

Realtors Association of South Central Wisconsin

Fitchburg Development Update - 2017

Business Retention & Expansion



Celebrating 80 Years of Success!



Fitchburg Development Update

Michael Zimmerman

Economic Development Director

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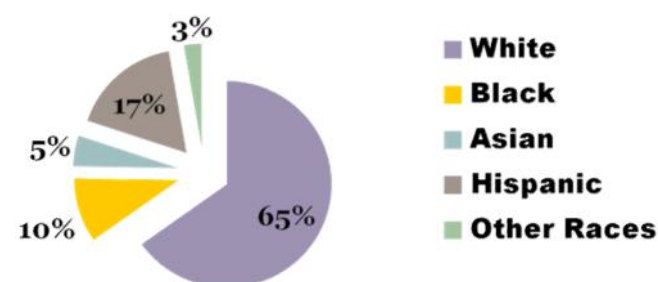
www.fitchburgwi.gov

Fitchburg Facts



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- ❑ **Home to 753 Businesses: 17,324 Employees** (WEDC Community Profile 2016)
- ❑ **High Tech Economy: Biotechnology, Instrumentation, Thermoforming, Information Technology, Nanotechnology and Agriculture**
- ❑ **Growing Population – 27,635** (Jan. 1, 2016 WIDOA), **605,435 Madison MSA**
- ❑ **Over \$2.83 Billion Tax Base** (Jan. 1, 2016 WIDOR)
- ❑ **2017 Budget of \$27.7 Million** (Levy Funds)
- ❑ **Aa1 Bond Rating**
- ❑ **Average Income - \$65,860** (Locate in Wisconsin)
- ❑ **Average Home Valuation - \$263,400** Zillow Index
- ❑ **11 Financial Institutions**
- ❑ **Chamber of Commerce Visitor & Business Bureau - 350 Member Strong**

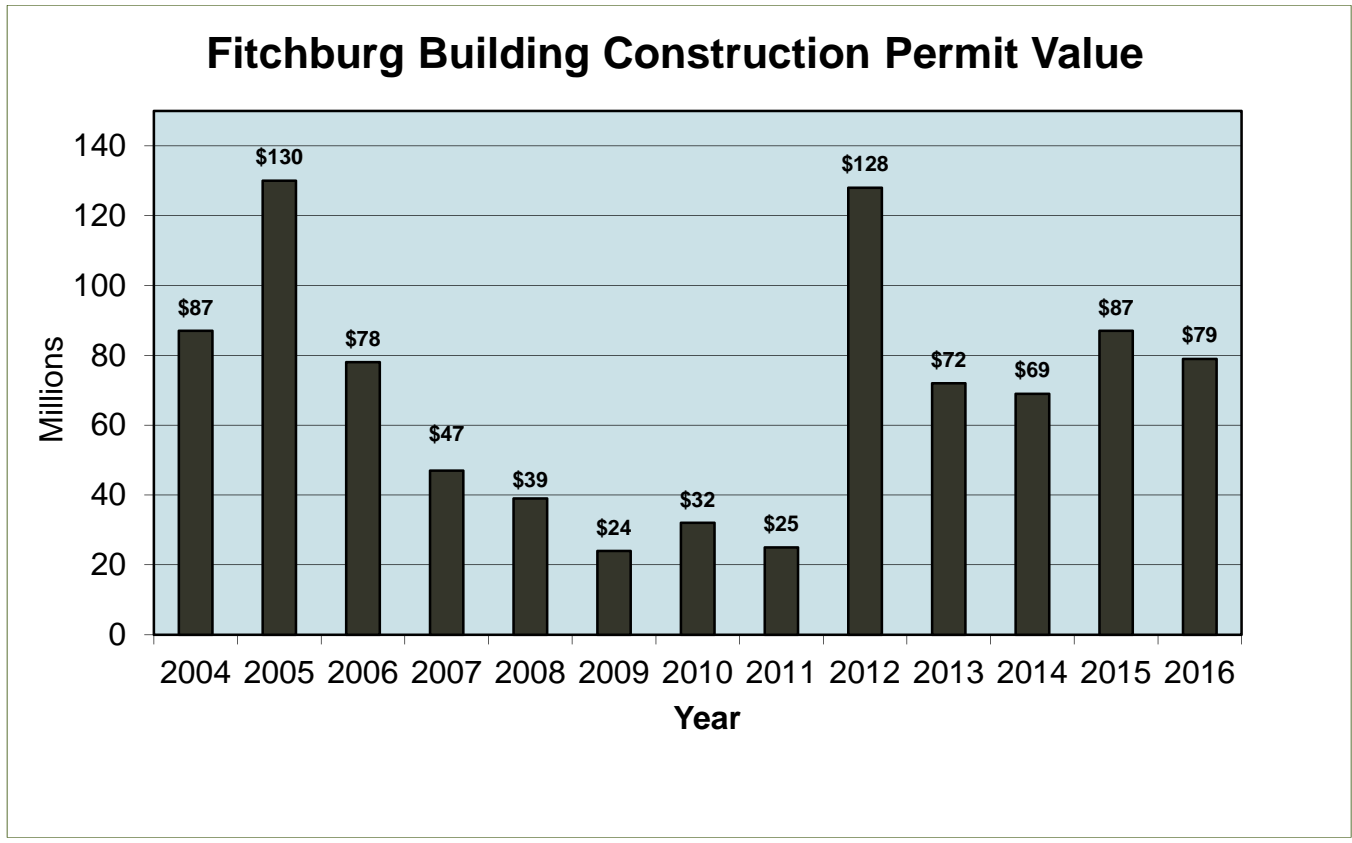


*Sources: WEDC Community Profile, 2010 Census, WiDOR, Locate in Wisconsin, Fitchburg Chamber VBB

