







Anton Drive Development Plan

APRIL 21 CEDA UPDATE



ANTON DRIVE REDEVELOPMENT PLAN

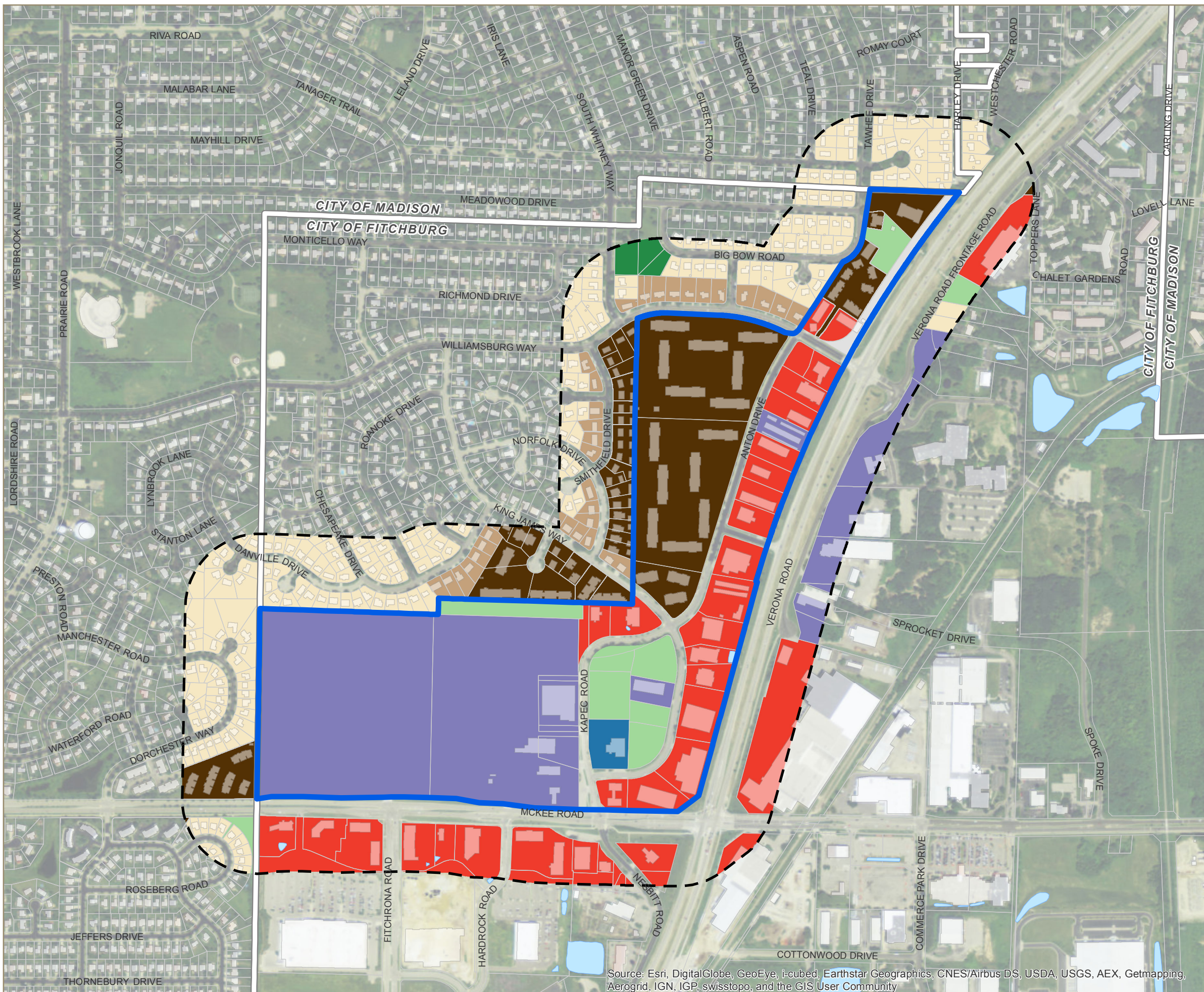
Existing Land Use

-  Municipal Boundary
-  Planning Area
-  Planning Area Buffer (500 ft)
-  BMP Pond
-  Parcel
-  Building Footprint

Land Use

-  Residential - Single Family
-  Residential - Duplex
-  Residential - Multi-Family
-  Commercial
-  Institutional
-  Light Industrial
-  Open Space
-  Park
-  Transportation

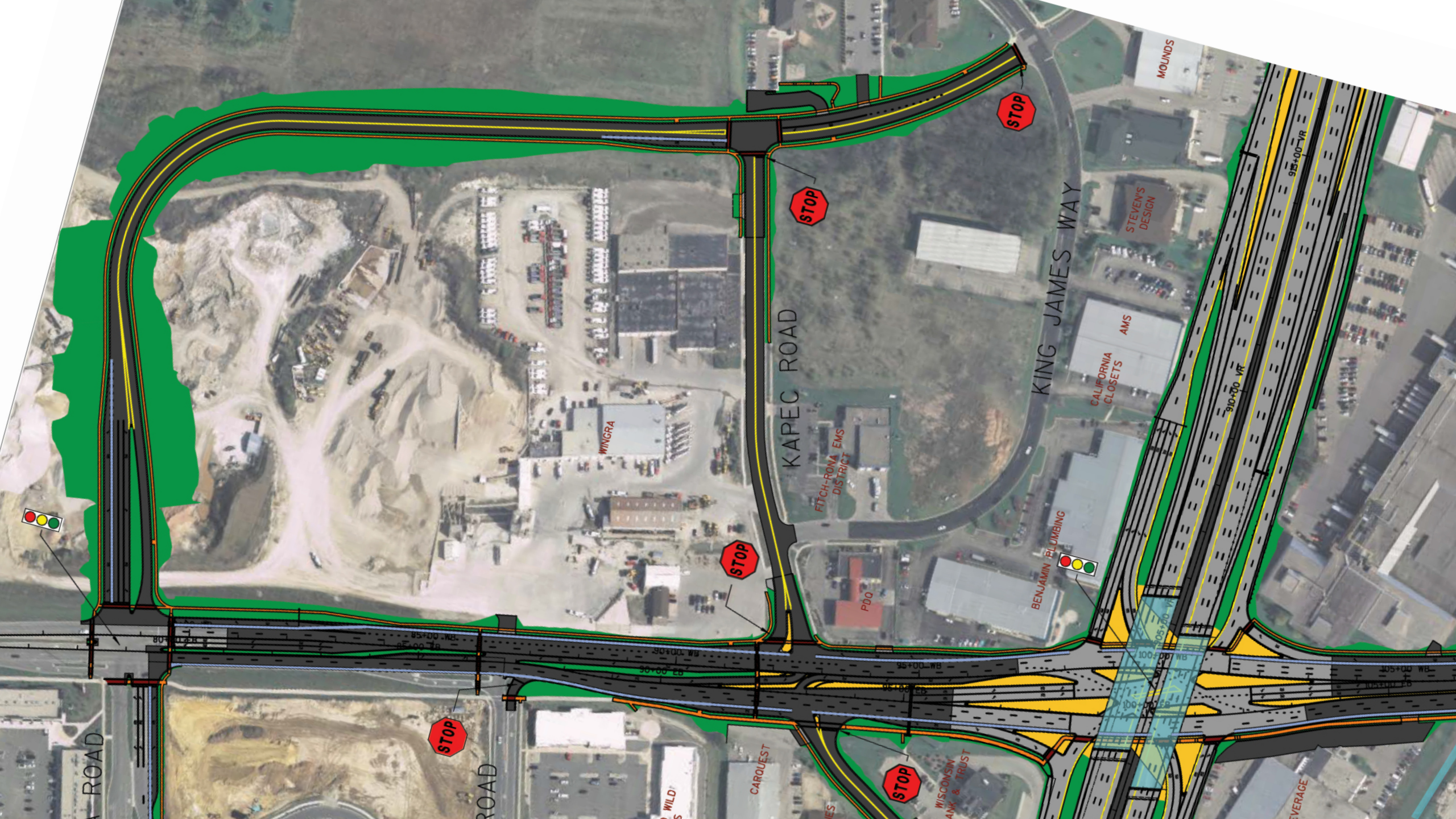
DATA SOURCES:
 PARCELS AND ROAD NAMES PROVIDED BY DANE COUNTY.
 LAND USE DATA BASED ON DANE COUNTY LAND USE (2010),
 UPDATED BY MSA.
 AERIAL IMAGERY PROVIDED BY ESRI.



