



More ideas. Better solutions.®

**MSA**

PROFESSIONAL SERVICES



**Fitchburg**

REQUEST FOR PROPOSAL

## **ANTON DRIVE PLANNING STUDY**

*Prepared for City of Fitchburg*

*May 11, 2015*

*Revised: June 26, 2015*

**More ideas. Better solutions.®**

MSA Professional Services, Inc. is a multidisciplinary consulting firm serving public and private clients throughout the Midwest. Our planning, engineering and architectural professionals meet the needs of a diverse client base with an emphasis on creativity and results. We provide our clients with more ideas and better solutions.

**Proposal contact**

Jason Valerius, AICP

Project Manager

Phone: (608) 242-6629

Email: [jvalerius@msa-ps.com](mailto:jvalerius@msa-ps.com)

The information contained within this proposal is of proprietary nature and is submitted in confidence for use by the clients of MSA Professional Services, Inc. only. The information contained herein is and remains property of MSA Professional Services, Inc. Receipt or possession of this information confers no right or license to use or disclose to others the subject matter contained herein for any uses but authorized purposes.

© 2015 by MSA Professional Services, Inc. All rights reserved.

**CONTENTS**

Cover Letter	
Firm Background	<b>1</b>
Firm Experience	<b>3</b>
Key Personnel	<b>7</b>
Project Scope and Methodology	<b>13</b>
Administrative Measures	<b>25</b>
Project Schedule	<b>27</b>
Project Budget	<b>32</b>



May 11, 2015

Thomas D. Hovel  
City of Fitchburg  
5520 Lacy Road  
Fitchburg, WI 53711

Re: Anton Drive Planning Study

Dear Tom,

The Anton Drive planning area is poised for a makeover, whether property and business owners are ready for it or not. Those properties fronting Verona Road will be most dramatically affected by the changes in access and visibility, though all of the properties will be affected by changes in traffic patterns. The extension of Fitchrona Road through the Wingra Stone site presents a ripe opportunity to consider the use of that land and its relationship to the rest of the planning area.

The MSA team would very much like to work with the City and stakeholders to explore options for this area and craft a realistic plan for development and redevelopment. As demonstrated in previous projects with the City, especially the Arrowhead Plan, we have the skills and the approach to make this project successful: urban design; economic development; funding mechanisms; stakeholder involvement strategies; stormwater management; traffic analysis and facility design; and water, wastewater, and street infrastructure design. We are especially attuned to the importance of three core aspects of this project:

1. Engaging effectively with property and business owners. Fitchburg has a strong track record balancing business growth with progressive community planning strategies, and we see it as our responsibility to extend that record.
2. Evaluating market opportunities. With several current buildings vacant and more change on the way, suggested new uses need to be market-feasible.
3. Enabling investment and growth without causing traffic gridlock. This planning area borders two high-volume corridors and any growth here will further stress key intersections. We will help the City understand the impacts of land use alternatives and select an appropriate combination of uses and multimodal transportation improvements.

We look forward to the opportunity to meet with you and further discuss the needs of this project. Please contact me at [jvalerius@msa-ps.com](mailto:jvalerius@msa-ps.com) or (608) 242-7779 to arrange an interview or ask any questions you may have about our proposal.

Sincerely,  
MSA Professional Services, Inc.

Jason Valerius, AICP  
Project Manager  
Phone: (608) 242-6629  
Fax: (608) 242-5664  
Email: [jvalerius@msa-ps.com](mailto:jvalerius@msa-ps.com)

Michael Maloney, PE  
Vice President, Principal-in-Charge  
Phone: (608) 242-6627  
Fax: (608) 242-5664  
Email: [mmaloney@msa-ps.com](mailto:mmaloney@msa-ps.com)

# FIRM BACKGROUND

## MSA PROFESSIONAL SERVICES

MORE IDEAS. BETTER SOLUTIONS.®

As a full service consulting firm, MSA Professional Services (MSA) is all about creating communities that work. We partner with our clients to help them solve today's complex and multi-faceted challenges and improve the quality of their neighborhoods. Our focus is on providing exceptional service to build strong communities.

MSA's roots reach back to the 1930s. Once a rural land survey company, our firm now consists of more than 300 engineers, architects, planners, funding experts, surveyors, GIS experts and environmental scientists. MSA excels at helping clients identify grant and funding sources and then delivering high quality, cost-effective solutions. Based in 14 offices across four states, our technical teams collaborate to assist communities throughout the Upper Midwest.

While we've expanded to serve communities, private developers and government agencies, MSA remains true to our mission of being a trusted partner helping clients succeed. More than a technical resource, MSA strives to earn the privilege of being a part of your community. We want to help, especially when you face challenging circumstances.

As an employee-owned company, MSA has additional value to offer its clients and communities. Every professional in the company has a vested interest in each project's success. MSA has built a corporate culture based on sustainability, enduring relationships, highly skilled professionals, and respect for community and the environment.

MSA supports a wide range of cities and agencies. Our portfolio varies from complex projects for governmental agencies and large municipalities to more straightforward infrastructure projects in unincorporated rural townships. MSA knows what it takes to build—large and small.



## ORGANIZATION AND OWNERSHIP

MSA is a private, employee-owned firm that serves more than 250 communities throughout the Midwest. Because our firm is employee-owned, our team members have a vested interest in each project they complete. MSA has built a corporate culture based on sustainability, enduring relationships, robust engineering, and respect for community and the environment.

MSA's organization reflects that of a matrix, structured both according to specialty disciplines and geographies. Our firm is comprised of eight programs, based primarily on geographic location. MSA's CEO/President and Board of Directors make the managerial decisions and develop the rules that guide MSA as one cohesive firm, pursuing the same set of corporate initiatives.



# CLIENT FEEDBACK TOOL

## YOUR SUCCESS MATTERS.

### CLIENT SERVICE QUALITY ASSURANCE PROGRAM | CLIENT FEEDBACK TOOL

Our firm constantly strives to improve our processes and tailor the services we provide to best suit each of our clients. As part of our ongoing quality assurance program, we periodically request feedback from clients and project stakeholders to create better project outcomes for you.

Rather than wait for the project to be over (when there's little opportunity to change the outcome), our project team will send brief electronic surveys at various project milestones. Each survey includes a short list of questions requiring fewer than two-three minutes to complete.

**These easy-to-complete surveys offer you the opportunity to comment on several areas of our performance, which in turn helps us adapt our processes to your unique needs. Your feedback is specific to your project, and is returned directly to the people working with you. We pledge to respond to any issues you identify as the project proceeds.**

We value your feedback, and may ask for input more frequently than you care to respond. Please respond when something exceptional happens (positive or challenging), and know that we'll take action when you do. All other times we will assume your non-response indicates the process is working and the project is progressing as expected.

Unlike any survey you've ever taken before, **your response will initiate specific improvement for you and your project.** We have found this to be an effective tool that enables us to achieve continual improvement. To fully demonstrate this program, you will soon receive a survey requesting your feedback on our ability to meet your expectations throughout the proposal process. We hope you'll take a few minutes to respond, experience the process first-hand, and see how we follow-up to your feedback.



Sample feedback survey – it only takes two-three minutes!

### HOW IT WORKS:

1. The project manager or another team member asks for your feedback electronically.
2. You respond to a six-eight question, two-three minute survey.
3. Your response is immediately routed to the project team via email.
4. If any of your responses indicate exceptional performance or a problem, someone on the project team will follow-up and discuss ways to either improve the process, or make sure we continue to provide the level of service you desire.
5. We document any process changes and communicate them to the project team and back to you.



## WESTSIDE NEIGHBORHOOD DEVELOPMENT PLAN

SUN PRAIRIE, WI

*Project Reference*

Daryl Severson  
 City of Sun Prairie  
 303 East Main Street  
 Sun Prairie, WI 53590  
 Phone: (608) 837-2511  
 Fax: (608) 825-1194  
 dseverson@cityofsunprairie.com

The City of Sun Prairie Plan Commission and City Council approved the Westside Neighborhood Plan to guide future development of lands surrounding and north of the USH 151/Grand Avenue interchange. The Plan calls for the development a high quality neighborhood with a broad range of land uses including residential, office, and mixed-use commercial development. The Plan also includes over 800 acres of commercial development. A new Target Store was one of the first businesses to break ground and opened in 2009. Large businesses have followed including Costco, Woodman’s, Marcus Cinema and Cabela’s.

