JLA ARCHITECTS

JLA ARCHITECTS + PLANNERS
2418 Crossroads Drive - Suite 2300
Madison, Wisconsin 53718
www.jla-ap.com

November 14, 2019

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

re: 3101 Fish Hatchery Road PDD-GIP Submittal

Dear Sonja,

Enclosed you will find our submittal for the PDD-GIP review of our proposed development at the December 17, 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.

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

Andy Chitwood

Andy Chitwood
Project Manager
JLA Architects & Planners

THE CITY OF Fitchburg	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-GIP 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 see attached for legal description.

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

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

Parcel 1 - Construction of a new mixed use building with 160 units of residential housing and approximately 10,000 s.f. of office and retail space.
Parcel 2 - Will be dedicated for the extension of Traceway Drive.

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 Rezonings 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**. Additional information may be requested.

Type of Residential Development (If Applicable): Multi Family, Mixed Use

Total Dwelling Units Proposed: 160 **No. Of Parking Stalls:** 199

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

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

Floor Area: 10,030 **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 — Owner's or Authorized Agent's Signature

Andrew J. Chitwood — 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:**_____ **Publish:**_____ and_____

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

Permit Request No._____

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

InventureCapital

November 14, 2019

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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. Suite 150
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 what is an approximately 4.64 acre parcel. A portion of this will be dedicated for the new Traceway Drive extension, while approximately 3.62 acres will contain the new community 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.

LEGAL DESCRIPTION

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.

EXISTING PROPERTY

The existing property consists of two parcels, the one described on the left side of this page, and one that borders the northeast side of it. This parcel is being broken off, and the owners anticipate entering into an agreement with the City of Fitchburg, under a separate design and approval process, to dedicate this parcel for the extension of Traceway Drive. The stormwater management for the proposed mixed use development is also expected to handle run-off from the Traceway Drive extension until it is further developed in the future. It is anticipated that this initial extension will be completed in 2020 in advance of the main project completion to align with the city's Fish Hatchery Road Expansion Project.

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 $20,000,000. 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:	$ 60,424.00
City of Fitchburg:	$163,884.00
Madison Metropolitan School District:	$255,788.00
Madison Area Tech. College:	$ 18,528.00
Total Projected Annual Property Tax:	**$486,624.00**

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 =	$692,800.00
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
Water Impact Fee:	160 units x $828 =	$132,480.00
Total Projected Impact Fees:		**$908,732.00**

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.

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.

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.

LAND USE

When complete, this project will contain multi-family residential use. This 3.62 acre parcel will be consistent with the City's Comprehensive Plan with a High Density Multi-Family Residential Use. It will have 160 market rate housing units along with their associated common amenity spaces. At the time of this General Implementation Plan, the mix of residential units is as *follows:*

- Studio Units: 11%
- 1 or 1 Bedroom Plus Den Units: 72%
- 2 or 2 Bedroom Plus Den Units: 17%

Within each unit type there will be a variety of unit sizes - with an average unit size of approximately 771 square feet. This mix of unit types & sizes will serve a variety of potential residents.

In addition to the residential units themselves, the project will contain various common space amenities integrated within the building or around the site. At the time of this General Implementation Plan, the anticipated common amenities are:

- On-site Management/ Leasing Office
- Community Room with Common Space Access
- Green Roof Common Space with the Following Amenities:
  - Extensive Landscaping
  - Children's Play Area
  - Dog Run
  - Grilling Area for Tenant Use
- Fitness Center
- Connection to Walking Paths
- Other Green and/or Open Space for passive and active activities

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 1.24 parking stalls per dwelling unit, along with 50 parking stalls for the retail/office spaces. This includes 149 interior parking stalls as well as 100 surface spaces divided roughly into 2 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 dedicated bike storage area that will provide wall hung and floor racks for the storage of 176 bikes, a 1.1 space to unit ratio. Additionally, exterior stalls are located within proximity to the entrances of the building, and adjacent to the proposed retail/office spaces.

Storm Water Management Overview:

Storm water management for this site will primarily be satisfied with the construction of a wet detention basin in the southeast corner of the site. Any additional sediment removal needs will be handled with an oversized pipe wet detention system located beneath the parking lot. All City of Fitchburg ordinance requirements will be met.

Maintenance of all storm sewer structures and pipes within the development parcel will be the responsibility of the property Owner.

Environmental Corridor

An environmental corridor is mapped along the south boundary of the property, and the owners are working with the Capital Area Regional Planning Commission for an amendment to the corridor that will protect the adjacent spring and provide a quality development. A hearing is set for earl December.

CONCEPT DATA

FLOOR	BUILDING USE	AREA (G.S.F.)	RESIDENTIAL UNITS					PARKING			TOTAL	RATIO
			ST.	1 BR	2 BR	TOTAL	BEDS	COVERED	SURFACE RETAIL	SURFACE 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										

Landscape Design:
The new landscape design for this project will meet all City of Fitchburg landscape design requirements. Please see Appendix 'B' of this document for the Preliminary Landscape Plan. This plan will be further developed, and additional detail and information will be provided with the subsequent Specific Implementation Plan submittals.

Refuse & Recycling Storage & Removal:
This building will have a refuse & recycling room in the Lower Level with room for a minimum of (8) – 2 yard containers for refuse and recycling. A private waste management company will be contracted to provide recycling & refuse services as appropriate for the development.

General Implementation Plan Data
At the time of this General Implementation Plan, the Masterplan Data is as follows. This data is subject to change as the design of the project proceeds. However, final Masterplan Data that meets the *"Planned Development Zoning Standards"* below will be provided in the subsequent Specific Implementation Plans for this project.

3101 FISH HATCHERY ROAD - CONCEPTUAL MASTERPLAN DATA										21-Oct-19
BUILDING						PARKING				
NAME	USE	FOOTPRINT		FLOOR AREA		UNITS	COVERED	SURFACE	TOTAL	RATIO
3101	Unit	51,683	S.F.	205,110	S.F.	160	149	50	199	1.24 / UNIT
3101	Retail	10,030	S.F.	10,030	S.F.	4		50	50	12.5 / UNIT
TOTALS		61,713	S.F.	205,110	S.F.		149	100	249	

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%	

3101 FISH HATCHERY ROAD BICYCLE PARKING – AS OF OCTOBER 21, 2019						
BUILDING		BICYCLE PARKING				
NAME	UNITS	COVERED	SURFACE	TOTAL	RATIO	
RESIDENTIAL	160	176		176	1.1	PER UNIT (.5 Required)
RETAIL	5		24	24	4.8	PER UNIT

Planned Development Zoning Standards
Under the proposed Planned Development Zoning, the project shall meet the following Zoning Standards:

- Residential Density: 55 units per acre (maximum)
- Building Height: Maximum of 4 Stories and Maximum 65 feet
- Front Street Setback: 7.5' (minimum) Exterior Stairs, Entry Stoops, Planters, and overhangs are permitted to encroach within this Setback
- Side Street Setback: 5' (minimum) Exterior Stairs, Entry Stoops, Planters, and overhangs are permitted to encroach within this Setback
- Side Yard Setback: 5' (minimum) Exterior Stairs, Entry Stoops, Planters, and overhangs are permitted to encroach within this Setback
- Rear Yard Setback: 25' (minimum) Exterior Stairs, Entry Stoops, Planters, and overhangs are permitted to encroach within this Setback
- Building Coverage: 35% of Parcel Area (maximum)
- Floor Area Ratio: 1.25 (maximum)
- Impervious Surface Ratio: 65% of Parcel Area (maximum)
- Off-Street Parking: 1.13 Auto Spaces per Dwelling Unit (minimum)
- Off-Street Bicycle Parking: 0.25 Bike Spaces per Dwelling Unit (minimum)

ORGANIZATIONAL STRUCTURE – INVENTURE CAPITAL

Inventure Capital is an investment group whose broad range of assets include Multi-Family and Mixed-Use development. Their team has experience developing properties in both the United States and Australia, with its most recent project being Garver Point in Madison. Located at 171 South Fair Oaks Avenue, this was an infill project that replaced outdated commercial space with a mixed used development that included on site amenities similar to those proposed with this project.

