

Anton Drive Development Plan

JANUARY 17, 2017

PLAN COMMISSION PRESENTATION



Tonight's Presentation

Overview of Process and Stakeholder Engagement

Overview of Plan Document

Suggested Edits

Stakeholder Engagement

Steering Committee (January, March, April, August, October)

Public Meetings (May, September)

Interviews (February)

Planning Commission (May, September, January 17 Public Hearing)

Various Committee Meetings (CEDA, TTC, Public Works)

Common Council (May, February 28 Adoption)

Plan Structure

- Chapter 1 – Intro and Public Involvement
- Chapter 2 – Policies, Strategies and Implementation
- Chapter 3 – Existing Conditions – Land Use and City Services
- Chapter 4 – Existing Conditions – Mobility
- Chapter 5 – Existing Conditions – Market Analysis
- Chapter 6 – Land Use & Development Alternatives Analysis
- Appendices (Traffic data, Maps)

Vision, Goals and Policies

- *Vision Statement*

The Anton Drive Planning Area will develop and redevelop with diverse uses, high quality buildings and smart urban design. New investment here will benefit the City of Fitchburg in general, and specifically local businesses and the Jamestown Neighborhood, by bringing more customers, jobs and amenities to the area.

Vision, Goals and Policies

- **Goal 1 – Development and redevelopment in the Anton Drive Planning Area will establish this area as unique, walkable and urban.**
- **Policy #1.1 - *A Walkable Neighborhood***
- **Policy #1.2 - *Smart Design along Verona Road***

Vision, Goals and Policies

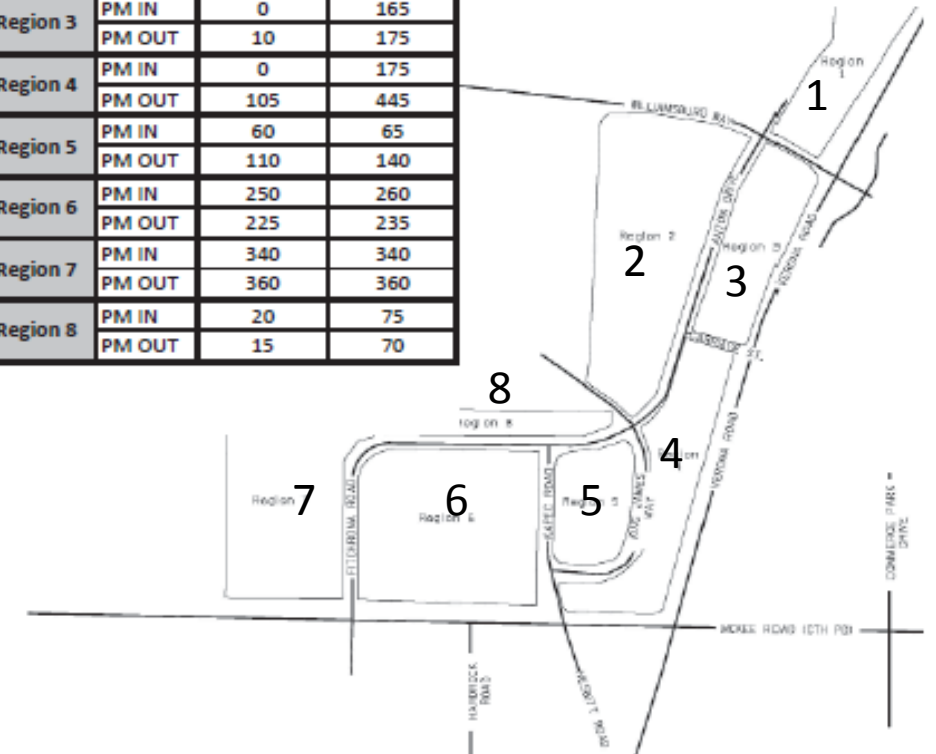
- **GOAL 2 – New development in the planning area will be economically viable and will also be compatible with and support the success of the Jamestown Neighborhood.**
- **Policy #2.1 - *New Residential Uses Desired***
- **Policy #2.2 - *Affordable Housing (maintain # of income qualified units, except no limit on senior housing)***
- **Policy #2.3 - *Business+Resident Connections Encouraged***
- **Policy #2.4 - *Community Meeting Spaces Encouraged***
- **Policy #2.5 - *Maintain Existing Residential Uses***

