



City of Fitchburg
 Planning/Zoning Department
 5520 Lacy Road
 Fitchburg, WI 53711
 (608-270-4200)

LAND DIVISION APPLICATION

The undersigned owner, or owner's authorized agent, of property herein described hereby submits ten (10) copies of the attached maps, one (1) copy no larger than 11" x 17", and one (1) pdf document of the complete submittal (planning@fitchburgwi.gov) for approval under the rules and requirements of the Fitchburg Land Division Ordinance.

- 1. Type of Action Requested:**
- Certified Survey Map Approval
 - Preliminary Plat Approval
 - Final Plat Approval
 - Replat
 - Comprehensive Development Plan Approval

- 2. Proposed Land Use** (Check all that Apply):
- Single Family Residential
 - Two-Family Residential
 - Multi-Family Residential
 - Commercial/Industrial

3. No. of Parcels Proposed: 46

4. No. Of Buildable Lots Proposed: 42

5. Zoning District: PDD/SIP

6. Current Owner of Property: Nine Springs Hill, Inc.

Address: 2721 Stevens St. , Madison, WI. 53705 **Phone No:** _____

7. Contact Person: Christopher Gosch

Email: populance.llc@gmail.com

Address: 1 Sherman Terrace, Madison, WI. 53704 **Phone No:** 608.333.1926

8. Submission of legal description in electronic format (MS Word or plain text) by email to: planning@fitchburgwi.gov

Pursuant to Section 24-2 (4) of the Fitchburg Land Division Ordinance, all Land Divisions shall be consistent with the currently adopted City of Fitchburg Comprehensive Plan.

Respectfully Submitted By:  Christopher Gosch

Owner's or Authorized Agent's Signature Print Owner's or Authorized Agent's Name

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.

For City Use Only: **Date Received:** _____

Ordinance Section No. _____ **Fee Paid:** _____

Permit Request No. _____

SYNCOPTION

Syncopation Development Summary

Fairchild Development, L.L.C.

Fitchburg, Wisconsin

The **Syncopation** project sits on roughly 34 acres at one of Fitchburg's most recognizable gateways. Positioned along County Highway MM and Highway 14 is an elevated, rugged stretch of land with steep slopes and scattered concrete left over from decades past. The site has been patiently waiting for its second life.

Nearly 30 years ago, when Highway 14 was constructed, this property was excavated and later used as a construction fill area. What's beneath the surface reflects that history: layers of soil, stone, brick, blacktop, concrete. Residents know the site as a visual blemish and as something that simply hasn't matched Fitchburg's momentum.

Now, with updated civil, geotechnical, structural, and environmental solutions in hand, the reality is clear: a development there needs significant intervention. But that challenge is also the opportunity. **Syncopation** is a chance to take a complicated site and finally give it the attention it has needed for decades.





COMPLIANCE WITH MUNICIPALITY'S COMPREHENSIVE PLAN

Properties are designated as "M-U"; Mixed Use

(M-U) definition:

This category includes a variety of housing units, types and densities along with neighborhood scale retail businesses and offices, sometimes all located in mixed-use buildings. All buildings are set close to the sidewalk with doors and windows facing the street with parking located beneath the buildings and surface parking at strategic locations. In some instances, based on the Plan Commission's discretion, stand alone buildings may be permitted within a mixed use category depending on the comprehensive development plan for the area. Mixed Use falls primarily in the Planned Development Zoning District – General Implementation Plan (PDD-GIP) and Planned Development Zoning District-Specific Implementation Plan (PDD-SIP), although in some instances a General Business Zoning District (B-G) may serve some of the anticipated purposes.

All proposed uses meet the stated goals of the Comprehensive Plan.

Project Vision

Syncopation is a full reimagining of a key entrance into Fitchburg. The vision blends modern living, thoughtful commercial spaces, trails, community areas, and natural features into one cohesive and walkable environment.

