Fitchburg

ANTON DRIVE REDEVELOPEMENT PLAN

DRAFT DOCUMENT | NOVEMBER 2016

BUILD
Better Urban Infill Development
DANE COUNTY

MSA
PROFESSIONAL SERVICES

20-YR visionary image over the planned US-18 interchange - looking northwest

ACKNOWLEDGEMENTS

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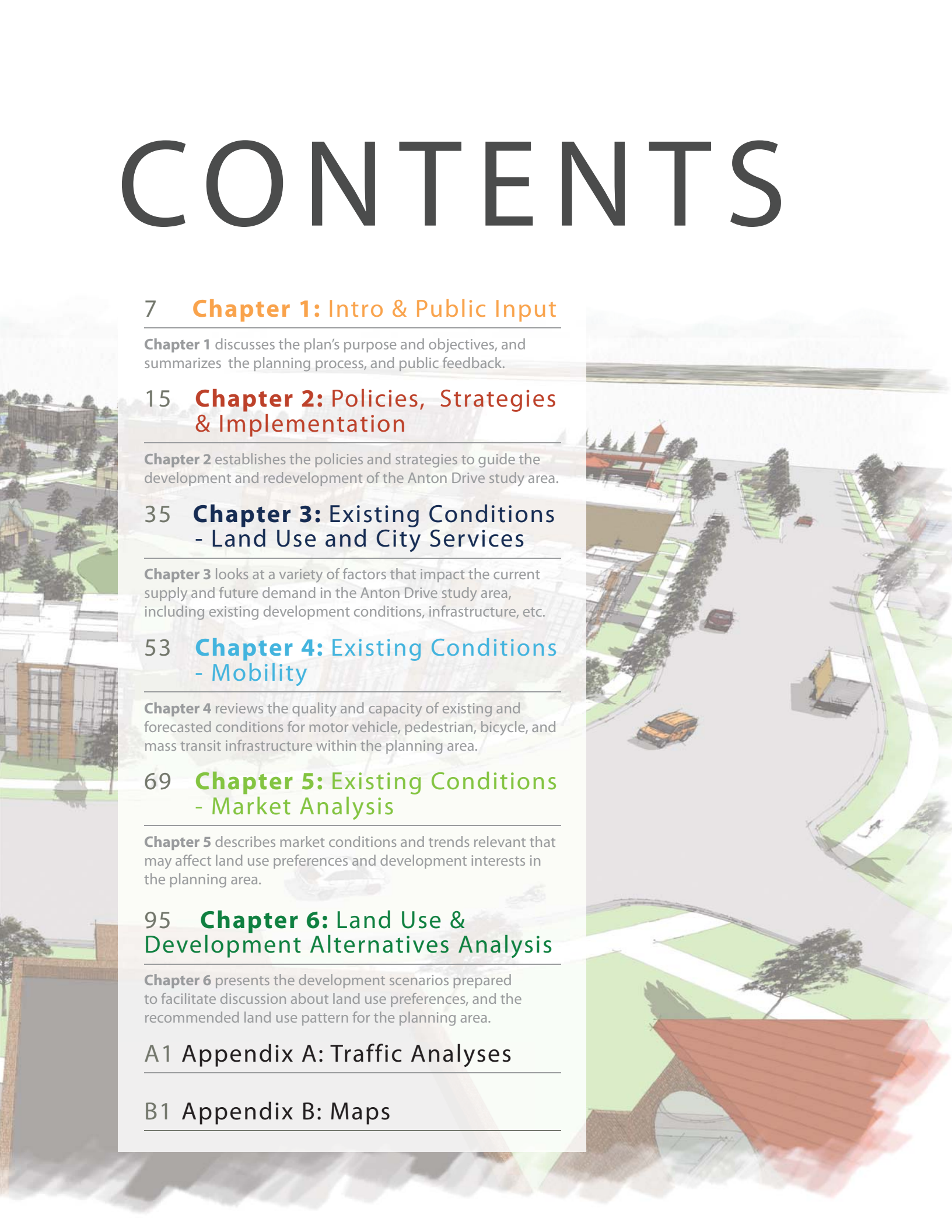
ADOPTION ORDINANCE

To be inserted upon plan adoption

20-YR visionary image over the planned bend in the Fitchrona Road extension - looking souheast

CONTENTS



CHAPTER 1

INTRODUCTION & PUBLIC INPUT

PURPOSE, OBJECTIVES & PROCESS

DANE COUNTY'S BETTER URBAN INFILL DEVELOPMENT (BUILD) PROGRAM

The BUILD program partners with Dane County communities to plan and implement infill development through planning grants. The funding supports the assistance of planning consultants who help communities with preparation of infill plans.

Program Goals

- *Promote infill development, redevelopment and efficient use of existing infrastructure*
- *Stabilize and enhance existing neighborhoods, downtowns and business districts*
- *Revitalize communities*
- *Avoid converting productive farmland on urban fringes*
- *Provide viable options to auto trips by supporting walking, biking and transit*
- *Attract private investment*
- *Improve the lives of those of low to moderate income living in the community*
- *Lead to the clean up of contaminated sites*
- Encourage improvements that promote healthy living

https://build-plandev.countyofdane.com/

PURPOSE

The purpose of this study is to create a redevelopment plan and implementation strategy for the Anton Drive Planning Area. The plan will help the City and property owners respond to and leverage changing conditions in the area. In particular, Wisconsin Department of Transportation's (WisDOT) Verona Road improvements, which started near the end of the Anton Drive planning process (Fall 2016) and plans to be completed by the year 2020. The major improvements planned with impacts on the planning area include two new grade-separated interchanges at McKee Road and Williamsburg Way, a roundabout at Williamsburg and Anton, and the extension of Fitchrona Road to Anton Drive through the Wingra Stone property. These changes will improve the overall regional transprotation network, but will reduce the visibility of some Anton Drive parcels and change access routes to and from the planning area.

This Plan is paid in part by the City of Fitchburg, Wingra Stone Company and a grant from Dane County's BUILD program (see side bar for BUILD objectives).

OBJECTIVES

The objectives of this study include:

1. Identify development and redevelopment opportunities in the planning area, including planning for any sites where a change in use is likely or desirable
2. Identify market opportunities and trends likely to influence redevelopment decisions and outcomes
3. Identify any infrastructure improvements (water, wastewater, stormwater, etc.) needed to accommodate new development
4. Project future traffic patterns and volumes to identify any traffic-related constraints on new uses in the planning area
5. Enhance bike, pedestrian, and transit accessibility throughout the planning area
6. Identify opportunities to support and improve the Jamestown Neighborhood
7. Establish a plan for new development, including uses, intensity of use, and urban design guidance, within the constraints of public infrastructure systems
8. Create an action plan for things the City can do to implement the plan

PROJECT SCHEDULE

February 2016
** Steering Committee Mtg 1*

** Business Interviews*

March 2016
** Steering Committee Mtg 2*

April 2016
** Steering Committee Mtg 3*

** Community & Economic Development Meeting*

May 2016
** Transportation & Transit Commission Meeting*

** Public Informational Mtg 1*

** Plan Commission & Committee of Whole Meetings*

September 2016
** Steering Committee Mtg 4*

** Plan Commission Mtg*

** Public Informational Mtg 2*

October 2016
** Steering Committee Mtg 5*

November 2016
** Steering Committee Mtg 6*

January 2017
Public Hearing / Plan

PROCESS

This plan was developed over approximately twelve months, beginning in January 2016. The process included the following activities.

Staff Meetings

MSA planners met with staff at every stage of the planning process to review and discuss draft materials. The City's planning, engineering, and economic development departments participated in these meetings.

Business & Property Owner Engagement

MSA planner Jason Valerius and City Economic Development Director Michael Zimmerman visited with many of the property owners, businesses and representatives of residential properties within the study area. Each meeting covered a range of topics, including concerns about the highway project, intentions for future investment or redevelopment, preferences for changes in the study area, and any other issues of concern. The feedback from these interviews is briefly summarized in this chapter.

Resident Engagement

There are several multi-famly residential developments in the planning area, and a mixed residential neighborhood (Jamestown Neighborhood) located adjacent to the planning area. This plan was directly vetted by Jamestown Neighborhood Association President, who was on the Anton Drive Steering Committee.

The two public information meetings were publicized through several avenues including:

- the Verona Road Business Coalitiion (VRBC),
- the City Website,
- "Notify Me" City list serve emails, and
- flyers distributed by commission members.

Both public informational meetings were attended by residents, business owners and property owners in the study area, as well as from the Jamestown Neighborhood.

City Council & Other City Comissions

MSA presented planning process updates and plan draft material, and sought feedback on that material, from several City commissions including the following:

- Community and Economic Development Authority (CEDA),
- Transportation and Transit Commission (TTC),
- Plan Commission (PC), and
- City Council.

Feedback recevied by the above commissions have contributed to this plan.

STUDY AREA & REGIONAL CONTEXT

STUDY AREA

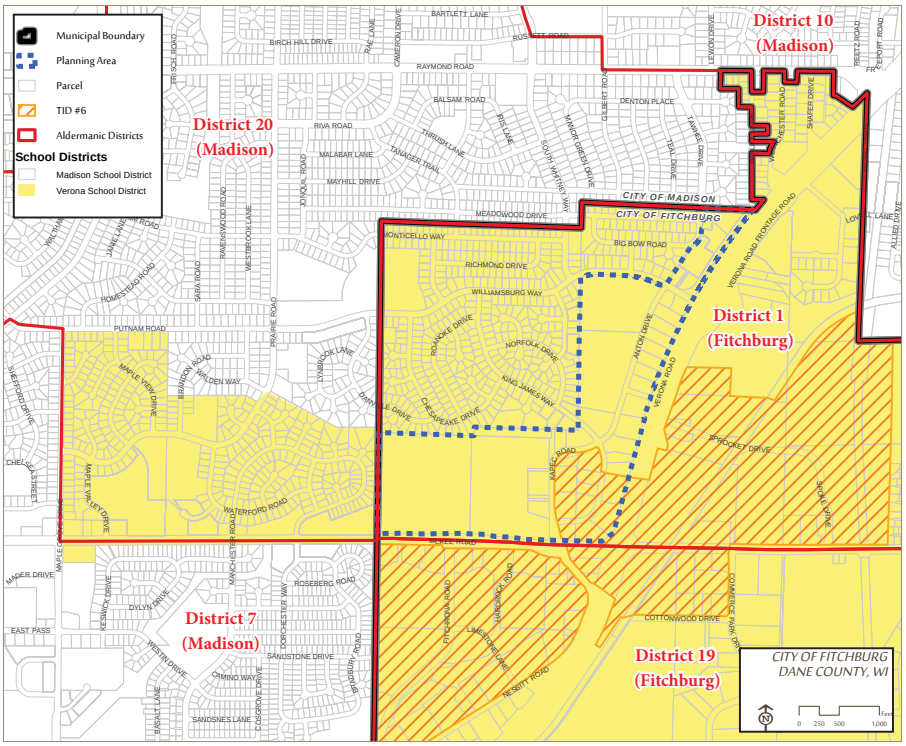
The Anton Drive Planning Area is approximately 152 acres, which includes 61 acres under ownership of Wingra Stone Company.

As shown in the Regional Context Map (on the next page), the study area is bounded by:

- US-151/18 (Verona Road) to the east,
- Fitchburg city limits and Maple-Prairie Neighborhood (in the City of Madison) to the west,
- Jamestown and Western Hills Neighborhoods to the north, and
- McKee Road (CTH PD) to the south.

Political, School & Special Districts

Sources: Verona School District (district boundary); Fitchburg (TID boundary); Dane County, WI (parcels, roads, supervisory districts)



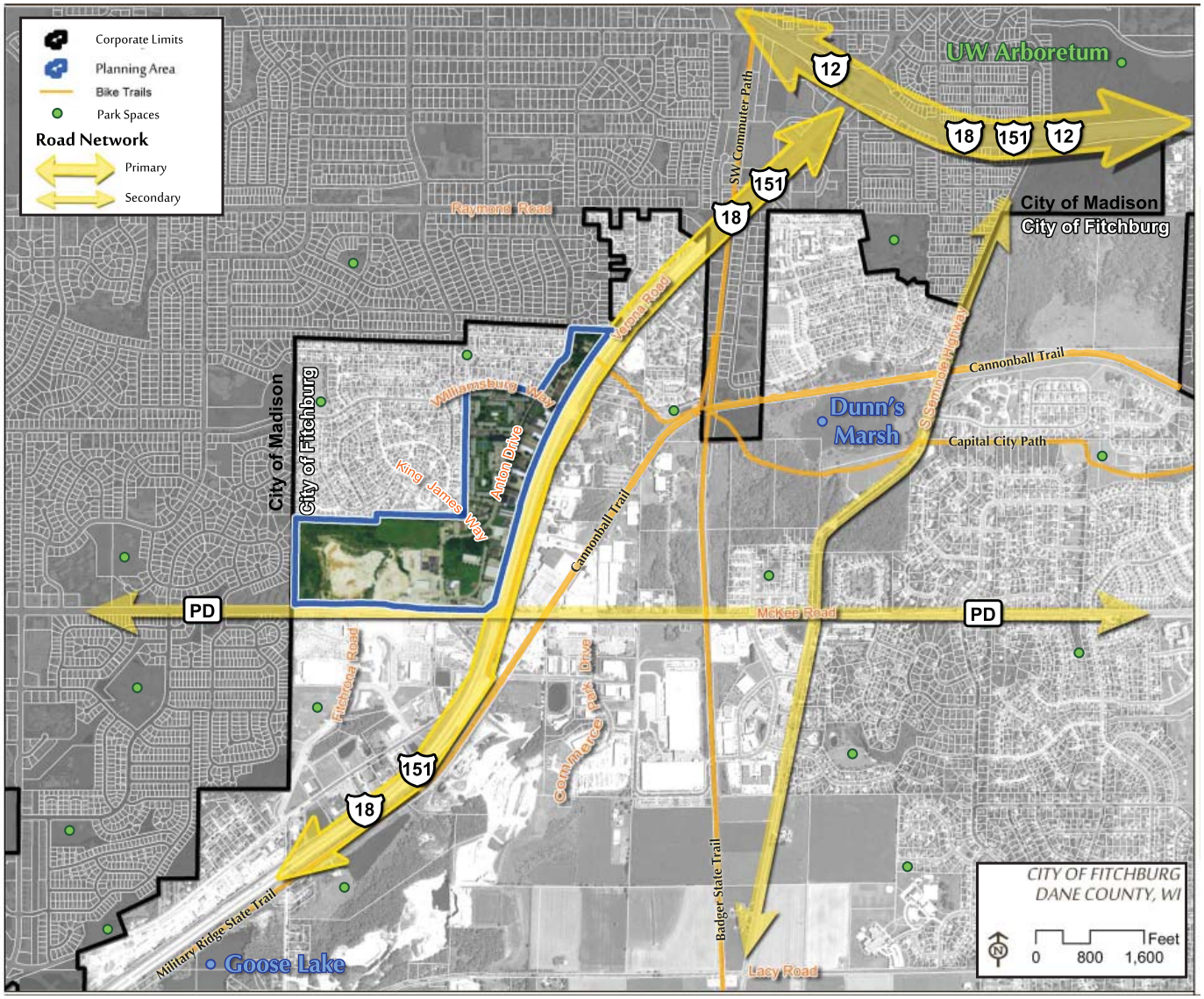
REGIONAL CONTEXT

This area is a major gateway into the City of Fitchburg from the south – US 18/151 transitions into the urban development character of the City of Fitchburg and the Madison Metro area at McKee Road. This area serves as a major highway commercial district for the City. Current uses are a mix of office, retail, service, storage and residential uses; buildings were constructed from the 1950's (Wingra Stone) to the early 2000's. There is no direct access to the highway from any parcel; however, three roads that currently connect to US 18/151 provide easy access to the regional highway system (i.e. Williamsburg Way, Carriage Street and McKee Road). There are significant pedestrian/bike facilities near the study area, including the Capital City State Trail, Badger State Trail, Military Ridge State Trail, SW Commuter Path and Cannonball Trail, though no dedicated bike facilities within the study area beyond the Capitol City Trail connection to Williamsburg Way at Verona Road.

