



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

# REZONING APPLICATION

The undersigned owner, or owner's authorized agent, of property herein described hereby petitions to amend the zoning district map of the Fitchburg zoning ordinance by reclassifying from the B-H district to the PDD district the following described property:

1. **Location of Property/Street Address:** 3101 Fish Hatchery Road

**Legal Description - (Metes & Bounds, or Lot No. And Plat):**

Please attached for legal description.

\*\*\*Also submit in electronic format (MS WORD or plain text) by email to: [planning@fitchburgwi.gov](mailto:planning@fitchburgwi.gov)

2. **Proposed Use of Property - Explanation of Request:**

Construction of a new building of mixed use design with 160 units of residential housing on 4 levels, with 2 retail/office spaces, and below grade/partially exposed parking. Project will include an above grade landscaped court yard for resident use.

3. **Proposed Development Schedule:** April 1, 2020 construction start with a completion date of June 1, 2021.

\*\*\*Pursuant to Section 22-3(b) of the Fitchburg Zoning Ordinance, all Rezoning shall be consistent with the currently adopted City of Fitchburg Comprehensive Plan.

\*\*\*Attach three (3) copies of a site plan which shows any proposed land divisions, plus vehicular access points and the location and size of all existing and proposed structures and parking areas. Two (2) of the three (3) copies shall be no larger than 11" x 17". Submit one (1) electronic pdf document of the entire submittal to [planning@fitchburgwi.gov](mailto:planning@fitchburgwi.gov). Additional information may be requested.

**Type of Residential Development (If Applicable):** Multi-Family; Mixed Use

**Total Dwelling Units Proposed:** 160 **No. Of Parking Stalls:** 198

**Type of Non-residential Development (If Applicable):** Office/Retail

**Proposed Hours of Operation:** TBD **No. Of Employees:** TBD

**Floor Area:** Office - 3,800; Retail - 4,800 **No. Of Parking Stalls:** 50

**Sewer:** Municipal  Private  **Water:** Municipal  Private

**Current Owner of Property:** Madland LLC

**Address:** 2001 Butterfield Road, Suite 600; Downers Grove, IL 60515 **Phone No:** (630)-460-7688

**Contact Person:** Kevin Walsh

**Email:** kwalsh@mkfund.com

**Address:** 2001 Butterfield Road, Suite 600; Downers Grove, IL 60515 **Phone No:** (630)-460-7688

**Respectfully Submitted By:** Andrew J. Chitwood **Andrew J. Chitwood**  
 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:** 10/22/19 **Publish:** \_\_\_\_\_ and \_\_\_\_\_  
**Ordinance Section No.** \_\_\_\_\_ **Fee Paid:** N/R  
**Permit Request No.** Pre-App PDD



**JLA**  
ARCHITECTS

**JLA ARCHITECTS + PLANNERS**  
2418 Crossroads Drive - Suite 2300  
Madison, Wisconsin 53718  
[www.jla-ap.com](http://www.jla-ap.com)

October 22, 2019

Sonja Kruesel  
City of Fitchburg – Depart of Planning & Zoning  
5520 Lacy Road  
Fitchburg, WI 53711

re: 3101 Fish Hatchery Road Submittal

Dear Sonja,

Enclosed you will find our submittal for the PRE-APP PDD review of our proposed development at the November 19<sup>th</sup>, 2019, planning commission meeting. This project proposes a mixed use development at the 3101 Fish Hatchery Road property that is currently occupied by a shuttered manufacturing plant.

The mixed use building will include areas for retail and office space, 160 residential units, and enclosed parking and bicycle storage for the tenants. The apartments will be a mix of studios, 1 bedroom, and 2 bedroom units. The building will provide the tenants with an array of amenities that include a fitness room, on site leasing office, club room, and an exterior raised, landscaped courtyard.

The project intends to enhance the Fish Hatchery Road corridor and help lend it more of an urban feel in line with the long range plans of the City of Fitchburg.

Please look at the submittal and let me know if you need additional information or if you have any questions.

Andy Chitwood  
Project Manager  
JLA Architects & Planners



*First American*

Exhibit A

ISSUED BY

**First American Title Insurance Company**

File No: NCS-978470-MAD

File No.: NCS-978470-MAD

Parcel 1:

Part of Lots 12 and 13, Plat of Maple Lawn Heights and part of the West 1/2 of the Northwest 1/4 of the Southeast 1/4 and part of the Northeast 1/4 of the Southwest 1/4, all in Section 3, Township 6 North, Range 9 East, formerly in the Town of Fitchburg, now in the City of Fitchburg, Dane County, Wisconsin, more particularly described as follows: Commencing at the East 1/4 corner of said Section 3; thence South 86 degrees 22 minutes 57 seconds West, 2,732.50 feet to the City of Madison monument representing the center of said Section 3; thence South 85 degrees 42 minutes 1 second West, 37.36 feet to the centerline of Fish Hatchery Road and the point of beginning of this description; thence North 34 degrees 2 minutes 0 seconds East along said centerline 438.08 feet; thence South 55 degrees 58 minutes 0 seconds East, 282.52 feet; thence South 408.47 feet; thence West 450.06 feet to the North-South 1/4 line of said Section, said point being 206.5 feet South 2 degrees 13 minutes 17 seconds West from the center of said Section; thence North 69 degrees 54 minutes 22 seconds West, 142.35 feet to the centerline of Fish Hatchery Road; thence North 34 degrees 2 minutes 0 seconds East along said centerline 186.60 feet to the point of beginning of this description.

