

NEIGHBORHOOD VISION & GOALS

“The Southdale Neighborhood is an attractive and sustainable community. Residential, office and retail uses are balanced, each supporting the other. Residents, employees and visitors have easy access to animated and extensive open spaces. The safe neighborhood is sought out by a diverse set of residents, with a variety of housing opportunities for many income levels. The neighborhood is well-connected to the region through streets, bicycle facilities, transit service and safe pedestrian crossings. As a gateway into the City of Fitchburg, the neighborhood demonstrates a high quality of design.”



Land Use and Design

- Incorporate sustainable practices into architecture and site development.
- Create a diverse mix of activities (residences, shops, schools, workplaces and parks).
- Successfully integrate and connect rather than buffer different land uses.
- Provide opportunities and flexibility for a wide range of land uses to respond to changing conditions.

Transportation and Access

- Create a compact and connected neighborhood that encourages pedestrian activity without excluding automobiles.
- Promote a range of transportation options. Streets should be designed to promote safe and efficient use by walkers, bikers and drivers.
- Incorporate a network of streets of various sizes and functions.
- Improve connections within the neighborhood and improve access to underutilized areas.
- Connect the neighborhood to adjacent neighborhoods and the region.
- Improve transit service.



Housing and Economic Development

- Provide a wide spectrum of housing options, including affordable options.
- Enhance opportunities for employment within the neighborhood.
- Stimulate reinvestment and economic development that strengthens commercial uses and complements residential uses.

