



North McGaw Park Neighborhood Plan Steering Committee

*with Plan Commission, CEDA,
Transportation and Transit Commission,
and Finance Committee invited
October 30, 2008*

Design Factors for Transit Oriented Development

Appropriate Land Use – mixed use with lots of activity

Increased Density – jobs, retail, recreation and habitation

Pedestrian Connections – short, continuous, direct and convenient

Good Urban Design – pedestrian oriented, interesting, attractive

Compact Development – access to multiple destinations in short distance

Optimum Parking – behind buildings, small lots or structured, bike parking

Attractive Destination – landmarks, gateways, views



Maine Street Station is the last in-fill site available in downtown Brunswick, Maine. This project is located near the town green/ mall area, and is designed to enhance Brunswick as a place to live, work and visit. It will be a multi-modal location, with train, bus, taxi and pedestrian friendly access, along with multi-use spaces ranging from offices, service centers, retail, restaurants, theatre and residential space. The purpose of this website is to provide the public with information about project progress as reported by the Maine Street Station Implementation Committee.

Brunswick Maine is a community of about 22,000 residents, located in Cumberland County, which also includes Portland. Cumberland County is the most populous county in Maine, with a population of about 280,000, a total metro area of about 500,000.

Since Portland began implementing its

This project was initiated to activate an inactive rail line for commuter use.

Project site is about 22 acres, and will include an 80 room hotel, about 200 dwelling units, about 130,000 square feet of commercial and retail space. The development will require 710 parking spaces, about 300 of which will be in structures and another 200 will be underneath the residential buildings.

This illustration indicates the quality of design proposed throughout the plan.

View from Union Street Looking East



These District Design Guidelines apply to the two districts that are generally within a 1/4-mile walk from the planned rail transit station. Redevelopment in these districts will be driven more by visibility from USH 14 and the Beltline and the rail transit station. The intent of this plan is that redevelopment result in a functional Transit Oriented Development. The district design guidelines on this page should be considered requirements for each redevelopment project.

	Urban Mixed Use TOD District	Urban Residential TOD District
Recommended Uses	Transit center; mixed uses (residential, retail and office) with an emphasis on commercial uses; business incubator	Transit center; mixed uses (residential, retail and office) with an emphasis on residential uses; live/work units; institutional.
Use Description	Mixed use buildings, ground floor retail, upper floor residential	Mixed use buildings, town homes, low and mid-rise condos, apartments, supportive neighborhood retail
Development Intensity	Residential: 20-30 dwelling units/acre Employment: 50 jobs/acre (min) FAR: 1.5 - 5.0	Residential: 20-30 dwelling units/acre FAR: 1.5 - 5.0
Building Heights	3-6 stories Building setback of at least 6' for fourth floor and above	3-6 stories Building setback of at least 6' for fourth floor and above
Principle Building Setbacks (from right of way)	0' minimum 20' maximum	0' minimum 20' maximum
Build-to-Zone	Minimum 75% of street frontage should be building or alternative open space feature	Minimum 75% of street frontage should be building or alternative open space feature
Open Space Ratio (minimum)	0.15	0.15
Vehicular Parking	On-street parking, parking garages and underground parking. Parking between building and street is strongly discouraged.	On-street parking, parking garages and underground parking. Parking between building and street is strongly discouraged.
Signage	Wall mounted, window, canopy or awning style. Among other prohibited sign types, off-premise signs are specifically prohibited.	For non-residential: wall-mounted, window, canopy or awning style

