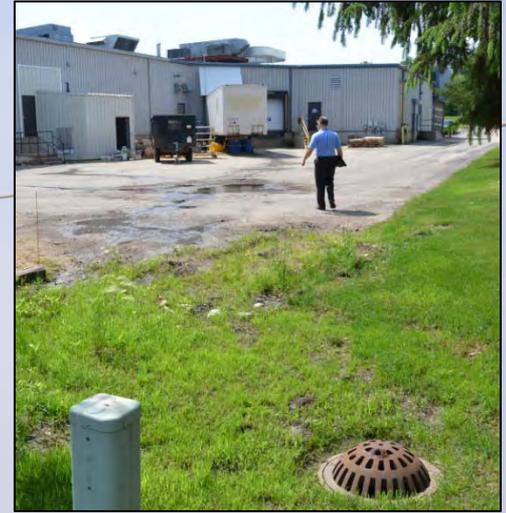


# Arrowhead Park Industrial Infill and Redevelopment Plan

July 19, 2011 Plan Commission Update



# Arrowhead Park Redevelopment Project

*City of Fitchburg  
Dane County, Wisconsin*

## Map 8 Pervious & Impervious Areas

### Legend

-  Project Boundary
-  Parcels
-  Building Footprints
-  Pervious Areas
-  Impervious Areas



Feet

0 500 1,000

#### Sources:

- Base data provided by Dane Co. LIO
- Dane Co. RPC Environ. Corridors - Wetlands
- Impervious areas provided by the City
- 2010 NAIP Ortho provided by USDA



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# Arrowhead Park Industrial Infill and Redevelopment Plan

## Project Purposes:

- Support growth and success of existing businesses
- Address deficiencies – transportation, stormwater, etc.
- Attract new businesses as feasible



# Arrowhead Park Redevelopment Project

City of Fitchburg  
Dane County, Wisconsin

## Expansion Intentions

 1-2 Years

 3-10 years



Feet

0 500 1,000

Sources:

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- Dane Co. RPC Environ. Corridors - Wetlands
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# Arrowhead Park Redevelopment Project

*City of Fitchburg  
Dane County, Wisconsin*

## Map 3 Future Land Use

**Legend**

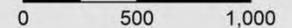
**Future Land Use**

-  Rural Development
-  Residential
-  Medium Density Residential
-  High Density Residential
-  City Center
-  Business
-  Industrial-Commercial
-  Industrial-General
-  Park & Conservancy
-  Open Water

From City of Fitchburg Comprehensive Plan  
(Adopted 03/2009, Amended 10/2010)