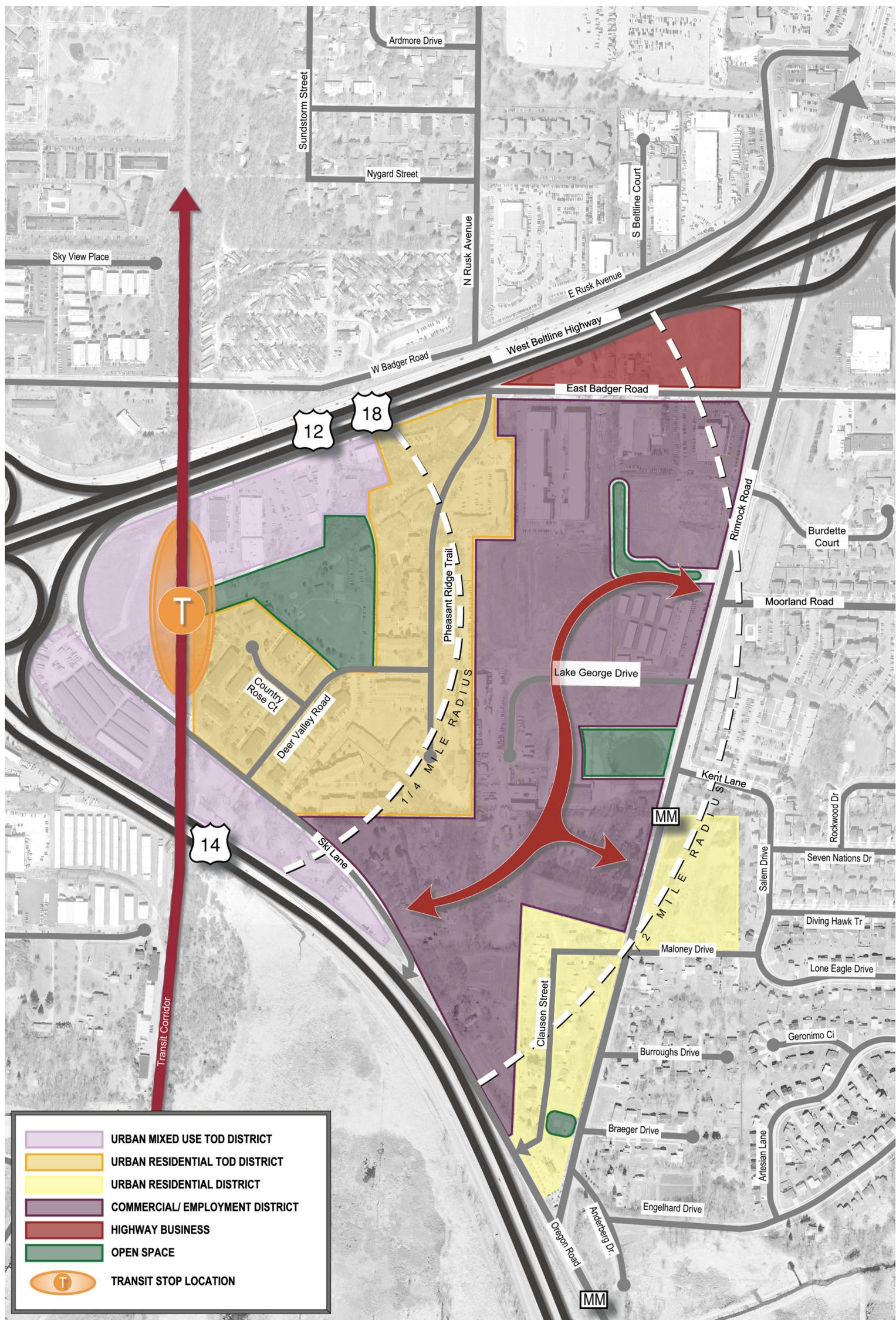


Open Space and Community Facilities

- Preserve, improve and create open spaces, greens and parks that are accessible and convenient to all.
- Create public community gardens in a centralized location available to all residents.
- Create a community center to host community activities and services.



DESIGN RECOMMENDATIONS



NEIGHBORHOOD DISTRICTS

Urban Mixed Use TOD District

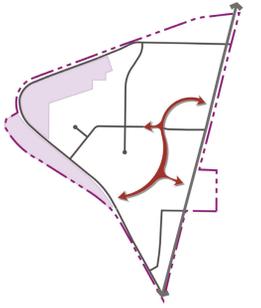


Land Use Mix

- Offers excellent highway visibility for office and retail commercial uses.
- Mix of commercial and residential uses, with more emphasis on commercial uses.

District Character

- High quality architecture that emphasize the integration of sustainable systems and gives particular detail to the street level.
- Buildings should provide an attractive facade to the regional highways, but be oriented on the transit station, sidewalks and internal open spaces.
- Site landscaping and entry plazas should be extensive and attractive.



Urban Residential Use TOD District

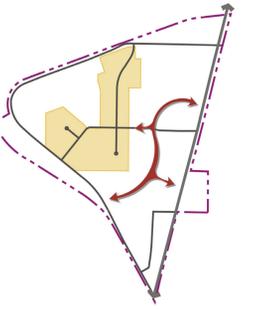


Land Use Mix

- Support residential and employment uses within the adjacent districts.
- Mix of commercial and residential with more emphasis on residential.
- Mixed-use and live/work buildings encouraged at key intersections.
- Retail and office spaces at these locations should be neighborhood-oriented.
- Institutional should be incorporated (churches, schools, etc).

District Character

- Predominantly residential character with wide sidewalks, significant street and private landscaped areas, mini-parks.
- Use building materials typical for residential structures.
- Building setbacks for floors over three stories.



Commercial-Employment Center District

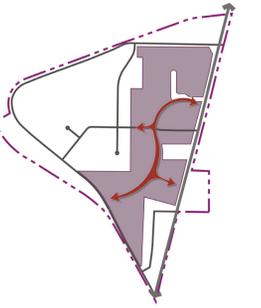


Land Use Components

- Opportunities for urban style commercial with a wide range of uses including retail, office, light industrial, hotel and residential.
- Attract businesses that will grow the existing tax base and offer goods, services and employment opportunities for area residents.

District Character

- Offer a variety of large and small scale businesses and structures.
- Encourage incubators and neighborhood-oriented services.
- Architectural character with a pleasing aesthetic that encourages interaction at the street level.
- Buildings should range from 1 to 6 stories.
- Locate buildings near the street edge.
- Enhance streetscape and pedestrian amenities
- Provide a safe and contiguous bicycle and pedestrian network.



Highway Business District

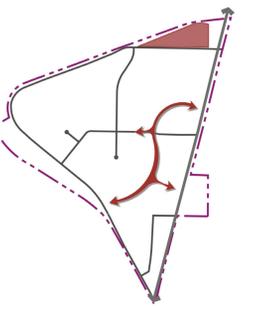


Land Use Components

- Appropriate long-term land use recommendations include highway-oriented commercial, office and light industrial.

