



# CHAPTER 4:

## NORTH FISH HATCHERY ROAD LAND USE PLAN & RECOMMENDATIONS

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## CHAPTER 4: NORTH FISH HATCHERY ROAD LAND USE PLAN & RECOMMENDATIONS

### I. INTRODUCTION

The North Fish Hatchery Road Land Use Plan is a guide for new development and redevelopment along the corridor over the next 20 years. These guidelines and the land use framework are intended to provide flexibility while strongly encouraging well-planned, compact development. Further, the emphasis is on development that incorporates a range of land uses including: housing and assisted living; retail; service; employment such as professional services and medical facilities; recreation and open space uses that are located within close proximity to one another and to existing urban infrastructure. Key elements of this plan aim to:

Improve **pedestrian, bicycle, transit and vehicular access** by creating direct connections between various local and citywide destinations.

Create **opportunities for land use change** that are compatible with and add value to surrounding neighborhoods.

Enhance **economic development opportunities** that are consistent with Fitchburg's overall economic growth strategy.

Stabilize and improve the **quality of life** of residents in surrounding neighborhoods.

Create opportunities for land use change that are balanced with a **strong transportation circulation system**, and **physical and visual connections** throughout the study area.

**Incorporate the regional open space network** into the corridor and surrounding neighborhoods providing recreational, aesthetic, and environmental value and reinforcing community identity.

## **II. NORTH FISH HATCHERY ROAD DISTRICTS – A LAND USE FRAMEWORK FOR THE STREET**

The North Fish Hatchery Road corridor is currently an undefined place without any particular identity. The neighborhoods, business center, parks and open spaces and other special features located along the street are often indistinguishable as unique places. This plan employs the approach for economic revitalization and physical character improvements of dividing the study area into separate, distinct districts. Each district has its own identity, purpose and function within the study area, but all are tied together with common elements and themes. District identity relates to the special features of the street and adjoining land uses – both existing and potential. This districting approach creates a framework for the land use plan.

Descriptions of the three districts follow:

### **A. Community Gateway District**

This area will capitalize on the significance of the immediate, direct access to the beltline interchange and identify itself as one of *the* gateways into Fitchburg. Commercial and office uses will continue to occupy much of the frontage along North Fish Hatchery Road in this district. However, in the long term, this plan proposes to transition from an emphasis on automobile and thru-traffic oriented commercial uses such as fast food restaurants and gas stations to well-designed multi-purpose buildings that may continue to include fast food restaurants but also professional offices, clinics and other supporting medical services. The well-designed multi-purpose buildings and high tech medical services along this section of the corridor will both set the tone for a strong economy and identity at the City's entrance and provide community services and additional jobs in the heart of the metropolitan region.

Streetscaping, signage regulations, and design guidelines will reinforce the gateway image. A focus of the streetscape elements should be on plantings reminiscent of the Nine Springs E-Way. In this area, the corridor will retain its commercial character but should redevelop with larger buildings located closer to the street; the proximity of the larger buildings closer to the street will "frame" the entrance to Fitchburg.

## **B. Residential/Institutional Mixed Use District**

This area is located immediately to the rear of the “community gateway/entry district” on lands east of North Fish Hatchery Road. Currently, uses in this area include senior housing, light industrial, and limited supporting medical uses. As properties in this area redevelop, the focus should continue to be on senior housing and supporting medical uses. The light industrial uses will likely continue to exist in the near term, but could transition as the corridor redevelops into the longer term to uses directly related to the adjacent medical or senior housing uses. There is potential to create a cluster of senior care facilities, medical uses, and other residential uses in a campus setting.

The design of buildings and open spaces as well as the overall land uses in this area should reflect the proximity to the Nine Springs E-Way. This should include high quality building design and materials, and plantings similar to those that naturally occur in the environmental corridor.

## **C. Neighborhood & Community Mixed Use Commercial Core**

If the “community gateway /entry district” marks the entry into Fitchburg, the commercial core is the heart of north Fitchburg. This area is centered at the intersection of Post Road and North Fish Hatchery Road.