Feet

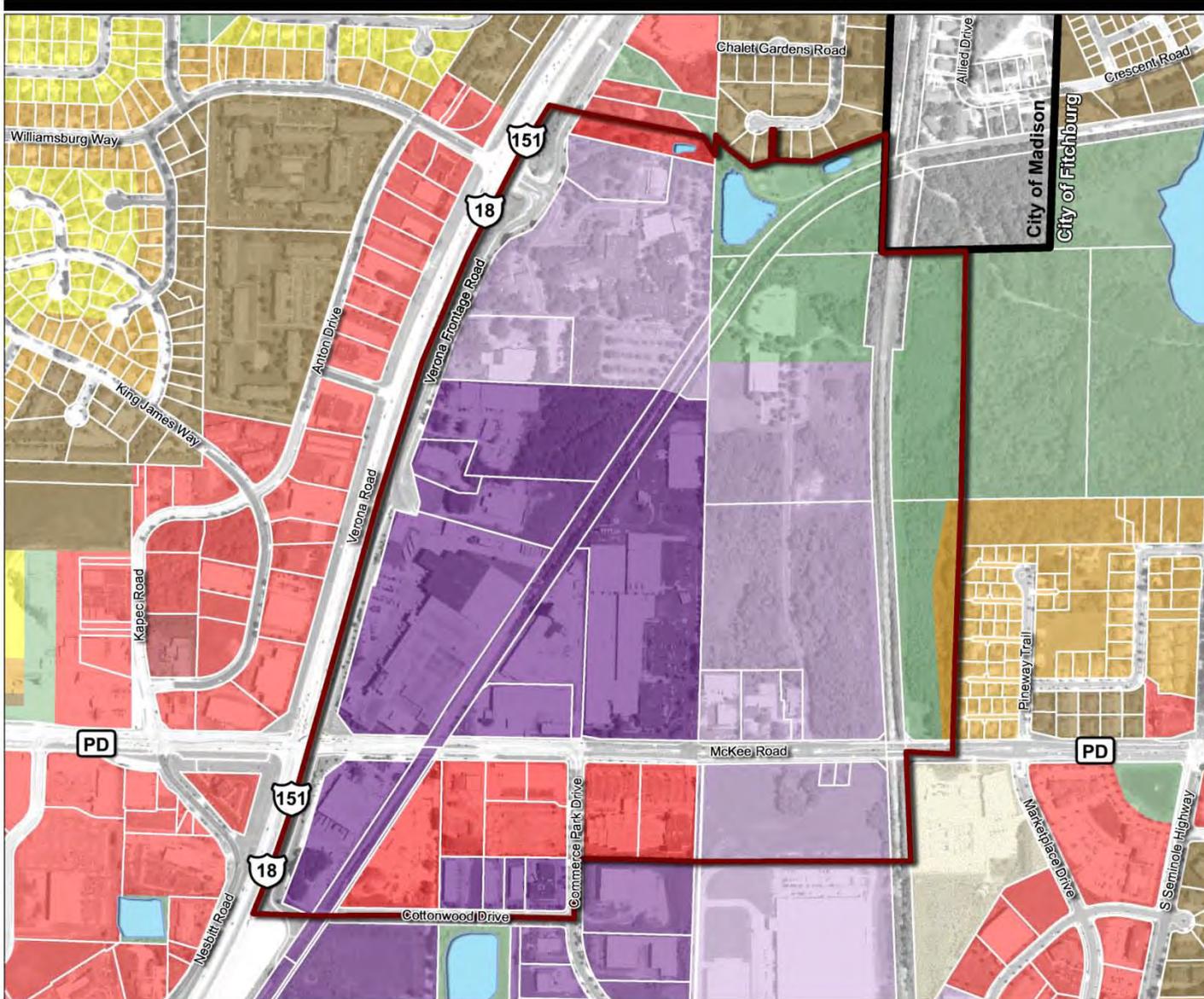


Sources:

- Base data provided by Dane Co. LIO
- Dane Co. RPC Environ. Corridors - Wetlands
- Future land use provided by the City