PROPERTY MANAGEMENT- MCGRATH PROPERTY GROUP

At McGrath Property Group, we manage our clients' properties from an owner's perspective with expertise that has developed during an extended period of property ownership by the company's principals. We apply the same thoughtful, aggressive, goal-oriented approach to the management of our clients' properties as we do in successfully managing our own. We understand the importance of protecting their assets, providing customer service to their tenants and being cost efficient. Our residential management group manages residential apartment homes throughout the Madison area with extensive experience in market rate and mixed use developments.

McGrath is a Madison-based company; our management group and owners reside locally and are long time area residents. We *know* the market, we *know* the vendors, and most importantly we *know* how to manage real estate at the highest level.

<u>Property Management Team</u>
McGrath Property Group continuously recruits individuals that have a passion for real estate, an unwavering commitment to continuous improvement, and an understanding that integrity and excellence are the cornerstones of success. We believe that our associates are our most valuable resource, enabling us to maintain a distinct advantage within our industry.

PROJECT IMPLEMENTATION

The construction of the project located at 3101 Fish Hatchery Road is anticipated to maintain the following schedule in one single phase with completion in June of 2021:

Date	Activity
01/16/2020	Begin Demolition of Existing Buildings
03/23/2020	Begin Construction of New Building
06/01/2020	Begin Construction on Traceway Drive Extension
11/01/2020	Completion of Traceway Drive Extension
12/01/2020	Traceway Drive Extension Dedication
06/01/2021	Opening of New Building

NEIGHBORHOOD INPUT

The owner has worked with city staff to solicit feedback from landowners in the area. Inventure has scheduled a neighborhood meeting that will take place prior to the project review at the December 17th Planning Commission meeting. Feedback from this meeting, as well as any action that may be necessary based on the feedback, will be presented at the December 17th meeting. Adjacent on this page, is a sample of the invitation sent out on November 6th to all property owners within a 300' radius of the project for the meeting to be held on November 20th.

November 6, 2019

FITCHBURG COMMERCIAL PROPERTIES LLC
6515 GRAND TETON PLAZA, STE 300
MADISON, WI 53719

Dear Madam or Sir:

As an owner of property located within 300 feet of 3101 Fish Hatchery Road, you are cordially invited to join us

on November 20th
at 6:00 p.m.
in the Community Center Prairie View Room
at 5510 Lacy Rd, Fitchburg, WI 53711

We will present concept plans for the mixed-use project with commercial space and residential units proposed for 3101 Fish Hatchery Road, followed by a question-and-answer session to gather input and comments on the proposed design.

Sincerely,

Inventure Capital, LLC

APPENDIX "A"
GENERAL IMPLEMENTATION PLAN
CONCEPTUAL MASTER PLAN

JLA ARCHITECTS

3101 FISH HATCHERY ROAD – MIXED USE

GENERAL DEVELOPMENT PLAN

OCTOBER 17, 2019

1"=60' @ 11x17

APPENDIX 'B'
GENERAL IMPLEMENTATION PLAN
PRELIMINARY GRADING, UTILITY, & LANDSCAPE PLANS

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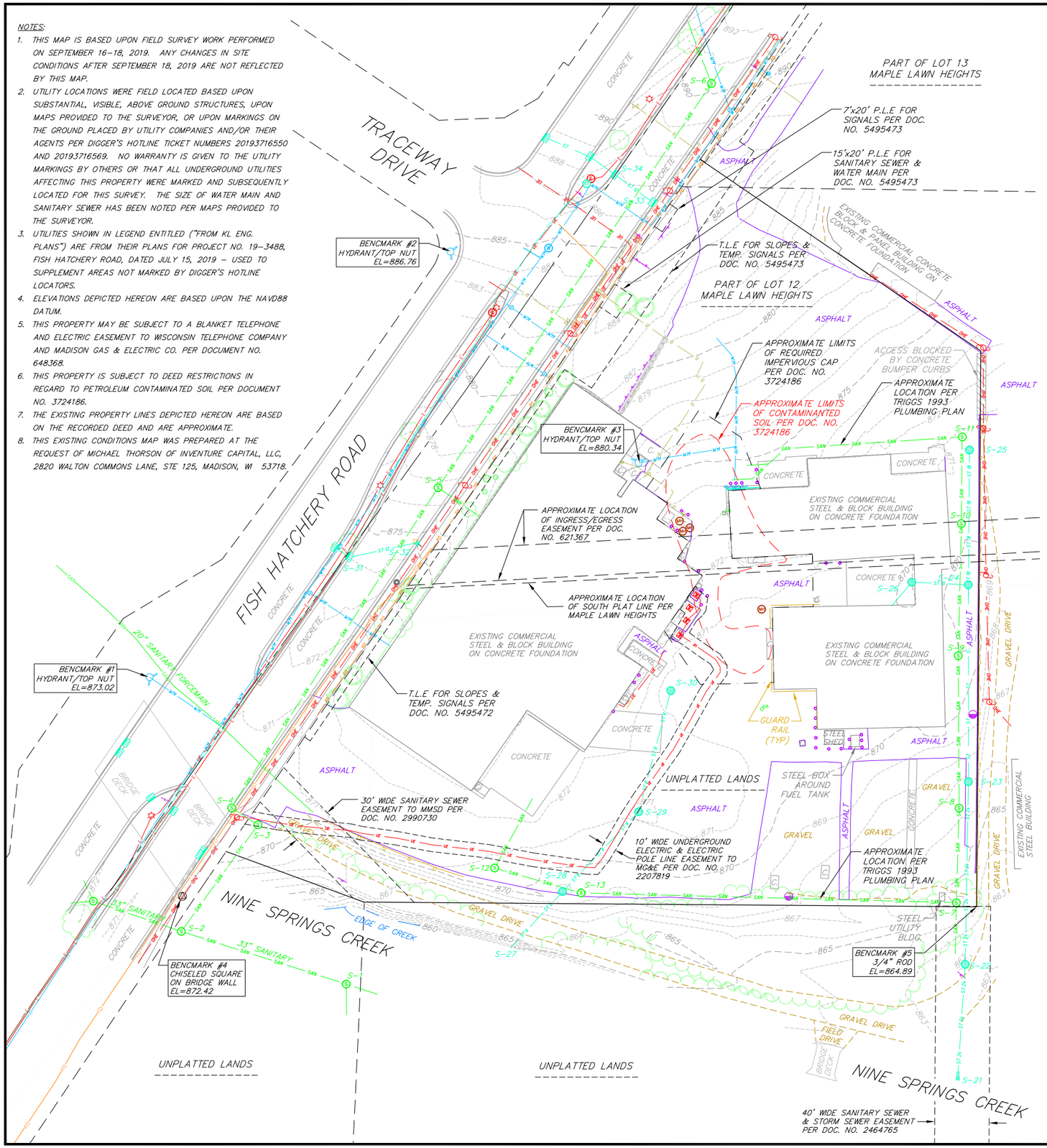
NOTES:

1. THIS MAP IS BASED UPON FIELD SURVEY WORK PERFORMED ON SEPTEMBER 16–18, 2019. ANY CHANGES IN SITE CONDITIONS AFTER SEPTEMBER 18, 2019 ARE NOT REFLECTED BY THIS MAP.
2. UTILITY LOCATIONS WERE FIELD LOCATED BASED UPON SUBSTANTIAL, VISIBLE, ABOVE GROUND STRUCTURES, UPON MAPS PROVIDED TO THE SURVEYOR, OR UPON MARKINGS ON THE GROUND PLACED BY UTILITY COMPANIES AND/OR THEIR AGENTS PER DIGGER'S HOTLINE TICKET NUMBERS 20193716550 AND 20193716569. NO WARRANTY IS GIVEN TO THE UTILITY MARKINGS BY OTHERS OR THAT ALL UNDERGROUND UTILITIES AFFECTING THIS PROPERTY WERE MARKED AND SUBSEQUENTLY LOCATED FOR THIS SURVEY. THE SIZE OF WATER MAIN AND SANITARY SEWER HAS BEEN NOTED PER MAPS PROVIDED TO THE SURVEYOR.
3. UTILITIES SHOWN IN LEGEND ENTITLED ("FROM KL ENG. PLANS") ARE FROM THEIR PLANS FOR PROJECT NO. 19–3488, FISH HATCHERY ROAD, DATED JULY 15, 2019 – USED TO SUPPLEMENT AREAS NOT MARKED BY DIGGER'S HOTLINE LOCATORS.
4. ELEVATIONS DEPICTED HEREON ARE BASED UPON THE NAVD88 DATUM.
5. THIS PROPERTY MAY BE SUBJECT TO A BLANKET TELEPHONE AND ELECTRIC EASEMENT TO WISCONSIN TELEPHONE COMPANY AND MADISON GAS & ELECTRIC CO. PER DOCUMENT NO. 648368.
6. THIS PROPERTY IS SUBJECT TO DEED RESTRICTIONS IN REGARD TO PETROLEUM CONTAMINATED SOIL PER DOCUMENT NO. 3724186.
7. THE EXISTING PROPERTY LINES DEPICTED HEREON ARE BASED ON THE RECORDED DEED AND ARE APPROXIMATE.
8. THIS EXISTING CONDITIONS MAP WAS PREPARED AT THE REQUEST OF MICHAEL THORSON OF INVENTURE CAPITAL, LLC, 2820 WALTON COMMONS LANE, STE 125, MADISON, WI 53718.



EXISTING SANITARY STRUCTURE TABLE				
NAME	TYPE	RIM	INVERT	DIRECTION
S1	SMH	867.58	852.66	E
			855.58	S
			852.68	W
S2	SMH	868.80	856.00	N
			853.20	E
			853.40	W
S3	SMH	869.50	857.28	S
			857.40	W
S4	SMH	870.15	858.42	N
			858.32	E
S5	SMH	876.70	864.38	N
			865.25	E
			864.20	S
S6	SMH	890.26	881.51	N
			881.41	S
			881.88	NW
			886.06	NW
S7	SMH	866.13	860.83	LEDGE
			858.73	TROUGH
S8	SMH	866.65	860.30	N
			860.30	S
S9	SMH	870.05	861.40	N
			861.40	S
			862.78	W
S10	SMH	870.39	862.37	N
			862.40	S
			862.43	W
S11	SMH	870.79	862.89	S
			862.74	W
S12	SMH	870.65	861.36	N
			861.15	E
S13	SMH	869.38	859.98	E
			860.00	W

EXISTING STORM STRUCTURE TABLE				
NAME	TYPE	RIM	INVERT	DIRECTION
S21	ENDW		856.29	N
S22	FIN	861.73	857.43	N
			857.03	S
S23	FIN	866.54	860.26	N
			860.24	S
S24	FIN	868.94	863.29	N
			863.29	S
S25	FIN	870.08	864.59	S
S26	FIN	869.73	867.08	SW
S27	PVC IE		860.53	N
S28	FIN	868.68	864.83	N
			864.51	S
S29	FIN	870.64	865.69	N-S
S30	FIN	870.13	866.83	S
			866.23	SW
S31	CIN	874.43	870.28	E
			870.28	W
S32	CIN	875.00	871.45	E
			871.10	SW
S33	CIN	886.82	883.72	W
S34	CIN	887.24	853.19	E
			853.19	W

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TOPOGRAPHIC SYMBOL LEGEND

- EXISTING BOLLARD
- EXISTING MONITORING WELL
- EXISTING SIGN (TYPE NOTED)
- EXISTING CURB INLET
- EXISTING ENDWALL
- EXISTING FIELD INLET
- EXISTING STORM MANHOLE
- EXISTING SANITARY CLEANOUT
- EXISTING SANITARY MANHOLE
- EXISTING FIRE HYDRANT
- EXISTING FIRE DEPARTMENT CONNECTION
- EXISTING WATER MAIN VALVE
- EXISTING CURB STOP
- EXISTING WATER MANHOLE
- EXISTING GAS VALVE
- EXISTING GAS METER
- EXISTING DOWN GUY
- EXISTING ELECTRIC MANHOLE
- EXISTING TRANSFORMER
- EXISTING LIGHT POLE
- EXISTING UTILITY POLE
- EXISTING TELEPHONE PEDESTAL
- EXISTING UNIDENTIFIED MANHOLE
- EXISTING CONIFEROUS TREE
- EXISTING DECIDUOUS TREE
- C. EXISTING CONCRETE

TOPOGRAPHIC LINEWORK LEGEND

- EXISTING FIBER OPTIC LINE
- EXISTING UNDERGROUND TELEPHONE
- EXISTING RETAINING WALL
- EXISTING CHAIN LINK FENCE
- EXISTING GAS LINE
- EXISTING UNDERGROUND ELECTRIC LINE
- EXISTING OVERHEAD ELECTRIC LINE
- EXISTING SANITARY SEWER LINE (SIZE NOTED)
- EXISTING STORM SEWER LINE (SIZE NOTED)
- EXISTING EDGE OF TREES
- EXISTING WATER MAIN (SIZE NOTED)
- 870 EXISTING MAJOR CONTOUR
- 871 EXISTING MINOR CONTOUR

TOPOGRAPHIC LINEWORK (FROM KL ENG. PLANS) LEGEND

- EXISTING UNDERGROUND TELEPHONE LINE
- EXISTING UNDERGROUND ELECTRIC LINE
- EXISTING FIBER OPTIC LINE
- EXISTING WATER MAIN (SIZE NOTED)
- EXISTING SANITARY FORCE MAIN (SIZE NOTED)

