

APPENDICES:
NORTH FISH HATCHERY ROAD IMPROVEMENT PLAN

Steering Committee Kick-off Meeting Minutes
Public Forum No. 1: Likes & Dislikes
Public Forum No. 1: Visions
Arbor Hills Neighborhood Input
Stakeholder Interviews: BEST Real Estate, Inc.
Stakeholder Interviews: Schreiber/Anderson Associates
Public Forum No. 2: Visual Preference Survey Results
Public Forum No. 2: Comments
Market Demographics
Marketing Shopping Centers

North Fish Hatchery Road Corridor Plan

Steering Committee Kick-off Meeting: Minutes

10.15.03

Meeting opened by Mike Zimmerman, Economic Development Director
Introduction by Tim Anderson, Schreiber /Anderson Associates (SAA)
Introduction of the Steering Committee

Project Overview: Nick Lelack (SAA)

- BUILD Objectives

- Work Process and Schedule

 - Public Process

 - Market Assessment (Deb Ersland, BEST Real Estate)

 - Land Use Plan, based on analysis and public input

 - Specific concept plans for redevelopment

How will the public process be structured to engage neighborhood residents? (Kyle Richmond)

Discussion of the various groups represented by Steering Committee residents, their responsibility to engage their respective constituency, and the need to create a strategy for public involvement potentially involving Jean Nielsen of Madison's South Metropolitan Planning Council (SMPC).

City will be responsible for the daily tasks associated with public outreach.

Members of the Steering Committee will be responsible for contacting the City with ideas related to effective outreach.

Officers

Steering Committee Chair – Scott Ducke, Park Bank

- Responsibilities: Lead Steering Committee meetings, attend public forums

Public Outreach Chair – Cynthia Laitman, Arbor Hills Neighborhood Association

- Responsibilities: Coordinate with consultant and the City on a strategy for public outreach

Tasks: (refer to Roles Diagram in Packet)

Administration: City of Fitchburg staff

Outreach: Cynthia Laitman in conjunction with City of Fitchburg staff

***Each steering committee member is responsible for suggesting potential stakeholder interviewees/focus groups. Names should be submitted to Mike Zimmerman.**

Data Gathering: City of Fitchburg staff

Goal Setting Exercise: 20 Year Vision North Fish Hatchery Road Corridor

Look at the business aspect and the aesthetics of growth and development in the area.
Beautification and signage are important
Business type and variety, existing businesses do not offer a variety of options
Too many fast food restaurants
More mixed-use, restaurants and shops, the strip shopping mall offers a good opportunity for redevelopment
Need to strengthen the neighborhood first, that will lead to other improvements
Business buy-in by local residents is important
Do neighborhood residents shop on North Fish Hatchery (NFH) or drive elsewhere to find what they need?
Are there existing ped/bike connections through the study area? Public Transit?
Many public institutions in the area, church, school – do they have an emotional investment in their neighborhood?
Public investment/ownership leads to thoughts of beautification/improved signage.
NFH should be a destination not just a way to get somewhere else.
NFH should serve the neighborhood as well as the greater community

*[Ownership/investment of residents makes a difference,
Currently a lot of turnover, an effort should be made to stabilize the neighborhood
Create a “community business district” then see more respect shown for the area
New housing choices]*

Beautification is important but traffic is more of an issue
Difficult to travel to work
More concerned about the ease of travel for people who live in the area, not those commuting from communities further out.
Would like to see growth with a real concern for traffic issues
Create street connectors

Social & Physical infrastructure is important
It is difficult to create a nucleus but it already exists on NFH, NFH is already a live/work place.
This is the entrance to Fitchburg; people make the decision to invest in the community based on the appearance
Important to engage the community while making use of the planning professionals involved

Currently a lot of planning in close proximity to NFH
Project/vision shouldn't end at the corporate line
Important to understand all the market forces involved here, what different pressures exist here?
In 20 years this may be a different part of the community than it is now
In comprehensive planning it is important to determine how input can be coordinated, and to establish good 2-way communication

Currently there are 600 families in the Arbor Hills area, most in Single Family homes, solidly middle class, and long term residents. There is also some lower income and some senior housing.

The Fitchburg Ridge mall area is the biggest concern, they've seen it devolve from a stable neighborhood serving mall to a blighted area.

What remains are closed up shops, with a less stable /savory customer base.

Area no longer feels safe or neighborhood oriented

The UW Health Clinic helped to stabilize it but doesn't fill the need for neighborhood serving businesses. There's really nothing there to serve the neighborhood anymore.

[Need a neighborhood grocer

One issue is that the property owners haven't maintained the mall, forcing some stores out (i.e. Flower Box)

Heritage Realty, the property owner, is concerned only about the financial situation and nothing else –Absentee landlords out of Boston]

Banks are concerned about the bottom line

Currently the area reflects haphazard planning, resulting in poor traffic flow among other things.

