

# Jamestown Quarry Specific Implementation Plan



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## OVERVIEW

The Jamestown Quarry Development (JQD) is a mixed-use development that will increase the supply and variety of commercial/retail options and higher density housing opportunities within the City of Fitchburg. The proposed development plan is aligned with the City of Fitchburg’s Anton Drive Redevelopment Plan which, in part, envisions the eventual reclamation and repurposing of the existing Wingra Stone quarry site, which was partially reclaimed as part of the 2017 extension of Fitchrona Road. The JQD will redevelop approximately 33 acres of these historically quarried lands located north and west of Fitchrona Road on Fitchburg’s northwest side. 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 Jamestown Quarry Plat, these parcels are proposed to maintain their current land use and the following SIP language will focus on lands proposed to redevelop and rezone in the near future.

### Site Context

The Jamestown Quarry Development site is bordered by the Jamestown neighborhood to the north, the Orchard Pointe commercial district to the south, and the City of Madison’s Maple Prairie Neighborhood to the west. The infield and adjacent parcels are directly east of the development site and are expected to transition to mixed-use developments compatible with the JQD as future quarry operations diminish. This SIP applies specifically to the southwest four commercial lots (previously identified as lots 1-4), the roadway outlot, and the stormwater outlot serving said commercial lots (hereafter referred to as the “McKee Commercial Lots”). The McKee Road and Fitchrona Road intersection shall be addressed as a “Hold Corner” per the Anton Drive Redevelopment Plan. Further context for the proposed site and its surrounding areas is provided in Appendix B.

### Existing Site Conditions

The existing JQD site has a wide range of elevations as a result of the historic quarry operations. A wooded ridgeline dominates the southwest portion of the site. The northern portion of the JQD site features gradually sloping fields (less than 10% in grade) that drain towards an existing sediment pond and Fitchrona Road. There are no observed wetlands or environmental corridors within the development site and the tree survey performed as part of the development planning process observed no heritage or specimen trees.

## Consistency with Comprehensive Plan

This proposed PDD-SIP rezoning is consistent with the goals, policies, and objectives of the City of Fitchburg’s 2020 Comprehensive Plan and the previously approved Comprehensive Development Plan and PDD-GIP zoning for the site. The ensuing SIP application materials address many of the principles identified in the comprehensive plan through the provision of commercial land uses with direct connections to existing transportation and utility infrastructure. The McKee Commercial Lots along with future retail development in the JQD will address the community-identified desire for more entertainment options by providing expanded restaurant and retail options. Overall, this SIP submittal directly addresses the City’s goal to promote in-fill development that revitalizes underutilized land within the existing urban service area.

## Land Use

Per the approved GIP, the McKee Commercial Lots will contain one story commercial buildings with a higher façade presence to provide the appearance of a two story or “near-two story” structure.

## Site Design and General Information

A master plan for the commercial zones of the Jamestown Quarry Development has been developed with careful consideration of the needs of the surrounding community and the City’s intentions for future land use in the area.

## Transportation

Improvements to the existing McKee Road and Fitchrona Road corridors will be incorporated into the JQD to provide functional access to the development without adverse effects to traffic flow in the surrounding area. For example, an existing bus stop will be preserved on the corner of McKee Road and Fitchrona Road. Proposed pedestrian facilities included in the JQD plans will provide improved non-vehicular connectivity between the residential and commercial land uses both within the development itself and in the surrounding area. Further definition of the location of non-vehicular connections to the adjacent residential neighborhoods will be contingent upon the acquisition of necessary easements by the City of Fitchburg and City of Madison. Additional right-of-way and easements along Fitchrona Road will accommodate a 10'-wide multiuse path and bike parking within the development will be provided consistent with the City of Fitchburg's standards and guidelines.

## Stormwater Management

The McKee Commercial Lots will be served by a private regional stormwater basin, which has been designed to meet the performance standards specified by the City of Fitchburg for this site. Maintenance of the storm basin and connected private storm sewer infrastructure will be the responsibility of the property Owner.