At the center of this commercial core, new development and redevelopment should frame the corners of this intersection with anchor retail tenants that rely on and benefit from the significant traffic volumes on North Fish Hatchery Road.

Additional commercial buildings could be located next to the anchor tenants; the smaller commercial uses will benefit from the anchor store customers as well as North Fish Hatchery Road’s high traffic counts. The anchor and smaller commercial tenants should be designed with a consistent frontage along the road, coordinated architecture materials and landscaping, and shared parking. Limited parking maybe located between buildings and roads but should be primarily located to the rear.

Commercial uses are also proposed along Post Road beyond the core area (primarily the intersection of Post Road and North Fish Hatchery Road) and will focus more on neighborhood-oriented commercial uses, attracting businesses who do not require frontage on North Fish Hatchery Road, but can still benefit from the significant number of “rooftops” associated with existing and future residential development in northern Fitchburg. Both of these segments of outer ring commercial buildings should be encouraged to develop with residential or office space on the upper floors. Surrounding the commercial core are current and future neighborhoods. These should transition away from the core at gradually decreasing densities. This could mean apartments/condominiums over commercial uses within the core commercial area on Post Road, multi-family apartments or row houses near the commercial core and single-family homes or condominiums closer to the environmental corridors.

### **III. LAND USE RECOMMENDATIONS**

The following sections detail recommendations for: improved access and parking; streetscape, wayfinding and pavements; and land use and redevelopment along North Fish Hatchery Road. Each section contains: general recommendations; which focus on overarching goals to improve the function of the study area; specific recommendations pertaining to improvements that can be made throughout the study area; and specific recommendations pertaining to improvements that can be applied within individual districts.

#### **A. IMPROVED ACCESS**

Currently, a great deal of traffic enters onto North Fish Hatchery Road from the Beltline and a few collector streets, which function primarily to focus traffic and direct it to North Fish Hatchery Road. Consequently, North Fish Hatchery Road and surrounding streets carry heavy traffic loads.

While high traffic counts are a requirement for a commercial district the frequent congestion on North Fish Hatchery Road often dissuades drivers from turning off to patronize the businesses along the corridor. Neither drivers nor business owners benefit from the current conditions on the road, and these same conditions render the road nearly useless from a pedestrian or bicycle perspective.

There are tremendous opportunities to improve North Fish Hatchery Road as a multi-modal corridor while maintaining traffic flow. The following general and specific recommendations seek to address deficiencies in the corridor for pedestrians, bicyclists, automobiles and transit users.

##### **1. GENERAL RECOMMENDATIONS:**

- Enhance pedestrian linkages along the corridor both between businesses and between businesses and the public sidewalk.
- In the long term, transition the study area and surrounding neighborhoods from a system of “collector” streets, which feed all traffic onto North Fish Hatchery Road to an expanded system of interconnected streets providing multiple routes to local destinations. This network of routes surrounding and intersecting North Fish Hatchery Road will provide alternative paths through neighborhoods and to major destinations which will relieve the pressure on North Fish Hatchery Road.

The outcome will be a street network that carries moderate levels of local traffic from the surrounding neighborhoods to North Fish Hatchery Road and other nearby arterial streets, as well as to major destinations. Design and alignment of streets within this network must balance efficient vehicular travel with the safety and livability of residential areas.

Providing a street network with frequent, alternative paths distributes traffic volumes over more routes, which will allow for more efficient traffic flow overall and a safer environment for pedestrians, bicyclists and transit users.

- As properties redevelop, the pedestrian area along North Fish Hatchery Road should be extended with a wider sidewalk and terrace. This expansion will improve pedestrian circulation and comfort in the business district.
- Encourage business to provide secure on-site bicycle parking for their customers in a high-visibility location.

