

Chapter 2: Existing Conditions

2.1 Parcel Inventory

As of February 2016, the study area's primary uses by total land area are, in order, light industrial (primarily Wingra Stone), multi-family residential, and commercial. By parcel count, however, the area is predominantly commercial.

Despite some business turnover in recent years, there are very few vacancies among the developed parcels. The only vacant buildings are 2993 Kapec Road (currently for sale), and 5400 King James Way (readied for demolition and redevelopment). 5375 King James Way is currently for sale and the current owner expects to vacate in July 2016. See the table below and the Existing Land Use Map (on the next page) for more information.

Existing Land Use (Study Area) Table

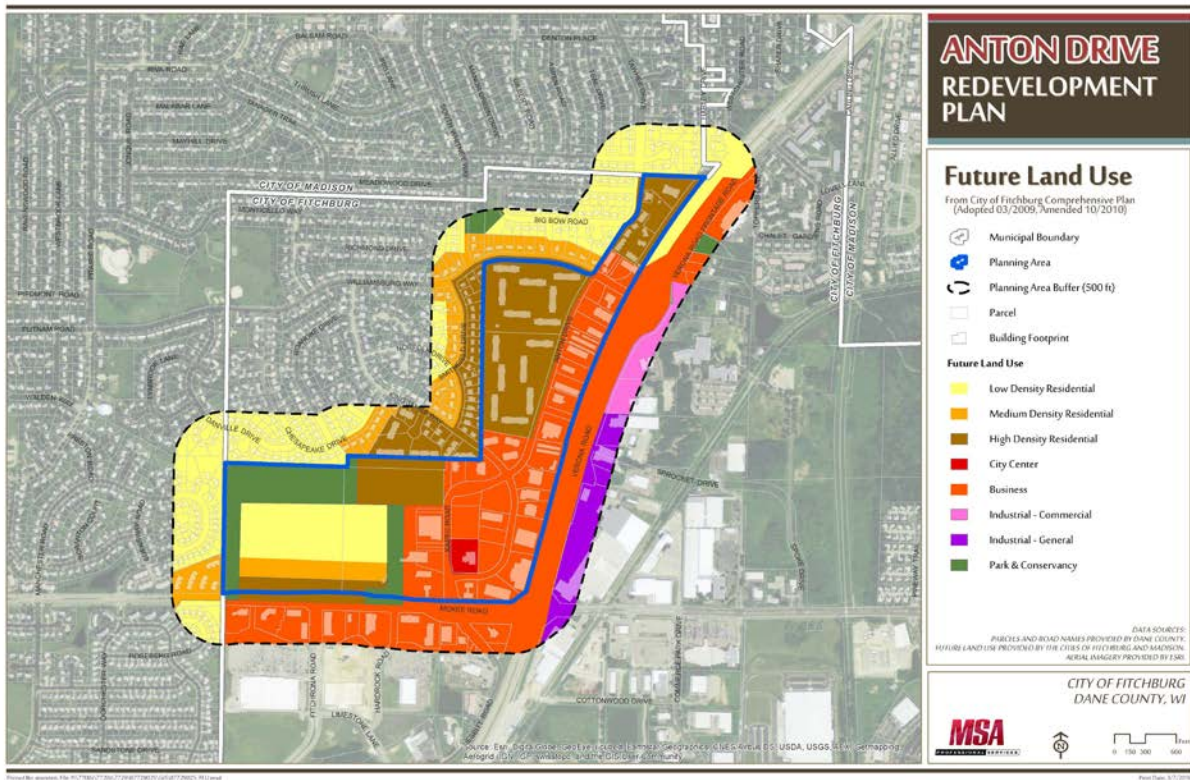
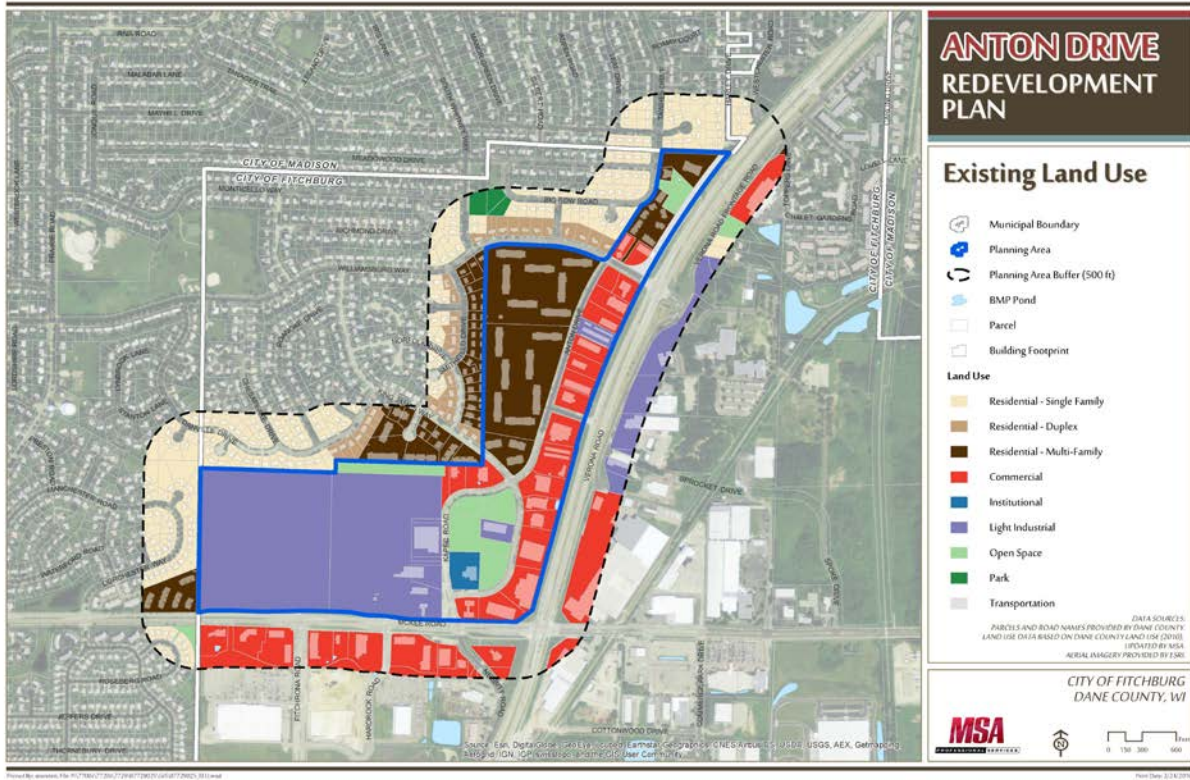
LAND USE CATEGORY	LOTS		AREA (acres)	
	#	% of Area	#	% of Area
Commercial	22	52%	27.8	18%
Institutional	1	2%	2.0	1%
Light Industrial	7	17%	63.7	42%
Open Space	7	17%	10.9	7%
Residential - Multi-Family	5	12%	35.9	24%
Transportation	---	---	12.0	8%
TOTAL	42	100%	152.4	100%

Approximately 43 acres of the study area is undeveloped and developable. This includes a single undeveloped residential lot at the north end of the study area (~1.5 acres), five undeveloped lots between Kapec Road and King James Way (~9.5 acres) and the portion of the Wingra Stone property that will be north and west of the new Fitchrona Road extension (~32 acres). This plan will assume that the Wingra Stone land east of Fitchrona Road will continue to be used as part of the Redi-Mix operations and will not be considered “developable” at this time.

