



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:** Parcel No. 060907257222, Fitchrona Road, Fitchburg, WI 53719

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

See Exhibit A.

\*\*\*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:**

Senior independent living community.

3. **Proposed Development Schedule:** Construction is projected to commence April 2020 and be complete by April 2022

\*\*\*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):** Senior independent living community

**Total Dwelling Units Proposed:** 130 **No. Of Parking Stalls:** 150

**Type of Non-residential Development (If Applicable):** N/A

**Proposed Hours of Operation:** N/A **No. Of Employees:** Approximately 25

**Floor Area:** 180,000 s.f. **No. Of Parking Stalls:** 150

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

**Current Owner of Property:** Orchard Pointe Development Company Inc.

**Address:** 3003 Kapec Road, Madison, WI 53744 **Phone No:** 608-275-7633

**Contact Person:** Robert Lewis, Director of Development, Cameron General Contractors, Inc.

**Email:** blewis@camerongeneralcontractors.com

**Address:** 7101 S. 82nd Street, Lincoln, NE 68516 **Phone No:** 402-420-3149

**Respectfully Submitted By:** Bob Lewis Robert Lewis  
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:** 4/23/19 **Publish:** \_\_\_\_\_ and \_\_\_\_\_

**Ordinance Section No.** \_\_\_\_\_ **Fee Paid:** \$900.00

**Permit Request No.** 22-2286-19

**Exhibit A to Rezoning Application Submitted by Cameron General Contractors, Inc.**

**Parcel No. 060907257222, Fitchrona Road, Fitchburg, WI 53719**

**Legal Description of Subject Property**

Part of lot 12 of Orchard Pointe in the Northwest 1/4 and the Southwest 1/4 of the Northwest 1/4 of Section 7, Township 6 North, Range 9 East, in the City of Fitchburg, Dane County, Wisconsin, bounded and described as follows:

Commencing at the Northwest corner of the Northwest 1/4 of said Section; thence S 00°52'57" W 1098.94 feet along the West line of said 1/4 Section to the Northwest corner of said Lot 12 and the point of beginning of lands to be described; thence S 88°38'14" E 454.48 along the North line of said Lot 12; thence S 01°12'39" W 120.85 feet; thence Southeasterly 60.93 feet along the arc of a curve whose center lies to the Northwest, whose radius is 200.00 feet, and whose chord bears S 09°56'18" W 60.69 feet; thence S 18°39'57" W 71.31 feet; thence Southwesterly 62.63 feet along the arc of a curve, whose center lies to the Southeast, whose radius is 200.00 feet; thence S 09°41'39" W 62.38 feet; thence S 00°43'21" W 34.41 feet; thence Southeasterly 75.45 feet along the arc of a curve, whose center is to the Northeast, whose radius is 100.00 feet, and whose chord S 20°53'37" E 73.68 feet; thence S 42°30'35" E 156.84 feet to the Westerly line of Fitchrona Road; thence S 47°41'38" W 376.95 feet along said Westerly line; thence Southwesterly along the Westerly line of Fitchrona Road 89.26 feet along the arc of a curve, whose center lies to the Southeast, whose radius is 300.00 feet, and whose chord bears S 39°10'12" W 88.94 feet; thence N 67°38'58" W 126.98 feet; thence N 89°07'03" W 99.95 feet to the West line of said 1/4 section; thence N 00°52'57" E 812.27 along said West line to the point of beginning.

BEING A PORTION OF THE FOLLOWING DESCRIBED PARCEL:

Lot Twelve (12) of ORCHARD POINTE, being all of Lots Four (4) through Seven (7), and part of Lots Two (2) and Three (3) of Nesbitt Heights, ALSO all of Lots Two (2) and Four (4), Certified Survey Map Number 11969, ALSO lands located in all quarters of the Northwest One-quarter (1/4) and in the Northwest One-quarter (1/4) of the Southwest One-quarter (1/4), all in Section Seven (7), in Township Six (6) North, Range Nine (9) East, City of Fitchburg, ALSO lands located in the Northeast One-quarter (1/4) of the Southeast One-quarter (1/4) of Section Twelve (12), in Township Six (6) North, Range Eight (8) East, City of Fitchburg, all located in Dane County, Wisconsin, recorded in Volume 59-052A of Plats, on pages 253 through 258, as Document No. 4429294.

