

# Anton Drive Development Plan

---

MAY 4, 2016

PUBLIC MEETING PRESENTATION





# Stakeholder Engagement

---

Steering Committee (meetings January, March, April, August, October)

Dorothy Krause	City of Fitchburg - District 1 Alder
Ron Johnson	City of Fitchburg Plan Commission
Jessica Vaughn	City of Madison Planning Department
Jeff Rohlinger	Jamestown Neighborhood Association
Brenten Kuznacic	Multi-family Housing Landlord
Shanee Sumerlin	Multi-family Housing Tenant
Randy Wautlet	Orchard Pointe Area Businesses
Toni Prestigiacomio	Verona Road Business Coalition
Dean Gorrell	Verona Area School District
Bob Shea	Wingra Stone Company

# Stakeholder Engagement

---

Review by City Committees/Commissions/Council

Community and Economic Development Authority (4/21)

Transit and Transportation Committee (5/3)

Planning Commission (5/17, 9/20, 12/20)

Council (5/25, 1/10/17)

# Stakeholder Engagement







---

## Property/Business Owners Interviews


- 20+ Interviews by Jason Valerius and Mike Zimmerman (Fitchburg ED Director)
- Key Findings
  - No major concerns about existing infrastructure
  - Mixed feelings about the Verona Road Improvement Project, but generally positive
  - Only a few specific development/redevelopment intentions
  - Preference for other new uses? Anything that brings more consumers to area
  - Few concerns about crime or public safety

# ANTON DRIVE REDEVELOPMENT PLAN

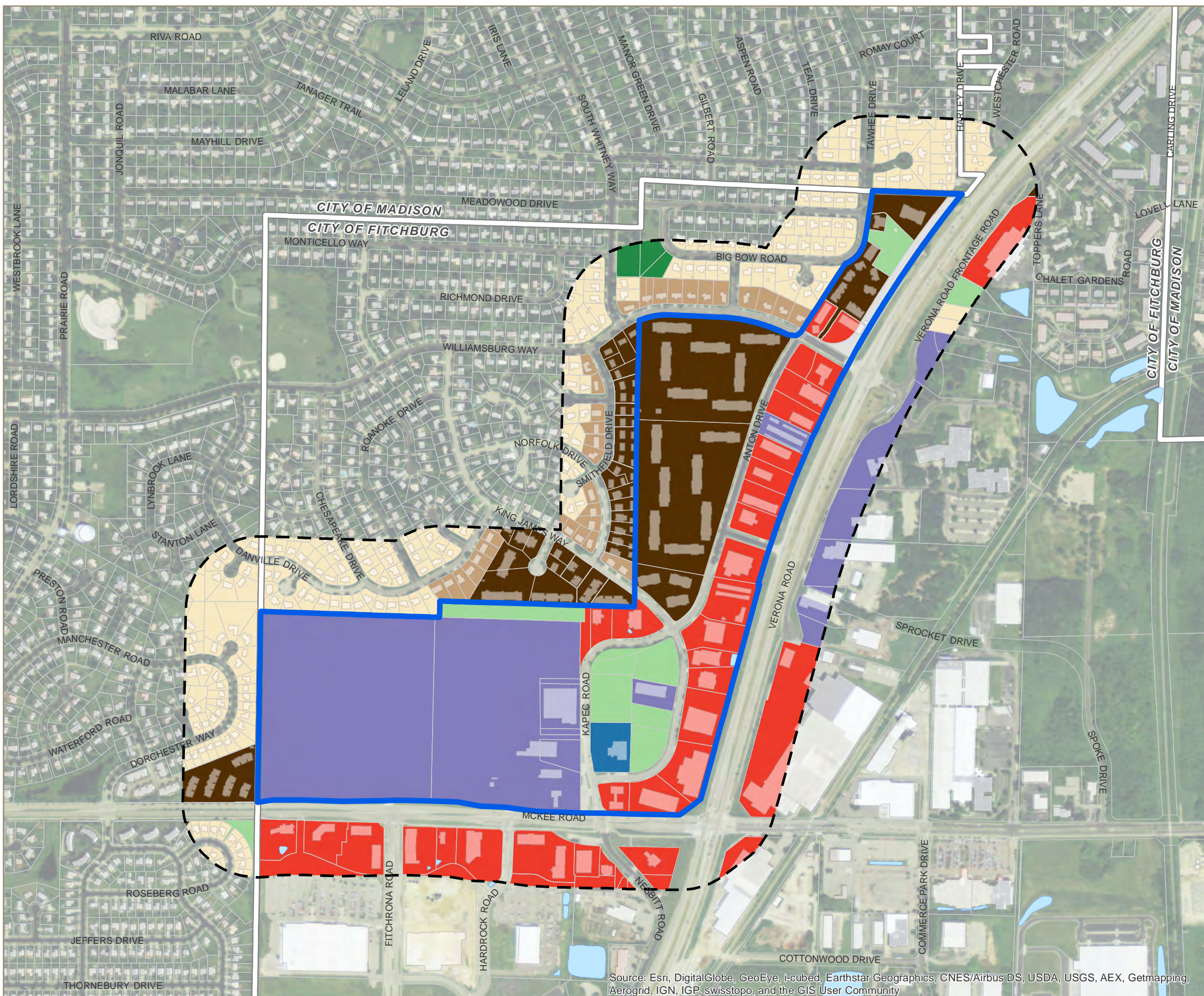
## Existing Land Use

-  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

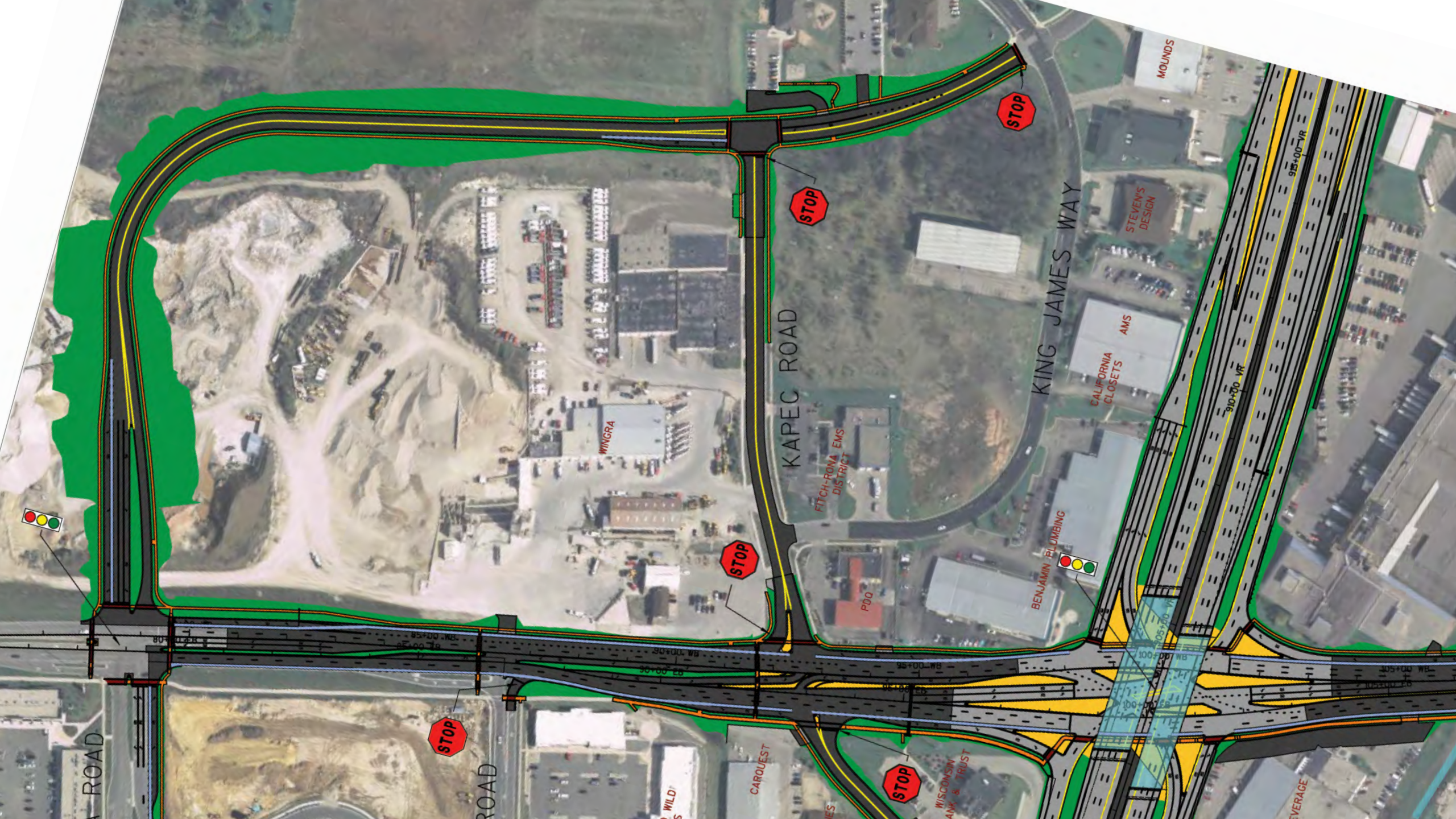
DATA SOURCES:  
 PARCELS AND ROAD NAMES PROVIDED BY DANE COUNTY.  
 LAND USE DATA BASED ON DANE COUNTY LAND USE (2010),  
 UPDATED BY MSA.  
 AERIAL IMAGERY PROVIDED BY ESRI.



