

Anton Drive Development Plan

MAY 3, 2016

TTC PRESENTATION



City of Fitchburg Anton Drive Infill and Redevelopment Plan

Project Schedule (April 2016 update)

CITY OF FITCHBURG MEETING CALENDAR

● - AGR / ○ - AGR AS NEEDED				●1/19	●2/16	○3/15		●4/19	○5/17	●6/21	●7/19	○8/16	●9/20	○10/18	●11/15	●12/20	●1/17									
● - BPW	●1/4	●1/18	●2/1	●2/15	●3/7	●3/21	●4/4	●4/18	●5/2	●5/16	●6/6	●6/20	●7/4	●7/18	●8/1	●8/15	●9/5	●9/19	●10/3	●10/17	●11/7	●11/21	●12/5	●12/19	●1/2	●1/16
● - RCC		●1/18		●2/15		●3/21		●4/18		●5/16		●6/20		●7/18		●8/15		●9/19		●10/17		●11/21		●12/19		●1/16
● - CEDA		●1/28	●2/18		●3/24		●4/21		●5/26		●6/23		●7/28		●8/25		●9/22		●10/27		●11/24		●12/22		●1/26	
● - TTC	●1/14		●2/11		●3/10		●4/14	●5/3		●6/9		●7/14		●8/11		●9/8		●10/13		●11/10		●12/8		●1/12		
● - PARKS	●1/7		●2/4	●2/16	●3/3		●4/7	●5/5		●6/2		●7/7		●8/4		●9/1		●10/6		●11/3		●12/1		●1/5		
● - PLAN COMMISSION		●1/19		●2/16		●3/15		●4/19		●5/17		●6/21		●7/19		●8/16		●9/20		●10/18		●11/15		●12/20		●1/17
● - COMMITTEE OF THE WHOLE		●1/27		●2/24		●3/23		●4/27		●5/25		●6/22		●7/27		●8/24		●9/28		●10/26		●11/23		●12/28		●1/25
● - COMMON COUNCIL	●1/12	●1/26	●2/9	●2/23	●3/8	●3/22	●4/12	●4/26	●5/10	●5/24	●6/14	●6/28	●7/12	●7/26	●8/9	●8/23	●9/13	●9/27	●10/11	●10/25	●11/8	●11/22	●12/13	●12/27	●1/10	●1/24
■ - STAFF MEETING	■																									
⌘ - STEERING COMMITTEE MEETING		⌘			⌘		⌘		⌘							⌘		⌘		⌘						
* - PUBLIC MEETING								5/4									*									

PHASE 1: EXISTING CONDITIONS, ISSUES AND OPPORTUNITIES ANALYSIS

Task 1 Stakeholder Interviews																										
Task 2 Business Inventory and Analysis																										
Task 3 Parcel Inventory and Analysis																										
Task 4 Utility Inventory and Analysis																										
Task 5 Stormwater System Analysis																										
Task 6 Transportation System Analysis																										
Task 7 Market Analysis																										

PHASE 2: INFILL AND REDEVELOPMENT PLAN

Task 1 Land Use and Urban Design																										
Task 1A Infill Redevelopment Visioning																										
Task 2 Utility Infrastructure Improvements																										
Task 3 Transportation Improvements																										
Task 4 Economic Analysis and Funding Plan																										
Task 5 Implementation Plan																										

PHASE 3: PLAN REVIEW AND ADOPTION

Task 1 Full Plan Review																										
Task 2 Public Hearing Draft for Recommendation/Adoption																										

Stakeholder Engagement

- Steering Committee
- 20+ Property/Business Owners Interviews (Jason and Mike Zimmerman)
- Public Meetings (5/4, September)

ANTON DRIVE REDEVELOPMENT PLAN

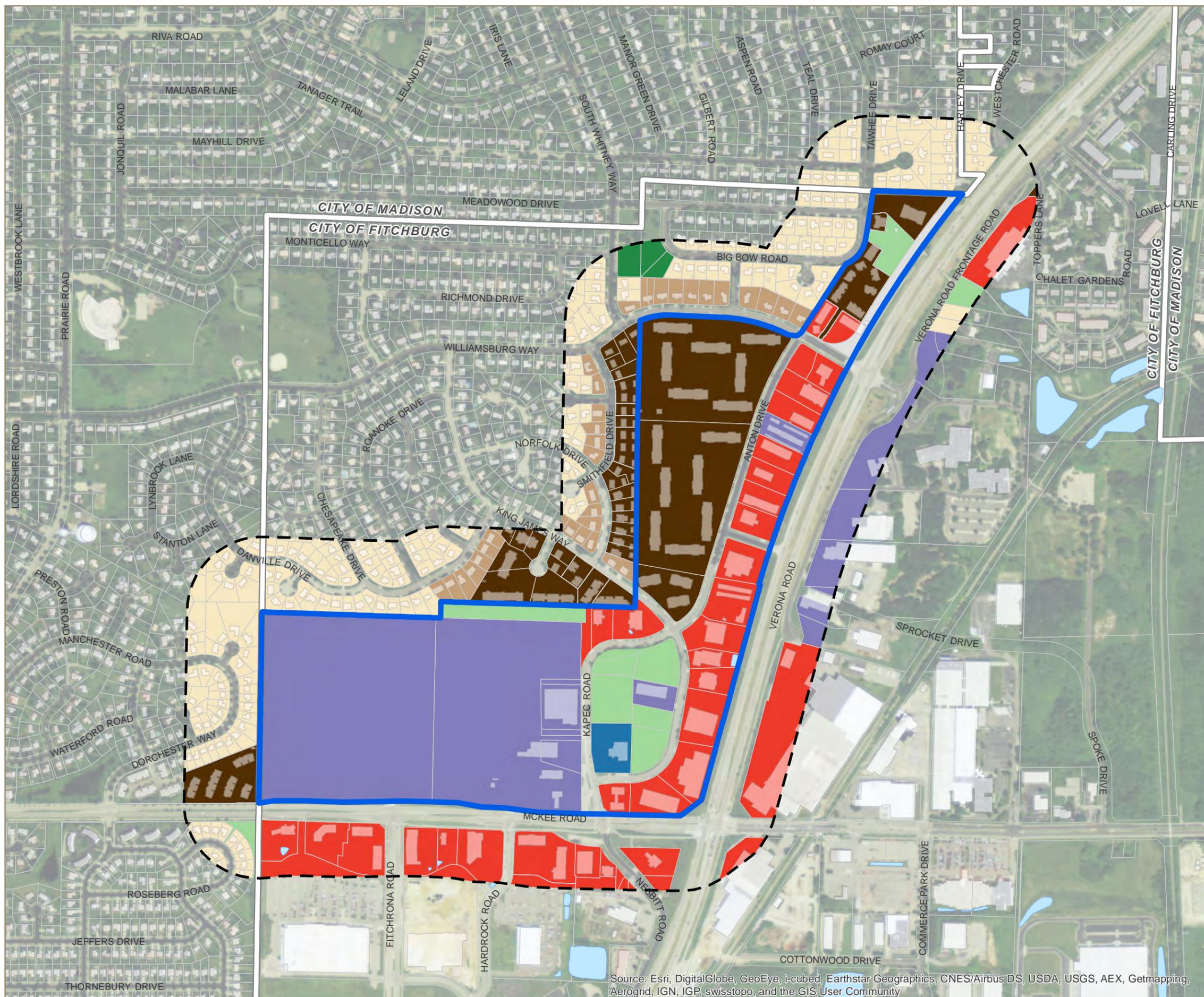
Existing Land Use

-  Municipal Boundary
-  Planning Area
-  Planning Area Buffer (500 ft)
-  BMP Pond
-  Parcel
-  Building Footprint

Land Use

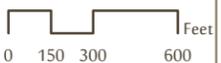
-  Residential - Single Family
-  Residential - Duplex
-  Residential - Multi-Family
-  Commercial
-  Institutional
-  Light Industrial
-  Open Space
-  Park
-  Transportation

DATA SOURCES:
 PARCELS AND ROAD NAMES PROVIDED BY DANE COUNTY.
 LAND USE DATA BASED ON DANE COUNTY LAND USE (2010),
 UPDATED BY MSA.
 AERIAL IMAGERY PROVIDED BY ESRI.