Source: Esri, DigitalGlobe, GeoEye, i-cubed, Earthstar Geographics, CNES/Airbus DS, USDA, USGS, AEX, Getmapping, Aerogrid, IGN, IGP, swisstopo, and the GIS User Community

CITY OF FITCHBURG
DANE COUNTY, WI





SBURG WAY



VERONA ROAD
SELF STORAGE

CAPITAL CITY
AUTO

KNIGHTS OF
COLUMBUS

CHALET
PROPERTIES

BMO HARRIS
BANK

PDO

PICOSSO'S PIZZA

THERMO FISHER
SCIENTIFIC

NORMAL













Transportation – Traffic

- Analysis has been challenging
- McKee Road/Verona Road interchange will be busy in 2020 – not a lot of excess capacity
- There will be constraints on infill development
- Core of analysis – what “fails” first and which “failures” matter?

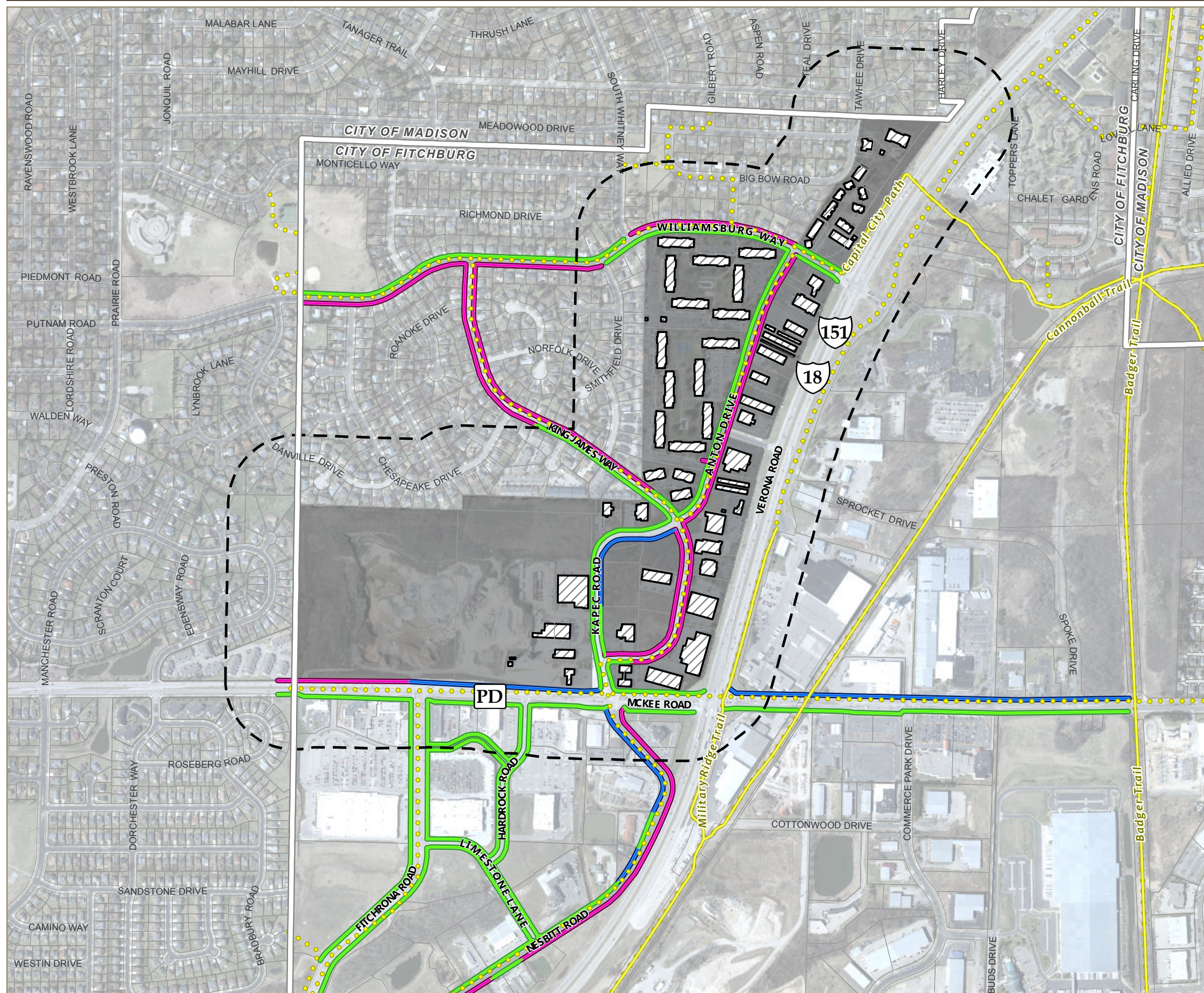
ANTON DRIVE REDEVELOPMENT PLAN

Pedestrian Network

-  Municipal Boundary
-  Planning Area
-  Planning Area Buffer (500 ft)
-  Parcel
-  Building Footprint
-  Existing Sidewalk
-  WisDOT Proposed Sidewalk
-  Missing Sidewalk
-  Bike Trail
-  Bike Route










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CITY OF FITCHBURG
DANE COUNTY, WI