**Exhibit B to Rezoning Application Submitted by Cameron General Contractors, Inc.**

**Parcel No. 060907257222, Fitchrona Road, Fitchburg, WI 53719**

**Narrative Supplement to Application Form**

Project Description and Background

Cameron General Contractors, Inc. (“Cameron”) proposes to develop an independent living community for senior residents aged 55 years and older on an 8.1 acre portion of Lot 12 of the Orchard Pointe Plat (the “Property”), as depicted on the development plan included in this application. Cameron’s proposed community would contain 130 dwelling units in a single, three-story building consisting of approximately 180,000 square feet. Should Cameron obtain the entitlements necessary to permit its proposed development it intends to commence construction of the project in April, 2020 and complete construction by April, 2022. Upon completion of construction the community would be operated by Resort Lifestyle Communities, an affiliate of Cameron, and would provide numerous amenities for residents on an “all-inclusive” basis, such as a community dining room, theater room, fitness center and other recreation facilities, library, chapel, beauty salon, 24-hour concierge service, valet parking service and group transportation service. The aforementioned community model will be referred to herein as a “Resort Lifestyle Community”.

For reasons set forth below, Cameron’s proposed development will require a re-zoning of the Property from B-H (Highway Business) to Planned Development District with an approved use of High Density Residential.

Following application by the current owner of the Property, on October 16, 2018, the Plan Commission recommended by unanimous vote an amendment to the Comprehensive Plan to permit the use of the Property for high-density residential purposes. The recommended Comprehensive Plan amendment was adopted by Common Council via unanimous vote on November 27, 2018. On February 19, 2019, the Plan Commission recommended by unanimous vote an amendment to the Orchard Pointe Comprehensive Development Plan to facilitate the development and operation of a Resort Lifestyle Community on the Property, which amendment was adopted by Common Council via unanimous vote on February 26, 2018.

Rationale for Planned Development District

A re-zoning of the Property to the PDD-GIP (Planned Development District – General Implementation Plan) District is necessary to facilitate the development and operation of a Resort Lifestyle Community on the Property. The Property’s current zoning classification, B-H (Highway Business), does not permit multifamily uses.

The City of Fitchburg's (the "City") other business districts (B-P, B-G and RD) do not permit ground floor residential uses, which would not be compatible with a Resort Lifestyle Community. Likewise, none of the City's industrial districts (I-G and I-S), agricultural districts (A-X, A-T and A-S), or the Park and Recreation District allow – as either permitted or conditional use – the operation of a multi-dwelling unit development such as a Resort Lifestyle Community.

With respect to the City's residential districts (R-L, R-LM, R-M, R-H, R-HA and R-R), a Resort Lifestyle Community would not be permitted because of density limitations. Furthermore, the highest density residential district R-H (High Density) restricts building size to a maximum of 90,000 square feet and contains setback requirements that would prohibit a Resort Lifestyle Community on the Property.

Given the aforementioned parameters of the City's Zoning Ordinance, a rezoning of the Property to PDD-GIP (Planned Development District – General Implementation Plan) District is the only mechanism available to facilitate the development of a Resort Lifestyle Community on the Property.

#### Consistency with Comprehensive Plan; Positive Community Impact

In the Comprehensive Plan's Statement of Vision and Goals, one of the enumerated desires is that Urban Fitchburg provides housing opportunities for all people and supports a diverse economy. Indeed, part of the Fitchburg's goals and objective are "[t]o provide for balanced residential growth in the City with a variety of housing types, to promote decent housing and a suitable living environment for all residents, regardless of age, income or family size, and to encourage an adequate supply of affordable housing in each new urban neighborhood" with a focus on promoting residential development in areas with existing infrastructure, sewer, and utilities.

Population studies referenced in the Comprehensive Plan show a significant increase in the population of adults age 65 and older, that will only continue to increase as the baby boomers age. In fact, projections for 2020 show that "there will be increasing pressure on the construction of housing for the elderly; about a third is expected to be condominiums. Older seniors will make up more than five percent of the county's population, causing increased need for housing with supportive services for frail elderly."