Among the developed lots there may be some candidates for redevelopment or significant reinvestment. The potential for redevelopment can be determined, at least in part, by considering the condition and value of the existing buildings, and the comparing the current use to other possible uses. The remainder of this Parcel Inventory section will consider redevelopment potential based on those criteria.

Future Land Use

The City's Comprehensive Plan, which was last fully updated in 2009, suggests the Anton Drive planning area should generally feature “Business” uses near Verona Road and low- to high-density residential in the remainder of the study area (see the Future Land Use Map on the next page). These future land uses are mostly consistent with existing uses, except for the Wingra Stone properties (planned for a mix of business use along Kapec Road and residential use of varying density west of there) and the undeveloped lands between Kapec Road and King James Way.



Zoning

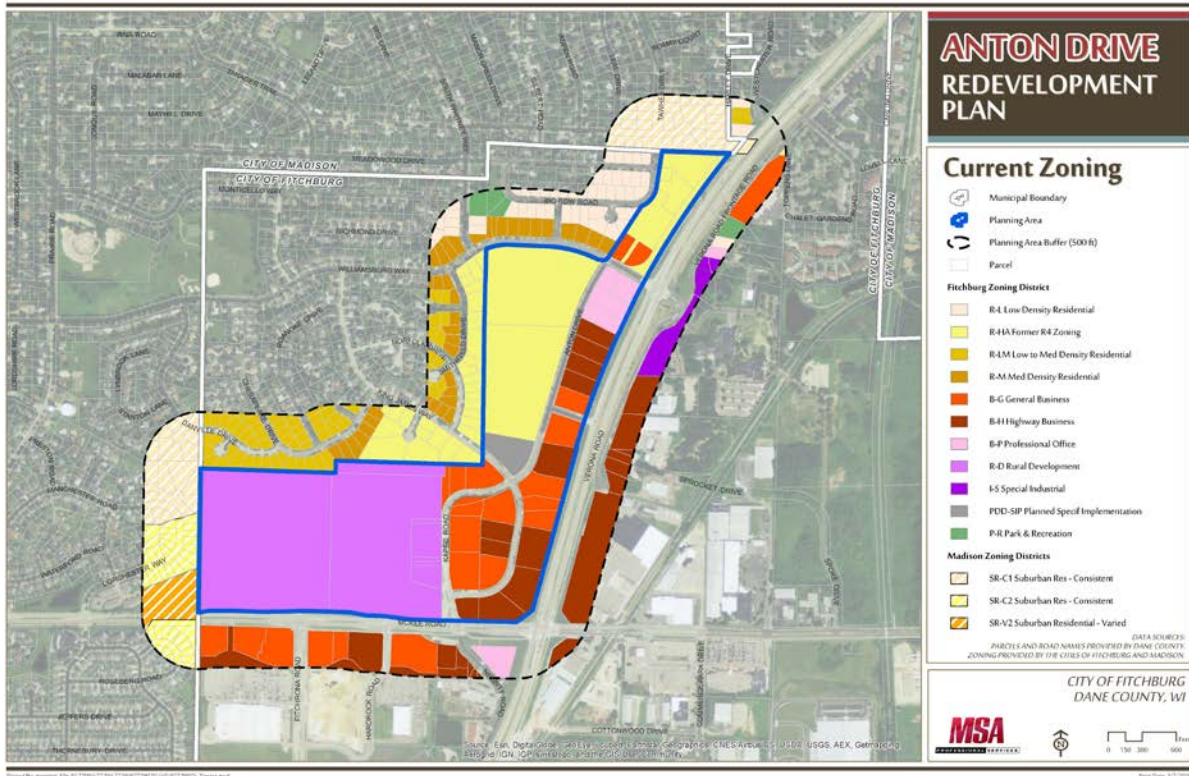
The city’s zoning ordinance assigns all parcels to districts, describes which uses may and may not occur within each district, and establishes dimensional standards for development within each district, including minimum building setbacks, maximum lot coverage, minimum parking provisions, and maximum building height. Current zoning and restrictions are shown in the table below and on the Current Zoning Map on the next page. Required setbacks range from 10 to 50 feet. The commercial/business zoning districts have an open space requirements, though this requirement does not apply unless the parcel has been rezoned since the 2010 code rewrite. Residential and industrial districts are restricted by a lot coverage maximum, such as 35% max lot coverage in the R-H zoning district.

City Zoning Matrix Table

	B-G	B-P	B-H	R-D	R-H
Min. Lot Area (acres)*	0.18*	0.18*	0.18*	5.00	varies
Min. Lot Width (ft)	60	60	60	150	80
Min. front setback (ft)	20	20	25	40	30
Min. side setback (ft)	10	10	10	10	10
Side Street setback (ft)	15	15	20	30	25
Rear setback (ft)	10	10	20	50	25
Maximum Building Height**	3 stories (42 ft)	3 stories (42 ft)	3 stories (42 ft)	45 ft	3 stories (45 ft)
Min. Open Space / Max. Lot Coverage	25% / n.a.	25% / n.a.	15% / n.a.	40% / n.a.	n.a. / 35%

*** Maximum height can be increased through a conditional use permit*

NOTE: The existing residential areas in the study area all under R-HA district zoning, which is applied to limited areas within the city that developed or were committed to levels of intensity (or dimensional standards) under the pre-1986 R-4 zoning district that would not be allowed for new construction under the R-H district. Within this R-HA district, the rules of the former R-4 district in effect as of April 7, 1987, apply to govern development in the case of vacant-but-committed parcels or to govern continued occupancy and/or rebuilding in the case of damage or destruction of the existing structures.



Property Values

Land and improvement (building) values are assessed annually for tax purposes and provide an objective evaluation of the state of properties within the City, excluding tax exempt properties for which no data exists. On the next page is a table showing the property values in the study area. The 2015 aggregate value of all taxable land and improvements in the study area is almost \$54 million. Of that total, 56% is attributable to the residential uses, including the nearly \$22 million value of the New Fountains Apartment Complex. The Property Value Map on page 6 shows the combined land and improvements value for each parcel on a per-acre basis, revealing a range of total value from less than \$100,000 per acre (Wingra Stone Company) to more than \$1,000,000 per acre (Madison Swim Academy, Quarry Ridge Apartments and PDQ – McKee Rd).