Parcel 2:

Easement for the benefit of Parcel 1 as created by Sanitary and Storm Sewer Easement granted by Bowman Farms, Inc., by Vice President and Secretary to Golden Guernsey Dairy Cooperative, Juice Products Division, dated May 3, 1993, and recorded May 10, 1993, at Volume 22673 of Records, Page 10, Document No. 2464765, over the following described land; A 40 foot strip of land located in the Northwest 1/4 of the Southeast 1/4 of Section 3, Township 6 North, Range 9 East, City of Fitchburg, Dane County, Wisconsin, the centerline of which is described as follows: Commencing at the East 1/4 corner of said Section 3; thence South 86 degrees 22 minutes 57 seconds West, 2,732.50 feet; thence South 85 degrees 42 minutes 01 second West, 37.36 feet; thence North 34 degrees 02 minutes 00 seconds East, 438.08 feet thence South 55 degrees 58 minutes 00 seconds East, 282.52 feet; thence South 00 degrees 00 minutes 00 seconds West, 408.47 feet to the Southeast corner of the Golden Guernsey Cooperative Property; thence South 90 degrees 00 minutes 00 seconds West, 10.00 feet to the point of beginning of said centerline; thence South 00 degrees 00 minutes 00 seconds West, 204.00 feet to the point of termination of said easement.

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# 3101 FISH HATCHERY ROAD MIXED USE DEVELOPMENT

FITCHBURG, WISCONSIN



# PRE-APPLICATION PROJECT INFORMATION

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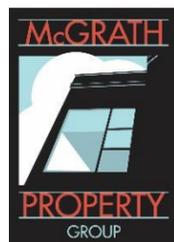
## PROJECT TEAM:



INVENTURE CAPITAL, LLC  
2820 Walton Commons West, Suite 125  
Madison, Wisconsin 53718  
Contact: Michael Thorson  
608.698.8336



JLA ARCHITECTS + PLANNERS  
2418 Crossroads Drive, Suite 2300  
Madison, Wisconsin 53718  
Contact: Andy Chitwood  
608.442.3858



MCGRATH PROPERTY GROUP  
730 Williamson St.  
Madison, WI 53703  
Contact: Mike Metzger  
608.515.5046



VIERBICHER  
999 Fourier Drive, Suite 201  
Madison, WI 53713  
Contact: Matt Schreiner  
608.826.0532

## PROJECT LOCATION & GENERAL DESCRIPTION

3101 Fish Hatchery Road will be a quality mixed use community serving the increased demand for quality, higher density housing in the Fitchburg area over the next five years and beyond. It will be located on a 3.62 acre parcel at the corner of Fish Hatchery Road and Traceway Drive.

### Surrounding Context

The project site is in an urban neighborhood surrounded by existing businesses, a public golf course, elementary school, several parks and recreation areas, with a mix of residential apartments and homes. The properties to the east are predominantly rural and undeveloped at this time.

### Existing Topography

The project site has a change in elevation of about 14 feet from the northwest site boundary at the Fish Hatchery Road/Traceway intersection, dropping to the southeast site boundary corner. There are no wetlands within the boundary of the parcel.

### Existing Site Conditions

The project site currently has little to no vegetation as it is occupied by a shuttered manufacturing facility surrounded by impervious pavement.



## RATIONALE FOR A PLANNED DEVELOPMENT DISTRICT

We believe there is a need to take advantage of the option for Planned Development District Zoning for the 3101 Fish Hatchery Road Mixed Use Development in order to accomplish the goals of providing a quality infill development and maintaining the more urban feel desired.

To accomplish these goals, we reference the City's Ordinance with the following reasons:

- Section 22-144 – Permitted Uses (3): Only permits up to 8 units per building. While we realize dwelling structures having greater than eight dwelling units are allowed as a Conditional Use (per 22-145 (6)), we desire the long-term stability afforded under a permanent zoning classification.
  - Section 22-146 – Dimensional Standards (2) b: Requires a minimum of 2,000 square feet of lot area per each Efficiency unit, 2,200 square feet of lot area per each 1 bedroom unit, 2,400 square feet per each 2 bedroom unit, and 2,700 square feet per each 3 bedroom unit, with the provision that each structured parking space reduces the minimum lot area by 500 square feet. With our proposed unit mix and total unit count of 160 units, this standard would require a parcel of 312,300 square feet or 7.17 acres, over double our parcel size of 2.956 acres.
  - Section 22-146 – Dimensional Standards (2) c: Restricts lot size to a maximum of 90,000 square feet. We are utilizing one developable lot for this project with an area of 128,793 square feet, or 2.956 acres.
- Section 22-146 – Dimensional Standards (4): Sets the minimum front setback (Fish Hatchery Road) at 30 feet. In order to keep with our desire to provide a more urban feel to multi-family residential developments, we propose a minimum setback of 7.5 feet.
  - Section 22-146 – Dimensional Standards (5): Sets the minimum side setback at 10 feet. In order to keep with our desire to provide a more urban feel to multi-family residential developments, we propose a minimum setback of 5-10 feet depending on location. Please refer to masterplan image on Page 6 for setbacks and dimensions.
  - Section 22-146 – Dimensional Standards (6): Sets the minimum street side setback (Traceway Drive) at 25 feet. In order to keep with our desire to provide a more urban feel to multi-family residential developments, we propose a minimum setback of 5 feet.
  - Section 22-146 – Dimensional Standards (8): Restricts the maximum building height to 45 feet or 3 stories, whichever is less. We are planning 4-stories of residential on top of an underground parking structure that is partially exposed due to grading on site. While we realize dwelling structures having greater than 3 stories is allowed as a Conditional Use (per 22-146 (8)), we desire the long-term stability afforded under a permanent zoning classification.

**ECONOMIC & SOCIAL IMPACTS**

We believe that this project will have positive economic & social impacts on the area.

Property Values and Tax Revenue

This project represents a total investment of \$25 - \$30,000,000. It is estimated that this project would have a total assessed value, upon full assessment, of approximately \$22,500,000. If this valuation is achieved,, using the City's 2018 property tax rate the following estimated tax receipts to the community could be realized annually:

Dane County:	\$ 67,977.00
City of Fitchburg:	\$184,370.00
Madison Metropolitan School District:	\$254,012.00
<u>Madison Area Tech. College:</u>	<u>\$ 20,844.00</u>
<b>Total Projected Annual Property Tax:</b>	<b>\$575,202.00</b>

In addition to the value of this specific project, the surrounding properties could realize an increase in values because of this project - thus creating additional tax revenues.

Impact Fees

This project should generate the following estimated Impact Fees to the City (2018 fees listed):

Land Dedication Fee	160 units x \$4,330 =	\$692,000.00
Park Improvement Fee:	160 units x \$160 =	\$ 25,600.00
Fire Protection Fee:	(126) 1BR x \$311 =	\$ 39,186.00
	(34) 2BR x \$466 =	\$ 15,844.00
Commercial Fire Fee	(9,800)S.F.x\$.288 =	\$ 2,822.00
<u>Water Impact Fee:</u>	<u>160 units x \$828 =</u>	<u>\$132,480.00</u>
<b>Total Projected Impact Fees:</b>		<b>\$908,732.00</b>

Any fee in lieu of Street Frontage for Parks per Ordinance 24-15(e) and 22-647(3), or Parkland Dedication per Ordinances 24-2(d)(2)(a) and 24-2(d)(2)(e) shall be established by the time of the Final Plat.

Social Impacts

Although social impacts cannot be predicted or quantified, we believe that this project will also have a positive social impact on the area.

- The addition of this quality mixed use community should improve the perceived image of the immediate area.
- The addition of this quality mixed use community will help to keep existing residents in Fitchburg and bring new residents into Fitchburg.
- The addition of this quality mixed use community could serve as a catalyst for other uses - such as retail & commercial - to locate in the immediate area.
- The addition of this quality mixed use community could serve as an example for future development - creating higher standards in design & living amenities.
- This development will help to further the city's desire to create more of an urban feel in the Fish Hatchery Road corridor by replacing a shuttered manufacturing site.
- This quality development will also help to create more of a welcoming environment for pedestrians with its residential, office, and retail mix replacing the current manufacturing site.

**CONSISTENCY WITH COMPREHENSIVE PLAN**

This project complies with the City of Fitchburg's Comprehensive Plan. Specifically, the following is an analysis of how this project meets or advances the goals, objectives, and policies outlined in the Comprehensive Plan.

**Land Use Goal 1:**

This project preserves and enhances the natural and agricultural resources of the City as follows:

Objective 1: This project is consistent with the long term urban growth map and related phasing plan.

Policies: (2) This project will be served by gravity flow sanitary sewer  
 (3) This project is being developed on an urban infill site within the urban growth boundary and is not replacing high quality agricultural lands.

Objective 2: This project is protecting environmental resources by using high density, sustainable development, and revitalization of underutilized land.

Policies: (2) This project is not within identified wetlands.  
 (7) This project is not within identified floodplains

**Land Use Goal 2:**

This project is a compact urban community that is visually and functionally distinct from the rural and agricultural community.

Objective 1: This is a project that is a significant reinvestment in the community as a redevelopment of urban infill land.

Policies: (1) This is a redevelopment of land in accord with the Future Land Use map.

Objective 2: This is a project that will restore underutilized land within current commercial and residential neighborhoods.

Policies: (2) A plan for redevelopment has been established to help guide the use of City resources.

Objective 3: This is a compact development that will have a logical and sustainable mix of uses and will preserve open space and natural areas within the surrounding area by utilizing higher density design.

Policies: (1) This project provides in-demand high density rental units with high end amenities.  
 (2) This project fits in well with the existing and planned infrastructure and land uses.