**2. SPECIFIC RECOMMENDATIONS:**

- T1. Install colored and textured pedestrian crosswalks should be installed at all intersections along North Fish Hatchery Road within the study area.
- T2. Install pedestrian refuge islands along North Fish Hatchery Road, at intersections and mid-block pedestrian crossings within the study area.

- T3. Maintain the existing bicycle–bus–turn lane, but enhance the level of enforcement and safety with colored and painted concrete. Coordinate with the City of Madison to ensure the continuation of the bicycle system through the beltline intersection to Park Street



Photo: Dan Burden

- T4. Extend the Capitol City Bicycle Trail through the study area via the existing golf course right-of-way (the golf course, which is a great niche use, is to be maintained) to connect with the metro-wide trail systems and the Nine-Springs E-Way east of the corridor. This should be accomplished at the toe of the slope or in locations that will not impact the golf course or bicyclists safety.

The consultant team engaged Fitchburg Parks Department in discussions related to this possible extension of the bicycle trail system. Prior to implementation of this recommendation extensive study of the terrain and possible screening techniques would have to be undertaken. The Parks Department supports this exploration and determined that the strong public support for bicycle facilities in the City of Fitchburg warranted consideration of this potential bicycle linkage through the study area.

## Community Gateway District

- T5. In the short term, create a well-defined pedestrian crossing point in this area complete with pedestrian refuge island and colored, textured concrete crosswalk. This could coincide with a transit stop. This is currently an overly large block with a tremendous distance for pedestrians between crosswalks, and a mid-block crossing would facilitate pedestrian access to transit as well as future businesses and residences on the east side of North Fish Hatchery Road.
- T6. In the long term, Pike Drive should be extended. This road extension will provide an important pedestrian crossing point and a connection with the Index Road and the extended Post Road. The result will be improved access to businesses east of North Fish Hatchery Road.
- T7. Utilize various traffic calming techniques to change the “design speed” of the existing segment of Pike Drive to avoid possible negative impacts on neighborhoods once it is extended. Possible techniques include: on-street parking; wider sidewalk areas; street trees; and pedestrian refuge islands.
- T8. Provide an on street bicycle lane on Pike Drive when it is extended. This path should connect riders to the proposed northern route of the Capitol City Trail.



Photo: ITE Pedestrian Bicycle Council

## Residential /Institutional Mixed-Use District

- T9. Connect Index Road to the Post Road Extension.
- T10. Enhance transit linkages for residents and institutional services located in the Residential/Institutional Mixed Use District.

## Neighborhood & Community Commercial Core

- T11. Extend Post Road east of North Fish Hatchery Road to the extended leg of Post Road already completed by the City of Madison. This road will provide an opportunity to develop this intersection as an important community commercial node surrounded by neighborhood or regionally oriented commercial space with residential, office and related uses in multi-story buildings or adjacent to one another.
- T12. Utilize various traffic calming techniques to change the “design speed” of the existing segment of Post Road. Possible techniques include: on-street parking; wider sidewalk areas; street trees; and pedestrian refuge islands.
- T13. Future extension of Post Road to be designed as a pedestrian oriented neighborhood main street feel and function with a design speed consistent with the speed limit.
- T14. Provide an on-street bicycle lane on Post Road when it is extended.

- T15. Extend Traceway Drive. This street will act as a secondary access to the neighborhood and community retail district on Post Road.
- T16. Install 8 to 12-foot wide sidewalks on Post Road. A large pedestrian zone will improve pedestrian circulation and comfort in the new business district and extend the capacity of the sidewalk to support outdoor cafés, sales and events and streetscape amenities.
- T17. Install new bus stops at the commercial center on both sides of North Fish Hatchery Road.
- T18. Install a pedestrian on-demand signal to ensure access to transit stops and retail districts.
- T19. Create a new trailhead location for the Capitol City Trail, with wayfinding, informational kiosk with trail map, and parking for trail users.
- T20. Utilize traffic calming at neighborhood intersections to discourage cut-through traffic on local streets. Possible traffic calming devices may include: 2- or 4-way stop signs, or traffic circles.