Source: Esri, DigitalGlobe, GeoEye, i-cubed, Earthstar Geographics, CNES/Airbus DS, USDA, USGS, AEX, Getmapping, Aerogrid, IGN, IGP, swisstopo, and the GIS User Community

CITY OF FITCHBURG
 DANE COUNTY, WI





ROAD

ROAD

WILD

CARQUEST

WISCONSIN BANK & TRUST

BEVERAGE

STOP

STOP

STOP

STOP



KAPEC ROAD

KING JAMES WAY

WINGRA

FITCH-RONA EMS DISTRICT

PDO

BENJAMIN PLUMBING

CALIFORNIA CLOSETS

AMS

STEVEN'S DESIGN

MOUNDS

910+00 VR

915+00 VR

100+00 VR

105+00 VR

110+00 VR

115+00 VR

120+00 VR

125+00 VR

130+00 VR

135+00 VR

140+00 VR

145+00 VR

150+00 VR

155+00 VR

160+00 VR

165+00 VR

170+00 VR

175+00 VR

180+00 VR

185+00 VR

190+00 VR

195+00 VR

200+00 VR

205+00 VR

210+00 VR

215+00 VR

220+00 VR

225+00 VR

230+00 VR

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255+00 VR

260+00 VR

265+00 VR

270+00 VR

275+00 VR

280+00 VR

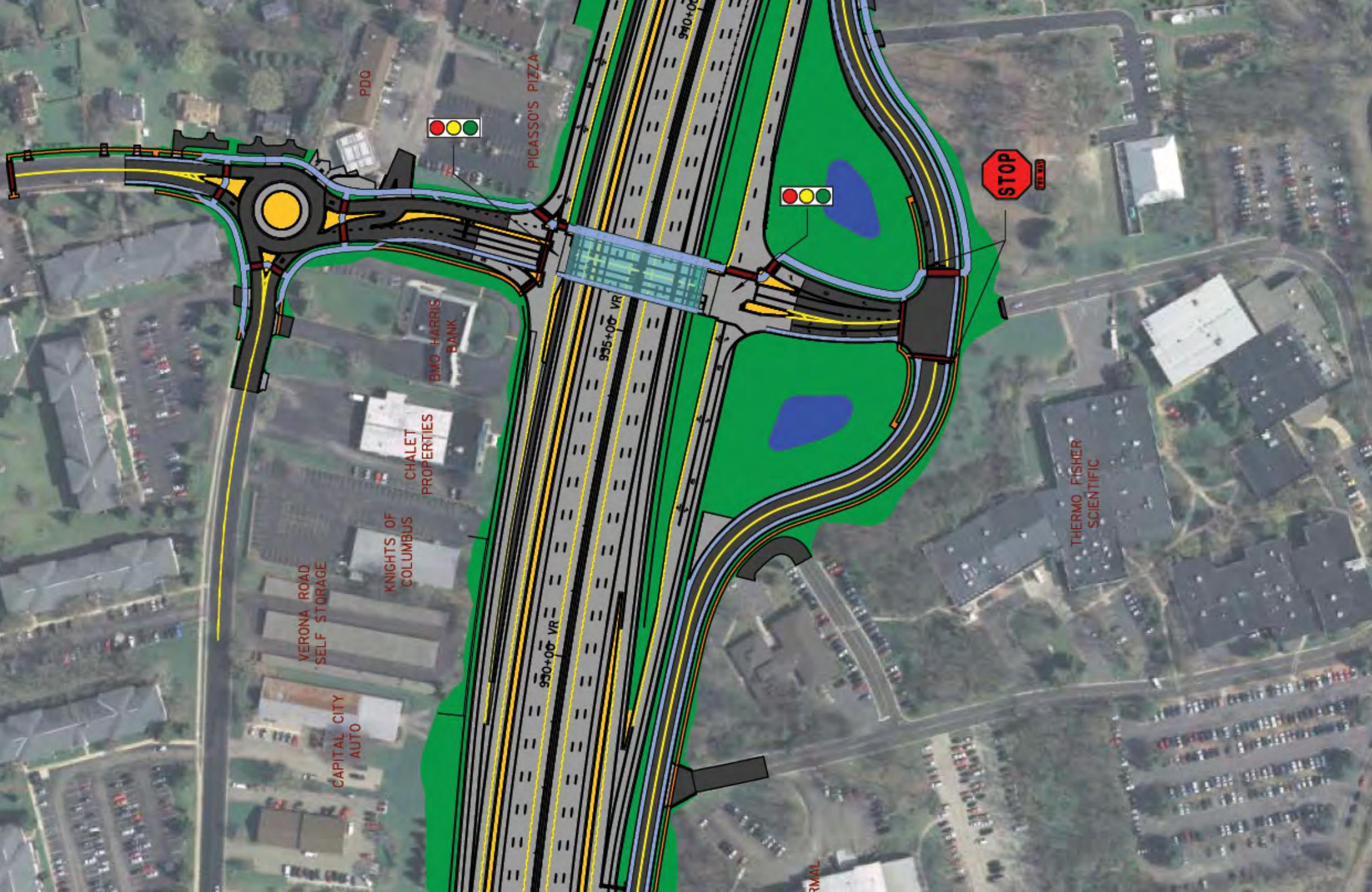
285+00 VR

290+00 VR

295+00 VR

300+00 VR

SBURG WAY



PD0

PICASSO'S PIZZA



BMO HARRIS BANK

CHALET PROPERTIES

KNIGHTS OF COLUMBUS

VERONA ROAD SELF STORAGE

CAPITAL CITY AUTO

955+00 VR

950+00 VR



THERMO FISHER SCIENTIFIC

ORMAL

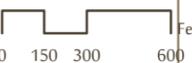
ANTON DRIVE REDEVELOPMENT PLAN

Development Limitations

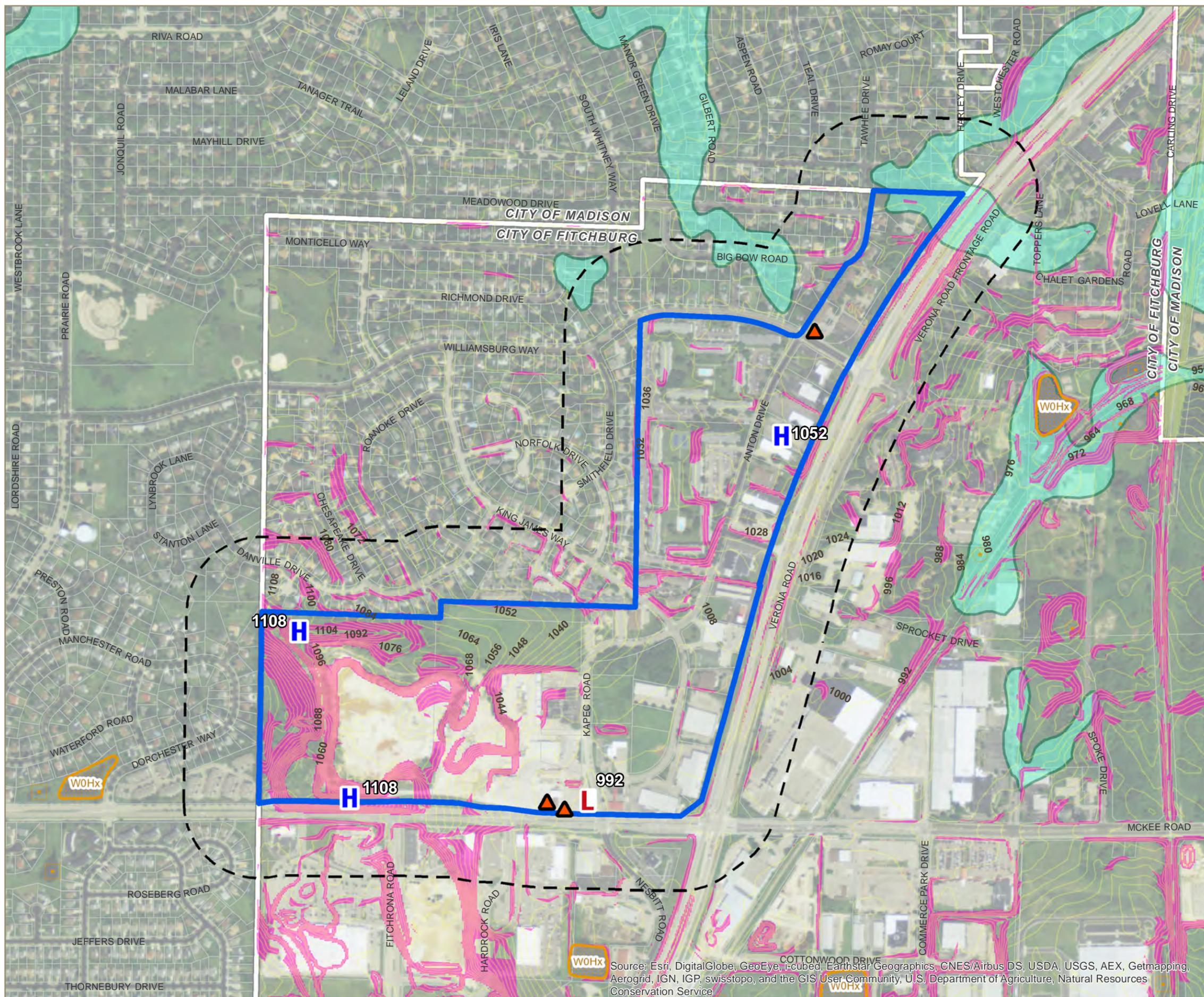
-  Municipal Boundary
 -  Planning Area
 -  Planning Area Buffer (500 ft)
 -  Parcel
- Development Limitations**
-  Somewhat Poorly Drained Soils
 -  Steep Slopes Wetlands
 -  Former Soil Contamination (closed site)