The Property Value Ratio map (on page 6) illustrates the ratio of *improvement value* to *land value* within the study area. As a rule of thumb, properties with improvements valued at less than the land (a ratio of 0-1.0), should be considered as candidates for redevelopment. A low value ratio typically indicates that the land is underutilized. As the map illustrates, most of the commercial and light industrial properties show a value ratio less than 1.0. This finding reflects the age and simple construction and materials of most of the buildings, and also the high value of land due to its proximity to major transportation corridors. Yet, there are a few properties adjacent to US 18/151 that have improvements more valuable than the land, including the properties occupied by Roughing It in Style, True Coffee Roasters, Stevens Designs, PDQ – Williamsburg Way, and Liquor Town. All of the residential complexes show a strong property value ratio.

2015 Property Assessed Value (Study Area) Table

ID	ADDRESS	OWNER	2015 ASSESSED VALUES		
			Land	Improvements	Total
1-A	2975 KAPEC RD	WINGRA STONE CO	\$964,600	\$0	\$964,600
1-B	2985 KAPEC RD	WINGRA STONE CO	\$895,300	\$208,200	\$1,103,500
1-C		WINGRA STONE CO	\$105,000	\$0	\$105,000
1-D		WINGRA STONE CO	\$99,000	\$1,000	\$100,000
2	2993 KAPEC RD	KAPEC KOMPLEX LLC	\$535,000	\$355,000	\$890,000
3-A		SCOTT ENTERPRISES LLC	\$20,000	\$0	\$20,000
3-B	5206 ANTON DR	SCOTT ENTERPRISES LLC	\$123,000	\$395,000	\$518,000
4	5200 ANTON DR	OAK BANK	\$385,000	\$1,115,000	\$1,500,000
5	2961 KING JAMES WAY APT 1	FRANK M GRIBBLE	\$720,000	\$2,580,000	\$3,300,000
6-A	5146 ANTON DR APT 101	NEW FOUNTAINS EQUITY LLC	\$2,970,000	\$8,080,000	\$11,050,000
6-B	5152 ANTON DR APT 105	NEW FOUNTAINS EQUITY LLC	\$2,810,000	\$7,690,000	\$10,500,000
7	5415 KING JAMES WAY	FITCHBURG, CITY OF	<i>n.a.</i>	<i>n.a.</i>	<i>n.a.</i>
8-A		Robert Glinert	\$480,000	\$0	\$480,000
8-B		Robert Glinert	\$245,000	\$0	\$245,000
9-A	5381 KING JAMES WAY	AZ INVESTMENTS LLC	\$405,000	\$0	\$405,000
9-B	5381 KING JAMES WAY	AZ INVESTMENTS LLC	\$245,000	\$0	\$245,000
10	5375 KING JAMES WAY	MCALLEN INVESTMENTS LTD	\$241,400	\$386,500	\$627,900
11		RHK LLC	\$435,000	\$0	\$435,000
12	6202 MCKEE RD	PDQ FOOD STORES INC	\$545,000	\$420,000	\$965,000
13-A	5380 KING JAMES WAY	BENJAMIN PLUMBING	\$1,045,000	\$195,000	\$1,240,000
13-B	5396 KING JAMES WAY	BENJAMIN PLUMBING	\$1,050,000	\$990,000	\$2,040,000
13-C	5400 KING JAMES WAY	BENJAMIN PLUMBING	\$770,000	\$730,000	\$1,500,000
14	5356 KING JAMES WAY	STRICKLEY STEVENS LLC	\$385,000	\$425,000	\$810,000
15	5352 KING JAMES WAY	BASE CAMP VENTURE LLC	\$325,000	\$575,000	\$900,000
16	5350 KING JAMES WAY	M & T REAL ESTATE INVESTMENTS LLC	\$625,000	\$370,000	\$995,000
17	5328 VERONA RD	TWIN BRO LLC	\$700,000	\$80,000	\$780,000
18	5302 VERONA RD	LLC CHOPHIA	\$645,000	\$450,000	\$1,095,000
19	5264 VERONA RD	MSB PROPERTY HOLDINGS INC	\$420,000	\$275,000	\$695,000
20	5262 VERONA RD	IN KAHOOTTS LLC	\$385,000	\$505,000	\$890,000
21	5157 ANTON DR	ANN COOPER	\$400,000	\$94,000	\$494,000
22	5153 ANTON DR	MIDWEST LEASE ASSOCIATES LLC	\$390,000	\$255,000	\$645,000
23	5258 ANTON DR	Kurt Jacobsen (Self Storage)	\$405,000	\$160,000	\$565,000
24	5256 VERONA RD	KNIGHTS CLUB INC	<i>n.a.</i>	<i>n.a.</i>	<i>n.a.</i>
25	5252 VERONA RD	CHALET PROPERTIES LLC	\$455,000	\$405,000	\$860,000
26-A	5250 VERONA RD	M&I MADISON BANK	\$645,000	\$275,000	\$920,000
26-B	5250 VERONA RD	M&I MADISON BANK	<i>n.a.</i>	<i>n.a.</i>	<i>n.a.</i>
27	5280 WILLIAMSBURG WAY	PORT FOOD STORES INC	\$265,000	\$350,000	\$615,000
28	5266 WILLIAMSBURG WAY	PRESTIGIACOMO JOINT TR	\$300,000	\$400,000	\$700,000
29	WILLIAMSBURG WAY CT	Willow Run Condominiums	\$925,000	\$3,373,600	\$4,298,600
30-A	2411 TAWHEE DR	TAWHEE APARTMENT HOMES	\$405,000	\$835,000	\$1,240,000
30-B	2411 TAWHEE DR APT 101	TAWHEE APARTMENT HOMES	<i>n.a.</i>	<i>n.a.</i>	<i>n.a.</i>
TOTAL			\$21,798,700	\$31,973,300	\$53,772,000

Building Design and Conditions

Building Conditions. Exterior building conditions can impact perceptions of the property or business itself, and also perceptions of the entire neighborhood. The consultant team offered subjective opinions on the condition of each building (or set of buildings on a single parcel) based on the exterior appearance as viewed from the street (i.e., roofing, siding, windows, trim and other exterior finishes). As illustrated in the Building Design and Conditions map (on the next page), the majority of the buildings in the study area in good condition. There are a few buildings in lesser condition, typically due to age and the quality of the materials, that should be considered candidates for reinvestment or redevelopment.

