

Narrative for Specific Implementation Plan: Fairway Lounge | Lots 15 & 16, Mickelson Woods

We are pleased to submit this Specific Implementation Plan (SIP) for Lots 15 and 16 of the Mickelson Woods development. This proposal supports the launch of Fairway Lounge, a unique indoor golf simulator bar slated to open in Fall 2025. Fairway Lounge will combine Trackman's industry-leading golf simulation technology with a dynamic social atmosphere, providing residents and visitors with a year-round, premium entertainment experience.

Fairway Lounge is designed to be inclusive and engaging for golfers of all skill levels—from seasoned players looking to refine their game to first-time users simply seeking a fun night out. This concept will bring indoor golf to a part of the city where it has not traditionally had a presence, creating a vibrant, accessible destination for recreation and social connection.

Purpose of Rezoning Request

We are requesting to amend the current Planned Development District – Specific Implementation Plan (PDD–SIP) to expand the permitted land use from food and beverage to food, beverage, and indoor entertainment. This change will allow the integration of golf simulator bays as a primary use within the existing commercial structure.

Site Modifications and Visual Impact

There will be minimal changes to the physical site, with no structural expansions planned. The only exterior modifications will be limited to building maintenance and aesthetic improvements, including repainting and minor repairs. No additions or alterations are proposed to the building's footprint, parking lot, or landscape buffers.

We are committed to preserving the aesthetic character of the neighborhood while improving the condition and vibrancy of the existing commercial property.

Community Benefit and Local Integration

Fairway Lounge is ideally located within walking distance of McKee Farms Park, surrounded by private residences, and adjacent to other local businesses. By introducing a unique, all-weather entertainment venue to the area, we expect to increase foot traffic and boost activity in surrounding commercial zones, benefiting the local economy.

We also aim to support the growing food truck community in a thoughtful and neighborhood-conscious way. Although we will not operate a traditional kitchen, our facility includes a fully equipped commercial kitchen, which we will make available for licensed food truck operators to meet their prep requirements under state law. Currently, food truck operators must rely on FEED Kitchens, located on the city's North side, which is known to have long waitlists and limited availability. Our facility will provide a much-

needed alternative on the South side, offering legal and convenient prep space for food entrepreneurs.

At any given time, a maximum of three food truck operators to be using the commercial kitchen for preparation purposes. Access to the kitchen will be permitted only during Fairway Lounge's standard business hours, and each truck will have a designated parking space adjacent to the side entrance closest to the kitchen. This setup ensures efficient loading and unloading while maintaining a clean and organized exterior appearance.

Only one food truck will be permitted to serve food to customers on-site at a time, which helps manage traffic, reduce clutter, and provide a focused dining option for our patrons. We will publish a rotating food truck schedule on our website and social media, clearly listing which vendor will be serving on a given day. This model promotes variety while ensuring operational consistency and minimizing potential disruptions.

In addition to these updates, the existing bar will be revitalized to support a broad spectrum of sports viewing, offering everything from major golf tournaments to football, basketball, and other televised events. We intend to preserve the classic, welcoming atmosphere that the space is known for, while upgrading the interior with modern audio-visual systems to create an ideal venue for casual fans and die-hard sports enthusiasts alike.

Conclusion

Fairway Lounge is a thoughtfully planned business that aligns with the city's vision for mixed-use vitality and neighborhood-scale entertainment. This rezoning request allows for a meaningful adaptive reuse of existing commercial space with minimal physical impact and substantial community benefit.

We respectfully request approval of this Specific Implementation Plan and thank you for your consideration.

Fairway Lounge Business Plan

Executive Summary:

Fairway Lounge is a virtual golf and sports bar located in downtown Fitchburg. Taking over an already popular bar, Fairway Lounge will introduce Trackman Simulators, offering a premium virtual golfing experience with a variety of courses and access to leagues and tournaments through Trackman's nationwide software. The venue will cater to golfers looking for off-season practice, casual golfers, and those new to the sport. By prioritizing local beers and a full bar while partnering with food trucks to provide diverse dining options, Fairway Lounge will create a dynamic social environment.