The guiding principles remain constant:

- Sustainability and adaptive reuse: Maximize recycling of onsite materials, reduce waste, and incorporate passive and active solar strategies.
- Community-centered living: Provide a mix of upscale apartments, townhomes, single-family homes, and a senior living continuum.
- Creative, entrepreneurial culture: design spaces that support artists, makers, remote workers, and technology-driven residents.
- Integrated commercial activity: attract small, high-quality businesses such as a coffee shop, daycare, workout facility, and other services that will support both residents and neighbors.

Lifestyle and Amenities

The development includes a comprehensive amenity offering that supports long-term community vibrancy:

- Preferred purchasing partnerships
- Electric and hybrid charging stations
- Music rehearsal space
- Ultra-high-speed WiFi
- Community engagement services
- Package and parcel center
- Coffee bar
- Community gardens with harvest exchange
- Bike path connectivity with service stations
- Pet walking areas
- Pet washing station

Components

The project is proposed to consist of the following:

SITE:

- 1: Sitework, prep, and remediation
- 2: Installation of private roads and utilities
- 3: Construction of privately maintained stormwater facilities
- 4: Construction of pedestrian and bicycle pathways, trails, and connections to regional bike and pedestrian networks
- 5: Construction of common areas and green spaces

BUILDINGS:

- 1: Construction of a continuum of care facility containing the following unit types:

INDEPENDENT LIVING: 17

ASSISTED LIVING: 40 (LICENSED AS CBRF)

MEMORY CARE: 16 (LICENSED AS CBRF)

SKILLED: 46

GRAND TOTAL: 119

- 2: Construction of two phases of rental housing with a portion of affordable units to be set aside contingent upon an agreement with the City of Fitchburg regarding the type and administration of program terms and goals.

Proposed: at least 10% of rental units will be affordable to households earning $\leq 60\%$ County AMI for a minimum 15-year term, secured by land-use agreement recorded prior to final plat.

Total for both phases to be approx. **312 units.**

- 3: Construction of approximately **40** townhome style residences, both for sale and rental
- 4: Construction of approximately **30-35** owner occupied single family homes

Stabilization Plan

Fairchild Development is prepared to carry out the full scope of work required to make the land buildable. This includes:

- Removing approximately 60–80,000 cubic yards of unstable material from all building footprints, future roads, and utility corridors.
- Crushing and reusing masonry debris as base material once steel and plastics are removed.

- Importing engineered fill material where needed.
- Installing a geosynthetic stabilization grid across all structural areas.
- Clearing steep slopes of invasive vegetation and reworking them into terraced, stabilized, walkable spaces.

Where old debris once dominated the hillside, the new landscape will include native, drought-resistant plantings, improved grading, and spaces designed for residents to actually enjoy. Stormwater will be handled through on-site settlement basins and reused for community gardens, pet amenities, and other shared features.

Project Positioning

Fitchburg's growth has created demand for high-quality, flexible housing supported by a strong employment base and a growing creative and professional sector.

Syncopation meets that demand with a smart, walkable mix of residential, commercial, and senior living options that appeal to a wide range of residents and tenants.

The two main residential buildings will include approximately 312 apartments and 15,000 square feet of commercial space, designed with active street-level orientation and modern, community-focused architecture.

Location and Land Framework

The project spans 34.08 acres across CSM 3535 and CSM 3598. The Preliminary Plat creates 42 buildable lots and two outlots for stormwater and open space. Existing utility easements will be addressed through a release application. The land use plan blends:

- Two mixed-use residential/commercial buildings
- 36 single-family lots from 5,250 to 21,000 square feet
- A Trilogy senior living facility
- Two 20–25-unit townhome buildings

This layout brings together diverse housing options, community amenities, and integrated commercial activity in a cohesive framework.

Mobility, Access, and Parking

Syncopation will include two primary access points from County Highway MM, with improvements to align new drives with topography and circulation patterns. Bicyclists will have a fully connected multi-use path running through the site with links to the Capital City Trail and the Lacy Road system. All residential units include long-term and short-term bike parking, secure storage, and modern bike-friendly features based on City of Fitchburg standards.

