

Plan Commission
Initiated By

Planning/Zoning
Drafted By

August 28, 1996
Date

ORDINANCE NO. 96-0-12
AN ORDINANCE AMENDING ZONING DISTRICT MAPS FOR
ST. MARY'S PROPERTY, PART OF SECTION 3, T6N, R9E.

WHEREAS, pursuant to Fitchburg Ordinance No. 87-0-06, Zoning District Maps were adopted within the corporate limits of the City of Fitchburg until expressly altered by the City Council, and

WHEREAS, St. Mary's Hospital, Vandewalle & Associates-agent, has submitted an application (RZ-0664-96) for Planned Development District (PDD) zoning, for a mixed use project, and

WHEREAS, public hearings were held before the Plan Commission on June 4, 1996 and August 6, 1996, and

WHEREAS, the Plan Commission has determined the proposed land use to be in general accord with the General Land Use Plan, and

WHEREAS, the Plan Commission has reviewed the PDD portion according to criteria set forth in Sec. 22.85 of the Zoning Ordinance, and has determined the request, in conjunction with the proposed conditions, meet said criteria, and

WHEREAS, the Plan Commission has recommended approval, with conditions, of rezoning request RZ-0664-96

NOW, THEREFORE, the City Council of the City of Fitchburg does ordain that the Zoning District Maps of the City of Fitchburg be amended to include in the Planned Development (PD) District property described in Exhibit A. The applicant's General Implementation Plan (GIP) is approved subject to the following:

1. Documents - Approval of this ordinance is subject to and based on the following information received from the applicant, and which information is hereby incorporated as if it were a part of this ordinance:

- A. May 14, 1996 GIP document by Vandewalle & Associates and Kee Architecture, except as may be amended by subsequent materials.
- B. Traffic study of June 1996 and memo of August 9, 1996.

- C. Strand memos analyzing the traffic report.
- D. Draft site regulatory standards dated August 27, 1996.
- E. Revised site plan, primarily showing expanded park areas.
- F. Sketch drawings of July 16, 1996.

2. Effect - The rezoning shall not take effect until a preliminary plat has been approved. The preliminary plat shall be submitted to the City within 6 months of Council action on this request. If the plat is not submitted in a timely manner, the rezoning approval is null and void.

3. Developer Agreement - A developer's agreement controlling the PDD-GIP zoning shall be finalized. The agreement shall require Council approval and shall be approved within 6 months of the date of Council approval of this ordinance or by the time of approval of the preliminary plat, whichever occurs first.

4. Park - The requirements regarding park dedication and various park fees are established as follows:

- A. Park dedication shall occur as noted in the revised site plan and site regulatory standards. Credited parkland as shown shall not be used for stormwater detention or retention.
- B. The developer is allowed to place a maximum of 290 dwelling units on the site in accord with the approved site regulatory standards with the credited park dedication of 354,953 sq. ft. covering 122 dwelling units, and the remaining 168 dwelling units to be covered by a fee-in-lieu of dedication. At the time of signing of the final plat, the fee-in-lieu of dedication shall be paid for the first 132 of the dwelling units. The remaining 36 shall be paid at the time of SIP approval. The 290 dwelling unit figure includes the planned 254 dwelling units, plus a 36 dwelling unit cushion intended to cover additional dwelling units that may be developed on either of Sites 10, 11, 15 or 20.
- C. Park improvement fee shall be based on the 254 dwelling units and paid in three annual installments with 100 units paid in each of the first two years. The per unit fee shall be \$75.00, and increased by 6% annually.

- D. Developer shall grade, at no cost to the City, the park areas of Site 12 and 18 to City specifications and to be suitable for the noted recreational facilities.
- E. The developers have met the street frontage standards for the maximum total potential dwelling units identified for the property (490 du).

5. Use - The uses shall be as generally identified in the site regulatory standards. However, for the general retail, office, commercial or business designations, specific uses are subject to approval at the time of the SIP.

For GIP purposes, uses permitted in B-P and B-G zoning districts shall generally be acknowledged as allowable. Use levels identified as conditional in the B-P and/or B-G districts shall be specified at time of SIP approval.

Signage plans shall be specified at SIP stage.

6. Infrastructure - Besides installing required on-site infra-structure, the developers shall install, with specific timing and standards to be decided at the plat stage, the following off-site improvements:

- A. Third southbound lane with taper for turn movements. Taper shall be at both Fish Hatchery entrances.
- B. Signalize north site intersection at Fish Hatchery Road.
- C. Lengthen northbound left turn bays to 250' total length.
- D. Recreational trails.
- E. It is applicant's responsibility to fully meet the standards of Chapter 27 and to provide wet basin design to filter out stormwater pollutants.

The street through sites 16 & 17 shall be public.

No waivers or revised standards are approved at this time, although applicants are asking for modifications to the land division ordinance standards. Consideration of the modification request will occur at the time of platting.

7. Other - An association shall be created to handle maintenance and other issues associated with the more urban nature of the project and which require higher levels of maintenance and responsibility than that for which the City normally performs.

Applicants shall provide public art in key areas such as plazas or courtyards. A budget for such art shall be determined at time of platting.

Proper landscaping/screening shall occur in Fish Hatchery Road buffer area in minimum accord with concept drawings and 7-16-96 cross-section sketches.

Deed restrictions shall be developed to promote harmony within the overall project, but yet to allow for architectural judgment.

Street furniture, paving patterns and other associated features shall be designed for SIP submittals.

8. Approval is based on the above identified conditions and submitted information. The required SIP is subject to further conditions of approval for this development.

9. A public improvement agreement is required.

10. Applicant shall pay the cost of ordinance publication.

This ordinance shall take effect upon adoption and publication, or the required receipt of owner's consent, whichever occurs last.

The above and foregoing ordinance was duly adopted by the Common Council of the City of Fitchburg at a regular meeting held on September 10, 1996.

Karen Peters
Karen Peters, City Clerk

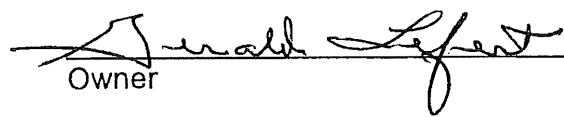
Approved: Sept. 12, 1996

Douglas W. Morrissette
Douglas W. Morrissette, Mayor

Ordinance no. 96-0-12
Page 5 of 5

In accordance with Sec. 22.86 of the Zoning Ordinance, the owners of record of all included parcels shall indicate their consent in writing, within 30 days of City Council action before PDD zoning goes into effect.

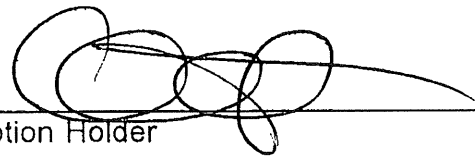
Date: 10-10-96


Owner

Date: _____

Owner

Date: 09/10/96


Option Holder

Terry Leonard

....., being duly sworn, deposes and says that he/she is Office Manager of the Fitchburg Star, a weekly newspaper printed and published in the City of Fitchburg, in said county, and that a notice, a copy of which is hereunto annexed, was published in said paper, once each week for

(1) ONE successive weeks, first publication being on the 19th day of SEPTEMBER A.D. 1996, second publication being on the _____ day of _____ A.D. 19____, and the last publication being on the _____ day of _____, A.D. 19____.

Terry Leonard

For GIP purposes, uses permitted in B-P and B-G zoning districts shall generally be acknowledged as allowable. Use of uses identified as conditional in the B-P and/or B-G districts shall be specified at time of SIP approval. Signage plans shall be specified at SIP stage.