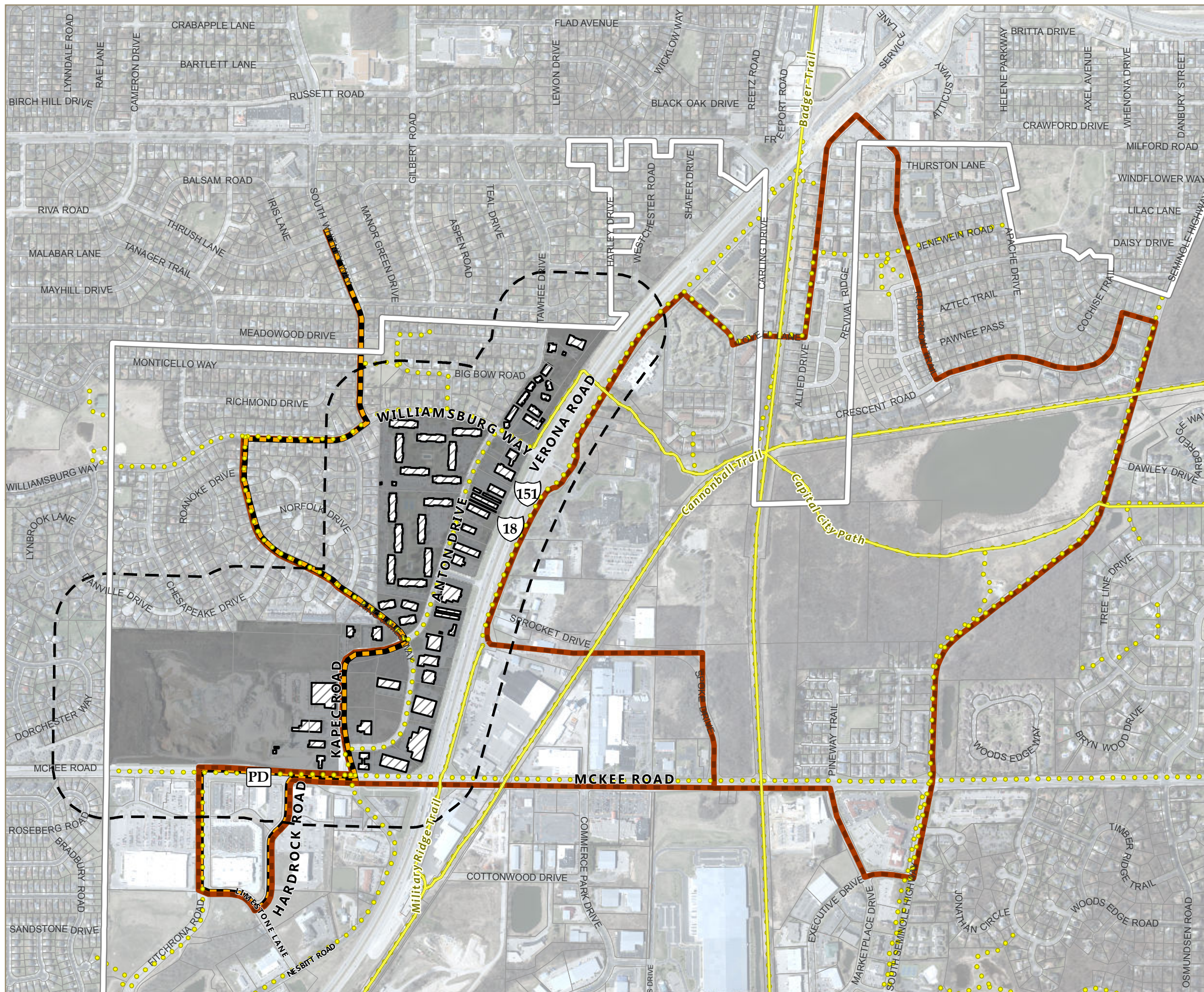
ANTON DRIVE REDEVELOPMENT PLAN

Metro Transit

-  Municipal Boundary
-  Planning Area
-  Planning Area Buffer (500 ft)
-  Parcel
-  Building Footprint
-  Bike Trail
-  Bike Route
- Bus Route**
-  52
-  59













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ANTON DRIVE REDEVELOPMENT PLAN

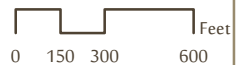
Stormwater & Watershed Mgmt

-  Public
 -  Private
 -  Municipal Boundary
 -  Planning Area
 -  Planning Area Buffer (500 ft)
 -  Parcel
- StormsewerLines**
-  Public
 -  Private
 -  Retention Ponds
- Watersheds (09-09-13)**
-  Boundaries
 -  Nine Springs
 -  Quarry Ridge

Source: Esri, DigitalGlobe, GeoEye, iCubed, Earthstar Geographics, CNES/Airbus DS, USDA, USGS, AEX, Getmapping, Aerogrid, IGN, IGP, swisstopo, and the GIS User Community












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ANTON DRIVE REDEVELOPMENT PLAN

Water & Wastewater Systems

-  Municipal Boundary
 -  Planning Area
 -  Planning Area Buffer (500 ft)
 -  Parcel
- Sanitary System**
-  0 - 12 inch
 -  13 - 20 inch
 -  21 - 48 inch
 -  MMSD Effluent Return Line
- Water System**
-  1 - 6 inch
 -  7 - 8 inch
 -  9 - 16 inch

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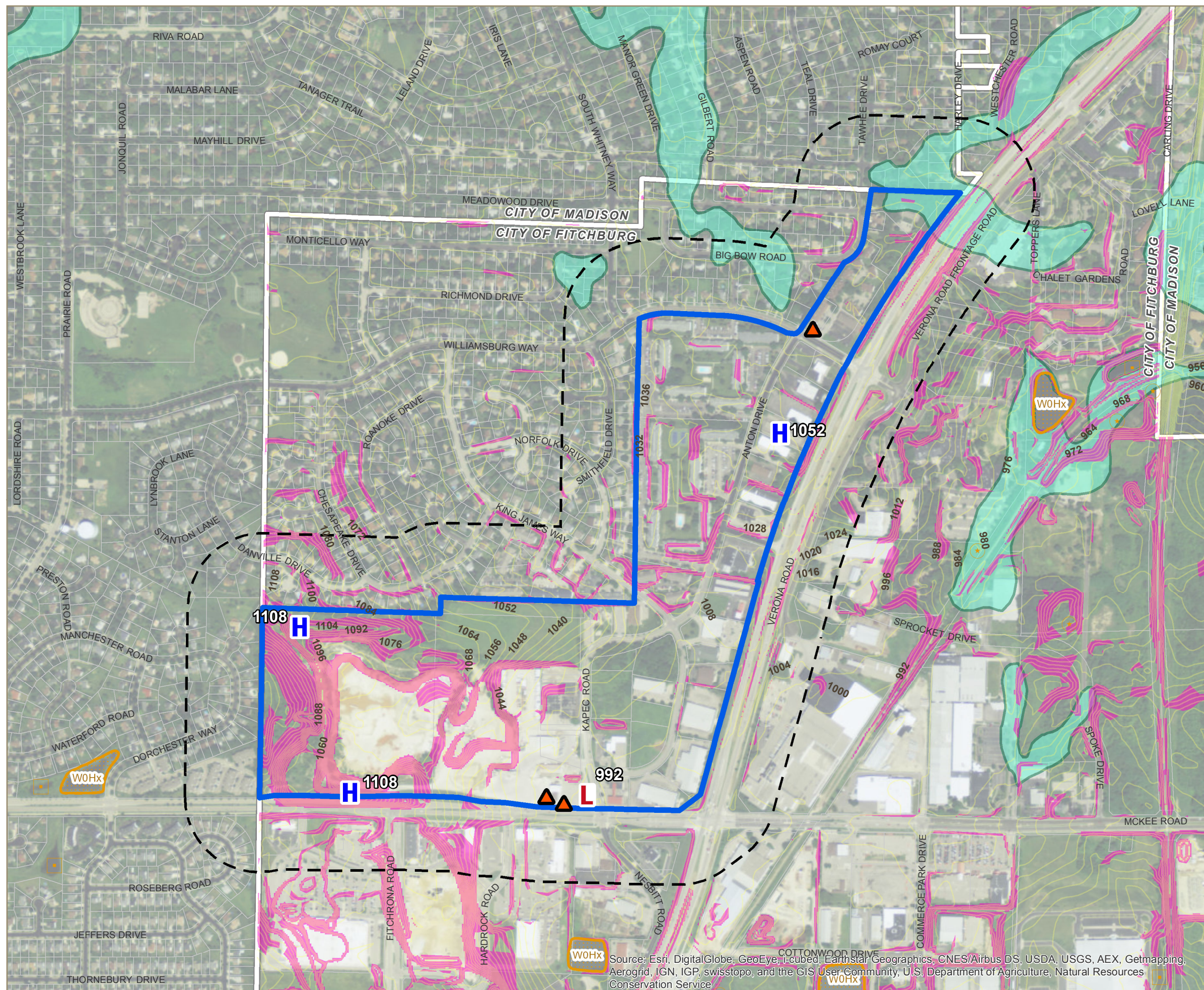
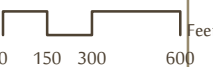
ANTON DRIVE REDEVELOPMENT PLAN

Development Limitations

-  Municipal Boundary
 -  Planning Area
 -  Planning Area Buffer (500 ft)
 -  Parcel
- Development Limitations**
-  Somewhat Poorly Drained Soils
 -  Steep Slopes
Wetlands
 -  Former Soil Contamination (closed site)
- Elevation**
-  High
 -  Low
 -  Contours (4ft)

DATA SOURCES:
PARCELS, CONTOURS AND ROAD NAMES PROVIDED BY DANE COUNTY.
WETLAND DATA PROVIDED BY WI DNR
AERIAL IMAGERY PROVIDED BY ESRI.