NORTH MCGAW PARK Neighborhood Plan

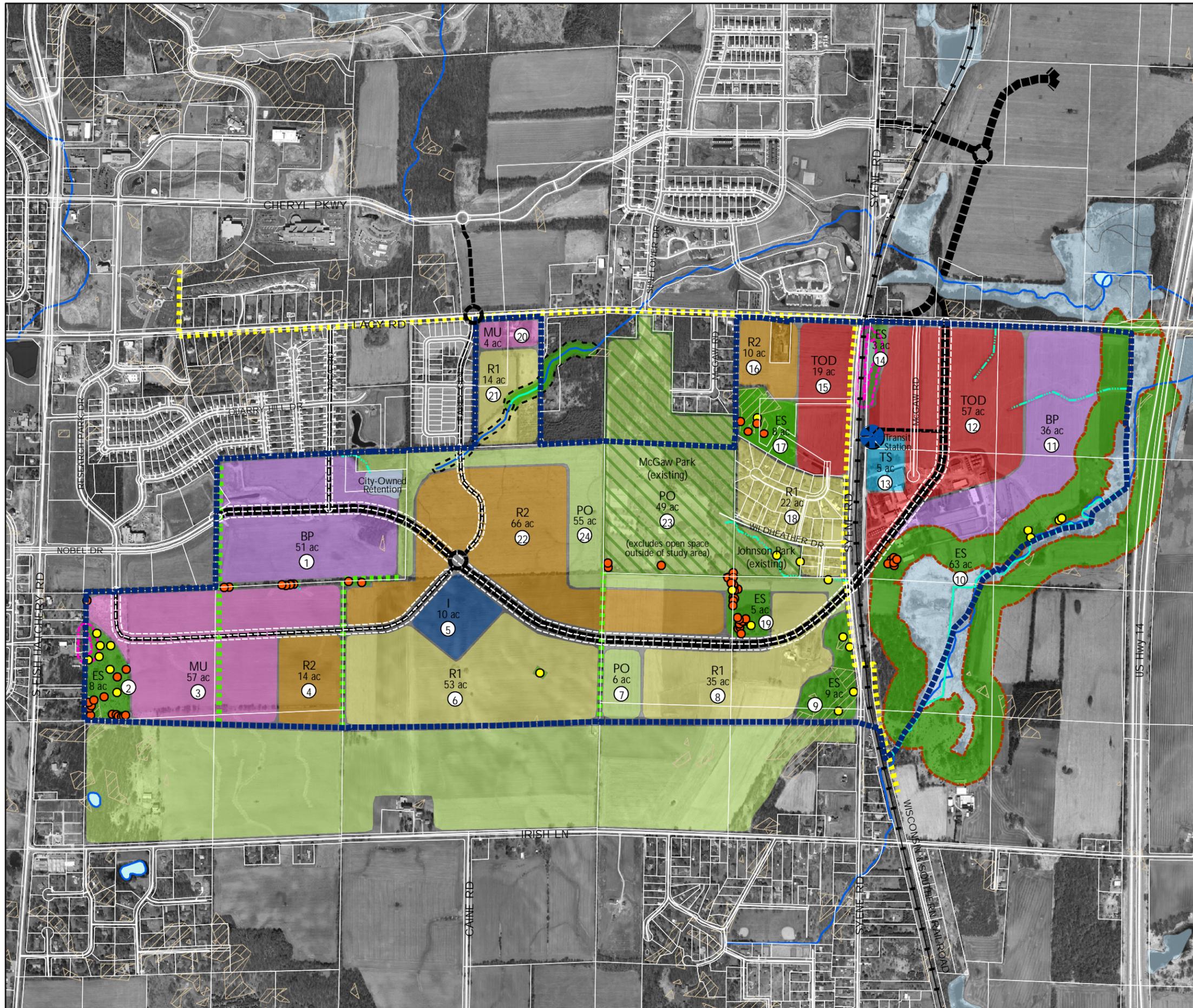
City of Fitchburg, WI

Growth Model

DRAFT

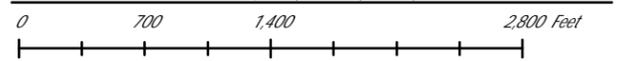
LEGEND

- Study Area Boundary
- Transit Station
- Residential (5 to 10 du/ac)
- Residential (below 5 du/ac)
- Mixed Use (Office/Residential)
- Transit Oriented Development
- Parks & Open Space
- Existing Parks
- Environmentally Sensitive Areas
- Business Park
- Institutional
- Proposed Roads
- Potential Bike Path/Lane
- Greenway/Pedestrian Trail
- Heritage Trees
- Potential Specimen *
- Slopes >12%
- Wetlands
- Wetland Buffer (75 ft)
- Wetland Buffer (300 ft)
- Creek/Waterway
- Drainageway
- Non-Navigable Drainageway