The development and operation of a Resort Lifestyle Community in Fitchburg would further the Comprehensive Plan's aforementioned goals and objectives by adding a new housing product intended to satisfy the demand being created by the City's increasing senior population. Cameron finds that most Resort Lifestyle Community residents relocate from an address located within eight (8) miles of the community, meaning that the development of this community will benefit and serve existing residents of the City.

As mentioned above, in 2018 the City’s Planning Commission and Common Council demonstrated a recognition that the Property would be an appropriate location for a Resort Lifestyle Community by voting unanimously to approve an amendment to the Comprehensive Plan that changed the designated use of the Property to HDR (High Density Residential).

Positive Economic Impact

Cameron typically expends approximately Thirty-Five Million Dollars (\$35,000,000) in the development of every Resort Lifestyle Community it builds. The positive economic impact of such an investment in Fitchburg would be significant. Cameron estimates that the following impact and connection fees would be paid to the City in connection with the development of this Project:

<b>Fee Description</b>	<b>Method of Calculation</b>	<b>Amount</b>
Fee in Lieu of Land Dedication	130 units x \$4,330	\$562,900
Parkland Improvement Fee	130 units x \$160	\$20,800
Fire Protection Fee	130 units x \$466	\$60,580
Water Connection Fee	130 units x \$828	\$107,640
Road Impact Fee	486 linear feet of frontage x \$360	\$174,960
<b>Total Projected Impact and Connection Fees</b>		<b>\$926,880</b>

Property tax revenues generated from the Property would also increase significantly due to Cameron’s proposed development. Lot 12 of Orchard Pointe currently has an assessed valuation of just \$3,905,400, with \$2,287,783 being attributable to the Property on a per-acre basis. That valuation would increase exponentially following construction of a Resort Lifestyle Community on the Property, thereby generating six-figure increases in the annual property tax revenues received by both the City and the Verona School District. Should this development also spur the development of the remaining portion of Orchard Pointe Lot 12, which Cameron believes is likely, additional property tax revenues would be generated.

Each Resort Lifestyle Community typically employs approximately 25 persons, most of whom will or currently do reside in the surrounding area. The creation of these jobs in the City will further enhance the social and economic impact of the proposed development by financially empowering existing City residents who themselves will provide an economic benefit to the City.

### Positive Environmental Impact

The increased density permitted by PDD zoning would allow for the development of a Resort Lifestyle Community on less acreage than what would be permitted in other zoning districts. Therefore the needs of the City's growing senior population could be addressed without creating unnecessary sprawl. Furthermore, the flexibility of PDD zoning would facilitate a reduction in the development's impervious surface area by allowing Cameron to construct only the amount of parking needed to service a resident population that is less reliant on passenger vehicle transportation than are traditional multifamily housing residents.

The proposed Resort Lifestyle Community development will also meet all current City storm water control requirements. An infiltration basin will be located on the Property and constructed to infiltrate roof runoff from the proposed building.

### Neighborhood Input

Cameron held a neighborhood meeting on April 2, 2019 at the Fitchburg Community Center to present its plans for development of a Resort Lifestyle Community on the Property and solicit neighborhood input. Notice of this meeting was sent to each owner of any property located within 350 feet of the Property on March 12, 2019; however, none of the noticed property owners or any other Fitchburg residents attended the meeting. It is therefore Cameron's expectation that the surrounding community does not oppose the proposed development.