The study area is in the western portion of Aldermanic District 1. The entire study area is within the Verona Area School District, as is a portion of the adjoining neighborhood to the west of the Wingra Stone site in the City of Madison (see the map above). A portion of the planning area is part of Tax Incremental District (TID) #6, including the undeveloped lots on Kapec Dr. and King James Way.

Regional Context

Sources: Dane County, WI (parcels); ESRI (aerial)



PUBLIC INPUT

INTERVIEWS

MSA Project Manager Jason Valerius and City of Fitchburg Director of Economic Development Mike Zimmerman conducted 20 interviews with property and business owners during the month of February, 2016. The interview process included representatives of 13 of the 31 businesses in the study area, plus representatives of the Willow Run Condominiums and New Fountains Apartments.

An abbreviated summary of the interview findings follows. It is important to understand that this is only a partial snapshot of stakeholder opinions about the study area.

Interview Feedback

- ***Employment.*** Among those businesses we spoke to, average employment is roughly ten (10) people, and the estimated average number of full-time equivalents is five (5), reflecting the fact that these are mostly service and retail businesses and roughly two-thirds of the employees in the area are part-time.

- ***Activity and Traffic.*** Most businesses reported only a handful of deliveries per day or week, though Mounds Pet Food Warehouse can have 8-10 semi-truck deliveries on busy weekdays. Some sites do not have space for trucks to turn around, requiring semis to block traffic while backing into the site. The greatest generator of truck traffic in the study area is the Wingra Redi-Mix plant, which can generate 300 truck trips per day at peak production.

  The greatest source of customer trips is the PDQs, which can generate about 500-1,000 trips per day. Other uses generate less - the furniture stores, for example, are generating about 20-100 trips per day. Operating hours in the area are typically within the hours of 8 AM to 9 PM, though Wingra Redi-Mix sometimes operates 24 hours per day to supply highway construction projects.

- ***Parking.*** Few businesses have or anticipate a parking problem, except Madison Swim Academy, where they use on-street parking during peak periods but will lose that when Kapec Drive is reconfigured in 2017. Parking is all accommodated with surface lots, however the new building at the corner of McKee Road and Verona Road will have underground parking, funded through Tax Incremental Financing (TIF), to enable a three-story building on that small site.

- ***Alternative Modes of Transportation.*** Most employees and customers of businesses in the area arrive by personal vehicle, though some neighborhood residents use the Metro bus system.

- ***Carriage Street.*** The adjoining businesses want Carriage Sreet to be maintained in its current form when it is cut off from Verona Road. The adjoining businesses would like some sort of change to Anton Drive to improve safety turning out of Carriage Street *[Note: the future of this street will be decided by the City, which still has the option to vacate the public right-of-way to the adjoining landowners, allowing them to maintain the street as they see fit. If considering vacation, the City will need to retain easements for existing sewer and water pipes in that right-of-way.]*

- ***Impact of the Verona Road Improvement Project.*** All businesses anticipate some challenges to maintain customer traffic during construction, though most expect those challenges to be modest and manageable. At least one business expects to discontinue its retail functions, and another is concerned by the noise of construction occurring very close to its building.

The closure of Carriage Street is not anticipated by business owners to have a significant impact on success in the corridor. Businesses in one-story buildings on King James Way expect to have severe visibility constraints and several believe that change will reduce their revenue and competitiveness. Though most businesses are not concerned about the change in access at Kapec Drive and McKee Road, PDQ may consider relocating once it loses a convenient route back to the highway at McKee.

- ***Undeveloped parcels.*** There are currently five ready-to-build parcels between Kapec Road and King James Way; owners are open to any sale or development opportunity that allows a reasonable return on their investment. Wingra Stone expects to continue operating their concrete plant, but their lands to the north and west of the extended Fitchrona Road are expected to be available for development within five years.

- ***Redevelopment Plans.*** Most of the existing businesses and property owners plan to continue operating in their current buildings without significant changes or additions. Exceptions to this are the 3-story office building under construction near the intersection of Verona Road and McKee Road, and interest in redevelopment by the owners of the commercial strip building on Williamsburg Way.

- ***Preferences for Other New Uses.*** Everyone wants more commercial uses, especially retail and service businesses. Residents and office space owners want more consumer-oriented uses; current retail and service businesses owners would be happy with just about any new uses that bring more consumers into the area.

- ***Signage.*** Most business owners were already aware that the city adopted new, flexible sign regulations for the Verona Road corridor, and Mike Zimmerman directed everyone likely to need a new sign in some way to contact Susan Badtke at the City Planning Department.

- ***Crime, Vandalism and Public Safety.*** We heard very few concerns about crime or safety from interviewees within the study area. The Fitchburg Police are very present, and even nuisance issues like vandalism are rare. Apartment dwellers experienced a notable uptick in break-ins and thefts in the last quarter of 2015. We heard concerns about the behavior of customers frequenting the Williamsburg Way PDQ, including loitering near the store and litter problems along the route between PDQ and the Jamestown neighborhood.*[*

  [Note: during this planning process, residents of the Jamestown Neighborhood have expressed greater concern about crime and public safety]

- ***Utilities.*** Based on these interviews, public and private utility infrastructure in the planning area is in excellent condition.

PUBLIC INPUT

PUBLIC INFORMATIONAL MEETINGS (PIM)

All of the meetings of the Steering Committee and standing City committees were piublic meetings open to attenance by any interested stakeholders. However there were two meetings specifically designed and promoted to inform and involve the general public.

Kick-Off PIM (May 4,2016)

Hosted at Fire Station #2 between 6:00 and 8:00 PM, this meeting featured an introduction by the Mayor and a presentation by the MSA Project Manager. Attendees were invited to ask questions, speak with Project Team or Steering Committee members in attendance, and complete worksheet questionairres.

Attendees were mostly residents of the Jamestown Neighborhood. There was no dominant theme in the comments from attendees. A number of people attended with concern that the plan would recommend the installation of sidewalks in the adjoining neighborhood, and were relieved to hear that the plan would not include such a recommendation. Preferences about new uses in the study area varied, but were gnerally focused on uses that could be used by existing residents, such as restaurants, a church, a community center, and a park.

Concept/Draft Plan PIM (September 29, 2016)

Hosted at Fire Station #2 between 6:00 and 8:00 PM, this meeting featured an introduction by the Steering Committee Chair and a presentation by the MSA Project Manager. Attendees were invited to ask questions, speak with Project Team or Steering Committee members in attendance, and complete worksheet questionairres. Most of the time was used to present and answer questions about the land use concepts.

Attendees were mostly residents of the Jamestown Neighborhood. A dominant theme was concern about the possible height and density of residential buildings adjacent to the existing neighborhood, with a clear preference for lower-density housing. Attendees were generally in favor of proposed pedestrian connections to the neighborhood, and confirmed that they did not want to see a new street connection between Fitchrona Road and the neighborhood.

CHAPTER 2

PLAN POLICIES, STRATEGIES & IMPLEMENTATION

VISION, GOALS & POLICIES

This plan is intended to establish policies and strategies to guide the development and redevelopment of the Anton Drive study area. This chapter consolidates that essential content.

Vision Statement

The Anton Drive Planning Area will develop and redevelop with diverse uses, high quality buildings and smart urban design. New investment here will benefit the City of Fitchburg in general, and specifically local businesses and the Jamestown Neighborhood, by bringing more customers, jobs and amenities to the area.

20-YR vision looking above the planned Kapec/Fitchrona intersection - looking west

Goal 1 – Development and redevelopment in the Anton Drive Planning Area will establish this area as unique, walkable and urban.

Policy #1.1
A Walkable Neighborhood

The City desires development in this area with an urban character that is safe and pleasant for walking. Property owners are encouraged to utilize SmartCode zoning, where this is an option, or otherwise to design for consistency with the design guidelines in this plan. In general, the objective is to have an effective and adaptable network of public streets that safely accommodate walking, to place buildings close to and visually connected to the street, and to locate parking in side yards, rear yards, and underground.

Policy #1.2

Smart Design along Verona Road

The parcels adjoining the US 18/151 right-of-way are "double-frontage" lots requiring careful design on both the street side and the highway side. All projects should be designed and reviewed for consistency with the design guidelines in this plan, especially including the orientation of public entrances toward a local street and strategies to make buildings taller and more attractive as seen from the highway.

GOAL 2 – New development in the planning area will be compatible with and support the success of the Jamestown Neighborhood.

Policy #2.1

New Residential Uses Desired

New residential uses are appropriate in the planning area. A healthy neighborhood includes a diversity of housing types that appeal to a variety of residents, from young professionals to families with children and older adults. The City expects market demand for multifamily housing but also desires some owner-occupied housing, especially in formats not currently

A **bungalow court** *consists of a series of small, detached structures (500-800 square foot per unit), providing multiple units arranged around a shared court. Generally the homes are individually owned with the land under shared ownership.*

available in the neighborhood such as townhomes or ***"bungalow court"*** configurations.

Policy #2.2

Affordable Housing

While housing affordability is a concern throughout the Madison Metro area, the Jamestown neighborhood remains relatively affordable. As such, the number of income-qualified housing units in the planning area should be maintained, but not increased. However, design strategies that control the cost of market-rate housing without public subsidy are encouraged, such as smaller lots, smaller units and attached units. Design strategies that seek affordability simply through the reduction of quality are strongly discouraged.

Policy #2.3

Business+Resident Connections Encouraged

The Jamestown Neighborhood Association is encouraged to pursue and maintain relationships with business owners and managers in the planning area, especially retail and service establishments. The primary objectives of this outreach should be increased customer traffic for the business, and identification and promotion of employment opportunities for residents.

Policy #2.4

Community Meeting Spaces Encouraged

The City recognizes the desire for a community meeting space convenient to the Jamestown neighborhood and other westside residents. Though the Fire Station site is planned for redevelopment, and there are no current plans to build a public community center in this area, the City remains open to the option of a public facility in the future. The City supports the establishment of meeting rooms and facilities within private development in the planning area available for neighborhood use at a modest fee, and will consider offering development incentives for projects that include such spaces, in exchange for guaranteed pubic access.

Policy #2.5

Maintain Existing Residential Uses

The existing rental housing along the west side of Anton Drive is currently understood to be stable, profitable and in good condition. If and when these sites are considered for major reinvestment or complete redevelopment, multifamily residential is still the preferred use. Proposals to increase the density of residential units must be evaluated for the likely impact of those additional units on local traffic congestion, parks and other public facilities.

GOAL 3 – Local intersections within and at the edges of the planning area will safely accommodate the new traffic resulting from development within the study area.

Policy #3.1

Maintain Intersection Level of Service (LOS) D or Better

This plan is intended to establish guidelines for development to ensure that as development occurs, the four key local intersections in the planning area will continue to function at an acceptable level of service during the PM peak hour, which data show is the most congested period of the day in this area. Level of Service "D" is deemed acceptable, meaning wait times to get

VISION, GOALS & POLICIES

through a signalized intersection will rarely exceed 55 seconds. The findings and recommendations of the traffic section of this plan will be used to inform decisions about the amount of development that may be approved and the improvement of intersections as traffic increases.

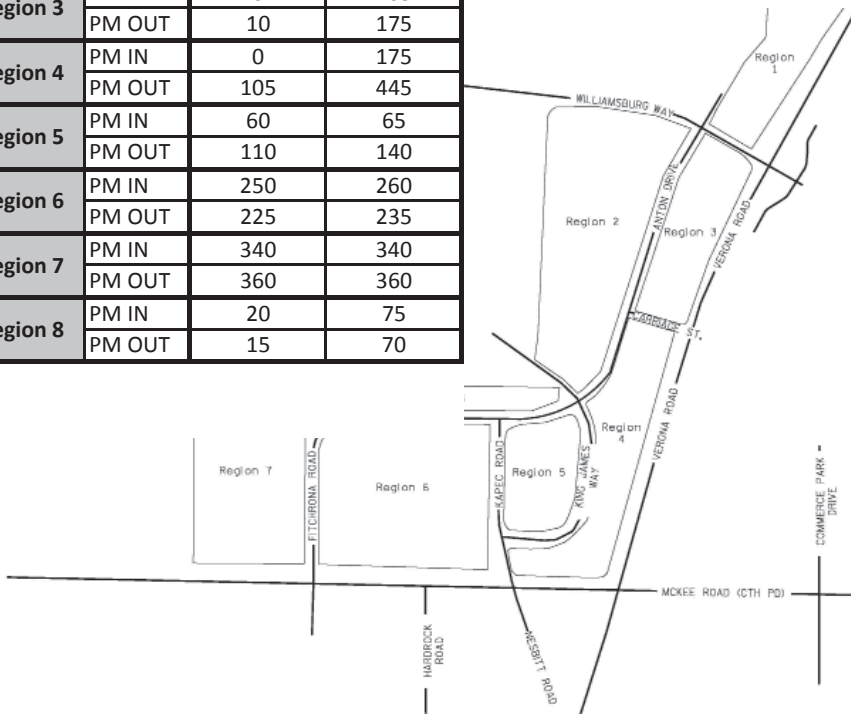
Policy #3.2

New Trip Generation Guidelines

The table above offers suggested guidelines on the total number of new inbound and outbound trips that new development would generate during the PM peak hour. New development should generally not exceed these guidelines unless trips are reallocated from another portion of the planning area or a new traffic impact analysis shows that the additional trips, in combination with other new trips assumed in this plan, will not reduce intersection Level of Service below "D". Developers are encouraged to incorporate uses that do not generate signficant traffic during the PM peak hour.