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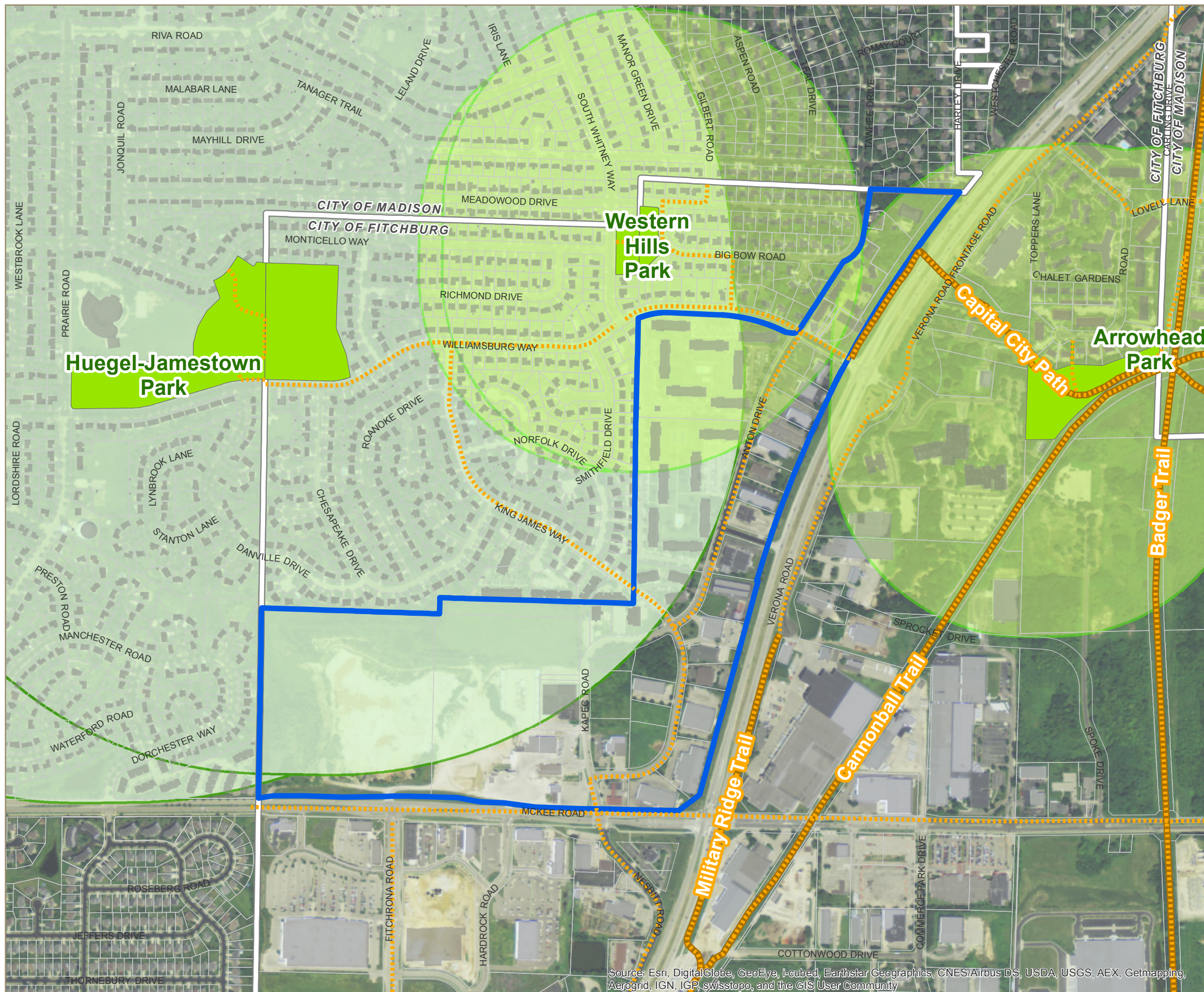


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ANTON DRIVE REDEVELOPMENT PLAN

Park Service Areas

-  Municipal Boundary
-  Planning Area
-  Parcel
-  Building Footprint
-  Parks
-  Area Park Service Buffer (1/2 MI)
-  Neighborhood Park Service Buffer (1/4 MI)
-  BikeRoutes
-  BikeTrails



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CITY OF FITCHBURG
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ANTON DRIVE REDEVELOPMENT PLAN

Future Land Use

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

-  Municipal Boundary
-  Planning Area
-  Planning Area Buffer (500 ft)
-  Parcel
-  Building Footprint

Future Land Use

-  Low Density Residential
-  Medium Density Residential
-  High Density Residential
-  City Center
-  Business
-  Industrial - Commercial
-  Industrial - General
-  Park & Conservancy

DATA SOURCES:
PARCELS AND ROAD NAMES PROVIDED BY DANE COUNTY.
FUTURE LAND USE PROVIDED BY THE CITIES OF FITCHBURG AND MADISON.
AERIAL IMAGERY PROVIDED BY ESRI.



















CITY OF FITCHBURG
DANE COUNTY, WI



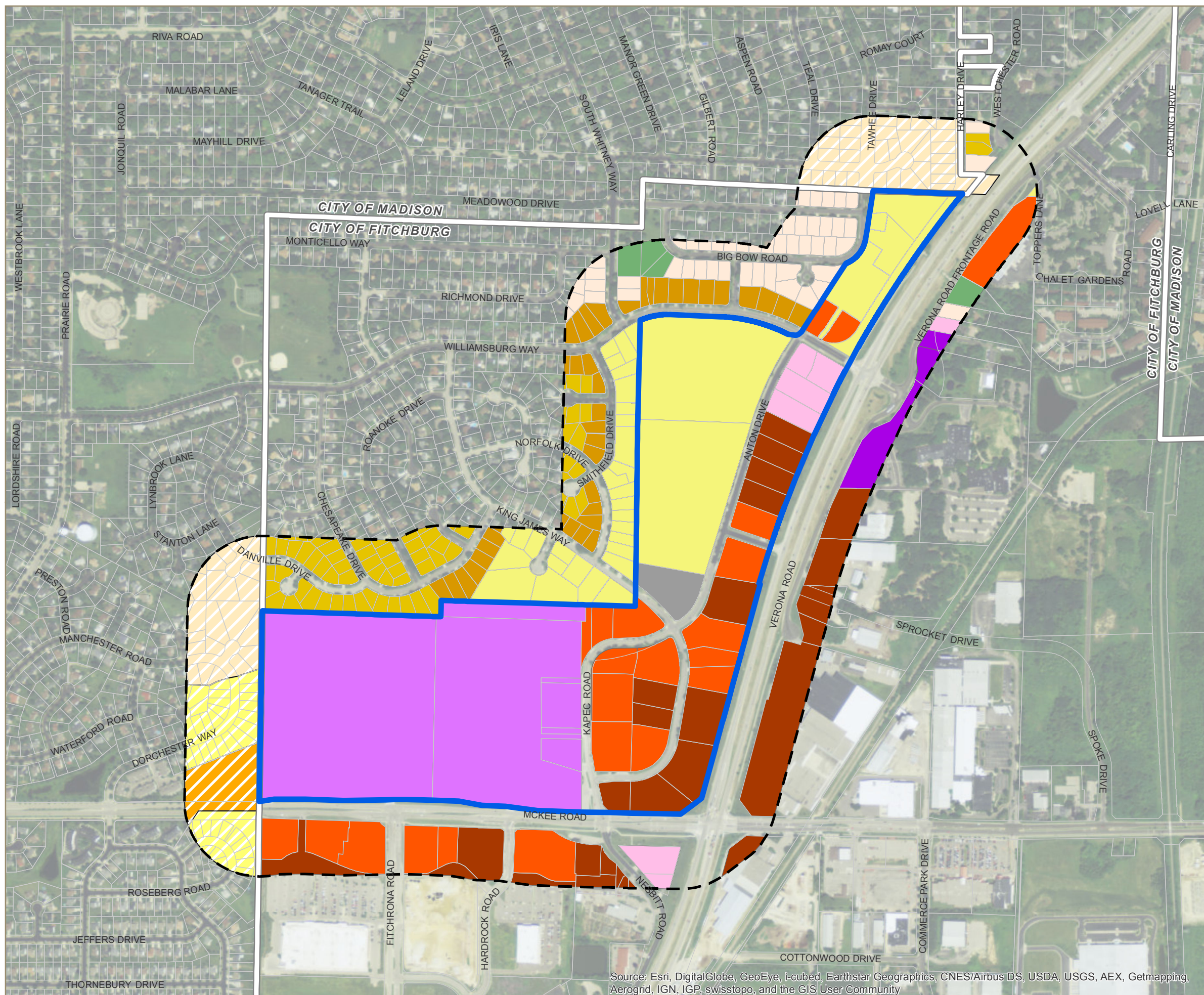
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ANTON DRIVE REDEVELOPMENT PLAN