Vision, Goals and Policies

- **GOAL 3 – Local intersections within and at the edges of the planning area will safely accommodate the new traffic resulting from development within the study area.**
- **Policy #3.1 - Maintain Intersection Level of Service (LOS) D or Better**
- **Policy #3.2 - New Trip Generation Guidelines**

Suggested PM Peak Trip Generation Limits By Region

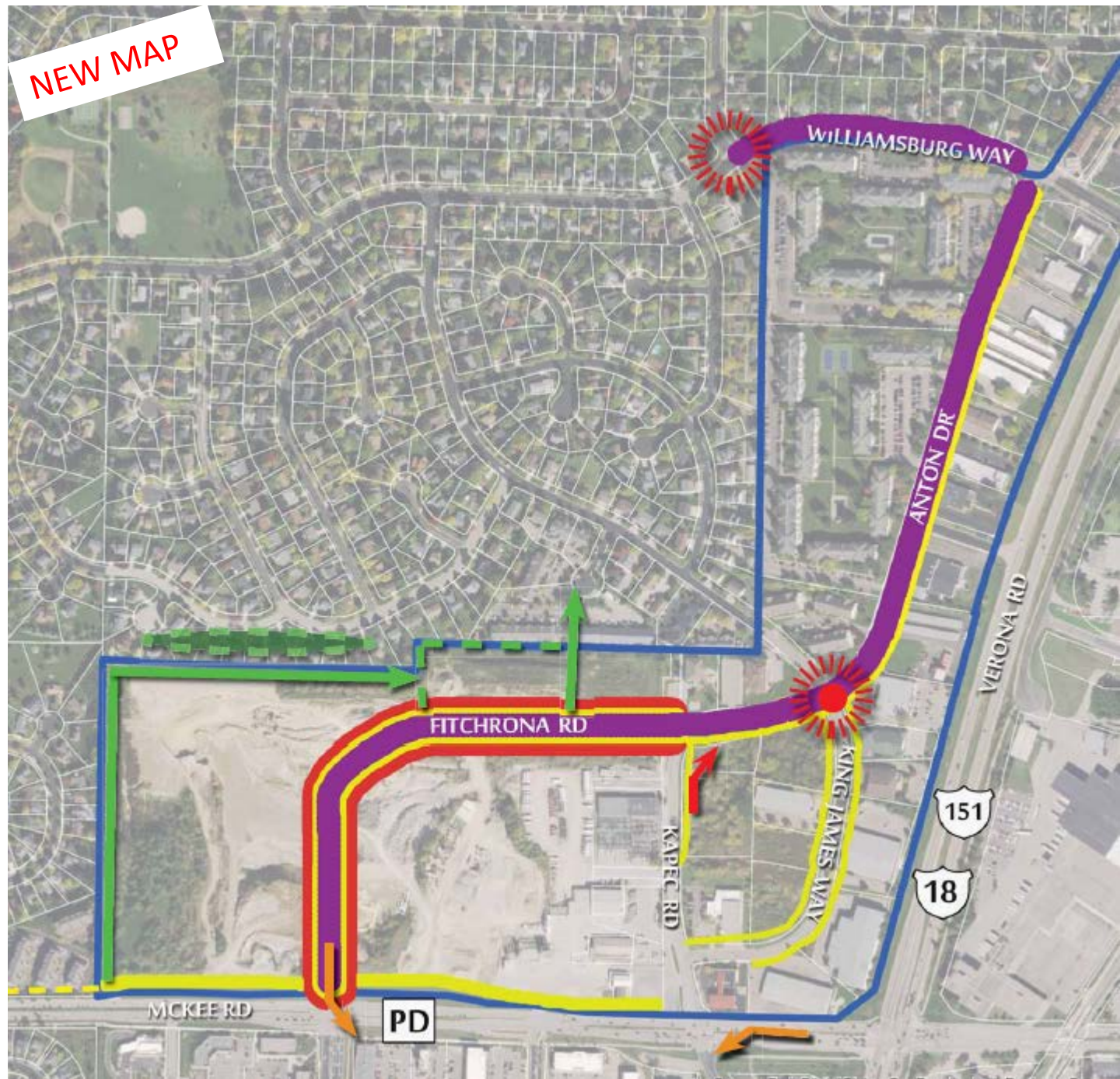
		New Trips	Total Trips
Region 1	PM IN	10	210
	PM OUT	5	195
Region 2	PM IN	0	240
	PM OUT	0	125
Region 3	PM IN	0	165
	PM OUT	10	175
Region 4	PM IN	0	175
	PM OUT	105	445
Region 5	PM IN	60	65
	PM OUT	110	140
Region 6	PM IN	250	260
	PM OUT	225	235
Region 7	PM IN	340	340
	PM OUT	360	360
Region 8	PM IN	20	75
	PM OUT	15	70