BEFORE ME THIS 4th DAY OF OCT A.D. 1996.

8:30 19 96

State of Wisconsin
NOTARY PUBLIC
David R. Booth

NOTARY PUBLIC, DANE CO. WIS.

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/s/ Karen Peters, City Clerk
/s/ Douglas W. Morrisette, Mayor
Approved: September 12, 1996
- In accordance with Sec. 22.86 of the Zoning Ordinance, the owners of record of all included parcels shall indicate their consent in writing, within 30 days of City Council action before PDD zoning goes into effect.
Published: September 19, 1996

tion @ _____ \$ _____
quent insertions @ _____ \$ _____
1.00
TOTAL: \$ _____

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ZONING DISTRICT MAPS FOR ST. MARY'S PROPERTY, PART OF SECTION 3, T6N, R9E**

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General Implementation Plan Hatchery Hill

Project

Hatchery Hill

Submitted by

Dave Schutz
Schutz Construction

Real Estate Contact

Dave Cushman
Cushman Development Corporation

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Land Use Planning & Development Consultant

Brian Vandewalle, Principal Planner
Vandewalle & Associates

Project Engineer

Ronald Klaas, P.E.
D'Onofrio, Kottke & Associates, Inc.

Date

May 14, 1996



Site Description

Subject Property

The property is located along the western right-of-way of Fish Hatchery Road, north of the intersection of CTH PD/McKee Road. The right-of-way of High Ridge Trail is the northern property boundary. The approximately 64 acre parcel is bounded to the west by a public greenway owned by the City of Fitchburg.

Access

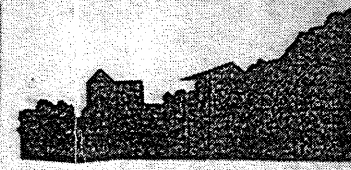
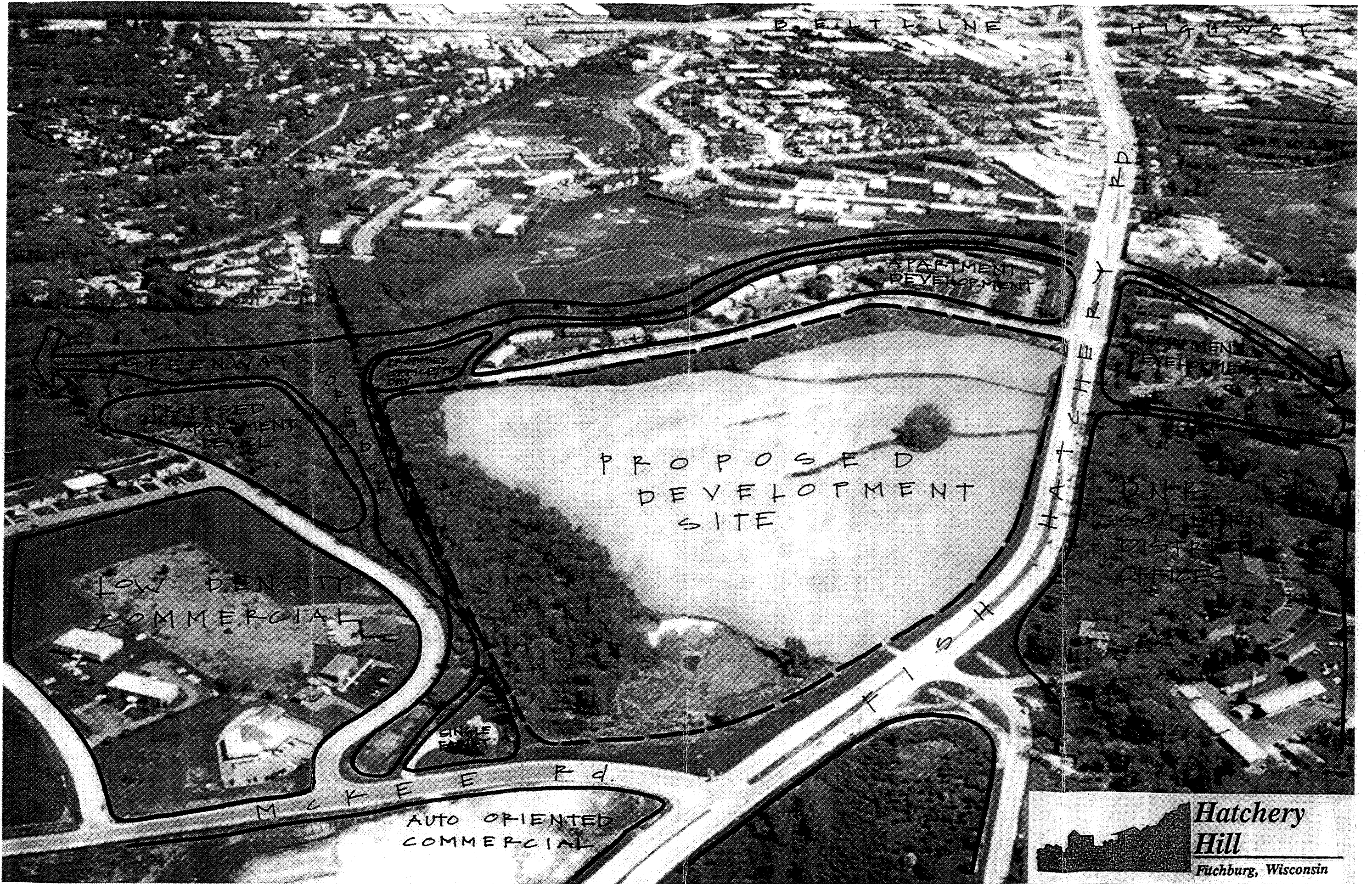
Current access to the parcel exists through curb cuts located along Fish Hatchery Road immediately across from the entry to the Department of Natural Resources Southern District office, and across from the Glacier Valley Road and Fish Hatchery Road intersection. Median breaks exist at each of those locations. The City of Fitchburg has also expressed a need for a connection from the western end of High Ridge Trail southerly to Fish Hatchery Road. Other potential private site access points include a McKee Road westbound access point on the western edge of the property, as well as an additional access point at the eastern end of High Ridge Trail.

Surrounding Land Uses

Land uses around the subject property are varied (see attachment). To the north and northeast are high density residential apartment developments. Department of Natural Resources Southern District office and Fish Hatchery is located to the east across Fish Hatchery Road. The park like setting of the Department of Natural Resources facility will be considered in the planning and design of the subject property to create a complimentary frontage immediately adjacent to the Department of Natural Resources property. To the south on the southwest corner of the CTH PD/McKee Road and Fish Hatchery intersection lies a newly constructed auto oriented commercial development.

A City of Fitchburg owned greenway corridor lies immediately to the west. This green-space ties directly to the Nine Spring E-Way System to the north. Development to the west of the greenway includes some low density commercial adjacent to Yarmouth Greenway Drive and a large mixed residential neighborhood under construction.

Adequate public utilities surround the subject property. Their immediate presence, and the relative use with which they can be linked into appropriate development on the subject property, are positive features of this Comprehensive Development Plan (CDP).



Hatchery Hill

Fitchburg, Wisconsin

Site Environmental Features

The site is varied topographically. A high ridge runs north and south through the site along the western side of the property. Several vista points lie along the ridge orienting primarily to the east. The ridge falls off steeply to the west down to an intermittent stream along the west property line. The steep slope is heavily wooded and should be preserved. A small wood lot located in the existing agricultural land as well as a number of mature oaks along High Ridge Trail should be preserved.