## **B. PARKING**

North Fish Hatchery Road consists of stand-alone uses with individual access points and parking lots. Views from the street largely consist of distant, low-scale building facades residing in the midst of large asphalt parking lots. Further, the divided parking lots force customers to exit and re-enter the business district to access different businesses. This is a considerable inconvenience and safety hazard given the amount of traffic North Fish Hatchery Road carries daily.

### **1. GENERAL RECOMMENDATIONS:**

- Consolidate surface parking lots and access points in locations where existing lots and drives could be combined to improve customer access and traffic flow on North Fish Hatchery Road.
- Encourage well-landscaped and screened parking areas in the short term.
- Encourage rear or side-yard parking as properties redevelop.
- Add streetscape improvements to make all parking areas pedestrian friendly and enhance the visual image for the business district.
- Require all new developments to provide sufficient parking to meet new demand in a format that allows for parking to be shared amongst adjacent uses.
- Develop a parking system which will contribute to a walkable business district by linking parking areas and retail destinations with pedestrian walkways including lighting and landscaping.

- Ensure that, in the future, the parking supply will contribute to the improved environmental quality of the Nine-Springs E-way and other adjacent natural areas through better stormwater infiltration practices.
- Encourage biking, walking and other alternative transit options to minimize the percentage of land area dedicated to surface parking lots.
- Coordinate business servicing and loading through shared facilities, and structure service times around peak travel periods on North Fish Hatchery Road.

## **2. SPECIFIC RECOMMENDATIONS:**

- P1. Reconfigure existing parking to increase the shared parking supply and create efficient circulation and parking patterns.
- P2. Provide rear parking areas and access drives that include: pedestrian walkways and streetscapes; rear building entrances and organized outdoor use areas and trash/service areas.
- P3. Encourage enclosed/underground parking with condominium/rowhouse developments.
- P4. Encourage rear or side-yard parking with alley access, especially where homes front on a neighborhood park or the environmental corridor.

## C. STREETScape, WAYFINDING & PAVEMENT PLAN

Buildings along North Fish Hatchery Road have developed as stand-alone structures, setback from the street, surrounded by private parking, and with no relation to adjacent uses. The large setbacks have reduced visibility for existing businesses, particularly with the many grade/slope changes along the corridor. To increase visibility, businesses have installed large, prominent signs along the road. The amalgamation of all these signs along property frontages has resulted in a confusing, cluttered and fragmented appearance along the corridor. Essentially, the collection of signs clutters the corridor so much that passersby “tune-out” the district because it is too difficult to focus on any single sign.

The prominent location of the study area at the entrance to Fitchburg and in the center of a large greenway / environmental corridor is a tremendous opportunity to create for this area based on open space. Streetscape amenities and wayfinding for the business district should reflect this identity.

The following recommendations identify general streetscape improvements for North Fish Hatchery Road. A “family” of streetscape amenities for North Fish Hatchery Road will establish an overall image and identity for the business district.

### 1. GENERAL RECOMMENDATIONS:

- Expand the City’s directional signage for major community destinations within this area – particularly in the gateway district. Destinations include: City Hall, future public library, Nine-Springs E-way, near neighborhoods, parks, Nine-Springs Golf Course, Capital City Trail, schools, churches and other civic places.
- Develop a signage system directing customers to parking areas and parking access points.
- Consider creating a pedestrian signage system that includes informational kiosks located at the new community center/commercial core.
- Underground overhead utility lines.
- Create a signage ordinance to guide private signage decisions along the corridor. The ordinance should include a “sunset” clause for replacement of existing signage.