Current Zoning

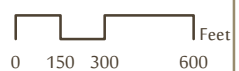
-  Municipal Boundary
 -  Planning Area
 -  Planning Area Buffer (500 ft)
 -  Parcel
- Fitchburg Zoning District**
-  R-L Low Density Residential
 -  R-HA Former R4 Zoning
 -  R-LM Low to Med Density Residential
 -  R-M Med Density Residential
 -  B-G General Business
 -  B-H Highway Business
 -  B-P Professional Office
 -  R-D Rural Development
 -  I-S Special Industrial
 -  PDD-SIP Planned Specif Implementation
 -  P-R Park & Recreation
- Madison Zoning Districts**
-  SR-C1 Suburban Res - Consistent
 -  SR-C2 Suburban Res - Consistent
 -  SR-V2 Suburban Residential - Varied

DATA SOURCES:
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 ZONING PROVIDED BY THE CITIES OF FITCHBURG AND MADISON.












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CITY OF FITCHBURG
 DANE COUNTY, WI



ANTON DRIVE REDEVELOPMENT PLAN

Property Value Ratio

-  Municipal Boundary
 -  Planning Area
 -  Parcel
- Property Value Ratio***
-  0.0
 -  0.1-1.0
 -  1.1 - 2.0
 -  2.1 - 4.0
 -  More than 4.0
 -  Tax Exempt or No Data

* This is the ratio between the assessed value of the improvements (buildings) to the assessed value of the land (using 2015 City Assessments).

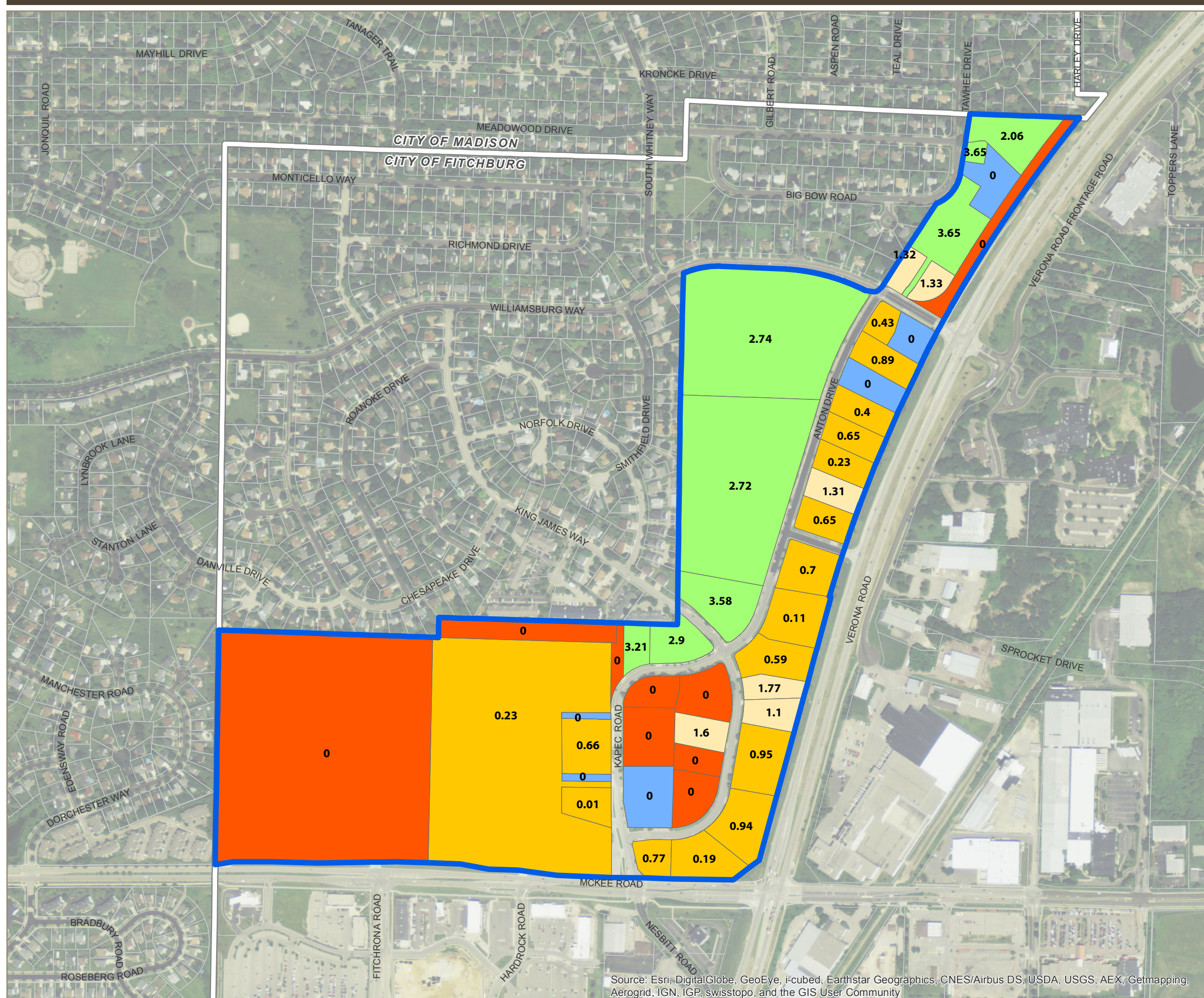
Parcels where the land value is more than the improvements value have a ratio less than 1.0.