To the east, the ridge falls gradually towards Fish Hatchery Road. This area is currently agricultural land. The site drains primarily towards Fish Hatchery Road through two shallow swales. There is approximately 80' of elevation difference from the site high point to its low point.

Adjacent to the Fish Hatchery Road and CTH PD/McKee Road intersection is an area of approximately 3 acres that in the past was used for gravel extraction.

A tall berm/ridge lies along High Ridge Trail on the north edge of the property. This berm is presently wooded with primarily "weedy" tree species. The wooded berm creates a long buffer corridor the length of the northern property line.

More detailed site opportunities and constraints may be found on the attached site analysis.

Existing Zoning

The subject property is currently zoned multi-family residential. This General Implementation Plan's proposed land use is consistent with the City of Fitchburg's general Land Use Plan, prepared by Regional Planning Commission in 1994. The general planning classifications proposed on the Regional Planning Commission document for this parcel consists of approximately one half the property as Business and one half High Density Residential.

Two approval stages are required by the City prior to actual development: 1) the review and approval of a General Implementation Plan by the City Plan Commission, Park Commission and Council, and 2) the review and approval of a Specific Implementation Plan for any development site within the project boundary. The Comprehensive Development Plan is intended to consider factors related to the character of development, land use pattern, intensity of use, economic, environmental and service impacts and other pertinent general factors.

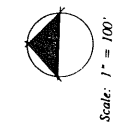
site plan



VANDERWALLE & ASSOCIATES
A Member Group
Madison & Milwaukee, Wisconsin



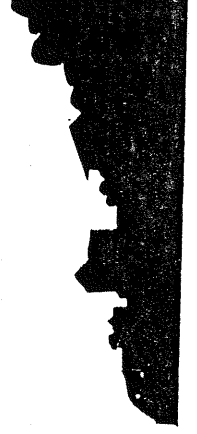
IREE
Architects



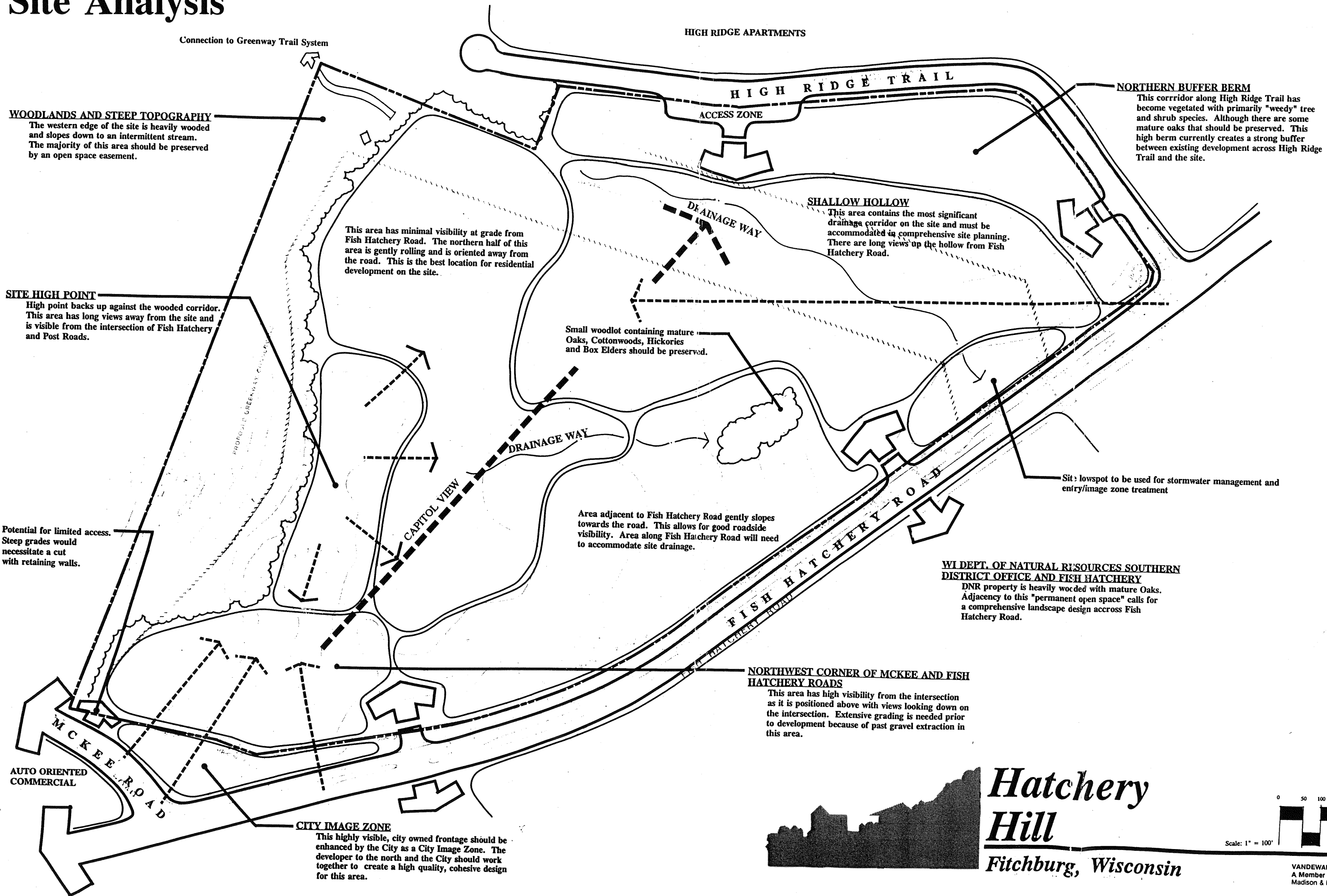
Date: January 2, 1995
Revised Date: May 10, 1995

Hatchery Hill

Fitchburg, Wisconsin



Site Analysis



WOODLANDS AND STEEP TOPOGRAPHY
The western edge of the site is heavily wooded and slopes down to an intermittent stream. The majority of this area should be preserved by an open space easement.

NORTHERN BUFFER BERM
This corridor along High Ridge Trail has become vegetated with primarily "weedy" tree and shrub species. Although there are some mature oaks that should be preserved. This high berm currently creates a strong buffer between existing development across High Ridge Trail and the site.

This area has minimal visibility at grade from Fish Hatchery Road. The northern half of this area is gently rolling and is oriented away from the road. This is the best location for residential development on the site.

SHALLOW HOLLOW
This area contains the most significant drainage corridor on the site and must be accommodated in comprehensive site planning. There are long views up the hollow from Fish Hatchery Road.

Small woodlot containing mature Oaks, Cottonwoods, Hickories and Box Elders should be preserved.

Site lowspot to be used for stormwater management and entry/image zone treatment

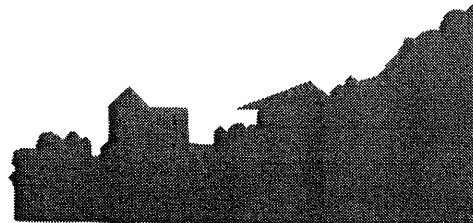
Potential for limited access. Steep grades would necessitate a cut with retaining walls.

Area adjacent to Fish Hatchery Road gently slopes towards the road. This allows for good roadside visibility. Area along Fish Hatchery Road will need to accommodate site drainage.