- Elevation**
-  High
 -  Low
 -  Contours (4ft)

DATA SOURCES:
 PARCELS, CONTOURS AND ROAD NAMES PROVIDED BY DANE COUNTY.
 WETLAND DATA PROVIDED BY WI DNR
 AERIAL IMAGERY PROVIDED BY ESRI.

CITY OF FITCHBURG
 DANE COUNTY, WI



Source: Esri, DigitalGlobe, GeoEye, i-cubed, Earthstar Geographics, CNES/Airbus DS, USDA, USGS, AEX, Getmapping, Aerogrid, IGN, IGP, swisstopo, and the GIS User Community, U.S. Department of Agriculture, Natural Resources Conservation Service



ANTON DRIVE REDEVELOPMENT PLAN

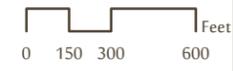
Stormwater & Watershed Mgmt

-  Public
 -  Private
 -  Municipal Boundary
 -  Planning Area
 -  Planning Area Buffer (500 ft)
 -  Parcel
- StormsewerLines**
-  Public
 -  Private
 -  Retention Ponds
- Watersheds (09-09-13)**
-  Boundaries
 -  Nine Springs
 -  Quarry Ridge

Source: Esri, DigitalGlobe, GeoEye, iCubed, Earthstar Geographics, CNES/Airbus DS, USDA, USGS, AEX, Getmapping, Aerogrid, IGN, IGP, swisstopo, and the GIS User Community

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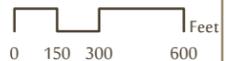
ANTON DRIVE REDEVELOPMENT PLAN

Water & Wastewater Systems

-  Municipal Boundary
 -  Planning Area
 -  Planning Area Buffer (500 ft)
 -  Parcel
- Sanitary System**
-  0 - 12 inch
 -  13 - 20 inch
 -  21 - 48 inch
 -  MMSD Effluent Return Line
- Water System**
-  1 - 6 inch
 -  7 - 8 inch
 -  9 - 16 inch

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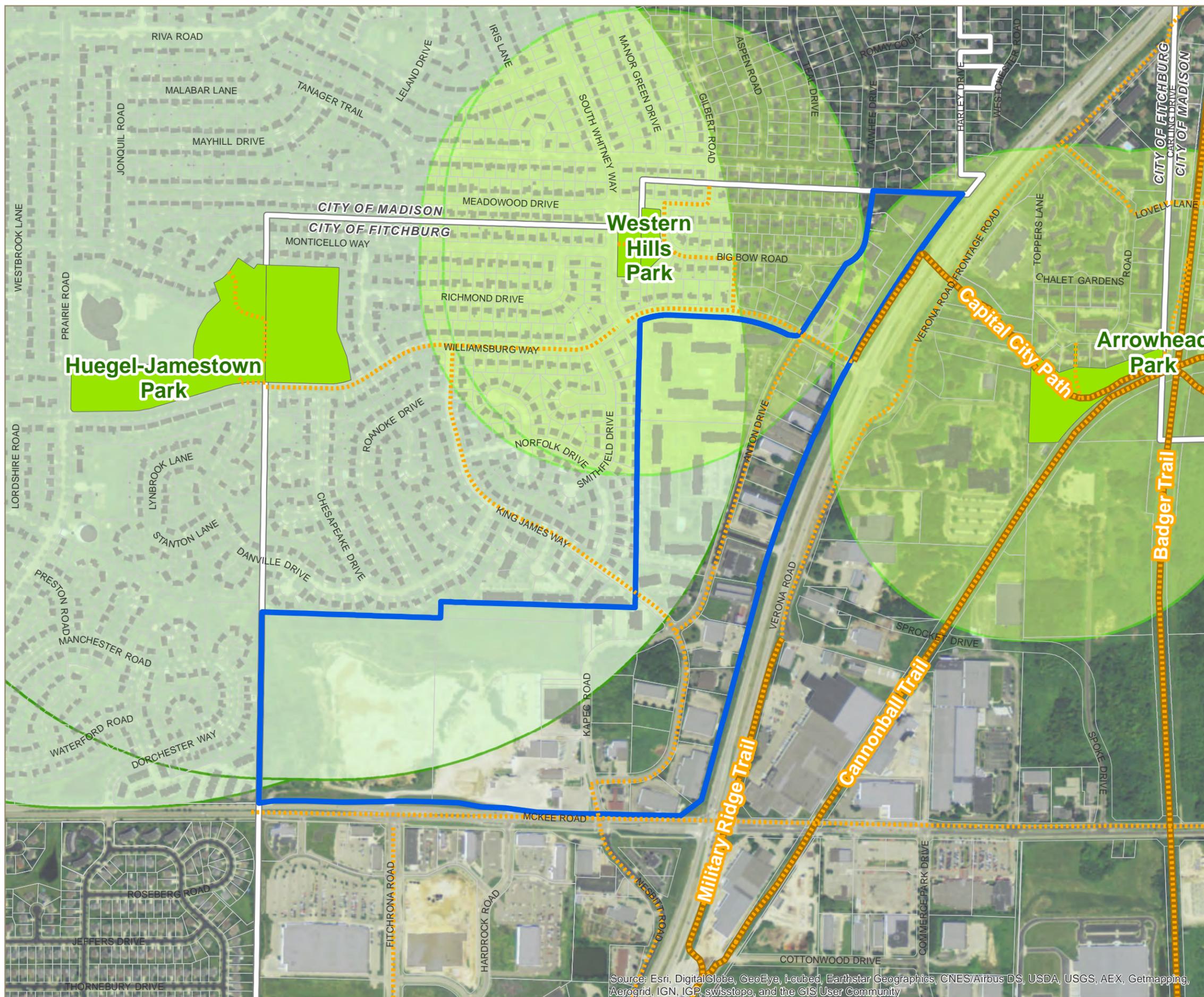