The City also faced explosive residential growth with the Wyndham Hills development, which is located on State Highway 19, one-half mile west of other development in Sun Prairie. With all phases complete, this development includes approximately 352 single-family lots, 49 duplex lots, 66 four-plex lots, three neighborhood commercial lots, and a school site.

MSA has been called on by the City during numerous stages of development in the Westside Neighborhood to assist with a variety of services. Since inception of the project, MSA has worked on the following development aspects:

- » Analysis and design of plan-wide stormwater capacity needs and water quality features.
- » Corridor analysis of the primary roadway through the development to plan public access locations and traffic control types.
- » Land use planning process to review and amend a portion of the Westside plan due to shifting market demands.
- » Origin-Destination study of the County Trunk Highway corridor for jurisdictional transfer to the City.
- » Traffic signal design of 6 signals within the development area.
- » Site plan review including utilities, grading, and pedestrian and trail accommodations for individual developments.
- » Creation and update of a Traffic Impact Fee for recollection of costs in the plan area attributable to the new development.



## ARROWHEAD INDUSTRIAL PARK REDEVELOPMENT PLAN

FITCHBURG, WI

*Project Reference*

Mike Zimmerman  
 City of Fitchburg  
 5520 Lacy Road  
 Fitchburg, WI 53711  
 Phone: (608) 270-4245  
 michael.zimmerman@city.fitchburg.wi.us

The City of Fitchburg wanted to allow for infill and growth in the Arrowhead Industrial Park at the corner of US 18/151 and CTH PD, a diverse employment district originally developed while Fitchburg was an unincorporated town.

MSA worked with the City and local property owners to develop a plan that enables business growth in the area while addressing deficiencies with existing infrastructure.

The transportation system in the area was one of the primary focuses of the planning process. The plan includes possible scenarios for new street infrastructure and improved access for cars, pedestrians, bicycles, and public transit. Expansion plans also include specific recommendations for water, wastewater and stormwater infrastructure.

The redevelopment plan will help guide the City, developers and other stakeholders with land use designations, provide recommendations for buildings and parking configurations, and identify potential connections and interactions with nearby neighborhoods. The plan features phasing recommendations to accommodate growth in a schedule that reflects changes to adjacent highways planned by Wisconsin DOT.

The Common Council unanimously adopted the plan in March 2012. By October 2012, a business within the Arrowhead Industrial Park began a major expansion based on recommendations contained within the plan.



In 2014, MSA helped design and secure funding for new roads, Spoke Drive and Sprocket Drive, through the planning area that will enable new lot sales and provide improved access for existing manufacturers when completed in 2015.



## DOWNTOWN PLAN

### VERONA, WI

#### *Project Reference*

Bill Burns  
City of Verona  
111 Lincoln Street  
Verona, WI 53593-0188  
Phone: (608) 845-6495  
Fax: (608) 845-8613  
bill.burns@ci.verona.wi.us

The City of Verona has undergone major changes in the past 20 years. USH 18/151, which used to run through the heart of Verona, now bypasses the city to the south.

From 1990 to 2010, the Verona doubled in size from 5,000 to 10,000 residents. The population boom has brought a corresponding traffic boom. The primary intersection in Verona, Business 18/151 (Verona Avenue) and CTH M (Main Street), routinely failed during rush hour. The City sought a firm to evaluate traffic management options while also exploring land use and redevelopment changes in the downtown area.

Many of the commercial buildings in downtown Verona are highway-oriented, dating back to when USH 18/151 ran through town. The City desired a plan to attract more investment and spending in the downtown area while also managing traffic growth and parking demand. This included creating a master plan, identifying parcels for redevelopment (including real estate acquisition estimates), creating a parking plan and designing streetscape improvements.

Since adopting this plan in 2013, the City is in the process of implementing several key infrastructure features, including a newly signalized intersection, public parking lots to support downtown businesses, and property acquisition around the intersection of Main Street and Verona Avenue to enable intersection improvements.





## MARKETPLACE REDEVELOPMENT PLAN

ROTHSCHILD, WI

### Project Reference

Tim Vergara, PE  
Village of Rothschild  
21 Grand Avenue  
Rothschild, WI 54474  
Phone: (715) 359-3660  
Fax: (715) 359-7218  
tvergara@rothschildwi.com

MSA worked with the Village of Rothschild to develop a master plan for redevelopment of a park and surrounding area of the community. The plan identified approximately \$15 million in future infrastructure projects over a 20-year period. The project was broken out into three phases:

- » Preparation of a land use and transportation plan for mixed-use commercial corridor
- » Preparation of a park master plan for the adjacent Pavilion Park
- » Creation of a TIF district to include the redevelopment area and park to provide one potential funding source for infrastructure improvements

The American Planning Association, Small Town and Rural Planning Division, presented a national award to the Village of Rothschild and MSA for the Rothschild Pavilion Marketplace Redevelopment Plan and Park Master Plan.



# KEY PERSONNEL

## TEAM DESCRIPTION

Our 100% Madison-based team includes the following specialists, all of whom have worked with the City of Fitchburg on prior projects. The following pages feature resumes for all of the staff listed below.



### JASON VALERIUS, AICP

Jason will serve as the project manager and principle planner in charge of all aspects of the project. Jason is trained and experienced in planning, public involvement, urban design, market analysis and economic development.



### ERIC THOMPSON, PE, CFM

Eric will provide the lead technical assistance in evaluation of drainage patterns within the study area and conceptual design of stormwater management features to meet the requirements of the City's WPDES permit, NR151, and the Rock River TMDL.



### KEVIN RUHLAND, PE

Kevin will lead all traffic and transportation-related work and analyses. He leads MSA's traffic engineering team.



### SARAH GENGLER, EIT

Sarah will assist with all traffic and transportation-related work and analyses.



### STEPHEN TREMLETT, AICP, CNU-A

Stephen will lead urban design and redevelopment recommendations, including generation of concept illustrations and the economic evaluations.



### AMBER CONVERSE, GISP

Amber is our resident GIS expert, and will be leading our mapping efforts in collaboration with Stephen Tremlett, urban design lead.



### MIKE MALONEY, PE

Mike will serve as the overall project Principal in Charge. Mike will ensure that your project is running smoothly, on time and on budget.



### JAMES BONGARD

James is a Senior Engineering Technician with MSA and will be assisting with utility evaluation.



MSA TEAM

JASON VALERIUS, AICP  
PROJECT MANAGER

ERIC THOMPSON, PE, CFM  
STORMWATER ENGINEER

KEVIN RUHLAND, PE  
TRAFFIC ENGINEER

SARAH GENGLER, EIT  
TRAFFIC ANALYSIS

STEPHEN TREMLETT, AICP, CNU-A  
URBAN DESIGNER

AMBER CONVERSE, GISP  
GIS PROFESSIONAL

MIKE MALONEY, PE  
UTILITY COORDINATOR

JAMES BONGARD  
SENIOR ENGINEERING TECHNICIAN



## KEY PERSONNEL



### Jason Valerius, AICP

Project Manager | **p:** (608) 242-6629 | **f:** (608) 242-5664 | **e:** jvalerius@msa-ps.com

#### EDUCATION:

*M.S., Architecture and Urban Planning,  
University of Wisconsin-Milwaukee*

*B.A., Government/Psychology,  
Lawrence University, Appleton, WI*

#### AFFILIATIONS:

*American Institute of Certified Planners*

*American Planning Association*

Mr. Valerius has more than 15 years of community planning and design experience in public, non-profit and academic settings. His experience includes comprehensive planning and zoning in a variety of urban and rural communities, design standards and guidelines for municipalities and private developments, real estate development planning and municipal redevelopment planning. Mr. Valerius is trained in both architecture and planning, and specializes in community design and regulatory tools that guide community design. As Team Leader for the Madison-based Planning and Design team, Jason manages a diverse and talented group of planners with expertise ranging from comprehensive planning and transportation planning to GIS mapping, landscape architecture, urban design and planning for sustainability and energy independence.

