

**Plan Commission Approved 2014 Amendments July 15, 2014
Common Council Approved 2014 Amendments August 26, 2014**

Proposed 2014 Amendments to the City of Fitchburg Comprehensive Plan

Planning Staff Amendments as amended by Plan Commission & approved by Common Council:

Map update on Page 4-23, Figure 4-10 Future Land Use Map

Change future land use map designation for dedicated parkland off of Gold Drive (Lot 4 CSM 1520), for which a portion was dedicated to the City for parkland purposes by Fiduciary to satisfy a portion of dedication required for The Vue development.

The area outlined in red in the maps below is the area to be re-designated.

Current Designation



Proposed Designation



Page 8-6 of McGaw Park Neighborhood Plan, Table 8.1 TOD Development Parameters

Remove the Residential Floor Area Ratio (FAR)

Table 8.1 TOD Development Parameters:	
Uses	Residential, Retail, Office, Civic, and Institutional
Desired Use Mix	6 acre retail site (8%), 30% office, 62% residential, 5 to 10 acre transit station
Minimum Residential Density	An average of at least eighteen units per acre
Commercial Floor Area Ratio (FAR)	Minimum of 0.50 <small>Originally proposed to be removed - Plan Commission reinstated this requirement.</small>
Residential Floor Area Ratio (FAR)	Minimum of .62
Height	Allow for a range of heights and mixed use buildings to accommodate both residential and commercial to create an urban environment.
Parking	Allow for parking reductions for shared use and transit accessible sites. Encourage structured and underground parking. Limit surface parking. (Specific implementation recommendations regarding Parking are included on page 4-7).
Design Standards	Material Use Corner Elements Colors Windows / Transparency Building Mechanicals Awnings/ Shutters Location of Doors Lighting Signage Architectural Style and Details

Page 8-7 of McGaw Park Neighborhood Plan, Text & Table 8.2 Business Park Development Parameters

Remove references to FAR requirements.

1st sentence on page.

provide a mix of building heights that accommodate market demands and ~~achieve the .5 FAR~~. The

Uses	Office, light manufacturing, lab space, supportive commercial.	
LEED-ND / Sustainable Development Practices	Reduction in infrastructure through compact development, which constitutes a density of at least 0.5 FAR, and might require underground, roof, or shared structure parking	
	Reduction in impervious surface through the use of pervious materials, narrower streets, increased open space, and reduced parking areas	
	Reduced automobile dependence by developing with a mix of uses including office, residential, and retail	
	Providing an open community by promoting connectivity and providing physical linkages, including pedestrian, bike paths, and automobiles, to surrounding areas	
	Encourage LEED certified buildings or other green sustainable building programs.	
	Incorporation of green construction and technology	
	Encourage Conservation Design practices where practical	
	Design in harmony and integration with adjacent Environmentally Sensitive Area and Environmental Corridors	
	Incorporation of innovative stormwater management.	
Site Practices to Reduce Impact upon Adjacent Properties	Site Orientation	Orient site layout and design toward freeways or thoroughfare streets. Solar orientation is encouraged.
	Building Orientation	Light industrial/business park activities, pedestrian access, and main building entrances should be oriented toward the street.
		Parking and loading facilities should not be oriented towards adjacent districts
		The height and bulk of an industrial building and accessory structures (parking garages, satellite dishes, etc.) should be oriented away from residential neighborhoods to avoid creating a negative visual effect.

Page 8-9 of McGaw Park Neighborhood Plan, Table 8.3: Mixed-Use Area Development Parameters

Remove references to Residential FAR & height requirements

Uses	Residential, Commercial Office, Civic, and Institutional
Desired Use Mix	Balanced mix of employment and residential uses
Commercial Floor Area Ratio (FAR)	Minimum of 0.50 <small>Originally proposed to be removed - Plan Commission reinstated this requirement.</small>
Residential Floor Area Ratio (FAR)	Minimum of 0.57
Height	2 story buildings are encouraged, 1 story buildings are allowed if the development meets the .5 far requirement.
Parking	Allow for parking reductions for shared use Structured or underground parking should be encouraged.
Design Standards	Material Use
	Corner Elements
	Colors
	Windows / Transparency
	Building Mechanicals
	Awnings/ Shutters
	Location of Doors
	Lighting
	Signage
Architectural Style and Details	

Page 8-10 of McGaw Park Neighborhood Plan, Table 8.4 Low-Density Development Parameters

Table 8.4 Low-Density Development Parameters:	
Density	Minimum average of five units per acre
Minimum F.A.R	0.34
Garage	Attached or detached
Front yard encroachments	Porches and decks
Driveway Width	Narrow and/or pervious surfaces
	Allowed shared driveways to reduce impervious surface
Design	Architectural elements, such as dormers, bay windows, porches, and decks, are encouraged. Varying rooflines, including multiple peaks and slopes, are encouraged

City of Fitchburg

Comprehensive Plan Minor Amendment



Sponsored by (Please list all names & obtain signatures):

Mayor Shawn Pfaff
Property Owner Thermo Fisher

A handwritten signature in black ink that reads 'Shawn Pfaff'.