## 2. SPECIFIC RECOMMENDATIONS:

Streetscaping for the corridor including the development of a coordinated family of streetscape amenities, will be applied according to the following streetscape zones which generally coincide with or support the three districts:

*Zone 1: Primary streetscape with natural landscaping and full pedestrian amenities.*

The primary commercial streetscape zone (Zone 1) is proposed for the new community and neighborhood commercial core centered around the intersection of North Fish Hatchery Road and Post Road. As the new commercial core, this district should include the most intensive streetscaping to establish a strong pedestrian character related to a civic as well as neighborhood and community commercial destination. This level of streetscaping will generally include street lights, pedestrian lights, undergrounding overhead utilities, banners, street trees in grates, benches, bike racks, trash receptacles and planters.

*Zone 2: Community entry streetscape with gateway feature, natural landscaping and limited pedestrian amenities.*

The community entry streetscape (Zone 2) is proposed for the northern and southern entrances to the study area on North Fish Hatchery Road. At the intersection of Greenway Cross and North Fish Hatchery Road, Zone 2 streetscape elements would be accompanied by a significant gateway feature to mark the entrance to the City of Fitchburg at the intersection of North Fish Hatchery Road and Greenway Cross. Zone 2 streetscape elements generally include lighting, undergrounding overhead lines, landscaping, banners and wayfinding signage.

**Zone 3:** *Streetscaping for neighborhood approaches to the commercial core.*  
 Streets that provide important connections between the community or the surrounding neighborhoods and the commercial core include: Greenway Cross, Pike Drive, and Traceway Drive as well as Post Road east of Index Road and west of Coho Street. This level of streetscaping includes wayfinding, landscaping, and a combined sidewalk and off street bicycle path.

**Zone 4:** *Rear alley and parking.*  
 Local streets and alleys that access parking areas along the corridor as well as the parking areas themselves would be improved with pedestrian lighting, sidewalks and street trees.

**Map 1: Streetscape Zones**



## **D. LAND USE & REDEVELOPMENT**

Several sites along North Fish Hatchery Road are currently underutilized and appear dated. These sites do not complement either the pedestrian environment or the desired land use mix for the business district and are candidates for redevelopment. These sites offer the City the opportunity to establish a new mixed-use district at Fitchburg's front door with regional retail anchors, services, employment, new neighborhoods and neighborhood-oriented commercial.

### **1. GENERAL RECOMMENDATIONS**

#### **Role of the District**

It is important to emphasize that the North Fish Hatchery Road study area is more than a fast food and service corridor. The uses in this one-mile corridor represent office tenants, health services, financial institutions, senior housing, single- and multi-family residential, and manufacturing in addition to the retailers, services businesses and gas stations that front the street. Today, this is very much a mixed-use corridor with a solid employment base and substantial residential uses. The future of this corridor lies in fostering the growth of all land use types within a well-designed, pedestrian oriented development framework.

Recommendations for improvements to traffic flow, streetscape and bicycle/pedestrian connections were suggested in previous sections to facilitate the workings of this business district at the regional as well as the local level. This study area already possesses one of the most convenient locations in the metropolitan area, the goal is to ensure that this continues to be an area that all user groups can access easily in order to ensure the long term success of the corridor and the mix of uses within it.

### **2. SPECIFIC RECOMMENDATIONS**

- L1. Develop a comprehensive plan for the Ridgewood Apartments to stabilize and revitalize this important residential area.