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ANTON DRIVE REDEVELOPMENT PLAN

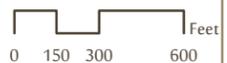
Park Service Areas

-  Municipal Boundary
-  Planning Area
-  Parcel
-  Building Footprint
-  Parks
-  Area Park Service Buffer (1/2 MI)
-  Neighborhood Park Service Buffer (1/4 MI)
-  BikeRoutes
-  BikeTrails



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ANTON DRIVE REDEVELOPMENT PLAN

Property Value Ratio

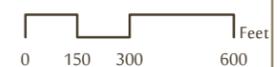
-  Municipal Boundary
 -  Planning Area
 -  Parcel
- Property Value Ratio***
-  0.0
 -  0.1-1.0
 -  1.1 - 2.0
 -  2.1 - 4.0
 -  More than 4.0
 -  Tax Exempt or No Data

* This is the ratio between the assessed value of the improvements (buildings) to the assessed value of the land (using 2015 City Assessments).

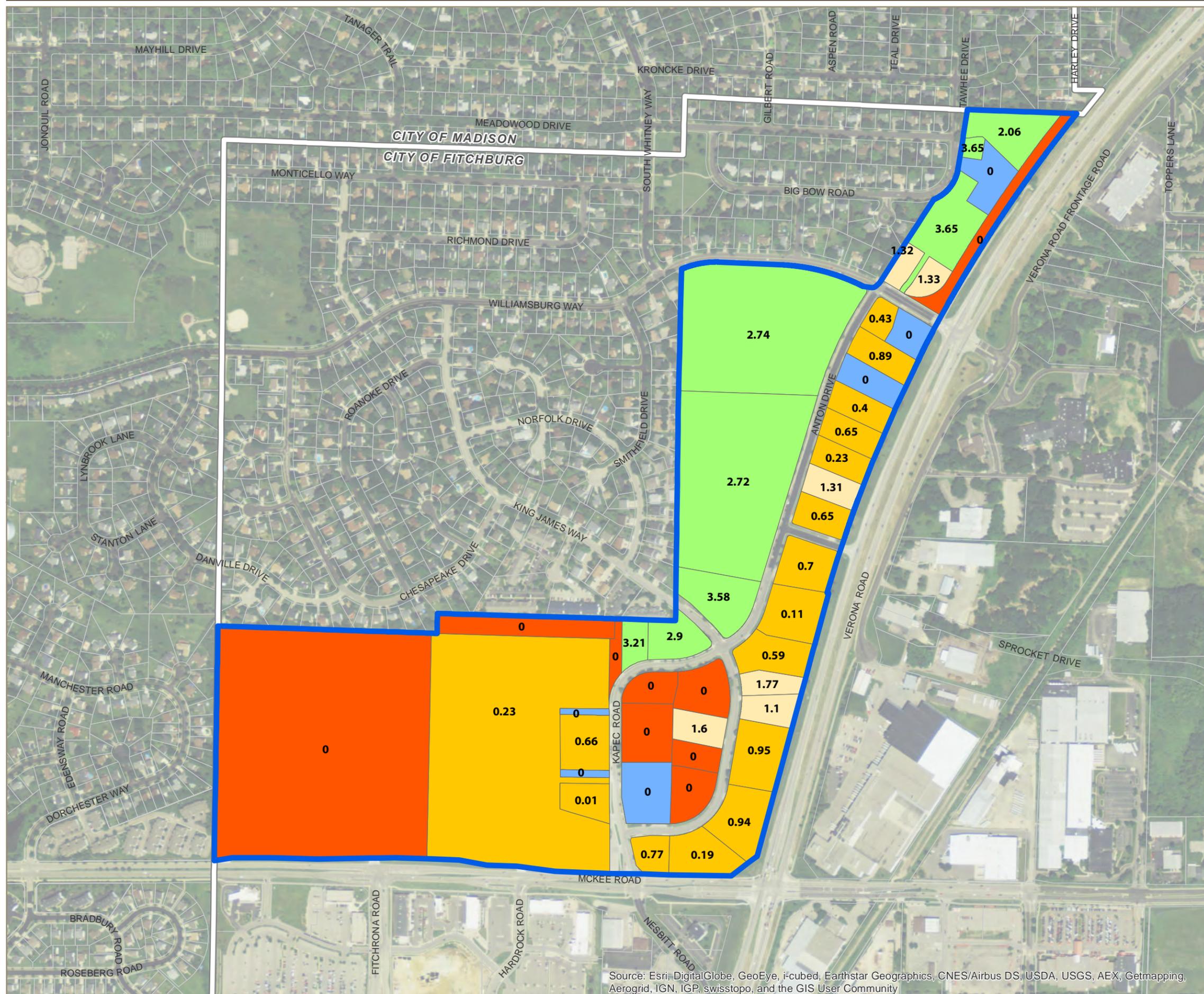
Parcels where the land value is more than the improvements value have a ratio less than 1.0.