Suggested PM Peak Trip Generation Limits By Region

		New Trips	Total Trips
Region 1	PM IN	10	210
	PM OUT	5	195
Region 2	PM IN	0	240
	PM OUT	0	125
Region 3	PM IN	0	165
	PM OUT	10	175
Region 4	PM IN	0	175
	PM OUT	105	445
Region 5	PM IN	60	65
	PM OUT	110	140
Region 6	PM IN	250	260
	PM OUT	225	235
Region 7	PM IN	340	340
	PM OUT	360	360
Region 8	PM IN	20	75
	PM OUT	15	70



20-YR vision looking toward the planned bend in the Fitchrona Road exension - looking north from McKee Road

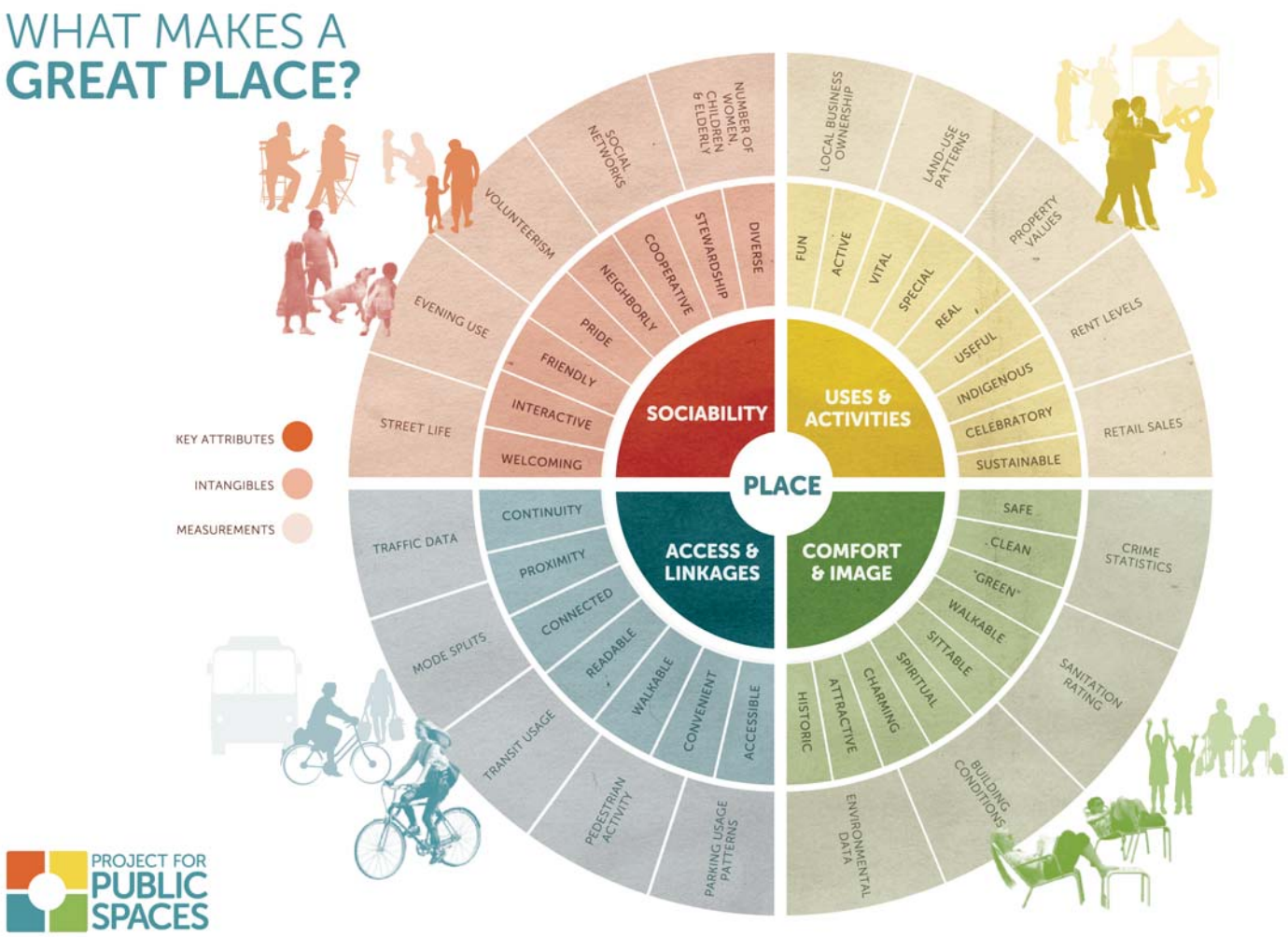
PLACEMAKING STRATEGIES

Quality Places

Placemaking is the *process* of creating ***quality places*** that attract people. Quality places can and should be unique and memorable, but there is a set of general physical characteristics that all good places share

Project for Public Spaces (PPS) has found that Quality Places share four qualities: 1) they are ***accessible***; 2) people are engaged in ***activities*** there; 3) the space is ***comfortable*** and has a good image; and 4) it is a ***sociable*** place - one where people meet each other and take people when they come to visit. The Place Diagram (created by PPS) is shown below, and describes the many facets that make a place "great".

The Vision for this Plan is to make the Anton Drive planning area a distinctive place. This section describes strategies to work towards this goal.



PLACEMAKING STRATEGIES

Placemaking Strategies

The following strategies, and the map on the next page, describe some placemaking strategies to enhance the Anton Drive planning area's capacity to attract people and investment and generate positive feelings about this area.

Streets & Pedestrian Connections

- Establish new streets in a grid pattern with modest block size (<2,500 foot perimeter)
- Provide at least one new east/west street connecting Kapec Road and Fitchrona Road
- Provide at least one and preferably two new pedestrian connections to the Jamestown Neighborhood.

Park/Social Space(s)

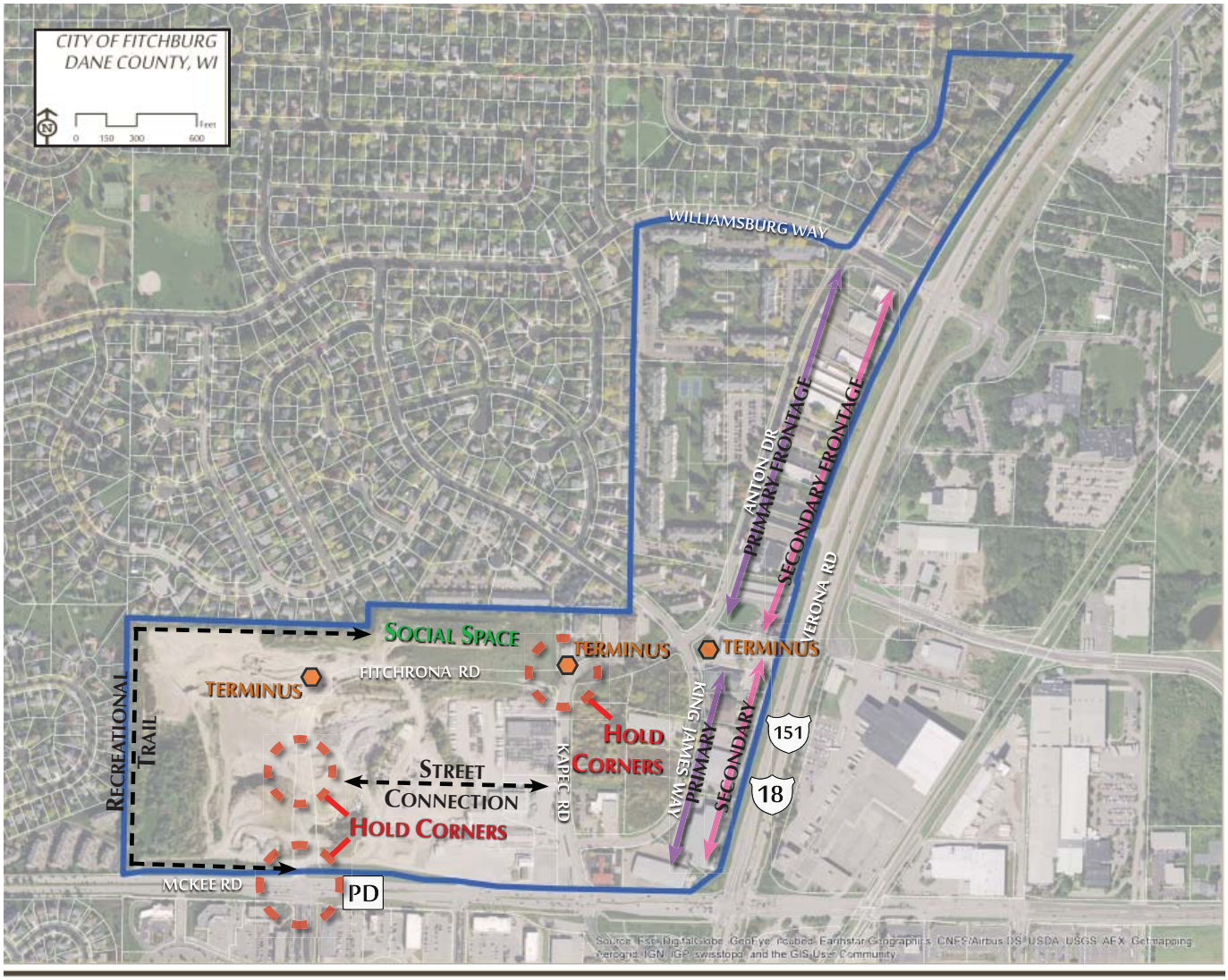
- Provide at least one park space that provides a unique activity/program not found in the City that attracts users from the adjacent neighborhood and potentially the greater Fitchburg area.
- Incorporate smaller social spaces (tot lot, square, garden, etc.) near or as part of multi-use destinations
- Connect these social spaces to the pedestrian/bike network within the planning area

Buildings

- Use major intersections as an opportunity to create a unique place. The map on the next page suggests intersections where buildings should be deisgned to "hold" the corner. The design and programming of these buildings can reinforce the importace of these places, including unique architectural features and highly-visible social gathering places.
- There are sites within the neighborhood that are ***"terminal vistas"***, meaning they are highly visible at the end of a segment of street right-of-way. These sites are opportunities to anchor the view with an architectural feature (see map on the next page for suggested "terminus" locations).
- Build high-quality buildings that have strong relationships to the public street (including US18/151), meeting the recommendations in the design guidelines that follow in this chapter.

*A **terminal vista** refers to any building, object or feature serving as the focal point at the end of a street corridor. That object anchors the view and makes the place more distinctive and memorable. In some cases the object that terminates a street vista is one with community significance, such as a civic building or sculpture. In the Anton Drive planning area, the terminal vista could simply be an architectural building element (e.g., tower, taller facade portion, window/door alignment at the focal point, etc.).*

Placemaking Strategies



PLACEMAKING STRATEGIES

SITE DESIGN & STREET RELATIONSHIP

INTENT: To establish a neighborhood that is urban in character and safe and pleasant for pedestrians.

A. Buildings of all types and uses should be built close to the street, with no front-yard parking, whenever possible. Building setbacks should be uniform along the street to establish a consistent "street wall".

B. In locations where a street curves or ends, buildings should be sited and designed either to establish a strong visual "terminus" to the view down the street, or alternatively, to preserve a vista of open space or a designed landscape feature.

C. All buildings should have an active, public entrance facing, or with direct access to, at least one public street. Some techniques to provide access to both the street and parking from a single entrance include: building a common hallway (enclosed) or breezeway (open air) through the building with multiple tenants having access to this walkway, or place the entry along the side or corner of the building with convenient access to both the street and the parking lot.

D. Building entrances should be connected to the public sidewalk by an attractive and accessible path/walkway.

E. All sites should incorporate usable outdoor spaces. These can be public, private with public access, or private, depending on the building use. All such spaces should be designed with a clear connection to the building use and interior spaces, to make them safe and active.

F. For sites abutting Verona Road, the preceding guidelines should be applied to focus buildings toward the local street, not toward the highway.

The ADA ramp is incorporated in the stair entrance and meets the needs of all users.

An example of a public space that provides outdoor space for customers, employees, residents and the general public.

PARKING, ACCESS & STORMWATER MANAGEMENT

INTENT: To provide parking lots that are safe for drivers and pedestrians, while mitigating the visual and environmental impacts of surface parking.

A. Parking should be located in the side yard and rear yard, or beneath buildings.

B. Parking should be coordinated across adjacent sites. Shared parking arrangements are encouraged. Adjoining retail/service uses should incorporate pedestrian and vehicle connections so that customers can get from one business to another without using the public street.

C. Bicycle parking facilities are strongly encouraged.

D. Parking lots with rows of more than twenty (20) parking spaces should be interrupted by a landscape median or island.

E. A buffer should be provided between parking lots and adjoining streets using landscaping and/or decorative wall/fencing. A height of two to four feet is recommended, to partially hide vehicles but maintain some visual connection between parking areas and the street

F. Parking lots should be landscaped along their edges and within each parking island. The incorporation of required stormwater detention and infiltration devices into the design of the parking area is encouraged.

G. Pedestrian walkways should be provided in parking areas to allow safe access to building entrances.

This illustration shows two developments on adjoining lots sharing parking and an access drive. A sidewalk connects the two developments through the parking area.

This illustration shows a median and parking islands breaking up the parking stalls. Also the parking stalls are separated from the public sidewalk by a landscaping divider.

Examples of desired stormwater management designs within parking lots.

PLACEMAKING STRATEGIES

SIGNAGE

INTENT: To promote effective and attractive signage appropriate to an urban area.

A. Preferred sign types include building-mounted and free-standing monument signs.

B. Site signage should be coordinated with buildings, in color, material, and design.

C. A concealed light source is the preferred method for lighting monument signs. The use of small, well-designed light fixtures is the preferred method for illuminating building mounted signage.

D. Billboards, roof top signs, and pole signs are discouraged.

E. Building-mounted signs should be incorporated into the architecture of the building, thoughtfully and consistently. Multi-tenant office buildings should organize all signs, including individual tenant signs and naming rights signs, using a common design in materials, colors, size, letter style and placement which is appropriate to the architectural style of the building.

F. Free standing signs should be coordinated with landscaping and other features to identify site entrances and maintain a strong "edge" along the public street.

Examples of preferred signage.

LIGHTING

INTENT: To promote effective and attractive exterior lighting that does not produce glare or light pollution.

A.. Exterior lights should use "full cutoff" luminaires that light building, parking and walkway surfaces but do not shine outward into the eyes of drivers or neighboring residents.

B. Whenever possible, architectural, landscape and sign lighting should be mounted above the lighted surface and directed toward the ground, to limit light pollution and sky glow.