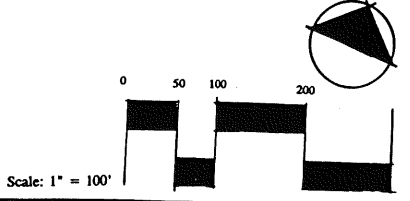
WI DEPT. OF NATURAL RESOURCES SOUTHERN DISTRICT OFFICE AND FISH HATCHERY
DNR property is heavily wooded with mature Oaks. Adjacency to this "permanent open space" calls for a comprehensive landscape design across Fish Hatchery Road.

NORTHWEST CORNER OF MCKEE AND FISH HATCHERY ROADS
This area has high visibility from the intersection as it is positioned above with views looking down on the intersection. Extensive grading is needed prior to development because of past gravel extraction in this area.

CITY IMAGE ZONE
This highly visible, city owned frontage should be enhanced by the City as a City Image Zone. The developer to the north and the City should work together to create a high quality, cohesive design for this area.



Hatchery Hill
Fitchburg, Wisconsin



General Implementation Plan

Site Plan Description

The subject property is viewed by the City staff and officials, property owners and consultants involved to be a key parcel in serving the needs, present and future, of the community of Fitchburg. The proposed General Implementation Plan has been designed to respond to the needs and concerns of City staff and property owners. The plan has been created with a respect for nearby land uses and follows sound general planning and design practices.

The proposed General Implementation Plan sets the framework for a mixed use development to serve and house residents of the Fitchburg community. The plan integrates commercial, office, retail and residential uses. The concept includes requirements for pedestrian connections between land uses and integrated auto circulation.

The proposed site plan recognizes the variation in topography, the existing vegetation and the surrounding land uses. The issues and features which contribute to the design are many and varied, but the design concept is relatively simple. Two natural flumes converge at the site's low point near the northern entrance off of Fish Hatchery Road. A permanent pond is created at this intersection which marks the northern entrance to the development, in addition to controlling discharge of storm water. With the flume, the pond, a recreation area, and an existing mature woodlot, this part of the site will be relatively open in feeling, relating strongly to the wooded area of the State Fish Hatchery across the road, continuing its park-like character into Hatchery Hill.

The design of the south end of the development is shaped by the higher ground at this part of the site. This high point is connected to the pond at the north by a street lined with buildings which increase in density as one moves from north to south. An intersecting diagonal street is on axis with the state capitol. The effect here is like a hill town, with buildings tightly clustered around public streets and spaces.

Connecting these two points is a gently curved residential street which is designed as a boulevard, and is lined with townhouses, apartments and cottages.

The street layout is not just a grid, nor the picturesque curvature of the romantic city, nor is it only the organic form found in vernacular villages. It combines aspects of all three: the grid is bent to the lay of the existing land and overlaid with a view corridor to the state capitol. This accommodation of the rational to the circumstantial results in something that has the feel of the vernacular village.

The overall intent is to create an integrated development which emphasizes connection rather than separation, and which will support a public realm made up of streets, boulevards, parks and squares. A summary of building areas and parking space follows the site plan.

Summary of Building Areas and Parking

Site	Description	Building Area		Parking	
		Commercial	Office	Commercial	Office
A	Office at 4-5 Stories		90,000		300
B/C	Commerical/Retail at 2 Stories	14,000	14,000	85	85
D/E	Office at 3 Stories		72,000		270
F	Corner Lot - Commercial Site	10,000		70	
G	Commercial Site by Pond & Road	18,000		90	
H	Corner Bank Site	6,000		22	
I	Grocery Store	55,000		217	
J(1)	Lower Level - Retail	12,000			
	Middle Level - Retail/Office	6,000	6,000		
	Upper Level - Office		8,000		
J(2)	Lower Level - Retail	10,000			
	Middle Level - Retail/Office	4,000	4,000		
	Upper Level - Office		8,000		
K	Lower Floor - Retail	12,000			
	Middle Floor - Retail	8,000			
	Upper Floor - Office		8,000	132	
L	Restaurant	6,000		98	
M	Commercial	3,000		10	
N	Retail/Office at 3 Floors w/Parking Below	6,500	13,000		26
O	Retail/Office at 3 Floors w/Parking Below	7,000	14,000		24
V	Office		11,000		44
W	Day Care	6,000		15	
X	Community Theater	18,000		100	
	Street Parking in Commercial Office Area			80	80
	Totals	201,500	248,000	919	829
	Total Commercial & Office Space		449,500		
	Total Commercial & Office Parking				1748
	Parking Spaces - Per 1,000 GSF				3.93

Summary of Dwelling Units and Parking

Site	Description	Number of Units	Parking	Remarks
P	Mid-Rise Residential 4-6 Stories	60	105	Parking is Underground
Q	16 Units Residential	48	48	Parking is Underground
R	Townhouses	34	34	Parking is Underground
S	Congregate Housing - Cottages	13	26	Garage Parking
	Congregate Housing - Apartments	75	70	On-Site Parking
	Congregate Housing - Nursing	12	20	On-Site Guest Parking
Street	Parking		100	Street Parking
	Totals	242	403	

Project Impact

Brief analysis of social, environmental and economic impacts on the community of the project, and positive relationships to the Land Use Plan.

This development is based on pedestrian linkages and on relationships which integrate, rather than separate. It is intended to knit varying uses and users into an identifiable entity. We believe that this will support the creation of a sense of community among residents, workers and shoppers within Hatchery Hill, and for the greater City of Fitchburg. Because of the visibility, location, and scale of this development, it is intended that its identity extend beyond its borders to become an effective center of the City of Fitchburg.

Open space easements are to be put in place to protect two significant environmental environmental features of the site: the wooded steep slopes to the west, and the small woodlot centrally located on the site. The two drainage corridors on the site provide keys to the geometric layout of the development, and will be accommodated by sound site design.

Storm water will be directed through an environmental buffer zone along Fish Hatchery Road, promoting infiltration and cleansing of storm water before its arrival at a permanent storm water retention pond at the low spot along the northeast border on the site.

The land itself is seen as a significant environmental feature, with its undulating form and variation in elevation of eighty feet. The proposed development pattern is intended to complement and work with the existing topography, rather than against it. Buildings and building massing are proposed which maintain and enhance a sense of the topography.

Working within standards for universal accessibility, it is also intended that a sense of the varying grades and heights be experienced by users of the site.

With over 400,000 combined square feet of office, commercial and retail space, it is anticipated that employment totaling over 1,500 persons will occur within the site. With full services available on the site, it is expected that the number of trips off the site will be greatly reduced, and that this level of employment will play a significant part in underpinning commercial activity on the site. We believe that the three hundred residential units on the site will also provide strong support for the on site businesses, especially, it is planned, by walking to their destinations. Finally, we expect that the majority of commercial activity will be generated by persons coming off the site for various purposes.

→ how?
 } sufficient width for all your purposes?



Lot Size and Location (See Exhibit A)

Lot patterns and sizes are shown on the accompanying graphics. The lotting pattern is different from platting under conventional zoning. Due to the integrated nature of the site plan, lot lines lie along center lines of private roads and parking areas. Lots 12, 18, and 21 are dedicated park and open space parcels. The storm water renovation area shown in lot area 3 will be controlled by the development organization.