- 2010 NAIP Ortho provided by USDA



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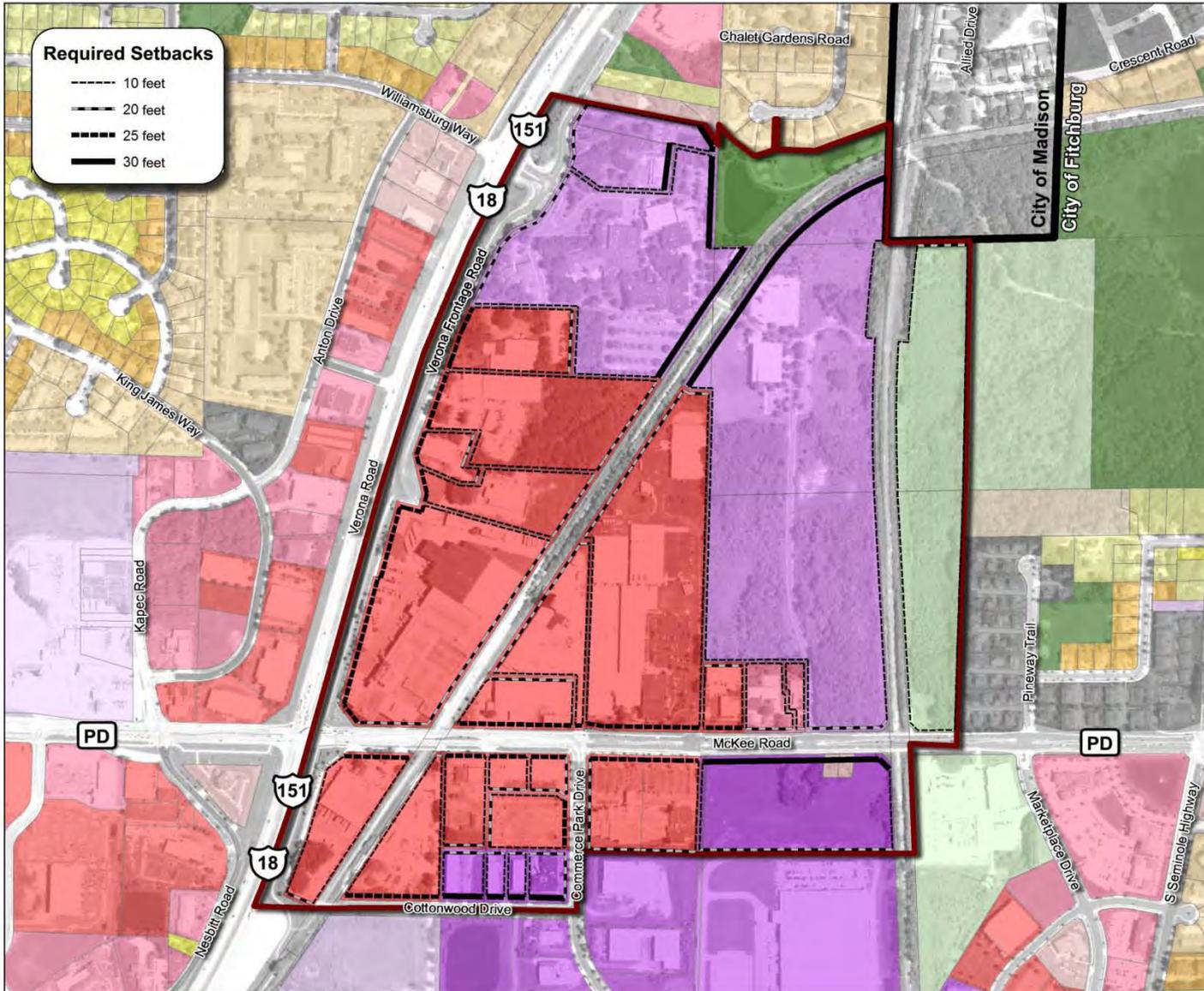
# Arrowhead Park Redevelopment Project