2016 Construction Activity



Apartments...Manufacturing...Reinvestment



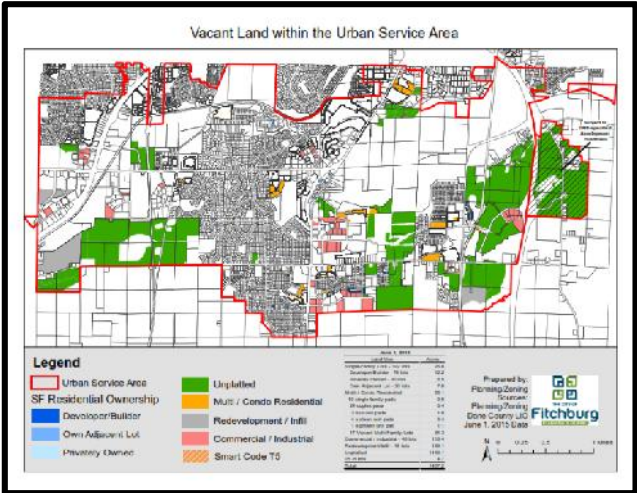
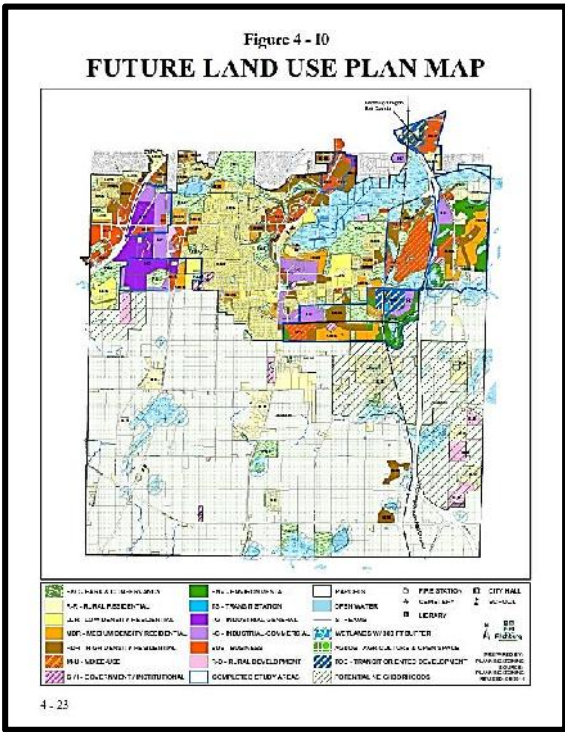
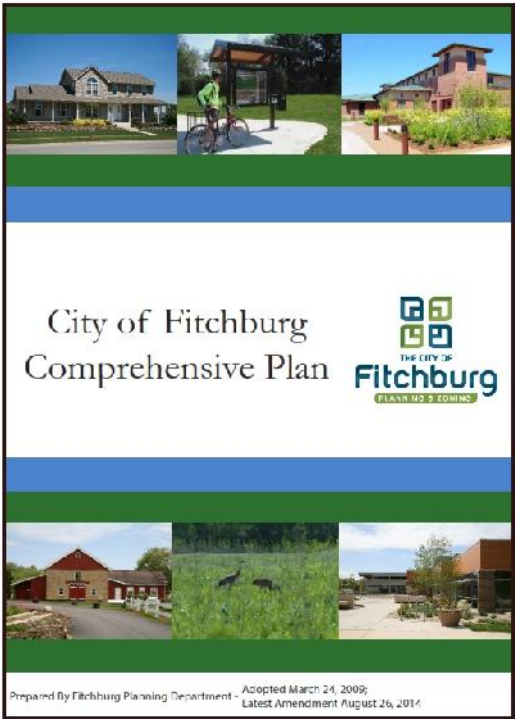
Focus on High Quality Development



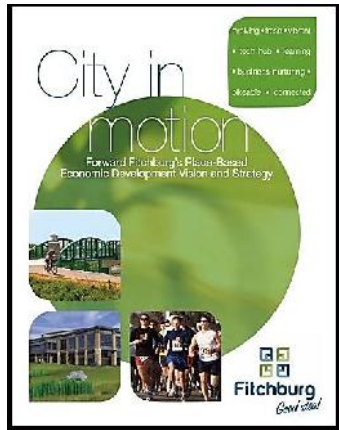
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Comprehensive Plan & Land Use



Forward Fitchburg Building the Places & Spaces



Targeted Industry Clusters



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Biotechnology



Information Technology



Instrumentation



Thermoforming



Agriculture



Advanced Manufacturing

Fitchburg Technology Neighborhood



- Over 2,000 Acres Dedicated for High Quality Employment
- Variety of Housing Options
- Mixed-Use Neighborhood Centers
- Parks, School Site and Open Space
- Multi-Modal Transportation
- FTN is Comprised of:
 - Fitchburg Center
 - Fitchburg Technology Campus
 - RDC Techlands
 - Uptown Fitchburg
 - Novation Campus