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





ROAD

STOP

ROAD

STOP

CARQUEST

WILDO

STOP

WISCONSIN  
BANK & TRUST

STOP

FITCH-RONA EMS  
DISTRICT

WINGRA

KAPEC ROAD

STOP

KING JAMES WAY

TRAFFIC LIGHT

BENJAMIN PLUMBING

CALIFORNIA CLOSETS

AMS

STEVENS DESIGN

MOUNDS

EVERAGE

910+00 VR

915+00 VR

SBURG WAY



PDO

PICASSO'S PIZZA



BMO HARRIS BANK

CHALET PROPERTIES

KNIGHTS OF COLUMBUS

VERONA ROAD SELF STORAGE

CAPITAL CITY AUTO

950+00 VR

955+00 VR

990+00













THERMO FISHER SCIENTIFIC

ORMAL

# ANTON DRIVE REDEVELOPMENT PLAN

## Development Limitations

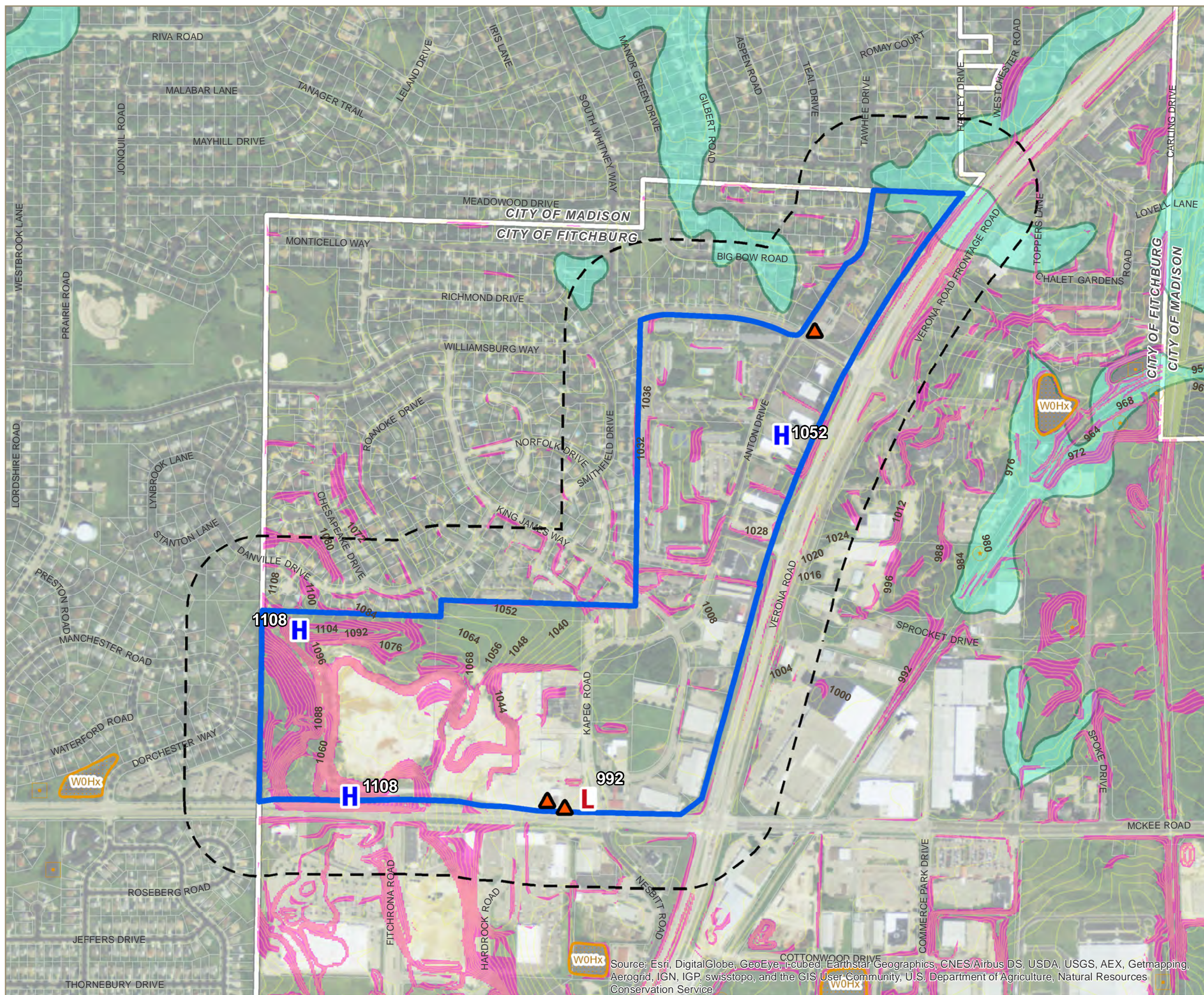
-  Municipal Boundary
  -  Planning Area
  -  Planning Area Buffer (500 ft)
  -  Parcel
- Development Limitations**
-  Somewhat Poorly Drained Soils
  -  Steep Slopes Wetlands
  -  Former Soil Contamination (closed site)
- Elevation**
-  High
  -  Low
  -  Contours (4ft)

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

CITY OF FITCHBURG  
 DANE COUNTY, WI















Source: Esri, DigitalGlobe, GeoEye, i-cubed, Earthstar Geographics, CNES/Airbus DS, USDA, USGS, AEX, Getmapping, Aerogrid, IGN, IGP, swisstopo, and the GIS User Community, U.S. Department of Agriculture, Natural Resources Conservation Service



# ANTON DRIVE REDEVELOPMENT PLAN

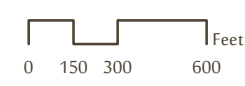
## Stormwater & Watershed Mgmt

-  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












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.

CITY OF FITCHBURG  
DANE COUNTY, WI



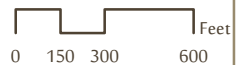
# ANTON DRIVE REDEVELOPMENT PLAN

## 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

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.