*City of Fitchburg  
Dane County, Wisconsin*

## Map 4 Zoning & Setbacks

### Required Setbacks

- 10 feet
- 20 feet
- 25 feet
- 30 feet



### Legend

- R-R Rural Residential
- R-L Low Density Residential
- R-LM Low to Medium Density Residential
- R-HA Former R4 Zoning
- R-M Medium Density Residential
- R-H High Density Residential
- A-T Transitional Agriculture
- B-G General Business
- B-H Highway Business
- B-P Professional Office
- R-D Rural Development
- I-S Specialized Industrial
- I-G General Industrial
- P-R Park & Recreation
- PDD-SIP Planned Specific Implementation



Feet

0 500 1,000

Sources:

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# Arrowhead Park Redevelopment Project

City of Fitchburg  
Dane County, Wisconsin

## Map 5 Soils & Slopes

### Legend

-  Contours (4 ft.)
-  Project Boundary
-  Parcels
-  Delineated Wetlands
-  Surface Water
-  Steep Slopes (12% or greater)
-  Somewhat Poorly Drained, Soils
-  High / Low Points



Feet

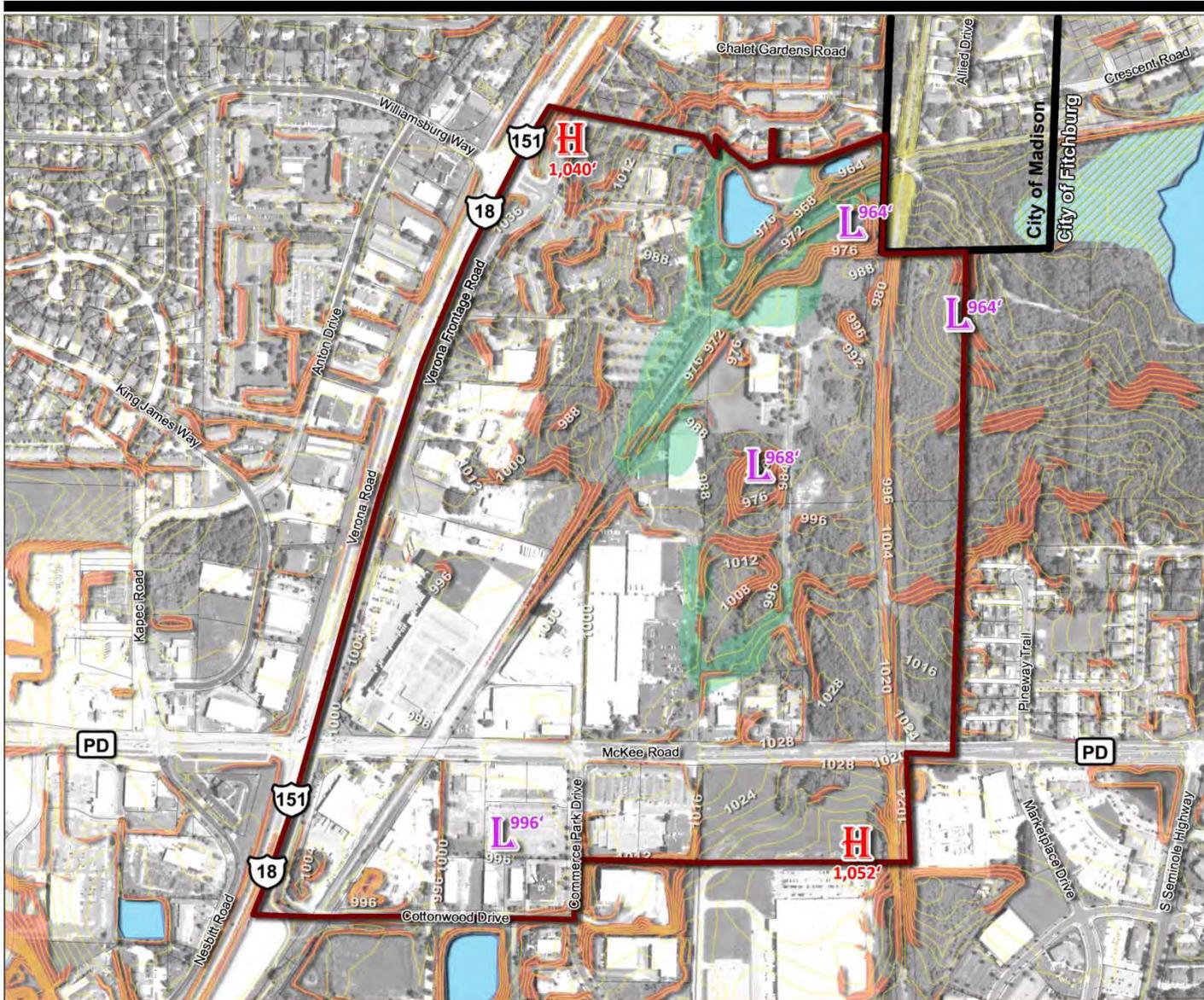
0 500 1,000

Sources:

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# Arrowhead Park Redevelopment Project

City of Fitchburg  
Dane County, Wisconsin

## Map 6B Stormwater Facilities & Watershed Management

### Legend

-  Project Boundary
-  Corporate Limits
-  Contours - 4 foot
-  Retention Ponds
-  Stormwater Problem Areas

### Stormwater Lines

-  Public 0 - 18"
-  Public 20 - 48"
-  Public 54 - 72"
-  Private 0 - 18"
-  Private 21 - 30"
-  Private 33 - 48"