Last Revised: October 14, 2008

GIS map files provided by City of Fitchburg & Capital Area RPC
Maps prepared by TAI / MARS / NRC / TAD





North McGaw Park Neighborhood Plan

City of Fitchburg, WI

2015 Growth Model Build-Out Analysis

	Total Acreage	ROW (acres) (25%)	Stormwater (acres) (4%)	Net Area (acres)	Residential Units	Park and Open Space (on-site and regional)*	Commercial and Institutional Floor Area (sq. ft.)
R1 (5 du/acre)	22.0	5.5	0.9	15.6	78	5.2	
R2 (10 du/acre)	15.9	4.0	0.6	11.3	113	7.5	
BP	31.2	7.8	1.2	22.2			482,470.6
TOD	24.7						
- Retail	0.0	0.0	0.0	0.0			-
- Office	8.2	2.1	0.3	5.8			127,318.6
- Residential (18 du/acre)	16.5	4.1	0.7	11.7	210	14.0	
MU	0.0						
- Office	0.0	0.0	0.0	0.0			-
- Residential (10 du/acre)	0.0	0.0	0.0	0.0	-	0.0	
Institutional	0.0	0.0	0.0	0.0			-
Environmentally Sensitive	8.0						
Parks and Open Space	60.0						
Transit Station	0.0		0.0				
ROW	3.3	3.3					
TOTAL	165.1	26.8	3.8	66.6	401		609,789.2

* Park and open space includes on-site neighborhood parks and off-site regional parks such as expansion of McGaw Park and Moraine Edge Park.

October 14, 2008



North McGaw Park Neighborhood Plan

City of Fitchburg, WI

2025 Growth Model Build-Out Analysis

	Total Acreage	ROW (acres) (25%)	Stormwater (acres) (4%)	Net Area (acres)	Residential Units	Park and Open Space (on-site and regional)*	Commercial and Institutional Floor Area (sq. ft.)
R1 (5 du/acre)	62.4	15.6	2.5	44.3	222	14.8	
R2 (10 du/acre)	49.6	12.4	2.0	35.2	352	23.5	
BP	72.6	18.2	2.9	51.5			1,122,671.9
TOD	47.5						
- Retail	6.0	1.5	0.2	4.3			92,782.8
- Office	27.7	6.9	1.1	19.6			427,831.8
- Residential (18 du/acre)	13.8	3.5	0.6	9.8	177	11.8	
MU	26.8						
- Office	13.4	3.4	0.5	9.5			207,214.9
- Residential (10 du/acre)	13.4	3.4	0.5	9.5	95	6.3	
Institutional	10.0	2.5	0.4	7.1			154,638.0
Environmentally Sensitive	96.0						
Parks and Open Space	99.0						
Transit Station	5.0		0.2				
ROW	22.0	22.0					
TOTAL	490.9	89.2	11.0	190.9	846		2,005,139.4

* Park and open space includes on-site neighborhood parks and off-site regional parks such as expansion of McGaw Park and Moraine Edge Park.