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Existing Conditions Plan

3101 Fish Hatchery Redevelopment
City of Fitchburg
Dane County, WI

REVISIONS		
NO.	DATE	REMARKS

REVISIONS		
NO.	DATE	REMARKS

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DATE 11–14–2019

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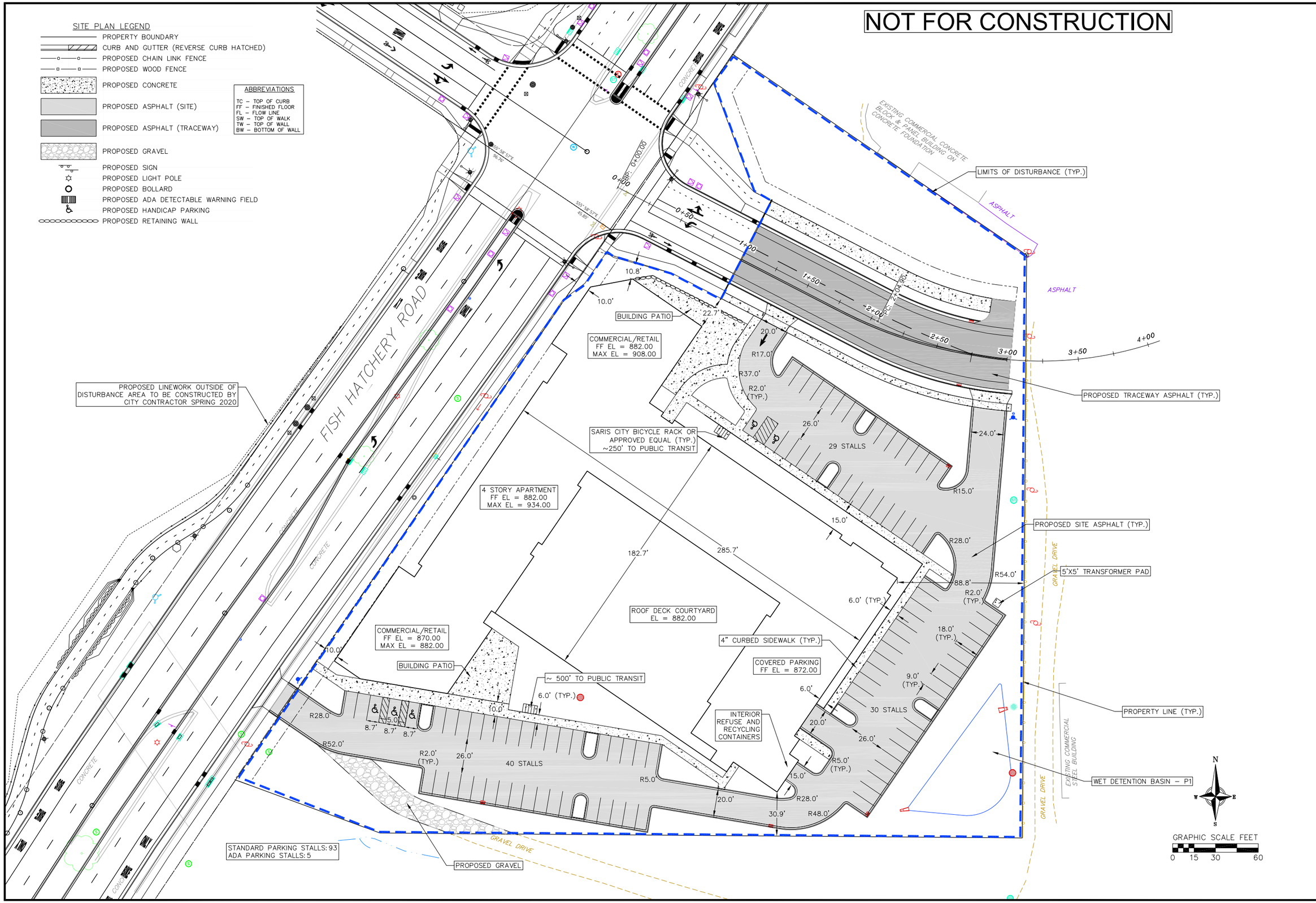
SITE PLAN LEGEND

- PROPERTY BOUNDARY
- CURB AND GUTTER (REVERSE CURB HATCHED)
- PROPOSED CHAIN LINK FENCE
- PROPOSED WOOD FENCE
- PROPOSED CONCRETE
- PROPOSED ASPHALT (SITE)
- PROPOSED ASPHALT (TRACEWAY)
- PROPOSED GRAVEL
- PROPOSED SIGN
- PROPOSED LIGHT POLE
- PROPOSED BOLLARD
- PROPOSED ADA DETECTABLE WARNING FIELD
- PROPOSED HANDICAP PARKING
- PROPOSED RETAINING WALL

ABBREVIATIONS

TC – TOP OF CURB
FF – FINISHED FLOOR
FL – FLOW LINE
SW – TOP OF WALK
TW – TOP OF WALL
BW – BOTTOM OF WALL



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Site Plan

3101 Fish Hatchery Redevelopment
City of Fitchburg
Dane County, WI

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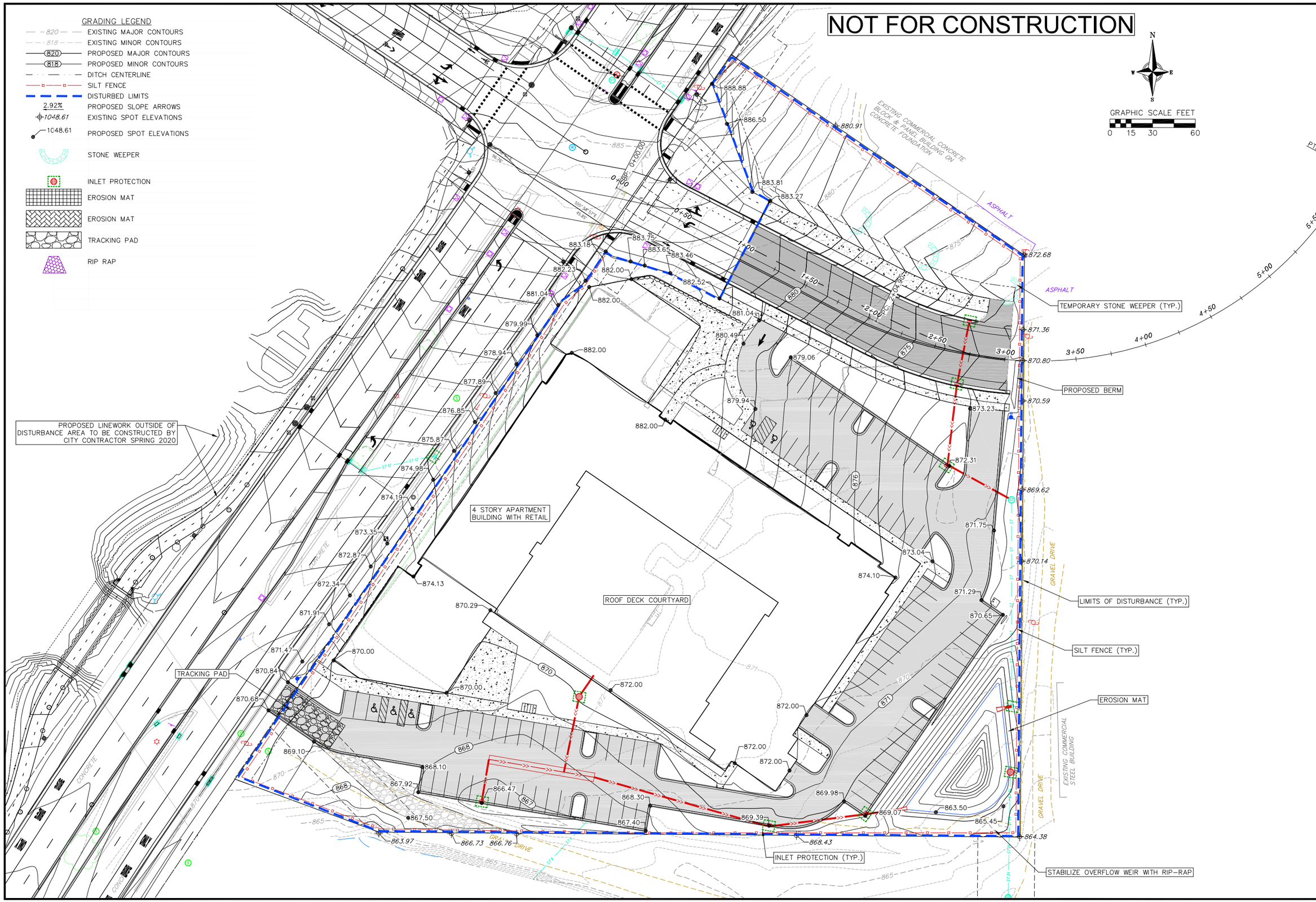
GRADING LEGEND