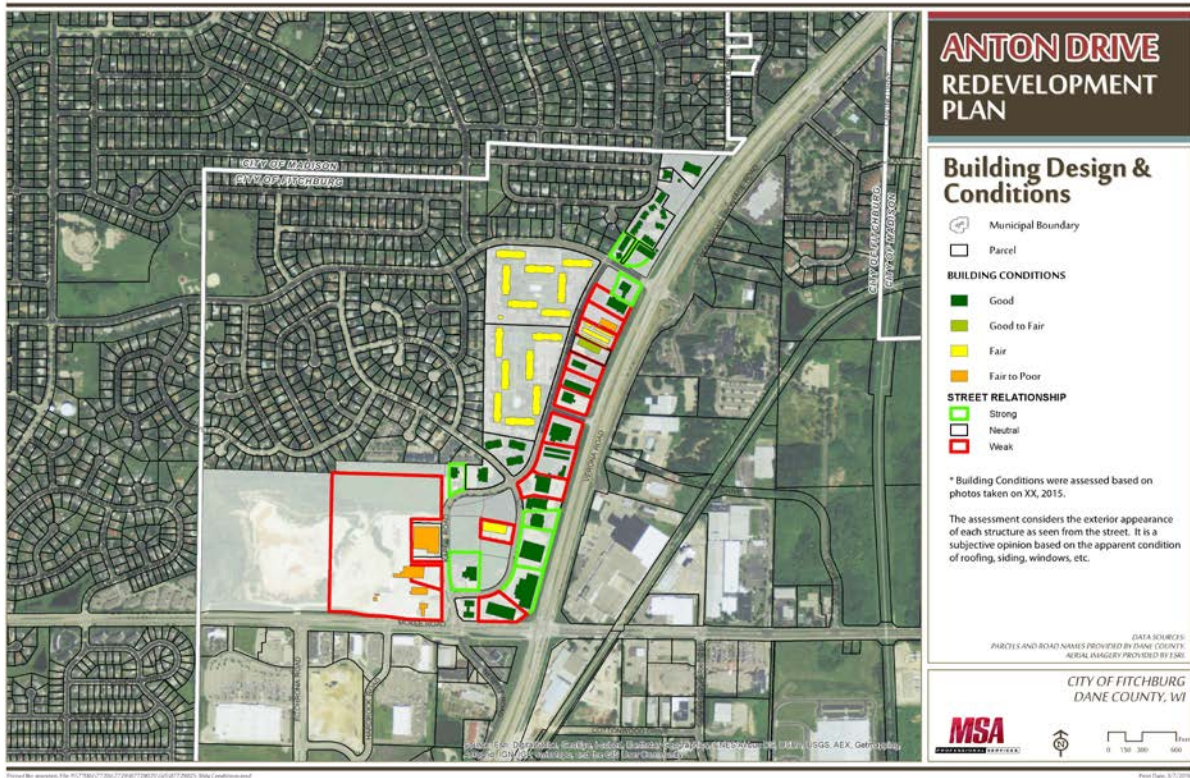
Street Relationship. Most of the buildings along Verona Road were designed to face the highway, while the Anton Drive façade was often a secondary consideration. As access and visibility from Verona Road are diminished by changes to the highway, the appearance of those businesses from the local street will become more important. This section describes the relationship of each building to the nearest local street, based on the following considerations.

- Does the building have a public entry and/or windows along this frontage?
- Are building materials and design along this frontage of poorer quality than on facades facing the highway?
- Are there garage doors and/or loading docks prominently visible from the street?

As noted on the Building Design and Conditions map (on the next page), there many sites with buildings that lack strong urban character along Anton Drive and Kapec Road. However, there are a few properties, mostly along King James Way, that do have a strong relationship to the street. As the area redevelops, consideration should be given to how the development interplays with the public street. Below is an example describing the difference between the building conditions and the street relationship.

The property and building shown at right is designed with a showroom and public access facing Verona Road, and loading docks facing Anton Drive. The only windows face the highway or parking lot, and the building materials are more attractive on that façade than on the “rear” façade facing Anton Dr. However, the building is in very good condition on all sides, design critique notwithstanding.





2.2 Business Inventory

There are 30 commercial/industrial properties in the study area (including the Knights of Columbus property) with roughly 450,000 square feet of building space. Twenty percent of this building area is currently vacant (5400 King James Way and 2993 Kapec Road), partially vacant (5280 Williamsburg Way), or may be vacated during this planning process (5375 King James Way). One of these properties (5400 King James Way) has been vacated in preparation for redevelopment – the City approved a 3-story 54,240 square foot building with underground parking.

Building Vacancy (Study Area) Table

PROPERTY	BUILDING AREA
5400 King James Way	26,000
2993 Kapec Road	47,000
5280 Williamsburg Way	3,600
5375 King James Way*	16,200
TOTAL	92,800

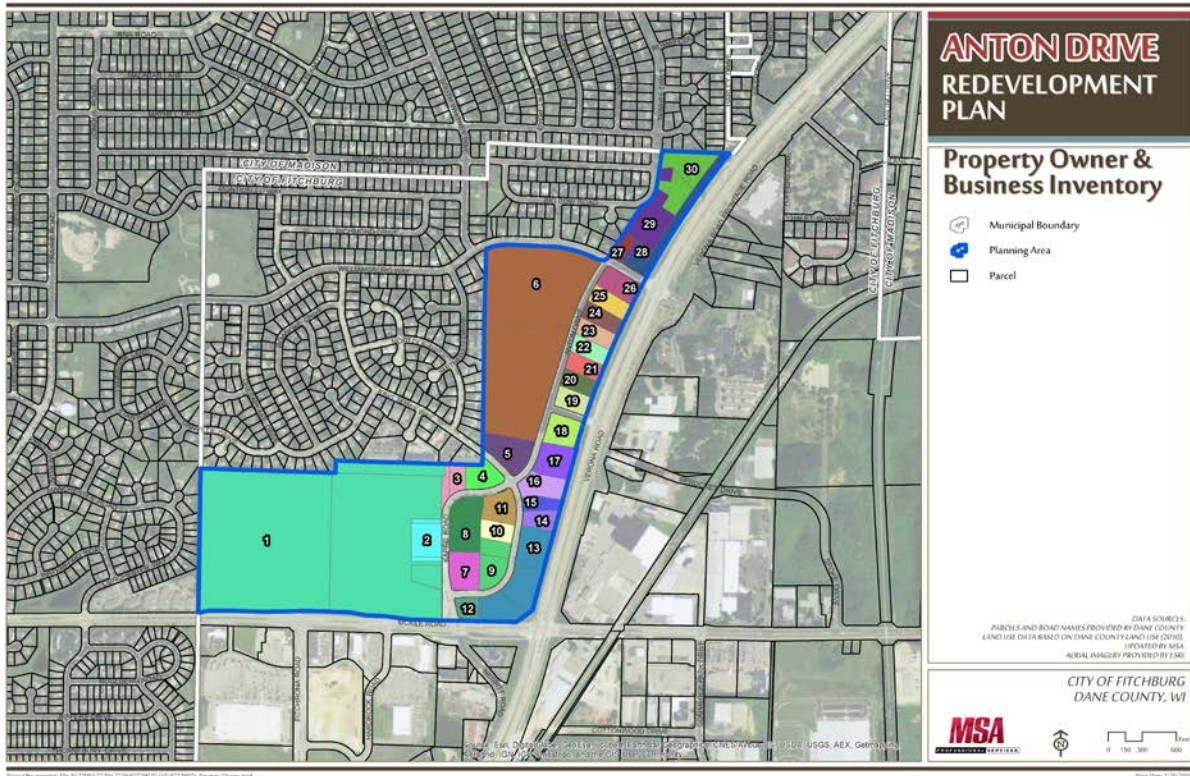
* to be vacated by July 2016

There are 32 businesses currently operating out of these commercial/industrial properties (see the map on the next page). The mix of businesses is quite diverse, from mineral extraction to a furniture store to a pet supply store. It is

estimated, based on interview feedback and some informed guesses about other businesses, that there are roughly 235 total employees working in the study area. Due to part-time jobs it is estimated that the number of full-time equivalents (FTEs) is more like 125.