## Utilities

Private sanitary sewer main and public water main serving the McKee Commercial Lots will be installed with the proposed commercial access road and will connect to available facilities on Fitchrona Road and McKee Road. 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.

## Landscaping and Environmental Considerations

As part of the planning and design process, the development team conducted a tree survey to identify "desirable trees" as defined by City ordinances. The survey did not reveal any desirable trees on the site and the majority of trees observed were invasive or of low quality. The JQD will require the removal of the majority of these invasive trees to accommodate circulation routes and building pads.

An environmental buffer is proposed within the JQD to provide visual screening of the development for the Jamestown Neighborhood to the north and the Maple Prairie Neighborhood to the west.

### Environmental Buffers for the Adjacent Neighborhoods:

- The buffer will include deciduous and coniferous plantings that can provide year-round screening for the neighborhoods.
- Embankments within the environmental buffers will contain prairie grasses that will perform erosion control and soil stabilization.
- Erosion control and drainage conveyance measures as needed will be included within the boundary of the environmental buffers.
- In addition, fencing will be installed along the JQD's northern boundary with the Jamestown Neighborhood.

### Lot Perimeters and Public Right-of-Way Frontage Landscape Screening:

- Landscaping features will be emphasized along public right-of-way frontages to provide prominent aesthetic value and screening.
- Landscaping will adhere to the approved plant list provided in Appendix C. Any proposed plant species not listed in Appendix C will require approval as a part of the Architectural Design Review.

## Zoning Standards

Under the proposed PDD-SIP zoning, the following standards shall be adhered to within the McKee Commercial Lots:

Minimum Lot Area:	8,000 square feet
Minimum Lot Width (as measured along McKee Road frontage):	50 feet
Minimum Front Setback:	20 feet
Minimum Side Setback:	10 feet
Minimum Side Street Setback:	15 feet
Minimum Rear Setback:	10 feet
Accessory Building Setback:	3 feet*
Minimum Building Height:	1.5 stories or 18 feet
Maximum Building Height:	The lesser of 3 stories or 42 feet
Minimum Open Space:	25 percent
Minimum Paved Surface Setback:	5 feet
Minimum Long Term Bike Parking:	1 space per 10,000 sf of building. Min. 2 spaces.
Minimum Short Term Bike Parking:	Office: 1 space per 15,000 sf of building. Min. 2 spaces Retail/Restaurant: 1 space per 5,000 sf of building. Min. 2 spaces

\*Accessory buildings shall have a floor area of 500 square feet or less. Setback is for buildings along lot lines that do not front public or private roadways. Accessory buildings along lot lines that front roadways shall adhere to standard building setbacks.

The City's Plan Commission may approve exceptions to these standards during architectural design review. Said exceptions must accommodate the uses proposed without negatively impacting the neighboring properties.

### Permitted Uses

- (1) Office Activities.
  - a. Finance, real estate, insurance. (60—67, except for convenience cash business)
- (2) Commercial Activities.
  - a. Car wash. (754) Only one of these facilities will be permitted throughout the district, it must be a single tunnel facility.
  - b. Restaurants, all classes. (5812)

No conditional uses are proposed for this SIP.

### Placemaking Strategies

In compliance with the goals of the Anton Drive Redevelopment Plan, the following strategies will be adhered to by the McKee Commercial Lots within the JQD:

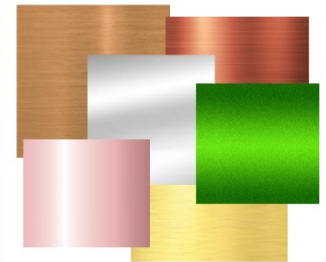
#### Design Requirements:

- All service, loading, and mechanical areas will be screened from pedestrian and vehicular view.
- Awnings, canopies, porticos, and porches will be incorporated into the building design where possible.
- Building façades shall have a clear base, body, and cap.
- In an effort to promote the history of the site as a quarry, site designs will incorporate stonework (i.e. sandstone, limestone, etc.) in building façades, landscape design, and/or monument signage.
- All materials and finishes on building exteriors will be low reflectance and will exclude high intensity, metallic or fluorescent finishes.
- Exterior building colors will be subtle, neutral and/or earth tone on 90% of the façade.
- Brighter colors, including primary colors, located on building exteriors will be used as an accent, covering no more than 10% of any building façade.
- The façades of buildings shall be finished with aesthetically pleasing material(s) such as masonry, natural/cultured stone, wood, glass panels or ornate masonry materials.
- All buildings on a property, including accessory buildings, will utilize consistent design style, materials and color palette.
- All building façades will include changes in at least two of the following elements: color, texture, material, and surface plane.
- All windows facing the public rights-of-way will maintain a maximum transparency of 60% or utilize spandrel glass.



*Example of a building with a cap, body and base.*

*Example of prohibited high intensity, metallic or fluorescent finishes.*



*Examples of neutral and earth tone colors (90% of building façade).*

*Examples of bright colors (10% maximum of building façade).*



*Examples of applicable textures and materials for building façades.*

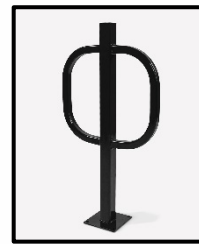
Vehicle Parking:

Per the approved GIP, parking will be located within the overall building footprint and in a location separated from the public right of way. Parking lots shall be landscaped along their edges and within each parking island. Parking lots with rows of more than 15 parking spaces will be interrupted by a landscaped median or island. Additionally, a buffer will be provided between parking lots and adjoining streets using landscaping and/or decorative wall/fencing two to four feet in height.

Pedestrian walkways with a minimum width of 5' (feet) shall be provided in parking areas to allow safe access to building entrances. Parking stalls shall maintain a minimum dimension of 9' x 18' and have clearly marked stall boundaries. Additionally, ADA-compliant parking stalls, sidewalks, and signage are required.

Bicycle Parking:

In addition to the off-street vehicular parking, a minimum of one long-term "U-Rack" or "Hitch Post" style bike rack and one short-term "U-Rack" or "Hitch Post" style bike rack (two total bike racks) per commercial structure are required as outlined in the zoning standards. For the purposes of site continuity, the bike racks must be black in color.



*Hitch Post Style*



*U-Rack Style*

Landscape Design:

Screening is proposed along McKee Road and along the northern and western boundaries of the JQD, please refer to the "Landscaping and Environmental Considerations" section of this SIP for additional information. Additionally, landscaping features will be emphasized along public right-of-way frontages to provide prominent aesthetic value and screening. Signs will be incorporated into the landscape design for each individual commercial lot.

All transformers and other above-ground utility infrastructure shall not be located on the McKee Road frontage whenever possible. Any such infrastructure located on the McKee Road frontage shall be screened with landscaping and/or architectural materials at all times.

Landscaping will adhere to the approved plant list provided in Appendix C. Substitution of plants and plant sizes are not permitted without prior staff approval.

Signage:

Acceptable sign types include building-mounted and detached monument signs that are consistent with building designs in color and material. Pylon signs are not permitted. A single development monument sign, known as the Jamestown Quarry Development Sign, will be installed near the intersection of Fitchrona Road and McKee Road to indicate the various tenants of Jamestown Quarry. Panels within this multi-tenant sign will be considered to be separate from the square footage calculation for signage on each tenant's parcel. A concealed light source is the required method for lighting all monument signs. Tenants within the SIP will be permitted up to two digital menu boards and one monument sign per business. No other detached signs are allowed except for those signs defined as Exempt Signs under the City of Fitchburg Code of Ordinances Sec. 26-4. However, businesses referenced on the Jamestown Quarry Development Sign shall not be allowed a detached monument sign within 150' of public right of way. The maximum height of any detached sign shall be 10-feet with the exception of the Jamestown Quarry Development Sign which is detailed in this SIP documentation. All other signage standards in Chapter 26 of the Fitchburg Code of Ordinances apply.

