City of Fitchburg
Comprehensive Plan Minor Amendment
Sponsored by: Jocelyn C. Genuard, Mayor
J.C. Genuard 5/25/18

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

An amendment of the Future Land Use Plan Map on page 4-23, Figure 4-10 of the Fitchburg
Comprehensive Plan which currently shows Lot 10 of the Orchard Pointe shopping center immediately
south of Hvy Vec at the intersection of Fitchrona Road and Limestone Lane designated as M-U (Mixed-
Use). The requested amendment is to change this parcel from M-U (Mixed-Use) to HDR (High Density
Residential). Please see exhibit A for reference.

Intent of the Minor Amendment

The purpose of this amendment is to allow for the development of a two phase workforce housing
development utilizing tax credits as a funding source. In March, the State of Wisconsin approved a state
affordable housing tax credit to be used in junction with the existing 4% Federal Tax Credit. On Friday
May 18th, WHEDA released its underwriting criteria for 2018 which states that commercial income will
not be considered when calculating the Debt Coverage Ratio. While Orchard Pointe Lot 10 is an ideal
location for a workforce housing development because of its proximity to jobs and public transportation,
not being able to underwrite commercial income to support the debt service will jeopardize the feasibility
of the development. Amending the Future Land Use Plan to designate this property as High Density
Residential would allow for the proposed workforce housing project to be feasibly financed utilizing the
federal 4% tax credit and state tax credit.

We have commissioned a Traffic Impact Analysis of the site to better understand the impacts of this
potential amendment, with results presented below in Exhibit B. The traffic study shows an increase in
traffic at the property at a density of 228 units relative to traffic volumes anticipated in the Orchard Pointe
Comprehensive Plan. A study done by Bill Dunlop with JSD Professional Services, Inc. concluded the
following: “In order to meet the cap for multifamily without any other study, the number of units would
need to be decreased to 150-155.” The developer is currently proposing 130 units at this site. This
density of units would result in a decrease in the amount of expected traffic relative to the estimates
presented in the Orchard Pointe Comprehensive Plan. Please see exhibit B for the results of the Traffic
Impact Analysis completed by JSD Professional Services.

Plan Commission recommended on October 16, 2018 to designate Lot 10 Orchard Pointe as HDR (High
Density Residential) but amend Page 4-16, see page 7 of this document, to allow consideration of M-U (Mixed-
Use) land use on this parcel.
Please see below for the current definitions of M-U and HDR as per the Fitchburg Comprehensive Plan, to illustrate the requested zoning change. Additionally, there are two policies in the Comprehensive Plan that support the proposed amendment. The first of these states that businesses should move toward mixed use areas or be a high density balanced development. The current site is not balanced with a lack of residential available in the immediate vicinity relative to a significant amount of local commercial uses. Thus a change to High Density Residential can be justified to better balance the mix of uses in Orchard Pointe. Another policy from the Fitchburg Comprehensive Plan states that it should provide housing consistent with economic opportunities. This suggests a policy of promoting workforce housing whenever possible, and particularly in areas in close proximity to a large number of jobs such as Orchard Pointe.

**MIXED USE (M-U)**
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 behind the building. 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.

*(Fitchburg Comprehensive Plan pg. 4-18)*

**HIGH DENSITY RESIDENTIAL (HDR)**
All townhouses, buildings greater than 2 units with individual exterior entrances, and all forms of apartment buildings are included in this category along with churches, educational facilities, utilities, governmental facilities, correctional facilities and other uses as approved on a conditional use basis. The density is expected to be over 9 housing units/acre. High Density Residential falls in the High Density Zoning District (R-H and R-Ha), Planned Development Zoning District – General Implementation Plan (PDD-GIP) and Planned Development Zoning District-Specific Implementation Plan (PDD-SIP)

*(Fitchburg Comprehensive Plan pg. 4-17)*

**Goals, Objectives, and Policies**

Policy 3: Land uses within the neighborhood plans will be an integration of compatible uses to incorporate a neighborhood feeling in each development. Commercial and residential units will be mixed in higher density areas, to promote live-work areas and to offer day-to-day needs within a neighborhood. Industrial uses will be within the designated business areas and designed to limit impact to the livelihood of residential neighborhoods. Mixed use areas are to be
promoted. Business uses should move toward such mixed use areas or be a high density balanced developments rather than land extensive business parks

(Fitchburg Comprehensive Plan pg. 2-3)

Policy 4: Provide housing consistent with the economic opportunities provided within the community.
Purpose: Jobs/Housing opportunities should be equal to provide a balanced community.