CITY OF FITCHBURG  
 DANE COUNTY, WI



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

# ANTON DRIVE REDEVELOPMENT PLAN

## Park Service Areas

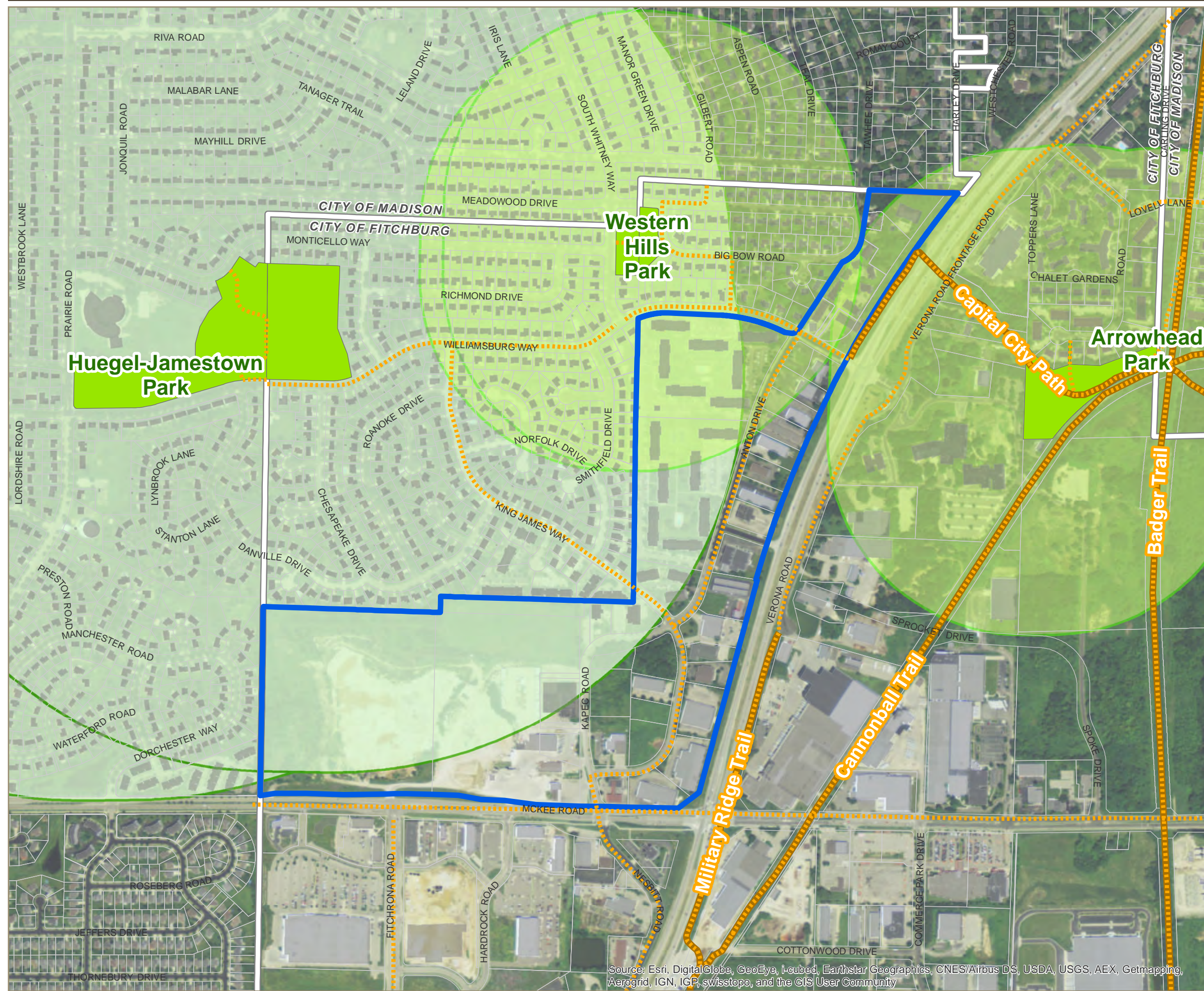
-  Municipal Boundary
-  Planning Area
-  Parcel
-  Building Footprint
-  Parks
-  Area Park Service Buffer (1/2 MI)
-  Neighborhood Park Service Buffer (1/4 MI)
-  BikeRoutes
-  BikeTrails

DATA SOURCES:  
PARCELS AND ROAD NAMES PROVIDED BY DANE COUNTY.  
AERIAL IMAGERY PROVIDED BY ESRI.

CITY OF FITCHBURG  
DANE COUNTY, WI






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











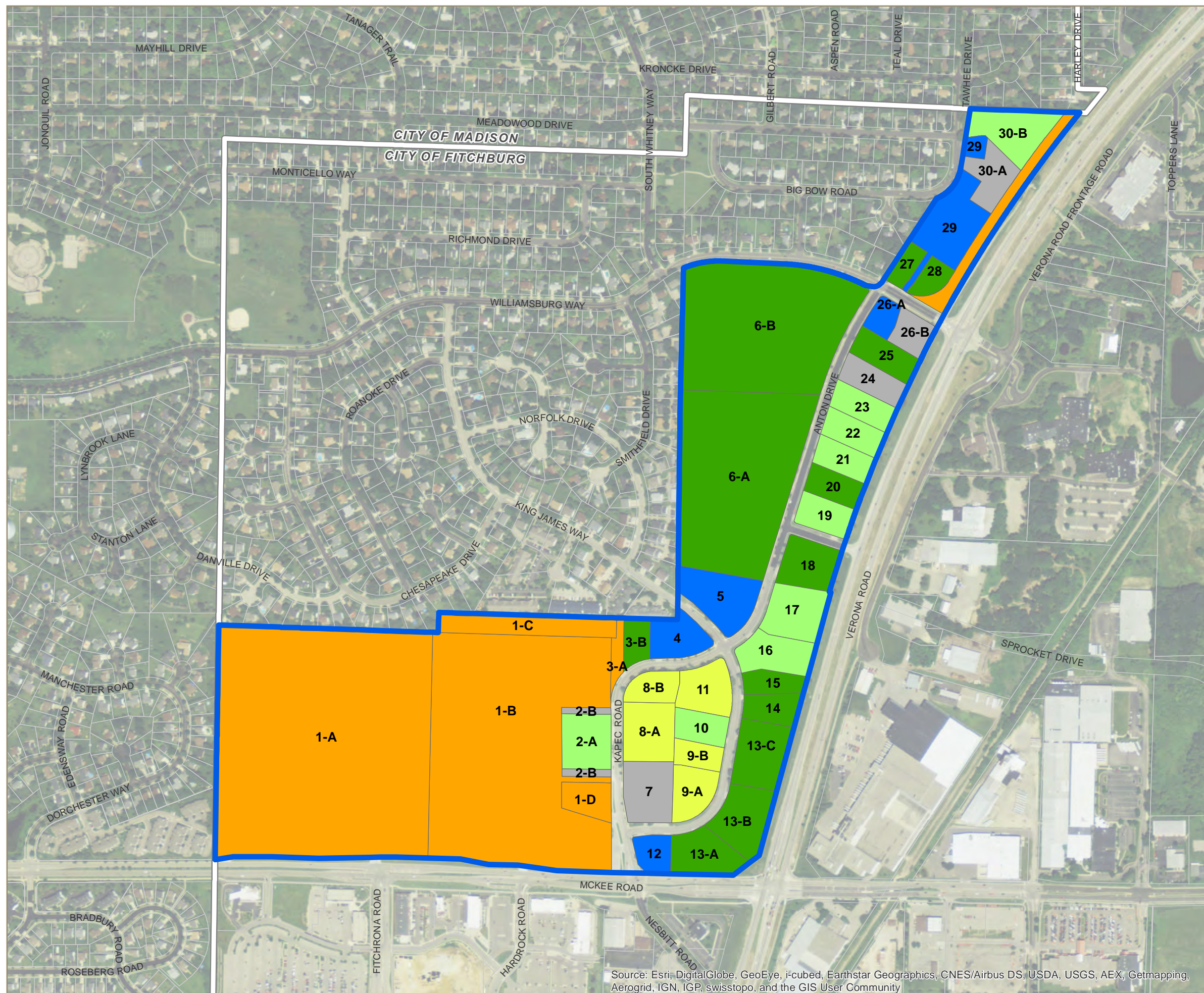
# ANTON DRIVE REDEVELOPMENT PLAN

## Property Value (per acre)

-  Municipal Boundary
-  Planning Area
-  Parcel

### Value / Acre

-  Tax Exempt or No Data
-  \$100,000/Acre or Less
-  \$100,001-\$300,000 / Acre
-  \$300,001-\$600,000 / Acre
-  \$600,001-\$1,000,000 / Acre
-  More than \$1,000,000 / Acre



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.