Business Description

Business Name: Fairway Lounge

Industry: Hospitality & Entertainment

Location: Downtown Fitchburg

Offerings: Virtual golf with Trackman Simulators, full bar service with a focus on local breweries, and commercial kitchen rentals for food trucks.

Market Analysis

Target Audience:

- Avid golfers seeking off-season practice.
- Casual golfers looking for a fun, social experience.
- Newcomers to golf interested in learning in a relaxed environment.
- Sports bar for patrons looking for traditional viewing options for channels they may not have.

Competition & Differentiation:

- Unlike traditional sports bars, Fairway Lounge provides an interactive golfing experience.
- Trackman Simulators with auto return and teeing of golf balls offer high-end technology superior to local alternatives.
- Partnerships with local breweries and golf courses will drive targeted marketing.

- Renting the kitchen to food trucks allows for diverse food offerings without the costs of in-house food service.

Marketing & Sales Strategy

- Pricing Structure: \$39/hour off-peak, \$59/hour peak times. Steep discounts during the summer months to elevate usage.
- Membership Program: To be considered for fostering customer loyalty.
- Partnerships: Collaboration with local golf courses and breweries for cross-promotions and advertising.
- Events & Leagues: Hosting tournaments and leagues to attract repeat customers.
- Social Media & Digital Marketing: Targeted ads, influencer partnerships, and organic engagement through golf and sports communities.

Operations Plan

- Seating & Layout: 30 bar seats, with each simulator having a mini bar and stools for beverages.
- Increase beer garden space 3-4x Spring 2026
- Technology & Equipment: Premium Trackman Simulators for an immersive experience.
- Food & Beverage: No in-house food initially; commercial kitchen rented to food trucks.

Financial Plan

- Revenue Streams:
 - - Simulator rentals,
 - Bar sales,
 - Kitchen rental income
 - Membership fees
 - Gaming Machines
- Startup Costs:
 - - Simulator purchase and installation,
 - Renovation costs
 - Bar setup
 - Marketing expenses.

Fairway Lounge is poised to become Fitchburg's go-to destination for virtual golf and social entertainment, combining high-tech golfing with a vibrant bar atmosphere.



BUDGET/SCOPE OF WORK

PROJECT NAME: **Fairway Lounge**
LOCATION: 2949 Triverton Pike Drive
Fitchburg, WI 53711
DATE: April 2, 2025

The following scope of work describes the improvements budgeted for the interior demolition and “white box” finish of the former Dining Room areas. The attached scope plans and layouts developed by Ruedebusch Construction were used as the baseline for the Scope of Work improvements.

INTERIOR OFFICE IMPROVEMENTS:

GENERAL CONDITIONS

- Supervision and jobsite management during construction
- Temporary toilet facilities
- Dumpsters and clean-up related to work
- Professional final cleaning of altered spaces only

ENGINEERING AND PERMITS

- Architectural design/drafting for state and/or local municipality plan review submittal
- State/local plan approval submittal and permit fees

DEMOLITION

- Demo, remove, and dispose of dining booths, furniture, non-structural walls, raised fountain, ceilings, casework, flooring and equipment indicated on demolition plan

CARPENTRY

- Miscellaneous wood blocking
- Fasteners and miscellaneous hardware

STUDS AND DRYWALL

- New wall framing to infill arched opening and doorway indicated on scope plans. Framing to be 3 5/8” and/or 6” metal studs (20-gauge min.) sound batt insulation, and 5/8” drywall both sides (taped and finished – texture to match existing)
- Patch/infill drywall at exterior wall where lower acoustic and drywall ceilings were removed
- Miscellaneous drywall patching as needed.

ACOUSTIC CEILINGS

- Furnish and install/tie-in new ceiling grid and tile to match the existing in the former dining room areas that remove

FLOORING:

- Existing carpet and tile indicated on the demolition plan to be removed.
- Grind floor to remove carpet glue and tile mortar bed and seal concrete floor

PAINTING

- Existing walls in former dining room painted with (2) coats of “eggshell” latex paint.
- New wall drywall infill area primed and painted with (2) coats of “eggshell” latex paint.
- Miscellaneous caulking

MISC. SPECIALTIES

- Furnish and install fire extinguishers (10 lb. type ABC) with semi-recessed wall cabinets, as required by code.