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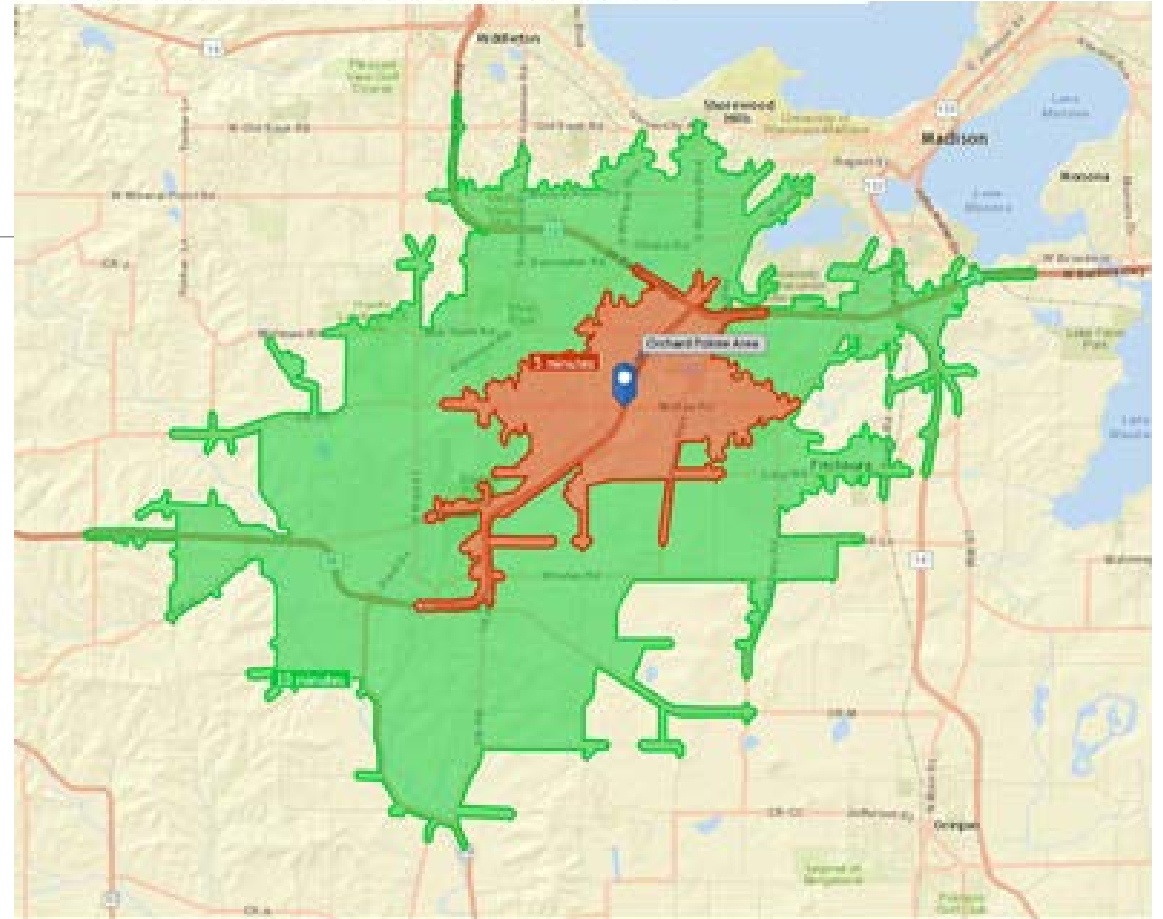
Market Study - Retail

- Madison area vacancy at 5.1% as of late 2015
- South area vacancy at 4.4% as of late 2015
- South area vacancy for “Power Centers” at 2.8%, though lease rates are low too

Market Study - Retail

- 5-Min Convenience Trade Area
- 10-Min Destination Trade Area
- ~\$82,000 average household income

Figure 3.2: Orchard Pointe Trade Areas



Source: ESRI Business Analyst

Market Study - Retail

POTENTIAL RETAIL SQUARE FOOTAGE	DTA (10 Minute)		Existing Development	Retail Potential	
	2015	2030		2015	2030
Shoppers' Goods	276,160	329,439	213,737	62,423	115,702
Convenience Goods	270,407	322,575	102,225	168,182	220,350
Food at Home (CTA only) *	116,352	139,773	163,056	-46,704	-23,283
Food Away from Home	86,449	96,773	65,510	20,939	31,263
Services	42,918	48,043	154,455	-111,537	-106,412
TOTAL RETAIL SF	792,285	936,603	698,983	93,302	237,620

*** Grocery shopping is only considered a convenience item; therefore, the square footages is based on the CTA only**

Table 3.5: Orchard Pointe DTA – Retail Potential by Category

Market Study - Retail

- Per the retail gap analysis, demand for:
 - Recreational Vehicle Dealers,
 - automotive parts/accessories/tire stores,
 - furniture stores,
 - specialty food stores,
 - general merchandise stores,
 - food service and drinking places

Market Study - Retail

- Comparison to Prairie Lakes
 - Higher incomes and more households around Orchard Pointe
 - Prairie Lakes has about 630,000 SF of retail, about 1M planned (much more supply than demand)
 - 4 major anchors
- Realtors urge caution with big box formats due to the Amazon.com effect

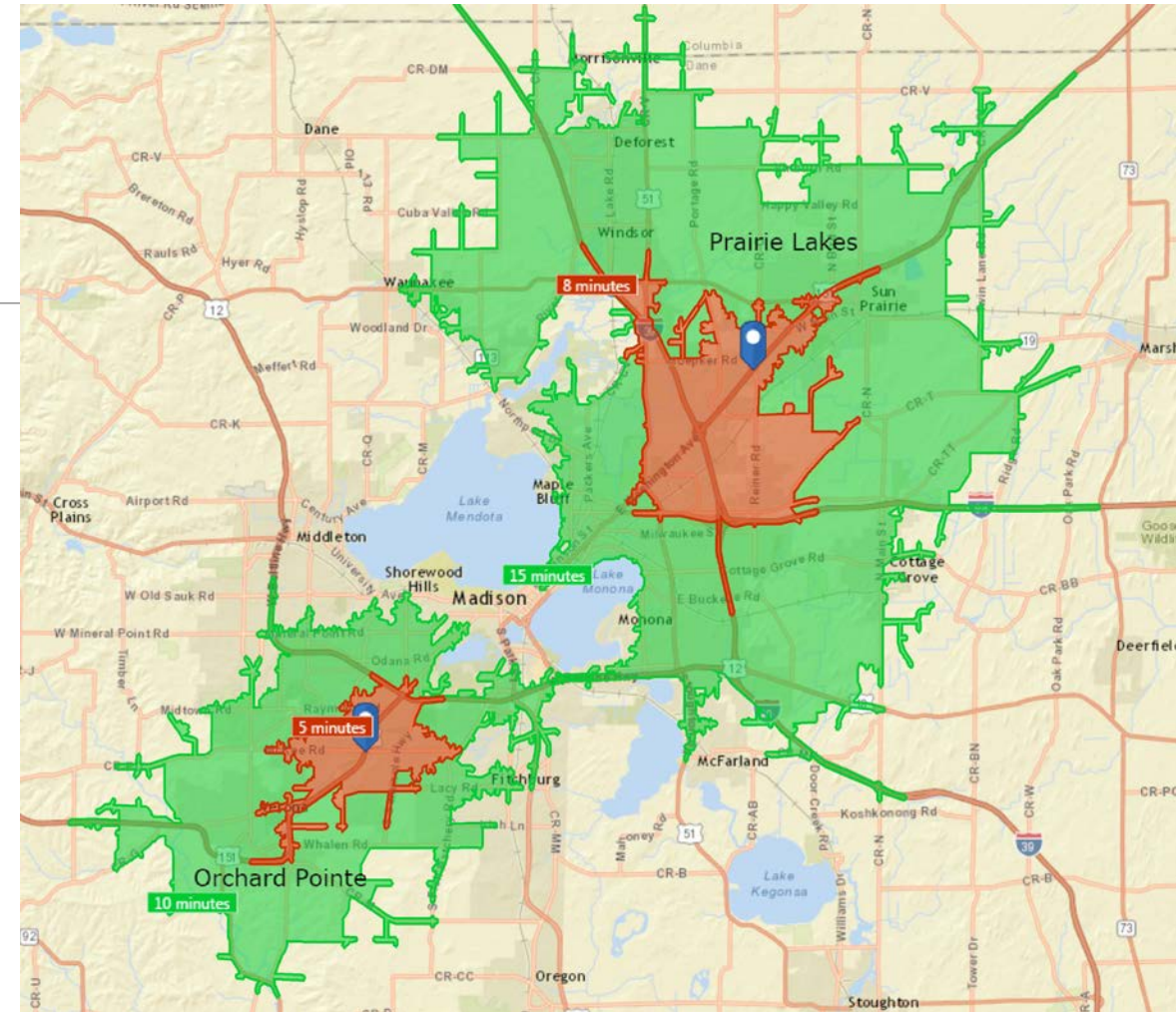
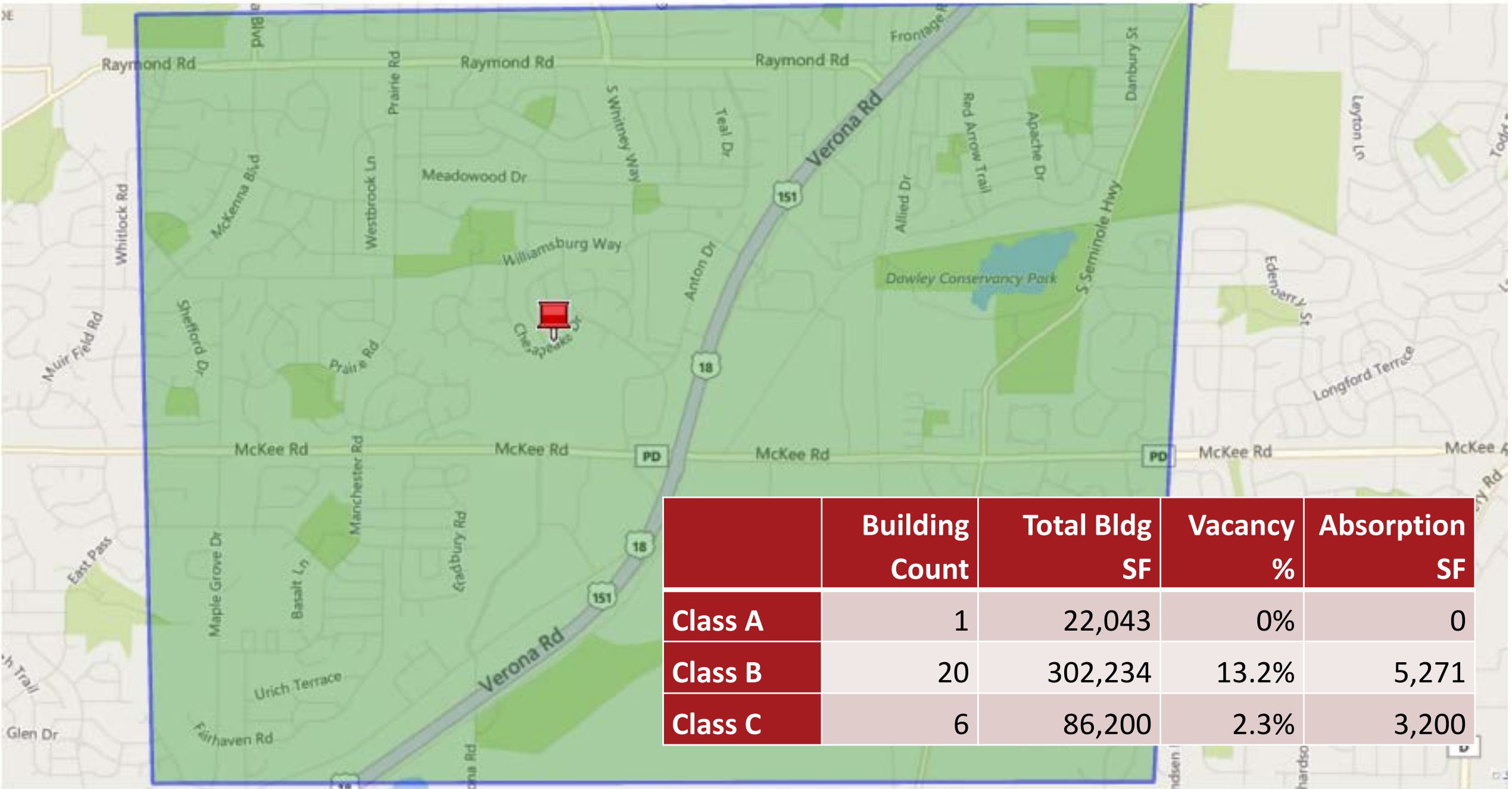