C. Exterior light fixtures should be coordinated with the overall site and building design.

Examples of full cutoff fixtures that minimize glare and light pollution

An example of a shielded light fixture that cuts down on light trespass.

PLACEMAKING STRATEGIES

BUILDING DESIGN

INTENT: To establish urban character, including streets and places that are safe and pleasant for walking.

A. True multi-story buildings are strongly encouraged, especially adjacent to Verona Road, McKee Road, and Fitchrona Road. For one- or two-story buildings, accentuate the building height with elevated roof forms and clerestory designs that add height, preferably in a functional way by enhancing the interior space as well.

B. Roof designs should be appropriate to the size of the building. Larger buildings should consider use of flat roofs with parapet walls instead of low-profile "shed-like" roof design, especially for properties abutting the Verona Road corridor.

C. Buildings, particularly those close to the street, should be constructed within minimal façade articulation in order to provide an appropriate street wall enclosure. When used, façade articulation is to relate to important building features, such as to identify main entries. Fenestration shall complement building massing. Use of accents and features are best used in a clean and unobtrusive manner to enhance but not overpower the façade.

D. All buildings should establish a base, body and cap. The base and the cap should be clearly distinguishable from the body through changes in color, material, and/or profile.

E. All buildings should have clearly-defined and welcoming entrances. The use of awnings, canopies, porticos, covered porches and other techniques to provide shelter outside the doorway are strongly encouraged.

This building has architectural details that break down the facade to human scale and establish vertical proportions along a wide facade.

An example of a well-defined base, body, and cap.

BUILDING DESIGN (CONTINUED)

INTENT: To establish urban character, including streets and places that are safe and pleasant for walking.

F. The facades of buildings should be finished with an aesthetically pleasing material(s) (e.g. predominately masonry, natural/cultured stone, wood, glass panels or ornate masonry materials). Building facades clad with a single exterior surface material are encouraged to include some additional architectural design elements to break up the plane of large faceless and/or nondescript walls. This can generally be achieved through architectural detailing and the use of windows, awnings, canopies and lighting, especially at the first floor level.

This example shows the use of a recessed entry to identify its location, and changes in material and wall plane to break up the side facade.

G. Given their presence to the street, building materials should be durable and high quality. All sides of the building should include materials and design characteristics consistent with the front façade. Use of lesser quality materials for the sides and rear facades should be minimized.

Architectural details add visual interest and vertical proportions to a wide building

H. All service, refuse, garage doors, mechanical equipment and loading dock areas should be screened from public view through strategic placement, landscaping, and/or or architectural design integration. For sites with dual frontage configurations, such as those along Verona Road, these features should generally be located along a side yard, and not prominently visible from either the highway or the local street.

I. While all buildings should be close to the street, most residential buildings should use a first floor elevation at least three feet higher than the adjacent public sidewalk to maintain comfort and privacy for residents. Look for opportunities to use grade changes across the site to also provide accessible entrances to the building.

Various techniques in use to break down the apparent mass of a large building, including canopies, recessed decks, recessed top story, and variations in materials and wall plane.

ACTION PLAN

This section identifies the various actions necessary to translate the plan's vision into reality. The actions are organized by type and include recommended timeframes for completion. Timing and sequence may shift due to changes in regional transportation projects, landowner needs, or real estate market demand.

Plan Adoption (PA) Action

Action PA.1: Adopt this plan as an amendment to the City of Fitchburg Comprehensive Plan. Through adoption of this plan, the Future Land Use and Sector Plan maps are updated (see recommended revisions on this page and the next).

Timeframe: Immediate (2017)

Responsible Parties: Planning Staff, Plan Commission, City Council

Mobility (M) Actions

Action M.1: Restrict parking on the east side of Anton Drive, and sign and stripe bike lanes on both sides of the street.

- Timeframe: Short Term (2018-2022)

- Responsible Parties: Engineering Staff, City Council

Action M.2: Curb ramps should be upgraded to include detectable warning fields and other necessary Americans with Disabilities Act (ADA) compliance measures. Specifically, at the intersection of Kapec Road/ Anton Drive, the existing curb ramps on the northeast and northwest quadrants should be separated and connecting curb ramps shall be constructed on the opposite sides of Kapec Road/Anton Drive with proposed sidewalk on the south side of Anton Drive and along King James Way. See Chapter 4 for more detail.

- Timeframe: Short Term (2018-2022)

- Responsible Parties: Engineering Staff, City Council

Action M.3: There may be opportunities to provide more direct pedestrian connections from the Jamestown Neighborhood to Fitchrona Road. One potential connection could be made from King James Court, between the two multi-unit buildings along the quarry's north property line. A second connection further west is also desirable, to significantly reduce the walking distance between that part of the neighborhood and current and future retail uses directly south of the neighborhood. This connection should occur somewhere along Chesapeake Drive or Danville Drive. Due to the narrow lots and sideyards, the City may need to acquire a home from a willing seller to establish a bike and pedestrian path connection.

- East Connection Timeframe: Short Term (2018-2022)

- West Connection Timeframe: Mid Term (2023-2028); however, tied to development of Wingra lands

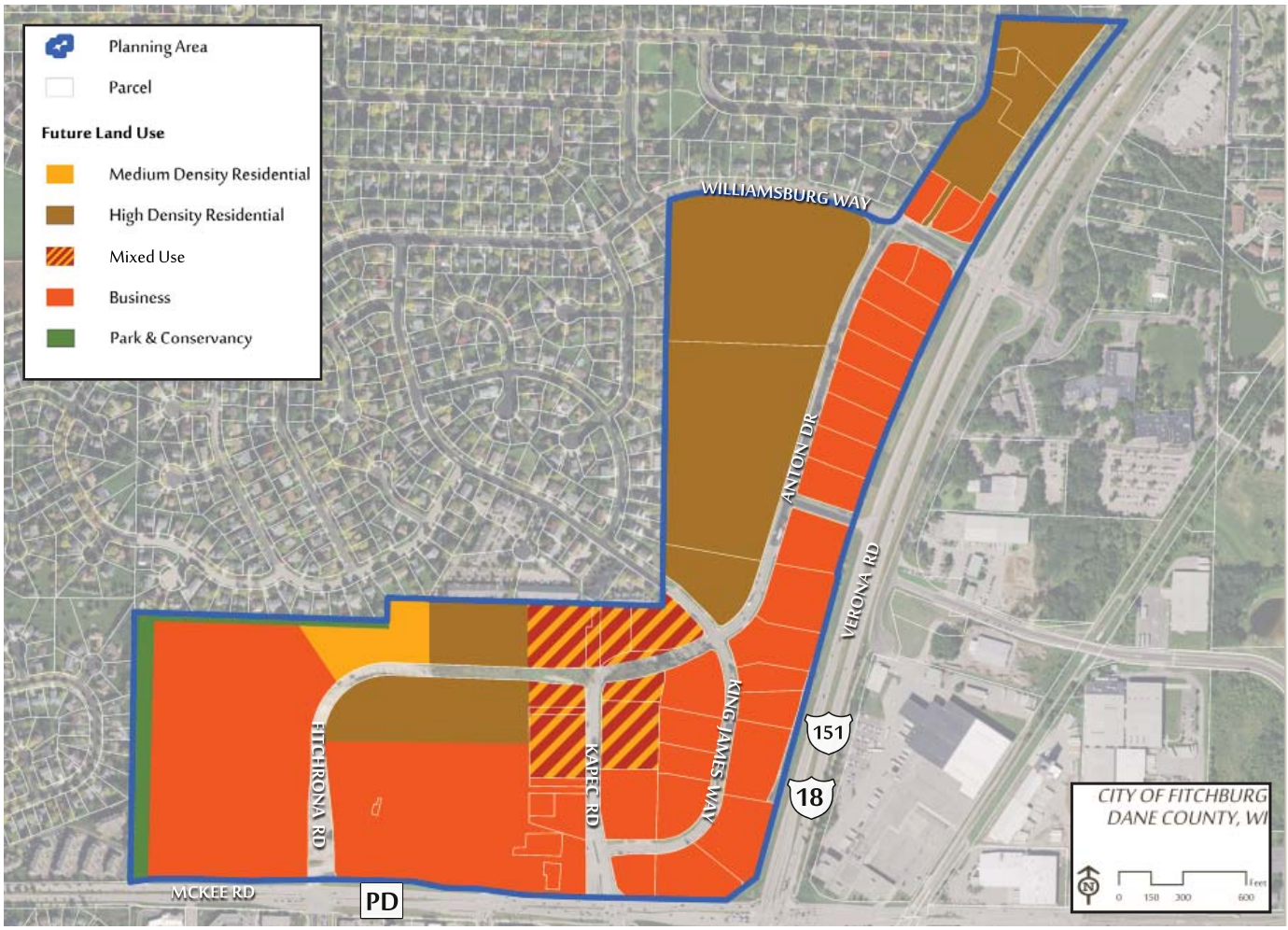
- Responsible Parties: Private developer, Planning and Engineering Staff, Plan Commission, City Council

Recommended Sector Map Revision

Sources: Dane County (parcel lines); ESRI (aerial)

Recommended Future Land Use Map Revision

Sources: Dane County (parcel lines); ESRI (aerial)



Action M.4: Williamsburg Way (between S. Whitney Way and Verona Road) should have marked bike lanes on both sides of the roadway to visibly connect between the newly proposed multi-use path at Williamsburg Way and Verona Road to the marked bike lanes west of S. Whitney Way.

- Timeframe: Short Term (2018-2022)

- Responsible Parties: Engineering Staff, City Council

Action M.5: The City should upgrade all bus stop boarding pads to comply with ADA standards. ADA requirements state that a bus stop boarding pad should be at least five feet wide and eight feet deep (10 feet desirable) measured from the face of the curb, to allow space for the wheelchair ramp to unfold.

- Timeframe: Mid Term (2023-2028)

- Responsible Parties: Engineering Staff, City Council

ACTION PLAN

Action M.6: The City should acquire/reserve the following right-of-way, as discussed in Chapter 4.

1. Kapec Road at Fitchrona Road (Right Turn Lane)
2. Fitchrona Road from McKee to Kapec Road (Roadway Widening)
3. King James Way and Anton Drive (Roundabout)

- Timeframe: Ongoing, as development is proposed on adjacent lands)

- Responsible Parties: Engineering Staff, City Council

Action M.7: The City will work with Madison Metro Transit to continue to meet transit demand in the Anton Drive planning area, especially as development densities increase.

- Timeframe: Annually Review

- Responsible Parties: Planning and Engineering Staff, Transit and Transportation Committee, Metro Transit

Action M.8: Complete new traffic counts and studies after the DOT Verona Road Stage 2 projects are completed.

- Timeframe: Mid Term (2023-2028)

- Responsible Parties: Engineering Staff, Consultant, Land Owners/Developers

Economic Development & Housing (EDH) Actions

Action EDH.1: Meet with (or at least reach out to) property/business owners of designated redevelopment opportunity sites (see page 96) annually to understand their future intentions for their site.

- Timeframe: On-going

- Responsible Parties: Economic Development Staff, Consultant

Action EDH.2: Assist existing businesses that are considering moving by finding other suitable sites within the City.

- Timeframe: On-Going

- Responsible Parties: CEDA

Action EDH.3: Consider purchasing key redevelopment sites if and when they become available, especially those adjoining Verona Road.

- Timeframe: On-Going

- Responsible Parties: Planning Staff, CEDA, Plan Commission, City Council

Action EDH.4: Consider incentivizing developments that offer unique owner-occupied housing formats or features, such as a bungalow court complex. Financial incentives are most likely to be effective. Consider a low interest loan option to assist with project funding, to help overcome the lending regulatory impediments to condominium development.

- Timeframe: On-Going

- Responsible Parties: Planning Staff, CEDA, Plan Commission, City Council

Action EDH.5: Market platted vacant lands towards the existing market gaps (See Chapter 5), especially those that provide goods and services needed/desired by the Jamestown Neighborhood.

- Timeframe: Ongoing

- Responsible Parties: Economic Development Staff, CEDA

Urban Design (UD) Actions

Action UD.1: Establish a facade improvement program for properties abutting the Verona Road corridor (along Anton Drive and King James Way) that would offer low-interest loans or grants for building improvement projects that would enhance the appearance and function of the local street facade. The application selection should be prioritized for those properties that have not been considered as "redevelopment opportunities" in this Plan (see the Redevelopment Opportunities Map on page 96). The design guidelines within this section should be folllowed to be considered for the

facade improvement program.

- *Timeframe: Short Term (2018-2022)*

- *Responsible Parties: Planning Staff, CEDA, Plan Commission, City Council*

Action UD.2: It is an intent of this plan to redirect existing development facing Verona Road towards the abutting public local streets (Anton Drive and King James Way). If a business will exceed their sign allowance in re-orienting their business to the public street, the City should consider a Sign Ordinance waiver to allow the business an opportunity to install an additional high-quality sign along the public street frontage, with a priority to monument-style signs.

- *Timeframe: Short Term (2018-2022)*

- *Responsible Parties: Planning Staff, Plan Commission, City Council*

ONGOING			
Action	***Description***	***Timeline***	***Responsible Parties***
M.6	*Acquire/reserve the right of ways discussed in Chapter 4.*	*Ongoing*	*Engineering Staff, City Council*
M.7	*Work with Madison Metro Transit to continue to meet transit demand in the Anton Drive planning area.*	*Annually Review*	*Planning and Engineering Staff, Transit and Transportation Committee, Metro Transit*
EDH.1	*Meet with property/business owners of designated redevelopment opportunity sites.*	*Ongoing*	*Economic Development Staff, Consultant*
EDH.2	*Assist existing businesses that are considering moving by finding other suitable sites within the City.*	*Ongoing*	*CEDA*
EDH.3	*Consider purchasing key redevelopment sites if and when they become available.*	*Ongoing*	*Planning Staff, CEDA, Plan Commission, City Council*
EDH.4	*Consider incentivizing developments that offer unique owner-occupied housing formats or features.*	*Ongoing*	*Planning Staff, CEDA, Plan Commission, City Council*
EDH.5	*Market platted vacant lands towards the existing market gaps.*	*Ongoing*	*Economic Development Staff, CEDA*

ACTION PLAN

SHORT TERM

Action	Description	Timeline	Responsible Parties
PA.1	Adopt this plan as an amendment to the City of Fitchburg Comprehensive Plan.	Immediate (2017)	Planning Staff, Plan Commission, City Council
M.1	Restrict parking on the east side of Anton Drive, and sign and stripe bike lanes on both sides of the street.	Short Term (2018-2022)	Engineering Staff, City Council
M.2	Upgrade curb ramps to include detectable warning fields and other necessary Americans with Disabilities Act (ADA) compliance measures.	Short Term (2018-2022)	Engineering Staff, City Council
M.3	Establish an east pedestrian connection from Jamestown Neighborhood to Fitchrona Road.	Short Term (2018-2022)	Private developers, Planning and Engineering Staff, Plan Commission, City Council
M.4	Add marked bike lanes to both sides of Williamsburg Way (between S. Whitney Way and Verona Road).	Short Term (2018-2022)	Engineering Staff, City Council
UD.1	Establish a facade improvement program for properties abutting the Verona Road corridor.	Short Term (2018-2022)	Planning Staff, CEDA, Plan Commission, City Council
UD.2	Consider Sign Ordinance waiver if a business will exceed their sign allowance when re-orienting their business to the public street.	Short Term (2018-2022)	Planning Staff, Plan Commission, City Council

MID TERM

M.3	Establish a west pedestrian connection from Jamestown Neighborhood to Fitchrona Road.	Mid Term (2023-2028)	Private developers, Planning and Engineering Staff, Plan Commission, City Council
M.5	Upgrade all bus stop boarding pads to comply with ADA standards.	Mid Term (2023-2028)	Engineering Staff, City Council
M.8	Complete new traffic counts and studies.	Mid Term (2023-2028)	Engineering Staff, Consultant, Land Owners/Developers

FUNDING TOOLBOX

There are several possible sources of funding to help revitalize the Anton Drive planning area into a unique walkable neighborhood.