Objective 5: Utilities and infrastructure are being extended to this project in an efficient manner.

Policies: (1) This project is within the urban growth boundary.  
 (3) This high-density project is located at the intersection of Traceway Drive and Fish Hatchery Road and is therefore consistent with proposed functional roadway classifications.

Objective 6: This project's location encourages options to alternative transit modes.

Policies: (1) This project falls along an existing bus route.

Objective 7: This project is within the urban service area.

Policies: (3) This project is within the urban service area.

Objective 8: This project is consistent with the Future Land Use map.

Policies: (1) PDD zoning is consistent with the Mixed Use land use designation and the Future Land Use map.

**Natural Resources Goal 1:**

This project will protect the natural environment.

Objective 3: This project will protect natural resources

Policies: (1) This project will meet all current City storm water control requirements.  
 (2) This project will meet all current City erosion control requirements.  
 (3) This project will meet all current Floodplain and Wetland ordinances. There are no floodplains or wetlands within the project boundary.  
 (5) This project is not developed on private septic.

**Housing Goal 1:**

This project will provide a much in-demand housing choice: centrally located mixed use development with high quality market rate apartments and new commercial & retail space.

Objective 1: This project promotes the development of housing to meet the current and future needs of residents within the City.

Policies: (1) This project is an efficient use of land in the urban service area and provides for multi-modal friendly densities.  
 (2) This project adds variety to the area.

Objective 2: This project promotes the development of housing to meet the demands of today's work force.

Policies: (1) This project promotes high level and quality sustainable construction by implementing higher standards in design and living amenities.

**Housing Goal 2:**

This project makes efficient use of land for housing.

Objective 1: This project is a compact neighborhood.

Policies: (1) This project creates compactness and efficiency which helps preserve rural land resources.  
 (2) This project will provide a variety of housing types by offering studio apartments, one-bedroom, one-bedroom plus, and two-bedroom units as well as various open space uses.  
 (3) This infill project makes wise use of underutilized land in the current urban service area, where service provisions already occur.  
 (4) We are proposing higher but livable residential density, which promotes wise use of the land resource and reduces land located elsewhere required to meet housing demand. This helps to preserve agricultural and other open space land outside the urban service area.  
 (5) By utilizing the PDD design review process, the City will be allowed to ensure sound, sustainable housing design.

Objective 2: This residential development is occurring in an area with existing infrastructure and sewer.

Policies: (1) This residential housing project is in an area served by full urban services, including sanitary sewers and public water with convenient access to community facilities, retail centers, and to arterial highways.  
 (2) This project is not an unsewered development.

**Utilities Goal 1:**

This project will provide and maintain high quality public utility services.

Objective 1: This project will provide and maintain an adequate supply of safe water for drinking and fire protection needs.

Policies: (1) This project will meet all requirements of the Safe Drinking Water Act.

**Utilities Goal 2:**

This project will maintain and extend existing public utility systems within the urban development boundary.

Objective 1: This project will maintain and improve the condition of existing sanitary sewer and water infrastructure.

Policies: (4) This project will be served with gravity flow sanitary sewer.

Objective 2: This project is being developed within the existing urban service area and adjacent to existing public infrastructure.

Policies: (3) Utilities will not be placed in wetlands or other environmentally sensitive areas.

**Transportation Goal 1:**

This project is part of a coordinated land use and transportation system.

Objective 1: This project is a compact, urban development.

Policies: (1) This project features buildings closer to the sidewalks, street trees, street lighting, lower parking ratios, structured parking, and parking behind buildings.

**Transportation Goal 2:**

In conjunction with this project, a safe and efficient transportation system will be provided for the neighborhood.

Objective 2: This project will maintain a transportation system that allows for proper traffic management.

Policies: (2) The pattern of streets and sidewalks in the project area will maximize the connectivity of land uses within the neighborhood and to areas outside the neighborhood.  
(4) The streets in this project area are interconnected to preserve mobility and avoid travel delays.  
(6) This project provides a safer access and egress from Fish Hatchery road by constructing a right in/right out only access.  
(7) This project provides additional safe and efficient access/egress by extending Traceway drive to support a right turn in only access point, as well as an additional access/egress point further from the intersection.

## SITE DESIGN & GENERAL INFORMATION

The Masterplan for 3101 Fish Hatchery Road Mixed Use Development has been thoughtfully designed to address numerous site challenges including the existing topography and project identity.

### Masterplan Design Highlights:

- The building is located & orientated to address the street edge and to help define the public realm.
- Surface parking is kept to the interior of the site to reduce its visual impact from the public streets.
- Pedestrian pathways not only connect the site internally, but also connect the project site with adjacent parcels.
- The site contains an elevated green roof that creates an interior courtyard for resident use.

### Off Street Parking:

The City's typical parking requirements require 2.0 parking stalls per residential dwelling unit. Based on our experience with multi-family developments, and considering the unit mix, we find that this requirement would be excessive. Therefore, we are proposing a minimum of 1.2 parking stalls per dwelling unit, along with 50 parking stalls for the retail/office spaces. This includes 152 interior parking stalls as well as 96 surface spaces divided roughly into 3 separate areas. We believe that providing this level of parking will be appropriate for this project and will minimize the visual impact of surface parking lots on the site and the surrounding areas.