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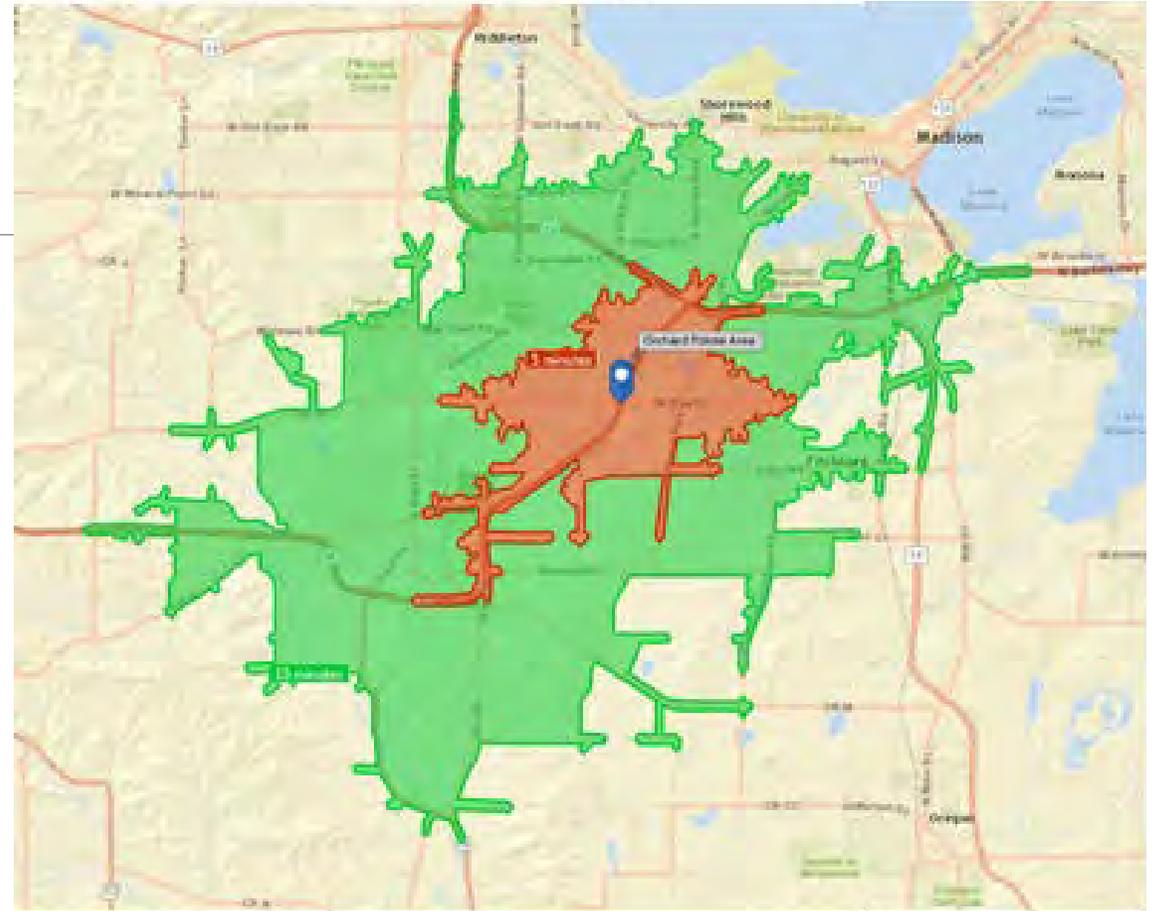
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Market Study - Retail

- 5-Min Convenience Trade Area, 10-Min Destination Trade Area
- ~\$82,000 average household income
- ~700,000 SF of existing Retail and Service Space
- Potential for more retail, maybe including:
 - automotive parts/accessories
 - furniture
 - general merchandise
 - Restaurants and pubs

Figure 3.2: Orchard Pointe Trade Areas



Source: ESRI Business Analyst

Market Study - Office

- About 400,000 SF of office space in immediate area
 - 6% Class A
 - 75% Class B
 - 19% Class C
- Prices in immediate area comparable to rest of region, though absorption is relatively weaker
- Any new space should be A or B (but demand is not strong)

Market Study - Residential

- Current and projected demand for multi-unit formats is strong across region
- Trend is toward multi-unit, attached, away from single family

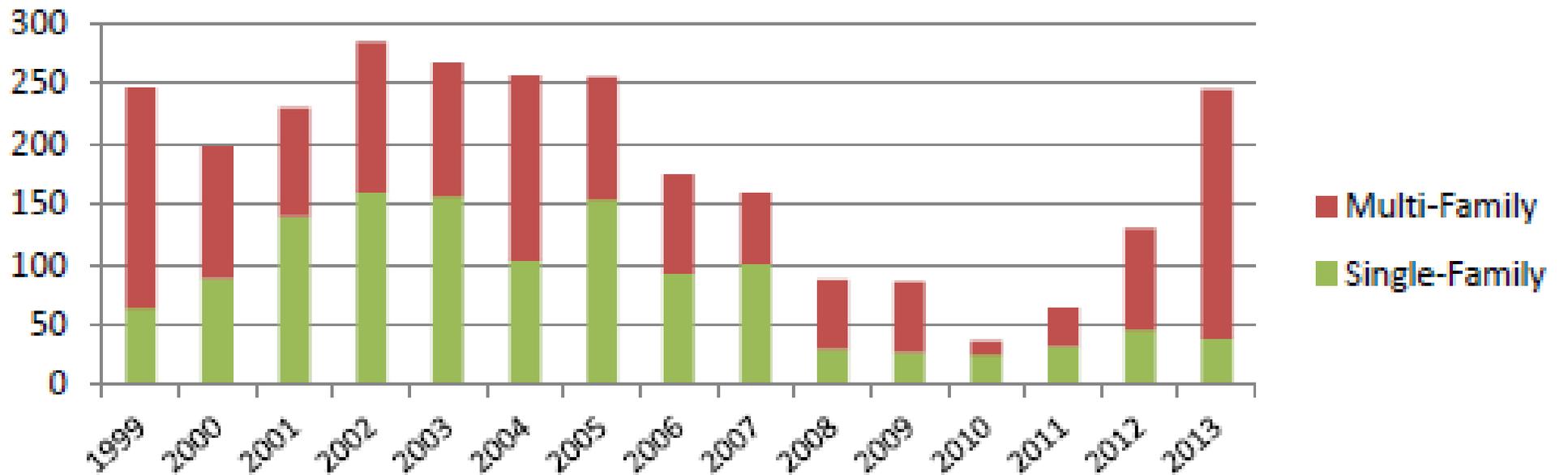
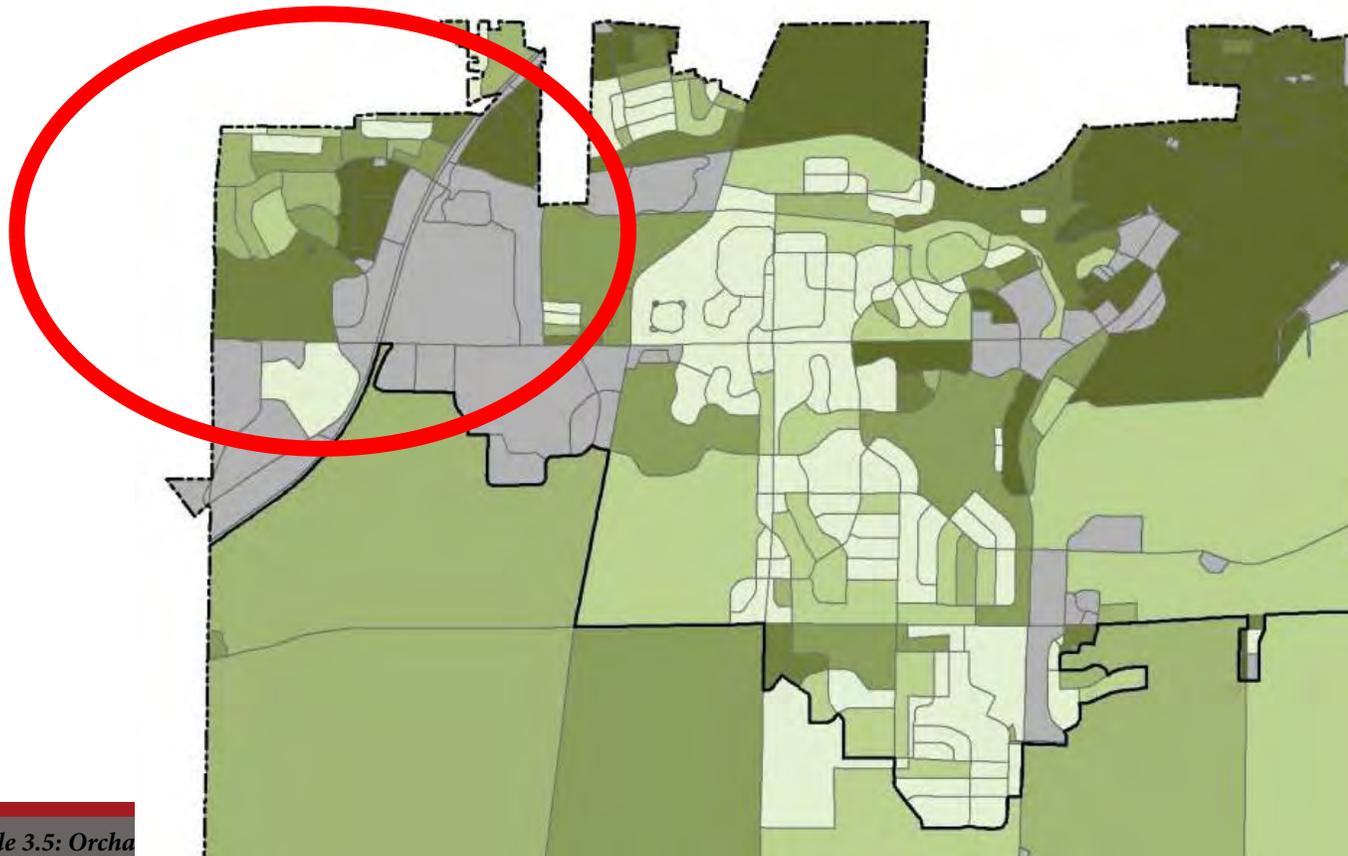