#### PROJECT EXPERIENCE:

##### **Westside Neighborhood Development Planning, Sun Prairie, WI**

*Leading a 2015 comprehensive plan amendment to reevaluate a 220-acre area near US 151.*

##### **Arrowhead Redevelopment Plan, Fitchburg, WI**

*Led a multidisciplinary team to evaluate the potential for new development in an existing employment district, paying special attention to traffic and stormwater conditions and impacts. Ensured that the planning process addressed the concerns of property owners and nearby residents. Plan was unanimously adopted by Council.*

##### **Downtown Plan, Verona, WI**

*Co-managed a multidisciplinary planning and traffic engineering design team. Helped the City work through and resolve difficult discussions about street changes to accommodate traffic.*

##### **Arsenal Gateway Revitalization Plan, Rock Island, IL**

*Led planning team in the creation of a plan to revitalize a diverse area near the City's downtown. Plan featured strategies to attract investment and jobs, improve bike and pedestrian safety, enhance connections with surrounding neighborhoods, and establish a stronger, more positive place identity.*

##### **Parmenter District Plan, Middleton, WI**

*Led MSA planning team in completion of a comprehensive neighborhood plan to guide the redevelopment of the Parmenter Street/Former Highway 12 corridor, including guidance on land use, urban design, sustainability and transportation.*



## KEY PERSONNEL



### ERIC THOMPSON, PE, CFM

Stormwater Engineer

**p:** (608) 242-6613 | **f:** (608) 242-5664 | **e:** ethompson@msa-ps.com

Mr. Thompson leads MSA's water resources team. He has been involved in several watershed management activities, including wetland restoration, aquatic habitat assessments, lake water quality improvement, flood reduction, and development regulation. He has completed wet weather planning studies throughout the U.S., including work in Minneapolis, Minnesota; Madison, Wisconsin; St. Louis, Missouri; Cleveland, Ohio; and Atlanta, Georgia areas.

Mr. Thompson is expert in the use of all the common hydrologic, hydraulic and water quality models used for floodplain studies including HEC-1, HEC-HMS, TR-20, TR-55, HEC-2, HEC-RAS, XP-SWMM, P8, WinSLAMM, MOUSE, MIKEURBAN, BATHTUB, CORMIX, Sewer CAT and GWLF. In addition, he is very proficient in ArcMap and ArcGIS and uses GIS daily in his regular duties.

#### EDUCATION

M.S., Civil Engineering, University of Minnesota

B.S., Civil Engineering, University of Minnesota

#### AFFILIATIONS

Professional Engineer - WI, MN, IA, IL

Certified Floodplain Manager

#### SELECT PROJECT EXPERIENCE

##### Nine Springs Creek Watershed Master Plan, Fitchburg, WI

*Served as project manager for a project which assessed watershed quality and formulated a plan for compliance with Rock River TMDL requirements.*

##### Quarry Ridge Pond Outlet Study, Fitchburg, WI

*Served as project manager for a project to assess the hydrologic, hydraulic, and water quality conditions of the upper Quarry Ridge subwatershed and prepared engineering plans for a modification to Quarry Ridge Pond to accommodate development within the watershed.*

##### Spoke Drive and Sprocket Drive, Fitchburg, WI

*Served as project manager for preparation of storm sewer, street inlet, and stormwater management planning and design for construction of two new streets in the Nine Springs Creek watershed.*

##### West Side Neighborhood Plan, Sun Prairie, WI

*Served as project engineer for design of conceptual drainage and stormwater management plan for an amendment to the City's comprehensive plan.*



### KEVIN RUHLAND, PE

Traffic Engineer

**p:** (608) 242-6638 | **f:** (608) 242-5664 | **e:** kruhland@msa-ps.com

Mr. Ruhland is experienced in various types of traffic engineering studies and designs, including Traffic Impact Analyses, corridor studies, crash analyses, warrant studies and other traffic flow studies. He has designed more than 50 intersections with traffic signals across Wisconsin that feature the latest in design and technology, including monotubes, emergency vehicle preemption, radio interconnection and fiber optic interconnection. Mr. Ruhland is also a WisDOT Qualified Roundabout Designer.

#### EDUCATION

B.S., Civil Engineering, University of Wisconsin-Madison

#### AFFILIATIONS

Professional Engineer - WI, MN, IA, IL

WisDOT Qualified Level 1 Roundabout Designer

WisDOT Certified TIA Preparer

Institute of Transportation Engineers

#### SELECT PROJECT EXPERIENCE

##### CTH C and Westside Neighborhood Development, Sun Prairie, WI

*Completed an access study for proposed development neighborhood, a video based origin-destination study, review of development TIA reports and design of six traffic signals.*

##### Arrowhead Industrial Redevelopment Park, Fitchburg, WI

*Modeled possible scenarios for new street infrastructure and improved access for cars, pedestrians, bicycles and public transit in an existing industrial park.*

##### Downtown Plan, Verona, WI

*Co-managed a multidisciplinary planning and traffic engineering design team. Completed project traffic analysis and led stakeholder and public informational meetings to guide project decision making.*

##### WIS 32 Corridor Plan, DePere, WI

*Completed traffic analysis and alternative evaluation of downtown one-way pair corridor with significant physical, economic, and cultural constraints. Assisted in stakeholder meetings, property owner meetings and public involvement. The project included 8 intersections with multiple coordinated traffic routes adjacent to the Fox River crossing and St. Norbert College. Multimodal considerations included pedestrian and bicycle features for both the college and recreational use as well as coordination with Green Bay Metro Transit.*



## KEY PERSONNEL



### SARAH GENGLER, EIT

Traffic Analysis

**p:** (608) 242-6658 | **f:** (608) 242-5664 | **e:** sgengler@msa-ps.com

Sarah joined MSA after refining her landscape design skill – skills that align perfectly with her passion for creating dynamic and sustainable places. Her training in landscape architecture provides her with the knowledge to create beautiful and functional outdoor spaces. Sarah's experience includes landscape design, comprehensive planning, site planning, residential and commercial design, geographic information systems (GIS) mapping and database management, and public meeting facilitation.

### EDUCATION

B.S., Civil Engineering, University of Wisconsin-Platteville

### AFFILIATIONS

Engineer-in-Training - WI

### SELECT PROJECT EXPERIENCE

#### Downtown Plan, Verona, WI

*Assisted in the completion of the traffic analysis for the downtown plan as well as the public outreach aspects of the project. Completed traffic modeling for multiple intersection alternatives along Verona Avenue and Main Street.*

#### WIS 32 Corridor Study, De Pere, WI

*Completed a thorough traffic study with alternatives for the reconstruction of WIS 32 through De Pere's downtown district. The existing roadway will be improved to provide room for vehicles, bikes, and pedestrians while preserving parking. The project will include coordination with local stakeholders, businesses, adjacent college and railroad utility.*

#### Peach Avenue Study, Marshfield, WI

*Completed video based data collection at 9 intersections for 6 different segments of Peach Avenue. Provided data analysis and preliminary review of potential improvements for implementation.*

#### US 12 Corridor Study, Middleton to WIS 19 West, Dane County, WI

*Oversaw data collection at 31 intersections and provided analysis and input throughout the study process.*



### STEPHEN TREMLETT, AICP, CNU-A

Project Planner

**p:** (608) 242-6621 | **f:** (608) 242-5664 | **e:** stremlett@msa-ps.com

With more than eight years of consulting experience, Mr. Tremlett has taken on primary roles in downtown planning and design projects, commercial/residential development concept plans, bike/pedestrian plans, and the development of comprehensive plans and design standards. His architectural and planning background includes emphases in mixed-use and green building design, urban redevelopment, and urban design using a variety of applications, including AutoCAD, Photoshop, InDesign, GIS, SketchUp and Microsoft Office applications.