Potential to carry the Main Street feel into the area from the newer section of NFH

Need for anchor tenants (e.g. design mart) and synergistic business combinations

Combine neighborhood serving businesses with community serving businesses

Create a location where businesses want to locate

[Make Fitchburg Ridge owners more responsible, an effort will have to be made to engage them in the process (the UW Clinic was able to put pressure on the mall owners resulting in a new façade)]

Often the Multi-family homes are run by a management company not the owner, which can result in lack of upkeep

Strategies for involving owners including report cards from the city

The area could be completely changed in 20 years

The way it developed in the beginning with the fast food restaurants etc was realistic for the time but tastes are changing and the structures will have to change as well

The multifamily housing is hard to maintain because of the level of density, they need more ownership like Monroe St. *[A lot of multi-family on Monroe Street too]* --different income structure

Need to look at how the area could be redeveloped to bring in a different element than the Speedway, Pop-eye's and McDonald's type businesses that are there now.

The social atmosphere needs to be improved as does the level and quality of owner occupied housing

Something like 53% of Fitchburg is currently in multi-family housing *[this includes owner occupied units like condo's as well]*

[Multi-family rental properties with involved owners have seen a lot of success and tend to have long-term renters]

Many of the buildings are poorly maintained because management companies do not reply to resident complaints

There are several buildings with delinquent rent situations because nothing is getting fixed

Many buildings need serious renovations now, before it is too late.

Landlords that are most active have lowest turnover

Traffic is a big issue, increased enforcement necessary to ensure that the bus route is not abused, and speeds are obeyed

What is the responsibility of the City in terms of redevelopment (of greyfields)? Is there Federal Funding available?

Often they are just abandoned and the owners relinquish properties to the City, what can be done about this?

This area acts as the entrance of Fitchburg, but now it's really just an area to drive through.

Businesses are leaving due to population diversity

Add ownership, and increase the level of accountability by residents and property managers

Stop out-migration of businesses

Blend into newer area of NFH

Public Forum

6:30 PM November 5th in the community room of the Ridgeway Apartments

Steering Committee members should plan to arrive at 5:45 PM for organization and set-up.

Other Business

Employers should be encouraged to allow employees of the NFH businesses to attend the public forums, they could offer a valuable perspective

***Each steering committee member is responsible for suggesting potential stakeholder interviewees/focus groups. Names should be submitted to Mike Zimmerman over the next 2 weeks.**

NORTH FISH HATCHERY ROAD

Public Forum No. 1: Visioning Exercise

LIKES

Area of high visibility - Gateway
High concentration of small / local businesses
Many local businesses
On bus-line
Mix of businesses, churches, etc
Variety of restaurants
Convenient to bus route
Location
Sidewalks are in pretty good shape
Convenience of bank, coin-op washers, entertainment, restaurants, car dealerships
Food choices
Apartments / buses / housing
The strip mall and other shopping centers
Great Police protection
Multi-use character
Easy access to most businesses
Would like to upgrade some of the businesses
Wide sidewalks and they are in good shape
Left hand turn lanes
Traffic speeds
Works as a corridor
Green areas such as Golf Course, DNR and Bike Paths
Convenient culinary options for single, elderly residents
Convenient vehicular access to all businesses
Plenty of undeveloped acreage for low income resident accommodations
Green areas (Golf Course, DNR, Bike Paths)
Access to Beltline
High Traffic
Fair mix of businesses
Excellent infill potential
Has a boulevard that can be used to make things more inviting
Had a variety of businesses within Fitchburg Ridge that made things more convenient
Walking distance to shopping
High traffic
Many retail opportunities
Number of traffic lanes
Some private owners really keep property well tended
Walking distance to shopping
Wide sidewalks
Variety of eateries
Mixed uses

Industrial development on Fish Hatchery – too visible
Deteriorating – quality of people (low income)
Deteriorating older buildings
Has the image of a potential problem area
Traffic / congestion
Character / appearance
Lack of retail – It's not a destination
Traffic flow at times
Duplicate businesses
Lack of pride in some residents
Too many gas stations
Not enough trees, shrubs, flowers
Not enough left turn lights
Too much traffic
The cleanliness of the businesses
Cluttered
Overall look and feel
Excessive traffic speed – too fast
Hard to get across from east – west & vice versa with auto
Lack of adequate lighting along corridor especially Fish Hatchery – Greenway Crossing
Telephone poles and overhead lines
No eastside access to N. Fish Hatchery
City damaging “gateway” to Fitchburg
Safety issues – Heavy traffic, not safe walking at night
Appearance – No consistency – each business is doing its own thing
Difficult to travel from business to business
Lack of retail
Lack of single family residences
Traffic
Apartments built on dead-end streets
Difficult for people to walk anywhere
Trash dumpster access to overhead loading trucks
Aesthetics – signs
Pedestrian / bike access
Cross-traffic
Extend Post Road to relieve traffic on Greenway Cross
Too many access points “Driveways” to Fish Hatchery Road
Widen Greenway Cross (South)
Concerns regarding the quality of the apartment communities
Isolation of Valley View
Aesthetics of North Fish Hatchery
Dead-end road on Index Road
Too many fast food restaurants
Major overhaul redesign of Fitchburg
Needs a more neighborhood friendly mix of businesses
Better or more attractive lighting and landscaping above corridor
Businesses are getting robbed