RECOMMENDED MOBILITY IMPROVEMENTS

-  Planning Area
-  Parcel
-  Intersection Review
-  Potential Roundabout (Reserve R.O.W.)
-  Expand R.O.W. (Fitchrona RD)
-  Left Turn Improvement
-  Right Turn Addition (Reserve R.O.W.)
-  Bike Lane Facilities (Both sides)
-  Multi-Use Path Addition
-  Alternative Multi-Use Path
-  Multi-Use Path Connection to Neighborhood (location not specific)
-  Sidewalk Addition
-  Wide Sidewalk Addition
-  City of Madison Sidewalk Addition

NEW MAP



Placemaking

- Urban and Walkable
- Design Guidelines:
 - *Site Design*
 - *Parking lots*
 - *Building Design*
 - *Lighting*
 - *Signage*



Land Use

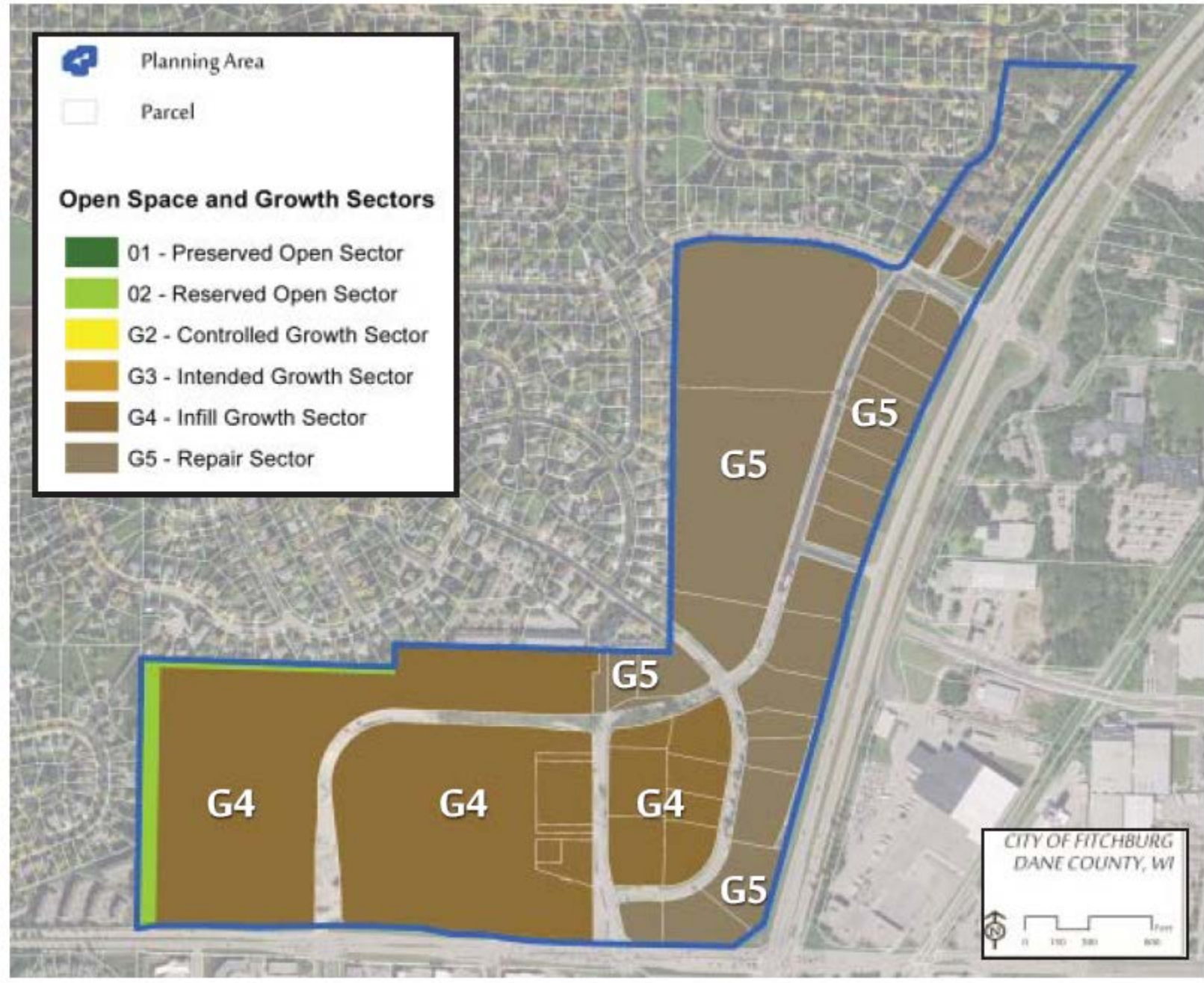
- Page 105:
A mix of residential densities is recommended for the back half of the Wingra Property with high-density residential north/south of the Fitchrona Road extension, and medium-density west of Fitchrona Road. It is also suggested that low density residential should be allowed in the medium-density residential area (northwest corner) if desired by the landowner/developer. No development in this area should exceed the applicable residential zoning district height limitations (which is three stories or **45 35** feet, whichever is less).



Future Land Use Flexibility (pages 106-108)

- The lands west of Fitchrona Road are designated for Business use to the south and Medium Density Residential use to the north. A detailed development plan showing the relationship between these two uses shall be provided before any part of the site is approved for development, and in all cases there should be a well-designed landscape buffer between business and residential uses to mitigate objectionable views, light and sound. The boundary between the uses may shift either way if the design of each site and the relationship between different uses is deemed by Planning Commission to be acceptable. It is not preferred to have business and residential uses facing each other across a street. The Park and Conservancy strips along the north and west edges of this area are intended to serve both as a green space buffer between new development and existing homes and also as the route for a paved walking and biking path that would connect to McKee Road. Each strip should be no less than 60 feet wide and could be either dedicated as public green space or protected by easement and deed restriction to prevent development and allow public access. If all of the lands in this area are proposed for Business use, the landscape buffer along the north property line should be no less than 120 feet in width.

Smart Code Option



Action Plan

- Mobility
- Economic Development and Housing
- Urban Design

Other Suggested Edits

- Policy recommending a new street name for the east-west portion of the Fitchrona extension?
- Stormwater Language – in progress, no policies recommended, direct staff and Council to review any changes?