CITY OF FITCHBURG  
 DANE COUNTY, WI



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

# ANTON DRIVE REDEVELOPMENT PLAN

## Property Value Ratio

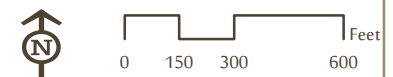
-  Municipal Boundary
  -  Planning Area
  -  Parcel
- Property Value Ratio\***
-  0.0
  -  0.1-1.0
  -  1.1 - 2.0
  -  2.1 - 4.0
  -  More than 4.0
  -  Tax Exempt or No Data

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

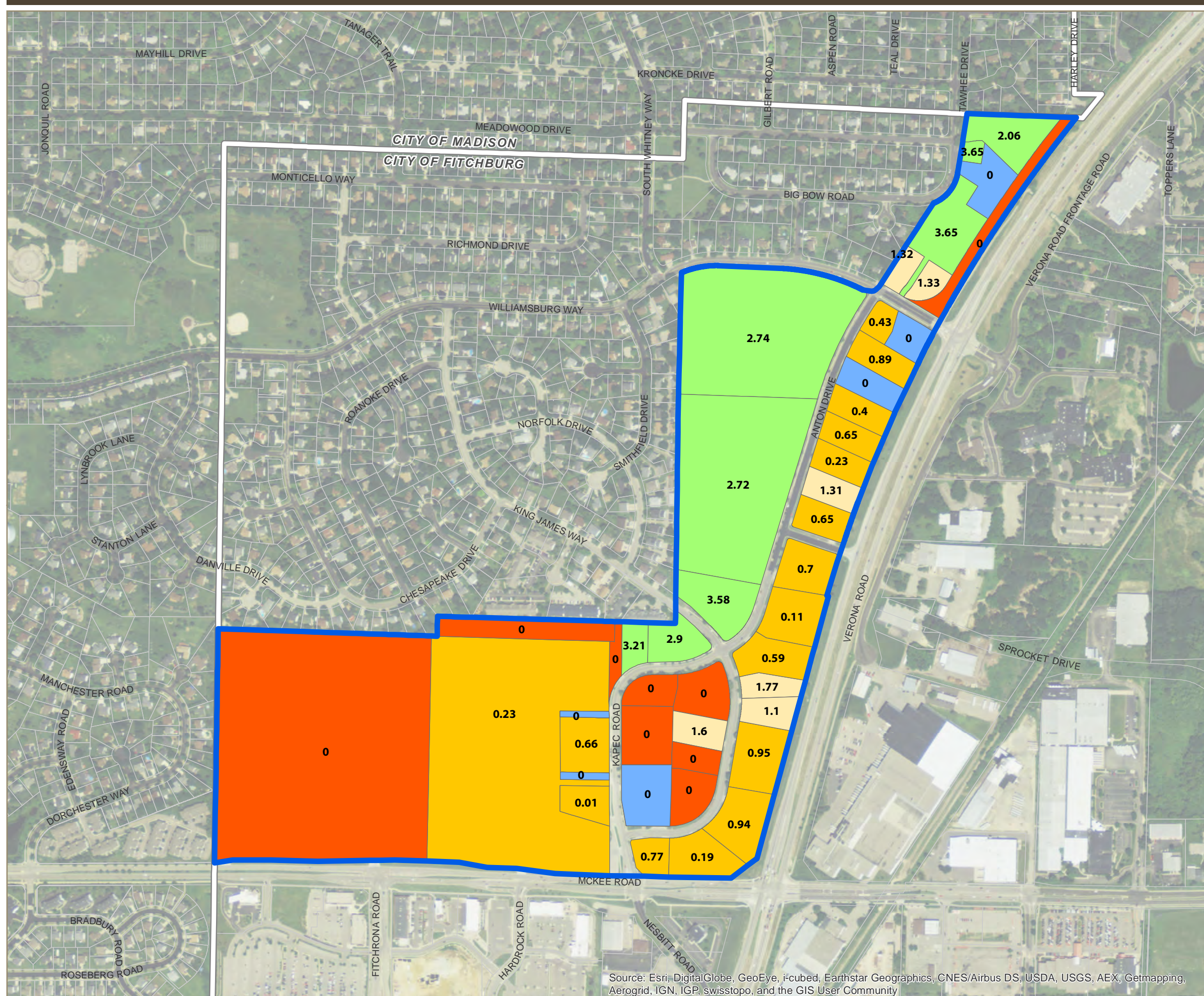
Parcels where the land value is more than the improvements value have a ratio less than 1.0.

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.

CITY OF FITCHBURG  
 DANE COUNTY, WI





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



# ANTON DRIVE REDEVELOPMENT PLAN

## Building Design & Conditions

 Municipal Boundary


 Parcel

### BUILDING CONDITIONS

 Good

 Good to Fair

 Fair

 Fair to Poor

### STREET RELATIONSHIP

 Strong

 Neutral

 Weak

\* Building Conditions were assessed based on photos taken on XX, 2015.

The assessment considers the exterior appearance of each structure as seen from the street. It is a subjective opinion based on the apparent condition of roofing, siding, windows, etc.

DATA SOURCES:  
PARCELS AND ROAD NAMES PROVIDED BY DANE COUNTY.  
AERIAL IMAGERY PROVIDED BY ESRI.

CITY OF FITCHBURG  
DANE COUNTY, WI

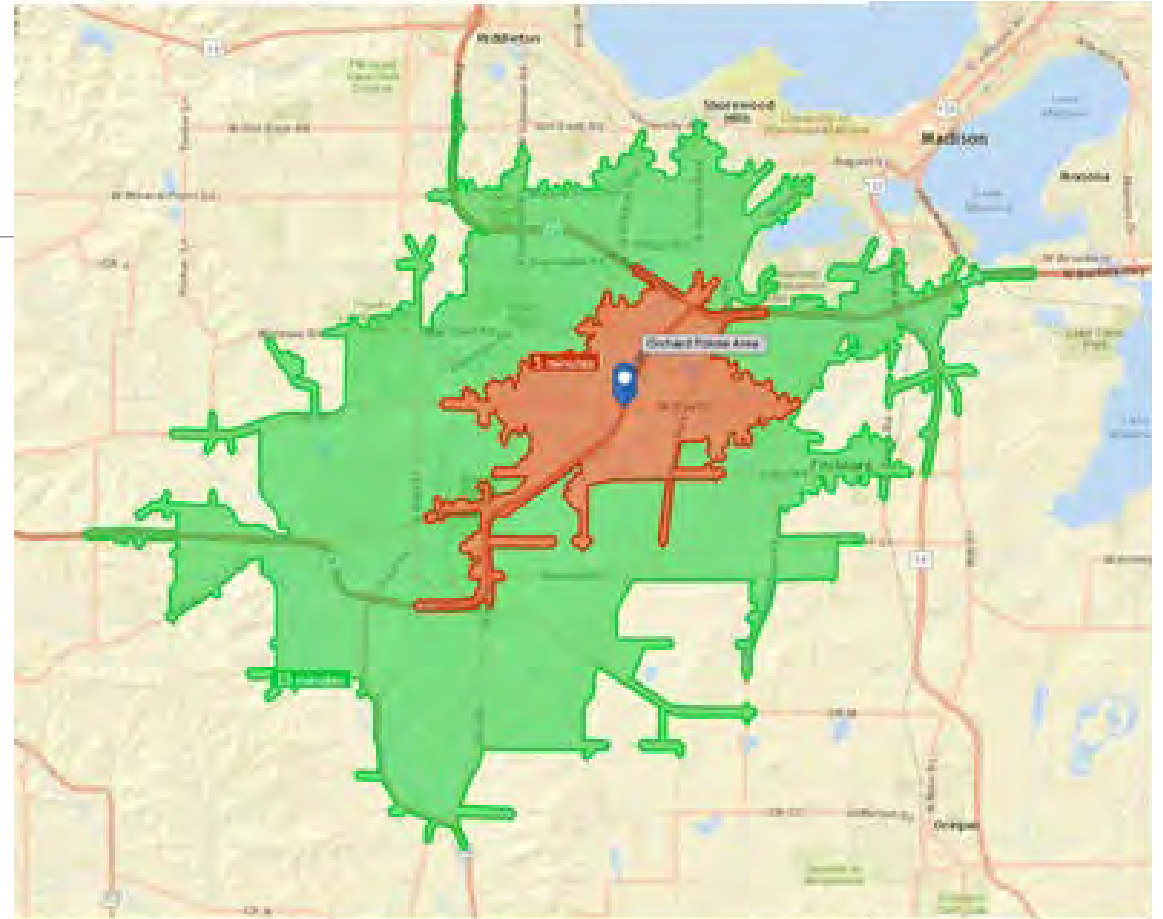


Source: Esri, DigitalGlobe, GeoEye, i-cubed, Earthstar Geographics, CNES/Airbus DS, USDA, USGS, AEX, Getmapping, Aerogrid, IGN, IGP, swisstopo, and the GIS User Community