(Fitchburg Comprehensive Plan pg. 2-18)
Exhibit A:

Proposed Future Land Use Plan Amendment Area:
M-U to HDR
### Exhibit B: Traffic Study for Proposed Site

#### Limestone Ridge

<table>
<thead>
<tr>
<th>Lot No.</th>
<th>Land Use</th>
<th>ITE Code</th>
<th>proposal Size</th>
<th>Average Vehicle Trip Ends vs.</th>
<th>Flexibility Code</th>
<th>AM Peak</th>
<th>PM Peak</th>
<th>SST Peak</th>
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<tr>
<td>1</td>
<td>Specialty Retail (Variety Store)</td>
<td>814</td>
<td>6.2 GSF</td>
<td>17</td>
<td>227</td>
<td>96</td>
<td>313</td>
<td>145</td>
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<tr>
<td>2</td>
<td>General Office</td>
<td>710</td>
<td>16.0 GSF</td>
<td>24</td>
<td>227</td>
<td>96</td>
<td>313</td>
<td>145</td>
</tr>
<tr>
<td>3</td>
<td>Quality Restaurant</td>
<td>911</td>
<td>5.2 GSF</td>
<td>30</td>
<td>227</td>
<td>96</td>
<td>313</td>
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<tr>
<td>4</td>
<td>Residential</td>
<td>220</td>
<td>25.0 220.0 Unit</td>
<td>16</td>
<td>227</td>
<td>96</td>
<td>313</td>
<td>145</td>
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<td></td>
<td><strong>TOTAL</strong></td>
<td></td>
<td></td>
<td></td>
<td><strong>227</strong></td>
<td><strong>96</strong></td>
<td><strong>313</strong></td>
<td><strong>145</strong></td>
</tr>
<tr>
<td></td>
<td><strong>Overall Orchard Point TOTAL</strong></td>
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<td></td>
<td></td>
<td><strong>3379</strong></td>
<td><strong>3617</strong></td>
<td><strong>New Total</strong></td>
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PM Peak Comparison with Orchard Point GDP (Amendment #9)

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<th>Land Use</th>
<th>ITE Code</th>
<th>Amendment 9 Basis</th>
<th>LSR Basis</th>
<th>Unit</th>
<th>Strand Peak PM Peak</th>
<th>Amendment 9 PM Peak (v9 ITE)</th>
<th>Amendment 9 PM Peak (v0 ITE)</th>
<th>LSR PM Peak</th>
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<tbody>
<tr>
<td>Specialty Retail (Variety Store)</td>
<td>814</td>
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<td></td>
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<td><strong>313</strong></td>
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<table>
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<th>Increase Decrease from Amendment 9</th>
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</thead>
<tbody>
<tr>
<td><strong>NEW TOTAL</strong></td>
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</table>
City of Fitchburg
Comprehensive Plan Minor Amendment

Sponsored by: Jason C. Gaudette, Mayor
J. G. 5/25/18

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

Intent of the Minor Amendment

Property Owner's Signature
M. J. 5/24/18
Current land uses that differ from the Land Use Plan Map, and which are under administrative review for expansions or alterations, will be reviewed in regards to following the applicable policies of the comprehensive plan to determine the precise land use potential of any site. In addition, certain proposed uses as shown on the land use map may see their location, size, and/or configuration altered as additional development plans are accomplished, such as neighborhood plans, infill and redevelopment studies, comprehensive development plans, special study areas and land divisions. It is not the intent to require an amendment to the comprehensive plan and its land use map for any alterations that may occur as a result of more detailed planning, as noted above, or mapping errors.

Eight areas may be considered for an alternate land use than what is currently identified on the Future Land Use Map (Figure 4-10). First, in lots 53 & 54 Chapel Valley which is designated High Density Residential (HDR) may be considered appropriate for Medium Density Residential (MDR) land use levels. The second area is lot 1 CSM 4905 which is currently designated as High Density Residential (HDR), but may see land uses more appropriate with the Business (BUS) classification, provided that any businesses allowed at the site are compatible in scale and nature of operation with the residential character of the land area south of McKee Road to which it is most closely linked. The third area is the existing Fire Station #2 site, lot 1 CSM 6539, which currently is designated as Government/Institutional (G/I), but upon vacation of the fire/EMS use may be considered for a use consistent with the Business classification. The fourth area is an existing single family house on lot 16 Forsynthe Downs (east of Yarmouth Greenway, and north of McKee Road). The site is currently designated Park & Conservancy, but may be suitable for Professional Office (B-P) zoning provided an agreement between the city and property owner is reached regarding use and development restrictions to ensure low traffic impact users. The fifth area is the four tax parcels addressed as 2546 and 2556 S Fish Hatchery Road, which currently are designated High Density Residential, but which may, at the discretion of the Plan Commission and Council, be suitable for Industrial-Commercial (I-C). The sixth area is the I-C land use classification in the Arrowhead Plan. Due to its relationship to the I-G land use classification, some I-C land use designation areas may, by approval of the Plan Commission, change to the I-G designation provided that no negative effects are anticipated to nearby land uses. The seventh area is Lot 10 Orchard Pointe, which is currently designated High Density Residential (HDR), but which may, by approval of the Plan Commission, be suitable for Mixed-Use (M-U). The eighth area is Lot 12 Orchard Pointe, which is currently designated High Density Residential (HDR), but which may, by approval of the Plan Commission, be suitable for Business (BUS).