Fitchburg Center



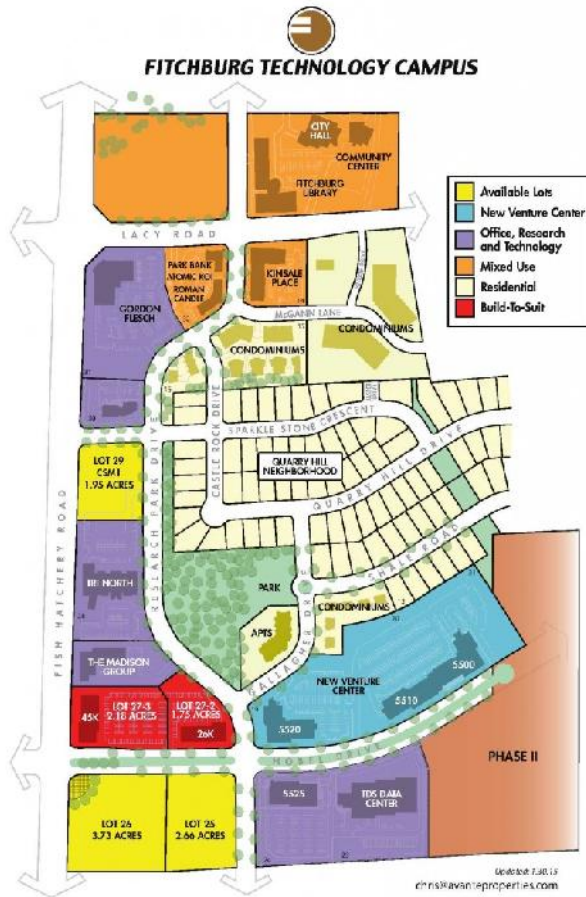
Fitchburg Center - South Fish Hatchery Road at East Cheryl Parkway - Phone 508.277.2006 - Fax 508.296.4666 - www.fitchburgcenter.com



www.fitchburgcenter.com



Fitchburg Technology Campus



RDC Techlands



- ❖ Promega Processing Facility – Kepler Center
- ❖ 110,000 sq. ft.
- ❖ Located on 16 Acres of WEDC Certified in Wisconsin Site
- ❖ \$18.5 Million Dollar Project
- ❖ Located Within Minutes of Corporate Offices



- ❖ Office & Manufacturing Facility
- ❖ 26,075 sq. ft.
- ❖ \$5,000,000



❖ Quarry Hill Techlands



LAND AVAILABLE FOR DEVELOPMENT

RDC FITCHBURG TECHNOLOGY CAMPUS - PHASE II
Fish Hatchery Road & Nobel Drive
Fitchburg, WI 53711

**RUEDEBUSCH
COMMERCIAL
INVESTMENTS**

Wisconsin Economic Development Corporation - Certified Site

RDC Fitchburg Technology Campus - Phase II is a Wisconsin Economic Development Corporation (WEDC) Certified Site. The site has gone through an extensive review process by WEDC and Deloitte Consulting. The site has been certified as development-ready for companies locating or expanding on the site. This certification signifies the site is streamlined for the development process and the end-user can move quickly with confidence.

Property Locator Map

Property Aerial

For More Information Please Contact:

Ruedebusch Commercial Investments 4605 Donnell Drive Madison, WI 53704	Thomas G. Phillips, CCIM, SIOR Phone: 608.243.9070 x334 Mobile: 608.770.4950 E-mail: tomp@ruedebusch.com
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The information provided herein has been obtained from sources deemed reliable and is believed to be accurate. However, no guarantee, warranty or representation is made as to the accuracy thereof. The information provided herein is subject to correction or change without notice.



- ❖ Tralee Apartments
- ❖ 30 units

Uptown Fitchburg



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Uptown Advantages

- 400 Acre Urban Mixed-Use Live, Work and Play Neighborhood
- Over 75% of the region's population live within 10 miles
- Quick access to U.S. Hwy 12/18/151 Beltline, downtown Madison & UW-Madison via U.S. Hwy 14 Lacy Road Interchange & mass transit
- Bike-friendly with miles of bike trails, bordering the Dane County E-Way, Capital City Trail, and permanent open space
- Located within the Urban Service Area; municipal water and sewer available; offering highway exposure along U.S. Hwy 14
- Slated to include Class A office space, science & technology, business-class lodging with event center, retail/commercial space, pubs & restaurants, urban single-family homes, high-end multi-unit housing
- First SmartCode Zoned Community in WI – Speed to Market, Flexibility
- Tax Increment District - Shovel Ready



www.avanteproperties.com

Uptown Fitchburg

- ❖ Uptown Crossing
- ❖ 60 single family lots



- ❖ Uptown Village
- ❖ 27 single family lots



- ❖ Prima Apartments
- ❖ 116 Units



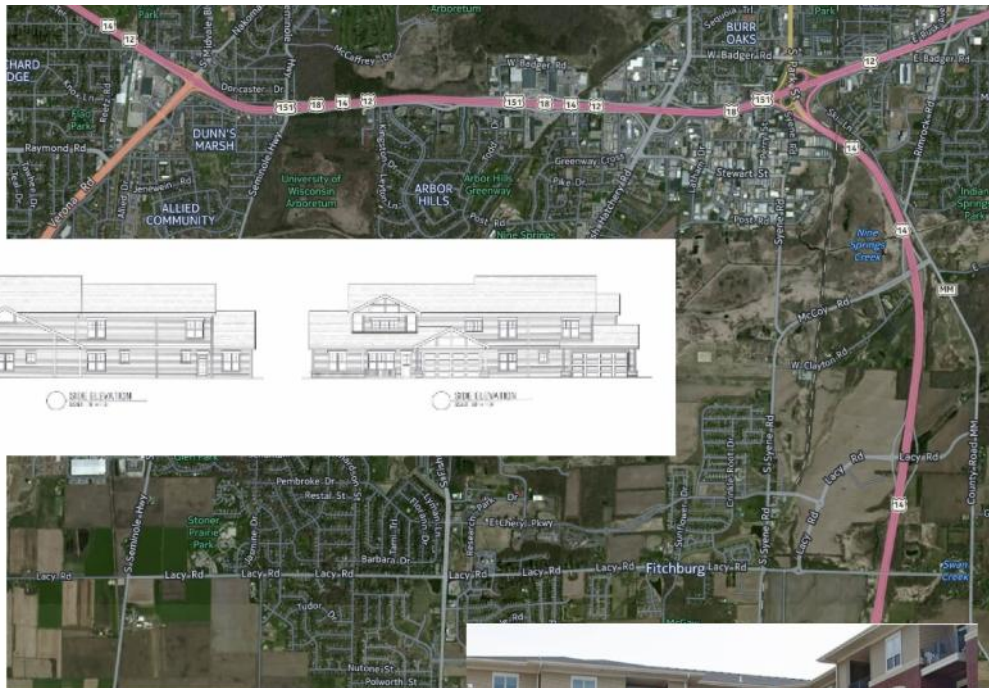
- ❖ Riva Apartments
- ❖ 162 units constructed