Hard to get in and out where there are no traffic lights
The traffic
Too many exits and entrances to businesses
Too cobbled
Not attractive
Lack of landscaping
Signage problem
Too many curb cuts
Shared entries
Fewer driveways
Bike crossings - not safe
Economical single-family dwelling under \$150,000.00
Police and Fire Dept. Busy
Tenants / Management property not always well kept
Electrical lines
Too many parking lots
Too much congested and heavy traffic
Not attractive
Too much traffic for side Roads
Overhead wires
Lack of pedestrian access
Lack of community "feel"
Poor traffic flow to the east side of Fish Hatchery
Area not aesthetically pleasing

NORTH FISH HATCHERY ROAD

Public Forum No. 1: Visioning Exercise

GROUP 1

LAND USE, BUSINESS MIX AND ACTIVITIES

- (4) Need neighborhood-friendly businesses (e.g. library, bakery, and small food market)
- (3) Another park like corner of Monona Drive and Old Broadway for summer ball games.
- (2) Affordable family and senior housing (including life lease condos).
- (2) Need a hardware store
- (2) Improve quality of apartment communities, drive-up appeal, crime problems, lighting, junk cars, etc.
- (1) More family restaurant -type businesses.
- (1) Grocery store or deli for local residents
- (1) Discourage liquor stores, pawn shops
- (1) Improve cooperation of police and fire between city and town
- (0) Affordable housing for single and low-income families.
- (0) Tenant association for the Ridge Wood Apt. dwellers.

TRANSPORTATION

- (4) Wider streets. Winding streets so the traffic has to go slow. Sidewalks on both sides of the street.
- (4) Fewer driveway accesses on Fish Hatchery road
- (3) Extend Post Road to Syene and make it wide with sidewalks, well lit.
- (2) Better access for bicycles through the area.
- (1) Extend Post Road to lessen traffic on Greenway Cross.
- (1) Long turn lanes. It seems dangerous in front of Super America, Popeyes, Wendy's, etc. to be able to drive in front of those areas w/o going out into the road.
- (1) Better signage for bus. Right turn lane to reduce improper use.
- (1) Less individual accesses to businesses on North side of Fish Hatchery Road.
- (0) Better pedestrian and bike access.
- (0) Improve bus system
- (0) Access road or way to prevent number of driveways turning onto Fish Hatchery Road.

AESTHETICS AND CHARACTER

- (5) Improve lighting at all businesses.
- (5) More Landscaping and more attractive street lighting.
- (3) Cut back over-grown trees and bushes to lessen criminal activities.
- (3) Hodge-podge of businesses looks shabby – unify appearance with sidewalks, lighting, landscaping.
- (3) We need a welcoming entrance from the beltline.
- (1) Vacant lots kept up
- (0) Improve parking for businesses
- (0) Uniform business fronts/signage.
- (0) Some identifying markers to identify entrance to Fitchburg (similar to Monona's sails).
- (0) Upgrade the medians like was done in Monona

GROUP 3

LAND USE, BUSINESS MIX AND ACTIVITIES

- (5) Library branch, community meeting site, small interesting shops with places to sit inside and out.
- (3) Encourage mix of housing options and prices in the general vicinity to develop strong mixed neighborhoods.
- (3) Catering to the busy lifestyles of commuters and to the Beltline residents.
- (3) Community activities established in certain areas – like Christmas tree lightings, family activities.
- (3) Recognizing Fish Hatchery Road as a convenient, functional corridor for residents.
- (2) Encourage service-like businesses, such as the hardware store.
- (1) Businesses need access by car – would be nice to walk between stores.
- (1) Encourage/not impeding businesses to redevelop.
- (0) Internal neighborhood use vs. external use.
- (0) Encourage more retail shops – small boutique-like.
- (0) Incentives for greater variety of businesses.
- (0) Larger variety of businesses.

TRANSPORTATION

- (3) Possibly a service road for businesses away from the “through” traffic.
- (3) Tie into the bike trails - would be good for businesses and community recreation.
- (3) Better pedestrian access and attraction to the Fish Hatchery corridor.
- (2) Underground parking for shops and for cars parked for day to board mass transit into Madison.
- (2) Clearly defined ingress and egress points for travelers on Fish Hatchery. Ease of access for businesses’ customers.
- (2) Improved traffic controls/plan to handle growing population to the south.
- (1) Limiting/controlling traffic
- (1) Pedestrian friendly

AESTHETICS AND CHARACTER

- (4) Plantings of flowers/plants along median or roadsides.
- (4) Developing style and sticking to it as businesses redevelop
- (3) More trees and plantings – a nicer aesthetic.
- (3) Improve the look to cut down on the prominence of parking lots.
- (2) Making trade areas attractive and consistent looking (e.g. common street lamps, street signs, and sidewalks). Consistent integration/transition to residential neighborhoods.
- (1) Sign indicating welcome to Fitchburg
- (1) Visual green space and “invitational” design to connect the corridor with surrounding neighborhood.
- (0) Set backs – cohesive design with landscaping views that open to the greenway not solid shops and parking lots.
- (0) A planned look to architecture to indicate some planning in area rather than a hodge podge.
- (0) Should look like a “gateway” to Fitchburg. A setting worthy of Fitchburg. Visual.