### EDUCATION

M.S., Architecture & Urban Planning, University of Wisconsin-Milwaukee

B.S., Architecture, University of Wisconsin-Milwaukee

### AFFILIATIONS

- American Institute of Certified Planners
- American Planning Association
- Congress of New Urbanism - Accredited

### SELECT PROJECT EXPERIENCE

#### Arrowhead Industrial Park Plan, Fitchburg, WI

*Provided conceptual development possibilities for an existing industrial area with varying expansion and infrastructure needs. Working with MSA's stormwater, transportation and engineering teams, established a plan for the future growth of the area.*

#### Parmenter Neighborhood Plan, Middleton, WI

*Assisted in developing a comprehensive neighborhood plan to guide the redevelopment of the Parmenter Street/Former Highway 12 corridor, including guidance on land use, urban design, sustainability and transportation.*

#### Arsenal Gateway Revitalization Plan, Rock Island, IL

*Developed plans and graphics for the revitalization plan.*

#### Downtown Revitalization Plan, Mauston, WI

*Worked with the Downtown Steering Committee, City staff and the general public to establish a vision for the revitalization of the downtown. Created a downtown master plan that addressed future improvements to parking, streetscaping, site and building design, and provided 3D renderings of potential development for two brownfield sites. Winner of 2010 APA STaR Award.*



## KEY PERSONNEL



### AMBER CONVERSE, GISP

GIS Professional

**p:** (608) 242-6609 | **f:** (608) 242-5664 | **e:** [aconverse@msa-ps.com](mailto:aconverse@msa-ps.com)

Ms. Converse is a Geographic Information Systems (GIS) professional with experience in the application of GIS technologies for support of engineering design/construction projects and information management. She has a strong background in both scientific and engineering projects. Prior to joining MSA, Ms. Converse provided spatial data management and support for renewable energy engineering design and construction. Her experience includes map production, database management, GPS and survey support, web-based mapping and spatial modeling with ESRI ArcGIS software.

#### EDUCATION

M.S., Environmental Science, University of Virginia

B.S., Chemistry, Macalester College

#### SELECT PROJECT EXPERIENCE

##### **Nine Springs Creek Watershed Master Plan**, Fitchburg, WI

*Served as GIS Professional for a project which assessed watershed quality and formulated a plan for compliance with Rock River TMDL requirements.*

##### **West Side Neighborhood Plan**, Sun Prairie, WI

*Served as GIS professional for an amendment to the City's comprehensive plan.*

##### **Comprehensive Plan Mapping**, Rapids City, IL and Whiteside County, IL

*Compiled data for comprehensive plan mapping.*

##### **TID Project**, Rapids City, IL and Whiteside County, IL

*Compiled data for comprehensive plan mapping.*

##### **Future Land Use Mapping**, Verona, WI

*Mapped ETJ boundaries for adjacent municipalities and prepared figures to use for future land use discussions.*

##### **Zoning Map**, Dane, WI

*Updated zoning map for the Village.*



### MIKE MALONEY, PE

Utility Coordinator

**p:** (608) 242-6627 | **f:** (608) 242-5664 | **e:** [mmaloney@msa-ps.com](mailto:mmaloney@msa-ps.com)

Mr. Maloney leads a handpicked team of engineers, planners, technicians and surveyors who help ensure their clients' success by designing, consulting and observing the implementation of municipal infrastructure and development projects. He is passionate for public works projects, including the redevelopment of lands with improved commercial uses, improvements that facilitate better downtown business environments, the development of parks, trails and waterfront recreational uses, and improving quality of life with better supply of water and improved treatment of wastewater.

#### EDUCATION

B.S., Civil Engineering/Construction Management, University of Wisconsin-Madison

#### AFFILIATIONS

Professional Engineer - WI

Wisconsin Association of Consulting Engineers

American Society of Civil Engineers

#### SELECT PROJECT EXPERIENCE

##### **Industrial Park Improvements**, Sun Prairie, WI

*Developed grant application and provided administration in this TID5 area. Provided design work for industrial park expansion, including the oversight of platting, stormwater management, traffic control and financial assistance*

##### **Sun Prairie Business Park Improvements**, Sun Prairie, WI

*Developed grant application and provided administration in this TID6 area. Provided design work for business park expansion, including the oversight of platting, stormwater management, traffic control and financial assistance. Designed approximately 1,500 feet of rail with two switches to serve the business park properties.*

##### **Cannonball Path**, Fitchburg, WI

*Provided quality reviews, meeting preparation and participation, public speaking at informational meeting, design review services.*



## KEY PERSONNEL



### **JAME BONGARD**

Senior Engineering Technician

**p:** (608) 242-6644 | **f:** (608) 242-5664 | **e:** [jbongard@msa-ps.com](mailto:jbongard@msa-ps.com)

James has assisted project managers on a variety of municipal projects. His experience includes working for the Wisconsin Department of Transportation's Bureau of Highway Construction for five years coordinating statewide paving contractors. Projects include rural roadway design and construction and historical urban design and reconstruction. James has experience dealing with property owners and understands construction and the sequencing necessary.

### **EDUCATION**

A.S., Civil Engineering, Madison Area Technical College

### **SELECT PROJECT EXPERIENCE**

*James provided engineering technician services for:*

**Arrowhead Infill and Redevelopment Plan**, Fitchburg, WI

**Downtown Street Reconstruction**, Oregon, WI

**Vilas Road Lift Station and Forcemain**, Cottage Grove, WI

**UW-Madison Campus Drive Bike and Pedestrian Path**, Madison, WI

**TIF 7 CTH N Reconstruction**, Cottage Grove, WI

**Lake Mendota Drive Reconstruction**, Madison, WI

**USH 12 Parmenter Street Utilities**, Middleton, WI



# PROJECT SCOPE AND METHODOLOGY

The scope narratives and methodologies in this section are substantially similar to those requested in the RFP – all requested tasks are incorporated here. We have added descriptions of methodologies and clarification of tasks to be completed by the City, as requested. In some sections we have rearranged and reworded tasks within a work element to better reflect the anticipated flow of the work. In just a few cases we have moved a task to a different work element (specifically, placemaking improvements and any proposals for new park space would occur as part of the Land Use Plan work element).

It is our intent that this scope can be utilized as part of the contract as is, or as later negotiated, without the need for reference back to the RFP.

While we have retained the structure of the RFP for purposes of describing what we will do, we recommend a different organization structure for the plan document. The plan structure below will be easier to navigate and use, and it more closely reflects the staging and timing of our work during the planning process. As such, the proposed project schedule uses this structure.

## RECOMMENDED PLAN ORGANIZATION

### Chapter 1 - Introduction and Stakeholder Input

1. Purpose and Objectives
2. Planning Process Summary
3. Planning Area Overview
4. Stakeholder Feedback Summary

### Chapter 2 – Existing Conditions, Issues and Opportunities

1. Business Inventory and Analysis
2. Parcel Inventory and Analysis
3. Utility Inventory and Analysis
4. Stormwater System Analysis
5. Transportation System Analysis
6. Market Analysis

### Chapter 3 – Infill and Redevelopment Plan

1. Land Use and Urban Design
2. Utility Infrastructure Improvements
3. Transportation Infrastructure and Service Improvements
4. Economic Analysis and Funding Plan
5. Implementation Plan



# PROJECT SCOPE AND METHODOLOGY

## ANALYSIS OF EXISTING CONDITIONS WITH ISSUES AND OPPORTUNITIES

This element of the plan will be based on data collected from a variety of sources, including the City, County, State, and interviews with business and property owners in the study area.

MSA will create and incorporate into the plan the following data, in map and tabular format as appropriate. The standard mapping area will extend a minimum of 500' beyond the limits of the planning area - see the sample base map at right.

1. Parcels, Structures, and Impervious Surfaces (plus data describing Floor Area Ratios and Impervious Surface Ratios)
2. Current Land Use and Ownership (Land use categories to reflect City's standard categories unless staff prefers an alternative approach)
3. Future Land Use (per the Fitchburg Comp. Plan)
4. Zoning
5. Development Limitations (wetlands, floodplains, steep slopes, other poor soils)
6. Political, School, Special District Boundaries
7. Business and Employment Inventory, with SIC codes
8. Property Value (per parcel and per acre)
9. Transportation Facilities Map(s), Current and Proposed (with traffic counts as provided by City)
10. Utility Maps (water, wastewater, gas, electric, telecommunications)
11. Stormwater Facilities and Watershed Analysis

## PUBLIC PARTICIPATION PLAN

The public participation component of this planning process will focus on property and business owners in the study area, but we will also engage residents in and near the study area and other interested stakeholders. It is our expectation that the City will make all necessary arrangements for all meetings throughout the process, including space reservations for special meetings, agenda coordination for standing committees and notifications to property owners and stakeholders as appropriate. See the Proposed Schedule Matrix on page 22.