Figure 3.3: Prairie Lakes & Orchard Pointe Trade Areas

Market Study - Office

- Class B office space doing well in region, but less well in study area
- Most of space in Anton is Class B, and absorption weak at moment
- Asking price in Anton area comparable to rest of south and west markets
- Class A is underrepresented.
- Any new space should be A or B, but demand is not strong.



	Building Count	Total Bldg SF	Vacancy %	Absorption SF
Class A	1	22,043	0%	0
Class B	20	302,234	13.2%	5,271
Class C	6	86,200	2.3%	3,200

Table 3.5: Orchard Pointe DTA – Retail Potential by Category

Market Study - Residential

- Current and projected demand for multi-unit formats is strong across region
- Trend is toward multi-unit, attached, away from single family

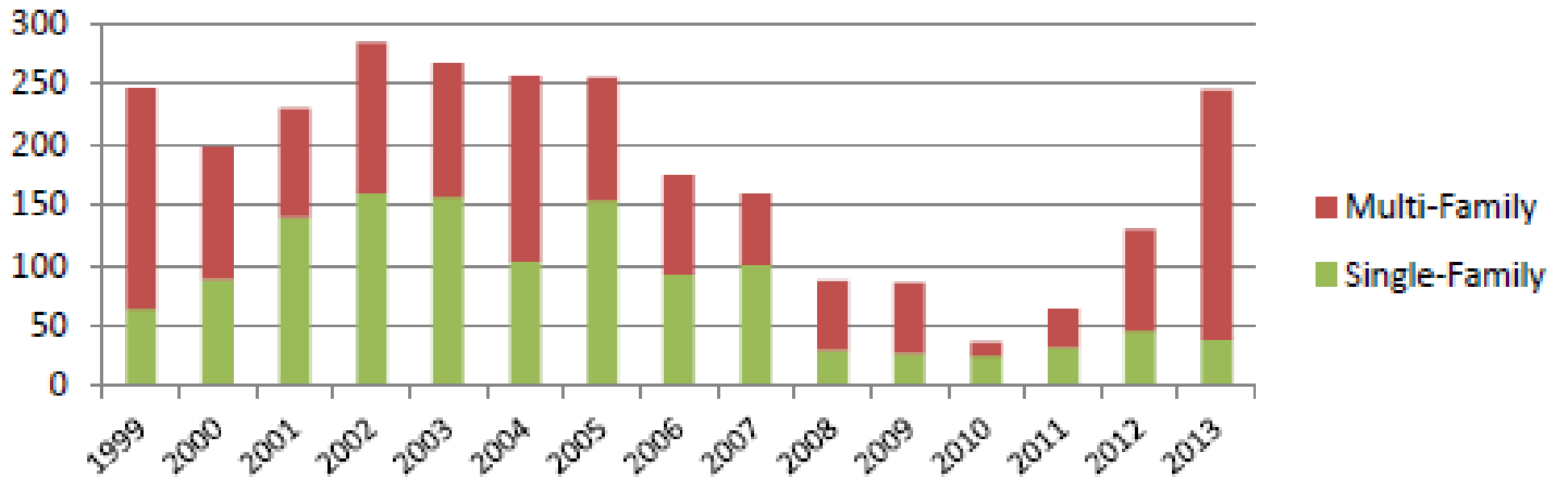
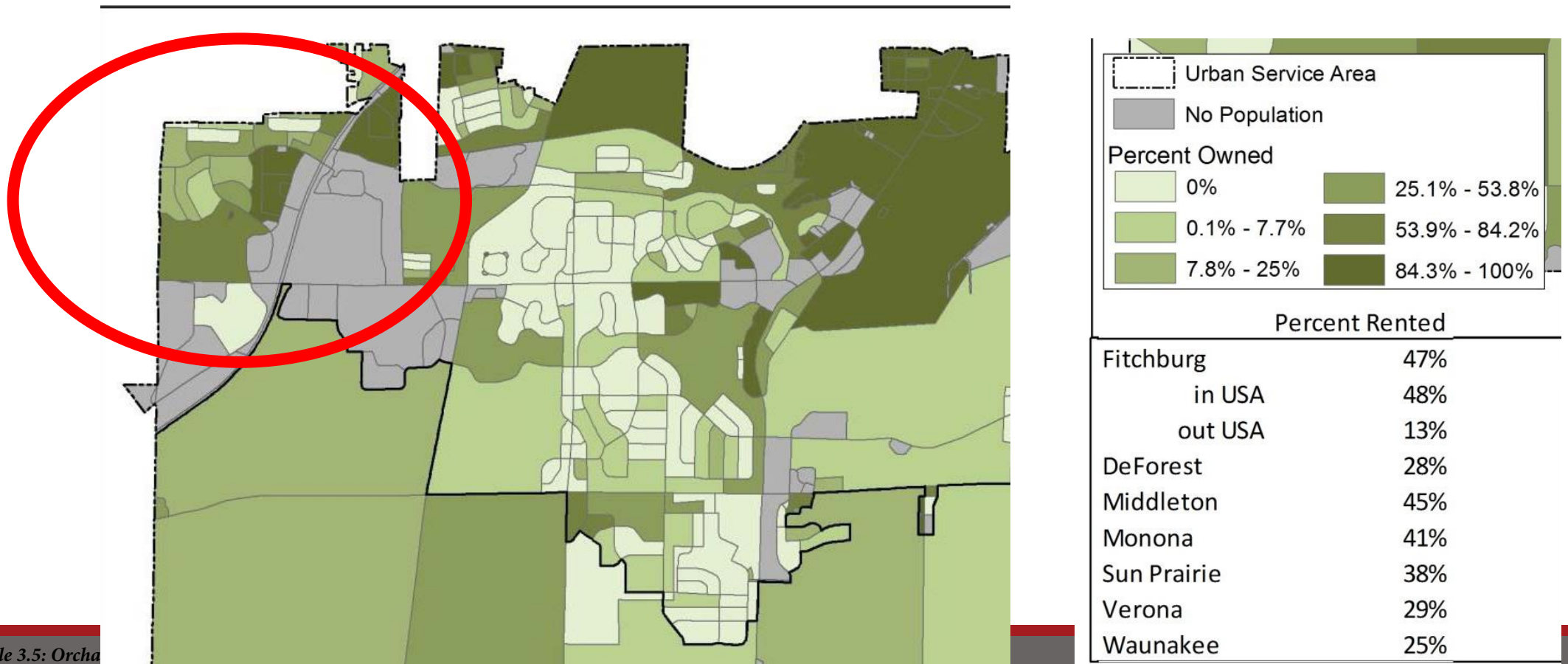