GROUP 4

LAND USE, BUSINESS MIX AND ACTIVITIES

- (5) Mall growth and development.
- (5) Clump things closer together.
- (4) Urban, mixed-used clustered commercial. Higher density so people can walk between businesses.
- (3) More local ownership.
- (3) More condo development.
- (3) Add a community center for kids to go have fun or do school work.
- (2) Small shopping centers, mixed retail and services (restaurants), get high quality businesses in.

TRANSPORTATION

- (3) Widen Fish Hatchery road. Add access roads.
- (3) Have an alternate route for people using Fish Hatchery Road.
- (3) Build a tunnel from the Beltline to PD. Make Fish Hatchery into a neighborhood boulevard.
- (2) Add more bikes and walking.
- (2) Reroute thru traffic.
- (1) Better bus service, mass transportation.
- (1) Connection to existing bike trails.
- (0) Make Fish Hatchery into a toll road.
- (0) Make the Fish Hatchery Bridge over the Beltline pedestrian only and close the Fish Hatchery entrances/exits to the Beltline.
- (0) Slow traffic/more stoplights for pedestrians.
- (0) Larger traffic corridor with slower turn lanes.
- (0) Add parking garage to make parking more convenient.
- (0) Extend PD to Hwy 14 (Park Street) to get traffic off Fish Hatchery.
- (0) Reroute traffic around the "study" area.
- (0) Use of frontage roads for pedestrians walks and slower traffic. Keep main road for faster "Beltline" bound traffic.

AESTHETICS AND CHARACTER

- (4) No visible power lines or utilities.
- (2) Identification of Fitchburg.
- (2) Needs improved image.
- (2) More grassy landscaping areas.
- (2) Central design element/scheme to unite area.
- (1) More tie in with Nine springs E-way.
- (1) More trees, plants add more color to the area.
- (1) More plantings and grass area.
- (1) Have architectural standards so buildings look consistent and keep some of the green space.
- (1) Cohesive architecture.
- (1) Architectural distinction, lighting, etc.
- (0) Limit use of business signs to name of business only. Avoid large "For Lease" signs.
- (0) Enhance green areas, more trees/shrubs especially between traffic lanes in median.
- (0) Install an overpass only for pedestrians to use.
- (0) Put something in the medians – posters – makes it look better.

GROUP 5

LAND USE, BUSINESS MIX AND ACTIVITIES

- (5) A neighborhood library maybe in old Johnson Hardware
- (5) More multi-tenant office space
- (5) Business mix to remain as is, no big-box development.
- (4) More recreational facilities

TRANSPORTATION

- (3) A better way of getting northbound cars from Fish Hatchery onto Beltline going east – perhaps another lane from Fish Hatchery onto Beltline.
- (3) Multiple turn lanes.
- (3) Slower traffic speeds out to McKee Road
- (3) Better traffic cross over from east to west heading south and vice versa leading north.
- (3) More crosswalks and or safer crosswalks.
- (2) Synchronized stop lights.
- (2) Better bike paths. Easier access across Beltline for Fish Hatchery near Beltline.
- (1) Would extending Post or Traceway be feasible? Would it distribute traffic?
- (1) Traffic flow should be enhanced/easing congestion.
- (0) Improved traffic flow – smoother.
- (0) Some way to slow bus traffic on Post Road.

AESTHETICS AND CHARACTER

- (5) Better landscaping of trees and natural materials used on buildings.
- (4) More of a city feel. Driving into Fitchburg is not any different than driving into Madison. It's hard to tell the difference.
- (3) Less parking along the corridor. It makes it look like a concrete jungle.
- (3) Median landscaping.
- (2) Better lighting, more aesthetically pleasing.
- (1) More trees along midway and sidewalks.
- (1) Seasonal banners such as the Christmas stars now in use i.e., flowers in spring, harvest fruits in fall.
- (1) Design street lights.
- (0) Crosswalks at lights.

GROUP 6

LAND USE, BUSINESS MIX AND ACTIVITIES

- (4) Small shopping centers on North Fish Hatchery land use
- (3) More retail shopping types not currently available in corridor – hardware, clothing, music, etc.
- (2) More diverse retail entertainment
- (2) Improved housing options mixed use – retail
- (1) Uses that will contribute to the tax base to fund the ever-increasing cost of government
- (0) Make all business -- “Main Street” Fitchburg.

TRANSPORTATION

- (3) Accommodate primary mode, i.e. car with planning emphasis.
- (2) More and better turn signals and more stop and go lights (maybe one or two more in corridor)
- (2) Easily accessible by vehicles (auto and bus) roads going east/west and north/south in order to get to businesses.
- (1) Recognize infrastructure costs, climate, and users. Parking at buildings – customers in front, employees in back (idea).
- (0) Beltline access from PD or Irish Lane to reduce traffic on Fish Hatchery.
- (0) Stop and go light at Lacy and Fish Hatchery Road.
- (0) Provide pedestrian way.