Sample base map

### Website

We anticipate that the City will maintain a web page devoted to this project. MSA will provide materials to be posted to this site.

### Interviews

To engage property and business owners we will utilize one-on-one interviews (we have budgeted for up to 20 interviews), to be attended by the MSA project manager, the City's Director of Economic Development, and, at the City's discretion, the Project Manager or other representative of the Verona Road Business Coalition. We have an interview questionnaire for business owners (and a separate one for property owners, when they aren't the business owner), to be provided before the interview so that interviewees know what to expect and can begin thinking about the answers. MSA will summarize the findings of the interviews in a report to be reviewed by City staff. It is our expectation that the Economic Development Staff will arrange all interviews.

### General Stakeholders

We anticipate the need for several special public meetings during this process to share information and seek feedback, and that this need for public engagement can be further met by inviting people to attend presentations at Plan Commission and Common Council. Two special public meetings are proposed, each to include a blend of open house informal review time, presentation, and large group Q&A time.



# PROJECT SCOPE AND METHODOLOGY

## *City Staff and Committees*

We expect to utilize a Steering Committee (appointed by the Mayor) for primary project guidance and draft review, and we also expect to make presentations to and seek feedback from standing committees, including Community Economic Development Authority (CEDA), Transportation and Transit Commission (TCC), Board of Public Works (BPW), Plan Commission, and Common Council.

## **TRANSPORTATION ANALYSIS AND PLAN**

Similar to MSA’s work past work with the City of Fitchburg, a transportation plan will be prepared that considers all modes practical modes of transportation for the Anton Drive area and provides recommendations to best use and enhance the different options available to those traveling to, from and through the study area. By reviewing the data and analysis that has already been completed in the area, MSA will be able to minimize duplicative efforts and focus resources on consolidating and incorporating those efforts into this study.

Ultimately this analysis will determine a set of improvements, including costs and real estate needs, to maintain safe and efficient traffic operations throughout the planning area for all transportation modes. Consistent with the identified scope, the following efforts will be undertaken with regards to the Transportation Analysis and Plan:

## *Motor Vehicle*

MSA will provide a recommendation for a street network internal to the planning area. As part of preparing the recommendation, the following items will be considered:

- WisDOT plans for Verona Road, McKee Road, and the connecting streets;
- The proposed Fitchrona Road extension through the Wingra Stone planning area;
- Access revisions and limitations to Verona Road and McKee Road due to the WisDOT plans.

Estimated costs will be provided for new or modified roadways within the planning area. Additionally, an implementation strategy for construction of these changes will be provided.

## *Pedestrian*

The study team will identify improvements to the pedestrian facility network (sidewalks & shared-use paths), considering gaps in the existing sidewalk network as well as connections that do not follow the street network. In reviewing sidewalk needs, MSA will review the 2008 City of Fitchburg Bicycle and Pedestrian Plan to provide a foundation for needs. Estimated costs for proposed pedestrian improvements within the study area will be provided to the City.



# PROJECT SCOPE AND METHODOLOGY

## *Bicycle Traffic*

The study team will identify improvements to the on and off-street bicycle facilities with the intent on improving the overall bicycle network and providing connectivity to the trails within close proximity to the study area. These trails include:

- Capital City State Trail
- Military Ridge Path
- Badger State Trail

MSA will review the WisDOT proposed plans that include the intended improvements and changes:

- Path along the north side of Williamsburg Way from Anton Drive to the Frontage Road;
- Path along the east side of Verona Frontage Road connecting to the Capital City State Trail;
- Removal of the tunnel under Verona Road;
- Path along the south side of McKee Road from Kapec Road to Commerce Park Drive;

The plan will include recommendations to maintain short-term connectivity during construction of the Verona Road project as well as long-solutions consistent with the ultimate improvements identified above in the WisDOT plans. Costs for the proposed improvements will be provided to the City.

## *Mass Transit*

Currently Madison Metro Route 52 circulates the study area on weekdays, while route 59 serves the area on weekends and holidays. Both routes connect the area to the West Transfer point. The weekday route (52) stays west of Verona Road, traveling through the study area to Target and back to the West Transfer Point. On the weekend, the route (59) crosses Verona Road at McKee Road, and makes two stops east of Verona Road before circulating back to the West Transfer Point.

The Study team will conduct one face to face meeting with City Staff and Madison Metro Transit to discuss the following topics relative to the study area:

- Current routes and ridership statistics;
- Future service changes;
- Potential transit routes within the study area;
- Gaps in the existing transit system that may be served by a local flexible bus route (as described in the 2015 SRF study), and recommendations on the implementation of such service in the study area.

After the meeting, the study team will provide recommendations on the topics identified above to improve transit service in the study area.

## *Traffic Analysis*

The detailed task list under this scope item follows closely to the WisDOT Traffic Impact Analysis (TIA) procedure that would be completed for a new development. MSA intends to complete the traffic analysis in the following steps:

1. MSA will review existing available traffic data and models. It is assumed that a baseline Synchro model of the corridor for both existing and future conditions will be provided by WisDOT or their representative to be used in this analysis. It is further assumed that no traffic counts will need to be collected and that sufficient traffic counts and forecast data exist to complete the work as outlined in the RFP and this project approach.
2. MSA will review the provided WisDOT design plans for the Verona Road project and City planning documents including the Arrowhead Neighborhood Plan and Orchard Pointe TIA, including any revisions related to the Hy-Vee development.
3. MSA will make necessary adjustments to the provided existing (2015) and future (2025) traffic volumes and patterns and WisDOT provided Synchro models based on changes in access created by the WisDOT Verona Road reconstruction project.



## PROJECT SCOPE AND METHODOLOGY

4. MSA will complete an operational analysis of the study area for the AM and PM peak hour volumes using the provided and adjusted Synchro model. The analysis completed will report output for the following intersections:

- Anton Drive & Williamsburg Way
- Kapec Road & proposed Fitchrona Road
- Proposed Fitchrona Road & Anton Drive/King James Way
- Proposed Fitchrona Road & McKee Road

If roundabouts are included as alternatives for any of these four locations, a separate SIDRA analysis will be completed for each individual roundabout location to review roundabout operations.

Additional roads and intersections may be included in the models and analysis to determine if operational constraints exist outside the study area and to properly model the flow of traffic on intersections with influence on study area traffic. This data will only be anecdotally noted in the Traffic Analysis section of the report unless one or more of these additional intersections (e.g. the PD/Verona Road interchange) creates a constraint on development traffic. To determine if operational constraints exist in or adjacent to the study area, the following combinations of development and geometric scenarios will be analyzed prior to development of the land use plan:

- 2015 traffic with post-Verona Road reconstruction geometrics.
- 2025 traffic (existing development) with post-Verona Road reconstruction geometrics.

5. If operations at any of the four intersections identified in section 4 above drop below LOS D, a second analysis of the two geometric/development combinations also identified in section 4 will be completed to determine necessary improvements to the geometric conditions that will maintain LOS D or better for all movements in that particular scenario.



6. Any traffic volume constraints identified from the analyses completed in Sections 4 and 5 above will be provided to the study team as land use alternatives are developed. This information will be included in development of the land use alternatives, mode choice decisions, and traffic demand management alternatives so that trip generation calculations for the redevelopment and infill areas within the study area do not exceed these volume thresholds.

7. Once the land use plan is completed, MSA will complete a trip generation for the study area based on the ITE Trip Generation Manual (9th edition is current). Trip generation will include AM and PM peak hour estimates along with ADT estimates for the proposed land use changes. Linked trip calculations will also be considered when appropriate.

The trip generation will show two scenarios based on minimum and maximum development densities. The trip generation for the one preferred density scenario will be distributed and assigned to the study area roadway network based on discussions with City Staff and existing/anticipated traffic flow patterns. This traffic will then be added to the 2025 background traffic provided to the study team and adjusted in step 3.



# PROJECT SCOPE AND METHODOLOGY

8. Once development traffic has been added to the background traffic, an additional AM and PM peak hour operational analysis following the process described in step 4 will be completed for the following combination of development and geometric scenarios:

- 2025 traffic (with proposed redevelopment) with post-Verona Road Reconstruction geometrics.

If operations at any of the four intersections identified in section 4 above drop below LOS D as a result of this analysis scenario, an additional analysis of the geometric/development combination identified in 8(a) above will be completed to determine necessary improvements to the geometric conditions that will maintain LOS D or better for all movements in that particular scenario.

