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June 12, 2026

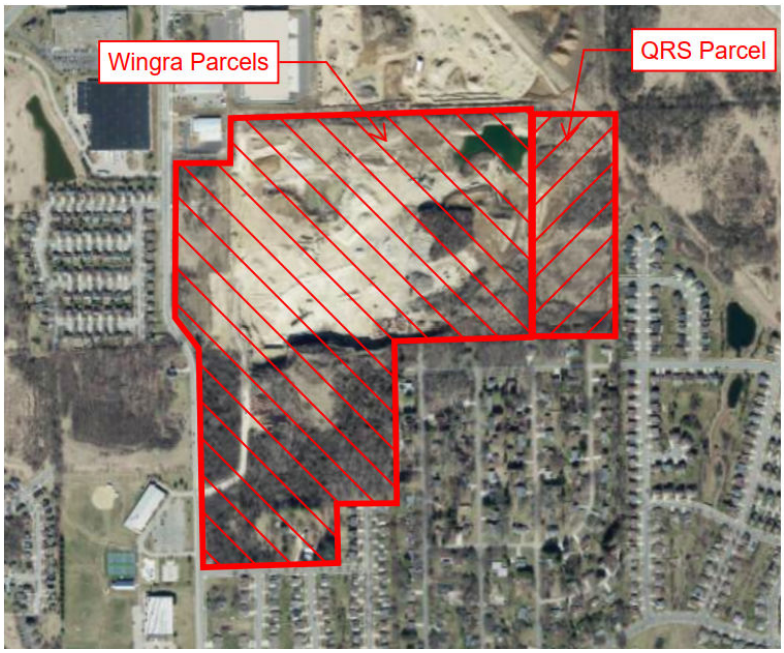
**To:** **Plan Commission**

**From:** **QRS Company, LLC (owner, 4450 Red Barn Run) and Wingra Real Estate LLC (owner, Wingra Marsh Road Lands)**

**Re:** **June 15, 2026 Public Hearing Agenda Items 15 and 16.**
**Conditional GFLU Map Note for 4450 Red Barn Run & Wingra Marsh Road Lands**

## Request

QRS Company and Wingra are requesting a conditional map note to the Generalized Future Land Use (GFLU) map for the QRS lands at 4450 Red Barn Run and the adjacent Wingra Marsh Road Lands, so the map more clearly reflects the future land use direction for these parcels. The owners are planning to do owner-occupied, low-density single-family residential on a portion of the property in the near future.




The draft Plan maps a portion of these parcels as Parks and Open Space (P) to reflect current quarry-disturbed conditions. The requested map note would clarify that upon completion of final grading, wetland delineation, stormwater planning, and a street connectivity plan these lands may be appropriate for Low Residential (LR) development.

The subject lands are the remains of decades of sand and gravel extraction and related fill operations. They are industrial in appearance, with disturbed grades, berms, and temporary ponding typical of quarry sites—not parkland or permanent natural open space. Any surface water visible today reflects extraction activity rather than a natural water feature. These conditions explain the draft P designation, but they do not represent the site's long-term or intended condition.

The quarry lands are surrounded by established single-family residential neighborhoods to the south, west, and east, with additional residential areas nearby. The prevailing context is quiet, owner-occupied housing—precisely the setting in which Low Residential is the most compatible future use. Planning for a thoughtful transition from disturbed industrial land to neighborhood-scale housing is consistent with the existing pattern and community expectations.

**The Planning Issue**

Under Wis. Stat. § 66.1001, rezoning must be consistent with the Comprehensive Plan, and the GFLU map is the City's primary consistency tool. Parks and Open Space (P) is not consistent with Low Residential (LR). Without a clarifying map note, any future residential rezoning, no matter how thoroughly site conditions are resolved, would remain inconsistent unless the Plan is amended first.

The practical result is that, without guidance, these quarry lands would likely remain unusable in their current disturbed state for an extended period. The site is privately owned, physically enclosed by berms and grading, screened from public view, and not accessible to the public—nor is it likely to become accessible. The Parks and Open Space designation, without more clarification, leaves the property open space in name only, providing no public benefit while foreclosing a compatible residential outcome.

**Alignment with the Southeast Area Plan**

The Southeast Area Plan already points toward urban outcomes for these parcels. It recommends extending the Central Urban Service Area to include the Wingra Quarry and QRS properties and illustrates a future street framework across the sites. Planning staff have indicated a willingness to consider a map note to allow reevaluation once final grades and environmental information are available. The requested note would align the GFLU map with these policy signals and with the Plan's overall direction for the sites.

**The Proposed Map Note**

We respectfully request inclusion of the following GFLU map note:

> ***"Map Note: 4450 Red Barn Run, 5550 Roanne Lane, 4601 Marsh Road, 4501 Marsh Road, 4345 Marsh Road, and parcel 71026391509 — The Parks and Open Space (P) designation on the GFLU Map for portions of these properties reflects current site conditions resulting from quarry and construction-related activities, not permanent natural features. Upon completion of final grading, wetland delineation, stormwater planning, and a street connectivity plan, these lands may be appropriate for Low Residential (LR) development. A future rezoning request meeting these conditions would be considered consistent with this Plan."***

This language does not change the current Parks and Open Space designation. It simply clarifies how the Plan anticipates the site may transition from current quarry-related conditions to a future residential use once the specified conditions are met.

This is a modest, positive refinement to the Plan. 4450 Red Barn Run and the Wingra Marsh Road Lands are not permanent open space; they are disturbed industrial lands embedded within a single-family residential context. A concise, conditional GFLU map note is the appropriate planning tool to reflect that reality, align future rezoning with the Plan, protect environmental review, and preserve a sensible residential option for the future.

We respectfully ask the Plan Commission to include the proposed map note and recommend adoption of the Plan with this clarification. Thank you for your consideration.

Sincerely,

Axley LLP