# Market Study - Retail

- 5-Min Convenience Trade Area, 10-Min Destination Trade Area
- ~\$82,000 average household income
- ~700,000 SF of existing Retail and Service Space
- Potential for more retail, maybe including:
  - automotive parts/accessories
  - furniture
  - general merchandise
  - Restaurants and pubs

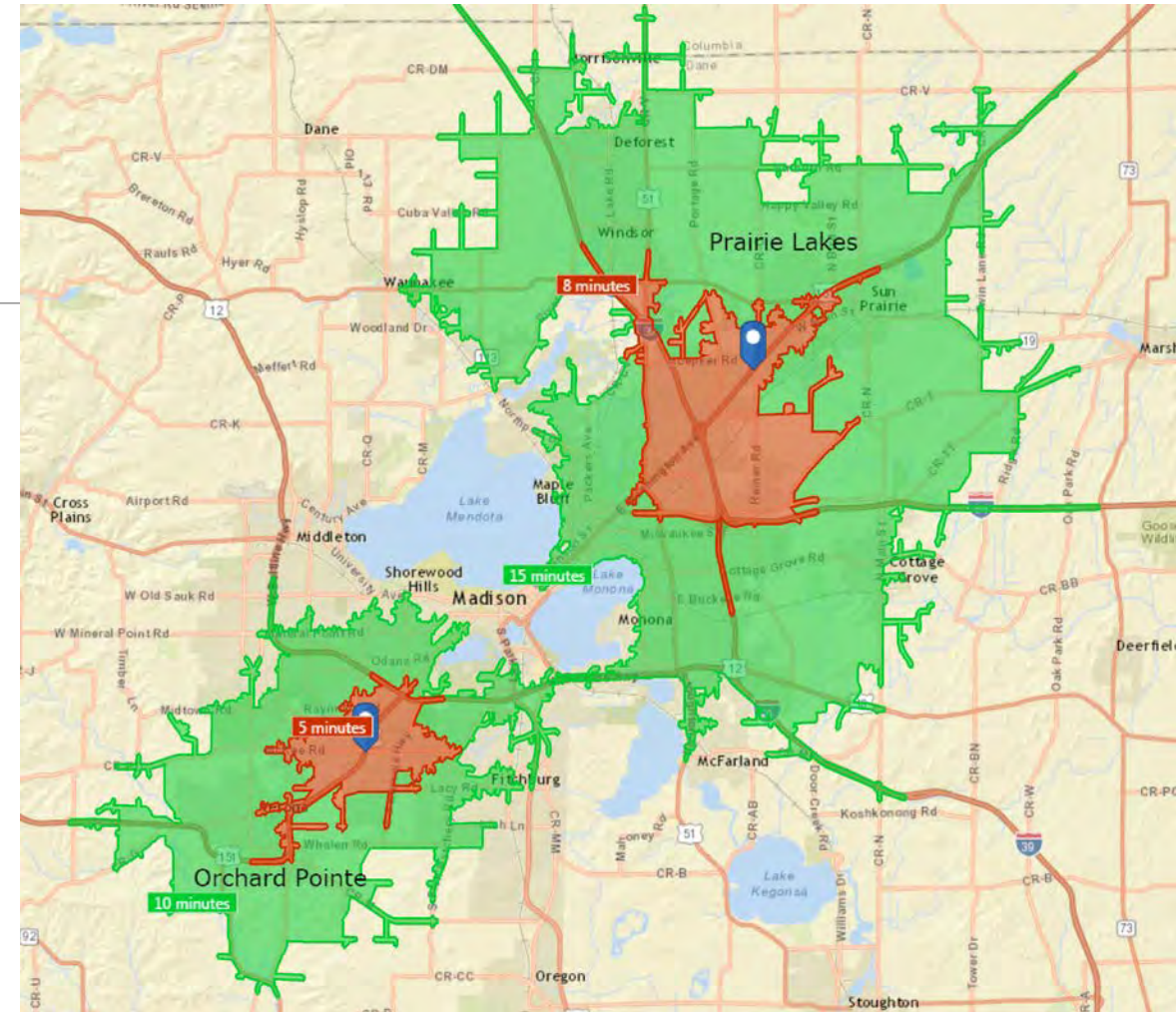
Figure 3.2: Orchard Pointe Trade Areas



Source: ESRI Business Analyst

# 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**

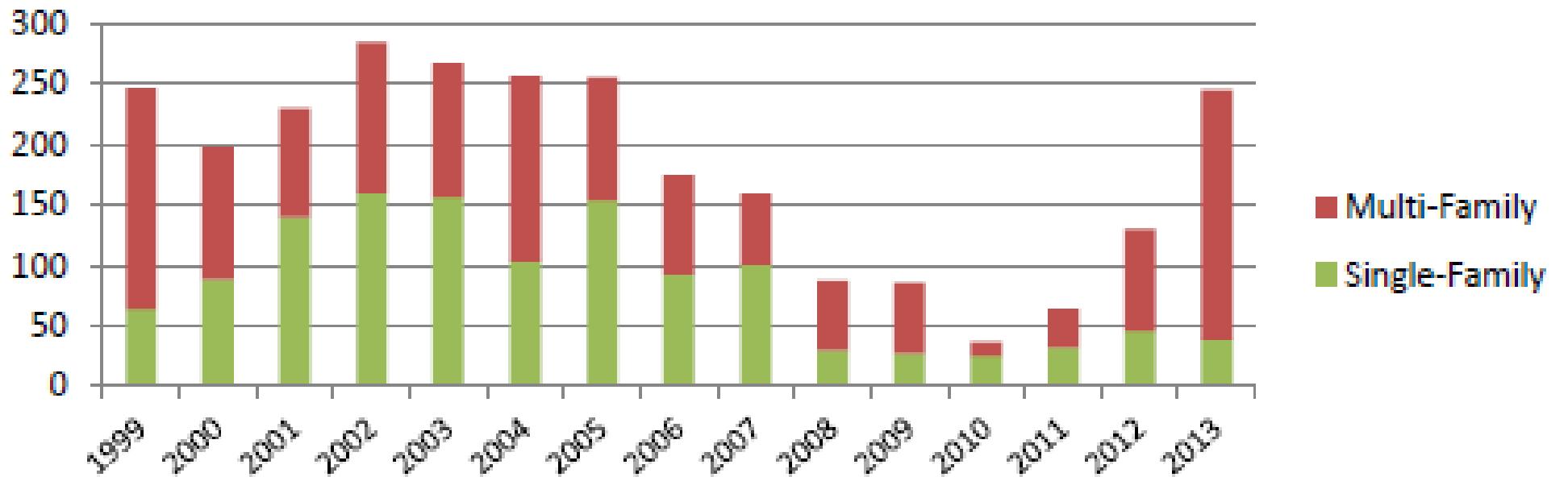
# Market Study - Office

---

- About 400,000 SF of office space in immediate area
  - 6% Class A
  - 75% Class B
  - 19% Class C
- Prices in immediate area comparable to rest of region, though absorption is relatively weaker
- Any new space should be A or B (but demand is not strong)