FIRE PROTECTION

- Rework existing sprinkler heads for new ceiling heights and room configurations in areas walls and ceilings were removed
- Furnish and install any additional heads as required for new office layout.

PLUMBING

- Cap/terminate plumbing where casework and fixtures were removed

HVAC – Design/Build HVAC system furnished and installed as required by code.

- Reinstall registers and return air grilles in areas where new acoustic ceiling is being installed
- Inspect and rebalance existing HVAC system based on new room configuration

ELECTRICAL - Design/Build Electrical system furnished and installed as required by code

PLAN A1.2

- 1 Demo wiring in walls removed
- 1 Demo lights in ceiling in private room
- 1 Demo pendant lights
- 1 Demo fountain pump wiring.

PLAN A1.3

- 7 120 Volt circuits (1 bought to each sim)
- 7 Data wires pulled to each sim
- 12 LED recessed lights installed where private room was
- 2 Conduits with circuits to sims
- 14 Outlets from those 7 circuits

- 1 Allowance of \$15,000.00 is included for stubbing conduits to the sensors, camera, lights, projector. Does NOT include cutting concrete for tea box sensor or installing equipment. This can be done if we need to , but not included at this time.
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FIRE ALARM

- Rework existing fire alarm system for new room configuration
- Unaltered spaces to remain as is

EXCLUSIONS:

- Builder's Risk policy
- Budget is based on current commodity material pricing and availability. With the current fluctuation of the cost and availability of materials, we will need to verify both pricing and availability at the time of acceptance of this proposal. At that time, we will determine if there will be any impacts.
- Proposal assumes all work will be conducted during normal business hours – no weekend, holiday, or after-hours work is included.
- Any re-work or repair to existing conditions of any MEP's not being altered
- CATV/ Video/ Security/ Access equipment/wiring, or panels (including access control)

TOTAL BUDGET \$185,000.00

Alternate #1

ADD \$13,200.00

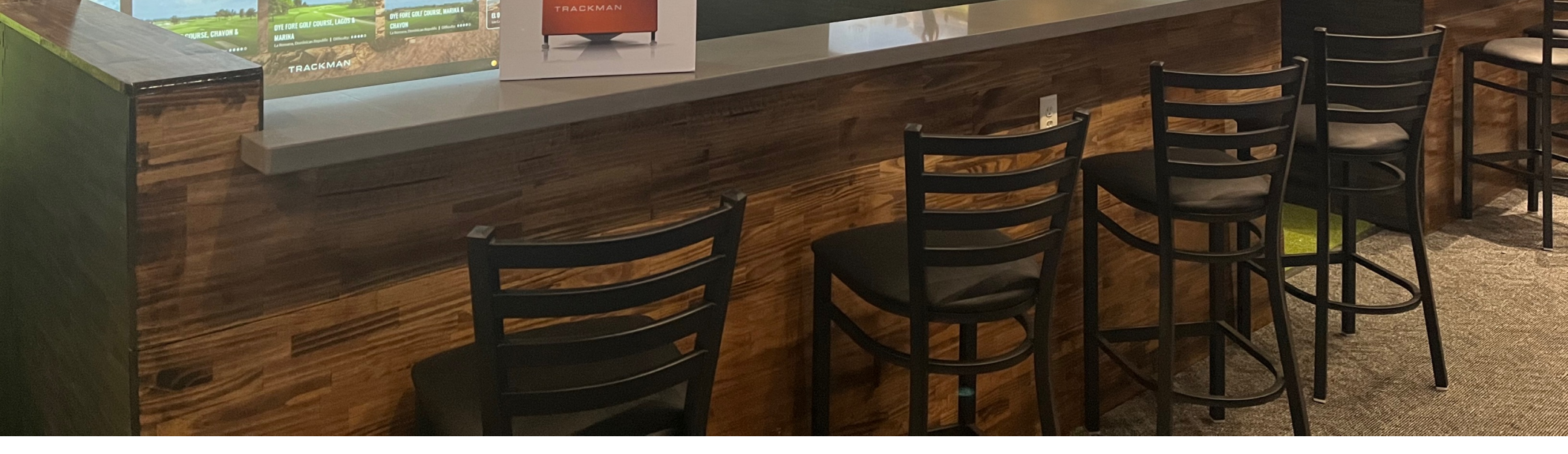
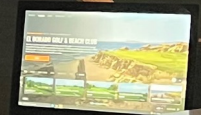
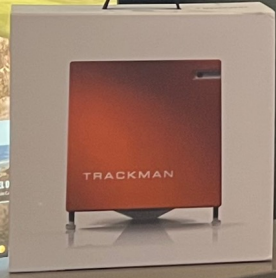
2x4x10'Lx10'H studwall with 5/8" drywall taped and finished each side and 2 coats of paint between each simulator (7 total)