Feet

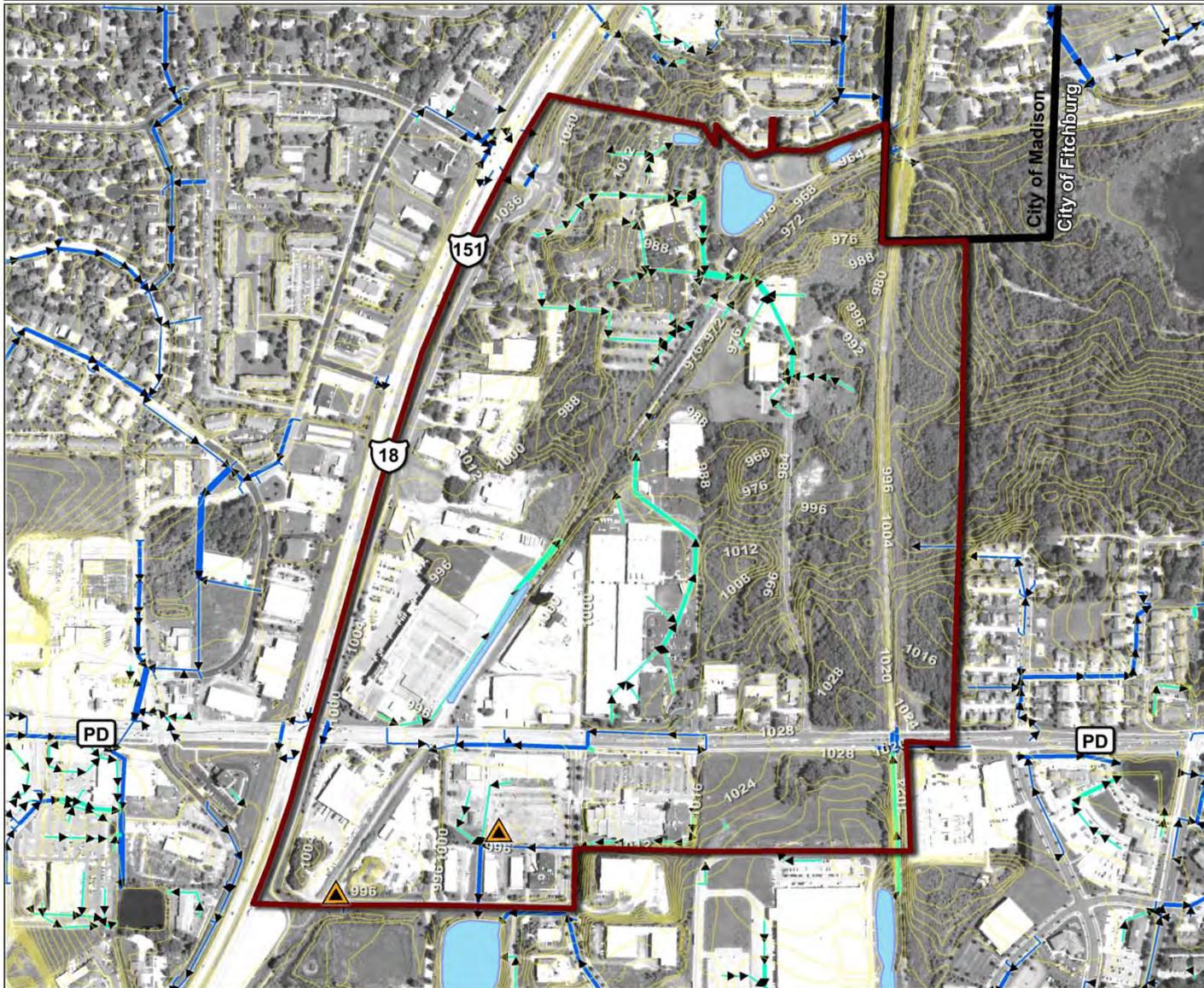
0 500 1,000

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# Arrowhead Park Redevelopment Project

City of Fitchburg  
Dane County, Wisconsin

## Map 7 Utilities

### Legend

<b>ATC Electric</b>	<b>Sanitary System</b>
Overhead, 69kV	0 - 12 inch
Overhead, 138kV	13 - 20 inch
Underground, 69kV	21 - 48 inch
Underground, 138kV	<b>Water System</b>
ATC Posts	1 - 6 inch
<b>Electric Utilities</b>	7 - 8 inch
Alliant Energy	9 - 16 inch
MG&E	



Feet

0 500 1,000

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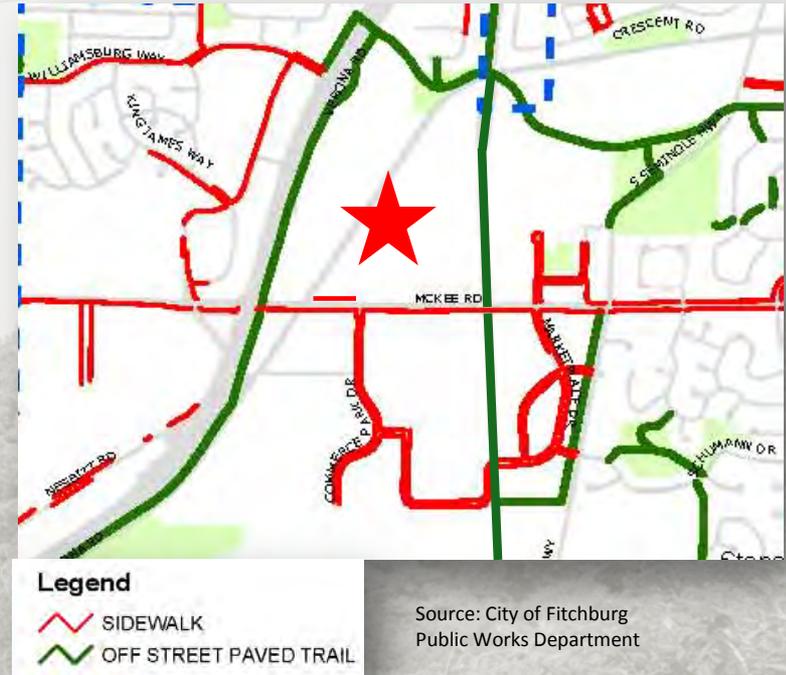
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# Motor Vehicle Traffic