Figure 3.10: Total units Permitted by Unit Type (Building Inspection Annual Report)
Source: Fitchburg Housing Assessment

Market Study - Residential

- Fitchburg has the highest percentage of renters (49%) in region, outside of Madison



Percent Rented	
Fitchburg	47%
in USA	48%
out USA	13%
DeForest	28%
Middleton	45%
Monona	41%
Sun Prairie	38%
Verona	29%
Waunakee	25%

Market Study Hotel

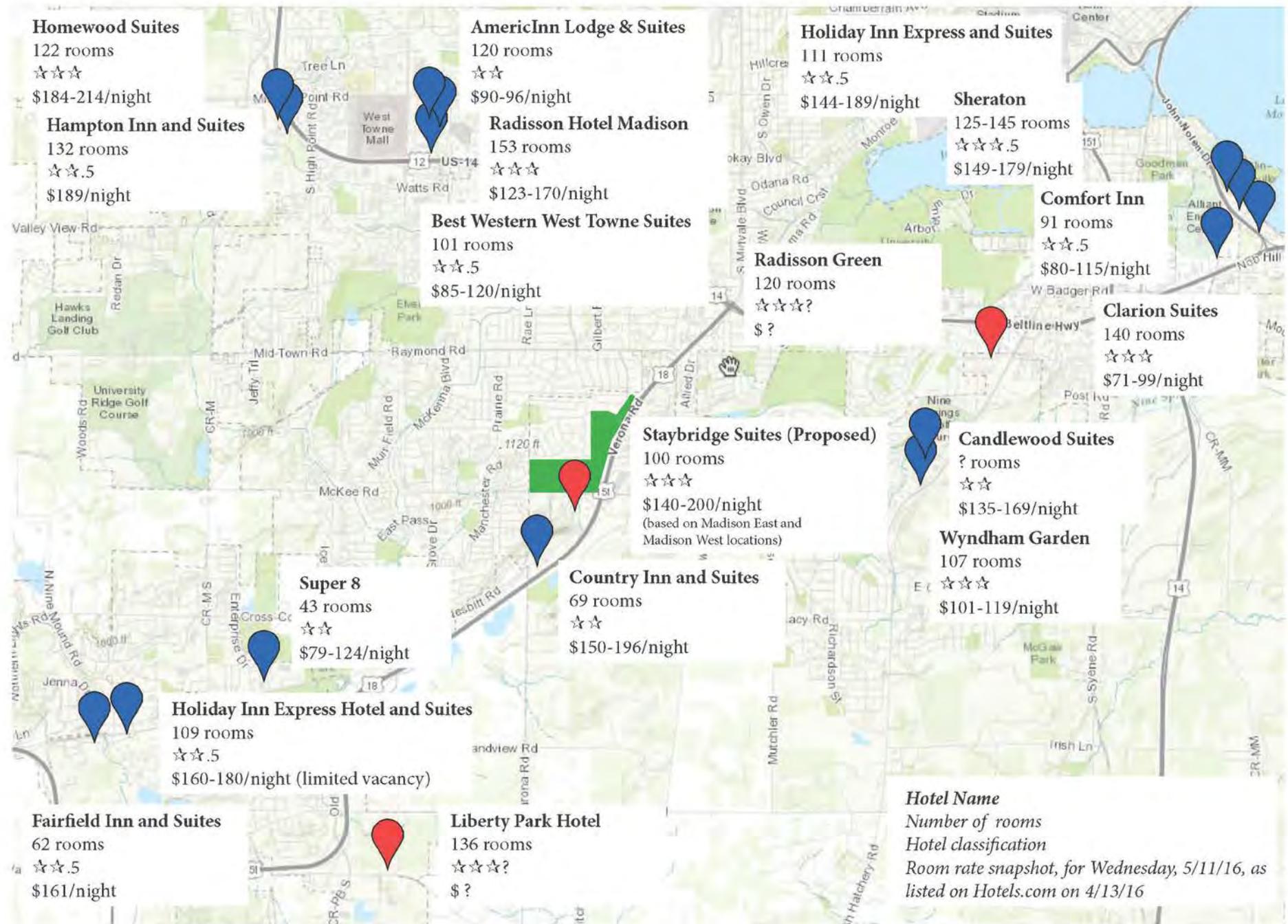


Table 3.5: Orchard Point

Transportation – Pedestrian Facilities

- City goal is sidewalk on both sides of most streets
- Key gaps in the study area: east side of Anton Drive, both sides of King James Way
- Fitchrona extension will have sidewalk on both sides eventually
- Stakeholder interest in ped connection between neighborhood and Fitchrona Road