East Fitchburg



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- ❖ **Prairie Park & Preserve Apts**
- ❖ **64 units**



- ❖ **Inspiration Pointe at Swan Creek**
- ❖ **26 Licensed Adult Family Homes**
- ❖ **28 Age 55+ Active Living Residential**
- ❖ **Community Center/Adult Day Care for 50 Individuals**



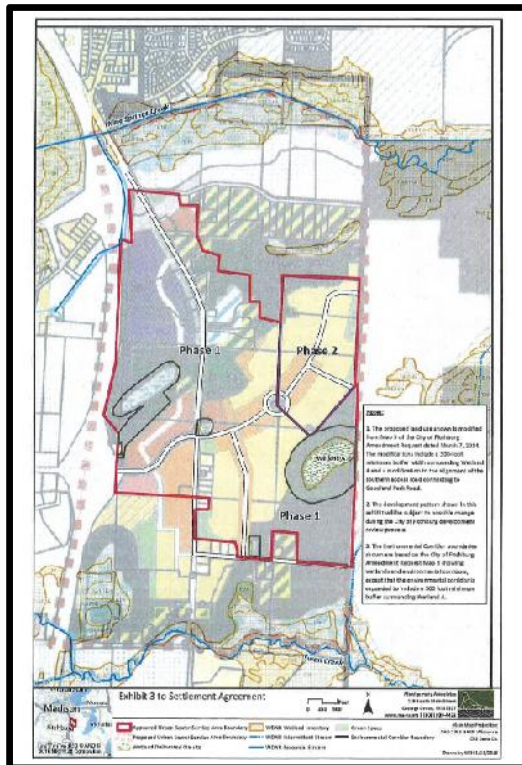
- ❖ **Addison Apartments**
- ❖ **352 units**

www.fitchburgwi.gov

Terravessa



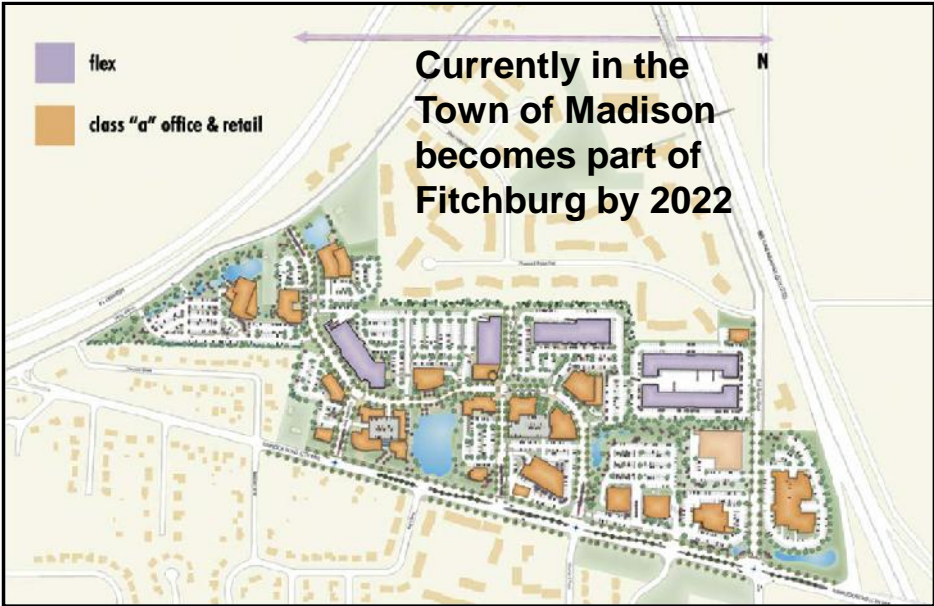
Terravessa



- ❖ 511 acres, 1500 dwelling units
 - ❖ 250 single family lots
 - ❖ 750 multi-family units
 - ❖ 500 medium density units
 - ❖ Lots available Fall 2017
- ❖ Features
 - ❖ Smart Code zoning
 - ❖ Oregon School Site (proposed)
 - ❖ Wi-fi Neighborhood
 - ❖ Future transit
 - ❖ Community Car
 - ❖ B Cycle
 - ❖ Urban farming



Novation Campus



North Fish Hatchery Road Infill, Reinvestment & Redevelopment



North Fish Hatchery
Neighborhood Retail & Services

UW Arboretum

12 14 13 151

Nine Springs

Pike Drive

Fish Hatchery Rd

Latham Drive

Dix Road

Golf Course

Anderson Associates, Inc. • BEST Real Estate Group, Inc.

LAND FOR SALE – Industrial Lot
Rullsmeyer Road
Fitchburg, WI

Four parcels totaling approximately 4.6 acres,
Offered as one property for \$919,000

Fitchburg zoning is "Business Highway".
Permitted uses include:

- Animal hospital and kennel
- Car and truck wash
- Car and truck sales and rental of vehicles
- Heavy machinery sales and service
- Lumber and lumber supplies and services
- Wholesale facilities and services

As well as a variety of other business & industrial uses.