Summary of Preliminary Lot Sizes

Site	Approximate Lot Sizes		Building Area	Number of Units	Parking**
	Square Feet	Acres			
1.	69,660	1.60	10,000		70
2.	66,929	1.50	18,000		90
3.	144,720	3.30			
4.	85,425	1.96	6,000		22
5.	234,165	5.38	55,000		217
6.	70,350	1.62	6,000		98
7.	26,130	0.60	3,000		10
8.	213,345	4.90	90,000		300
9.	42,210	0.97	40,500		50
10.	156,780	3.60	86,000		132
11.	249,240	5.72	72,000		270
12.	70,350	1.62			
13.	52,260	1.20	6,000		15
14.	68,340	1.57	18,000		100
15.	119,595	2.74	28,000		170
16.	68,390	1.60		60	105
17.	265,534	6.00		82	82
18.	28,140	0.65			
19.	259,290	5.95		100	116
20.	74,370	1.71	11,000		44
21.	100,500	2.31			
Dedication*	150,300	3.50			
Total Dedication	349,290	8.00			

*Dedicated lands on wooded slope outside of Lot 21

**Estimated on-street parking not included in figures:

- Commercial 160
- Residential 100



Public and Private (See Exhibit B)

Public lands include park and open space lands, as well as the proposed public street right-of-ways. Public parks and open space areas are organized to create varied park experiences. Dedicated park and open space lands total over eight acres. The park-land open space areas include an active play field on the north end of the site. The play field is located in this area to extend the open space along the existing swale from the storm water renovation area adjacent to the road. The lower portion of this site could store storm water in a 100 year event.

The child play park is centrally located between the residential areas and the commercial district. The play park is adjacent to the congregate living area, allowing for interaction between elders and youth. This park is approximately three quarters of an acre. This is an urban style park space. It is large enough for play equipment and a small play area. The scale and enclosed nature of this park creates a defined, safe feeling space for children. The child play park is less than 600 feet from any residential unit on the site. (A typical city block is approximately 600 feet.) There are no public streets between the park and any residential unit.

A corridor adjacent to the intermittent stream below the wooded slope will also be dedicated to the City of Fitchburg. The area delineated on the public and private graphic shows lands within 75 feet of the stream that are to be dedicated. Portions of the wooded slopes may also be dedicated. Exact configuration of these areas is yet to be determined. The Capital State Trail will be constructed through the site in the fall of 1996. The alignment of the trail has not yet been determined, but will lie east of the stream as shown. City staff wants the trail to lie on City property.

General Landscape Treatment (See Exhibit C)

The development of a suburban town center creates, even necessitates, the ability to meld the urban with the natural environment. It is our intent to carry this through the development down to the design detail. The theme of this development is based on the existing adjacent Fish Hatchery grounds, not only in attempting to make the immediately adjacent lands work in harmony with the park-like setting of the Fish Hatchery, but also to instill the spirit of the fish hatchery. This can be accomplished in many scales and ways from focusing on design details to introducing retail uses associated with the fish hatchery and natural resources.

As described on the general landscape plan graphic, specific areas will receive different landscape treatments and planting themes based on microclimatic conditions and desired effect. Overall, native species will be required in natural areas. Landscape design will be derived from elements of the natural landscape.

Storm water design will be critical on this site due to the density of development and the site's sloping nature. The goal is to utilize and implement the most innovative storm water techniques and improvements for cleansing and restoring urban runoff before it leaves the site and flows east to the Nine Springs Wetland System. The Department of Natural Resources is interested in making this a model urban storm water project due to the development's nature and to its location adjacent to the Southern District offices. This will necessitate a coordinated effort between the City, the State, and the developer.

*how can you
have a play field
near a swale -
Swale is necessary
that needs to be
dedicated.*

The Capital State Trail also weaves through the development. The trail will connect a large population base within the City of Fitchburg and beyond. It is our intent to connect to the main trail wherever possible and to make Hatchery Hill a bicycle-friendly development. Adequate bike parking stalls will be required throughout the Hatchery Hill development.

Transit (See Exhibit D)

Proposed transit routes are shown on the accompanying graphic. Bus stops should be centrally located in this development, adjacent to buildings, and in close proximity to large user populations.

Openspace Network (See Exhibit E)

The public space network consists of a combination of natural areas, an open play field, child play park, and public plazas. A public space spine links the different uses of the site. The public space network is the glue that holds the plan together internally, as a Main Street in a small town.

Phasing (See Exhibit F)

The initial phase of the development will be the commercial development shown on the accompanying phasing graphic. Phase one road improvements will include the south access road up to the entry of the commercial district. Roadway improvements will also be constructed entering adjacent to the storm water ponds and terminating next to Building K. The storm water renovation ponds will also be constructed during phase one improvements.

The second phase will introducing residential units to the site. Residential construction will most likely begin with townhouse and apartment development. Congregate housing will occur when the market demands and an appropriate developer arises.

Large office users such as sites 8 and 11 are presently being marketed and will be accommodated as need requires. Other sites such as the medical office, theater, and day care will develop when the appropriate user for the Hatchery Hill development arises. Special attention is being given to the mix of users to assure project success.

Hatchery Hill Association Responsibilities

Negotiations are on-going with tenants/owners for parcels 1, 4, 5, 6, 9, 10, 17 and 19. Terms of these negotiations include ownership structure, responsibility for non-publicly owned common areas and construction schedules. An association for all Hatchery Hill properties will be formed and responsible for overseeing these services, not limited to but including architectural and site plan review, parking lot and landscape maintenance, snow removal, and trash collection.

Planned Development District

Statement of rationale as to why Planned Development District zoning is proposed. This shall identify barriers that the developer perceives in the form of requirements of standard zoning districts and opportunities for community betterment the developer suggests are available through the proposed Planned Development District zoning.

The parcel is currently zoned for residential use. The General Land Use Plan for the City of Fitchburg envisions the site as high density residential with business uses along Fish Hatchery Road. The proposed plan combines commercial, retail, and residential into an integrated plan. It is intended that each of these uses will be connected by a public realm consisting of streets of appropriate scale, sidewalks, public plazas, parks, and natural landscaped areas.

Standard development districts would not generally support the degree of integration which is desired. We believe that the proposed design offers the prospect of building a sense of community, both physically and in spirit.

Choice

Canadian architect Moshe Safdie, best known for the housing project Habitat in Montreal, has suggested that, "Policy for the coming decades cannot rest on the premise of forcing a reversal of the desire to disperse, but rather, on facilitation and shaping our wanderings: *creating new centers of concentration within sprawling districts* - in other words, designing the best of both worlds."

According to architect Witold Rybcynski, author of *City Life, Home, and Looking Around*, "the popularity of shopping malls and of historic districts shows that people still enjoy meeting face-to face. We need both dispersal and concentration in cities - places to get away from each other, and places to gather - and it's time to stop assuming that one necessarily precludes the other."

Significant Community Benefits

1. This development concept provides an alternative to the numerous strip malls, shops and convenience stores presently available. Residents of Fitchburg will be provided a choice to work, shop, and if desired, to live in a more town-like environment than would be provided under more typical suburban planning concepts.
2. This plan preserves the wooded areas at the western ravine. Areas outside the dedicated environmental corridor could otherwise be made part of individual residential lots, with development and maintenance according to the desires of individual lot owners. In this design, the power of the unified environment is preserved rather than fragmented.
3. Siting of buildings is not on individual "pads", as occurs in typical commercial development, but in an integrated relationship to each other. This careful building placement results in public spaces between the buildings, and projects a town-like viewscape from within and outside the development. This amenity of civic space is sadly lacking in the more typical suburban development, and cannot be achieved under the zoning presently in place at this site.
4. The buildings are sited in a manner that respects the land by affirming the presence of varying topography, rather than flattening the land to create isolated development pads.
5. View corridors from the site toward the capitol, toward wooded areas, and within the site itself are created in this scheme. This would not likely occur in the typical development model.