# Market Study - Residential

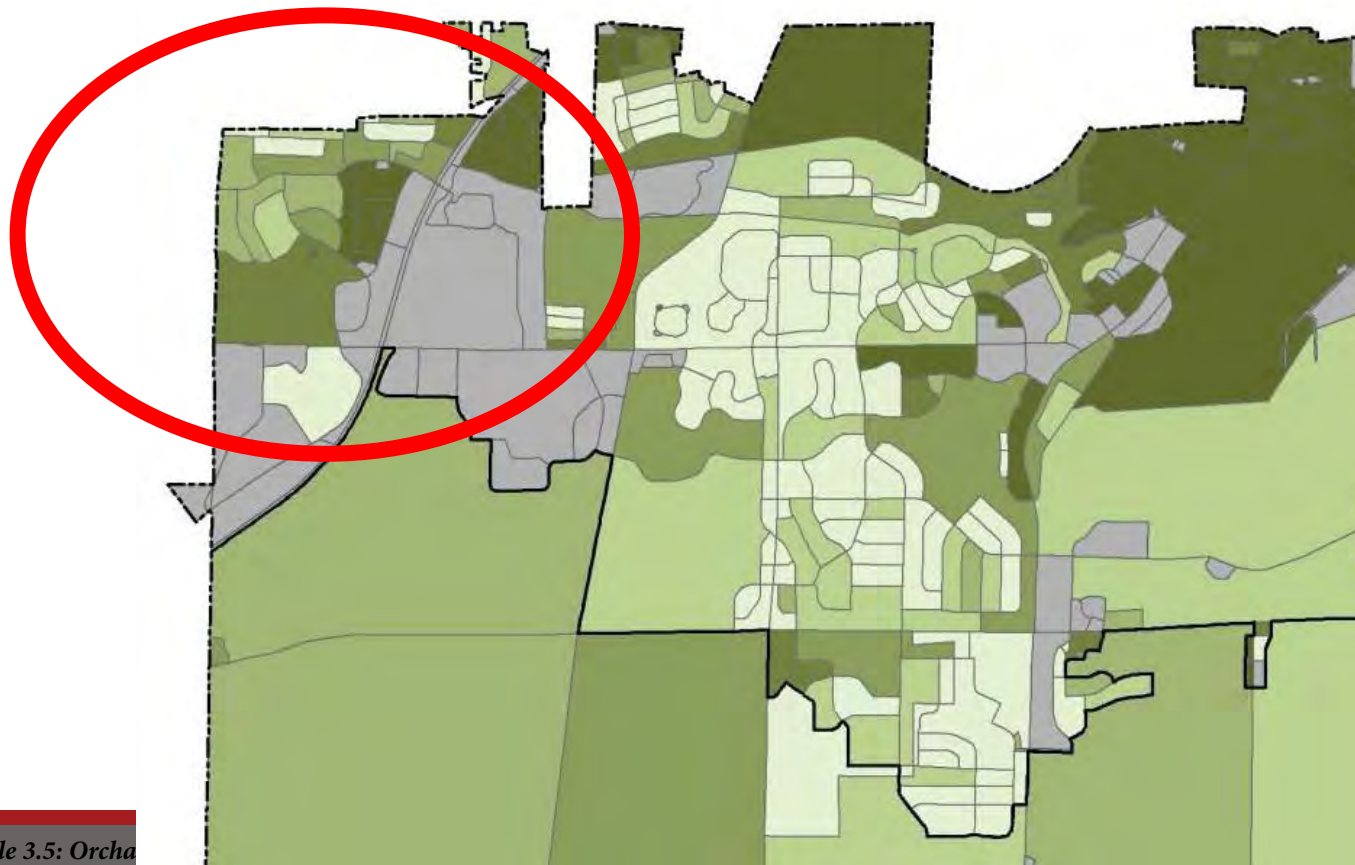
- Current and projected demand for multi-unit formats is strong across region
- Trend is toward multi-unit, attached, away from single family



**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



Percent Rented	
Fitchburg	47%
in USA	48%
out USA	13%
DeForest	28%
Middleton	45%
Monona	41%
Sun Prairie	38%
Verona	29%
Waunakee	25%

# Market Study Hotel

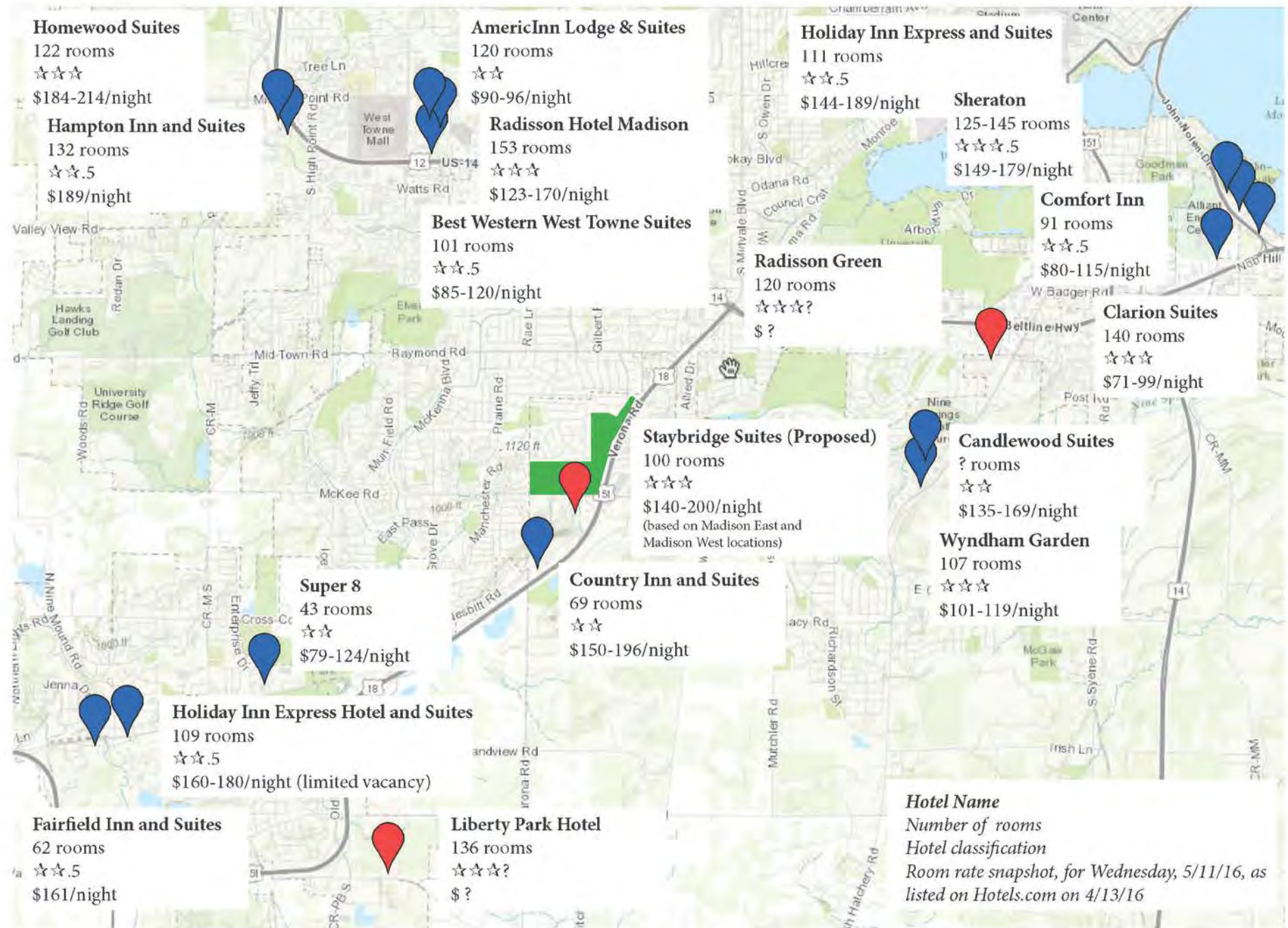


Table 3.5: Orchard Point











# Transportation – Pedestrian Facilities

---

- City goal is sidewalk on both sides of most streets
- Key gaps in the study area: east side of Anton Drive, both sides of King James Way
- Fitchrona extension will have sidewalk on both sides eventually
- Stakeholder interest in ped connection between neighborhood and Fitchrona Road