- This property is located in City of Fitchburg TIF District #R
- Combined 2014 Assessed Value is \$617,500
- 2014 taxes were \$18,841

Price: \$919,000

HELM Commercial Real Estate, Inc. 827-6607 or 446-0600

MIDWEST COMMERCIAL REAL ESTATE

COMMERCIAL DEVELOPMENT SITE FOR SALE
Corner of Fish Hatchery and Post Roads
2975 Fish Hatchery Road
Fitchburg, WI
9 acres (divisible)

Site Information	Demographics		
	5 mile	3 mile	1 mile
<ul style="list-style-type: none"> • 1/2 mile to Hwy 12-18 (Bellline) • 128,000 cars/day • 375 of footage on Fish Hatchery Rd • 40,000 cars/day • 2000' of footage on Post Road (new road) • Fully signalized 4 way intersection 	Population: 168,816	64,255	9,372
	avg. FBI Income: \$73,234	\$81,269	\$96,394

Contact: Steve Bersell sbersell@fred-inc.com 414.274.8206

Contact: Craig Raddatz craddatz@fred-inc.com 414.226.4535

North Fish Hatchery Road Infill, Reinvestment & Redevelopment



- ❖ Park Bank & Commercial Space
- ❖ 3,700 sq. ft. retail space available



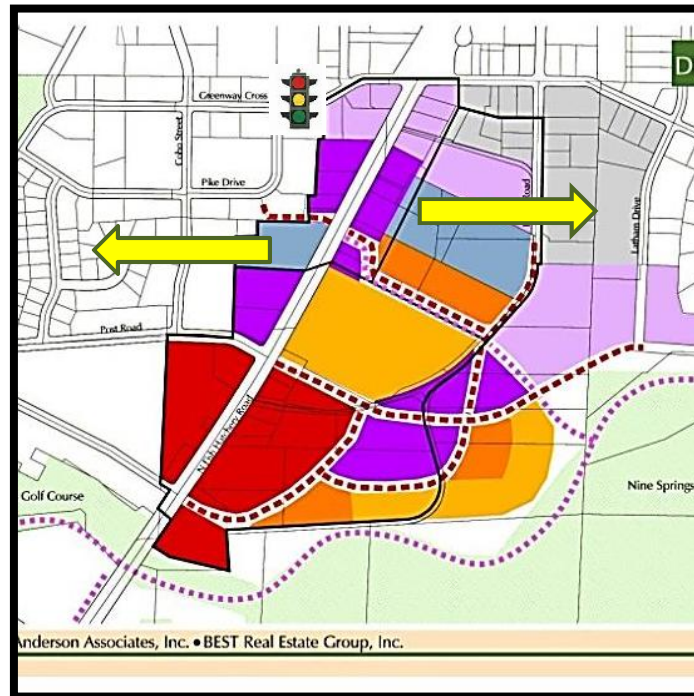
- ❖ Four story 120 Room Hotel
- ❖ Conference Center/Restaurant
- ❖ Projected construction cost - \$14 million



- ❖ Commercial building
- ❖ 6,235 sq. ft.



- ❖ Commercial & financial institution
- ❖ 8,274 sq. ft. 2 story building
- ❖ 9,000 sq. ft. 2 story building



Fish Hatchery Road Infill, Reinvestment & Redevelopment



- ❖ Wyndham Garden Place
- ❖ Refreshed common areas
- ❖ Renovated Rooms
- ❖ Former Quality Inn & Suites



- ❖ Thirsty Goat
- ❖ Pub & Restaurant
- ❖ Former Casa del Sol
- ❖ Opened Fall of 2016



- ❖ Aspen Park Apartments - Proposed
- ❖ Density to Double 412 Units
- ❖ Redevelopment of Sun Valley Apartments

- ❖ Me & Julio, Tex-Mex themed restaurant
- ❖ Former Veranda Restaurant site



West Fitchburg Redevelopment & Investment



West Fitchburg, Arrowhead, Orchard Pointe

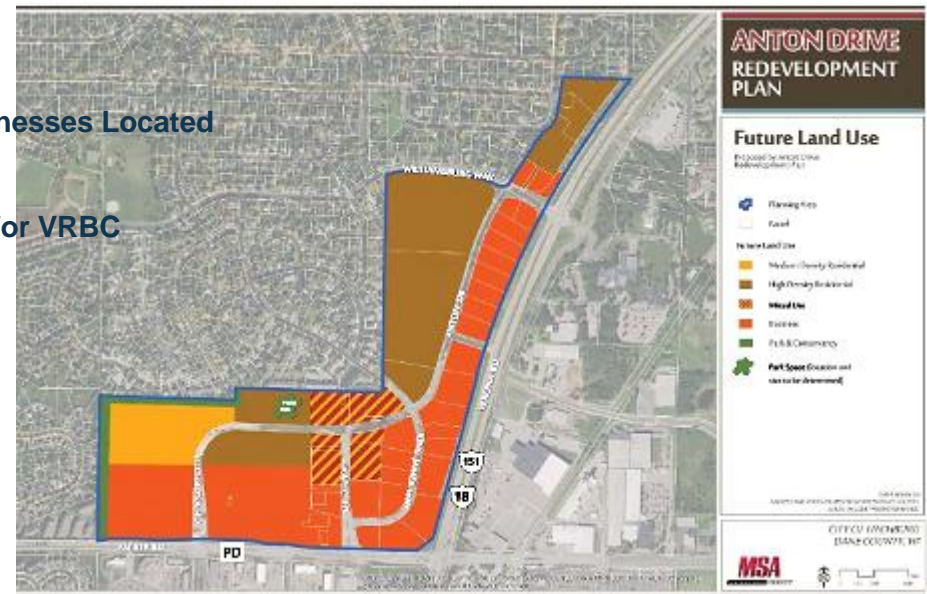
BUILDING OUR FUTURE
VERONA ROAD BUSINESS COALITION

VeronaRoad.info



Anton Drive Redevelopment Study

- Verona Road Business Coalition (VRBC) Formed 2014
- Mission: Advocacy, Strategic Planning & Branding for Businesses Located in 5 Year Road Construction Project
- Secured \$130,000 in City CIP Over 5 Years Matching Funds for VRBC
- Worked with City to Include Funding for Anton Drive Study