9. In addition to the Peak hour Trip generation and forecasts, the study will also work with WisDOT and the Madison Area MPO to determine estimates for average daily traffic along the following roadways within the study area:

- Fitchrona Road between McKee Road and Kapec Road
- Kapec Road between McKee Road and Fitchrona Road
- King James Way between Anton Drive and Kapec Road
- Anton Drive between Williamsburg Way and King James Way

Two meetings will be held with City of Fitchburg and Madison MPO staff to (1) determine the needed inputs required by the MPO to create model revisions based on the land use alternatives; and (2) review model outputs to validate the data.

It is assumed that the MPO will work with the model and provide the updated data and that MSA's role is to coordinate with and provide the MPO with input data related to the model due to proposed changes in

land use, street network, and TAZ boundaries needed to generate the desired ADT output. MSA will also work with the City to review the ADT model outputs as to the validity of the data provided.

The City desires ADT forecasts for the above listed roadway segments for the following development scenarios:

- 2015 traffic with post-Verona Road reconstruction geometrics.
- 2025 traffic (existing development) with post-Verona Road reconstruction geometrics.
- 2025 traffic (with proposed redevelopment) with post-Verona Road Reconstruction geometrics.

10. Upon completion of the traffic analysis, a summary report will be completed for inclusion in the Anton Drive Plan, including a list of recommended improvements required to handle the 2025 traffic conditions with proposed redevelopment and infill. The need for any additional right-of-way to construct these improvements will also be included in the summary. Estimated construction costs will also be provided for each of the recommended improvement projects.

## Connectivity

The restriction of access from full to partial at Kapec Road/ Nesbitt Road will most definitely affect existing traffic patterns and create challenges in new locations.

The study team will review connectivity across McKee Road from the planning area to the Orchard Pointe development area and provide feedback on the following for pedestrian, bicycle, transit and vehicle travel:

- Impacts to existing travel patterns;
- Anticipated new travel patterns and concerns these routes create;
- Opportunities to enhance safety for both existing and anticipated travel routes



# PROJECT SCOPE AND METHODOLOGY

## INFRASTRUCTURE ANALYSIS AND PLAN

We will document existing conditions of each utility system, including any known shortcomings. Then, in the context of the preferred land use alternative, we will evaluate the need for improvements to each system to accommodate the proposed land use changes and propose those improvements. Systems to be evaluated and planned for improvement include:

- Sanitary Sewer (routing and capacity)
- Potable Water (capacity and redundancy)
- Private utilities (data and communications, electric and gas)
- Stormwater Plan

The stormwater analysis and plan will receive the most detailed attention in this element.

## STORMWATER ANALYSIS AND PLAN

To evaluate the stormwater system, MSA will obtain available information from the City of Fitchburg related to topography, aerial photographs, soil data, land use, and impervious area coverage. We will use this information to prepare watershed boundary, land use (runoff curve number and/or directly connected impervious area), times-of-concentration (or watershed widths) and soil infiltration rates (hydrologic soil groups).

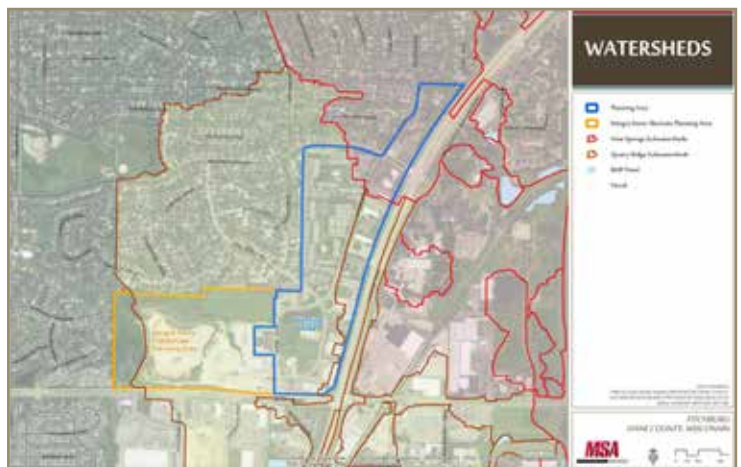
Watershed boundaries and hydrologic model input data will be developed for watersheds draining to elements of the trunk storm sewer system surveyed as part of this project (see attachment) as well as along potential overland flow routes as observed from aerial topographic mapping.

The capacities of inlets will be estimated on a per-inlet basis and entered into the hydraulic model according to the total number of inlets at each intersection assuming that all inlets function essentially the same. The collective inlet capacity of upstream watersheds will be evaluated against runoff rates and model structure data will be adjusted according to approximate anticipated relationships between street flow and pipe flow.

The portion of the study area within the Nine Springs Creek watershed drains to the Arrowhead East pond which is estimated to achieve a 59.8% TSS reduction. The portion of the study area within the Badger Mill Creek watershed drains through a series of ponds; the most significant of which is the Quarry Ridge pond which is estimated to achieve 72.1% TSS reduction. Current standards for redevelopment require a 40% reduction in annual TSS loads, so there is arguably existing infrastructure which can accommodate these water quality requirements. However, additional water quality treatment will be required to comply with the requirements for the Rock River TMDL (Nine Springs Watershed) and the new, or possibly, infill development requirements for development of the Wingra Stone alternate planning area.

Through past projects, MSA is aware of flooding concerns along McKee Road at the Nesbitt Road interchange in the Badger Mill Creek Watershed. We are also concerned about local flooding at the roadway sag at Tawhee Drive and Meadowwood Drive, which then drains across the north end of the planning area and subsequently southeast across Verona Road.

MSA will work off past projects that we've completed for the City to modify our existing WinSLAMM and XP-SWMM models of this area to include the additional detail necessary for evaluation of water quality and flooding issues.



# PROJECT SCOPE AND METHODOLOGY

## *Goals, Objectives and Planning Criteria*

MSA will confer with Public Works staff to identify clear objectives regarding:

- Quantity – preventing onsite and downstream flooding
- Quality – meeting DNR NR 216/151, Rock River TMDL, and City standards, and
- Protection of natural resources, especially wetlands

## *Conduct Modeling of Storm Sewer System*

The model XP-SWMM is inclusive of three model layers; a hydrologic model referred to as RUNOFF, a hydraulic model known as EXTRAN (although it is more commonly referred to as the ‘hydraulics’ layer) and a water quality model known as TRANSPORT (but now commonly referred to as the ‘sanitary’ layer). This task will focus on development of the hydrologic and hydraulic layers of the XP-SWMM model. Water quality modeling will be accomplished using WinSLAMM as required in the request for proposals.

### **1. Construct Hydraulic Model(s)**

MSA will revise our existing XP-SWMM model of the Quarry Ridge subwatershed to include storm sewers serving the study area. This will be inclusive of both the Badger Mill Creek and Nine Springs Creeks watersheds. We specifically anticipate inclusion of the following structures:

- a. Badger Mill Creek Watershed; XP-SWMM modeling of storm sewer will begin at the 66 inch trunk storm sewer outfall to the detention pond south of Jung’s Greenhouse and will extend upstream into the study area such that discrete model elements are added for all storm sewers of 24-inch diameter and larger.
- b. Nine Springs Creek Watershed; XP-SWMM modeling of storm sewer will begin at the open channel discharging to the west Arrowhead pond and will extend upstream past the roadway sag at Tawhee Drive and Meadowwood Drive to the next intersection within along each street (anticipated to be one each, north, south and west).

- c. Regardless of storm sewer size, the XP-SWMM model will include trunk storm sewer pipes sufficient to model flows at each intersection within the study area
- d. The XP-SWMM models will be developed to simulate both flow in pipes and flow within street sections for model simulations when pipe capacity is exceeded.

For purposes of estimating level-of-effort to construct the model as described above, it is assumed that all critical data describing the storm sewer system exists within a GIS database and that MSA need only to transcribe this database into proper format to import into XP-SWMM. Critical data includes; unique element name, length, material, shape, dimensions (diameter or H/W), upstream invert, downstream invert, US/From node (MH) name, and DS/To node (MH) name.