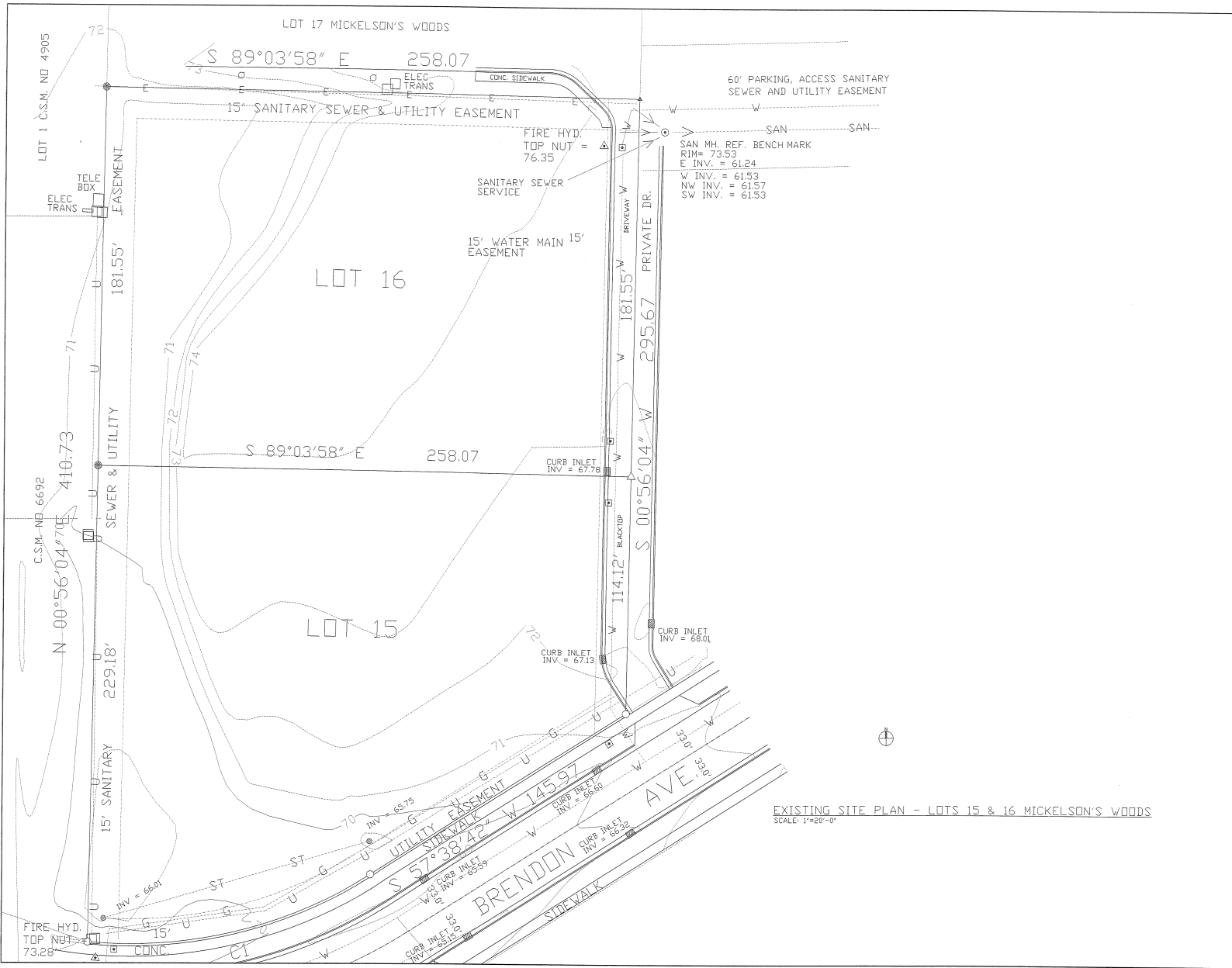
Alternate #2

ADD \$8,250.00

Raised wood platform 16'Wx10'Dx6"H sloped from front to back of platform with 3/4" plywood at