District Character

- 1-to-4 story buildings, with the number of 1 story buildings carefully limited.
- Design standards should consider scale and pedestrian amenities, specifically where these parcels face residential components of the neighborhood.
- Architecture and open space should be integrated in patterns that break up long expanses of parking and loading.
- Use of green building practices and sustainable stormwater management techniques, such as green roofs and permeable pavers, are encouraged.



Urban Residential District

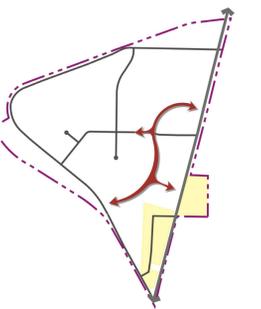


Land Use Mix

- Offer both rental and ownership opportunities for market-rate and affordable housing needs.
- Preserve and enhance the diverse and dynamic character of the neighborhood.
- Low and mid rise condos, town homes and small-lot single-family homes.
- Mixed-use and live/work buildings are encouraged at key intersections.
- Retail and office spaces at these locations should be neighborhood-oriented.
- Institutional should be incorporated (churches, schools, etc).

District Character

- Provide the framework for a successful pedestrian-oriented neighborhood.
- Allow 2-4 story single-family homes to mid-rise apartment and condominium homes.
- Provide on-street and off-street parking
- Off-street surface parking should be located behind buildings.



TRANSIT ORIENTED DEVELOPMENT

What is a TOD?

Transit Oriented Development (TOD) is the pattern of land use mixes, residential densities, commercial intensities and urban design principles that support rail transit usage. TOD has significant potential to act as a stimulus for Southdale Neighborhood economic investment and revitalization. TOD-level development around the potential rail transit stop is necessary not only to support transit usage when the station is in place, but also to generate support for the establishment of Southdale Station.

A Southdale Station in conjunction with the development and planned expansion of the Novation Campus have the potential to serve as two unique catalytic projects for long-term investment, enhancement and improvement of the area.

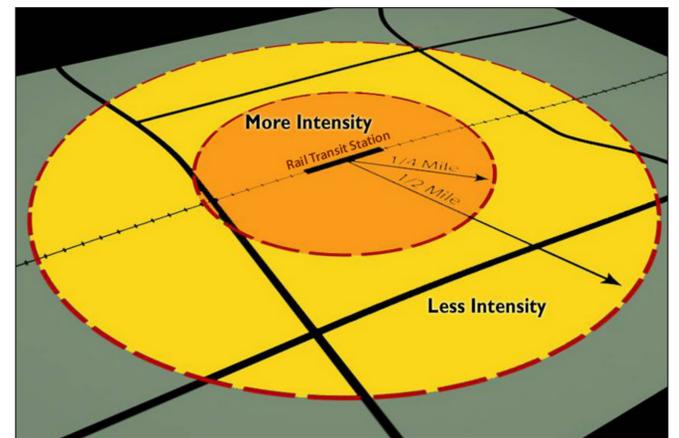
Implementation of rail transit and the establishment of a Southdale Station will require significant collaboration between municipalities, requiring the creation of a regional transit authority. Substantial public investment will also be required.

TOD Land Use Mix

- Within walking distance of the station, the land uses, mix and intensity should support pedestrian and transit users.
- Neighborhood-based and destination-style commercial should make up the first and/or second stories of all buildings, with the remaining floors allowing for office and/or residential uses.
- Residents and employees within the TOD area will provide an increase in demand for local goods and services, create a more active neighborhood, increase ridership of public transit and support the demand for a rail transit station within the neighborhood.
- Within a quarter mile walking distance of the planned transit station, residential density should average between 20 and 30 dwelling units/acre. Typical residential units within this density range are mid-rise stacked flats buildings that are 3 to 6 stories in height.
- Similarly, employment density (the number of jobs within walking distance of station) is important to encourage transit use. The number of employees needed to support a station is also dependent on the number of residents, the chosen technology and other factors. Within a quarter-mile to half-mile walking distance, employment density should average 50 jobs per acre.

TOD District Character

- Provide the framework and amenities for a successful transit- and pedestrian-oriented neighborhood.
- Provide a sense of enclosure and eyes on the streets
- Building stepbacks are encouraged for structures over three stories.
- Offer public and private open spaces such as plazas and squares for community events, such as concerts, produce markets and outdoor gatherings.
- Parking within the TOD should be accommodated through on-street parking, underground parking, and parking garages. Surface lots should be typically located behind or to the side of principle buildings.