Topography & Landscape Approach

The site's nearly 80-foot elevation change will be transformed through balanced cut-and-fill engineering, stabilized terraces, and vegetated slopes. What has long been an inaccessible and unsafe hillside will become a walkable network of outdoor spaces, views, and native landscaping.

The landscape plan incorporates drought-resistant plantings, outdoor rooms, courtyards, gathering areas, and gardens that soften the density and reinforce the development's community-centered identity.

Pre-Application History

Early municipal engagement began in 2017, before Fairchild Development took over. Those discussions identified key site challenges—remediation needs, topography, and mixed-use opportunities—alongside early neighborhood conversations. When residents understood the remediation requirements and long-term benefits, support for a comprehensive plan grew.

Fairchild Development has since advanced the vision with updated engineering, market-aligned planning, and a more robust, community-focused development framework.

Summary

Syncopation brings purpose back to a site that has needed it for decades. It repairs long-standing issues, aligns with Fitchburg's growth, and delivers a modern, sustainable, community-focused district at one of the city's most visible entry points. Every part of the plan reflects the belief that this land can, and should, serve Fitchburg in a meaningful way moving forward.

Mark Fairchild
Fairchild Development

SYNCOPATION

Fairchild Development hosted a one-hour neighborhood meeting on August 28, 2025 at the Fitchburg Public Library to introduce the Syncopation mixed-use project and walk through the preliminary site layout, phasing, and overall development timeline.

In attendance from the Development team were:

Mark Fairchild

Kevin Visel

and Architect Christopher Gosch

The discussion included an overview of the planned single-family portion, the mixed-use multifamily phases, and anticipated key dates, most notably the projected land closing in late January to early February 2026 and a targeted groundbreaking in late spring 2026.

Meaningful support came directly from property seller **Jim Foseid**, who relayed through his broker **Tyson Hall**, reaffirming confidence in the project direction and long-term vision. Additional support came from neighbors **Dave Wood** and **Dale Osborn**, both of whom expressed interest in the project's progress and alignment with the neighborhood.

While they raised thoughtful, high-level questions related to density, traffic flow, and long-term access, their overall tone and comments were supportive and collaborative.

The meeting also surfaced valuable historical insights into the land itself. Both Dave and Dale shared background on how the site has evolved over time. Dale specifically noted that the soil is a **clean site**, sharing firsthand observations of the fill process over many years. He described the earthwork activity he has personally completed nearby and affirmed his confidence in the underlying soils. Dale also expressed a willingness—along with Dave—to cooperate with Fairchild Development should any future access or coordination between neighboring properties be required.

Overall, the meeting was constructive, supportive, and aligned with the project's goals of transparency, community engagement, and early communication as Syncopation moves toward entitlement, closing, and construction.

Thank You,

Mark Fairchild

President – Fairchild Development

(608)-778-4337

MFairchild@Fairchild-Development.com

SYNCOPTION

Syncopation Site Legal Description

Fairchild Development, L.L.C.

Fitchburg, Wisconsin

LEGAL DESCRIPTION

LOT 3, CERTIFIED SURVEY MAP NO. 3535, RECORDED IN VOLUME 14 OF DANE COUNTY CERTIFIED SURVEY MAPS ON PAGES 124-125 AS DOCUMENT NUMBER 1676937 AND LOTS 1 AND 2, CERTIFIED SURVEY MAP NO. 3598, RECORDED IN VOLUME 14 OF DANE COUNTY CERTIFIED SURVEY MAPS ON PAGES 234-235 AS DOCUMENT NUMBER 1691387, TOWN OF FITCHBURG (NOW CITY OF FITCHBURG) LOCATED IN THE NORTHEAST QUARTER OF THE SOUTHWEST QUARTER AND THE SOUTHEAST QUARTER OF THE SOUTHWEST QUARTER OF SECTION 01 TOWNSHIP 06 NORTH RANGE 09 EAST, CITY OF FITCHBURG, DANE COUNTY, WI
TAX KEY NO: 225/0609-013-8170-4, 225/0609-013-9940-0, 225/0609-013-9540-4