each simulator (7 total)

END OF SCOPE OF WORK





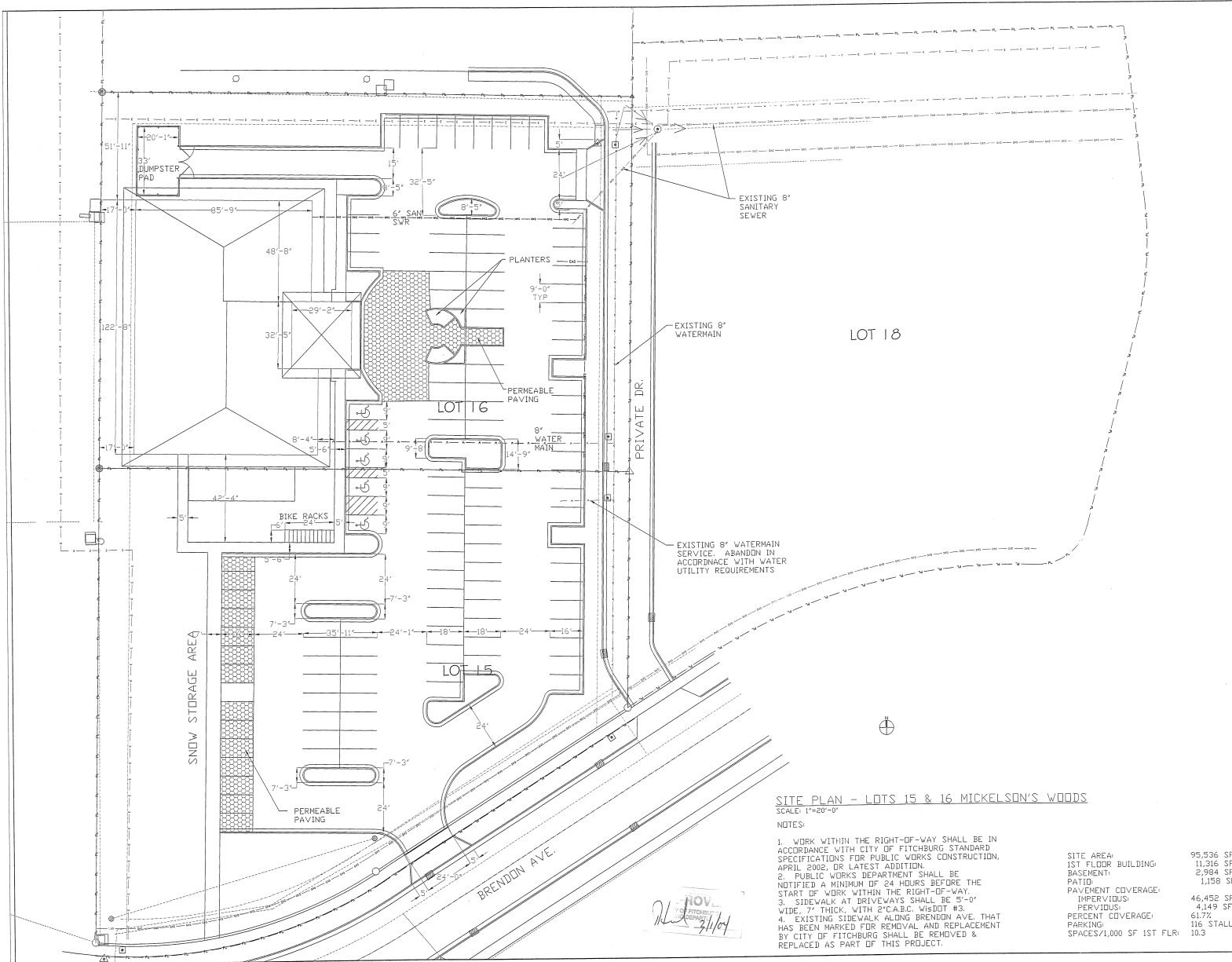
EXISTING SITE PLAN - LOTS 15 & 16 MICKELSON'S WOODS
SCALE: 1"=20'-0"