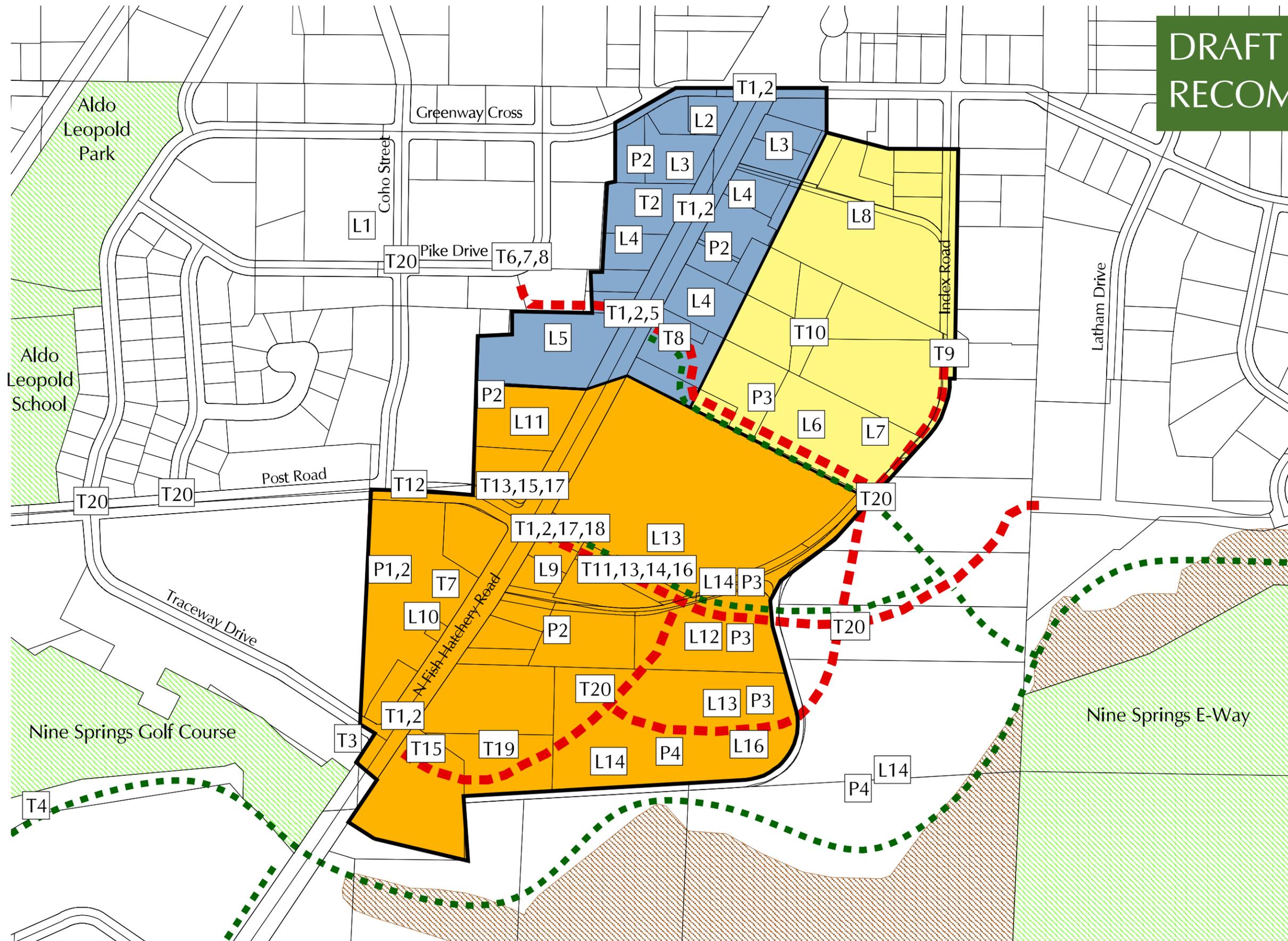
#### **Community Gateway District**

- L2. Support the redevelopment of catalytic sites such as the Park Bank.
- L3. Encourage long-term redevelopment /rehabilitation with buildings oriented to the street, shorter setbacks and shared parking either in the rear or side-yard or along the street frontage if well landscaped and screened. See the redevelopment concept plans in Chapter 5 for more detailed recommendations.
- L4. Encourage long-term redevelopment /rehabilitation to office uses or office and service uses such as restaurants, convenience stores and dry cleaners in a mixed-use space.
- L5. Consider potential redevelopment to mixed-use office and commercial space oriented to the future intersection of Pike Drive and North Fish Hatchery Road.