Tax Incremental Financing (TIF)

As of January 2016, about 9% of the City's tax base is in a TIF district, indicating that there is capacity within the 12% statutory limit to create more districts. Tax Incremental District (TID) 6 was amended in 2013 to include 11 parcels in the Anton Drive Area, including the Fire Station block and the four parcels nearest the corner of McKee Road and Verona Road. This TID can only incur new project costs until August of 2021, and it does not include the Wingra quarry lands or sites north of the King James Way/Anton Drive intersection.

The City has the option to create a new TID to support desired development in the planning area, especially those features that may not otherwise be market feasible such as structured parking to support multi-story development on smaller lots, community meeting spaces and unique architectural features in prominent locations.

State Economic Development Tax Credit

The Economic Development Tax Credit replaces five former Wisconsin tax credit programs - the Airport Development Zone, Agricultural Development Zone, Community Development Zone, Enterprise Development Zone and Technology Zone programs. The new tax credit program eliminates all former zone boundaries, as well as creating new ways in which existing Wisconsin businesses or businesses relocating to Wisconsin can earn tax credits.

The tax credits, which are nonrefundable and nontransferable, must be applied against a certified business's Wisconsin income tax liability. In the case of an S-Corporation, LLC or other pass-through entity, tax credits flow through to the owners in the same way as the income. The tax credits have a 15-year carryforward.

Eligible Activities

1. Job Creation – Tax credits can be earned through the creation of new, full-time positions that pay at least $10.88 per hour. Businesses must create the jobs within three years and maintain them for at least two additional years.
2. Capital investment – Tax credits may be earned through capital investment for property and equipment. Expenditures for working capital, employment costs, moving costs, intellectual property and unrelated fees and permits are not eligible.
3. Employee Training – Tax credits may be earned through many types of training provided to existing and new employees in full-time positions. Training must be related to a specific project. Eligible training costs include trainee wages, trainer costs and trainer materials.
4. Corporate Headquarters – Tax credits may be earned by businesses locating global, national divisional or regional headquarters operations to Wisconsin, or by businesses whose existing Wisconsin headquarters are at risk of leaving the state. Credits will be allocated on a per-job basis.

See http://wedc.org/wedc-incentives

National Endowment for the Arts' Our Town

The Our Town grant program supports creative placemaking projects that help to transform communities into lively, beautiful, and resilient places with the arts at their core. Creative placemaking is when artists, arts organizations, and community development practitioners

FUNDING TOOLBOX

deliberately integrate arts and culture into community revitalization work - placing arts at the table with land-use, transportation, economic development, education, housing, infrastructure, and public safety strategies. This funding supports local efforts to enhance quality of life and opportunity for existing residents, increase creative activity, and create a distinct sense of place. These projects require a partnership between a nonprofit organization and a local government entity, with one of the partners being a cultural organization. Matching grants range from $25,000 to $200,000.

See https://www.arts.gov/grants-organizations/our-town/introduction

CHAPTER 3

EXISTING CONDITIONS - LAND USE & CITY SERVICES

PARCELS & BUSINESSES

A crucial early step towards establishing a vision and promoting redevelopment is analyzing the existing environment. What assets currently exist and are they being utilized to their full potential? What are the crucial shortcomings and how are they hindering redevelopment? This chapter will look at a variety of factors that impact the current supply and future demand in the Anton Drive study area, excluding mobility factors that are discussed in Chapter 4.

Existing Land Use

As of February 2016, the study area's primary uses by total land area are, in order, 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 building is 2993 Kapec Road, which was recently purchased by Wingra Stone). See the table below and the Existing Land Use Map (on the next page) for more information.

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 then comparing the current use to other possible uses. The remainder of this Parcel Inventory section will consider redevelopment potential based on those criteria.

Existing Land Use

Sources: MSA Professional Services

LAND USE CATEGORY	LOTS		AREA (sq.ft.)	
	#	% of Area	#	% of Area
Commercial	22	52%	1,211,001	18%
Institutional	1	2%	87,767	1%
Industrial	7	17%	2,776,100	42%
Open Space	7	17%	475,733	7%
Residential - Multi-Family	5	12%	1,564,793	24%
Transportation	---	---	524,613	8%
TOTAL	**42**	**100%**	**6,640,006**	**100%**

City Zoning Matrix

Sources: City of Fitchburg

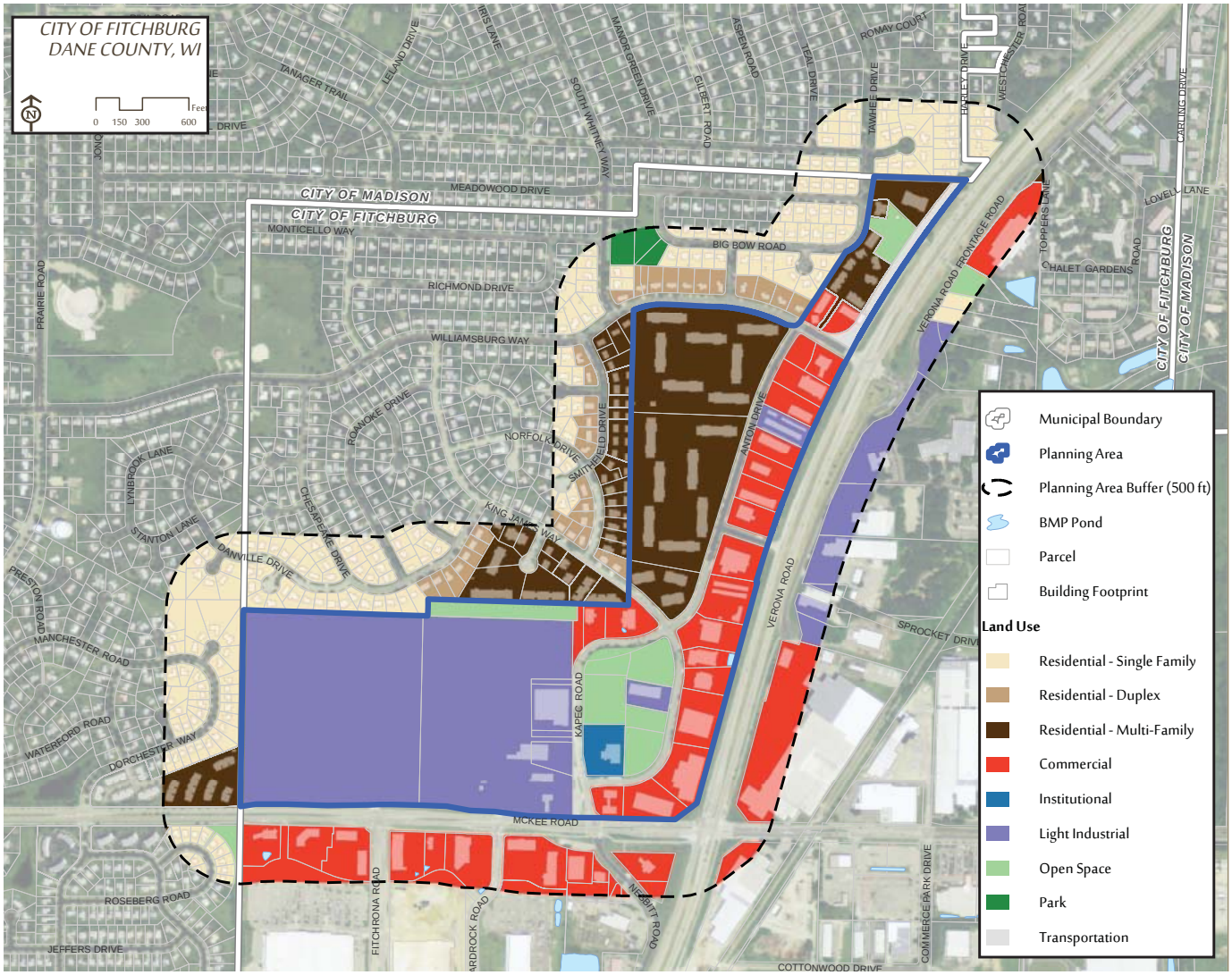
	B-G	B-P	B-H	R-D	R-H
Minimum Lot Area (acres)*	0.18*	0.18*	0.18*	5.00	*varies*
Minimum Lot Width (ft)	60	60	60	150	80
Minimum front setback (ft)	20	20	25	40	30
Minimum side setback (ft)	10	10	10	10	10
Side Street setback (ft)	15	15	20	30	25
Rear setback (ft)	10	10	20	50	25
Maximum Building Height**	3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

** if unsewered 1 acre*

*** higher allowed under conditional use*

Existing Land Use

Sources: Dane County, WI (Parcel,Road Names); MSA Professional Services (Land Use); ESRI (aerial)



Zoning

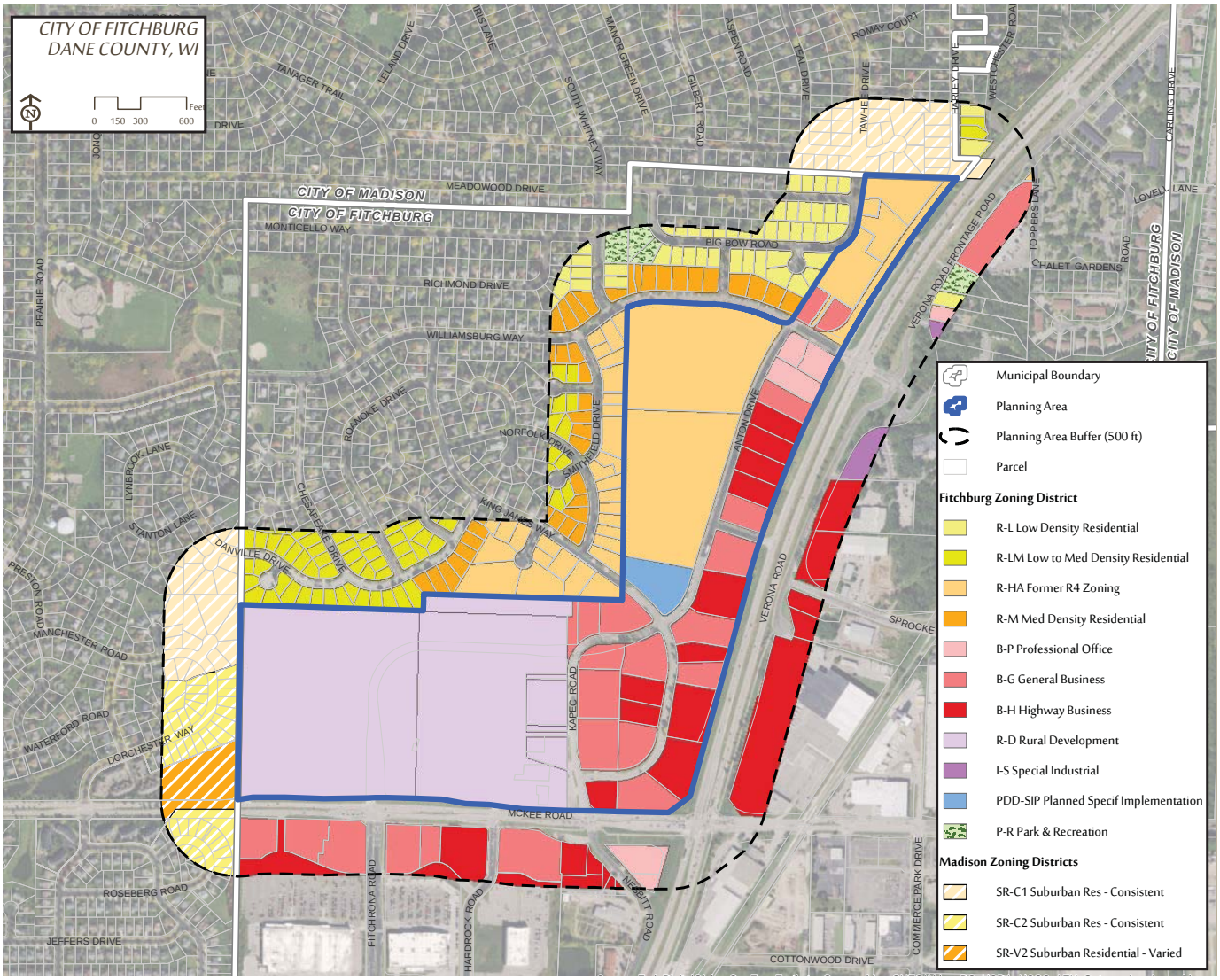
The city's zoning ordinance assigns all parcels to districts, describes which uses may occur within each district, and establishes dimensional standards for development within each district, including minimum building setbacks, maximum lot coverage, and maximum building height. Current zoning and restrictions are shown in the table on the previous page and on the Current Zoning Map on the next page. Required setbacks range from 10 to 50 feet. The commercial/business zoning districts have 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.