Building Area by Business Type (Study Area) Table

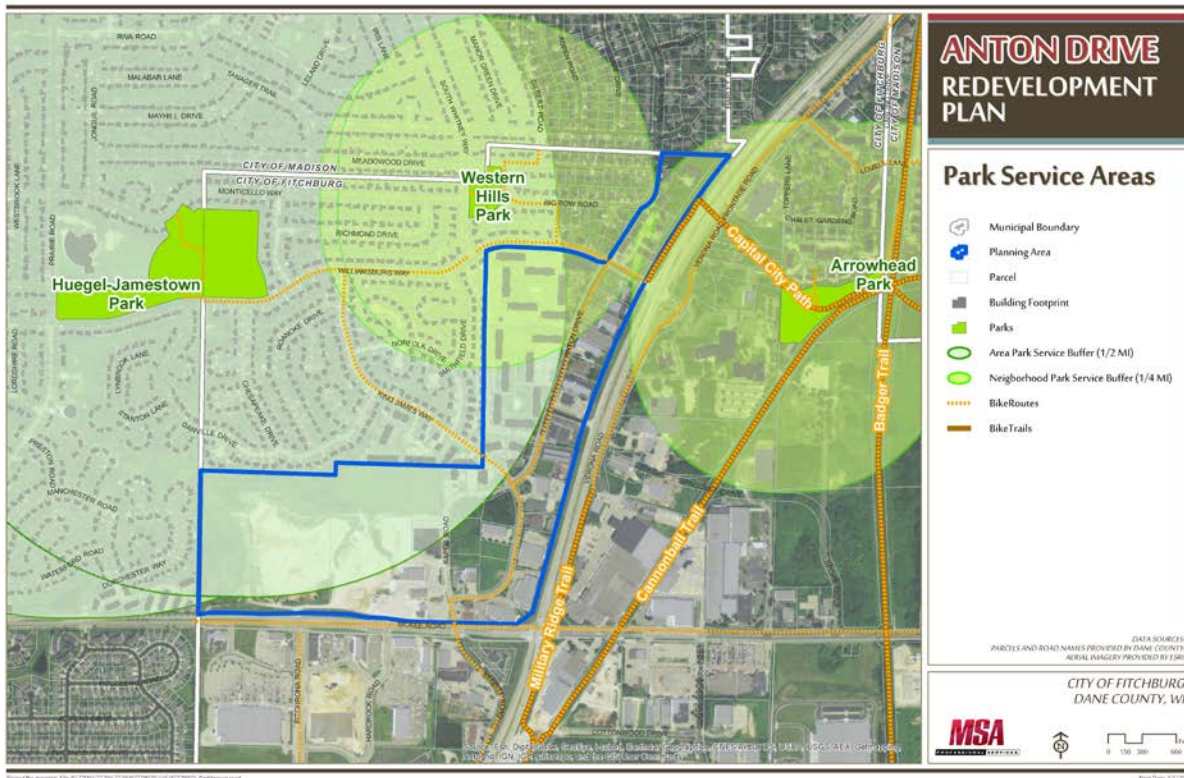
TYPE	LOCATIONS	BUILDING AREA
Automotive Repair, Services and Parking	1	13,000
Beauty Salons	1	1,000
Beer, Wine and Liquor Stores	1	6,300
Car Washes	1	4,400
Child Day Care Services	1	6,000
Chocolate and Confectionery Manufacturing	1	5,900
Coffee and Tea Manufacturing	1	7,200
Commercial Printing	2	18,300
Depository Institutions	1	9,100
Electronics Stores	1	12,600
Fitness and Recreational Sports Centers	3	25,000
Full-Service Restaurants	1	3,200
Furniture Stores	2	28,000
Gasoline Stations w/ Convenience Stores	2	8,700
General Automotive Repair	1	4,600
General Warehousing and Storage	2	34,200
Home Furniture, Furnishings & Equipment Stores	2	39,600
Home Health Care Services	1	12,500
Interior Design Services	1	2,500
Mineral Extractive	1	35,800
Other Building Material Dealers	1	42,500
Pet and Pet Supplies Stores	1	18,000
Religious Organizations	1	9,500
Security Systems Services (except Locksmith)	1	7,000
Wine/Distilled Alcoholic Beverage Merchant Wholesalers	1	5,900
TOTAL	32	360,800



ID	OWNER	BUSINESSES
1	WINGRA STONE CO	Wingra Stone Company
2	KAPEC KOMPLEX LLC	Vacant
3	SCOTT ENTERPRISES LLC	Here We Grow Learning Center
4	OAK BANK	Madison Swim Academy
5	FRANK M GRIBBLE	Quarry Ridge Apartments
6	NEW FOUNTAINS EQUITY LLC	The New Fountains Rental Apartments
7	FITCHBURG, CITY OF	Fitchburg Fire Station
8	Robert Glinert	Open
9	AZ INVESTMENTS LLC	Open
10	MCALLEN INVESTMENTS LTD	Madison Newspapers Distribution Center (until July 2015)
11	RHK LLC	Open
12	PDQ FOOD STORES INC	PDQ
13	BENJAMIN PLUMBING	Denise Quade Design; AMS; Archer Auto Repair; FIT; Interscholastic Printing
13	BENJAMIN PLUMBING	Benjamin Plumbing; Comfort Keepers (until December 2016)
13	BENJAMIN PLUMBING	Vacant
14	STRICKLEY STEVENS LLC	Stevens Designs
15	BASE CAMP VENTURE LLC	True Coffee Roasters; Square Root Wine; Infusion Chocolates
16	M & T REAL ESTATE INVESTMENTS LLC	Mounds
17	TWIN BRO LLC	Auto Spa Car Wash; Storage Plus
18	LLC CHOPHIA	A1 Furniture & Mattress
19	MSB PROPERTY HOLDINGS INC	Mad Power Training
20	IN KAHOOITS LLC	Roughing It In Style
21	ANN COOPER	Mid-Wisconsin Security, Inc.
22	MIDWEST LEASE ASSOCIATES LLC	Capitol City Auto
23	Kurt Jacobsen (Self Storage)	Verona Road Self Storage
24	KNIGHTS CLUB INC	Knights of Columbus
25	CHALET PROPERTIES LLC	Chalet Ski & Patio; Modern Habitat
26	M&I MADISON BANK	BMO Harris Bank
27	PORT FOOD STORES INC	PDQ; Vacant Storefronts
28	PRESTIGIACOMO JOINT TR	Liquor Town; Touch of Class; Picasso's Pizza
29	MARIA C PINEDA	Willow Run Condominiums
30	TAWHEE APARTMENT HOMES	Tawhee Meadows Apartments