As needs arise, certain facilities are required to service the community. These facilities are generally streets, utility facilities, storm water management systems, and park, open space and recreation, but may include other governmental facilities such as public safety, library or municipal administrative services. It is not the intent of the Future Land Use Map to completely identify each of these facilities; therefore, they may occur in most any land use category described below.

**Land Use Categories**
City of Fitchburg
Comprehensive Plan Minor Amendment

Sponsored by:  Mayor Jason Gonzalez
Date:  May 25, 2018

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

To change the Future Land Use Map (Figure 4-10, page 4-23) of the Comprehensive Plan for Lot 12 of Orchard Pointe Plat (Tax Parcel No. 060907257222) to reflect a change in the designated use for approximately 7 acres of Lot 12 from BUS (Business) and P&C (Park & Conservancy) to HDR (High Density Residential). See the attached Exhibit A.

Intent of the Minor Amendment

The Future Land Use Plan Map of the Comprehensive Plan designates Lot 12 of the Orchard Pointe Plat as BUS (Business) and P&C (Park & Conservancy). The proposed minor amendment to the Comprehensive Plan would change the designation for a portion of Lot 12 consisting of approximately 7 acres to the HDR (High Density Residential) classification. The property owner has entered into a contract to sell approximately seven acres of Lot 12 to Cameron General Contractors, Inc., who will develop the approximate 7-acre parcel for a Resort Lifestyle Communities ("RLC") senior housing project.

Cameron’s preliminary plans for this senior housing project include a single 3-story building with 130 living units. The majority of living units will be one or two bedrooms. There will also be up to four studio units and up to four 3-bedroom units. Based on prior projects, Cameron and RLC estimate that the occupancy rate will be 1.25 persons per occupied living unit. Each unit will have a full kitchen. The building will contain significant common area spaces that will include a communal dining facility, exercise room, theater, chapel, library, hair salon and convenience shop. Parking will be available on site and valet parking service will be offered in addition to regular group transportation service. RLC’s other projects have an average of 1.25 parking spaces per living unit. Based on similar RLC projects, Cameron predicts that approximately 40% of residents will not be driving when they move into a unit; this results in low traffic generation.

Plan Commission recommended on October 16, 2018 to designate Lot 12 Orchard Pointe as HDR (High Density Residential) but amend Page 4-16, see page 11 of this document, to allow consideration of Business (BUS) land use on this parcel.
This proposed minor amendment will permit the property owner and Cameron to apply for an amendment to the Orchard Pointe Comprehensive Development Plan to reflect the proposed change in use for the approximately 7-acre parcel. Details of the necessary amendment to the Comprehensive Development Plan are forthcoming.

The property owner and Cameron will apply to subdivide Lot 12 by certified survey map in accordance with the City's land division ordinance and to rezone the approximate 7-acre lot to R-H (High Density Residential) as soon as the Comprehensive Plan and the Comprehensive Development Plan have been amended. The property owner intends the zoning for the remaining portion of Lot 12 (approximately five acres) to remain B-H (Highway Business). Thus, the amendment to the Comprehensive Plan and the Comprehensive Development Plan will not directly impact the approximate 5-acre portion of Lot 12 that the property owner is not selling to Cameron. The certified survey map referred to above will create the approximate 5-acre parcel, but the property owner does not intend to rezone the approximate 5-acre parcel.

Property Owner's Signature:  

[Signature]

Robert M. Shea, President

Sponsor's Signature:  

[Signature]

Mayor Jason Gonzalez

Orchard Pointe Development Company Inc.
Approximately 7 acres of Lot 12 – Potential Comprehensive Plan Future Land Use Map Amendment Area
Current land uses that differ from the Land Use Plan Map, and which are under administrative review for expansions or alterations, will be reviewed in regards to following the applicable policies of the comprehensive plan to determine the precise land use potential of any site. In addition, certain proposed uses as shown on the land use map may see their location, size, and/or configuration altered as additional development plans are accomplished, such as neighborhood plans, infill and redevelopment studies, comprehensive development plans, special study areas and land divisions. It is not the intent to require an amendment to the comprehensive plan and its land use map for any alterations that may occur as a result of more detailed planning, as noted above, or mapping errors.

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**Land Use Categories**

Fitchburg Comprehensive Plan  4 - 16
Proposed 2018 Planning Staff Updates to the City of Fitchburg Comprehensive Plan:

The Comprehensive Plan allows for updates to the Future Land Use Plan map to recognize detailed planning accomplished under neighborhood plans, redevelopment plans, comprehensive development plans, special study areas and land division (see page 4-16). Below are updates that will be made to the Future Land Use Plan map to recognize previous approvals by the City under this allowance.

1.) Update Figure 4-10 Future Land Use Plan (FLUP) to reflect changes to future land use for Fitchburg Center, as approved in Comprehensive Development Plan Amendment CDP(A)-2182-17/Special Study approved by Council Resolution R-22-18 on January 9, 2018.

Current FLUP