Development intensity is concentrated within a comfortable walking distance of a transit stop.



Primary building openings should be oriented to plazas. This photo shows bus rapid transit.

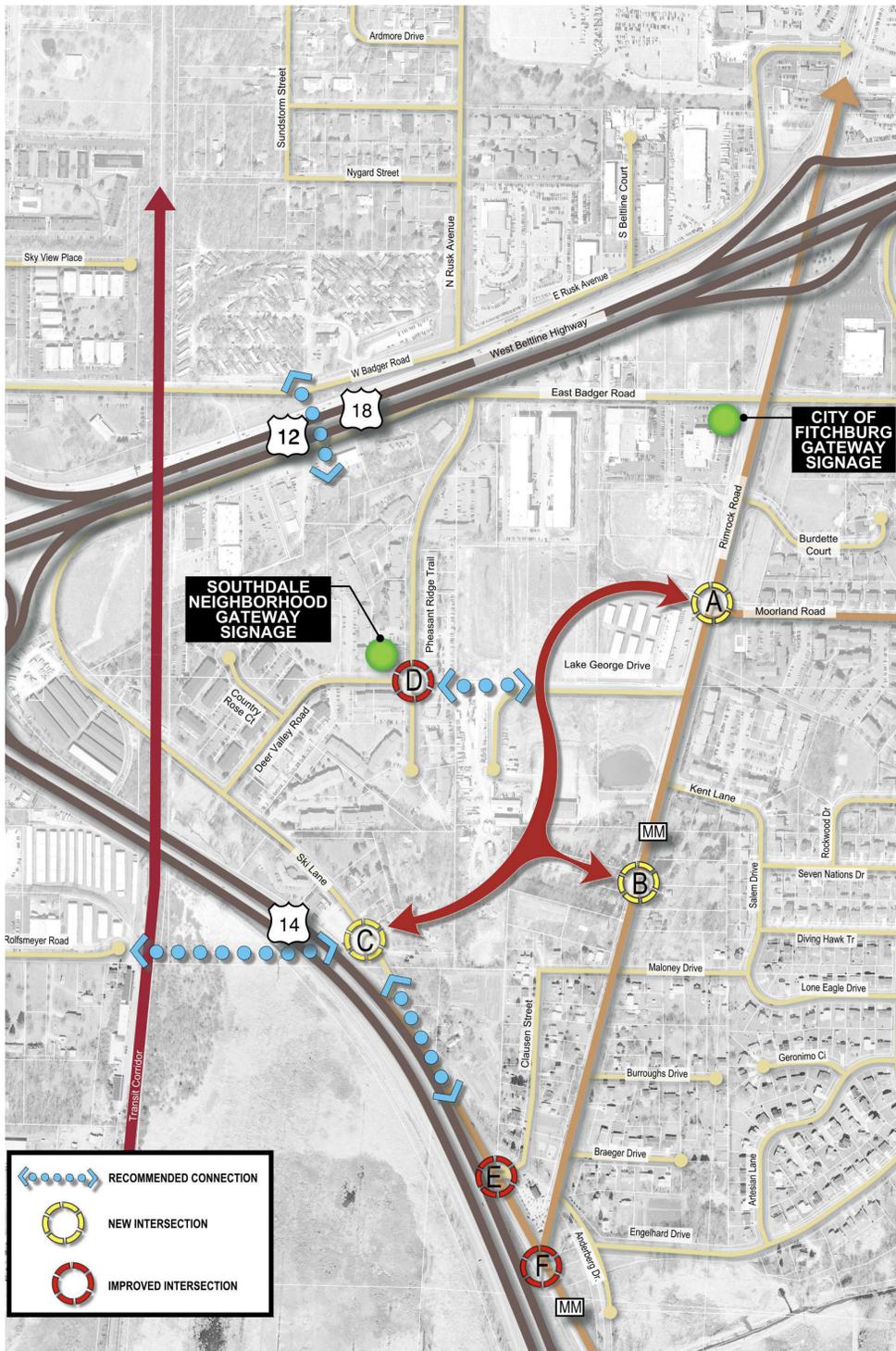


Higher density housing should be designed at a pedestrian scale.