AREA AFFECTED BY AMENDMENT 15

CITY OF MADISON

MADISON CITY LIMITS

TOWN OF VERONA

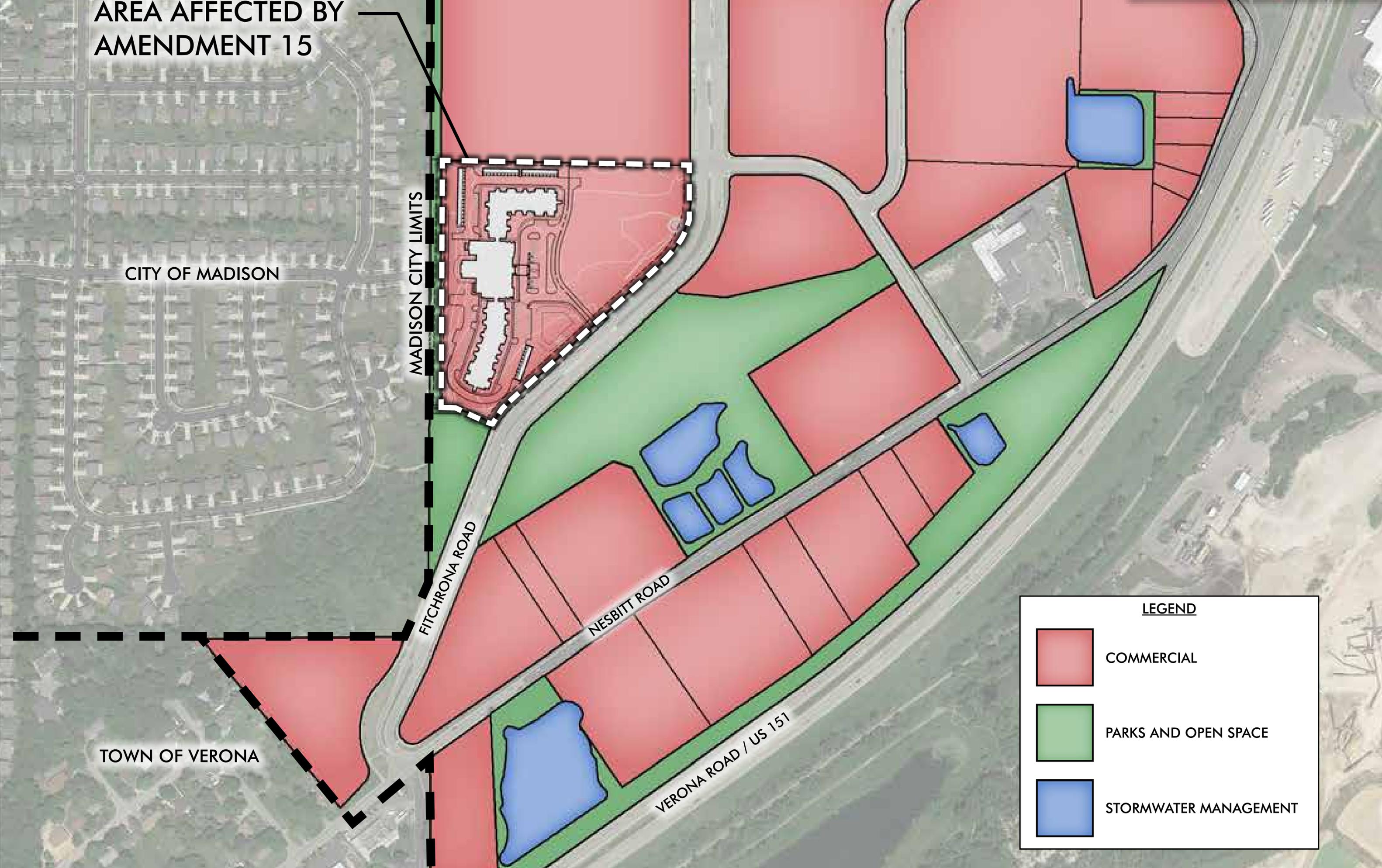
FITCHRONA ROAD

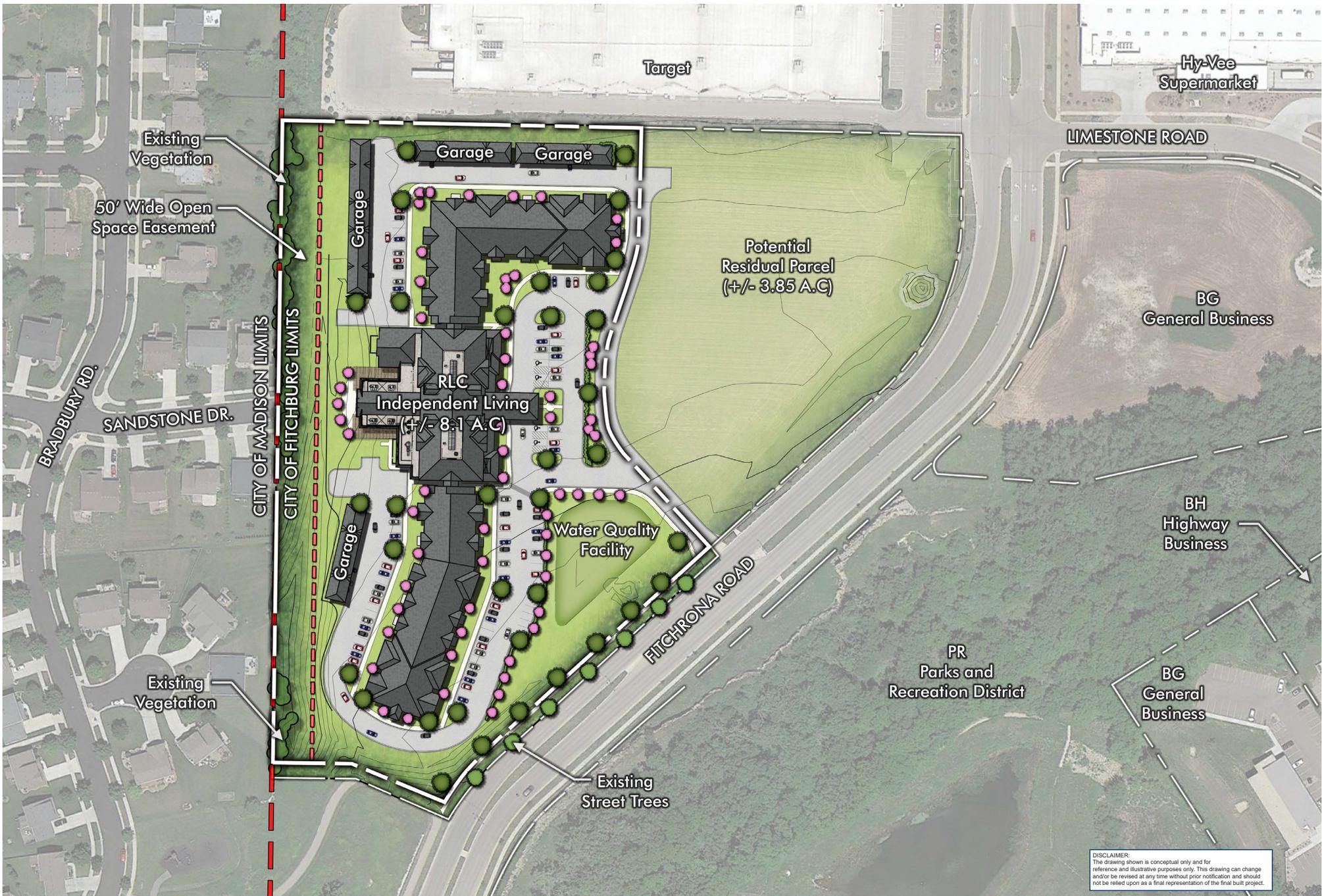
NESBITT ROAD

VERONA ROAD / US 151

**LEGEND**

	COMMERCIAL
	PARKS AND OPEN SPACE
	STORMWATER MANAGEMENT





DISCLAIMER:  
 The drawing shown is conceptual only and for reference and illustrative purposes only. This drawing can change and/or be revised at any time without prior notification and should not be relied upon as a final representation of the final built project.

CONCEPT SITE PLAN

### DEVELOPMENT SUMMARY

<b>ZONING</b>	
ZONING DISTRICT	R-H (HIGH DENSITY RESIDENTIAL)
PRINCIPAL USE	SENIOR HOUSING (INDEPENDENT)
<b>FRONTAGE / SETBACKS</b>	
FITCHRONA RD. SETBACK	25 FT
SIDE SETBACK	10 FT
REAR SETBACK	20 FT
<b>PARKING</b>	
STANDARD PARKING	100
ADA PARKING	4
STANDARD GARAGE PARKING	45
ADA GARAGE PARKING	1
<b>TOTAL PARKING</b>	<b>150</b>