- 820 — EXISTING MAJOR CONTOURS
- 818 — EXISTING MINOR CONTOURS
- 820 — PROPOSED MAJOR CONTOURS
- 818 — PROPOSED MINOR CONTOURS
- DITCH CENTERLINE
- SILT FENCE
- DISTURBED LIMITS
- 2.92% — PROPOSED SLOPE ARROWS
- 1048.61 — EXISTING SPOT ELEVATIONS
- 1048.61 — PROPOSED SPOT ELEVATIONS
- STONE WEEPER
- INLET PROTECTION
- EROSION MAT
- EROSION MAT
- TRACKING PAD
- RIP RAP



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Overall Grading Plan

3101 Fish Hatchery Redevelopment
City of Fitchburg
Dane County, WI

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PROPOSED UTILITY LEGEND

- STORM SEWER PIPE
- STORM SEWER MANHOLE
- STORM SEWER ENDWALL
- STORM SEWER CURB INLET
- STORM SEWER CURB INLET W/MANHOLE
- STORM SEWER FIELD INLET
- ROOF DRAIN CLEANOUT
- SANITARY SEWER PIPE (GRAVITY)
- SANITARY SEWER PIPE (FORCE MAIN)
- SANITARY SEWER LATERAL PIPE
- SANITARY SEWER MANHOLE
- SANITARY SEWER CLEANOUT
- WATER MAIN
- WATER SERVICE LATERAL PIPE
- FIRE HYDRANT
- WATER VALVE
- CURB STOP
- WATER VALVE MANHOLE
- PROPOSED PIPE INSULATION
- GAS MAIN
- ELECTRIC SERVICE

ABBREVIATIONS

STMH – STORM MANHOLE
FI – FIELD INLET
CI – CURB INLET
CB – CATCH BASIN
EW – ENDWALL
SMH – SANITARY MANHOLE

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PROPOSED 10' UTILITY EASEMENT (APPROX.)

EXISTING COMMERCIAL CONCRETE BLOCK & PANEL BUILDING ON CONCRETE FOUNDATION

ASPHALT

10" DI WATER MAIN 6.5' DEEP

0+00 BEGIN CURVE
1+50
2+00 END CURVE
2+50
3+00
3+50
4+00

4"X4'X8' POLYSTYRENE INSULATION (TYP.)

10"X8" TEE

8" GATE VALVE
8"X6" REDUCER
HYDRANT

CONNECT TO 6" D.I. WATER SERVICE AT THE RIGHT OF WAY LINE

PROPOSED LINEWORK OUTSIDE OF DISTURBANCE AREA TO BE CONSTRUCTED BY CITY CONTRACTOR SPRING 2020

BUILDING TO UTILIZE EX. 8" SANITARY LATERAL

PROPOSED 10' UTILITY EASEMENT (APPROX.)

LATERAL AND HYDRANT INSTALLED WITH FISH HATCHERY ROAD RECONSTRUCTION PROJECT

FDC

ROOF LEAD

CONCRETE

GRAVEL DRIVE

EXISTING COMMERCIAL STEEL BUILDING

OVERSIZED PIPE FOR WET DETENTION

ABANDON STORM SEWER IN PLACE

ABANDON SANITARY SEWER IN PLACE

OIL AND GREASE FILTER (TYP.)

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Utility Plan

3101 Fish Hatchery Redevelopment
City of Fitchburg
Dane County, WI

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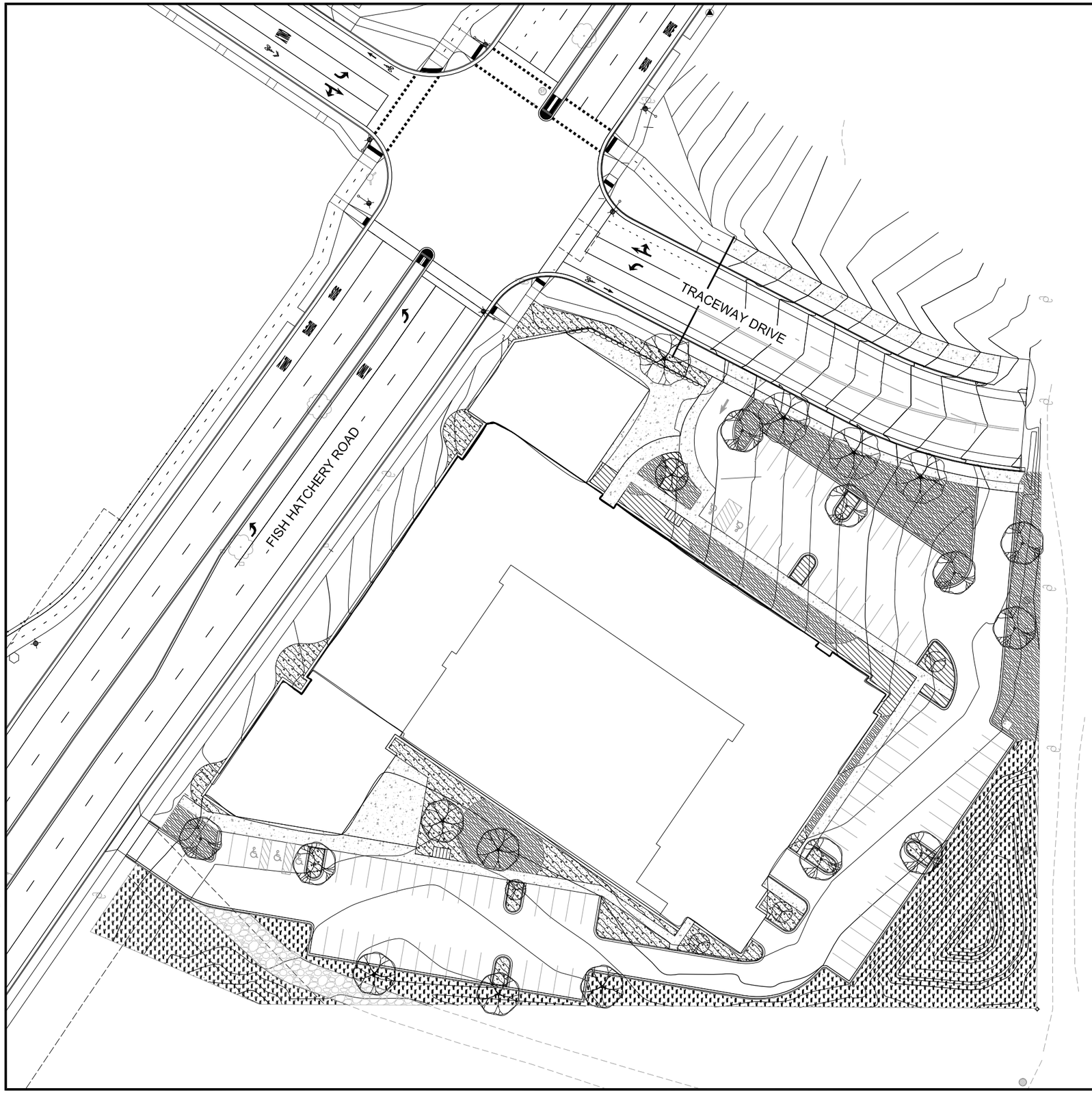