2.3 Park Space Inventory

Fitchburg’s 2010-2015 Comprehensive Park and Open Space Plan (CORP) states that the City’s vision is to have a system of parks, open space, trails, forests and other natural areas, along with quality recreational opportunities, that will enhance the health and quality of life for all ages and interests. The two parks most convenient to neighborhood residents are Western Hills Park and Huegul-Jamestown Park. Arrowhead Park is also nearby, but Verona Road is a mental and physical barrier that likely reduces use by residents of the Jamestown Neighborhood. Per standards in the City’s CORP, the needs of existing residential properties in and around the study area are being met by these parks (see Park Service map below). There are also two recreational areas within close proximity that can provide additional recreation activities (i.e., Quarry Ridge Recreational Area and Dawley Conservancy).



Yet while the area does have access to parks, there has been some discussion about a need for additional recreational sites and activities, especially to occupy youth in the neighborhood. Even though the existing nearby parks meet the “service area” standards (as discussed above), the question remains if there are missing recreational amenities that would benefit the youth within the study area. Huegel-Jamestown Park (which is co-owned and managed between the cities of Fitchburg and Madison) includes play equipment, two tennis courts, full basketball court, softball diamond, soccer field, volleyball area, and sledding hill. Western Hills Park has a playground, a ballfield, a half basketball court, and a volleyball area. Arrowhead Park has play equipment and a half basketball court.

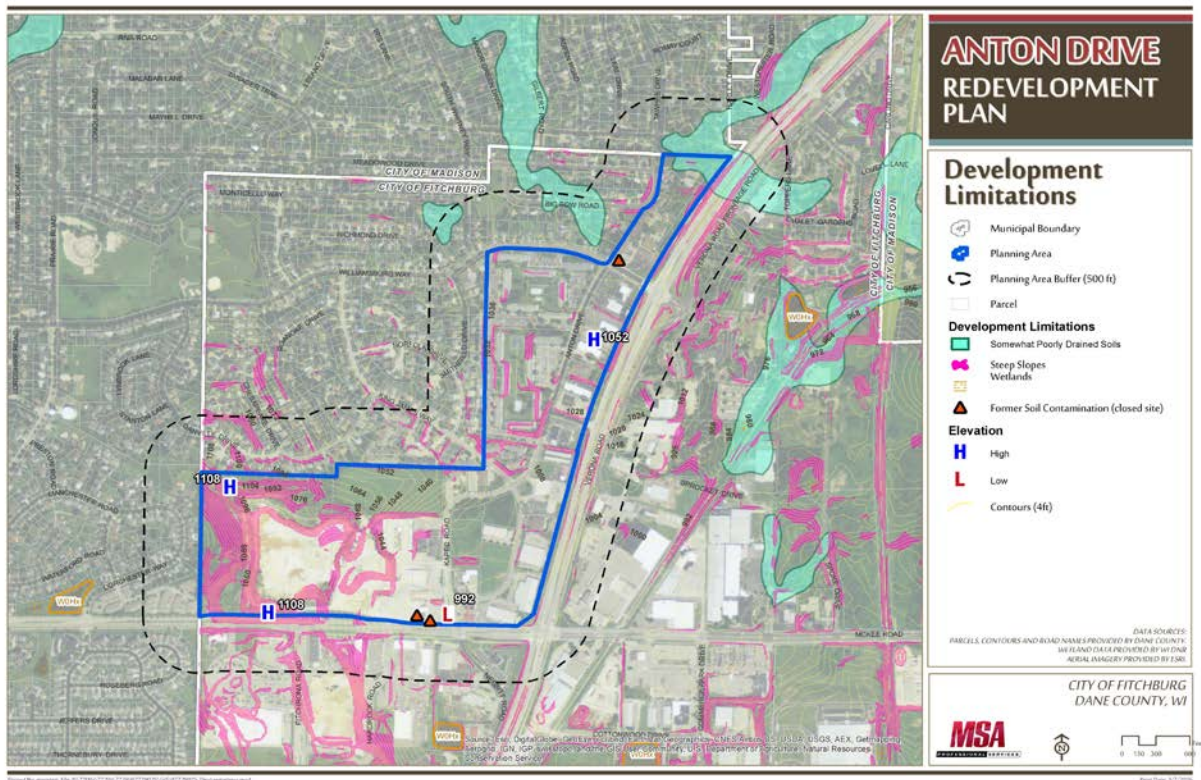
The CORP includes an objective to retain community gardens and establish additional areas for community gardens. Currently there are no community gardens within close proximity to the study area. Also noted in the City’s CORP is desire to consider trending recreational activities/amenities, such as frisbee golf courses, dog exercise

areas, indoor ice rinks, swimming pools, roller skating areas, skateboard parks, and BMX bicycle tracks. Of these up-and-coming recreational activities, none exist within close proximity to the study area.

2.4 Natural Constraints Inventory

While there are no documented wetlands in the study area, there are some “poorly drained soils” evident on the Development Limitations map (below). This does not indicate a potential regulatory restriction, but it may limit the potential for any stormwater infiltration in those areas. There are some steep slopes exceeding a 12% grade throughout the study area, many of them man-made. These slopes may be both a limiting factor and an opportunity, depending upon the programmatic requirements of proposed development on each site.

This map also indicates the presence of soil contamination sites on record with the Wisconsin DNR through the Bureau for Remediation and Redevelopment Tracking System (BRRTS). While all three known sites are considered “closed”, and no longer deemed a safety risk, some may pose a risk if disturbed during redevelopment. The history of manufacturing and the known contamination sites also makes likely the possibility of additional sites not yet identified. Any redevelopment project will need to evaluate soil conditions for possible contamination.