PROJECT NAME:
BENVENUTO'S ITALIAN GRILL
LOT'S 15 & 16
MICKELSON'S WOODS
FITCHBURG, WI

SHEET TITLE:
EXISTING SITE PLAN

NO.	DATE	REVISIONS	BY
1	09-22-03	CITY COMMENTS	DAN

PROJECT NUMBER:
DATE: 09-9-03
DRAWN BY: DAN
CHECKED BY: D. NELSEN
PROJECT MANAGER: D. NELSEN
FILE NAME: C:\DAVETHPV



LOT 18

SITE PLAN - LOTS 15 & 16 MICKELSON'S WOODS
SCALE: 1"=20'-0"

- NOTES:
1. WORK WITHIN THE RIGHT-OF-WAY SHALL BE IN ACCORDANCE WITH CITY OF FITCHBURG STANDARD SPECIFICATIONS FOR PUBLIC WORKS CONSTRUCTION, APRIL 2002, OR LATEST ADDITION.
 2. PUBLIC WORKS DEPARTMENT SHALL BE NOTIFIED A MINIMUM OF 24 HOURS BEFORE THE START OF WORK WITHIN THE RIGHT-OF-WAY.
 3. SIDEWALK AT DRIVEWAYS SHALL BE 5'-0" WIDE, 7" THICK, WITH 2" C.A.B.C. WIDTH R/S.
 4. EXISTING SIDEWALK ALONG BRENDON AVE. THAT HAS BEEN MARKED FOR REMOVAL AND REPLACEMENT BY CITY OF FITCHBURG SHALL BE REMOVED & REPLACED AS PART OF THIS PROJECT.

SITE AREA:	95,536 SF
1ST FLOOR BUILDING:	11,316 SF
BASEMENT:	2,984 SF
PATIO:	1,158 SF
PAVEMENT COVERAGE:	
IMPERVIOUS:	46,452 SF
PERVIOUS:	4,149 SF
PERCENT COVERAGE:	61.7%
PARKING:	116 STALLS
SPACES/1,000 SF 1ST FLR:	10.3

ROV
3/1/04

PROJECT NAME:
BENVENUTO'S ITALIAN GRILL
LOT'S 15 & 16
MICKELSON'S WOODS
FITCHBURG, WI

SHEET TITLE:
SITE LAYOUT PLAN

NO.	DATE	REVISIONS	BY
PROJECT NUMBER:	09-9-03		
DRAWN BY:	BAN		
CHECKED BY:	D. NELSEN		
PROJECT MANAGER:	D. NELSEN		
FILE NAME:	C:\NAV\ETDP\		

SHEET NUMBER
C2.0



Conditional Use - Owner or Authorized Agent Acknowledgement

** It is highly recommended that an applicant hold at least one neighborhood meeting prior to submitting a CUP application to identify any concerns or issues of surrounding residents.

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.

By signing below, I certify that the information included with this Conditional Use application is true and correct, to the best of my knowledge. Any agent signing below verifies that he/she has the consent of the owner to file the application.

Owner's or Authorized Agent's Signature

06/16/2025

Date (DD/MM/YYYY)