### Bicycle Parking:

In addition to off-street vehicular parking, we are proposing a minimum of 0.5 bicycle parking stalls per dwelling unit located either within the lower level parking or a bike shelter. Additionally, exterior stalls are located with proximity to the entrances of the building, and adjacent to the proposed retail/office spaces.

3101 FISH HATCHERY ROAD - MIXED USE DEVELOPMENT VALUES – AS OF OCTOBER 21, 2019 (SUBJECT TO CHANGE)					
ZONING REQUIREMENT	CURRENT DESIGN VALUE		CALCULATIONS		
SITE DENSITY	31.87	Units/Acre	160	Units /	3.62 AC. = 44.2
BUILDING COVERAGE	39.16%	of Parcel	61,713	S.F. /	157,610 S.F. = 39.16%
LANDSCAPE AREA	31.65%	of Parcel	49,888	S.F. /	157,610 S.F. = 31.65%
IMPERVIOUS SURFACE	29.19%	of Parcel	46,009	S.F. /	157,610 S.F. = 29.19%
FLOOR AREA RATIO	130.14%	of Parcel	205,110	S.F. /	157,610 S.F. = 130.14%

CONCEPT DATA												
FLOOR	BUILDING USE	AREA (G.S.F.)	RESIDENTIAL UNITS					PARKING			TOTAL	RATIO
			ST.	1 BR	2 BR	TOTAL	BEDS	COVERED	SURFACE			
									RETAIL	APTS.		
4	APARTMENTS	40,008	5	30	7	42	49					
3	APARTMENTS	40,008	5	30	7	42	49					
2	APARTMENTS	40,008	5	30	7	42	49					
1	APARTMENTS	36,517	3	25	6	34	40					
	COMMONS	2,751										
	OFFICE/MAIL /REST ROOMS	740										
LL	PARKING / CIRCULATION	40,183										
T	NEW TOTAL LIVABLE/LEASABLE	159,299	18	115	27	160	187	152	50	46	248	1.23
	LOT AREA	218,672										
	BUILDING FOOTPRINT	40,797										

## ENVIRONMENTAL BENEFITS OF PLANNED DEVELOPMENT ZONING

The Environmental Benefits of using Planned Development District Zoning for this project come from the greater flexibility in both density & zoning standards that is allowed under PDD Zoning than would be allowed under the City's High Density Residential Zoning.

### Reduction of Sprawl

Because of PDD Zoning, more units can be developed on this site. Therefore, this development can help meet the increasing need for residential units on less land area than would otherwise be required under the City's High Density Residential Zoning.

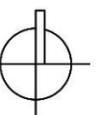
### Less Impervious Surface Area

Because of PDD Zoning, there is greater flexibility in the amount of vehicular parking that must be provided on site. In our Development Team's experience, the parking requirements of the City's High Density Residential Zoning District are excessive for this project - and would result in more impervious surface area across the site than what our plan proposes. Utilizing PDD Zoning for this project will decrease run-off and allow additional landscaped areas.