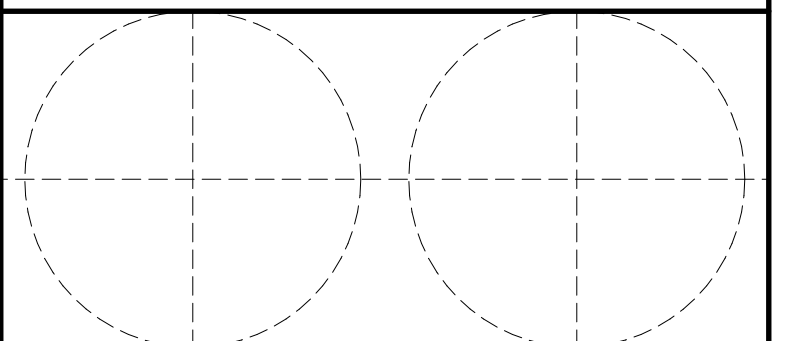
SYNCOPATION

GENERAL NOTES

DRAWING NOTES

CODE NOTES

SMITHGROUP



POPULANCE, LLC
1 SHERMAN TERRACE
MADISON, WI 53704

Sheet Title

Project Manager	Project ID	Project ID
Drawn By	Scale	1:1200
Reviewed By		
Date	10/7/25	



syncopation

PARCEL MATRIX				
Type	Number	Size		
STORMWATER	SW-001	37,026.00 SF	0.85 A	
STORMWATER	SW-002	83,199.60 SF	1.91 A	
DEDICATED	D-001	10,890.00 SF	0.25 A	
DEDICATED	D-002	2,178.00 SF	0.05 A	
COMMERCIAL	CM-001	201,682.80 SF	4.63 A	
MULTIFAMILY	MF-001	102,366.00 SF	2.35 A	
MULTIFAMILY	MF-002	138,085.20 SF	3.17 A	
TOWNHOME	TH-001	27,007.20 SF	0.62 A	
TOWNHOME	TH-002	26,571.60 SF	0.61 A	
TOWNHOME	TH-003	28,314.00 SF	0.65 A	
SINGLE FAMILY	SF-001	11,761.20 SF	0.270 A	
SINGLE FAMILY	SF-002	8,712.00 SF	0.200 A	
SINGLE FAMILY	SF-003	9,147.60 SF	0.210 A	
SINGLE FAMILY	SF-004	10,454.40 SF	0.240 A	
SINGLE FAMILY	SF-005	21,780.00 SF	0.500 A	
SINGLE FAMILY	SF-006	17,859.60 SF	0.410 A	
SINGLE FAMILY	SF-007	15,681.60 SF	0.360 A	
SINGLE FAMILY	SF-008	12,196.80 SF	0.280 A	
SINGLE FAMILY	SF-009	9,147.60 SF	0.210 A	
SINGLE FAMILY	SF-010	8,712.00 SF	0.200 A	
SINGLE FAMILY	SF-011	9,147.60 SF	0.210 A	
SINGLE FAMILY	SF-012	9,147.60 SF	0.210 A	
SINGLE FAMILY	SF-013	8,712.00 SF	0.200 A	
SINGLE FAMILY	SF-014	9,147.60 SF	0.210 A	
SINGLE FAMILY	SF-015	8,712.00 SF	0.200 A	
SINGLE FAMILY	SF-016	6,098.40 SF	0.140 A	
SINGLE FAMILY	SF-017	7,405.20 SF	0.170 A	
SINGLE FAMILY	SF-018	7,405.20 SF	0.170 A	
SINGLE FAMILY	SF-019	10,890.00 SF	0.250 A	
SINGLE FAMILY	SF-020	6,969.60 SF	0.160 A	
SINGLE FAMILY	SF-021	5,662.80 SF	0.130 A	
SINGLE FAMILY	SF-022	7,840.80 SF	0.180 A	
SINGLE FAMILY	SF-023	6,969.60 SF	0.160 A	
SINGLE FAMILY	SF-024	7,405.20 SF	0.170 A	
SINGLE FAMILY	SF-025	6,969.60 SF	0.160 A	
SINGLE FAMILY	SF-026	11,325.60 SF	0.260 A	
SINGLE FAMILY	SF-027	6,969.60 SF	0.160 A	
SINGLE FAMILY	SF-028	11,325.60 SF	0.260 A	
SINGLE FAMILY	SF-029	8,276.40 SF	0.190 A	
SINGLE FAMILY	SF-030	8,276.40 SF	0.190 A	
SINGLE FAMILY	SF-031	10,018.80 SF	0.230 A	
SINGLE FAMILY	SF-032	9,147.60 SF	0.210 A	
SINGLE FAMILY	SF-033	9,147.60 SF	DISCONTINUED LOT	
SINGLE FAMILY	SF-034	7,405.20 SF	0.170 A	
SINGLE FAMILY	SF-035	6,534.00 SF	0.150 A	
SINGLE FAMILY	SF-036	5,227.20 SF	0.120 A	