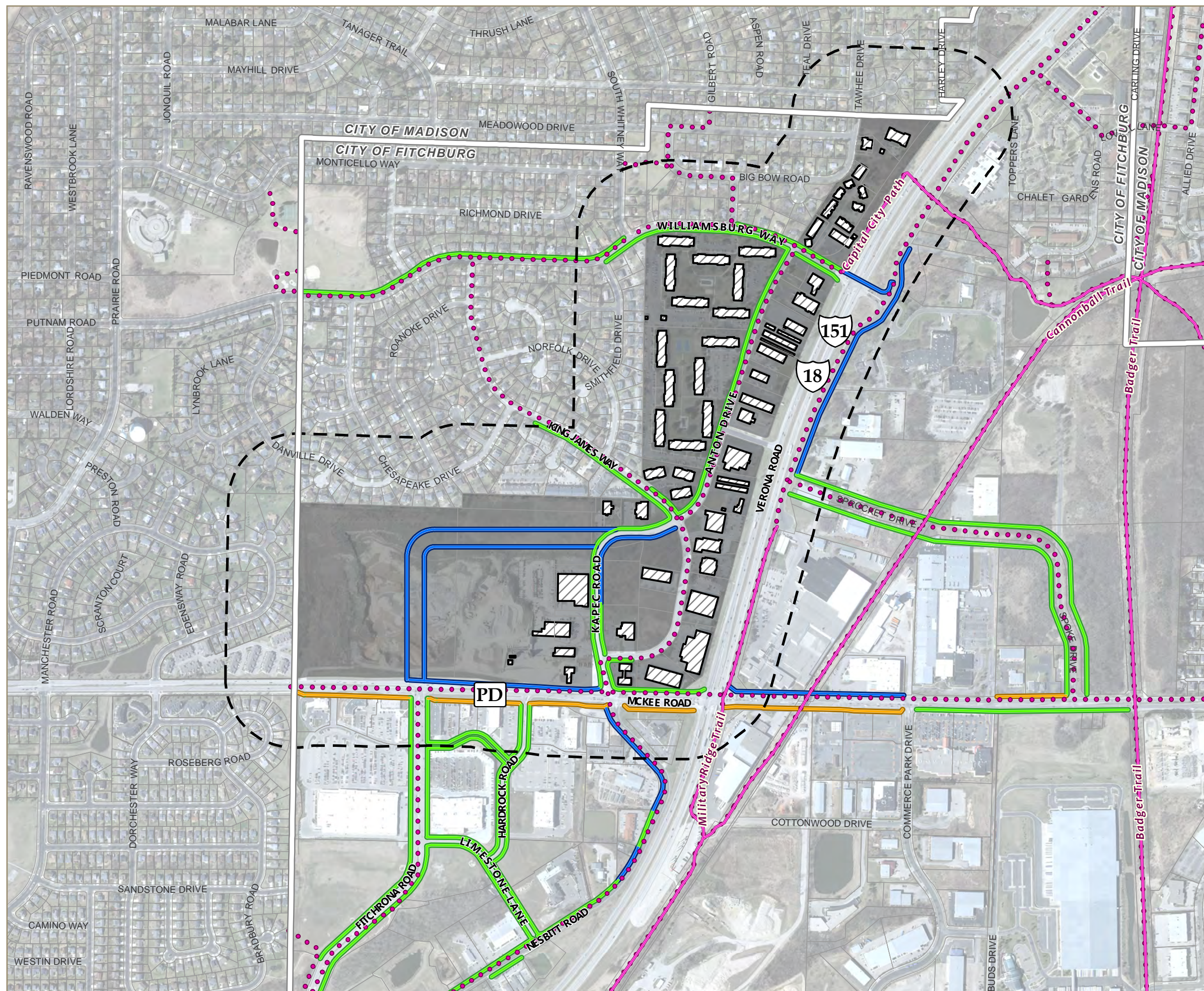
# ANTON DRIVE REDEVELOPMENT PLAN

## Bike and Pedestrian Network

-  Municipal Boundary
-  Planning Area
-  Planning Area Buffer (500 ft)
-  Parcel
-  Building Footprint
-  Existing Sidewalk (5 ft)
-  Existing Multi-Use Path (8-10 ft)
-  WisDOT Proposed Sidewalk
-  Bike Trail
-  Bike Route

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

CITY OF FITCHBURG  
DANE COUNTY, WI



# Transportation – Bicycle Facilities

---

- Many connections and trails at edges of neighborhood
- Bike/Ped connection under Verona Road to be replaced by Williamsburg Way overpass
- There will be bike lanes on McKee Road through the interchange
- Bike routes through neighborhood in City plan, but not marked or signed
- Suggest marked bike lanes on Williamsburg, Anton and King James in study area










# Transportation – Transit

---

- Route 52 – Target to West Transfer Point - Weekdays 6:30 am to 10:40 PM
- Route 59 – Includes areas east of Verona Road - Weekends and holidays 6:45 AM to 10:30 PM
- 8 bus stops south of Williamsburg Way, including 3 with shelters near Orchard Pointe (no shelters in study area)
- No changes anticipated to these routes
- No action yet by City on an east-west connector route between here and City Hall