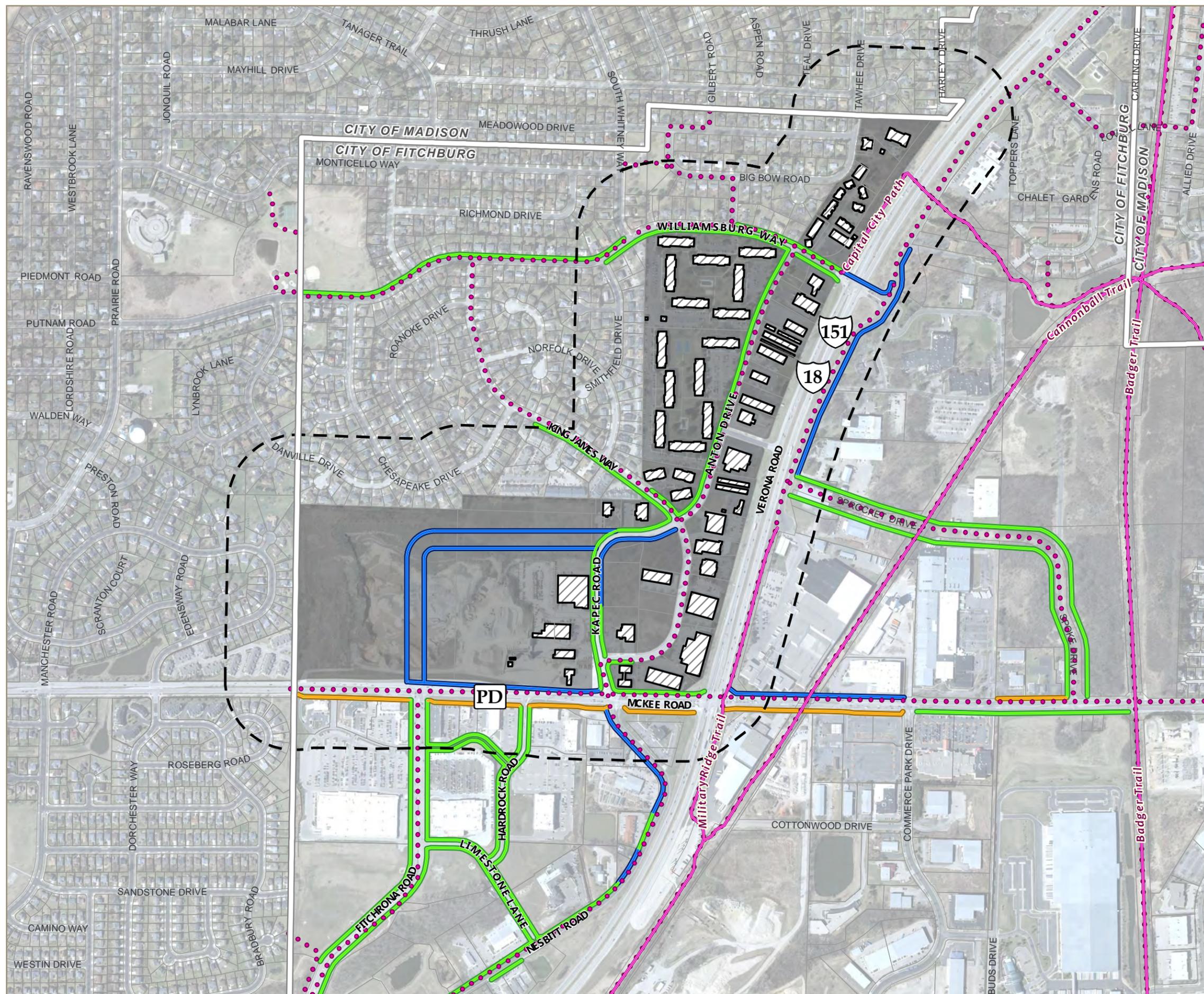
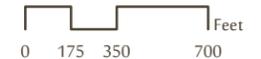
ANTON DRIVE REDEVELOPMENT PLAN

Bike and Pedestrian Network

-  Municipal Boundary
-  Planning Area
-  Planning Area Buffer (500 ft)
-  Parcel
-  Building Footprint
-  Existing Sidewalk (5 ft)
-  Existing Multi-Use Path (8-10 ft)
-  WisDOT Proposed Sidewalk
-  Bike Trail
-  Bike Route

DATA SOURCES:
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Transportation – Bicycle Facilities

- Many connections and trails at edges of neighborhood
- Bike/Ped connection under Verona Road to be replaced by Williamsburg Way overpass
- There will be bike lanes on McKee Road through the interchange
- Bike routes through neighborhood in City plan, but not marked or signed
- Suggest marked bike lanes on Williamsburg, Anton and King James in study area

Transportation – Transit

- Route 52 – Target to West Transfer Point - Weekdays 6:30 am to 10:40 PM
- Route 59 – Includes areas east of Verona Road - Weekends and holidays 6:45 AM to 10:30 PM
- 8 bus stops south of Williamsburg Way, including 3 with shelters near Orchard Pointe (no shelters in study area)
- No changes anticipated to these routes
- No action yet by City on an east-west connector route between here and City Hall

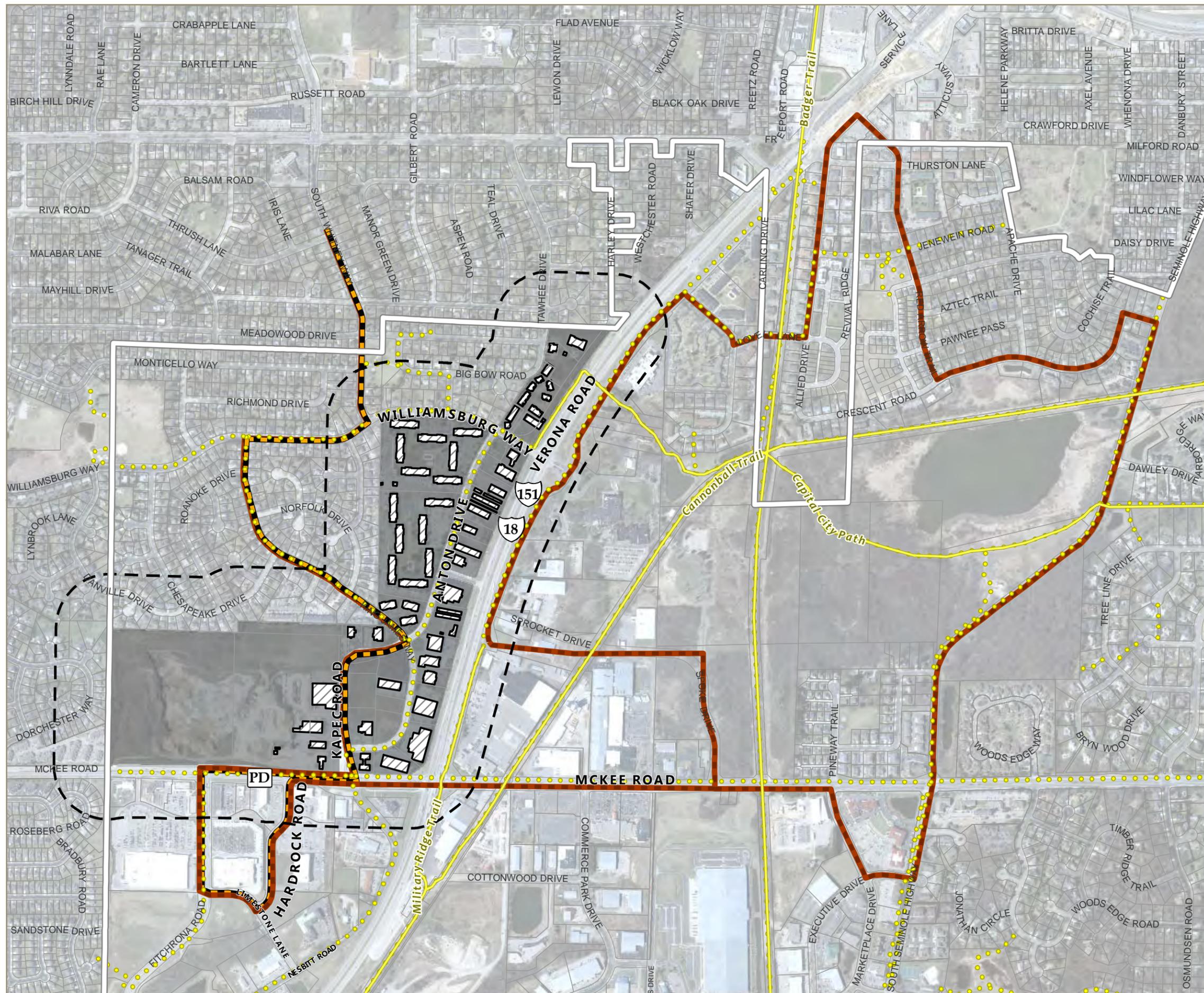
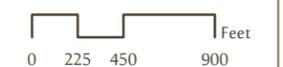
ANTON DRIVE REDEVELOPMENT PLAN