General Implementation Plan

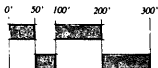
6. The design respects and maintains the existing natural drainage ways. This would not be assured under normal zoning criteria.
7. The planning concept provides a strong relationship with the grounds of the neighboring State Fish Hatchery, not only at its edges, but also within the development. This can be seen in the creation of a permanent pond, the additional landscaping linking the periphery to the woodlot, and in the open areas around the pond and other northern parts of the property.
8. The planning is intended to encourage pedestrian activity within the site rather than reliance on driving from building pad to building pad as usually occurs under more typical development concepts.
9. The development is intended to unfold over a 10-to-15 year time period, enabling future growth to occur in a more concentrated manner in this central area of Fitchburg, mitigating and possibly forestalling sprawl at the periphery of the city.
10. The use of the southern part of the site (site A) is designated for a significant user which will capitalize on the drama of the site. In the design that will ensue this will be apparent as viewed offsite from the south, and as experienced onsite in the more urban setting within.

Exhibit A
lotting pattern



VANDEWALLE & ASSOCIATES
A Member of The Lakeside Group
Madison & Milwaukee, Wisconsin

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Architects

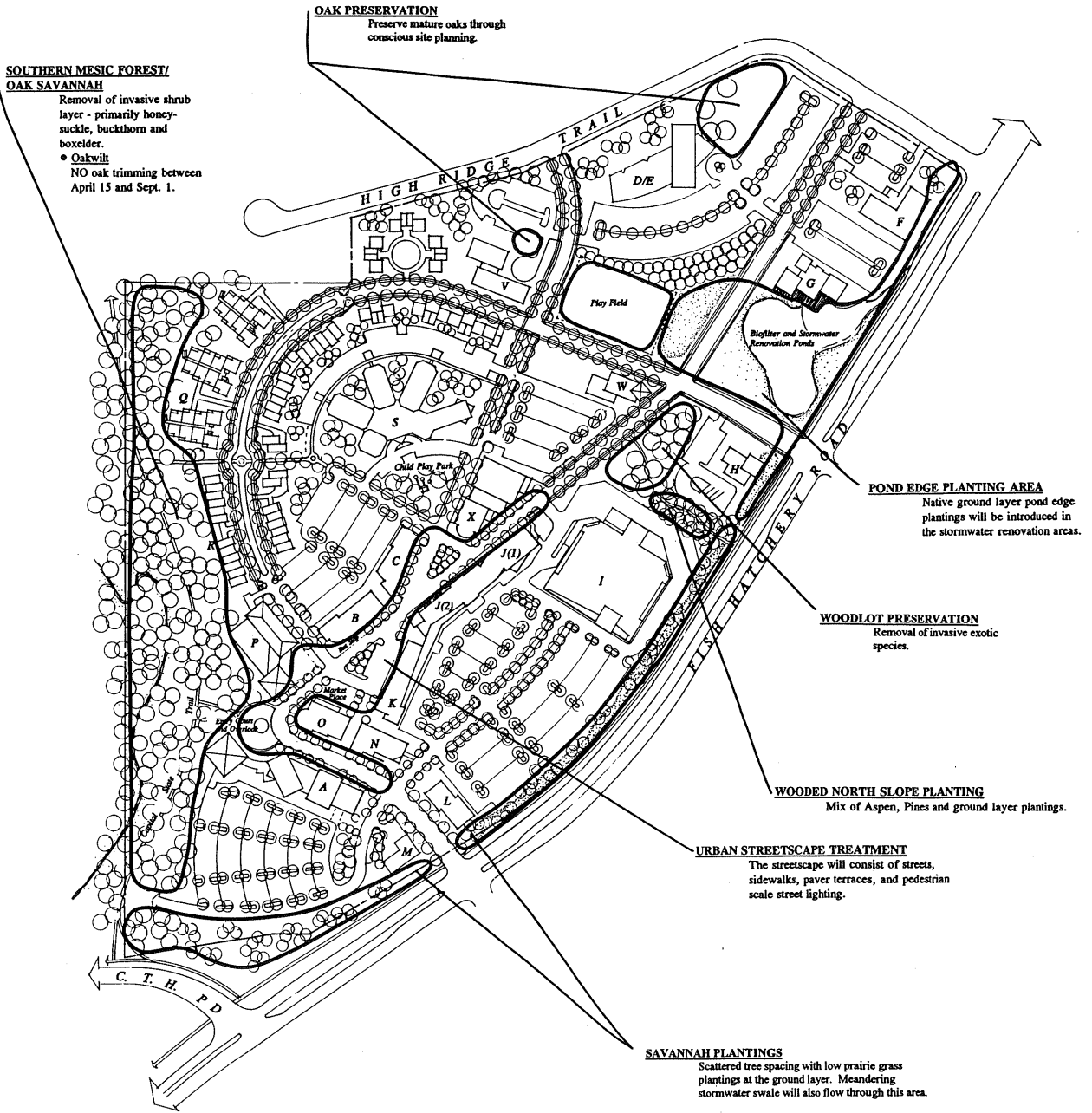


Scale: 1" = 100'

Date: January 2, 1996
Revised Date: May 10, 1996

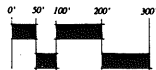


Exhibit C general landscape treatment



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Madison & Milwaukee, Wisconsin