West Fitchburg - US18/151 Verona Road Arrowhead

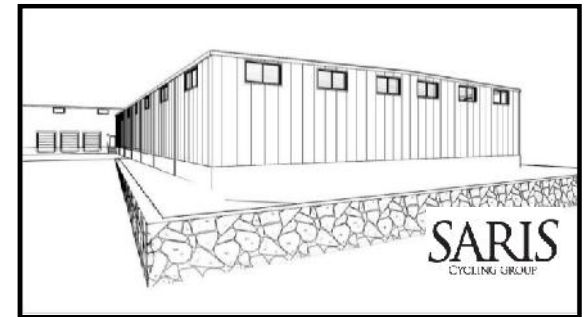


- ❖ Benjamin Investments Building
- ❖ 3 story Class A office
- ❖ 54,000 sq. ft.
- ❖ \$12 million investment
- ❖ KL Engineering Anchor Tenant

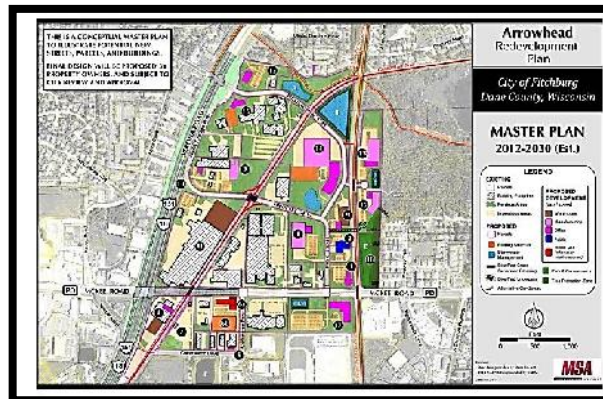
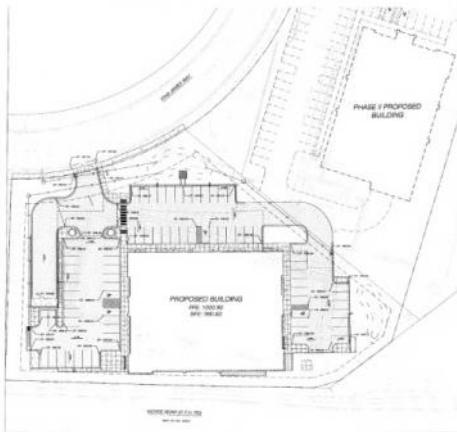


Arrowhead

- ❖ Saris Cycling Group
- ❖ 18,375 sq. ft. addition
- ❖ \$650,00 investment



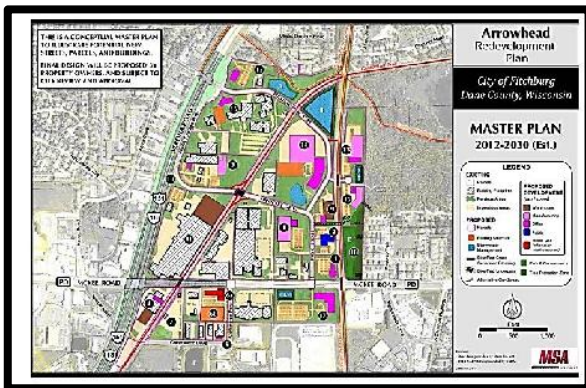
- ❖ General Beverage to expand offices
- ❖ Corner of US 18/151 & McKee Road
- ❖ \$2.4 million office investment
- ❖ \$1.1 million warehouse investment



Redevelopment & Reinvestment Arrowhead & Commerce Park

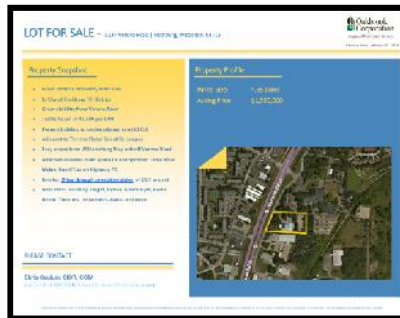


Arrowhead

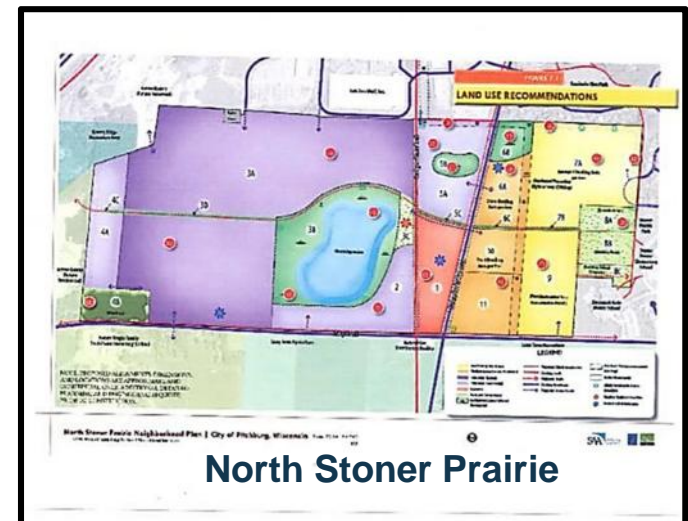


- ❖ Madison Gas & Electric Training Facility
- ❖ \$2.5 million investment
- ❖ 10,000 sq. ft.
- ❖ Fitchburg Business Park