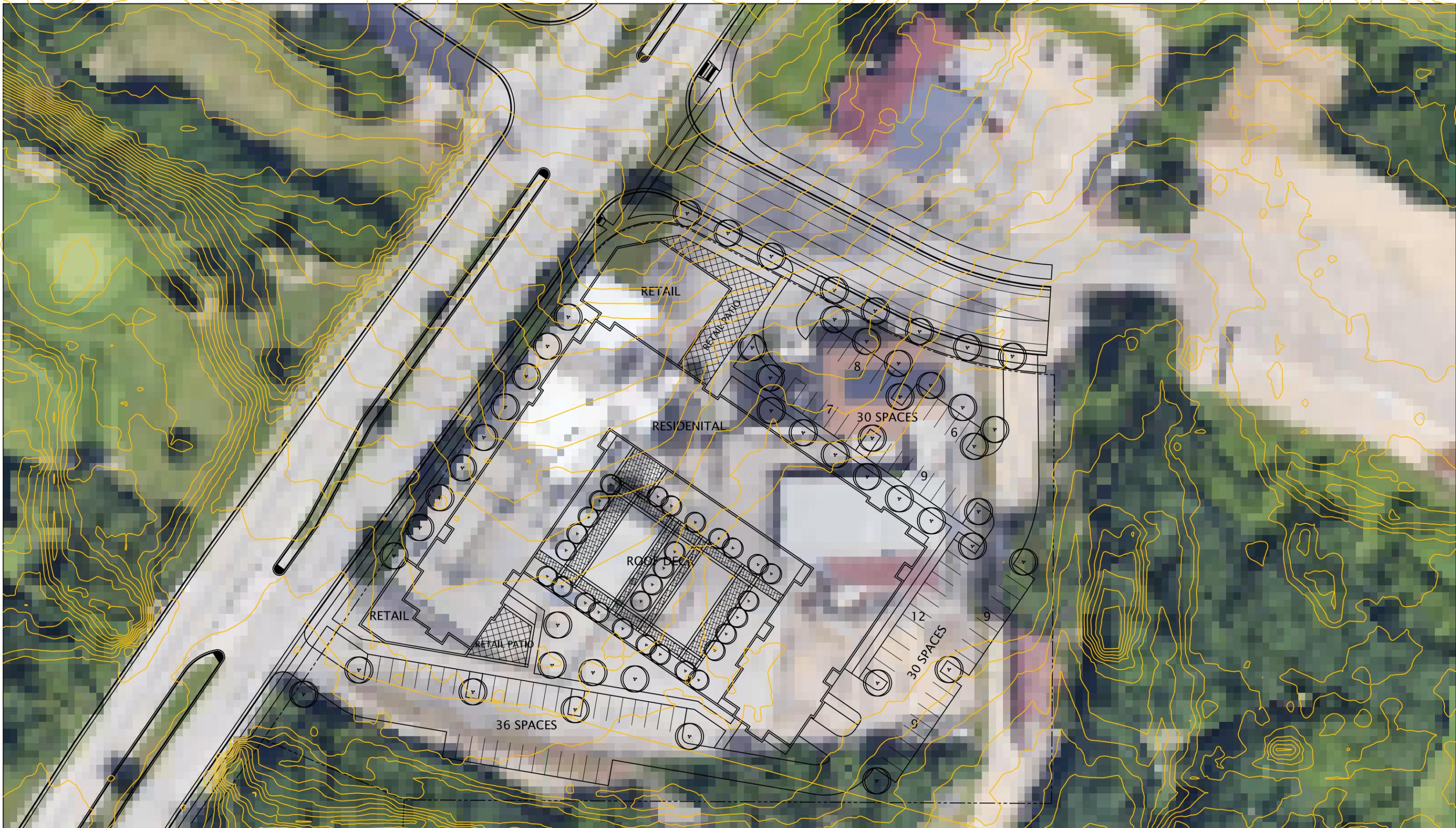
### Enhanced Public Realm

With PDD Zoning, the site can be designed to enhance the character and visual aesthetics of the public realm. Under PDD Zoning, the building setbacks can be reduced to allow the buildings to be located & orientated to address the street edge and to help define the public realm. This also provides additional land area behind the buildings - so surface parking can be kept to the interior of the site and reduce its visual impact on the public streets.