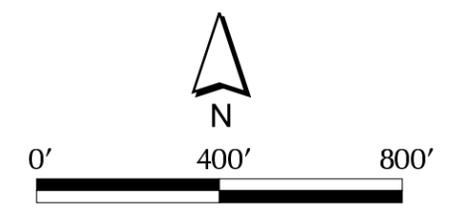
# DRAFT LAND USE RECOMMENDATIONS

## North Fish Hatchery Road Improvement District

Fitchburg, Wisconsin



- Legend**
- Study Area
  - Proposed Street
  - Proposed Bike Trail
  - Environmental Corridor
  - Dane County Flood Plain/Wetland Boundary
  - Neighborhood & Community Mixed-Use Commercial Core
  - Community Gateway District
  - Office/Residential Mixed-Use District



### **Residential /Institutional Mixed Use District**

- L6. Encourage the development of condominiums, row houses or senior housing that takes advantage of the campus like setting, stunning views over the Nine-Springs E-way and great access to the community and region.
- L7. Consider the development of a park/greenway adjoining the future development of the historic orchard.
- L8. Encourage long term redevelopment to medical services, clinics or office uses.

### **Neighborhood & Community Mixed Use Commercial Core**

- L9. Encourage a commercial anchor business development. See the redevelopment concept plans in Chapter 5 for more detailed recommendations.
- L10. Encourage future commercial/retail redevelopment with buildings oriented to the street, shorter setbacks, façade improvements, landscaped and lighted pedestrian linkages between businesses and landscaped and lighted pedestrian linkages between businesses and the public sidewalk. Development should include a field of parking visible from the street and additional parking, loading and access drives at the rear. See the redevelopment concept plans in Chapter 5 for more detailed recommendations.
- L11. Maintain a similar mix of uses including offices, and convenience retail/services, consider re-orientation of buildings on the site to front North Fish Hatchery Road with parking loading and access drives primarily located at the rear.
- L12. Consider potential live-work units with neighborhood-oriented services or office space on the ground floor and second-story residential.
- L13. Consider development of owner-occupied multi-family housing – rowhouses or condominiums.
- L14. Consider development of detached single family housing interspersed with mansion-style apartments/condominiums.

## **IV. LAND USE DEFINITIONS**

The following land use definitions correspond to the recommendations shown on the Land Use Map. **These definitions should be considered long term guidelines for the future development of the corridor and are to be applied only in the event of redevelopment or rezoning.**

Land uses not recommended for the study area because they do not support the desired business or residential land use mix are: automobile, recreational and boat sales; storage or mini-warehouses and automotive repair or service.

## **A. Residential Land Uses**

New and existing residential uses in the study area would relate strongly to the neighborhood commercial areas and environmental amenities such as the E-way, bike trail and proposed park land. New residential units within the study area should attempt to diversify the styles and tenure types available in the current housing mix within or near the study area. To that end residential units could range from a loft style apartment over a service or office use to a detached single family home fronting on a neighborhood park or the environmental corridor. The former unit type would offer easy access to retail and service uses while the latter takes advantage of the significant open space amenities just outside the study area.

### **Residential**

Areas designated as residential would be focused on residential uses of varying densities although higher density residential is likely to occur closer to North Fish Hatchery Road and commercial centers while lower density residential such as compact single family homes could be located adjacent to open spaces.

#### *Recommended Height*

Maximum: 2 stories

#### *Recommended Uses*

Single-family detached or attached

Multi-family row houses or condominiums

### **Mixed Use – Office**

These areas are primarily focused on professional /office uses but could include residential uses over office, or small-scale multi-family uses adjacent to office /professional buildings.

#### *Recommended Height*

Maximum: 2 stories

#### *Recommended Uses*

- Professional and administrative offices
- Residential developments of varying densities
- A combination of offices and residential uses in a single mixed-use building
- Office uses on the ground floor with residential uses on the second floor
- In some instances supporting small scale commercial uses may be incorporated into a larger development

## **B. Office Land Uses**

There are currently many long-term office tenants in the study area that account for a significant percentage of the overall land use. These uses have the potential to expand further with an emphasis on health services and other professional services.