AESTHETICS AND CHARACTER

- (3) Streetscape power underground, brightly lit streets - main and side.
- (2) “Main Street” Fitchburg use boulevard for banners and decorative lights, etc.
- (2) Aesthetically pleasing so our elected leaders have something to take credit for.
- (2) Mow medians and trim weekly. Pick up trash from parking lots daily.
- (1) Trees planted along N. Fish Hatchery.
- (1) Green gateway from Beltline.
- (1) Make plans for green space between Madison & Fitchburg.

GROUP 7

LAND USE, BUSINESS MIX AND ACTIVITIES

- (3) Better land use – less parking lots (consolidate).
- (3) Inviting areas to congregate, e.g. benches, coffee shop
- (3) A park
- (2) A gas station and coffee shop on east side of street.
- (2) Café-style establishments – outdoor seating coffee, etc.
- (1) Housing and businesses integrated.
- (1) More local businesses.
- (0) Fewer areas with parking lots or landscape in front of them.
- (0) Allow mixed-use zoning and high-rise development along corridor.

TRANSPORTATION

- (5) Fewer driveways (entrances), more shared drives (uniformity).
- (4) Better pedestrian and bike traffic.
- (3) Fewer stop signs, more access roads.
- (3) Allow “high speed” artery w/o negatively influencing “neighborhood.”
- (2) Accommodation for bikes – crossing FH and traveling north or south on FH.
- (0) Pedestrian linkages.
- (0) Encourage bicyclists, joggers, cars, electric scooters, to “stay” awhile.
- (0) Extend Index and Kingsley at least to Post Road.

AESTHETICS AND CHARACTER

- (4) More green space, landscaping, trees, bushes, etc.
- (3) Uniform signage.
- (3) Blended color, uniform business signage.
- (2) Fewer poles, wires, etc.
- (2) New welcome signs to Fitchburg.
- (1) Create “neighborhood” identity.
- (1) Updated, modern look to buildings.

GROUP 8

LAND USE, BUSINESS MIX AND ACTIVITIES

- (4) Make the corridor a community based retail destination.
- (2) Incubate and retain local businesses housed in the corridor.
- (2) Vision in 20 years – Community recreation/park facilities, i.e. pool, tennis courts, basketball.
- (1) Business diversity – minority-owned businesses.
- (1) Business mix – more family-oriented businesses, ie. family style restaurants, family entertainment.
There is almost no reason for consumers to spend any significant amount of time in our corridor.
- (0) Retain green spaces for open community use.

TRANSPORTATION

- (4) Increase the bus route southbound.
- (3) Redirect the traffic flow of Fish Hatchery
- (3) Pedestrian crossing bike access.
- (2) Increase pedestrian and bike access points.
- (1) Provide pedestrian bridges across the street at regular intervals, (like arches entering the city).
- (1) Frontage like road, similar to the Wendy's, Popeye's, Super America area. Will cut down on "third lane" traffic.
- (1) Reduce traffic congestion.
- (0) Possible bike/walking path, perhaps a tunnel or bridge style to ensure cyclist safety.

AESTHETICS AND CHARACTER

- (4) Attractive lights on boulevard.
- (2) Promote and embrace diversity starting with City Hall, i.e., ads for senior programs.
- (1) Corner planters at walkways help beautify and shield pedestrians from traffic.
- (1) Change signage requirements – allow businesses to put up larger signs that are distinctive
- (1) Turn asphalt frontage into landscaping – i.e., require x number of square feet of landscaped property abutting sidewalk/road.
- (1) Move parking lots away from Fish Hatchery road
- (1) Clean up, manicure grassy areas and make them somewhat uniform.
- (1) Move parking lots away from Fish Hatchery Road.
- (1) Bury electric lines (no poles).
- (1) Buried cables
- (1) Bury telephone and power lines.
- (0) Ridgewood shopping is improving but the Stop N Go/Schneid's strip is in real need of cleanup and refurbishment.
- (0) Beautify medians/boulevards.
- (0) Character – seasonal art on existing poles.
- (0) Boulevard with trees.
- (0) More green, less concrete. Green medians are nice; get parking behind facilities, better "colored" landscaping in front of existing facilities.
- (0) Possibility for noise reduction due to emergency vehicle sirens –buffer it from residents with trees.

Sidewalks
Convenience
Convenience of gas stations, grocery stores, restaurants
Number of traffic lanes
Ample choice of services
Clean
Great lighting
Easy access to Madison / the Beltline
Bike routes
Central location
Fast access to go in any direction
Business hub
Enhance the commercial development
Maintain a variety of land uses including Banks, Stores, Churches near the beltline
The strip malls and other shopping centers
The restaurants
Easy auto access to beltline
Retail, not only for neighborhood but for commuters
I like the fact there are businesses such as Dairy Queen and Radio Shack
I like the fact there is some greenery and that this is not all solid development
It's all close together
It's pretty easy to get to
The number of restaurants / businesses i.e. – dry cleaners, banks, gas stations, etc.