Figure 3.10: Total units Permitted by Unit Type (Building Inspection Annual Report)
Source: Fitchburg Housing Assessment

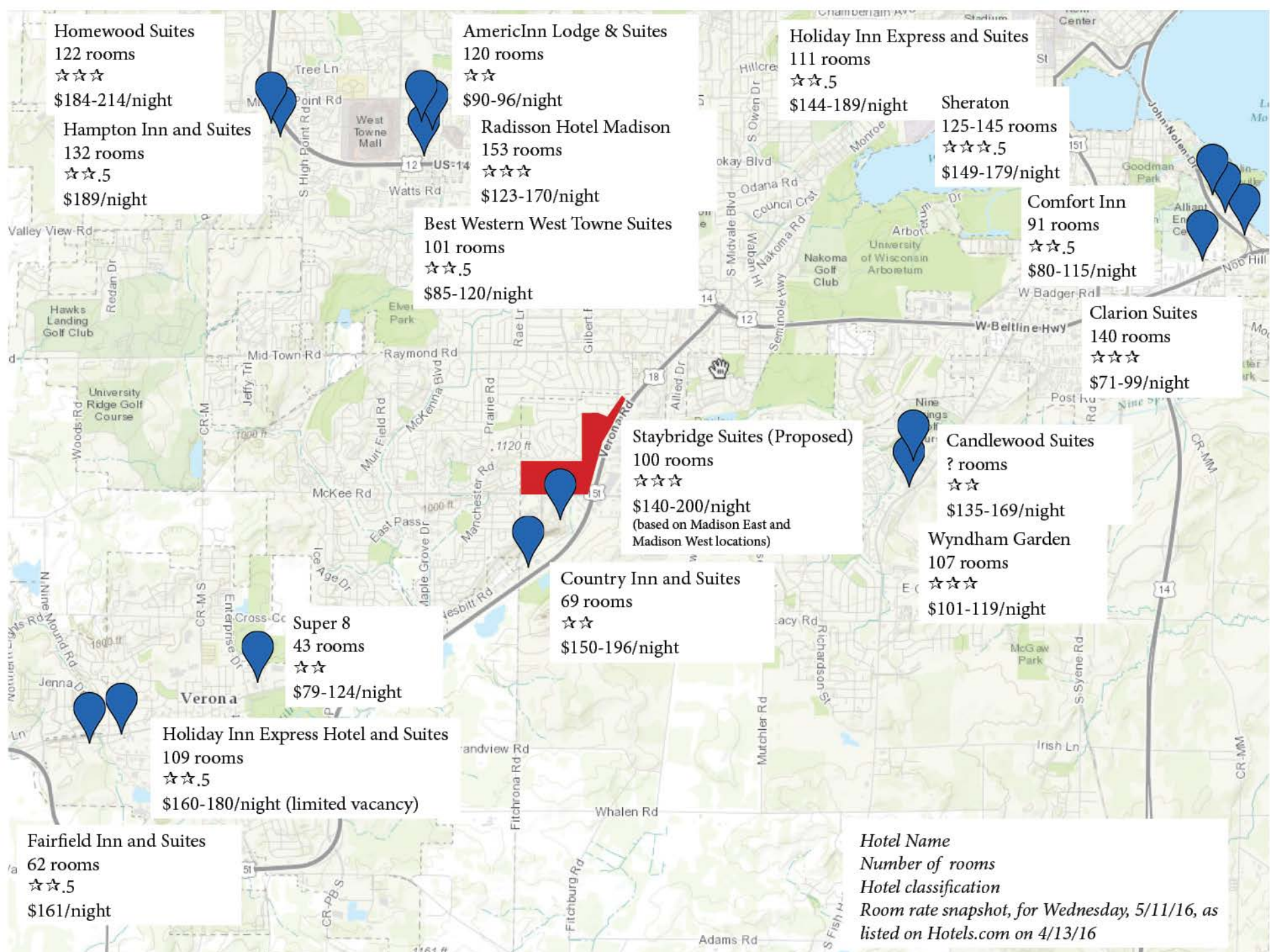
Market Study - Residential

- Fitchburg has the highest percentage of renters (49%) in region, outside of Madison



Market Study - Hotel

- New Hotel in Orchard Pointe – Staybridge Suites – 100 rooms – est. \$120-200/night
- 628 rooms currently near West Towne Mall, vs 69 (soon 169) here
- Verona properties have relatively high rates, low vacancies
- Watch performance of Staybridge Suites, but second hotel here plausible



Homewood Suites
122 rooms
☆☆☆
\$184-214/night

Hampton Inn and Suites
132 rooms
☆☆.5
\$189/night

AmericInn Lodge & Suites
120 rooms
☆☆
\$90-96/night

Radisson Hotel Madison
153 rooms
☆☆☆
\$123-170/night

Holiday Inn Express and Suites
111 rooms
☆☆.5
\$144-189/night

Sheraton
125-145 rooms
☆☆☆.5
\$149-179/night

Best Western West Towne Suites
101 rooms
☆☆.5
\$85-120/night

Comfort Inn
91 rooms
☆☆.5
\$80-115/night

Clarion Suites
140 rooms
☆☆☆
\$71-99/night

Staybridge Suites (Proposed)
100 rooms
☆☆☆
\$140-200/night
(based on Madison East and Madison West locations)

Candlewood Suites
? rooms
☆☆
\$135-169/night

Wyndham Garden
107 rooms
☆☆☆
\$101-119/night

Country Inn and Suites
69 rooms
☆☆
\$150-196/night

Super 8
43 rooms
☆☆
\$79-124/night

Holiday Inn Express Hotel and Suites
109 rooms
☆☆.5
\$160-180/night (limited vacancy)

Fairfield Inn and Suites
62 rooms
☆☆.5
\$161/night

*Hotel Name
Number of rooms
Hotel classification
Room rate snapshot, for Wednesday, 5/11/16, as listed on Hotels.com on 4/13/16*