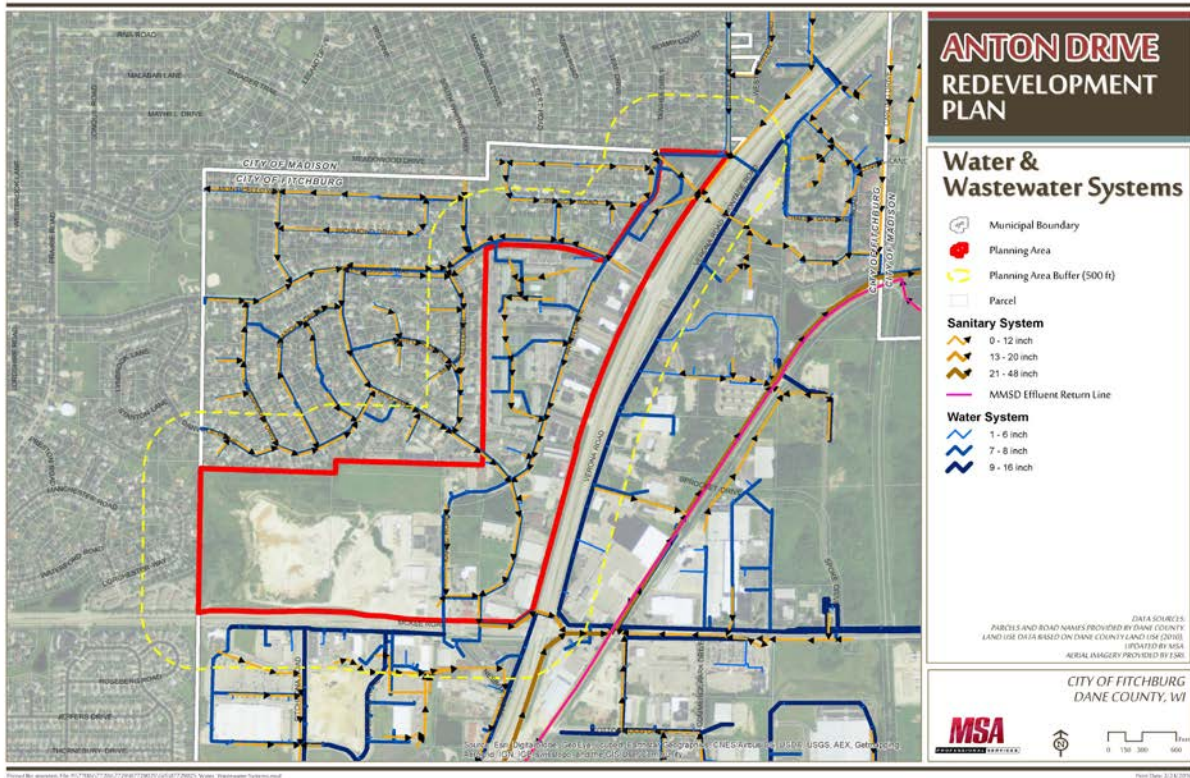


2.5 Utility Inventory

Water and Sanitary Sewer

The water system is effectively looped through the planning area with water mains under all City streets (see map below). The water mains are all 8-inch pipes, and were primarily installed between 1970 and 1990. There are no water utilities in the Wingra property; however, the scheduled Fitchrona Road extension proposes a water main to be installed in the terrace along the west and north sides of this road, connecting to the existing system west of the Kapec Road intersection. This water extension will adequately serve the areas west of the Fitchrona Road extension. Water pressures are adequate throughout the planning area, ranging from 76 psi at the lowest points down to a low of 56 psi at the Williamsburg Way and 52 psi at Fitchrona Road and McKee Road. New development at the highest point of the Wingra site exceeding 4 stories most likely would need internal pumps to provide adequate water pressure for the additional stories.

All sanitary sewer in the planning area (and a wider area beyond) flow by gravity. The pipe size varies in the planning area, but the majority is 8-inches with some 12- and 15-inch pipes. The pipe material varies significantly between ACP, VC, PVC, Transite and Concrete. Based on the current sizes and slopes of the pipes, they should have the capacity to accommodate new infill growth in the planning area. There are no current plans to install sanitary sewer under the scheduled Fitchrona Road extension until future development lot locations have been determined for the Wingra property. We estimate the need for an 8-inch sanitary sewer main along that road, which can be installed in the terrace adjacent to the water main as long as 8'-10' of separation is maintained. This pipe will need to be deep enough to accommodate gravity flow from uses at the west end of the Wingra land, which falls away from Fitchrona Road



Stormwater

As illustrated in the Stormwater and Watershed Management Map, most of the planning area drains to the south, toward a large pond/detention basin in Quarry Ridge Recreation Area. The watershed that flows through the study area includes most of the Jamestown Neighborhood and totals about 200 acres. All of the runoff from this 200 acres flows south out of the study area in a 60” pipe under Kapec Road. Existing drainage infrastructure serving the Anton Drive area, including this pipe, is adequate to handle the needs of the area under typical design conditions. However, under extreme event conditions (i.e. 100-yr rainfall events) there is an anticipated flow of over 300 cfs coming from the watershed draining to King James Way north of Anton Drive. This flow is roughly twice the capacity of the 60-inch storm sewer pipe and a substantial amount of flow is passed overland down King James Way through the Anton Drive planning area.

There is currently no stormwater management for the Wingra Stone site, excepting whatever may be running off into Kapec Road. Plans for the extension of Fitchrona Road include a 24” storm pipe along the entire length of that road, beginning at the top at McKee Road and running downhill to Kapec Road, and then running out of the planning area and under McKee Road without connecting to the existing 60” pipe under Kapec Drive. As designed, this pipe can accommodate up to 49 cfs. Peak, 100-year flows from the Wingra Stone lands that would drain to this pipe are projected to be just 19 cfs, however it is important to note that the pipe may be undersized relative to the runoff possible from that area. The design calculations assumed that nearly 20 acres of land in the quarry that does not currently contribute runoff, because it is a hole right now, would continue to be that way in the future. If and when that changes, because the hole is filled in, flows could exceed 49 cfs. While some on-site stormwater detention will be necessary to meet standard water quality and rate control requirements, it is typically assumed that the