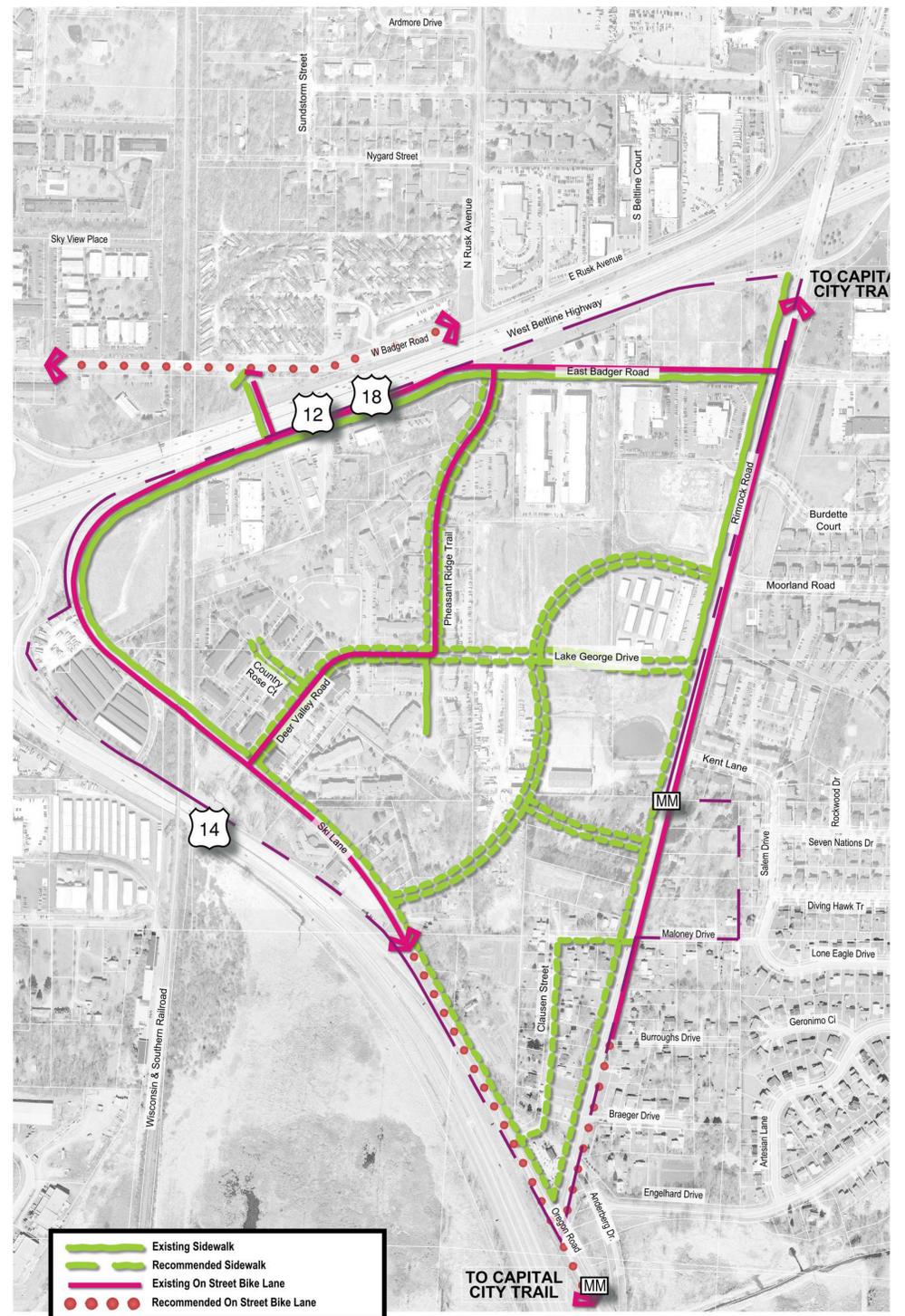


Multiple transportation modes coexist safely. This photo shows light rail transit.

TRANSPORTATION



Connections and Access Recommendations



Bicycle and Pedestrian Improvement Recommendations



Use of pavement texture to emphasize pedestrian crossings.



A raised intersection puts crossing pedestrians at a higher, more visible level.



A roundabout slows intersection traffic, while still allowing buses, trucks and emergency vehicles to pass.