West Fitchburg



- ❖ Benjamin Plumbing's New Building
- ❖ \$2.9 million investment
- ❖ Fitchburg Commerce Park



Redevelopment & Reinvestment Orchard Pointe



Land Information and Demographics

Largest shovel-ready retail land available in Fitchburg; Adjacent to Super Target & proposed Hyvee grocery store; Big box approved up to 90,000 sq. ft.; Lots available for large format retail stores and owner occupant opportunities.

Lot	Acres	Price/SF	Total Price	Land Included
9	2.53	\$10.00	\$1,101,348	-
10	3.75	\$12.50	\$2,044,246	Outlots 2 and 4
11	3.76	\$10.00	\$1,636,536	Outlot 3
12	11.95	\$15.00	\$7,808,835	Outlot 1
13	2.13	\$10.00	\$928,653	-

Demographics	1 Mile	3 Miles	5 Miles
Population	6,262	60,938	127,796
Avg. Household Income	\$79,065	\$86,488	\$87,652



- ❖ Staybridge Suites
- ❖ 100 Rooms
- ❖ \$13 million investment
- ❖ Orchard Pointe Lot 9



❖ 18/8 Men's Salon



❖ Pet Supplies Plus



❖ Yahara Bay Distillery



For more information, please contact:

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22312 The information contained herein is based on estimates and assumptions and is presented for illustration purposes only. No representations, warranties or guarantees of any kind are made.

Sub-Zero/Wolf Expands in Fitchburg



- ❖ Sub-Zero/Wolf Fitchburg Campus
- ❖ Fitchburg's largest employer
- ❖ 1,000,000 total sq. ft.
- ❖ 1,100 jobs



2500 WOLF WOODS DRIVE
CITY OF FITCHBURG ARCHITECTURAL DESIGN/REVENUE
NORTH-WORKS
2010 WOLF WOODS DRIVE
FITCHBURG, WI 53526

- ❖ 6,000 sq. ft. expansion
- ❖ "Barn" training facility



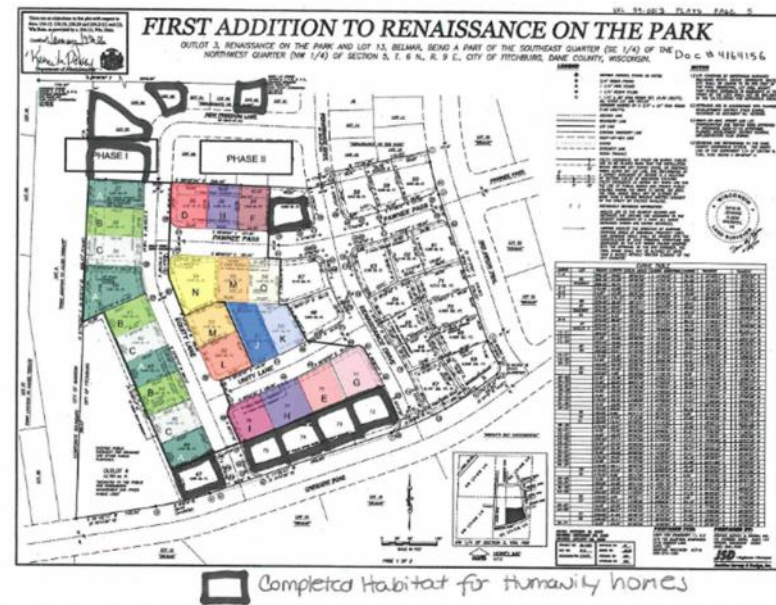
- ❖ Sub-Zero/Wolf selects WI over KY
- ❖ 435,000 sq. ft. expansion
- ❖ 300+ new jobs
- ❖ \$70+ million investment
- ❖ Home to their new "Cove" dishwasher line



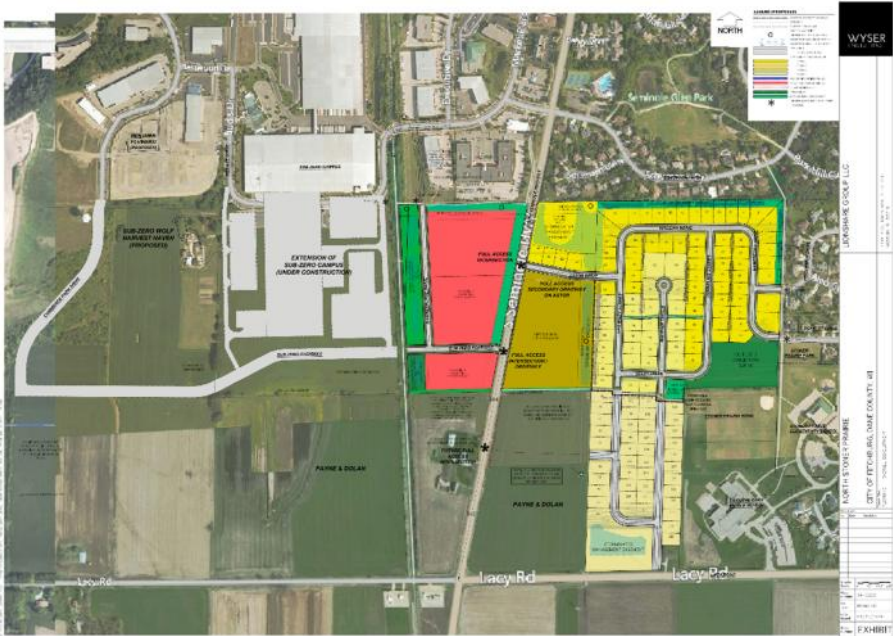
Infill Development Habitat for Humanity Workforce Housing