- Peak hour is 4:45-5:45 pm
  - McKee @ Commerce Park Dr: ~3,000 vehicles
  - 18/151 @ McKee: ~3,500 vehicles
- Hwy 18/151 changes coming:
  - 2012: Extra left turn lanes on McKee
  - 2013: Beltline interchange replacement
  - 2017: McKee/151 interchange
  - 2030: full freeway conversion (lose access at Williamsburg)
- Capacity for Arrowhead Park growth depends on:
  - (Capacity of network as improved) *minus* (projected network traffic)
  - Reserve capacity needed for Fitchburg Commerce Park expansion

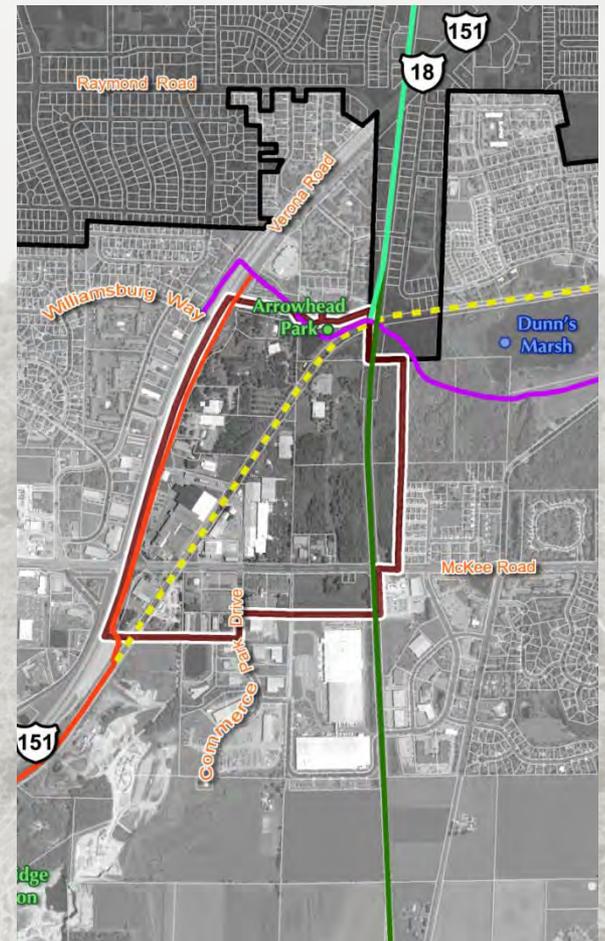
# Pedestrian Traffic and Infrastructure

- No pedestrian facilities along Verona Road
- No sidewalks in study area north of McKee
- No direct access from adjacent neighborhoods