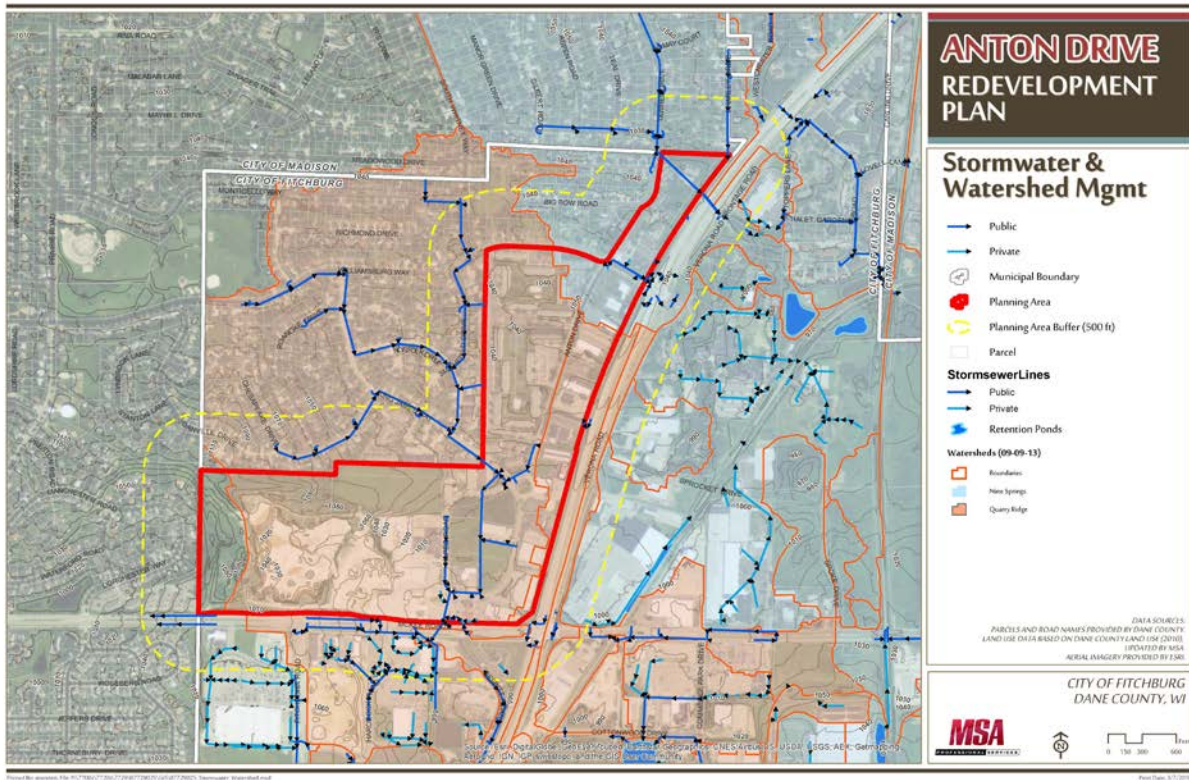
required ponds will take up no more than 5% of the available land. In this case, if the storm sewer pipe is undersized relative to the needs of new development, it may be necessary to reserve 10% of the available land for detention ponds.

Current Impervious Surfaces

There are many different land uses within the Anton Drive study area; using current aerial photography MSA has determined that the actual existing impervious area for each land use which is represented in the table below.

		Land Use (acres)						Total Acres	Percent
		Institutional	Light Industrial	Multi-Family Res.	Open Space	Shopping Center	Strip Commercial		
Impervious Type	Driveway	0.52	7.63	9.00	0.50	0.06	9.6	27.31	18%
	Gravel	--	24.5	--	--	--	0	24.5	16%
	Parking	0.02	--	0.17	0.03	0.47	0.68	1.37	1%
	Pervious	1.29	29.35	18.36	13.64	0.61	9.24	72.49	48%
	Roof	0.28	2.89	7.56	0.27	0.24	6.93	18.17	12%
	Sidewalk	0.09	0.14	1.94	0.13	0.06	0.54	2.90	2%
	Street	0.30	0.59	1.11	1.30	0.13	2.31	5.74	4%
TOTAL		2.51	65.1	38.14	15.86	1.59	29.31	152.48	100%
% Impervious		48.80%	54.90%	51.90%	14.00%	61.40%	68.50%	52.46%	

In total, there is an estimated 80 acres of impervious area under current conditions, compared to 72.5 acres of pervious area.

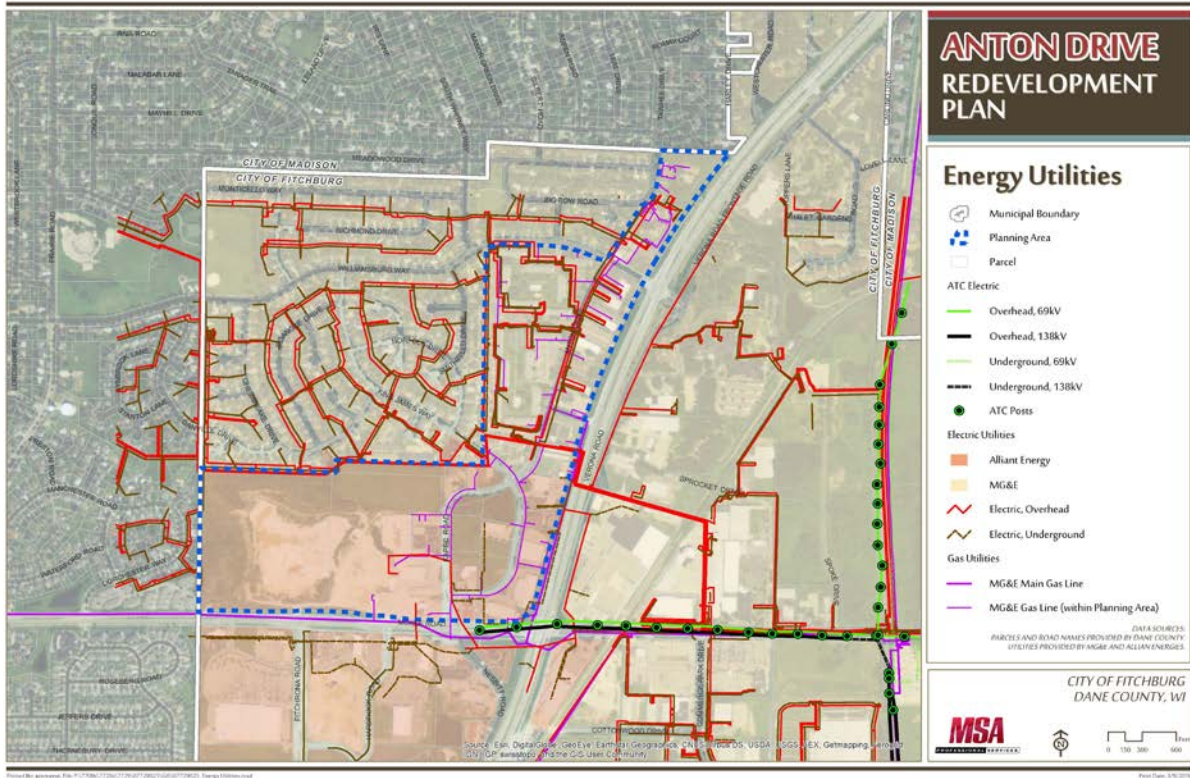


Energy

Electric service is provided by two different utilities – Alliant Energy south of the Anton Drive-King James Way intersection, and Madison Gas & Electric (MG&E) north of that intersection. Alliant Energy will serve the Wingra Stone land as it is developed. Natural gas service is provided by MG&E for the entire planning area.

The location of gas and electric lines are shown on the Energy Utilities Map. There are no known deficiencies with this energy infrastructure, not impediments to infill development or redevelopment.

MG&E Electric currently adequately serves the area north of King James Way in this planning project. Future needs due to redevelopment will be assessed as development occurs.



Telecommunications

Telecommunications services in the planning area are provided via phone and data infrastructure owned by AT&T. There are no known problems or shortcomings with these lines.

2.6 Transportation System

(to be completed later)

2.7 Market Conditions and Opportunity

(to be completed later)