- ❖ Renaissance on the Park – Habitat for Humanity
- ❖ Workforce Housing
- ❖ 36 total single family home sites
- ❖ 10 homes completed, 26 more planned
- ❖ Verona Area School District



West Fitchburg Housing— North Stoner Prairie

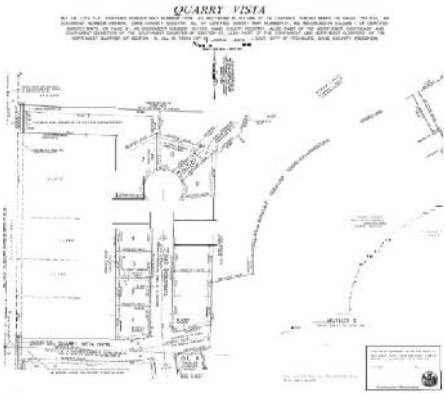


- ❖ North Stoner Prairie Neighborhood
- ❖ 365 acres



- ❖ Stoner Prairie Subdivision
- ❖ 160 Single Family Units (Petitioned for 2016 Parade of Homes Site)
- ❖ 50 Townhouse Units
- ❖ 22 Acres Industrial/Commercial Seminole Business Park (proposed)
 - ❖ Sub Zero Parkway road extension
- ❖ Total Site Acreage: 97.8
- ❖ Verona Area School District

West Fitchburg Housing – Quarry Vista



Hammersley Quarry... Recaptured & Repurposed

Welcome to Fitchburg's Newest Neighborhood **QUARRY VISTA**

Fitchburg Single Family & Duplex Lots
Verona Area School District

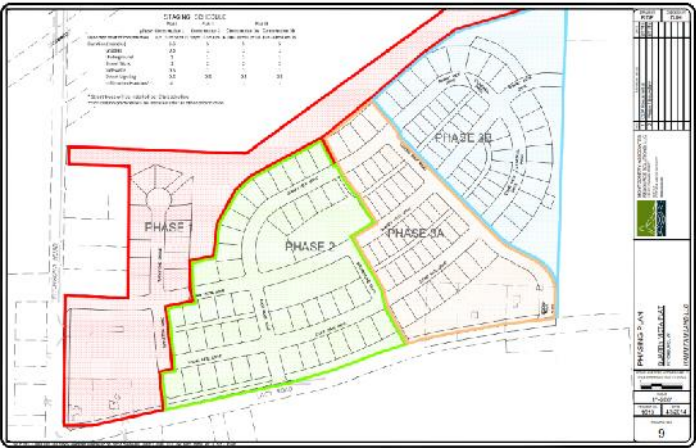
For more information:
realestate@cbsuccess.com
1.800.747.9962

QUARRYVISTA.COM CBSUCCESS.COM

- ❖ Quarry Vista - Approved
- ❖ 136 single family lots
- ❖ 30 two family lots
- ❖ 152 apartments
- ❖ 72.4 acres
- ❖ Verona Area School District



- ❖ First Phase
- ❖ 14 single family lots \$450,000+
- ❖ Elan Apartments – 152 units



South Central Fitchburg Housing – Fahey Fields



- ❖ Fahey Fields – Approved
- ❖ 102 single family lots
- ❖ 180+ multi-family units
- ❖ 80 acres
- ❖ Oregon Area School District

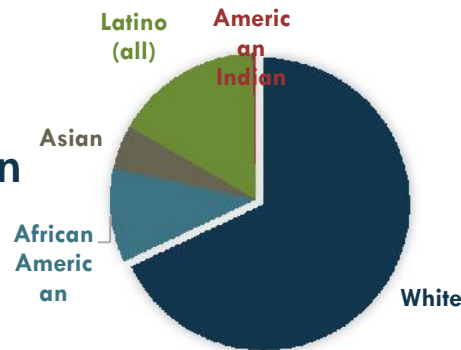


Positioning for the Future

✓ Workforce Diversity



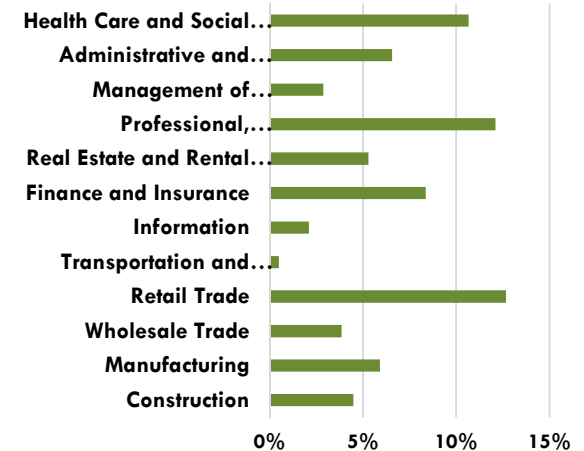
Young & Growing Population
Racially Diverse



✓ Economic Diversity



Variety of Industry Clusters
Entrepreneurs, Small Businesses, Global Leaders



✓ Geographic Diversity



Urban & Rural, Best of City & Country Living
Greenfield, Infill & Redevelopment



Full Service City



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Questions?? Thank you!



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