### **Office**

The areas designated as office alone would be entirely focused on well designed office or professional buildings.

#### *Recommended Height*

Maximum: 3 stories

#### *Recommended Uses*

- Business and professional offices

- Medical and dental offices, clinics and facilities, including out-patient surgery or other out-patient services, with or without accessory sales of pharmaceutical or medical supplies.
- Banks and other financial institutions with or without drive-through facilities
- State licensed day care center, preschool or nursery if located directly within the main office building.
- Restaurants with no drive-thru facility, if located within the main building.

### **Mixed-Use**

Mixed-use areas are those areas that would ideally provide a mix of office, retail and service uses either within the same building or adjoining one-another.

#### *Recommended Height*

Maximum: 3 stories

#### *Recommended Uses*

- Business and professional offices
- Medical and dental offices, clinics and facilities, including out-patient surgery or other out-patient services, with or without accessory sales of pharmaceutical or medical supplies.
- Banks and other financial institutions with or without drive-through facilities
- State licensed day care center, preschool or nursery
- Restaurants and fast food restaurants
- Convenience service businesses including salons, cleaners, food stores, daycare centers and pharmacies.
- Specialty goods and services

### **C. Retail/Commercial Land Uses**

Commercial uses in the study area such as the Fitchburg Ridge shopping center, once provided an important neighborhood and community shopping district. Around the 1970s Fitchburg Ridge was truly a neighborhood retail center with a grocery store, a hardware store, a flower/gift shop, a hair salon, etc. The needs of consumers and retailers have changed since then and the shopping center no longer functions as it once did. Today's market tells us that this center is unlikely to regain its former use mix. However, with the extension of Post Road and the substantial employment and residential base in the area, there is a great opportunity to provide a vital community and neighborhood commercial center at the intersection with North Fish Hatchery Road. The land uses proposed for this area envision that in the future this center would provide some neighborhood-oriented commercial, in addition to commercial targeted towards the larger community and region.

Retail land use designations on the land use map indicate that the core retail /commercial district would center on the intersection of Post Road and North Fish Hatchery Road. The focus would be an anchor tenant and additional commercial development alongside. The frontage on North Fish Hatchery Road would see the concentration of community serving commercial uses, while the frontage on the Post Road extension would act as a neighborhood main street with commercial and office uses.

## **Retail/Commercial**

### *Recommended Uses*

- State licensed day care center, preschool or nursery
- Restaurants and fast food restaurants
- Convenience service businesses including salons, cleaners, food stores, daycare centers and pharmacies.
- Specialty goods and services
- Department Stores
- Grocery Stores
- Health Clubs
- Hardware Stores
- Pharmacies or medical supply stores

## **D. Light Industrial Uses**

Much of the area east of North Fish Hatchery Road in the northern portion of the study area and beyond is currently light industrial. These uses provide a substantial employment base and will likely continue to exist in the near term and have therefore been identified on the land use map. These could transition as the corridor redevelops into longer term uses directly related to the adjacent medical or senior housing uses.

## **E. Institutional Uses**

The significant institutional uses in the corridor right now include a church and an assisted living facility – Braeburn Court, a successful provider of both senior housing and assisted living facilities, a use which directly correlates to the medical service uses identified for adjacent land use areas. These are stable supporting uses for the surrounding neighborhoods and the business district and are identified on the land use map as they are likely to have a long-term presence in the study area. The current church use may transition as the corridor redevelops into longer term uses directly related to the adjacent office and retail uses.

# DRAFT LAND USE PLAN

## North Fish Hatchery Road Improvement District

Fitchburg, Wisconsin

### Legend

-  Study Area
-  Proposed Street
-  Proposed Bike Trail
-  Service Drive
-  Environmental Corridor
-  Dane County Flood Plain/Wetland Boundary
-  Industrial
-  Institutional
-  Office
-  Mixed Use-Office
-  Mixed Use
-  Residential
-  Retail/Commercial