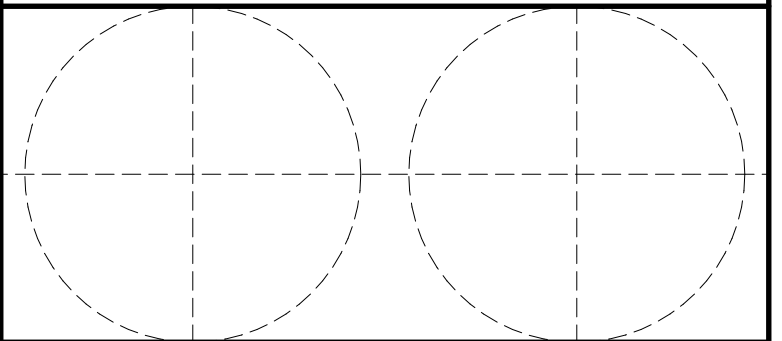
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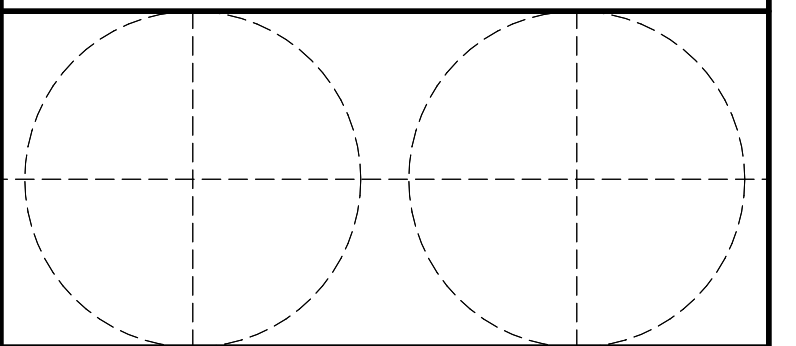


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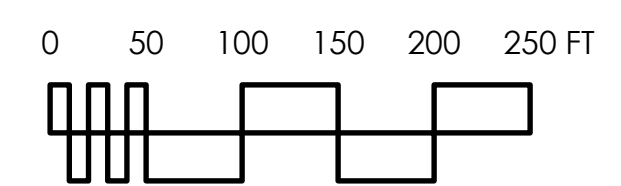
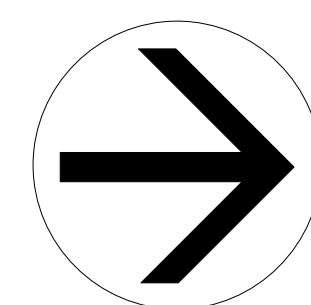
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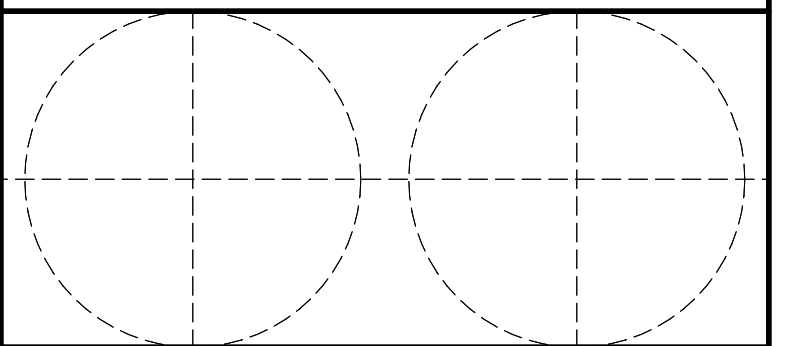