TREE SCHEDULE SITE

DECIDUOUS TREES	BOTANICAL / COMMON NAME	CONT	CAL
	Carpinus caroliniana / American Hornbeam	B & B	2"Cal
	Celtis occidentalis / Common Hackberry	B & B	2"Cal
	Gleditsia triacanthos inermis `Skycole` TM / Skyline Thornless Honey Locust 50-60`w x 35-45`w	B & B	2.5"Cal
	Gymnocladus dioica `Espresso` / Kentucky Coffeetree 50`h x 35`w	B & B	2.5"Cal

FLOWERING TREES	BOTANICAL / COMMON NAME	CONT	CAL
	Syringa reticulata `Ivory Pillar` / Ivory Pillar Japanese Tree Lilac 20-25`h x 10-15`w	B & B	2"Cal

SHRUB BED & GROUNDCOVER SCHEDULE SITE

SHRUB BED- SHADE	2,671 sf
Buxus sinica insularis `Wintergreen` / Wintergreen Korean Littleleaf Boxwood	534 sf
Dicentra x `Luxuriant` / Bleeding Heart	534 sf
Hosta x `Frances Williams` / Plantain Lily	534 sf
Matteuccia struthiopteris / Ostrich Fern	534 sf
Taxus x media `Everlow` / Yew	534 sf
SHRUB BED- SUN	6,306 sf
Allium x `Summer Beauty` / Summer Beauty Allium	504 sf
Baptisia australis / Blue Wild Indigo	504 sf
Diervilla lonicera / Dwarf Bush Honeysuckle	504 sf
Hydrangea paniculata `Jane` / Little Lime Hydrangea	504 sf
Juniperus horizontalis `Blue Chip` / Blue Chip Juniper	568 sf
Panicum virgatum `Shenandoah` / Switch Grass	568 sf
Perovskia atriplicifolia / Russian Sage	504 sf
Rhus aromatica `Gro-Low` / Gro-Low Fragrant Sumac	504 sf
Rudbeckia fulgida `Goldstrum` / Coneflower	568 sf
Spiraea x bumalda `Anthony Waterer` / Anthony Waterer Spiraea	504 sf
Thuja occidentalis `Holmstrup` / Holmstrup Cedar	568 sf
Viburnum carlesii `Spice Island` / Korean Spice Viburnum	504 sf
NATIVE SEEDING	17,664 sf
-	
TURF	10,879 sf
-	

GENERAL NOTES:

1. All plantings shall conform to quality requirements as per ANSI Z60.1.
2. All plant material shall be true to the species, variety and size specified, nursery grown in accordance with good horticultural practices, and under climactic conditions similar to those of the project site.
3. Contact Landscape Architect, in writing, to request and plant material substitutions due to availability issues.
4. All areas shown as turf grass and any disturbed areas, unless otherwise noted, to be seeded with Madison Parks Mix by LaCrosse Seed Company or equivalent, per manufacturer's specified application rates. Areas shown as native seeding to be seeded with Diverse Prairie for Medium Soils by Prairie Nursery, or equal. All seeded areas are to be watered daily to maintain adequate soil moisture for proper germination. After vigorous growth is established, apply ½" water twice weekly until final acceptance.
5. All plants shall be guaranteed to be in healthy and flourishing condition during the growing season following installation. All plant material shall be guaranteed for one year from the time of installation.
6. Contractor shall provide a suitable amended topsoil blend for all planting areas where soil conditions are unsuitable for plant growth. Topsoil shall conform to quality requirements as per Section 625.2(1) of the Standard Specifications for Highway Construction. Provide a minimum of 12" of topsoil in all planting areas and 6" of topsoil in areas to be seeded/sodded.
7. Landscape beds to be mulched with undyed shredded hardwood bark mulch to 3" depth min. and edged with commercial grade aluminum landscape edging, Permaloc CleanLine $\frac{3}{16}$" x 4" or equal, color black anodized .

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Preliminary Landscape Plan

3101 Fish Hatchery Redevelopment
City of Fitchburg
Dane County, WI

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NO.	DATE	REMARKS

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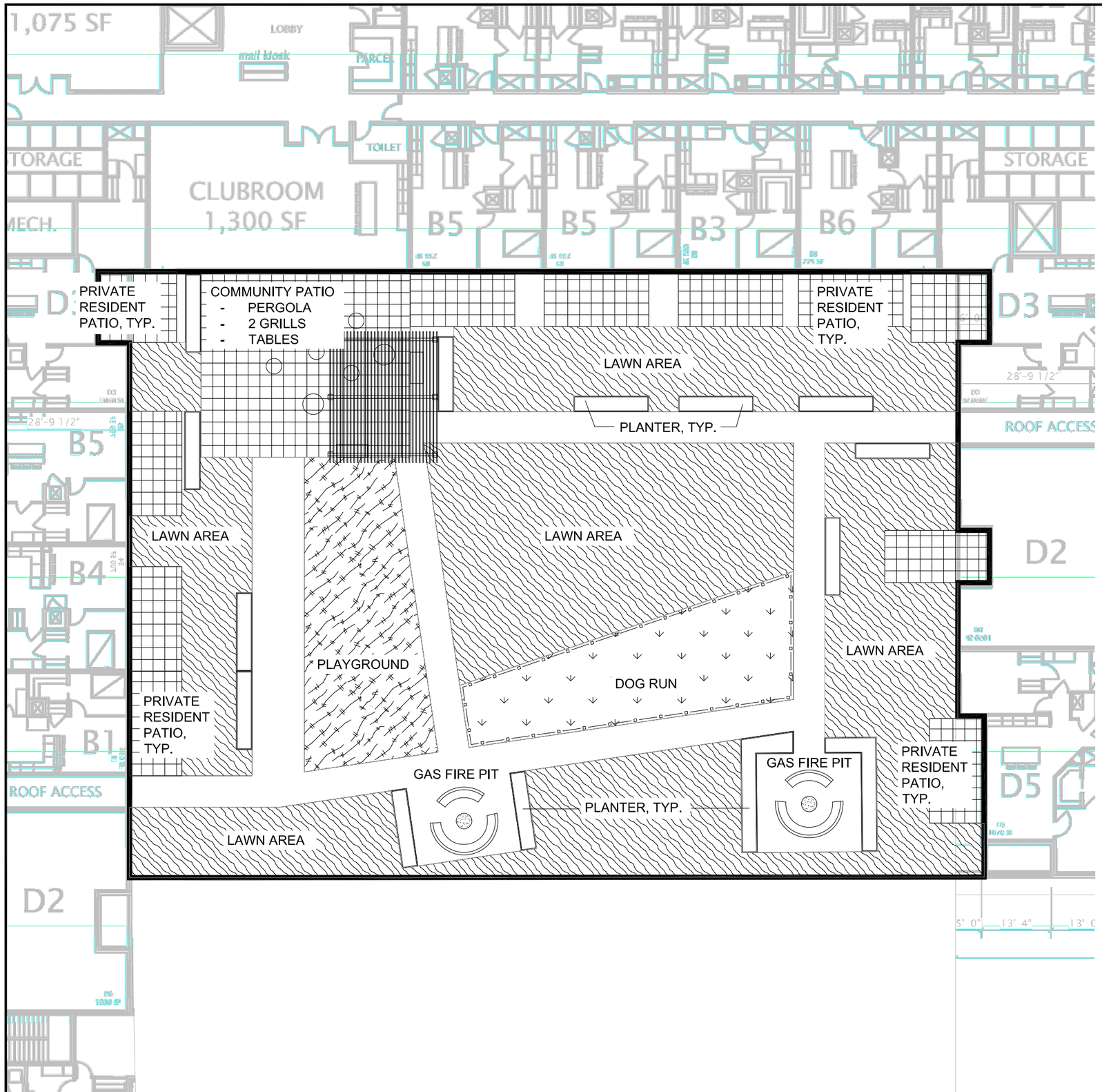