Inlet capacities will be determined according to manual calculations for individual inlets which will be prorated according to total inlets per intersection (and total inlets for upstream areas). Manhole losses will also be determined according to manual calculations and expressed in the model as manhole minor loss coefficients.

### **2. Construct Hydrologic Model**

Watershed boundaries and hydrologic model input data will be developed for watersheds draining to discrete elements of the XP-SWMM model. Existing runoff conditions will be determined through digitization of land uses and impervious areas within the study area according to maps and aerial photos provided by the City. Runoff conditions for future land use conditions will be determined as part of planning activities of other portions of this study.

MSA will develop model input data based on this actual or estimated impervious area, as appropriate for existing and proposed conditions and will separately simulate runoff from ‘directly connected



# PROJECT SCOPE AND METHODOLOGY

impervious area' and unconnected impervious and pervious areas. Ratios of connectivity will be determined using USGS standard land use data (as documented in the WinSLAMM model). Land use and runoff coefficient data for the XP-SWMM and WinSLAMM models will be developed in identical fashion using these methods.

### 3. Solve XP-SWMM model

The model will be solved for 5-, 10-, 25-, 50-, and 100-year 24-hour rainfall events. Additionally, the model will be solved for as many as two (2) historical rainfall events, if adequate descriptive information can be provided by City staff (dates of events, documentation of flood locations and depth), for purposes of validating model results. Model output data documenting flow rates and water surface elevations within the model will be tabulated.

MSA will use model output to determine system bottlenecks and to identify elements of the storm sewer system (collectively inlets, pipes, and street/ROW/overflow sections) that do not provide appropriate service level (for instance, 10-yr flow capacity within pipes, 100-yr flows kept within ROW areas).

### 4. Hydrologic/Hydraulic System Evaluation and Conceptual Design

This activity will focus first on the location, configuration, and size of stormwater management features necessary to comply with (re)development standards within the study area. Once features have been preliminarily designed for proposed land uses within the study area, the stormwater infrastructure capacity within the larger study area will be revisited.

Regional problem areas where flooding or drainage problems are predicted will be evaluated to identify necessary capacity and/or detention facilities to reduce flooding problems within the study area. It is possible that up-sizing of facilities to serve new development will alleviate or solve flooding problems.

These potential improvements will be incorporated in this analysis.

### *Water Quality Modeling*

#### 1. Construct Water Quality Model

MSA will expand our existing WinSLAMM v10 water quality model used for the Nine Springs Creek watershed management plan to include the Anton Drive study area. This model will be developed according to the most recent WDNR guidance document regarding application of water quality models for WPDES and TMDL compliance. The model will be developed for purposes of determining annual TSS and TP loads generated by proposed conditions land use.

As described in the development of the XP-SWMM hydrologic model, MSA will develop study-area-specific model input data based on this actual or estimated impervious area, as appropriate for proposed conditions and will separately simulate runoff from 'directly connected impervious area' and unconnected impervious and pervious areas. Ratios of connectivity will be determined using USGS standard land use data (as documented in the WinSLAMM model).

#### 2. Solve WinSLAMM model

MSA will solve the WinSLAMM model for proposed conditions to determine annual TSS and TP loads generated which must be managed according to applicable development regulations.

MSA will develop alternative solutions to reduce TSS and TP loads from the proposed development site. Development of these alternatives will be completed in an iterative manner with the XP-SWMM modeling to determine the most effective solution for on-site stormwater management with considerations for potential regional flooding issues.



# PROJECT SCOPE AND METHODOLOGY

## INFILL AND REDEVELOPMENT LAND USE PLAN

We will develop a land use plan for the planning area that identifies preferred uses for all parcels. This section of the plan document, to be labeled “Land Use and Urban Design Plan”, will feature the following:

This section of the plan document, to be labeled “Land Use and Urban Design Plan”, will feature the following:

1. Land use designations (using categories from the City’s Comprehensive Plan).
2. Goals, objectives and policies consistent with the comprehensive plan and specific to this planning area.
3. Identification of renovation and expansion sites, based on our own analysis and interview feedback.
4. Potential lot layout, with any lot line adjustments that may be necessary to accomplish the outcomes of this Plan.
5. Existing and proposed street network with functional classification and identification of ingress-egress locations to collector and arterial streets.
6. Proposed stormwater facilities.
7. Proposed park space, if needed to accommodate new residential units.
8. Conceptual water and sanitary lines relevant to the existing and proposed street network.



## OPTIONAL TASK – INFILL REDEVELOPMENT PUBLIC VISIONING PROCESS

The City may want to engage stakeholders – property owners, nearby residents, City officials, etc. – in a deeper, and more public process to consider infill redevelopment alternatives for the site. If expanding the process in this way, the City may also want to apply its SmartCode zoning code to those portions of the planning area most likely to see substantial change, including the Wingra property (if included) and all parcels between that property and Verona Road.



# PROJECT SCOPE AND METHODOLOGY

We will prepare two preliminary scenarios for the planning area for consideration by all stakeholders, and then a final recommended scenario. It is important to note that many of the sites can develop or redevelop independent of each other, and so the ideas presented in the preliminary scenarios can be mixed, matched and revised for the final redevelopment vision.

The Infill Redevelopment Public Visioning Process would add the following content to the Infill and Redevelopment Plan:

1. Land use designations, with more detailed descriptions of the desired uses, intensity and site design.
2. Identification of priority redevelopment sites and identification of trigger conditions at which City should expect and may actively encourage redevelopment.
3. Description of the build-out development density and intensity, expressed in map format with FAR and ISR calculations.
4. Parking locations and estimated number of stalls for motor vehicles and bikes.
5. Land use change over time predictions based on market analysis and case studies of comparable settings.
6. Predicted development scenarios for 2020 and 2025 with indication of any major renovations anticipated within each time period.
7. Reuse and Redevelopment options for the existing fire station on King James Way.
8. Description of the socio-economic, cultural factors, and interaction with the Jamestown neighborhood and the potential to link employee availability with employment opportunities in the planning area.
9. Strategies to enhance or refresh the housing stock in and immediately surrounding the study area.
10. Placemaking strategies to enhance and draw attention to the planning area.
11. Proposed Sector Plan and Community Unit Type designation for the Wingra property (if included)

and lands east of that parcel

12. SmartCode exhibits for the final recommended scenario, including:
  - a) Sector Plan Revision
  - b) Master Plan (Illustrative Plan)
  - c) Environmental Plan
  - d) Transect Zone Allocation
  - e) Thoroughfare Assignments
  - f) Civic Functions
  - g) Frontage Regulating Plan
13. A perspective illustration of the location and viewpoint likely to see the most dramatic and “placemaking” change through redevelopment

The Infill Redevelopment Public Visioning Process would add the following meetings and stakeholder outreach

1. Steering Committee Discussion of Redevelopment Alternatives
2. Plan Commission Presentation and Discussion
3. Public Open House and Facilitated Discussion

## ECONOMIC ANALYSIS

We will prepare an analysis of all parcels in the study area, identifying current values, projected investments during 5-year periods (2016-2020, 2021-2025) and projected values for each parcel and the study area as a whole in 2020 and 2025.

We will compare these values, with a focus on new value created and tax revenue generated, to the estimated cost of any public improvements or incentives identified in the plan. We will propose strategies to close the gap between revenue and costs, including New Market Tax Credits, Industrial Revenue Bonds, and Tax Increment Finance.

## MARKET ANALYSIS

The market analysis will be focused on these core questions:

1. What existing uses or users in the study area are likely to fail as a result of the changes in access



## PROJECT SCOPE AND METHODOLOGY

and visibility during or after the reconstruction of Verona Road?

2. What new uses or users are likely to succeed here after reconstruction of Verona Road? And, more specifically, is a hotel viable here?

The analysis will include the following tasks:

3. We will rate the risk of closure or relocation as a result of the construction process, for all unique business types in the planning area. This will be based on the interview process and our own evaluation of business characteristics.
4. We will conduct a gap analysis to identify growth opportunities in the area. For retail and service uses we will use ESRI's Business Analyst Online, comparing buying power and existing supply within a 10 minute drive of the site. For office space we will review the most recent available market reporting from commercial realtors and supplemented by interviews with realtors and other economic development professionals in the market. For lodging use we will review the 2012 Madison Hotel Feasibility Study by Johnson Consulting, and supplement that with interviews with other economic development professionals in the market.
5. We will identify local and national trends affecting each of the evaluated uses and offer opinions

on the likelihood of market-based disruptions to specific business types in the planning area over the next 10 years. We will also identify any market-based opportunities for growth over that same period.