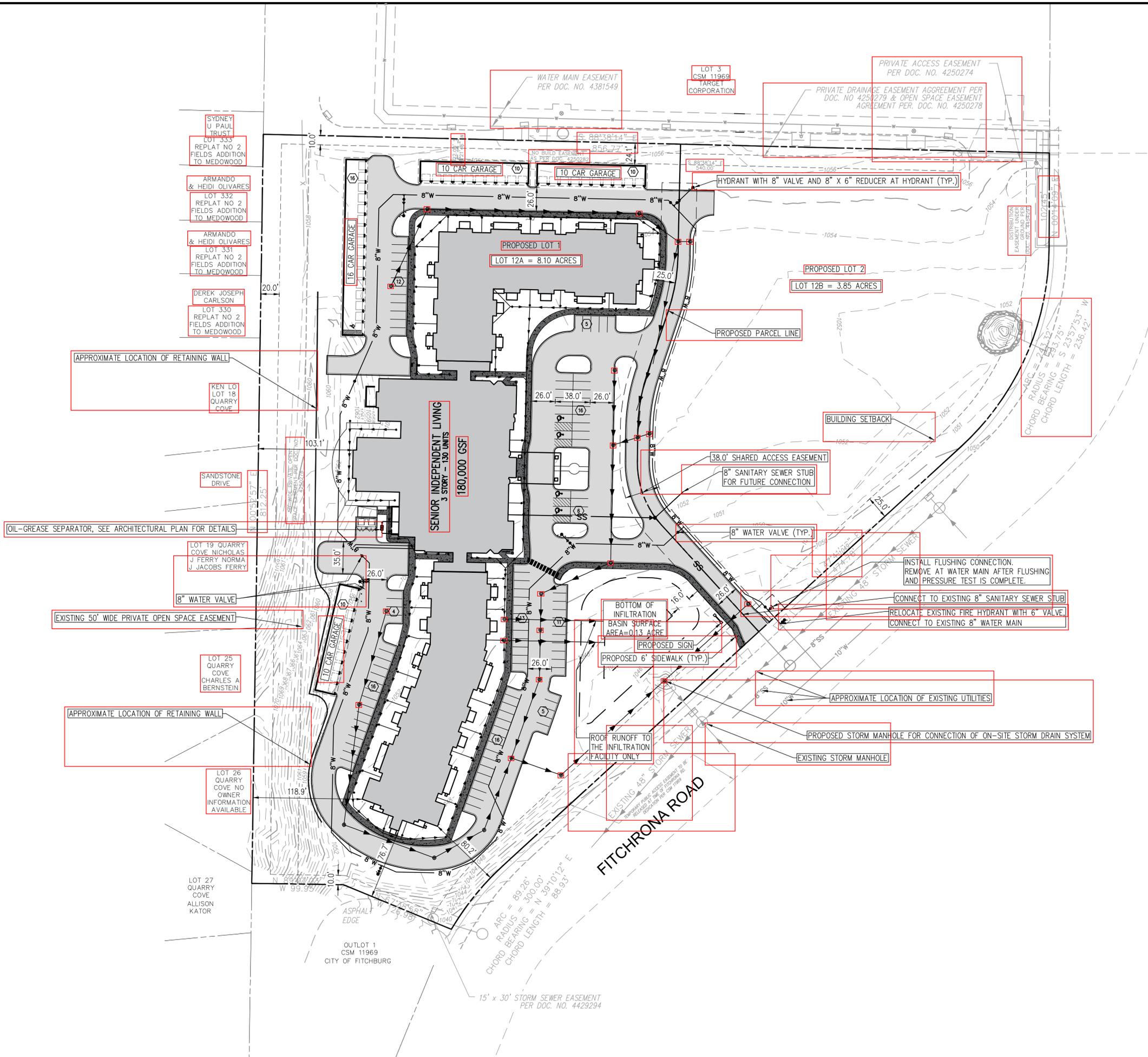
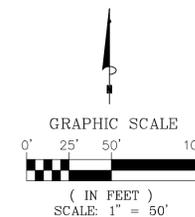
TOTAL SITE AREA = 8.10 AC = 352,836 SF  
 WESTERN 50' WIDE PRIVATE OPEN SPACE EASEMENT = 50' X 812.25' = 40,613 SF  
 TOTAL IMPERVIOUS AREA = 194,098 SF  
 IMPERVIOUS RATIO = 194,098 / (352,836 - 40,613) = 62%  
 ROOF SURFACE AREA = 81,427 SF