Future Land Use

PARCELS & BUSINESSES

City Zoning

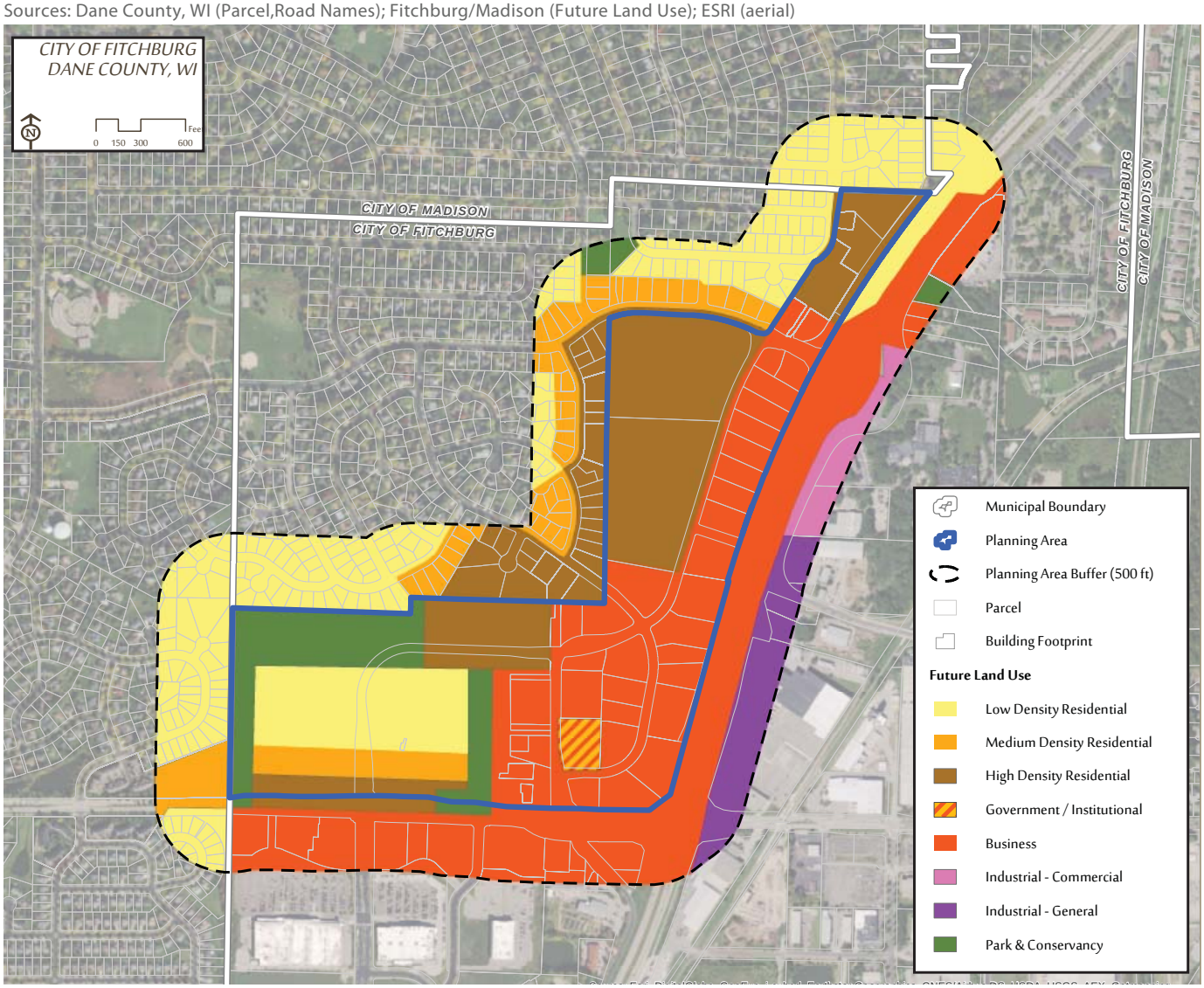
Sources: Dane County, WI (Parcel,Road Names); Fitchburg/Madison (zoning); ESRI (aerial)



NOTE: The existing residential areas in the study area are 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.

Future Land Use

Sources: Dane County, WI (Parcel,Road Names); Fitchburg/Madison (Future Land Use); ESRI (aerial)



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 above). 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.

PARCELS & BUSINESSES

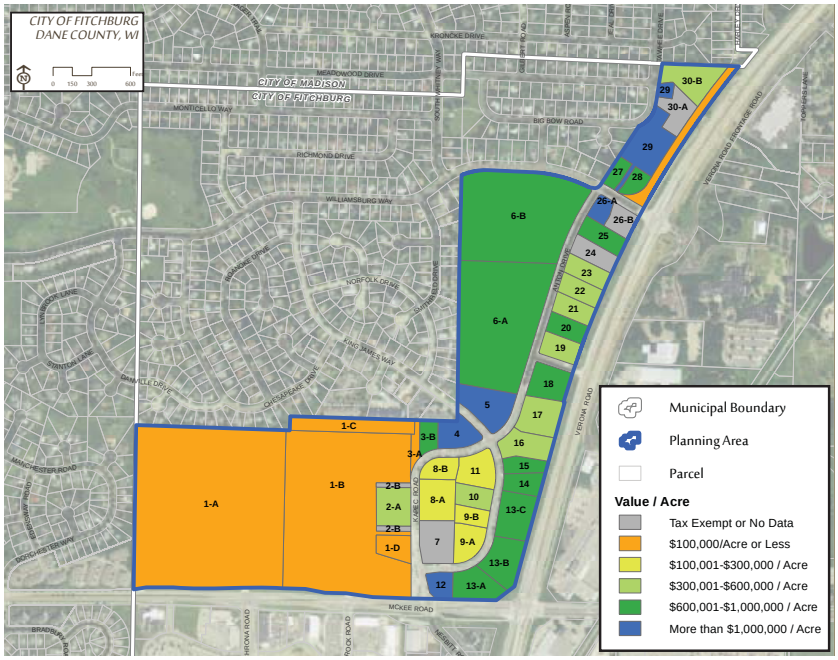
Property Values

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. 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 the right) 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 (lower right) 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.

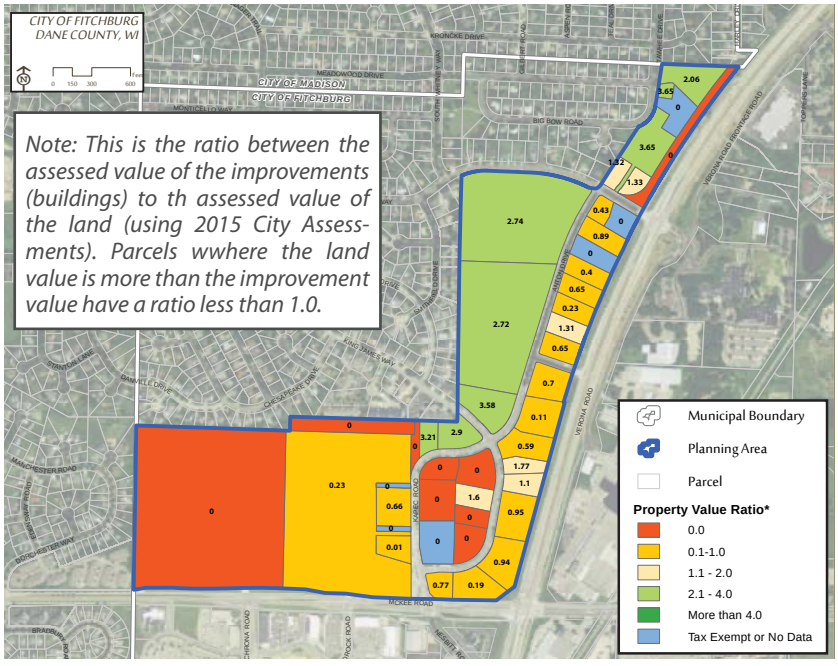
Property Value Per Acre

Sources: Dane County, WI (Parcel,Road Names); Fitchburg (accessory data); ESRI (aerial)



Property Value Ratio

Sources: Dane County, WI (Parcel,Road Names); Fitchburg (accessory data); ESRI (aerial)



Building Design & Conditions

Exterior building conditions can impact perceptions of the property or business itself, and also perceptions of the entire neighborhood. Below is a subjective review of both the exterior building conditions 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 well as the relationship between the building and its entries to the public streets.

- ***Building Conditions.*** As illustrated in the Building Design and Conditions map (on the next page), the majority of the buildings in the study area are 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.

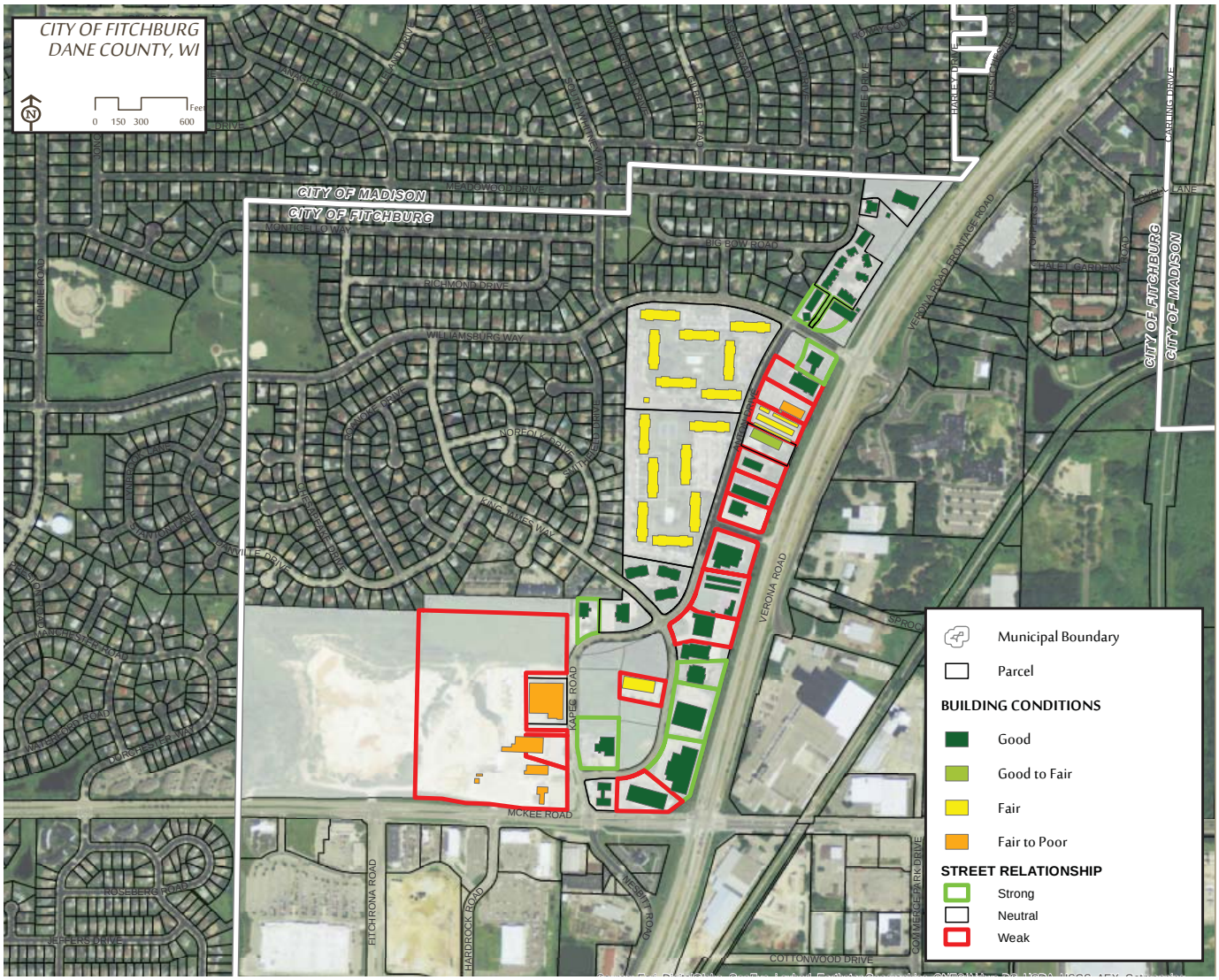
EXAMPLE OF A BUILDING DESIGNED TO FACE VERONA ROAD (NOT THE LOCAL STREET)

The property and building shown below 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.

PARCELS & BUSINESSES

Building Conditions

Sources: Dane County, WI (Parcel,Road Names); Fitchburg/Madison (Future Land Use); ESRI (aerial)



NOTE: Building Conditions were assessed based on photos taken in November 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.

Business Inventory

There are 30 commercial/industrial properties in the study area (including the Knights of Columbus property) with roughly 425,000 square feet of building space (excludes roughly 54,000 square feet of development under construction at 5400 King James Way). Fifteen percent of this building area is currently vacant (2993 Kapec Road), partially vacant (5280 Williamsburg Way), or has been recently purchased but not occupied (5375 King James Way).

There are 32 businesses currently operating out of these commercial/industrial properties (see the map on the next page). As shown in the table on the right, 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 Vacancies, Study Area

Sources: Dane County, WI (parcels and buildings)

PROPERTY	BUILDING AREA
2993 Kapec Road*	47,000
5280 Williamsburg Way	3,600
5375 King James Way*	16,200
TOTAL	**66,800**

** recently purchased*

Building Area by Business Type, Study Area

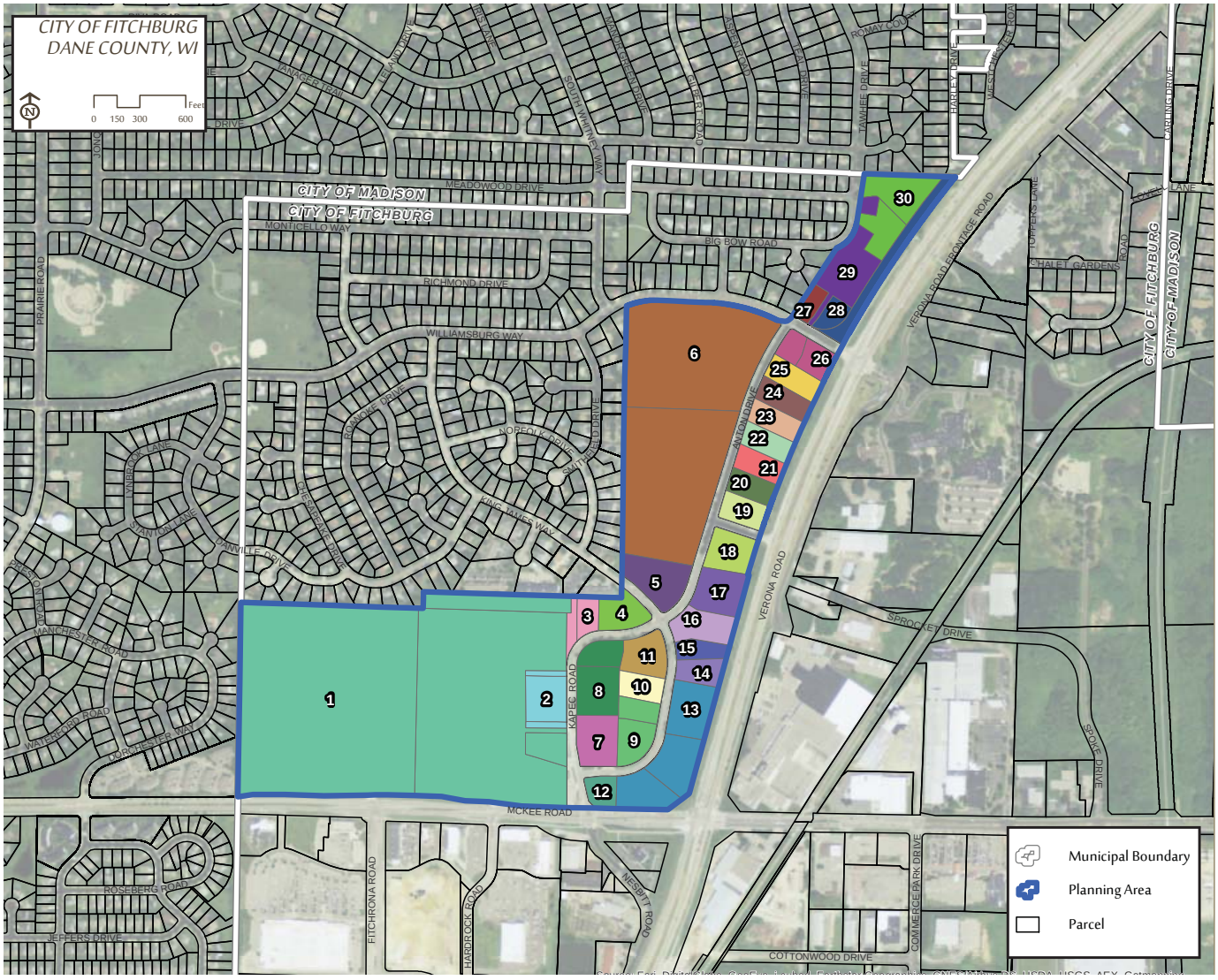
Sources: Dane County, WI (parcels and buildings)

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**

PARCELS & BUSINESSES

Property Owners & Businesses

Sources: Dane County, WI (Parcel,Road Names); ESRI (aerial)



NOTE: The inventory list on the next page correlates with the property owner numbering system shown on the map above.