CONCEPT PLANT SCHEDULE ROOF DECK

	TURF	8,251 sf
	PLAZA	3,605 sf
	PLAY AREA	1,253 sf
	DOG RUN	1,159 sf

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Preliminary Roof Deck

3101 Fish Hatchery Redevelopment
City of Fitchburg
Dane County, WI

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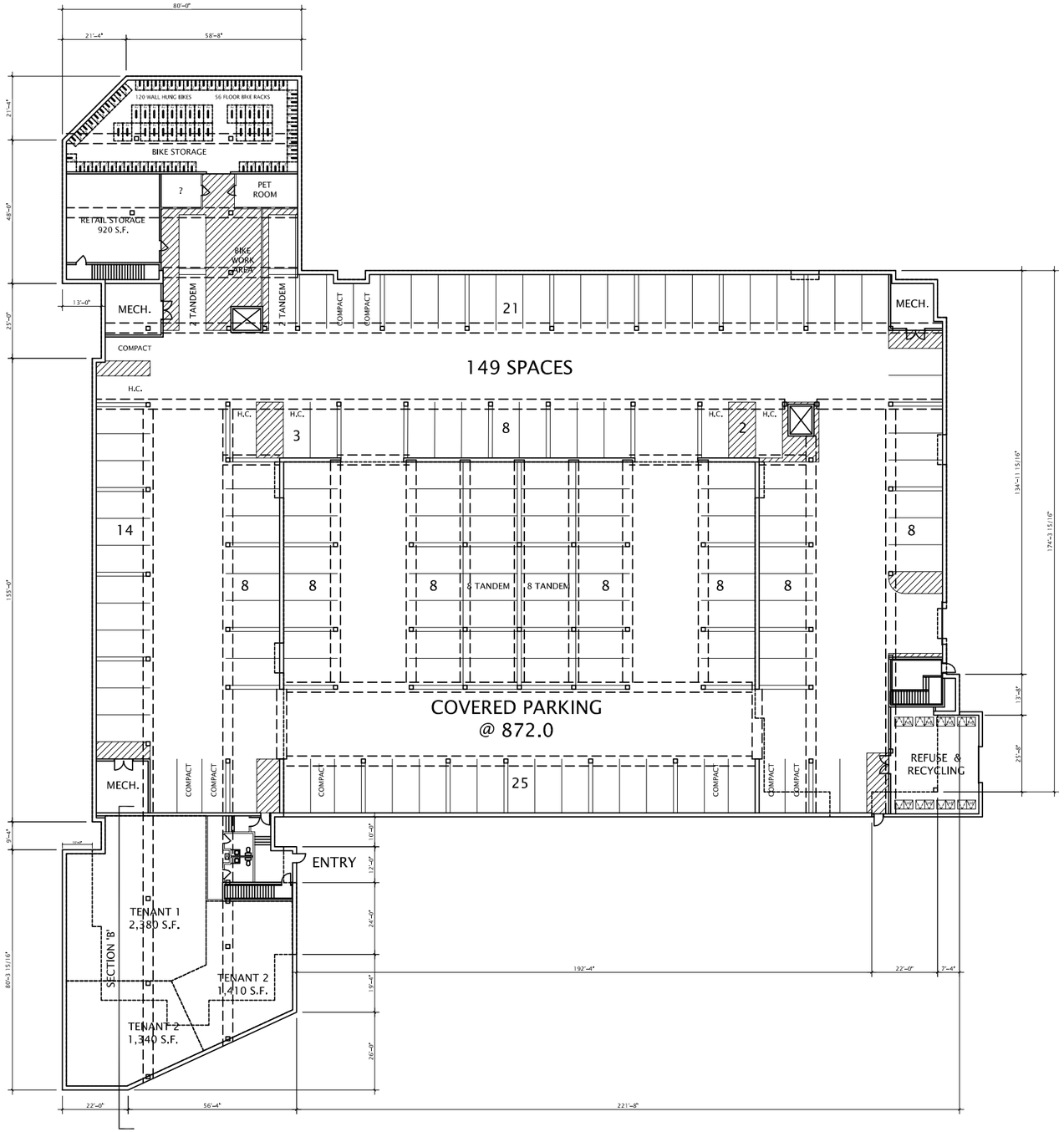
APPENDIX 'C'
GENERAL IMPLEMENTATION PLAN
PRELIMINARY FLOOR PLANS