### Refuse and Recycling Storage and Removal

A private waste management company will be contracted to provide recycling and refuse services as appropriate for the development. Dumpsters are located within the JQD at each individual commercial lot and will be maintained by the individual tenants/owners. All refuse areas shall be screened from view. Refuse and recycling enclosures will be constructed of quality materials matching the design of the primary building.

### Site Lighting:

Exterior lighting fixtures must adhere to the following standards:

- LED lighting
- Dark Sky Certified
- Luminaires must be black in color, or a color that otherwise adheres to the intent of the aesthetic requirements of the associated building
- Maximum height of 30' for luminaires
- Exterior lighting shall be mounted above the lighted surface and directed toward the ground, to limit light pollution and otherwise comply with City lighting requirements

Lighting fixtures shall be located and shielded to prevent light spill towards adjacent residential parcels.

## Property Management

The on-going management and maintenance of areas within private lot boundaries will be the responsibility of the Owner and their tenants. Maintenance of pedestrian areas, sidewalks, multi-use paths, stormwater management facilities, utilities, etc. within the development and along the public streets will be the responsibility of the Owner. A Developer's Agreement will be negotiated with the City to establish the assignment of these responsibilities.

## Development Timeline

It is estimated that a complete buildout of the Jamestown Quarry Development 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 this SIP. This construction will also include the public right of way improvements necessary to properly serve the currently proposed phase of development for the JQD.

The McKee Commercial Lots are expected to be the first commercial tenants to improve on the site and will proceed immediately following the installation of the access road and utilities serving each lot.





# APPENDIX A

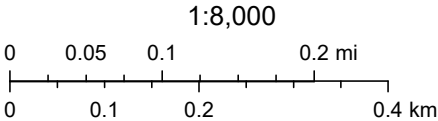
## Site Context Map

# APPENDIX A - SITE CONTEXT MAP



April 4, 2024

-  Parcels
-  Municipalities





# APPENDIX B

## Development Master Plan and Utility Overview



PARCELS	BUILDING FOOTPRINT/UNITS	APPROXIMATE FLOOR AREA RATIO
Lot 1 1.1 acres	~4,000 sf	0.05 - 0.07
Lot 2 1.4 acres	~6,000 sf	0.07 - 0.1
Lot 3 1.7 acres	~6,000 sf	0.07 - 0.1
Lot 4 1.0 acres	~4,000 sf	0.07 - 0.15
Storm Outlot 0.8 acres		

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PLAN MODIFICATIONS:

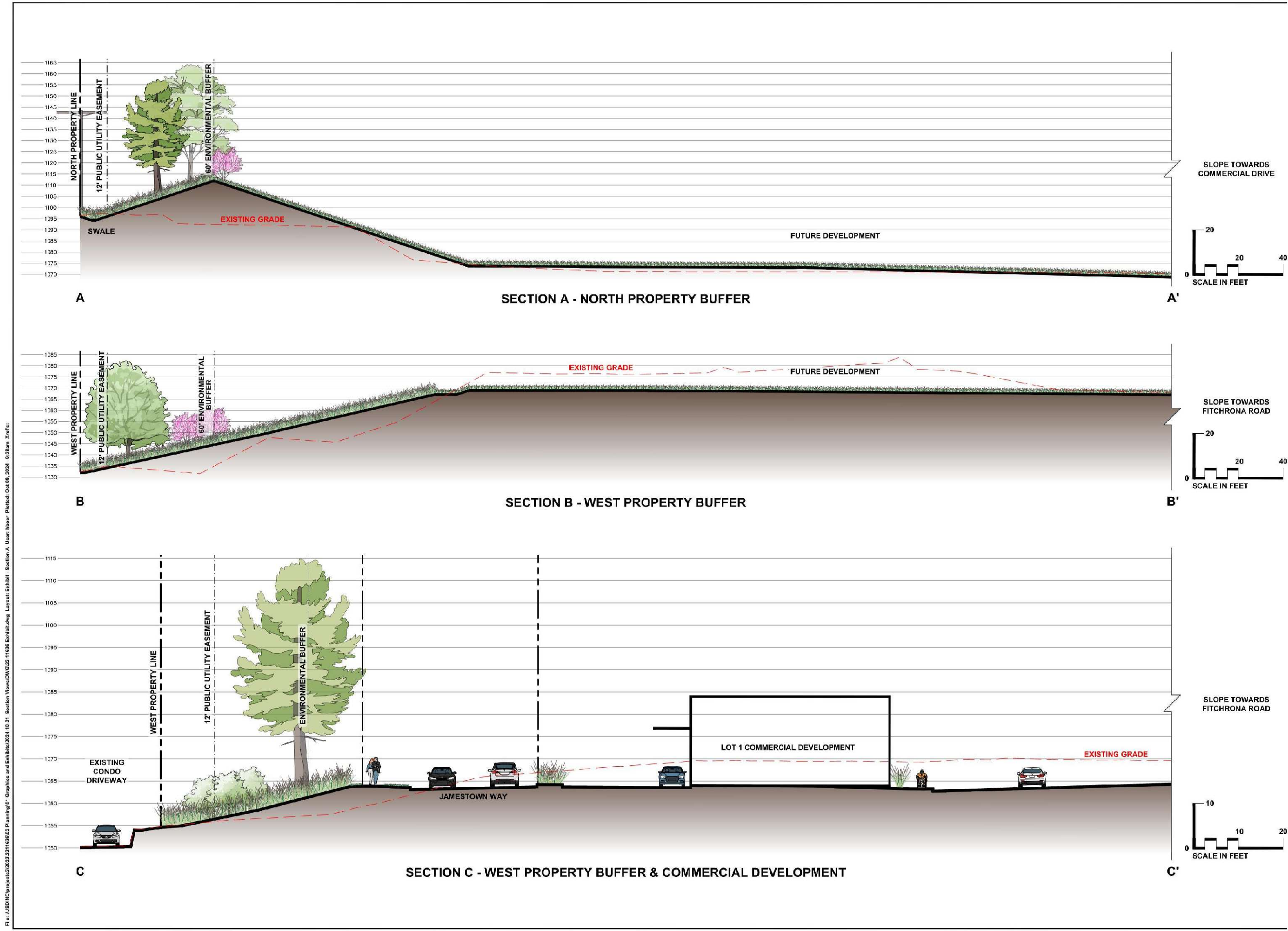
#	Date	Description
1	05.21.24	PRELIMINARY PLAT
2	09.11.24	FINAL PLAT
3		
4		
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9		
10		
11		
12		
13		
14		
15		

Designed By: MSS  
Reviewed By:  
Approved By: CD

SHEET TITLE:  
**SITE SECTIONS**

SHEET NUMBER:

**EXHIBIT**



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# APPENDIX C

## Approved Planting List

# APPROVED PLANTING LIST

## Deciduous Trees

Kentucky Coffee Tree  
October Glory Maple  
Skyline Honeylocust  
Street Keeper Honeylocust  
Heritage River Birch  
State Street Maple  
Swamp White Oak

## Evergreen Trees

White Pine  
White Spruce  
Blue Point Juniper  
Shawnee Brave Bald Cypress  
Plicata Arborvitae

## Ornamental Trees

Autumn Brilliance Serviceberry  
Moraine Sweetgum  
Goldrush Amur Chokecherry

## Shrubs

Dense Yew  
Kallay Juniper  
Green Mountain Boxwood  
Shamrock Inkberry  
Panicle Hydrangea  
Red Twigged Dogwood  
Arctic Fire Dogwood  
Center Glow Ninebark  
Judd Viburnum

## Perennials

Rozanne Geranium  
Summer Beauty Allium  
Montrose White Catmint  
Stella d'Oro Daylily  
Goldsturm Coneflower  
Butterfly Weed

## Grasses

Heavy Metal Switchgrass  
Prairie Blues Little Bluestem  
Dwarf Fountain Grass  
Autumn Moore Grass  
Prairie Dropseed



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## 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.

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Owner's or Authorized Agent's Signature

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Date (DD/MM/YYYY)