APPENDIX 'A'  
PRE-APPLICATION PROJECT INFORMATION  
CONCEPTUAL MASTERPLAN



APPENDIX 'B'  
PRE-APPLICATION PROJECT INFORMATION  
GRADING PLAN WITH SITE OVERLAY



# 3101 FISH HATCHERY ROAD – MIXED USE

## SCHEMATIC MASTERPLAN

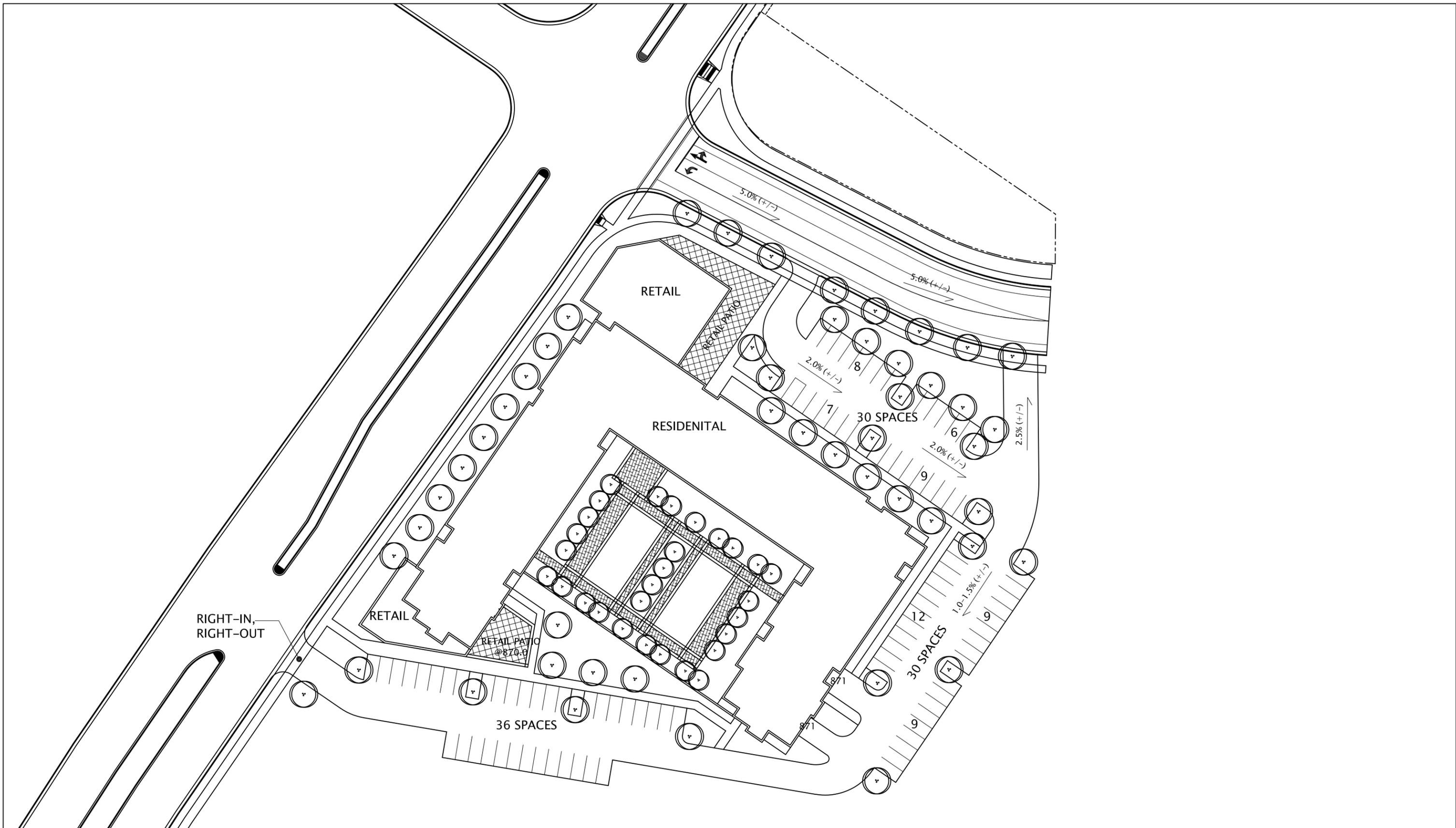


**JLA**  
ARCHITECTS

OCTOBER 17, 2019  
1"=60' @ 11x17



APPENDIX 'C'  
PRE-APPLICATION PROJECT INFORMATION  
CONCEPTUAL FLOOR PLANS