DISLIKES

There should be a stop-and-go light at Fish Hatchery Drive & Whalen
Too many signs
Stop lights too close to sidewalks
Too much garbage
No easy / safe way to cross the street
Need a hardware store
Could be a little safer
We need more parks
Too much traffic during rush hour, it's impossible to get across the street
No common appearance to anything
Concerned about crime in the area around Fish Hatchery
Make the area more identifiable / provide beautification
Make traffic move more smoothly
Make pedestrian and bike traffic safer
Accessibility for pedestrians
Environment, plain buildings
The increase of traffic, add a lane
Unpleasing aesthetics: lighting, landscaping
Just a place to drive through – fast
Residential plots across from Fitchburg Ridge

NORTH FISH HATCHERY ROAD

Arbor Hills Neighborhood Focus Group: October 27th 2003

1. Ideally, how could the North Fish Hatchery Road corridor look, feel and function in the future?

- *Safe bike access off road in order to travel north-south.*
- *I'd love to see regular bus access just up and down North Fish Hatchery (north-south) every 1/2 hour. From south Fitchburg to the Memorial Union and back.*
- *Put the "city pool" on Fish Hatchery*
- *Teen center and skate parks*
- *Trees!*
- *Places to walk!*
- *A library in Fitchburg Mall*
- *Someplace I can walk to have a cup of coffee and something to eat*
- *What is happening with the railroad by Leopold School?*
- *More pedestrian-friendly crossings*
- *Bright lighting for safety- with lights that could create an atmosphere rather than a commercial feel that is cold.*
- *We need a; library, copy shop, hardware store, specialty deli, dentist, doctor's office; close to the beltline for the elderly and those without cars.*
- *Trees, shrubbery, plantings –throughout the parking lots of any of the small malls & of Fitchburg Ridge*
- *A small natural foods store or deli/bakery in the Fitchburg Ridge mall.*
- *Small community garden plots usable by nearby apartment dwellers (or anybody)*

2. What specific changes are needed to transform the North Fish Hatchery Road corridor as it exists today into the corridor you described above?

- *Add off-road bike lanes*
- *Bagel store*
- *Small grocery stores near homes*
- *Move library, improve library*
- *Need a good way to walk across the Beltline on Fish Hatchery*
- *Fix signage on Capital City Bike trail.*
- *See what the apartment dwellers who don't live near transportation would like to have*
- *Road safety around Leopold*
- *We like Nine Springs!*
- *Cameras on stoplights on Fish Hatchery and Greenway Cross to stop people from blatantly running red lights.*
- *What's going to happen to the railroad that appears to be abandoned near Leopold School?*
- *Pedestrian islands in roadway- ideally with plantings. It is very hard to walk along North Fish Hatchery without the risk of being hit by spastic drivers entering and exiting businesses, particularly gas stations.*
- *Artistic lights & planters for low shrubs and flowers.*
- *Historic sign for Bowman with a cow. It used to be a great milking parlor!*
- *Better lighting in YES Buffet Mall and plantings. (no public phone as it only encourages gangs who hang around*

NORTH FISH HATCHERY ROAD
BUSINESS INTERVIEW HIGHLIGHTS
Facilitator: Deb Ersland, BEST Real Estate, Inc.

Business mix in this area hasn't changed in the last 13 years.

The struggle for Fitchburg is to become a retail destination. Shoppers all over Fitchburg leave the City to do their retail shopping, it is still primarily a residential community.

Community generally lacks togetherness because they do not have their own school district.

This section of the Corridor is the ugliest part of Fitchburg.

Underground the power lines, this would make a big difference.

When most of these properties developed there weren't the kind of greenspace requirements that there are now.

The bus and the McDonald's site are primarily responsible for what little pedestrian traffic there is going across North Fish Hatchery Rd.

Many people may never realize they've entered Fitchburg or left Madison.

The upgrades to Fitchburg Ridge were cosmetic and the change was good, but the property requires larger scale redevelopment to bring it up to the street.

We've had a slow improvement in business over the last few years.

We are happy with the recent remodel of the shopping center.

Post Road onto Fish Hatchery, waits at that light for 3minutes, cars stack and block driveway access.

Some employees are afraid to walk to their cars, though those fears are unfounded.

No pedestrian traffic currently. The area is very mixed-use now, very eclectic, from residential to banks to churches etc. Seems that there was never a cohesive zoning plan.

Had discussions with the police regarding safety, and were satisfied that the area did not have more safety problems than other sites we considered.

For our business purposes, improved traffic flow and ease of access/egress to the area is more important than streetscape.

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Cars tend to shortcut through the shopping center parking lot. They may ask the landlord for a speed bump.

Apartments behind the center are not well-maintained, and the fence that borders the rear of the Mall is in need of repair.

Seniors want affordable condos, but want the amenities of the more expensive ranch format.

Crossing Fish Hatchery is a problem, with the bank across the street, a light at Braeburn would be nice.