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Architects

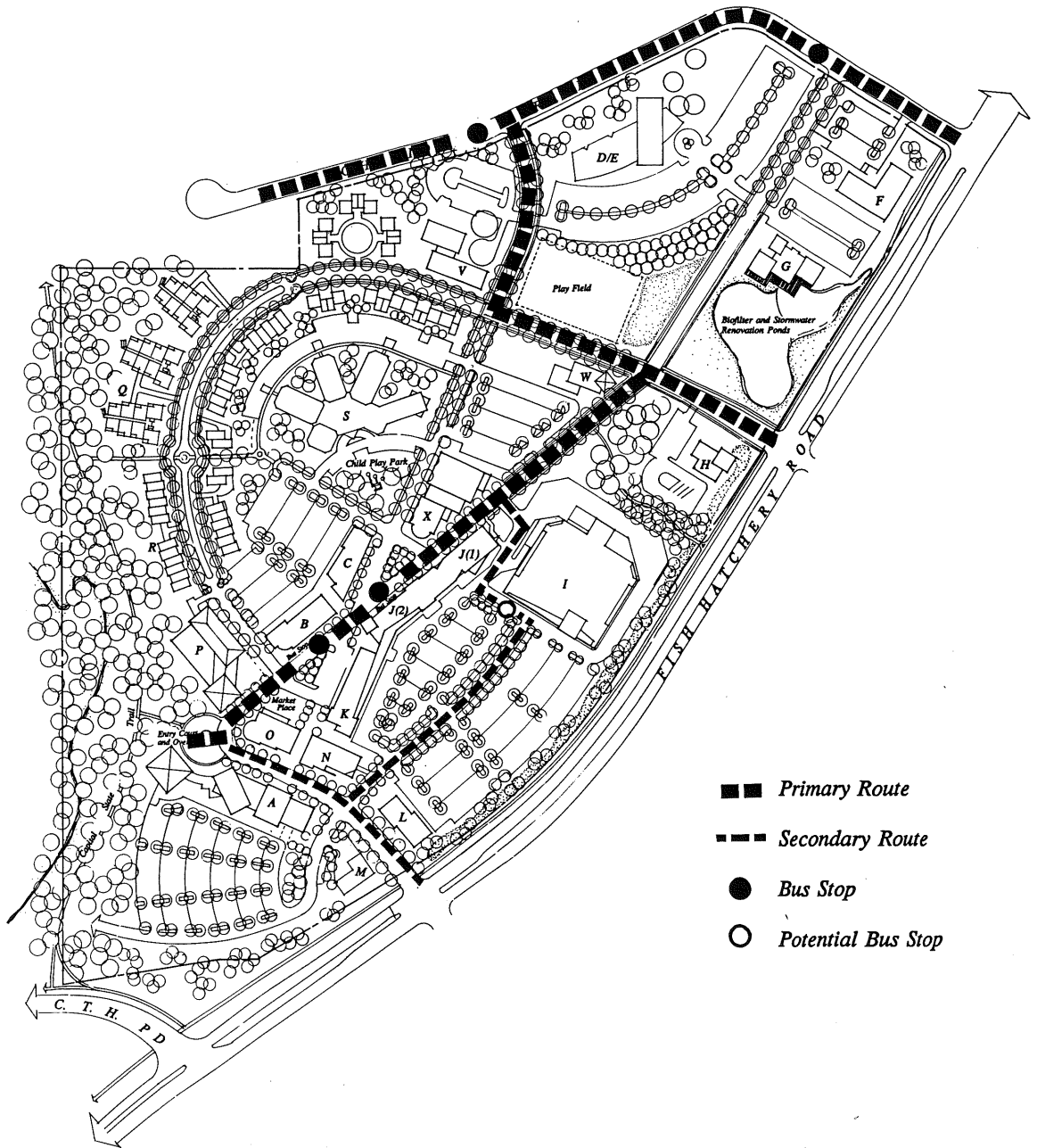


Date: January 2, 1996
Revised Date: May 10, 1996

Scale: 1" = 100'



Exhibit D
proposed transit routes



VANDORVILLE & ASSOCIATES
 A Member of The Lakeside Group
 Madison & Milwaukee, Wisconsin

REE
 Architects

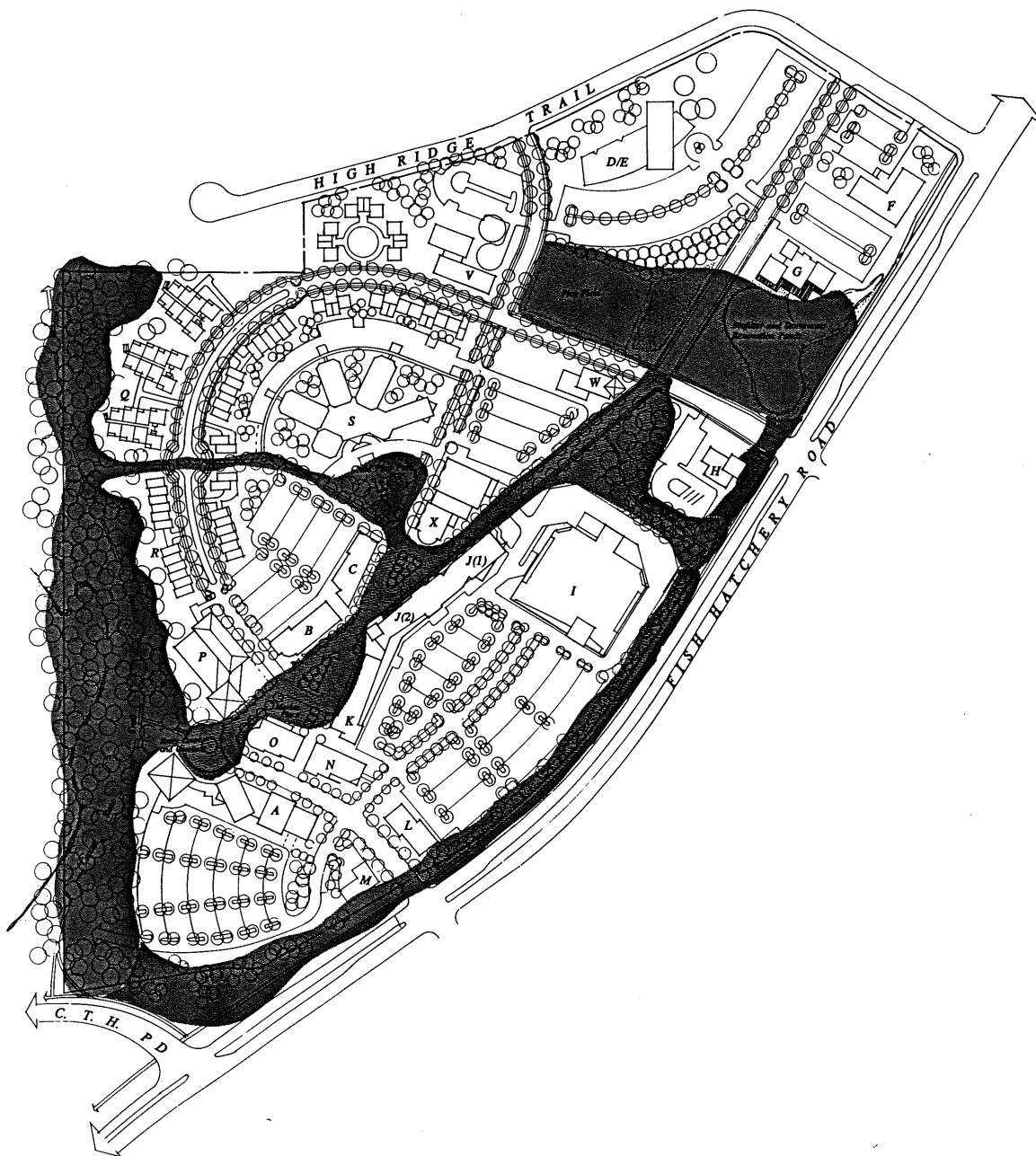
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Scale: 1" = 100'

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 Revised Date: May 16, 1996

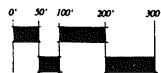


Exhibit E
openspace network



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Madison & Milwaukee, Wisconsin