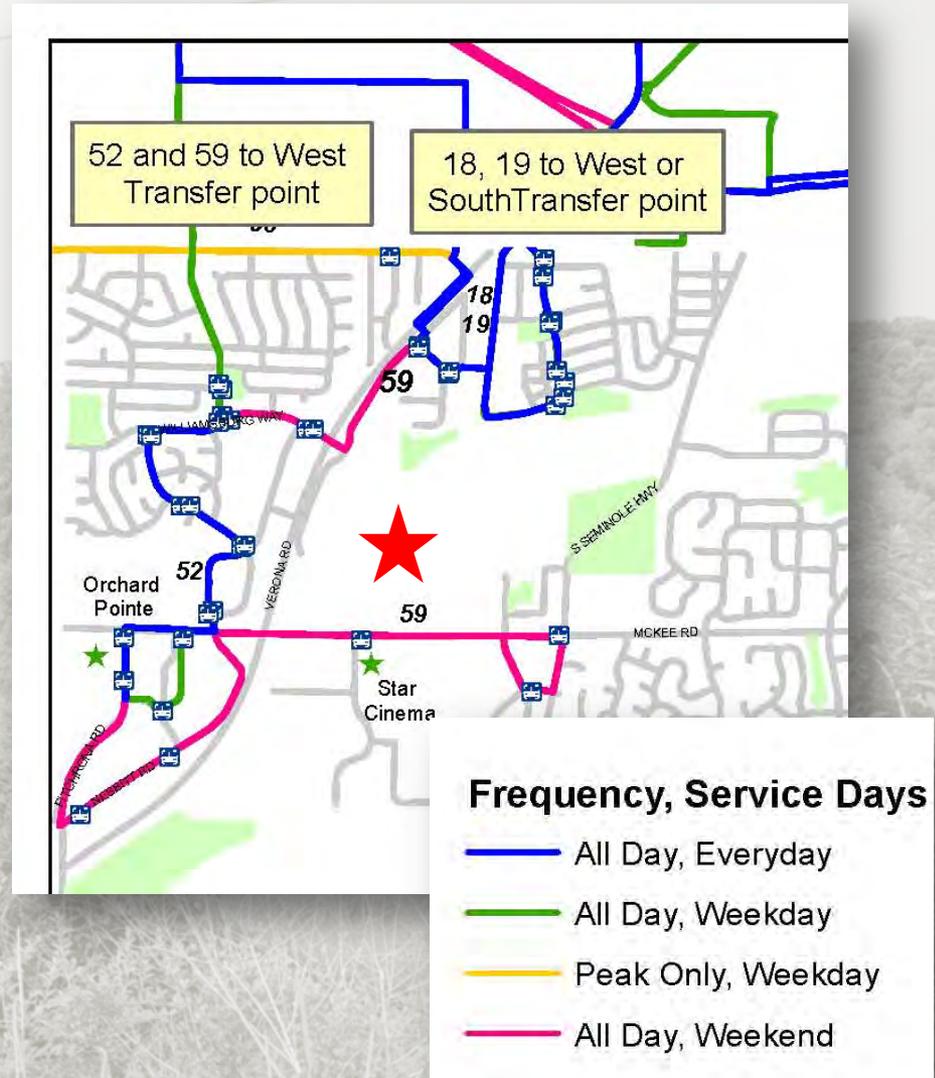
# Bicycle Traffic and Infrastructure

- Arrowhead Park is nexus of regional bike paths
  - Badger State Trail
  - Military Ridge State Trail
  - Capital City Trail
  - Future Cannonball Trail
- Limited employee usage of bike infrastructure (except Saris)
- Bike traffic is through traffic here



# Transit

- No weekday Madison Metro bus service
- Multiple employers asking for bus service
- Ridership projections will inform discussion of new routes



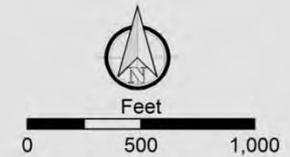
# Arrowhead Park Redevelopment Project

City of Fitchburg  
Dane County, Wisconsin

## Map 8 Pervious & Impervious Areas

**45.6% Impervious** (96.3 acres)  
**54.4% Pervious** (114.9 acres)  
Total (211.2 acres)

- ### Legend
-  Project Boundary
  -  Parcels
  -  Building Footprints
  -  Pervious Areas
  -  Impervious Areas



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# Arrowhead Park Redevelopment Project