Property Owner & Business Inventory List

ID	OWNER	BUSINESSES
1	WINGRA STONE CO	Wingra Stone Company
2	WINGRA REAL ESTATE 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 2016)*
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 r *(until December 2016)*
13	BENJAMIN PLUMBING	N.A. *(currently under construction)*
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 KAHOOTS 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 Condominums
30	TAWHEE APARTMENT HOMES	Tawhee Meadows Apartments

PARK SPACE & NATURAL CONSTRAINTS

Park & Open Space

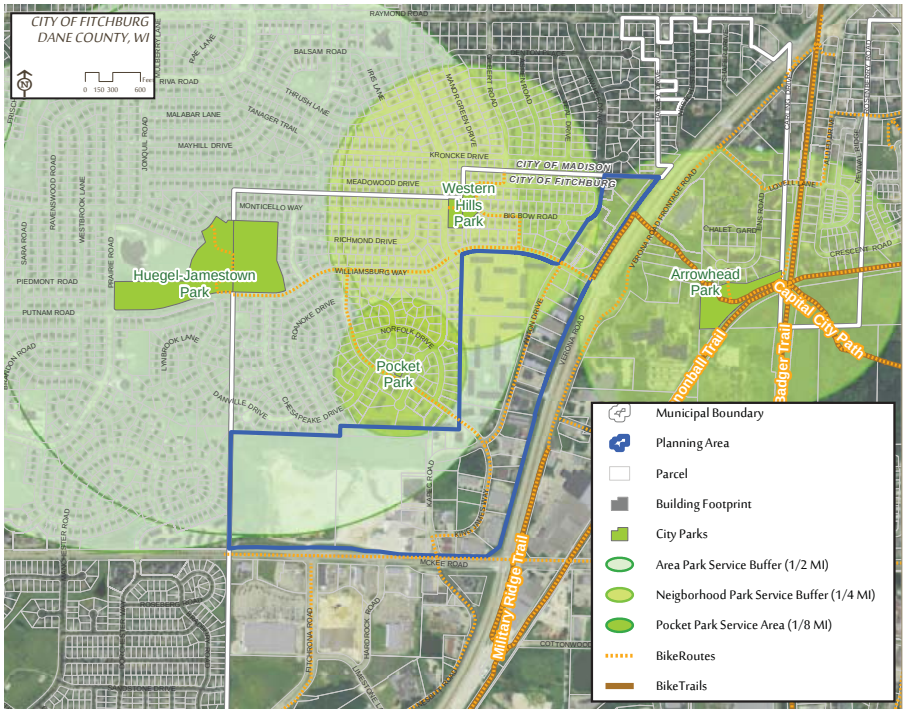
Fitchburg's 2015-2020 Comprehensive Park and Open Space Plan (CORP) states that the City's vision is to have a system of parks, open space, trails, forests and other natural areas, along with quality recreational opportunities, that will enhance the health and quality of life for all ages and interests. The three parks most convenient to neighborhood residents are Western Hills Park, Huegul-Jamestown Park and King James Way (Pocket 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, there is a deficiency of neighborhood parks in the Jamestown neighborhood (see Park Service map below). The City is in the process of addressing this deficiency through acquisition/development of a new neighborhood park. 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 there are several parks nearby, 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, ice skating rink and sledding hill. Western Hills Park has a playground, a ballfield, a half basketball court, and a volleyball area. King James Way is currently undeveloped and is planned to have play equipment in the near future. Arrowhead Park has play equipment and a half basketball court.

The CORP includes an action item to encourage and promote community gardens on City properties. Currently there are no community gardens within close proximity to the study area. Also noted in the City's CORP is a desire to designate Signature Themed Parks that focus on one or a few related uses and amenities in specific parks (e.g. A Signature Theme of "Winter" at Nine Springs Golf Course would focus on winter sports such as cross-country skiing, winter festivals, ice-skating, etc.) Of these Signature Themed Parks, Dawley Conservancy and Quarry Ridge Recreation Area (both a Signature Theme of "Biking") are located near the study area.

Park Service Areas

Sources: Dane County, WI (Parcel,Road Names); ESRI (aerial)

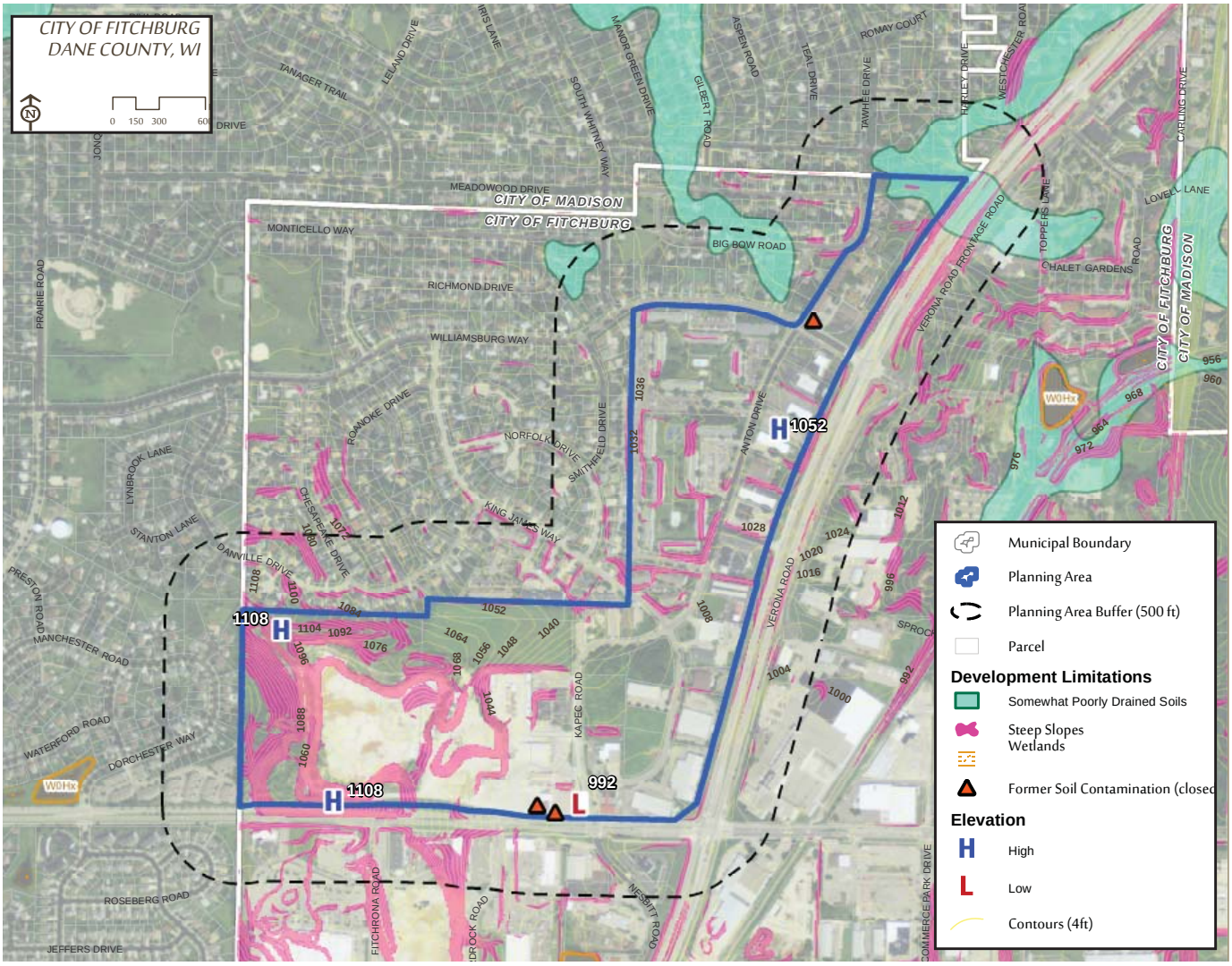


Natural Constraints

While there are no documented wetlands in the study area, there are some "poorly drained soils" evident on the Development Limitations map (on the next page). This does not indicate a potential regulatory restriction, but it may limit the potential for any stormwater

Natural Constraints

Sources: Dane County, WI (parcel,road names, soils, contours); WI DNR (wetlands, contaminated soils); ESRI (aerial)



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.

UTILITY INFRASTRUCTURE

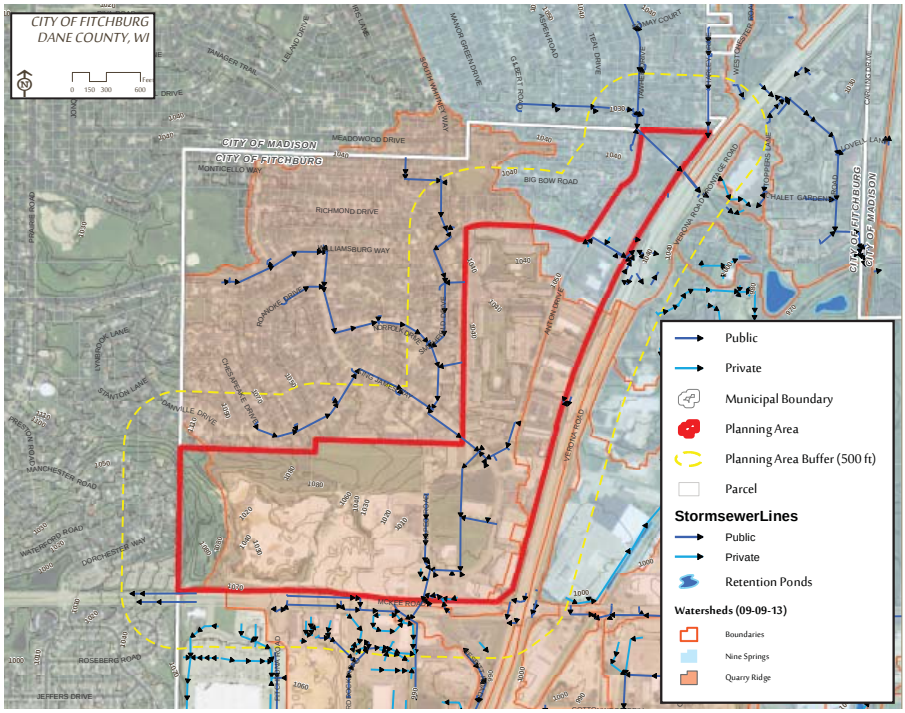
Stormwater

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

Stormwater Infrastructure

Sources: Dane County, WI (Parcel,Road Names); Fitchburg (utilities); ESRI (aerial)



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, flows could exceed 49 cfs. On-site stormwater detention will be necessary to meet standard water quality and rate control requirements - typically assumed that the required ponds will take up no more than 5% of the land available for development. 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 on the top of the next page. In total, there is an estimated 80 acres

Existing Impervious Area by Land Use

Sources: MSA Professional Services; ESRI (aerial)

		Land Use (acres)					
		Institutional	Light Industrial	Multi-Family Residential	Open Space	Shopping Center	Strip Commercial
Impervious Type	Driveway	0.52	7.63	9.00	0.50	0.06	9.60
	Gravel	--	24.50	--	--	--	0.00
	Parking	0.02	--	0.17	0.03	0.47	0.68
	Pervious	1.29	29.35	18.36	13.64	0.61	9.24
	Roof	0.28	2.89	7.56	0.27	0.24	6.93
	Sidewalk	0.09	0.14	1.94	0.13	0.06	0.54
	Street	0.30	0.59	1.11	1.30	0.13	2.31
TOTAL		*2.51*	*65.10*	*38.14*	*15.86*	*1.59*	*29.31*
% Impervious		*48.8%*	*54.9%*	*51.9%*	*14.0%*	*61.4%*	*68.5%*

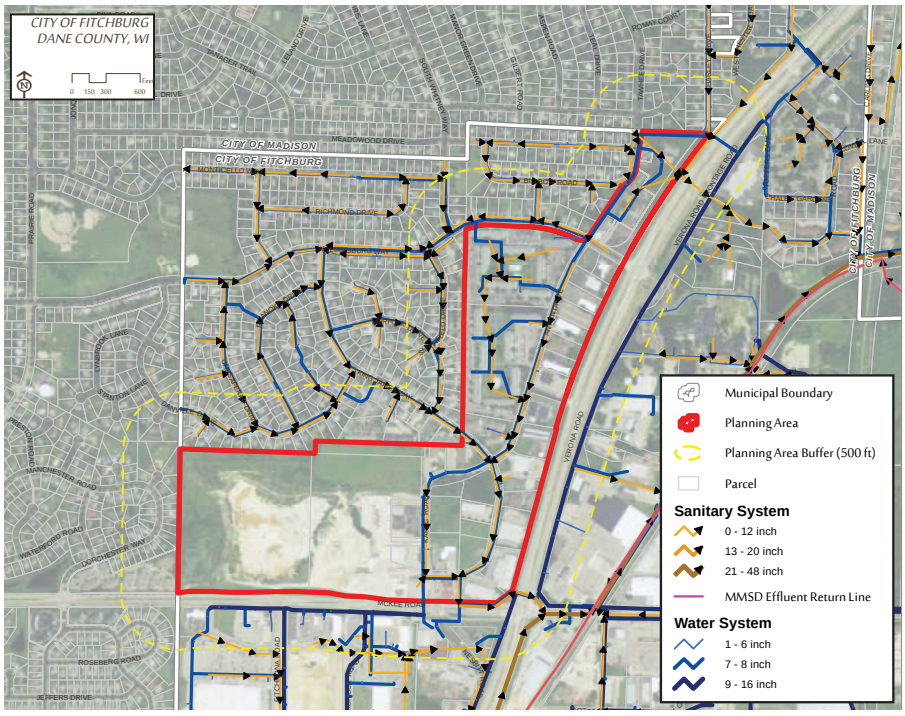
of impervious area under current conditions, compared to 72.5 acres of pervious area.