Proposed Minor Amendment

(Provide page numbers, table numbers or other specific references within the Adopted Comprehensive Plan)

Map 1 Future Land Use Plan Map located on Page 4-23, Figure 4-10 of the Fitchburg Comprehensive Plan



Map 1 Shows Current Land Use Classification as I-C Industrial Commercial



Map 2 Site 1 and 2 (approx. 6 acres) Land Use to Business Highway Classification

Map 2 is Arrowhead Redevelopment Master Plan: Amendment of the Comprehensive Plan located in Amendment 4 approved January 10, 2012 on Page 38, Figure 4.2

Intent of the Minor Amendment

The purpose of this comprehensive plan amendment is to allow for a broader classification to accommodate business highway use. There is a potential user for approximately 6 acres of land. There may be a need for a land division included in this amendment. The amendment is possible now that both Spoke and Sprocket Drives are moving forward.

This request was withdrawn by applicant's representative on July 16, 2014, prior to the public hearing and was removed from consideration.

City of Fitchburg
Comprehensive Plan Minor Amendment



Sponsored by: Mayor Shawn Pfaff

Proposed Minor Amendment

(Provide page numbers, table numbers or other specific references within the Adopted Comprehensive Plan)

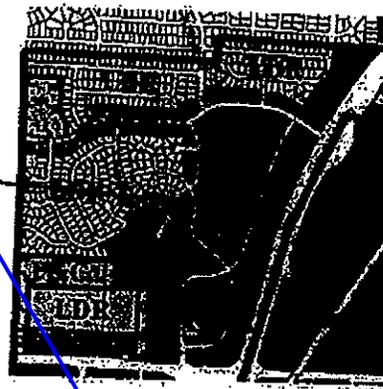
Page 4-23 (Figure 4-10; Future Land Use Plan Map)

Change Future Land Use Plan Map designation for parcel number 060906427021 (5264 Verona Road, Lot 2 Willow Run) from BUS (Business) to G/I (Government / Institutional).

The area outlined in red in below maps is the area to be redesignated.

Existing Designation

Proposed Designation



Area to be redesignated from BUS to G/I

Intent of the Minor Amendment

Monona State Bank is requesting an amendment to the Fitchburg Comprehensive Plan be made to accommodate the Red Village Church. The Red Village Church is looking to establish and operate a church at 5264 Verona Road, the former Dry Bean property. The church intends to use the existing building. This Comprehensive Plan amendment would allow Monona State Bank to request to rezone the property to allow for the church use.

MONONA STATE BANK
5515 MONONA DR.
MONONA, WI 53716

5/23/2014

PETER M. GRAVES, SENIOR VICE PRESIDENT, CREDIT RISK

This request was withdrawn by applicant's representative on July 16, 2014, prior to the public hearing and was removed from consideration.

City of Fitchburg Comprehensive Plan Minor Amendment



Sponsored by: Mayor Shawn Pfaff

Proposed Minor Amendment

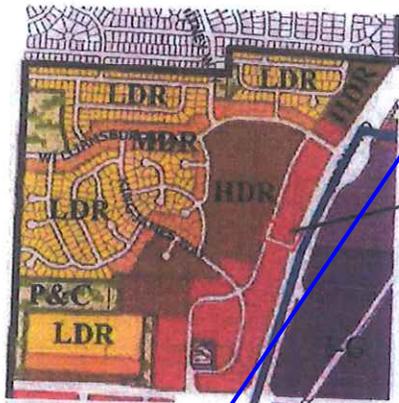
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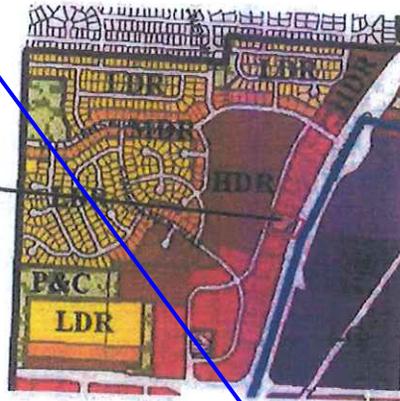
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Michael Zimmerman

From: Aimee Bauman <abauman@keycomre.com>
Sent: Tuesday, July 15, 2014 5:05 PM
To: Michael Zimmerman
Cc: Ersland, Deb; Lisak, Jenny
Subject: Dry Bean Site offer canceled

Importance: High

Hi Mike,

We just now heard from the church's broker and the Dry Bean Deal is terminated. Please remove it from the plan commission agenda for tonight. Very sorry for the short notice but we just heard last minute from the buyer's broker.