City of Fitchburg  
Dane County, Wisconsin

## Expansion Intentions

 1-2 Years

 3-10 years



Feet

0 500 1,000

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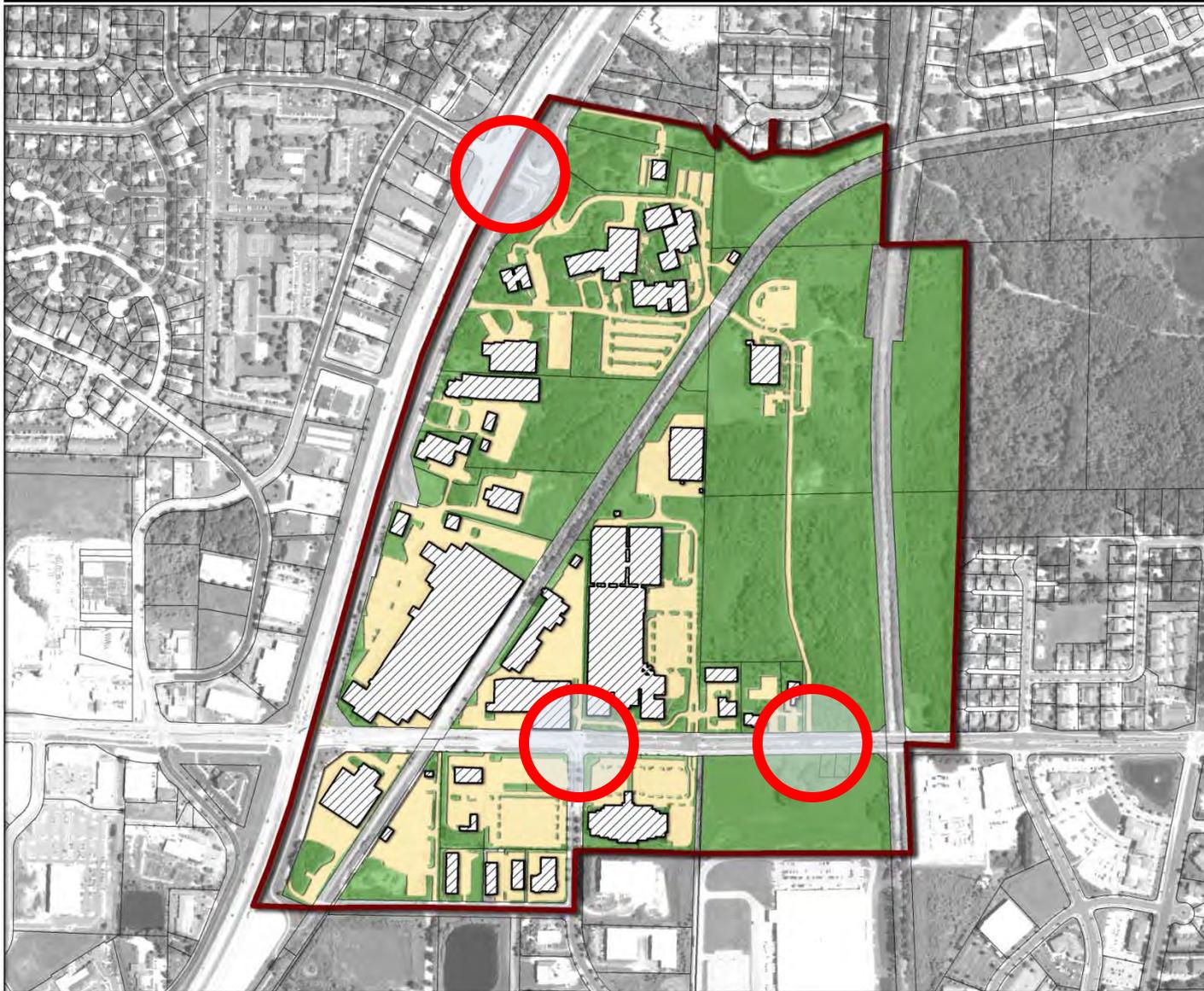


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# Arrowhead Park Redevelopment Project

City of Fitchburg  
Dane County, Wisconsin

## Key Intersections



Feet

0 500 1,000

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**CONCEPTUAL DRAFT**

**McKEE RD**

**COMMERCE PARK DR**

**McKEE RD & COMMERCE PARK DR  
GEOMETRIC IMPROVEMENT CONCEPT 1A  
CITY OF FITCHBURG, WI**

**\*\* These are not yet planned or recommended improvements – they are “what if...” illustrations to identify the maximum possible build-out of the network\*\***

SCALE, FEET 0 60

**CONCEPTUAL DRAFT**

**\*\* These are not yet planned or recommended improvements – they are “what if...” illustrations to identify the maximum possible build-out of the network\*\***

**THERMOFISHER ENTRANCE  
GEOMETRIC IMPROVEMENT CONCEPT 1  
CITY OF FITCHBURG, WI**



SCALE, FEET 0 50

**\*\* These are not yet planned or recommended improvements – they are “what if...” illustrations to identify the maximum possible build-out of the network\*\***

**WILLIAMSBURG WAY EXTENSION CONCEPT  
CITY OF FITCHBURG, WI**

**CONCEPTUAL DRAFT**



# Arrowhead Park Redevelopment Project

*City of Fitchburg  
Dane County, Wisconsin*

## Possible New Streets

**(conceptual only –  
detailed alignment  
alternatives to be  
presented in August)**



Feet

0 500 1,000

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# Arrowhead Park Industrial Infill and Redevelopment Plan

## Project Schedule:

Staff and Committee kickoff meetings - Late May

Business Interviews and Data Collection - June-July

Public Meetings

July 7

Week of October 12

Plan Commission Meetings

July 19 (Introduction)

August 16 (Initial Redevelopment Concepts)

September 20 (Complete Plan)

November 15 (Public Hearing)

Common Council Consideration

November 22