Metro Transit

-  Municipal Boundary
-  Planning Area
-  Planning Area Buffer (500 ft)
-  Parcel
-  Building Footprint
-  Bike Trail
-  Bike Route
- Bus Route**
-  52
-  59

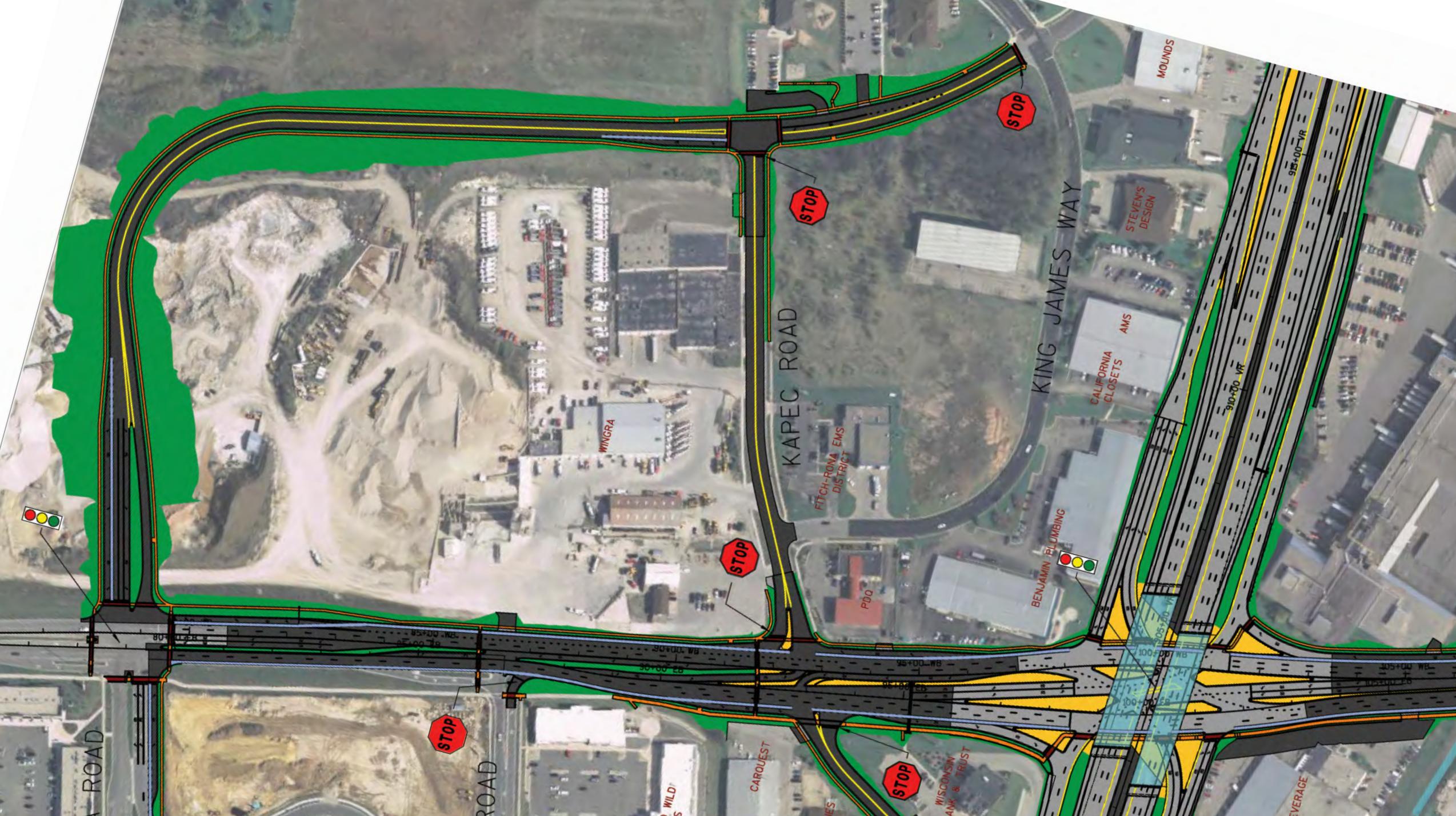
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Transportation – Traffic

- Analysis/Projection challenges
- Core of analysis – as traffic/trips increase, what “fails” first and what does that mean for:
 - Constraints on development?
 - Infrastructure changes?
- Capacity for new development/new trips? ~450 PM peak outbound trips



ROAD

ROAD

WILD

CARQUEST

WISCONSIN BANK & TRUST

BEVERAGE

STOP

STOP

STOP

STOP



KAPEC ROAD

KING JAMES WAY

WINGRA

FITCH-RONA EMS DISTRICT

PDO

BENJAMIN PLUMBING

CALIFORNIA CLOSETS

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STEVEN'S DESIGN

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255+00 VR

260+00 VR

265+00 VR

270+00 VR

275+00 VR

280+00 VR

285+00 VR

290+00 VR

295+00 VR

300+00 VR

Transportation – Traffic

- McKee Road/Kapec Road
 - Left in and right out may be difficult in peak hour
 - Fitchrona Road is easy alternate
- McKee Road/Fitchrona Road
 - Intersection of greatest concern for congestion as area builds out
 - Southbound left turn likely to “fail” first – likely need for more queue depth/2nd left turn lane
- Anton Drive/Williamsburg Way
 - No concerns
 - Model assumption – only low-medium density development along Anton, only 25% of new study area development trips through this intersection

Transportation – Traffic

- McKee Road/Verona Road Interchange
 - Busy in 2020, but capacity for new trips from study area
 - Not a principal constraint
- Williamsburg Way/Verona Road Interchange
 - No concerns
- Fitchrona Road/King James Way
 - Potential for peak hour congestion at build out
 - Eventual candidate for signal or roundabout
- Fitchrona Road/Kapec
 - No concerns

Transportation – Traffic

- 450 PM peak hour outbound trips = how much new development?

Examples:

- 230,000 SF Shopping Center
(90 Outbound AM trips and 440 Outbound PM trips)
- 350,000 SF General Office Building
(70 Outbound AM Trips and 430 Outbound PM Trips)
- 1,200 Residential Townhome/Condominium Units
(440 Outbound AM Trips and 205 Outbound PM Trips)
- Mix: 100,000 SF Shopping Center, 150,000 SF Office, 400 Townhomes
(215 Outbound AM trips and 443 Outbound PM Trips)