The commercial development is ok but the aesthetic of what is there now is a problem.

More green space and better lighting could improve the area.

Very congested look to the corridor.

Different lighting in the median would help, along with nice landscaping.

A library would do a lot for the area.

Too many fast-food restaurants right now.

Traffic problems on the North Fish Hatchery hill up to Post Rd from the south, slippery in winter with snow and ice and causes back-ups.

The pedestrian crossing at Post Road and North Fish Hatchery is dangerous, and the speed change along Fish Hatchery south of Post Road exacerbates this.

Vehicles are using the bike, bus, turn lane on North Fish Hatchery Road as passing lane – enforce or remove these – bikes use the sidewalk anyway.

Business mix works well in the area.

Beautification will come with new developments along Post Road and Traceway.

Poor lighting in Ridgewood, this area is not a place where people can walk after dark. The east side doesn't have this issue.

Would like to be involved in the discussion of Post Rd extension, would like to work with the city to determine traffic and access solutions.

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There are traffic flow issues with three fast-feeders in this area.

The Post Rd intersection is dangerous.

Traffic leaving to go north has difficulty, they have to go south to go north at certain times of day.

Krispy Kreme would be nice in this area.

There are enough restaurants but not enough retail, really no retail.

There is nothing to draw people to the area in the evening.

PM traffic doesn't help our business, it's too congested, people just want to get through and won't stop until traffic is moving freely again.

At lunch they get a white collar crowd, after 3pm the demographic changes.

Remove the North Fish Hatchery Road medians or align them with the driveways.

There's only so much you can do with an older area like this without razing businesses.

The negative press is disappointing – there are a lot of flourishing businesses in this area.

May not be the best looking area, but it is far from the worst.

Improve entrance feature, increase curb appeal.

We (the Landlord and the Tenant) are anticipating the extension of Post to Index Rd.

There are going to be opportunities to develop the balance of our property and we are interested in coordinating this development with the planning process.

Think this is a great area with its access to the Beltline, which is why they purchased the property.

The streetscape could be improved. More communities and business districts are paying attention to how the street looks to try and stay competitive.

Really doesn't have much in the way of pedestrian traffic to the stores, or have noticed much on the street.

The Post Road connection would be very important to them. Hope this is seriously considered in the near future.

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The current mix of businesses on North Fish Hatchery is expected. They are experiencing a shift to more service businesses since primary retail went to Hatchery Hill.

Interview 1: Ridgewood Apartments

How old is the building? 30+ years

No. of units: 843

Average rents: \$580-\$1,000 (some of, if not the lowest, in the area)

Profile of people living here?

Vast majority in their 20s. Variety of occupations, but many don't seem to be employed at all because they are around the units all day and night. Very few English speaking residents. Generally lower income residents. It used to be more students and the place to live. Also, use to be close to everything, but now it's just far enough away that it is difficult to get places.

What improvements have been made recently?

The roof is fairly new.

What improvements are planned?

CMS is the property management in Illinois. Lawsuits are going back and forth among owners and the City of Fitchburg. No money is being put back into the units or property. Not conducive to community living.

Why do people choose to live here?

Everybody knows everybody – large families that continue to attract more family members to the units. But, now the units are the bottom of the heap – they are inferior apartments to everything else.

Is there anything that would cause people not live here?

It's dangerous. I won't go out at night. I hear gunshots at night – it's not uncommon. Constantly feel threatened. There was a murder in the units last year. There is trash around every morning – beer bottles, etc. The traffic is terrible – on local streets, N. Fish Hatchery Road, PD, Post Rd. – all of them. The City has made very large neglects in planning and building this area.

Are there any businesses you would like to see here?

K-Mart or something like that, a hardware store, and shops where families can go shopping. But, nothing will happen – businesses will not locate here because of the traffic and safety issues.

Transportation issues?

PD or other roads need to be extended to the Beltline.

Create some way for people in the Longford area to get to Fish Hatchery – but not on Leopold Way. Connecting Leopold Way to Longford with the completion of 1000 homes and apartments makes Leopold and other streets in the area unbearable.

People are sick and tired of battling traffic in Fitchburg – there is just no way to live here – just place to get into and out of.

Other comments?

It's a pipedream to make this area a downtown area without more access East/West so N. Fish Hatchery Road is not just a thoroughfare.

The worst thing possible is to have a liquor store here. Shagnasty's used to be a nice store here, but deteriorated. Another liquor store would be too convenient.

The City should enforce the occupancy limits at Ridgewood.

Interview 2: Leopold Townhomes

All owner-occupied units. 8 total units. Buildings are 7 years old.

What are the average costs of the units?

\$150,000-\$160,000. All within 150 sq. ft. of each other – in the 1,500-1,600 sq. ft. range.

Covenants are strictly applied to all units.

What is the profile of people living here?

Late 30s to mid/upper 40s – professional workers, middle class. 3 of 8 homes have children.

What improvements have been made recently?

Installed a fence along property lines. Always making improvements with monthly home owners association dues of \$100. It is a perplexing situation for our owner-occupied townhouses in the middle of all the renter-occupied units.