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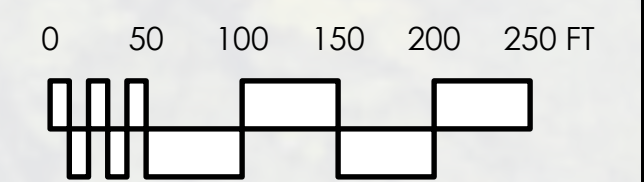


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MADISON, WI 53704

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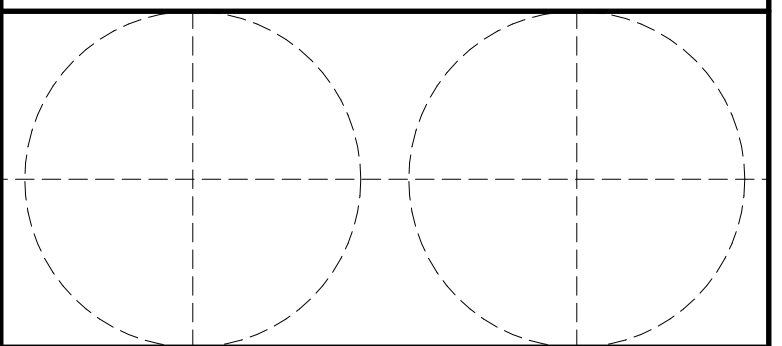
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Project Manager	Project ID	Project ID
Drawn By	Scale	1:1200
Reviewed By		
Date	10/7/25	



MM

SMITHGROUP



POPULANCE, LLC
1 SHERMAN TERRACE
MADISON, WI 53704

arozxajr

Project Manager: Project ID: Project ID

Drawn By: 1 Scale: 1:1200

Reviewed By: +

Date: 10/7/25

THAB

PHASING SCHEDULE

PHASE 1:
SITE GRADING AND STABILIZATION
PRIMARY PRIVATE ROAD
WATER AND SANITARY INFRASTRUCTURE
LATERALS TO PROPERTY LINES
STORMWATER POND #1
BUILT: ROADS, UTILITIES, TRILOGY

PHASE 2-A:
SITE GRADING AND STABILIZATION
SECONDARY PRIVATE ROAD
WATER AND SANITARY INFRASTRUCTURE
BUILT: ROADS, UTILITIES, MULTIFAMILY