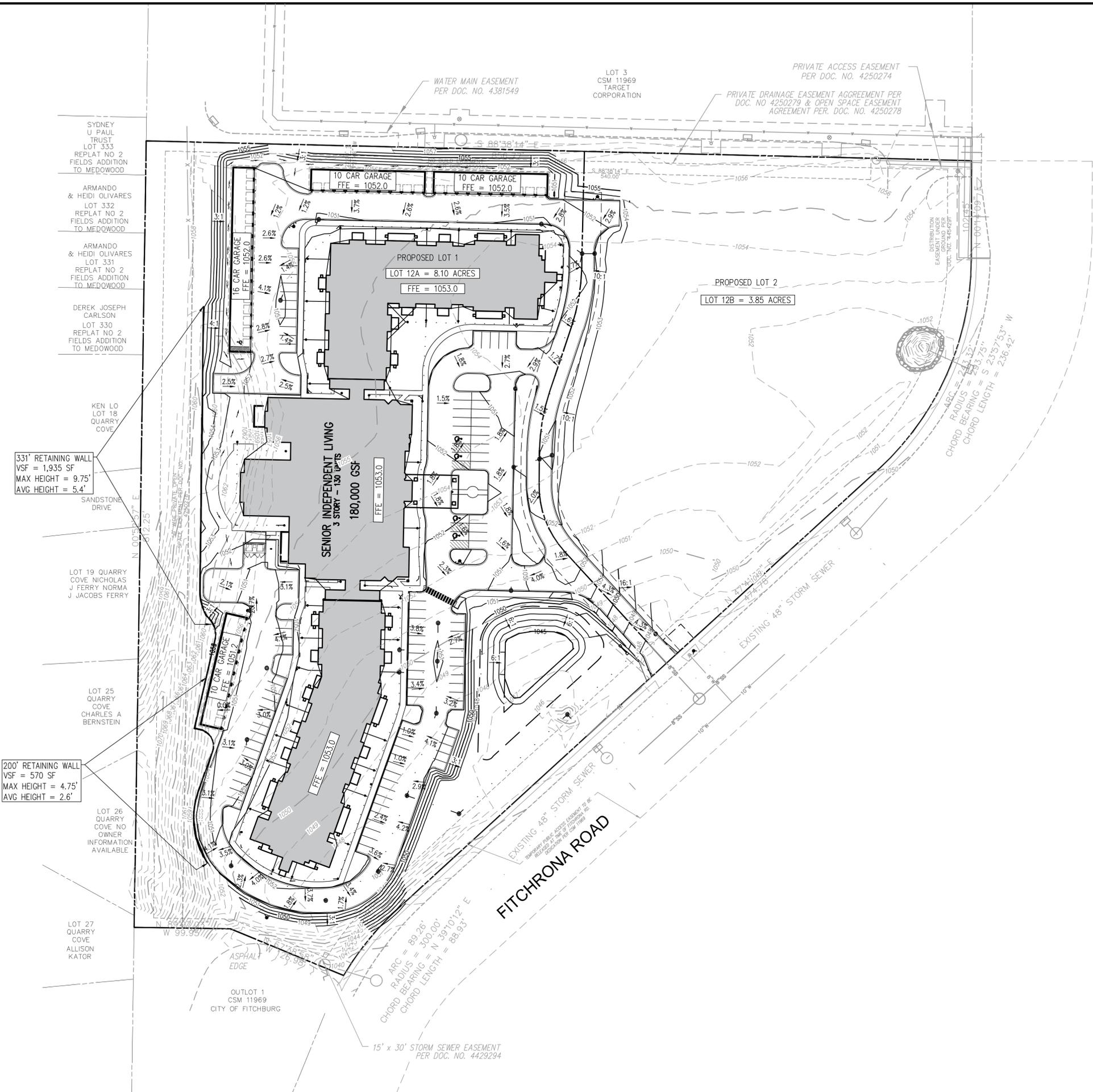
### WATER NOTES:

- PER CITY ORDINANCE, CONTRACTORS ARE NOT ALLOWED TO OPERATE CITY OWNED VALVES. THE CONTRACTOR SHALL CALL THE FITCHBURG UTILITY AT 270-4270 FOR OPERATION OF THESE VALVES.
- SAFE SAMPLE RESULTS NEED TO BE PROVIDED TO THE FITCHBURG UTILITY PRIOR TO PRESSURE TESTING THE PRIVATE WATER MAINS.
- IT IS THE CONTRACTOR'S RESPONSIBILITY TO VERIFY THAT THE EXISTING VALVES WILL HOLD THE PRESSURE TEST PRIOR TO CONNECTION. THE CITY IS NOT RESPONSIBLE FOR ANY COSTS INCURRED DUE TO THE CONTRACTOR NOT VERIFYING THAT THE EXISTING VALVE WILL HOLD THE PRESSURE TEST PRIOR TO CONNECTION. IF A NEW VALVE IS REQUIRED, THE APPLICANT WILL BE REQUIRED TO INSTALL ONE AT THEIR EXPENSE AT THE POINT OF CONNECTION.
- ALL WATER MAIN SHALL BE 8" IN SIZE BETWEEN THE PUBLIC WATER MAIN UP TO PRIVATE HYDRANTS. IN ADDITION, ALL WORK ON PRIVATE WATER MAINS BETWEEN THE PUBLIC WATER MAIN UP TO AND INCLUDING PRIVATE HYDRANTS SHALL BE PERFORMED IN ACCORDANCE WITH THE LATEST EDITION TO THE CITY OF FITCHBURG STANDARD SPECIFICATIONS FOR PUBLIC WORKS CONSTRUCTION.
- A STREET OPENING PERMIT IS REQUIRED FOR ALL WORK WITHIN THE RIGHT-OF-WAY, AND FOR INSTALLATION OF 8" WATER SERVICE VALVES.

<b>PLAN STATUS</b>	
12/8/19	CITY COMMENTS
13/18/19	TOWNSHIP COMMENTS

DATE	DESCRIPTION	
JDW	JDW	PH
DESIGN	DRAWN	CHKD
SCALE		
JOB NO. 040037-06-001		
DATE 1/21/19		
FILE		
SHEET		





SYDNEY U PAUL TRUST LOT 333 REPLAT NO 2 FIELDS ADDITION TO MEDWOOD

ARMANDO & HEIDI OLIVARES LOT 332 REPLAT NO 2 FIELDS ADDITION TO MEDWOOD

ARMANDO & HEIDI OLIVARES LOT 331 REPLAT NO 2 FIELDS ADDITION TO MEDWOOD

DEREK JOSEPH CARLSON LOT 330 REPLAT NO 2 FIELDS ADDITION TO MEDWOOD

KEN LO LOT 18 QUARRY COVE

331' RETAINING WALL  
VSF = 1,935 SF  
MAX HEIGHT = 9.75'  
AVG HEIGHT = 5.4'

SANDSTONE DRIVE

LOT 19 QUARRY COVE NICHOLAS J FERRY NORMA J JACOBS FERRY

200' RETAINING WALL  
VSF = 570 SF  
MAX HEIGHT = 4.75'  
AVG HEIGHT = 2.6'

LOT 25 QUARRY COVE CHARLES A BERNSTEIN

LOT 26 QUARRY COVE NO OWNER INFORMATION AVAILABLE

LOT 27 QUARRY COVE ALLISON KATOR

OUTLOT 1 CSM 11969 CITY OF FITCHBURG

ARC RADIUS = 89.26'  
CHORD BEARING = S 50.00° E  
CHORD LENGTH = 88.93' E

15' x 30' STORM SEWER EASEMENT PER DOC. NO. 4429294

WATER MAIN EASEMENT PER DOC. NO. 4381549

LOT 3 CSM 11969 TARGET CORPORATION

PRIVATE ACCESS EASEMENT PER DOC. NO. 4250274

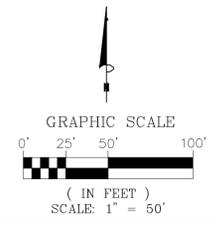
PRIVATE DRAINAGE EASEMENT AGREEMENT PER DOC. NO 4250279 & OPEN SPACE EASEMENT AGREEMENT PER. DOC. NO. 4250278

DISTRIBUTION EASEMENT UNDER DOC. NO. 4250278

ARC = 243.32'  
RADIUS = 233.75'  
CHORD BEARING = S 23°57'53" W  
CHORD LENGTH = 236.42'

FITCHRONA ROAD

EXISTING 48" STORM SEWER



PLAN STATUS	
2/8/19	CITY COMMENTS
3/18/19	TOWNSHIP COMMENTS

DATE	DESCRIPTION
JDW	JDW PH
DESIGN	DRAWN CHKD
SCALE	
JOB NO. 040037-06-001	
DATE 1/21/19	
FILE	
SHEET C02	