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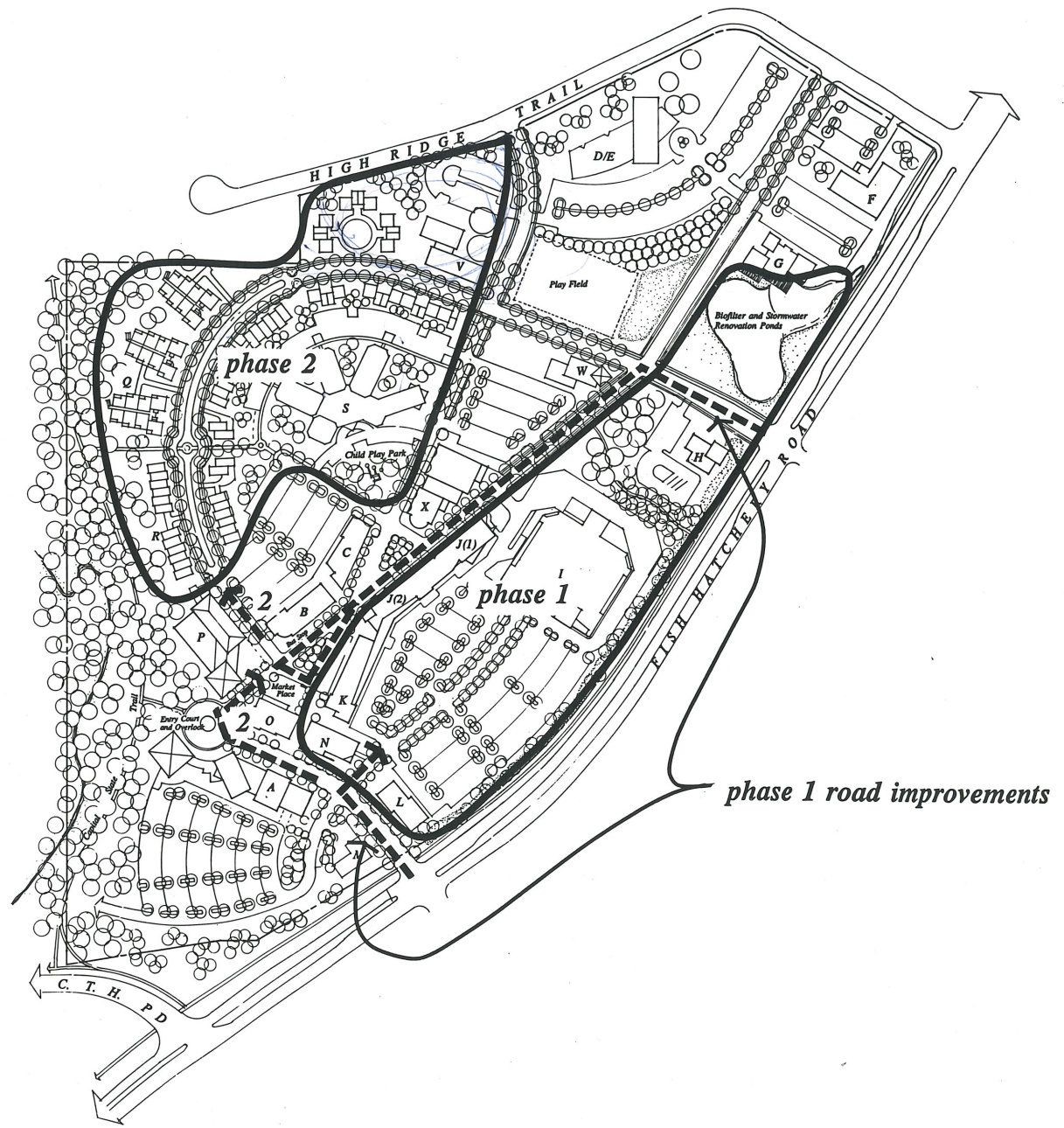
Date: January 2, 1994
Revised Date: May 10, 1994

Scale: 1" = 100'



Hatchery Hill
Fitchburg, Wisconsin

**Exhibit F
phasing**



phase 1 road improvements

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Madison & Milwaukee, Wisconsin

KEE
Architects

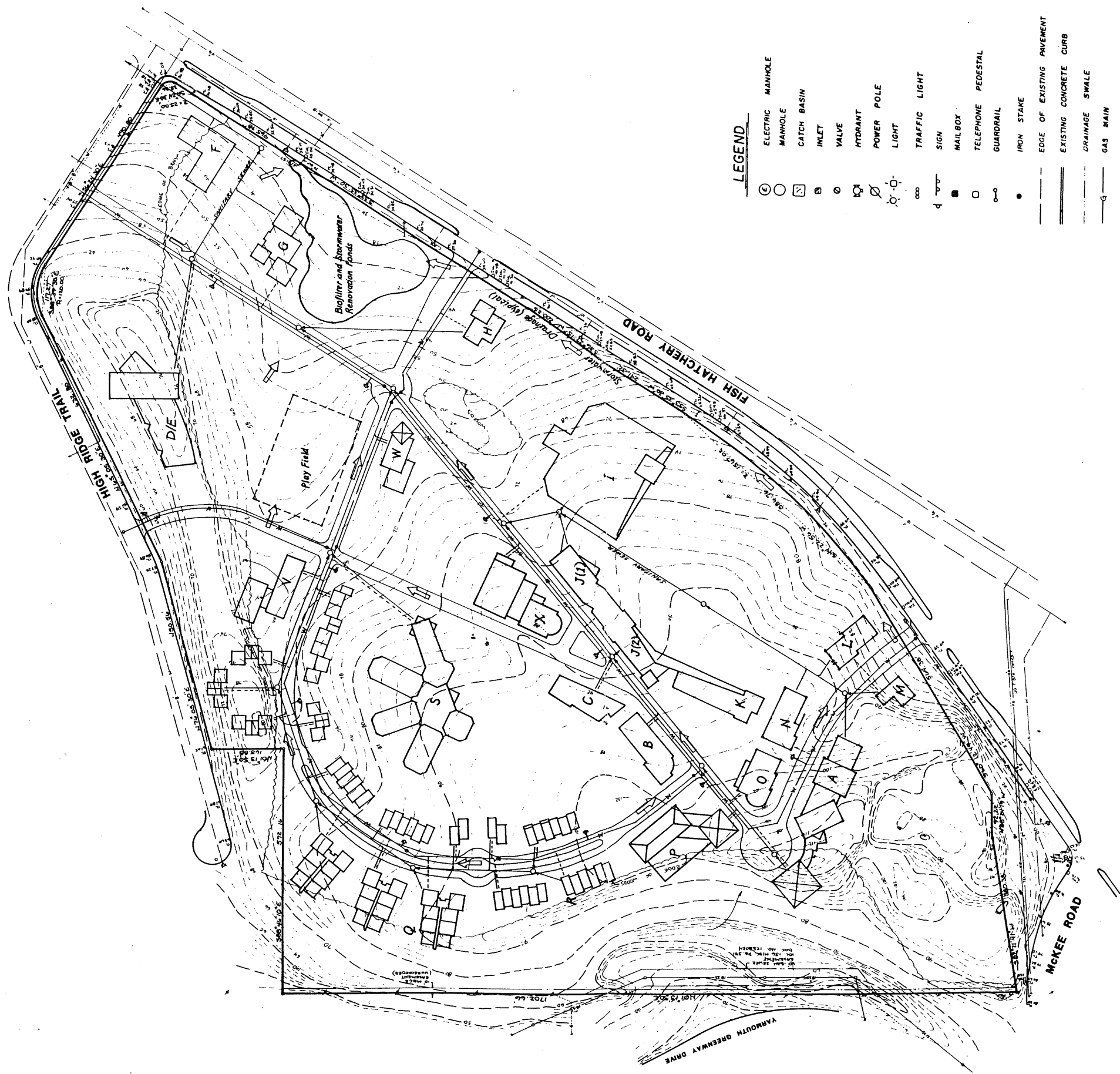
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Date: January 2, 1996
Revised Date: May 16, 1996

Scale: 1" = 100'

Hatchery Hill
Fitchburg, Wisconsin

Exhibit G
general utility plan



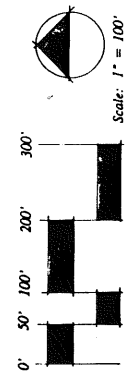
LEGEND

⊖	ELECTRIC MANHOLE
○	MANHOLE
⊞	CATCH BASIN
⊞	INLET
○	VALVE
⊞	HYDRANT
⊞	POWER POLE
⊞	LIGHT
⊞	TRAFFIC LIGHT
⊞	SIGN
⊞	MAIL BOX
⊞	TELEPHONE PEDESTAL
⊞	GUARDRAIL
•	IRON STAKE
---	EDGE OF EXISTING PAVEMENT
---	EXISTING CONCRETE CURB
---	DRAINAGE SWALE
---	GAS MAIN
---	WATER MAIN
---	SANITARY SEWER



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Associates

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