PHASE 2-B:
SITE GRADING AND STABILIZATION
BUILT: SINGLE FAMILY LOTS

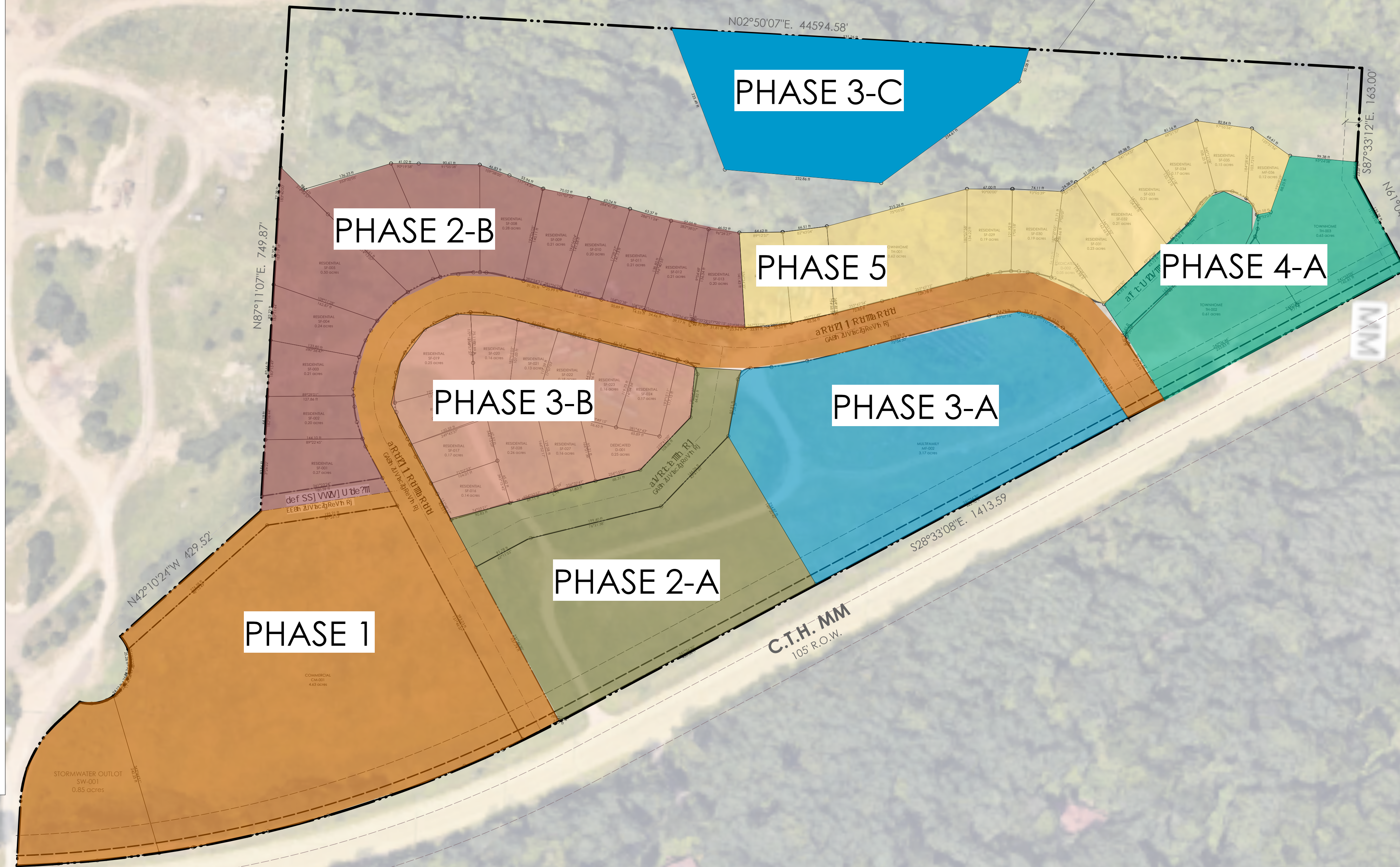
PHASE 3-A:
SITE GRADING AND STABILIZATION
BUILT: MULTIFAMILY

PHASE 3-B:
SITE GRADING AND STABILIZATION
BUILT: SINGLE FAMILY LOTS

PHASE 3-C:
SITE GRADING AND STABILIZATION
STORMWATER POND #2

PHASE 4-A:
SITE GRADING AND STABILIZATION
SECONDARY PRIVATE ROAD
WATER AND SANITARY INFRASTRUCTURE
BUILT: TOWNHOMES

PHASE 5:
SITE GRADING AND STABILIZATION
WATER AND SANITARY INFRASTRUCTURE
BUILT: SINGLE FAMILY LOTS, TOWNHOMES



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