October 14, 2008



North McGaw Park Neighborhood Plan

City of Fitchburg, WI

2035 Growth Model Build-out Analysis

	Total Acreage	ROW (acres) (25%)	Stormwater (acres) (4%)	Net Area (acres)	Residential Units	Park and Open Space (on-site and regional)*	Commercial and Institutional Floor Area (sq. ft.)
R1 (5 du/acre)	124.0	31.0	5.0	88.0	440	29.3	
R2 (10 du/acre)	90.0	22.5	3.6	63.9	639	42.6	
BP	87.0	21.8	3.5	61.8			1,345,350.6
TOD	76.0						
- Retail	4.0	1.5	0.2	4.3			92,782.8
- Office	23.3	5.8	0.9	16.6			360,822.0
- Residential (18 du/acre)	46.7	11.7	1.9	33.1	596		
MU	61.0						
- Office	30.5	7.5	1.2	21.7			471,645.9
- Residential (10 du/acre)	30.5	7.6	1.2	21.7	217	14.4	
Institutional	10.0	2.5	0.4	7.1			154,638.0
Environmentally Sensitive	96.0						
Parks and Open Space	110.0						
Transit Station	5.0		0.2				
ROW	22.0	22.0					
TOTAL	681.0	134.0	18.1	318.1	1,892		2,425,239.3

* Park and open space includes on-site neighborhood parks and off-site regional parks such as expansion of McGaw Park and Moraine Edge Park.

October 14, 2008

61.8 Acres

Facilitated by:

Teska Associates, Inc | Montgomery Associates Resource Solutions, LLC | Natural Resources Consulting, Inc | Traffic Analysis & Design, Inc



North McGaw Park Neighborhood Plan

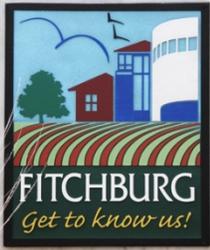
City of Fitchburg, WI

Phasing Build-out by Parcel

Parcels	2015		2025		2035	
	% Complete	# of Acres	% Complete	# of Acres	% Complete	# of Acres
1 - BP	40%	20.4	100%	51	100%	51
2 - ES	0%	0	100%	8	100%	8
3 - MU	0%	0	40%	22.8	100%	57
4 - R2	0%	0	0%	0	100%	14
5 - I	0%	0	100%	10	100%	10
6 - R1	0%	0	30%	15.9	100%	53
7 - PO	0%	0	100%	6	100%	6
8 - R1	0%	0	30%	10.5	100%	35
9 - ES	0%	0	100%	9	100%	9
10 - ES	0%	0	100%	63	100%	63
11 - BP	30%	10.8	60%	21.6	100%	36
12 - TOD	30%	17.1	50%	28.5	100%	57
13 - TS	0%	0	100%	5	100%	5
14 - ES	0%	0	100%	3	100%	3
15 - TOD	40%	7.6	100%	19	100%	19
16 - R2	60%	6	100%	10	100%	10
17 - ES	100%	8	100%	8	100%	8
18 - R1	100%	22	100%	22	100%	22
19 - ES	0%	0	100%	5	100%	5
20 - MU	0%	0	100%	4	100%	4
21 - R1	0%	0	100%	14	100%	14
22 - R2	15%	9.9	60%	39.6	100%	66
23 - PO	100%	49	100%	49	100%	49
24- PO	20%	11	80%	44	100%	55
ROW	15%	3.3	100%	22	100%	22
Total		165.1		490.9		681

Facilitated by:

Teska Associates, Inc | Montgomery Associates Resource Solutions, LLC | Natural Resources Consulting, Inc | Traffic Analysis & Design, Inc



Wetland Open Space Standard

New Fitchburg standard to change from 75 feet to 300 feet

Impact on South Branch of Swan Creek:

75 foot buffer + Wetland DNR standard: 33.4 Acres

300 foot buffer + Wetland Fitchburg standard: 65.3 Acres

Additional Open Space required by new Fitchburg standard: 31.9 Acres

LOT AREA = 226,755 sf (5.2 Acres)
 181,404 sf
 IMPREVIOUS AREA
 BUILDING = 90,000 sf
 LL PARKING = 15,000 sf
 TOTAL = 105,000 sf
 .57 F.A.R.