HOUSING AND ECONOMIC DEVELOPMENT

Ways to make housing more affordable	Incentives for affordable housing through community policies	Businesses & Workforce Housing- What should businesses do?	Businesses & Workforce Housing- What should local governments do?
Provide diversity of rental and ownership options	Density bonuses	Use incentives to attract businesses that will draw from neighborhood	Offer tax reduction to businesses that offer workforce housing
Mortgage write downs	Streamlined permitting process	Workforce training	Workforce housing should target areas of labor shortages
Home maintenance and rehabilitation programs for homeowners	Reduce/ waive impact fees	Transportation links between neighborhood, training centers & employment	Offer Workforce Housing for government employees
Corporate and small business community	Allow "upzoning"	Partner in providing affordable housing between work, goods & services, etc.	Create a trust fund to supply housing investment assistance
Encourage 2-3 stories to provide future rental/ condo options	Allow new home construction that meets current needs	Provide grants to offset down payment costs	Work with lenders to provide write-down mortgages
Single-family with granny flats	Create land trust to lower housing costs	Match employee contributions to a homeownership savings plan	Private/ Public partnerships
Down payment assistance programs	Use CDBG & HUD grants	Provide forgivable, deferred, or low-interest loans	
	Work w/ non-profit organizations	Homeowner education	

Sources for Precedents: City of Charlotte Code Part 12: Transit Oriented Development Districts, City of Madison Comprehensive Plan Recommendations for TODs, The Transit Oriented Development Guidebook for the City of Austin, TX & standards as established by the Center for TOD website.



The Uplands, Sun Prairie, WI



Genesis Enterprise center is a business incubator



ITT recently located to Novation Campus

southdale neighborhood plan



OPEN SPACE AND COMMUNITY FACILITIES



Community Facilities Location Principles

There are currently no neighborhood parcels that are available for a community center. Some potential locations have been identified, but these sites may not be available when there is funding available.

When locations become available, the Town, City, service non-profits and other regional decision-makers should consider and assess each location according to the following principles, created by neighborhood residents.

- **Open space adjacency:** A community center should be adjacent to public open space.
- **Proximity:** The community center should be easily accessible and within close proximity to a majority of intended users.
- **Accessibility:** It should be easily accessible by bike, bus, walking and driving.
- **Visibility:** The community center should be located in a highly visible and frequently visited location to allow for informal surveillance and enhanced safety. A location with a strong street presence can be helpful in creating visual importance.

- **Universally accessible:** All users, regardless of age, ability and income, should have access to the community center.
- **Land availability:** Land for future community center must be available for purchase or on publicly-owned lands to assure their continued presence.
- **Support activities:** The location should have sufficient parking.

Community Garden Location Principles

There are currently no parcels that are available for community gardens. Some potential locations have been identified, but these sites may not be available when there is funding available.

When locations become available, the Town, City, service non-profits and other regional decision-makers should consider and assess each location according to the following principles. Neighborhood residents created these location principles.

- **Low level of noise:** Community gardens are intended to be interactive and social spaces. Users should not have to compete with traffic noise from the Beltline or USH 14.
- **Access to infrastructure:** Water, easy access from public streets and parking are necessary. Safe and efficient options for transit and bike should be considered.
- **Universally accessible:** All users, regardless of age, ability and income should have access to garden plots. Not all garden plots need to be accessible to all users.
- **Sufficient number of garden plots:** A minimum of 15 and a maximum of 100 garden plots should be provided. Garden plots that range from 10 feet x 10 feet to 20 feet x 20 feet are common in many area community gardens.
- **Land suitability:** Garden plots should not be located in an area prone to flooding.
- **Location within existing parkland:** Community gardens should not replace existing active recreation uses within existing parklands.

- **Existing trees:** Stands of high quality, mature hardwoods should not be removed to create garden plots.
- **Land availability:** Land for future publicly accessible permanent community gardens must be available for purchase or on publicly owned lands to assure their continued presence.
- **Support activities:** The location should offer sufficient land area to allow for activities supportive to the community gardens such as composting and worming.
- **Visible and accessible:** Garden plots should be located in a highly visible and frequently visited location to allow for informal surveillance and monitoring.
- **Proximity:** Community gardens should be centrally located to the users it serves and within close proximity to the highest density areas of the neighborhood promoting accessibility and use.
- **Solar orientation:** Garden plots should be located in areas that receive sufficient light (i.e. minimum of 6 hours of direct sunlight, not on north facing slopes or shaded by existing tree canopies).