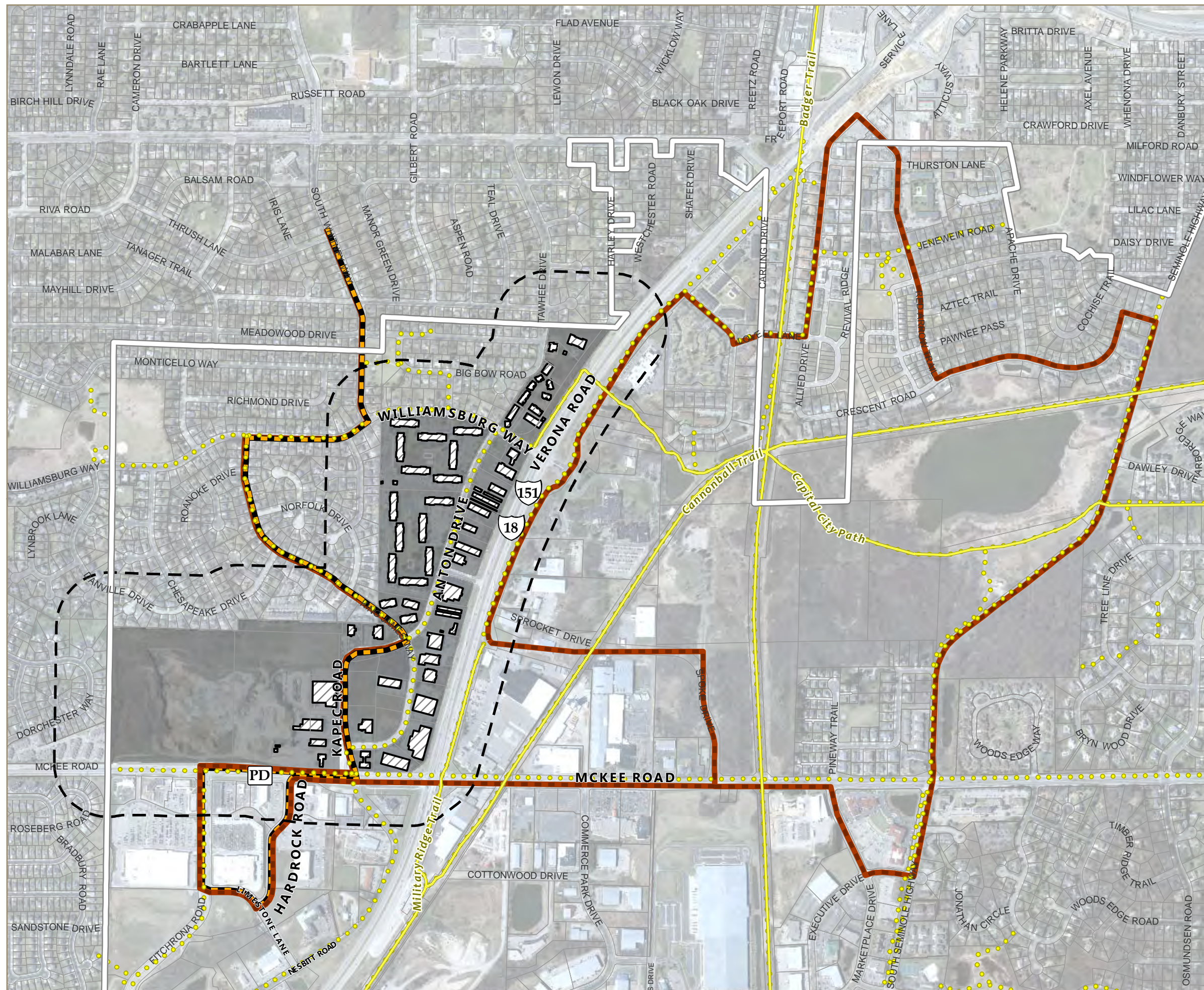
# ANTON DRIVE REDEVELOPMENT PLAN

## Metro Transit

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

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

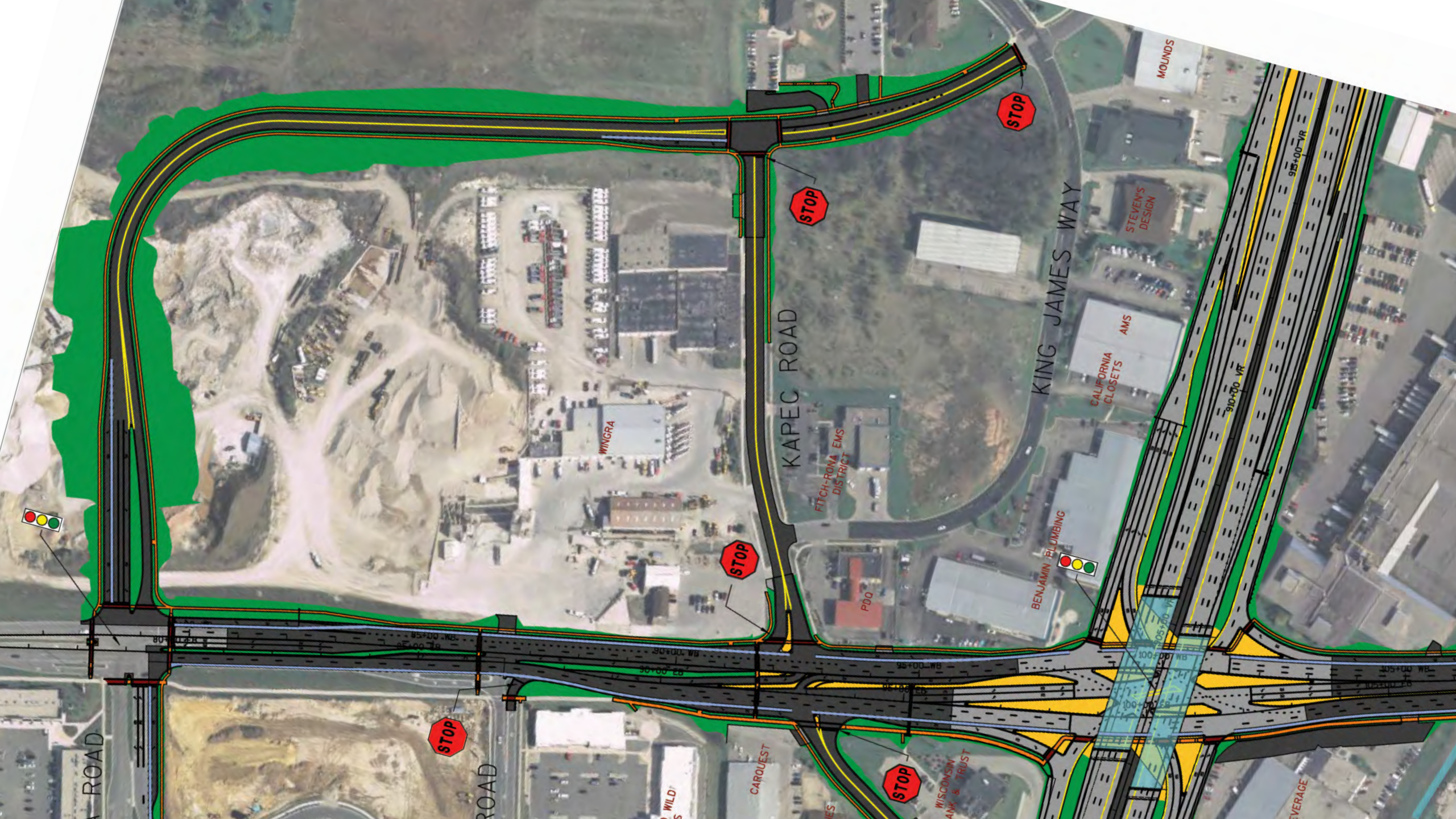
CITY OF FITCHBURG  
 DANE COUNTY, WI



# Transportation – Traffic

---

- Analysis/Projection challenges
- Core of analysis – as traffic/trips increase, what “fails” first and what does that mean for:
  - Constraints on development?
  - Infrastructure changes?
- Capacity for new development/new trips? ~450 PM peak outbound trips



ROAD

ROAD

WILD

CARQUEST

WISCONSIN  
BANK & TRUST

BEVERAGE

WINGRA

FITCH-RONA EMS  
DISTRICT

PDO

BENJAMIN PLUMBING

CALIFORNIA  
CLOSETS

AMS

STEVENS  
DESIGN

MOUNDS

KAPEC ROAD

KING JAMES WAY

STOP

STOP

STOP

STOP

STOP



SBURG WAY



PDO



PICASSO'S PIZZA



VERONA ROAD  
SELF STORAGE

CAPITAL CITY  
AUTO

KNIGHTS OF  
COLUMBUS

CHALET  
PROPERTIES

BMO HARRIS  
BANK

THERMO FISHER  
SCIENTIFIC

ORMAL

# Transportation – Traffic

---

- McKee Road/Kapec Road
  - Left in and right out may be difficult in peak hour
  - Fitchrona Road is easy alternate
- McKee Road/Fitchrona Road
  - Intersection of greatest concern for congestion as area builds out
  - Southbound left turn likely to “fail” first – likely need for more queue depth/2<sup>nd</sup> left turn lane
- Anton Drive/Williamsburg Way
  - No concerns
  - Model assumption – only low-medium density development along Anton, only 25% of new study area development trips through this intersection

# Transportation – Traffic

---

- McKee Road/Verona Road Interchange
  - Busy in 2020, but capacity for new trips from study area
  - Not a principal constraint
- Williamsburg Way/Verona Road Interchange
  - No concerns
- Fitchrona Road/King James Way
  - Potential for peak hour congestion at build out
  - Eventual candidate for signal or roundabout
- Fitchrona Road/Kapec
  - No concerns

# Transportation – Traffic

---

- 450 PM peak hour outbound trips = how much new development?

Examples:

- 230,000 SF Shopping Center  
(90 Outbound AM trips and 440 Outbound PM trips)
- 350,000 SF General Office Building  
(70 Outbound AM Trips and 430 Outbound PM Trips)
- 1,200 Residential Townhome/Condominium Units  
(440 Outbound AM Trips and 205 Outbound PM Trips)
- Mix: 100,000 SF Shopping Center, 150,000 SF Office, 400 Townhomes  
(215 Outbound AM trips and 443 Outbound PM Trips)