Thanks,
Aimee

Aimee J Bauman, CPA, CCIM
Key Commercial Real Estate LLC
305 S. Paterson St, Madison, WI 53703
608.729.1800 office
608.729.1801 direct
608.698.0105 cell
608.242.1870 fax

City of Fitchburg

Comprehensive Plan Minor Amendment



Thursday, May 13, 2014

Sponsored by: Council Members Jason Gonzalez, Dan Carpenter, and Steve Arnold

Proposed Minor Amendment

To change the Future Land Use Map, possible alternative future land use, and Sector Plan for 2556 S Fish Hatchery Rd (approx. 3 A, tax parcels 225/0609-164-8001-6 and 0609-164-8020-3) and 2546 S Fish Hatchery Rd (1.9 A, tax parcels 225/0609-164-8470-9 and 0609-164-8460-1) in the City of Fitchburg Comprehensive Plan:

1. To change the Future Land Use Plan Map on page 4-23, Figure 4-10, designation for the subject parcels from LDR to HDR.
2. To amend the list of areas that may be considered for an alternative future land use (from one illustrated in the Future Land Use Plan Map, above), in the second paragraph of page 4-16:
 - a. Change the first word from "Four" to "Five"
 - b. Add this text to the end of the paragraph:

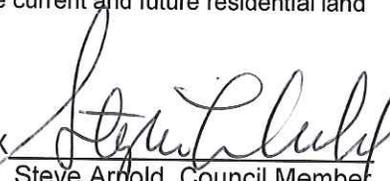
"The fifth area is the four tax parcels addressed as 2546 and 2556 S Fish Hatchery Rd, which currently are designated High Density Residential, but which may be suitable for Mixed Use (M-U), including the use of B-G zoning under the M-U land use as allowed on page 4-18 of this Plan."
3. To change the Sector Plan map on page 4-24, Figure 4-11, designation for the subject parcels from undesignated and O2-Reserved Open Sector, to G4-Infill Growth Sector.

Intent of the Minor Amendment

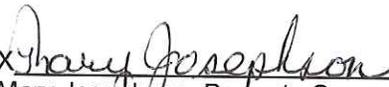
The Future Land Use Plan Map of the Comprehensive Plan designates the subject parcels as Low Density Residential. This proposed minor amendment to the Comprehensive Plan would allow the land owner to request approvals (rezoning, land division, and architecture and design review or regulating plan) for High Density Residential or Mixed Use (as defined in the Comprehensive Plan, "Land Use Categories", page 4- 16 *et seq.*) under conventional, planned development district, or SmartCode zoning, subject to all other City requirements, at the owner's option, depending on market conditions. These designations are more consistent with the Industrial-Commercial future land use and Infill Growth Sector designations to the north, the Mixed-Use and Controlled Growth Sector designations to the east, and the existing commercial use to the south, and well-buffered from the current and future residential land use to the west by S Fish Hatchery Rd.

X 
Jason Gonzalez, Council Member

X 
Dan Carpenter, Council Member

X 
Steve Arnold, Council Member

X 
Randy P. Koth, Property Owner

X 
Mary Josephson, Property Owner

Submitted by Robin F. Koth, (608) 836-0500, robin.koth@gmail.com

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P&C - PARK & CONSERVANCY	ENV - ENVIRONMENTAL	PARCELS	FIRE STATION	CITY HALL
R-R - RURAL RESIDENTIAL	TS - TRANSIT STATION	OPEN WATER	CEMETERY	SCHOOL
LDR - LOW DENSITY RESIDENTIAL	I-G - INDUSTRIAL-GENERAL	STREAMS	LIBRARY	
MDR - MEDIUM DENSITY RESIDENTIAL	I-C - INDUSTRIAL-COMMERCIAL	WETLANDS W/ 300 FT BUFFER		
HDR - HIGH DENSITY RESIDENTIAL	BUS - BUSINESS	AG&OS - AGRICULTURE & OPEN SPACE		
M-U - MIXED-USE	R-D - RURAL DEVELOPMENT	TOD - TRANSIT ORIENTED DEVELOPMENT		
G / I - GOVERNMENT / INSTITUTIONAL	COMPLETED STUDY AREAS	POTENTIAL NEIGHBORHOODS		

PREPARED BY:
 PLANNING/ZONING
 SOURCE:
 PLANNING/ZONING
 REVISED: 9/2013



**Potential
 Comprehensive
 Plan Future Land
 Use Map
 Amendment Area**





1 661 821 661 221 662 02

1 650 321 65 31 21 65 072

1 60 482

243672

2427

151002

Nobel Drive

162552

161012

2442

161322

160062

243452

245012

Targhee Street

S. Fish Hatchery Road

161672

161452

480016

Koht

130388

480445

480203

403171

408064

484709

401161

404278

Josephson

484601

Byneland Street

404821

406596

484101

404607

404492

482503

406596

407024

484101

500 ft

Approx. 4.8 acres