**JLA**  
ARCHITECTS

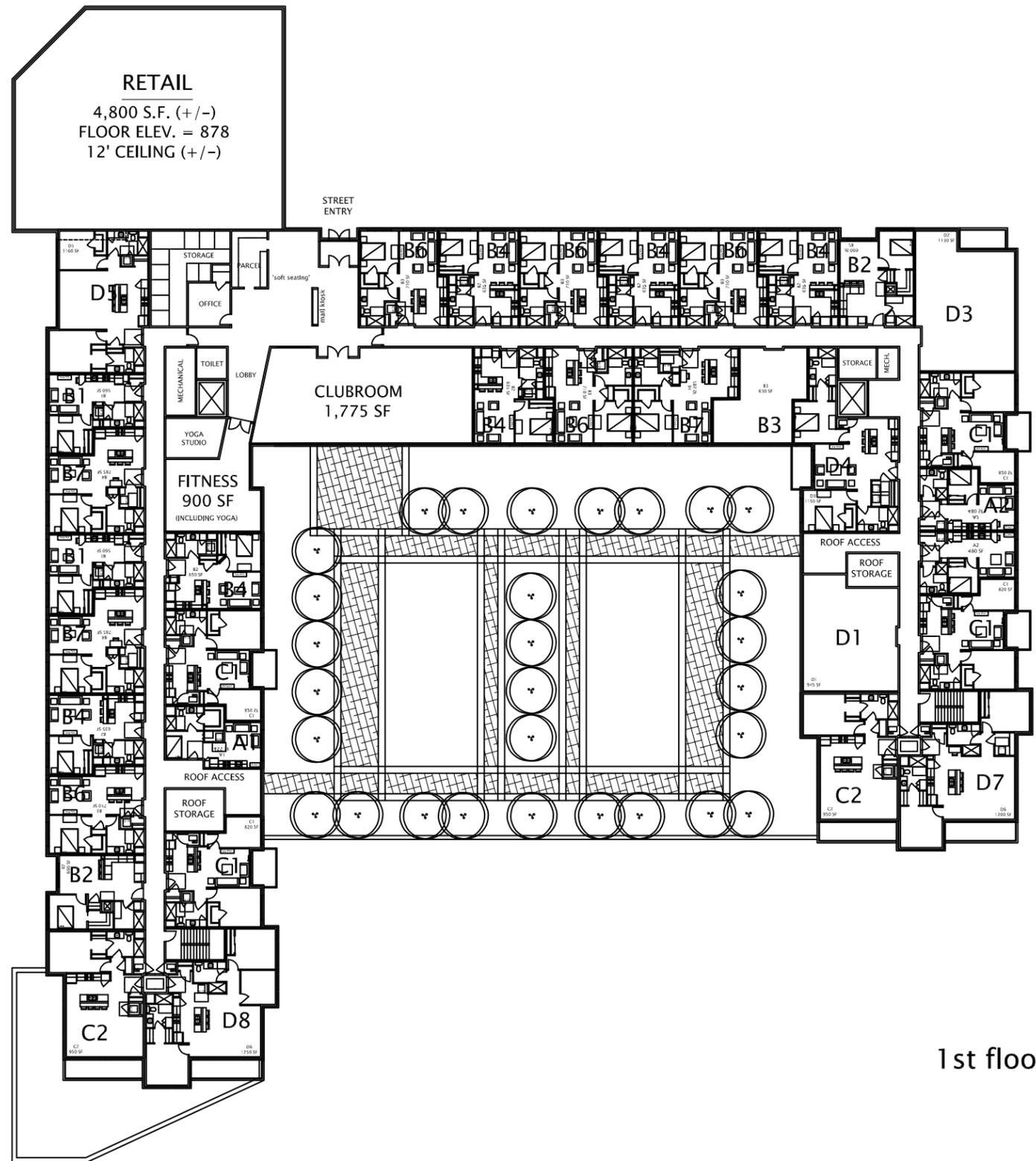
# 3101 FISH HATCHERY ROAD – MIXED USE

## SCHEMATIC MASTERPLAN

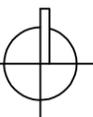
OCTOBER 17, 2019  
1"=60' @ 11x17

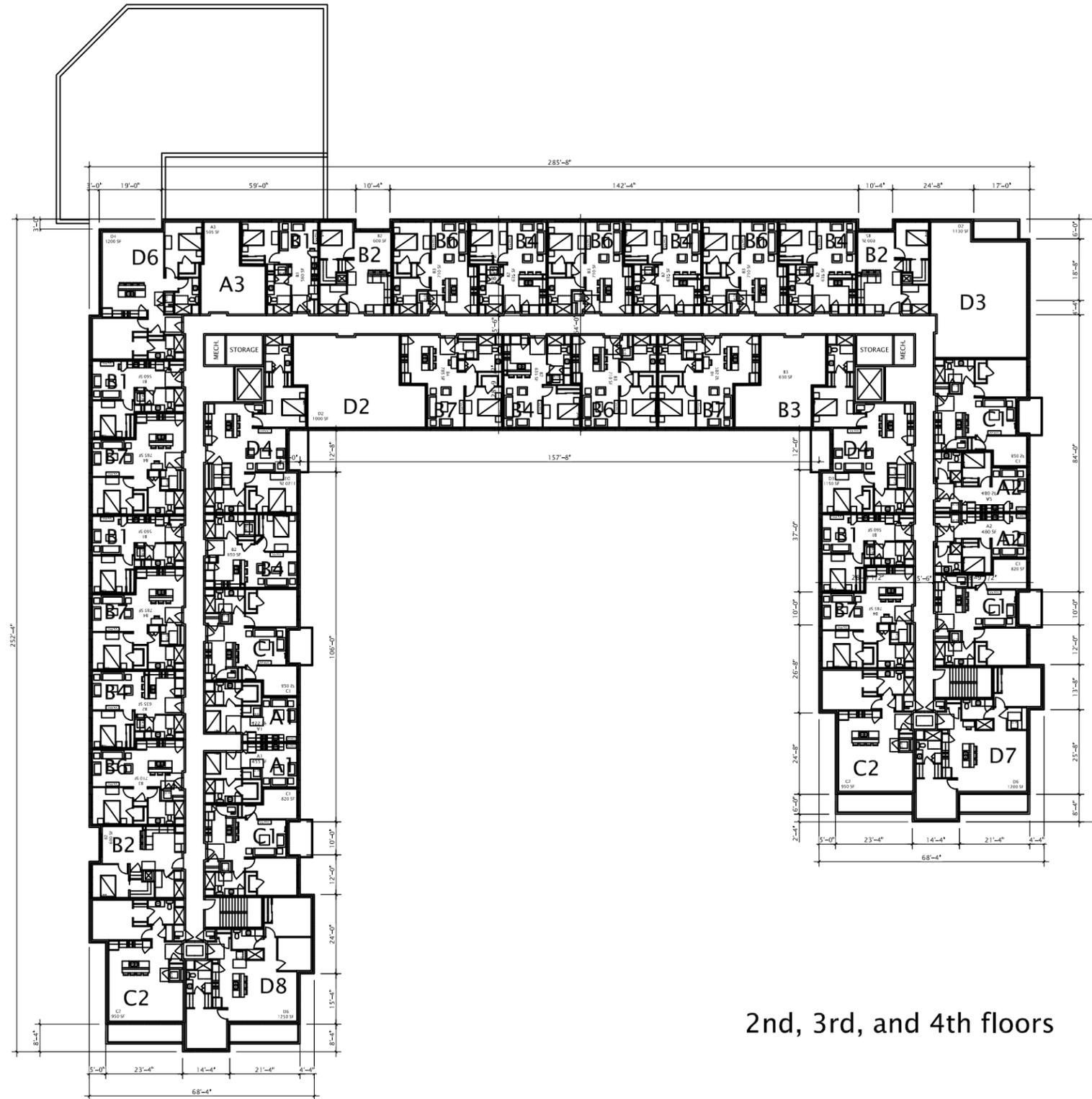


RESIDENTIAL	9'-0"	
RESIDENTIAL	9'-0"	
RESIDENTIAL	9'-0"	20'-0"
RESIDENTIAL	9'-0"	
PARKING	10'-0"	10'-0"



1st floor





2nd, 3rd, and 4th floors