### WINGRA STONE ALTERNATE PLANNING AREA

It is our understanding and assumption that if the Wingra Stone property is not added to the study area, we will not evaluate land use alternatives for this site, instead relying on the residential and park designations consistent with the current comprehensive plan. We also will not evaluate or propose improvements to various infrastructure systems.

If funded and included in the planning study, we assume the need to extend all mapping and system analyses to include this area, and also to prepare detailed land use and urban design alternatives for this area. If included in the study, we will propose alternative street and development patterns as part of the same process for the entire area. We will evaluate the impact of each alternative on infrastructure systems, with primary attention to the traffic impacts on McKee Road and its various intersections as compared to the current residential assumptions.

The proposed land use scenarios and traffic impacts



# ADMINISTRATIVE MEASURES

can and will be presented as part of scenarios for the entire planning area, but the various impacts will be evaluated in a way that they can stand alone and be discussed separate from the rest of the planning area. We recommend and have budgeted for the creation of a high-quality perspective image to illustrate the selected development intentions for this site.

This scope description and the associated cost proposal remain open for refinement through discussion with City staff and Wingra Stone, if appropriate. The cost proposal is good for 30 days beyond the execution of a contract with the City for the rest of the study. Further delay commencing work on the Wingra Stone area will require a review of the scope and possible cost adjustments if some tasks that could otherwise have occurred as part of the overall study need to be repeated only for the Wingra Stone site.

## IMPLEMENTATION

The implementation plan will feature a grid of action items, organized by recommended timeframe for completion. The grid will indicate a lead responsible party, partner parties with whom collaboration is necessary to complete each action, an evaluation of feasibility (low, medium, high) and a proposed deadline for completion of each task.

The implementation section will also identify the relationship between this plan and the Comprehensive Plan, and call out any amendments that may be warranted in the Comprehensive Plan as a result of the policies recommended in this plan.

## ADMINISTRATIVE MEASURES

### TIMING AND COST

Please see following pages for the timing schedule and cost.

### PUBLIC PARTICIPATION PLAN

Please see the text on pages 14-15 and the schedule matrix in the following section.

### WORK PRODUCTS

MSA will provide PDF copies of all draft materials as needed throughout the planning process.

At the conclusion of the process, we will provide eight hard copies of the public hearing draft, the revised public hearing draft, and the final adopted plan document.

We will also provide the final documents in PDF format and in source format, either MS Word or Adobe InDesign. ArcGIS data will be provided as requested.

Final versions of all stormwater models developed as part of this study will be delivered as electronic versions in model-specific format (XP-SWMM, WinSLAMM) to the City.

Final versions of unique GIS data developed in support of this project will be delivered to the City as ArcGIS geodatabases. Any traffic modeling developed or adjusted as part of our work will be shared on request.

### GENERAL RFP REQUIREMENTS

General RFP requirements A-H have been addressed in previous sections.

#### *Subconsultants*

MSA will not be using sub-consultants for this project.

#### *Conflict of Interest*

MSA has no known relationships or conflicts of interest with property or business owners in the study area within the past five years.



## PROJECT SCHEDULE



# INTERVIEW QUESTIONNAIRE - 1

## Anton Drive Plan Business Owner Interview Questionnaire (DRAFT)

### Purpose of this Interview

The City of Fitchburg is working to anticipate and guide land use and development changes in the Anton Drive area that may result due to Verona Road improvements. This interview will inform the creation of the *Anton Drive Plan*. The purpose of this interview is to gain a better understanding of your plans for your business and/or property before, during and after the pending construction project.

If you wish to maintain the confidentiality of any of your answers, please indicate such during the interview. We will aggregate or avoid specific attribution for any such information.

### Traffic

How many people do you currently employ at this site?

Total employees \_\_\_\_\_

Full-time Equivalents \_\_\_\_\_

How many customers visit your business during a typical...

Weekend day \_\_\_\_\_

Weekday \_\_\_\_\_

What is your "peak hour" – when do you see the most customer traffic?

What percentage of your customers arrive by any other transportation method than personal vehicles?

Approximately how much truck traffic does your business generate, and at what times?

### Buildings

How much interior floor area does the business currently own/lease, by type of use?

Retail \_\_\_\_\_

Office \_\_\_\_\_

Warehouse \_\_\_\_\_

Manufacturing \_\_\_\_\_

Other \_\_\_\_\_

Describe "Other" \_\_\_\_\_

If any of your buildings are more than one story, please indicate the approximate building area that is not ground-floor space (we would like to estimate the ratio of total floor area to building footprint area).

Do you have any plans to significantly remodel, expand or replace any of your existing buildings in the next five years? If so, please describe.

Do you have adequate land or space available to accommodate your growth needs?

### Impacts of Verona Road Project

How do you expect to be affected by the Verona Road project?



## INTERVIEW QUESTIONNAIRE - 2

What would cause you to close or relocate your business from this planning area? Please explain.

### **Utilities**

Have you experienced any deficiencies or issues with any of the following utilities/infrastructure?

Water ?

Wastewater?

Stormwater management?

Electricity?

Gas?

Communications?

If you answered yes to any of the above, please explain in detail. Does the issue affect the success of your business, or your ability to expand?

### **Other Questions**

Are there any other constraints on the success or growth of your business not already indicated/discussed?

How could the City of Fitchburg support the success of your business?

What else should the City consider while planning for the success of this area?



## Anton Drive Plan Property Owner Interview Questionnaire (DRAFT)

### Purpose of this Interview

The City of Fitchburg is working to anticipate and guide land use and development changes in the Anton Drive area that may result due to Verona Road improvements. This interview will inform the creation of the *Anton Drive Plan*. The purpose of this interview is to gain a better understanding of your plans for your property over the next 10+ years.

If you wish to maintain the confidentiality of any of your answers, please indicate such during the interview. We will aggregate or avoid specific attribution for any such information.

### Buildings

Approximately how much interior floor area do you have on your lot, by type of use?

Retail \_\_\_\_\_  
Office \_\_\_\_\_  
Warehouse \_\_\_\_\_  
Manufacturing \_\_\_\_\_  
Other \_\_\_\_\_

Describe "Other" \_\_\_\_\_

If any of your buildings are more than one story, please indicate the approximate building area that is not ground-floor space (we would like to estimate the ratio of total floor area to building footprint area).

Do you have any plans to significantly remodel, expand or replace any of your existing buildings in the next five years? If so, please describe.

Do you have adequate land or space available to accommodate your development interests?

### Impacts of Verona Road Project

How do you expect to be affected by the Verona Road project?

Do you see opportunity for new uses or development due to the highway project?

### Utilities

Have you experienced any deficiencies or issues with any of the following utilities/infrastructure?

Water ?  
Wastewater?  
Stormwater management?  
Electricity?  
Gas?  
Communications?

If you answered yes to any of the above, please explain in detail.

### Other Questions

Are there any other constraints on the successful development of your land not already indicated/discussed?

What else should the City consider while planning for the success of this area?



## PROJECT BUDGET

# PROJECT BUDGET

MSA can deliver the scope as described in this proposal for a lump sum of \$85,800, or \$105,800 with the Infill Redevelopment Public Visioning tasks, or \$134,400 with those tasks and inclusion of the Wingra Stone Alternate Planning Area. We will work with the City to negotiate scope and fee as necessary.

PROJECT COMPONENTS	COST
Background Review, Issues and Opportunities, Public Participation and Meetings	\$28,950
Transportation Analysis and Plan	\$29,150
Infrastructure Analysis and Plan (except stormwater)	\$10,350
Hydrologic and Hydraulic and Water Quality Analyses	\$19,150
Land Use, Economic Analysis, Implementation	\$23,400
Market Analysis	\$8,400
<b>TOTAL</b>	<b>\$85,800</b>
Optional Tasks	
Infill Redevelopment Public Visioning	\$20,000
Wingra Stone Alternate Planning Area	\$28,600
Additional meeting attendance without a presentation	\$250
Additional meeting attendance to make a presentation	\$750