LOT AREA = 343,495 sf (7.8 Acres)
 274,796 sf
 IMPREVIOUS AREA
 BUILDING = 140,000 sf
 LL PARKING = 25,000 sf
 TOTAL = 165,000 sf
 .60 F.A.R.



LOT AREA = 152,721 sf (4.0 Acres)
 122,177 sf
 IMPREVIOUS AREA
 BUILDING = 48,000 sf
 40 F.A.R.

LOT AREA = 488,465 sf (11.2 Acres)
 390,772 sf
 IMPREVIOUS AREA
 BUILDING = 186,000 sf
 LL PARKING = 30,000 sf
 TOTAL = 216,000 sf
 .55 F.A.R.

LOT AREA = 488,465 sf (11.2 Acres)
 390,772 sf
 IMPREVIOUS AREA
 BUILDING = 186,000 sf
 LL PARKING = 30,000 sf
 TOTAL = 216,000 sf
 .55 F.A.R.

LOT AREA = 348,370 sf (7.9 Acres)
 278,696 sf
 IMPREVIOUS AREA
 BUILDING = 140,000 sf
 LL PARKING = 25,000 sf
 TOTAL = 165,000 sf
 .60 F.A.R.

FITCHBURG TECHNOLOGY CAMPUS
 NOBEL DRIVE
 FITCHBURG, WISCONSIN
 SCALE: 1" = 80'

**RUEDEBUSCH
 DEVELOPMENT &
 CONSTRUCTION**
 4605 DOVETAIL DR. MADISON, WISCONSIN 53704
 PHONE (608) 249-2012 FAX (608) 249-2032

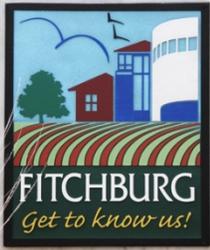


CUES Building – Fitchburg Research Park - .54 FAR

Green Tech Village Site Standards

Data is compiled from the Green Tech Village Neighborhood Plan

	Mixed Use West	Mixed Use East	Tech Core	Tech Campus	Ag Tech	Village Res
FAR	0.5	0.75	0.75	0.4	0.35	N/A
Building Height	2-4 Stories	2-6 Stories	3-8 Stories	2-5 Stories	1-4 Stories	2-4 Stories
Green Building	All categories are required to meet a LEED Certified or other similar standard					



Questions for Plan Commission:

1. What changes need to be made to current zoning code to accommodate TOD and other mixed use development?
2. Would a form based zoning code be more appropriate for these uses?
3. How should parkland dedication be calculated for mixed-use districts?
4. What are acceptable land uses within environmental buffer areas?



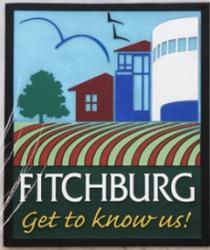
Questions for CEDA:

1. What is the role of CEDA in attracting users to more intense development?
2. What incentive programs should be developed to encourage mixed use development?
3. How will the City coordinate our economic development with other areas of the County to maximize transit efficiencies?



Questions for the Transportation and Transit Commission:

1. How do we coordinate the City's potential rail line with other transit in the County?
 2. What should the City's role be in creating a Regional Transit Authority?
3. If a parking utility is created by the City, how should it fit within the City's organization?
 4. What is the best way to achieve the transit goals of the Neighborhood Plan?



Questions for the Finance Committee:

1. Within the framework of a parking utility, how does the City maximize options and flexibility without putting the taxpayers at risk?
2. Do the City's current TIF policies serve the needs of the City as our development style has evolved?
3. What incentives, if any, is the City willing to provide to developers who wish to create better development for the City?



Questions for Park Commission:

1. Should larger wetland open space be counted as parkland dedication?
 2. What uses might be permitted within that space?
3. Should the neighborhood park standards be customized to different types of neighborhoods?
 4. How should parkland dedication be calculated for mixed-use districts?
 5. Should the amount of parkland dedication be changed?
 6. Should the fee in lieu of dedication be changed in light of the above?