1ST FLOOR

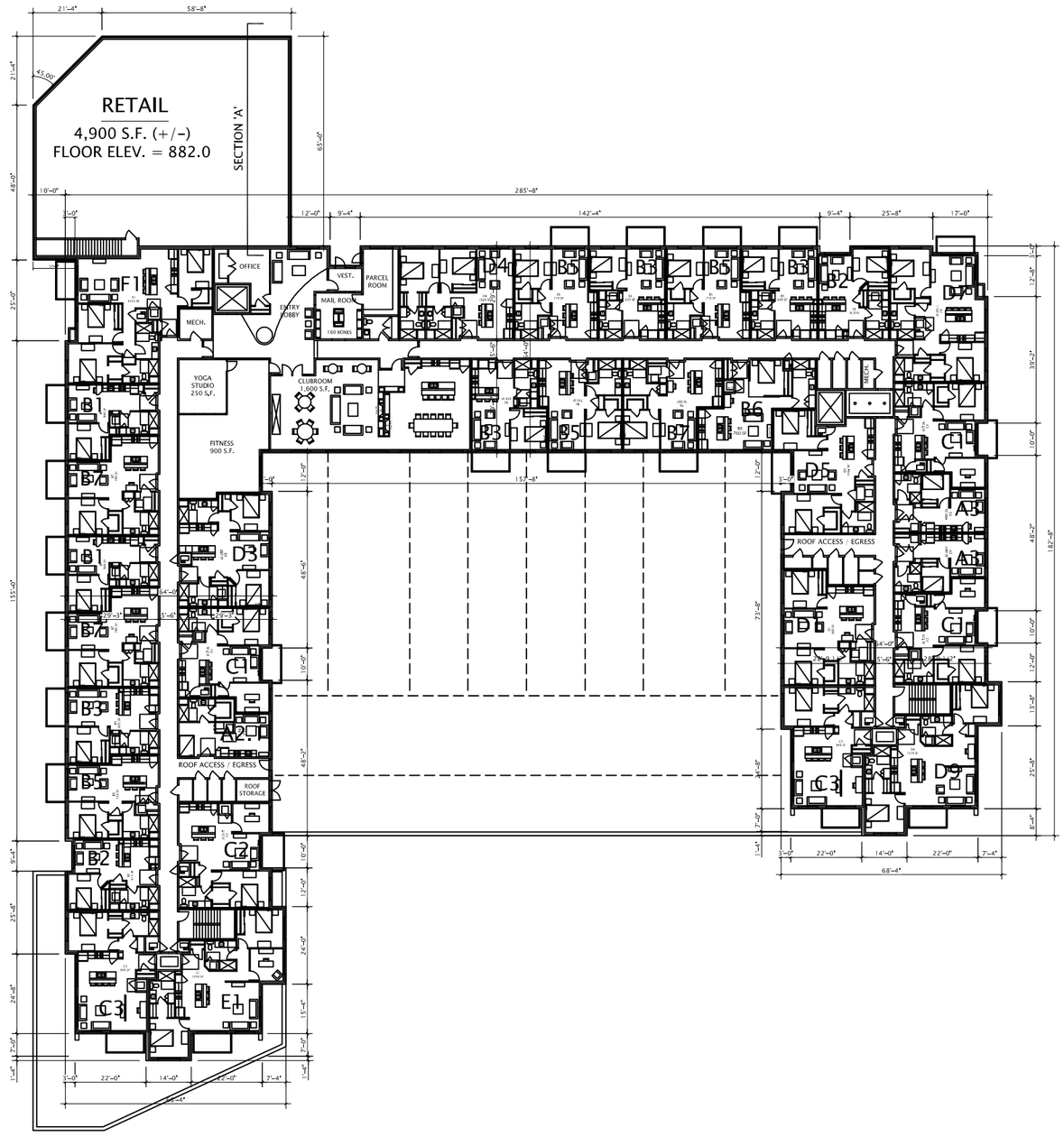
JLA ARCHITECTS

3101 FISH HATCHERY ROAD – MIXED USE

SCHEMATIC PLANS

NOVEMBER 7, 2019

1"=40' @ 12x18
1"=20' @ 24x36



2ND FLOOR

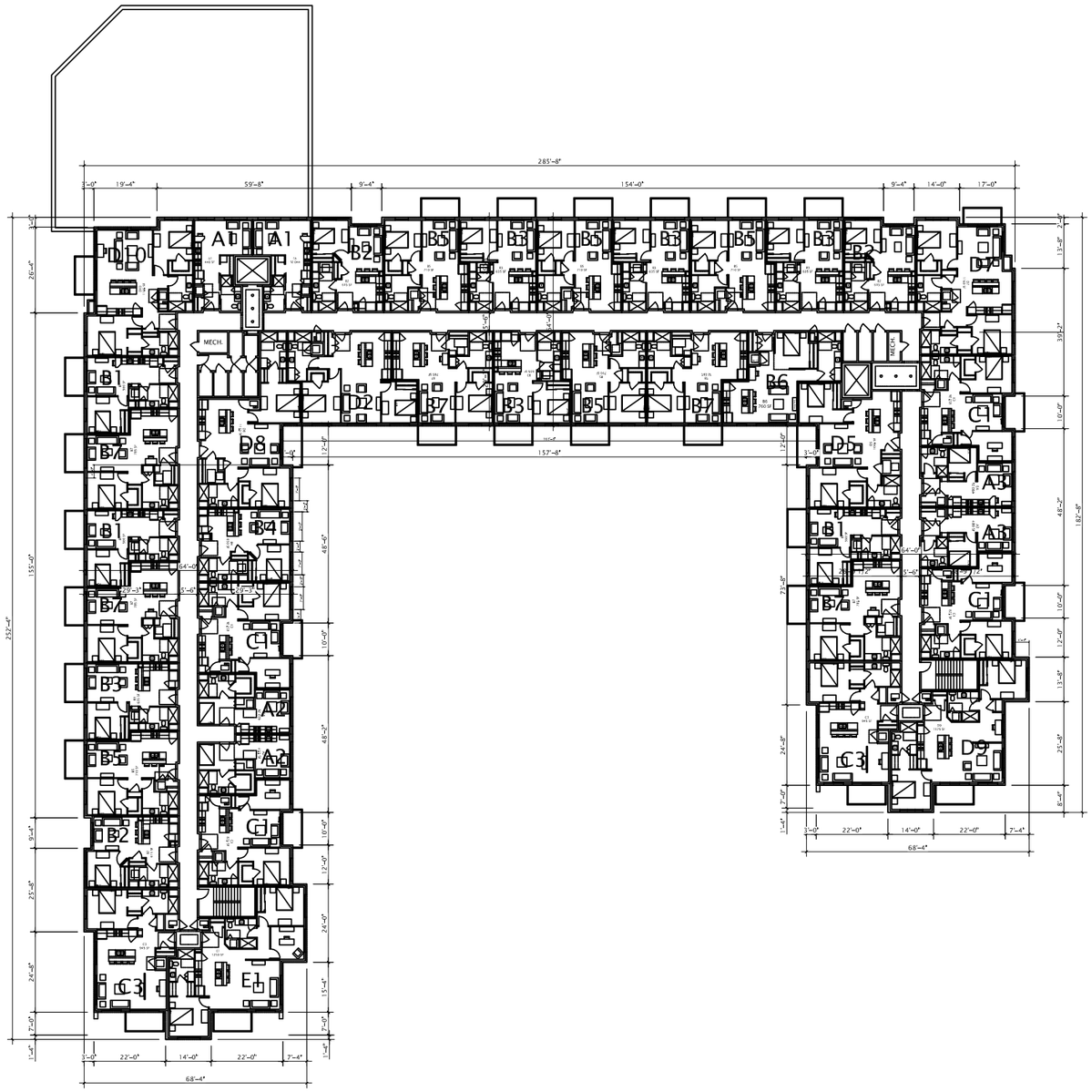
JLA ARCHITECTS

3101 FISH HATCHERY ROAD – MIXED USE

SCHEMATIC PLANS

NOVEMBER 7, 2019

1"=40' @ 12x18
1"=20' @ 24x36



3RD & 4TH FLOORS

JLA ARCHITECTS

3101 FISH HATCHERY ROAD – MIXED USE

SCHEMATIC PLANS

NOVEMBER 7, 2019

1"=40' @ 12x18
1"=20' @ 24x36