Why do people choose to live here?

Aesthetically beautiful units – can sell in 1-2 days. They units are well maintained, and the insides are very nice. They are also underpriced compared to other townhouses on the market.

Is there anything that would cause people not to live here?

Traffic, quality of tenants coming into the surrounding areas. Some people really care, but there is a larger percentage of the people that could care less – a lot of people are not doing anything in the area.

Are there any safety issues in the area?

Park Bank seems to have many issues with the apartments near them – cutting through the property, etc. so they have constructed a wrought iron fence to keep people out.

The City wants greenspace with every new subdivision, but the City's antiquated parks department does not maintain them and they turn to weeds, etc. The spaces are mowed, but that is all. Concerned about landscaped medians, etc. in the median in N. Fish Hatchery Road because the City won't maintain it.

Thefts are a big issue – there have been thefts at Wendy's, McDonald's. The Anchor Bank has been robbed.

The worst thing possible is to have a liquor store here. Shagnasty's used to be a nice store here, but deteriorated. Another liquor store would be too convenient.

Thinks there is only a small percentage of people that make you feel threatened (Ridgewood resident disagrees).

Are there any businesses you would like to see on N. Fish Hatchery Rd.?

We are already close to everything – don't make it all encompassing. We're getting a good mixture of restaurants. There is a blend of a lot of things in the area – not a monopoly on 1 or 2 in the area. Cannot think of anything that categorically should be here. Some problems with Hatchery Hill such as Great Dane – not conducive to get in and out.

Other Comments?

Some people at the City have been in their positions too long.

Need business owners who care.

People will show a lot of interest in this area about what is happening up here.

Speed bumps have been discussed in the past. Paul Woodard got responses from renters who live in the area and they oppose them – they use the streets for short cuts.

Light at Greenway Cross is too short. Causes significant back-ups all the way from the Beltline to Post Road. Consequently, local roads become escape routes.

Interview 3: DNR

How long has DNR been at this location?

State purchased the lands in 1876 to use as a hatchery. The location is the DNR's South Central Regional Office and its Service Center for 11 counties.

Currently own 320 acres and the Nevin Springs Fish and Wildlife Area Master Plan and Environmental Assessment, Fall 2000, identifies about 208 more acres for acquisition.

How many people work in the building?

About 125 now – operations buildings, offices, hatchery, carpenter shop, equipment/maintenance, etc.

What improvements have been made or are planned?

Currently under construction – about a 9,000 sq. ft. office addition to the south side. The total number of employees will increase from 125 to 165. Future plans also call for the creation of an environmental educational center – to renovate the historic building on the property.

Any other site issues to be aware of?

It is very important to protect site and property boundaries. There are hunting opportunities on the property and need to be aware of what is near the property so hunting can continue.

Because of the hatchery, we are very concerned about water quality, stormwater management and wetlands. Most of the property is wetlands.

It is very important to maintain and enhance fish and wildlife in the area.

What is the profile of the people working here?

There is a great variety – from entry level people in or just out of college to retirement age. There are numerous people who get jobs and stay in them. There are a variety of job types as well – accounts payable, accounting, etc. to run the regional operations – engineers, specialists, etc.

Most people live close by – McFarland, Stoughton, Oregon, Madison, in the Fish Hatchery Rd. area. The average commute time is about 30 minutes to 1 hour.

As this corridor develops, what issues are important to the DNR?

See earlier response. Anything that comes close to the property – the DNR will want to know how it will affect the property. Stormwater management, water quality, etc. Interested in purchasing part of the Bowman property for expansion.

What are the current mix of businesses in the N. Fish Hatchery Rd. area?

It's a very attractive area to work in. It is a goal of many DNR employees to work out here at this site – it's very quiet in the trees – a slice of heaven – don't hear the noise, etc. but it is very convenient to everything – shopping, eating, go right to businesses for needs, etc.

Anything that would go through the E-Way would cause issues.

Are there any other businesses you would like to see on N. Fish Hatchery Rd.?

Actually, it has everything we need.

In your opinion, how does N. Fish Hatchery Rd. present itself visually?

Cluttered. Congested. Traffic. Forget trying to get across the street.

Why physical changes would you like to see on N. Fish Hatchery Rd.?

Less signage. Improved access on/off the Beltline to reduce back-ups, etc. The lighting appears OK.

Any safety issues?

Found drug paraphernalia on the ground. It's a prime spot for drug activities because it's dark, quiet, out of site from the corridor, but still close to everything. Some employees feel safer taking the state car home after a day in the field and returning the next day rather than returning to the office at night.

It's a great walking spot – stay within the property, go to Hatchery Hill for lunch, etc. – no safety issues there.

Other comments?

Need to bring residents into the property to see it, enjoy it – a lot of people come to eat lunch there. Close to the Capital City Bike Trail. Bike trail ends at Hatchery Hill – a safer bike lane is needed for residents in the area.

Need to reduce speeds on N. Fish Hatchery. The road is just not safe to cross.