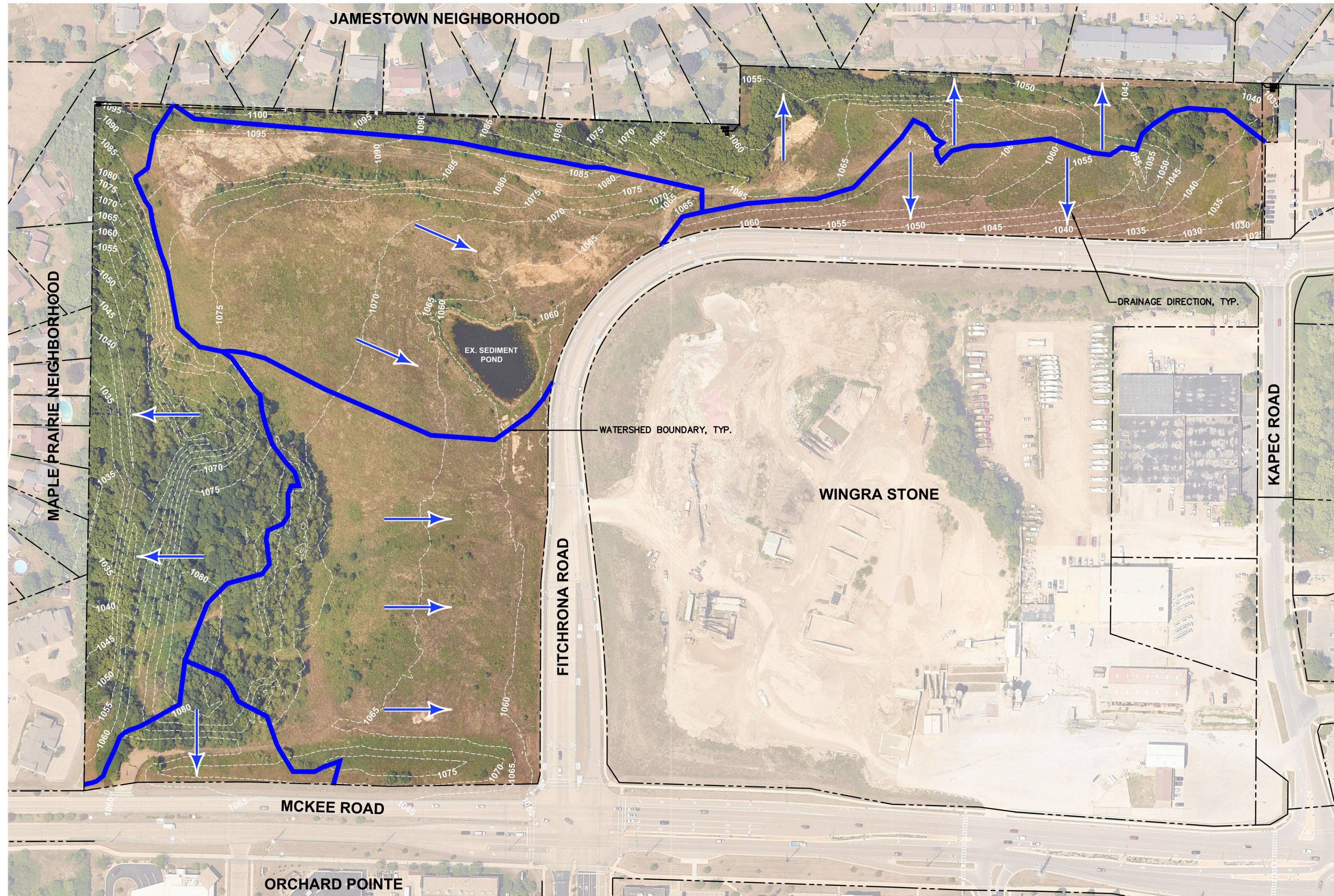
APPENDIX B - EXISTING ZONING MAP



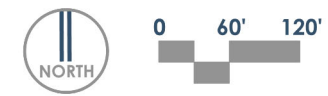
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Zoning	General Business	0	270	540	1,080 ft
Low Density Residential	Rural Development	0	80	160	320 m
Planned Development District - Specific Implementation Plan	Highway Business				
Low to Medium Density Residential	Professional Business				
Former R-4 Residential	No Value				
Medium Density Residential	Parcels				
Park and Recreation	City Limits				

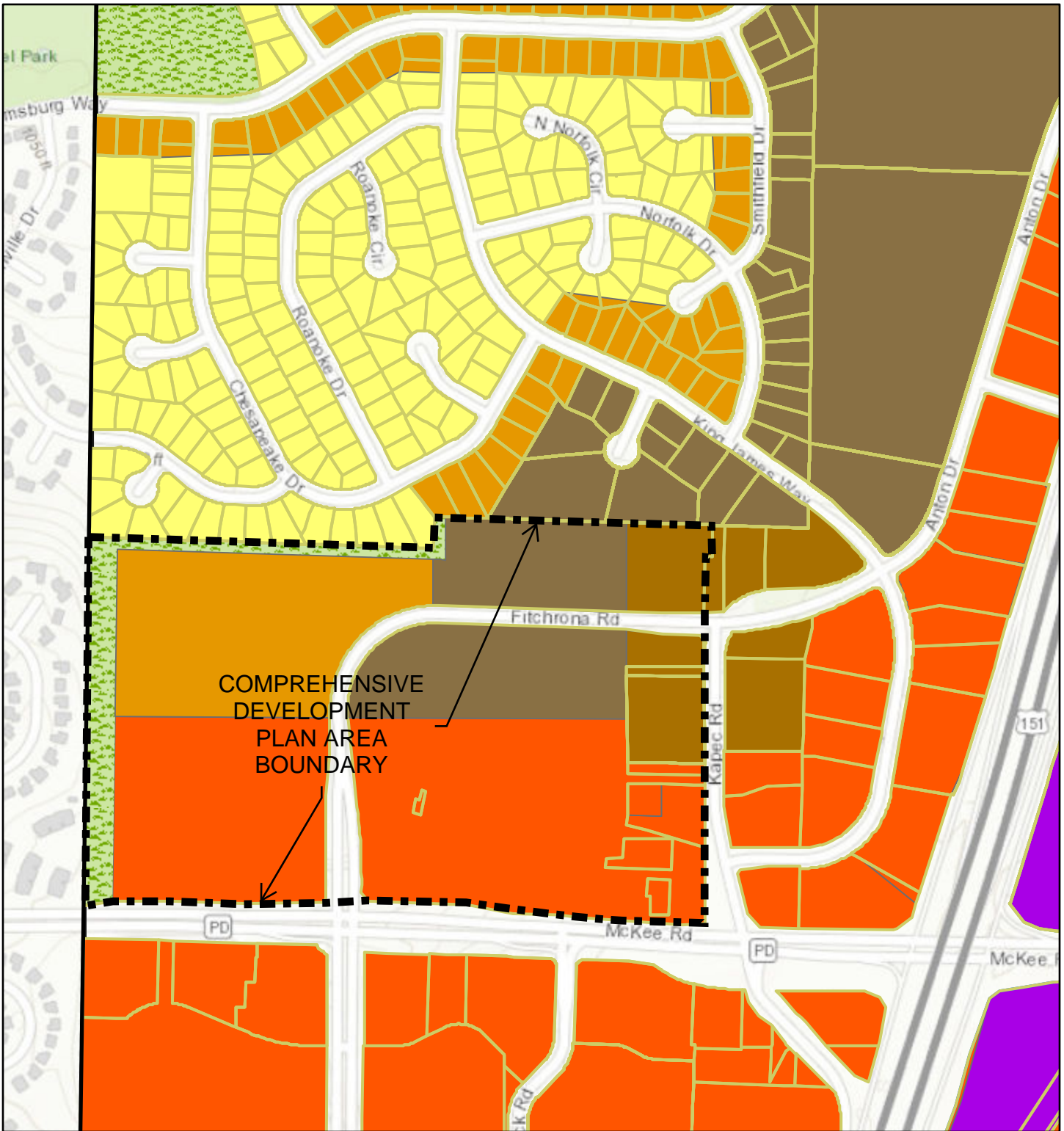
County of Dane, Esri Canada, Esri, HERE, Garmin, INCREMENT P, Intermap, USGS, METI/NASA, EPA, USDA



File: I:\2022\2116\DWG\Civil Sheets\2116\SWMP 2.dwg Layout: Existing Conditions (graphic) User: mmmmm! PlotDate: Apr 22, 2024 - 11:10am Xref:



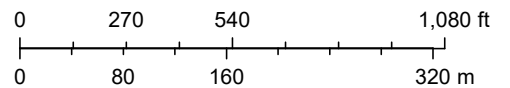
APPENDIX D - FUTURE LAND USE MAP



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- Parcels
- BUS - Business
- HDR - High Density Residential
- I-G - Industrial-General
- MDR - Medium Density Residential
- M-U - Mixed-Use
- P&C - Park & Conservancy
- LDR - Low Density Residential
- Completed Study Area
- City Limits



County of Dane, Esri Canada, Esri, HERE, Garmin, INCREMENT P, Intermap, USGS, METI/NASA, EPA, USDA



PARCELS	BUILDING FOOTPRINT/UNITS
Commercial Lot 1 13.1 acres	~120,000 sf
Mixed Use Lot 1 6.4 acres	~32-58 units
Multi-Family Lot 1 6.5 acres	~250-300 units
Outlot 1 1.5 acres	~4,000 sf
Outlot 2 1.2 acres	~6,000 sf
Outlot 3 1.8 acres	~6,000 sf
Outlot 4 1.1 acres	~4,000 sf
Storm Outlet 0.9 acres	



PARCELS	BUILDING FOOTPRINT/UNITS
Commercial Lot 1 19.5 acres	~160,000 sf
Multi-Family Lot 1 6.5 acres	~250-300 units
Outlot 1 1.5 acres	~4,000 sf
Outlot 2 1.2 acres	~6,000 sf
Outlot 3 1.8 acres	~6,000 sf
Outlot 4 1.1 acres	~4,000 sf
Storm Outlet 0.9 acres	

PART OF THE SOUTHWEST 1/4 OF SECTION 6, TOWNSHIP 6 NORTH, RANGE 9 EAST, IN THE CITY OF FITCHBURG, DANE COUNTY, WISCONSIN, WHICH IS BOUNDED AND DESCRIBED AS FOLLOWS:

COMMENCING AT THE SOUTHWEST CORNER OF SAID SOUTHWEST 1/4; THENCE N00°54'30"E ALONG THE WEST LINE OF SAID SOUTHWEST 1/4 60.00 FEET TO THE POINT OF BEGINNING OF LANDS DESCRIBED HEREINAFTER; THENCE N00°54'30"E ALONG SAID WEST LINE 1260.95 FEET TO A POINT IN THE SOUTH LINE OF FOURTH ADDITION TO JAMESTOWN; THENCE S88°14'32"E ALONG SAID SOUTH LINE 1185.15 FEET TO A POINT; THENCE N00°59'08"E ALONG SAID SOUTH LINE 108.79 FEET TO A POINT; THENCE S88°02'32"E ALONG SAID SOUTH LINE 959.76 FEET TO A POINT; THENCE S00°07'28"W 287.03 FEET TO A POINT ON THE NORTH LINE OF FITCHRONA ROAD; THENCE S88°29'33"W ALONG SAID NORTH LINE 162.53 FEET TO A POINT; THENCE N87°57'47"W ALONG SAID NORTH LINE 773.45 FEET TO A POINT OF CURVATURE; THENCE SOUTHWESTERLY 581.50 FEET ALONG SAID NORTH LINE AND ARC OF A CURVE, WHOSE CENTER LIES TO THE SOUTHEAST, WHOSE RADIUS IS 363.00 FEET, AND WHOSE CHORD BEARS S46°08'43"W 521.29 FEET TO A POINT; THENCE S00°15'07"W ALONG SAID NORTH LINE 155.82 FEET TO A POINT; THENCE S05°14'28"W ALONG SAID NORTH LINE 138.07 FEET TO A POINT; THENCE S00°15'12"W ALONG SAID NORTH LINE 352.02 FEET TO A POINT; THENCE S13°52'50"W ALONG SAID NORTH LINE 18.08 FEET TO POINT "A" ON THE NORTH LINE OF MCKEE ROAD "CTH PD"; THENCE S89°03'48"W ALONG SAID NORTH LINE 271.64 FEET TO A POINT; THENCE N88°12'32"W ALONG SAID NORTH LINE 255.12 FEET TO A POINT; THENCE S89°47'50"W ALONG SAID NORTH LINE 209.06 FEET TO A POINT; THENCE S81°09'39"W ALONG SAID NORTH LINE 100.03 FEET TO THE POINT OF BEGINNING.

SAID DESCRIBED PARCEL OF LAND CONTAINS 1,149,920 SQUARE FEET OR 32.596 ACRES.