Water & 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 12-inch 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 Wingra Stone property. Water pressures are adequate throughout the planning area, ranging from 76 psi

Water & Wastewater Systems

Sources: Dane County, WI (Parcel,Road Names); Fitchburg (utilities); ESRI (aerial)



UTILITY INFRASTRUCTURE

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.

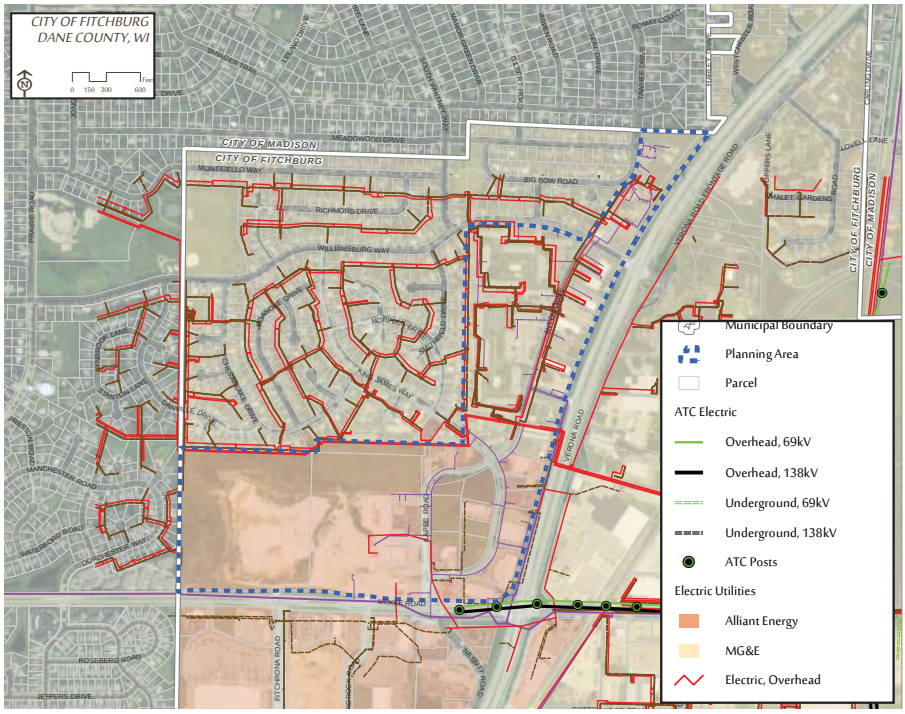
All sanitary sewer in the planning area (and a wider area beyond) flow by gravity. The pipe size varies in the planning area, but the majority is 8-inches with some 12- and 15-inch pipes. The pipe material varies significantly between Asbestos Cement (AC), Vertified Clay (VC), Polyvinyl Chloride (PVC), 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. In coordination with Wingra Stone, the sanitary sewer system will be designed and extended under the center of the Fitchrona Road extension. This extension will provide capacity for redevelopment of the Wingra Stone property (using a 8 inch pipe) in the spring of 2017.

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.

Energy Utilities

Sources: Dane County, WI (Parcel,Road Names); MG&E and Alliant Energies (utilities); ESRI (aerial)



The location of gas and electric lines are shown on the Energy Utilities Map. There are no known deficiencies with this energy infrastructure, which is not anticipated to impede infill development nor 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.

CRIME & SAFETY

Crimes in the Neighborhood

Crime – actual and perceived – can have a big impact on an area's economic and social vibrancy. Following substantial police calls in the early part of this decade, the Fitchburg Police Department started to increase police patrols in the area. These efforts helped to reduce criminal activity in the area, as noted by the adjacent residential neighborhood and existing businesses; however, there has been some concern that crime has again spiked in the area, especially in the residential area.

Historic Crime Analysis, 2012-2016

Sources: RAIDS Online

Total Crime*	Study Area (0.5 MI)	City of Fitchburg	% in Anton Drive Area
2016**	40	210	19%
2015	151	1,055	14%
2014	151	986	15%
2013	157	1,067	15%
2012	194	1,118	17%

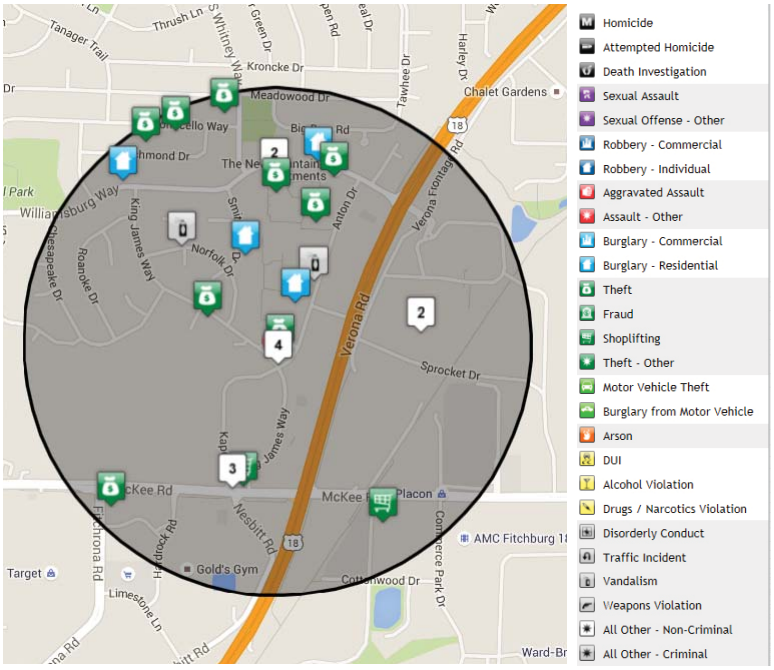
** Excludes: DUI, Alcohol Violation, Traffic Incident, Disorderly Conduct, Weapons Violation and All Other Non-Criminal*

*** Through March 24, 2016*

Per Fitchburg's online police call mapping application (RAIDS online), the City as whole saw a 12% decline in police calls between 2012 and 2014 (excludes DUI, Alcohol Violation, Traffic Incident, Disorderly Conduct, Weapons Violation and All Other Non-Criminal activities). During this same timeframe, the Anton Drive area (plus planning buffer) saw a 22% decline in police calls. In 2015, the police calls increased by 7% citywide, but remained constant in the study area. However, of the police calls in 2016 (through March 24), nearly 20% have resulted from the study area. This percentage is higher than has been found over the past four years (14-17%). The table and map on the right shows the current calls in 2016.

2016 Police Calls, Study Area

Sources: RAIDS Online



Anton Drive Area Crime Analysis, 2015-2016

Sources: RAIDS Online

Crime Class	2015	2016*
Robbery w/ Dangerous Weapon	3	0
Aggravated Assault	3	0
Foceable Burglary	4	2
Burglary	15	4
Larceny	12	1
Larceny (except motor vehicle & shoplifting)	26	15
Shoplifting Larceny	13	2
Motor Vehicle Theft	6	0
Drugs	5	2
Damage to Property	28	4
TOTAL	**115**	**30**

** Through March 24, 2016*

CHAPTER 4

EXISTING CONDITIONS - MOBILITY

TRANSPORTATION ANALYSIS

Effective transportation infrastructure is critical to the long-term success of the planning area. This section reviews the quality and capacity of existing conditions for motor vehicle, pedestrian, bicycle, and mass transit infrastructure. The corridors surrounding the neighborhood are scheduled for significant changes as part of the Wisconsin Department of Transportation's (WisDOT) proposed improvements to expand capacity and reduce congestion in the US 18/151 (Verona Road) corridor. This analysis also considers the anticipated impacts of those improvements on various travel modes within and to/from the planning area.

Study Area

Motor Vehicle Infrastructure

The Anton Drive study area's eastern and southern limits are defined by two of the busiest roadway corridors in the Dane County Area: Verona Road and McKee Road. Maintaining safe and efficient access to these primary arterials through an effective internal street network is critical to any redevelopment plan for the neighborhood.

Existing Conditions

Verona Road is maintained by WisDOT, because it serves as US 18/151, while McKee Road doubles as County Highway PD. The Anton Drive study area currently has direct access to Verona Road at three locations: Williamsburg Way, Carriage Street, and McKee Road. There is currently one public street access to McKee Road from the neighborhood, Kapec Road.

Internal to the neighborhood are three primary travel routes. Williamsburg Way on the north end of the study area primarily provides east-west access from Verona Road to residential neighborhoods and commercial properties. It serves as a convenient connector from adjacent Fitchburg and Madison neighborhoods to Verona Road.

Anton Drive begins at Williamsburg Way at the north end of the study area and heads south through the King James Way intersection, providing access to business and residential properties. At a 90 degree bend, the road becomes Kapec Road and continues directly south to connect with McKee Road. These two streets connect local users to the regional arterials, and they also occasionally serve as a reliever route when traffic backs up at the Verona Road/McKee Road intersection.

King James Way begins at Kapec Road just north of McKee Road and loops to the north, crossing Anton Drive and continuing northwesterly into the residential neighborhoods. It provides access to the parcels in the immediate vicinity of the Verona/McKee intersection to northeast.

Carriage Street is a short connector street that also currently serves the neighborhood as a connection from Verona Road to Anton Drive,

midway between the signalized intersections of Verona Road with Williamsburg Way and McKee Road.

Each of the internal roads above ranges in width from approximately 34-40 feet, providing two lanes of traffic (one lane in each direction). Parking is typically permitted on both sides of the street throughout the neighborhood. This is a contributing factor to sight distance concerns, particularly at Carriage Street, with parked cars close to the intersections blocking line of site to vehicles along the roadways.

WisDOT Proposed Improvements

WisDOT is managing a multi-year reconstruction project on Verona Road (US 18/151) in the cities of Madison and Fitchburg. The goals of the project are to improve the safety and reduce congestion for all modes of travel in the Verona Road corridor.

The Verona Road project is divided into two stages, where Stage 1 includes reconstruction between Raymond Road and Nakoma Road and Stage 2 includes reconstruction from Raymond Road to McKee Road/CTH PD. Stage 1 construction has been completed as of Fall 2016. Stage 2 is scheduled to be completed between 2016 and 2021 and will include the following major improvements:

- Reconstruct the Verona Road and McKee Road/CTH PD intersection into a single-point urban interchange (SPUI)
- Construct an interchange at Verona Road and Williamsburg Way and a single-lane roundabout at Williamsburg Way and Anton Drive
- Reconstruct Verona Road to three lanes in each direction
- Reconstruct McKee Road/CTH PD to three lanes in each direction between Hardrock Road and Commerce Park Drive

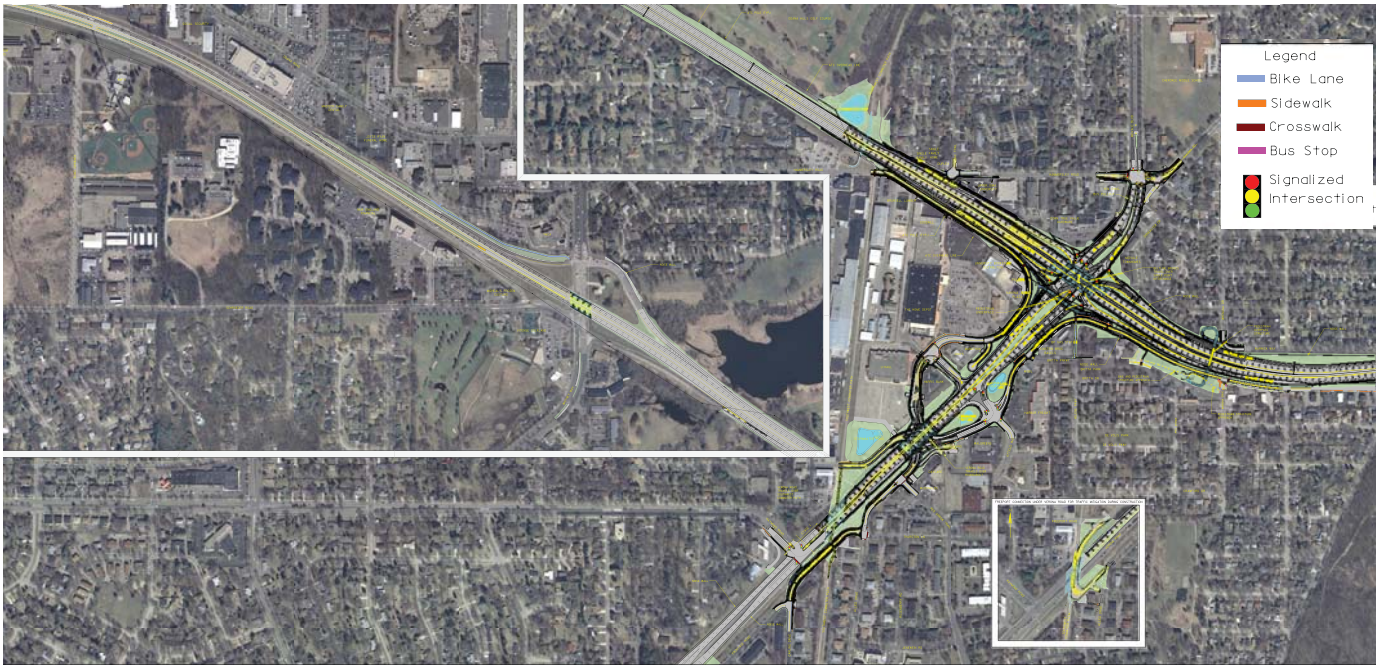
In addition, other access modifications are being proposed that will have an impact on the study area. As part of the project, WisDOT will eliminate the access to Verona Road from Carriage Street. WisDOT is also proposing to restrict access to the Kapec Road/Nesbitt Road intersection with McKee Road to eliminate left turn and crossing movements from the side streets. The intersection is located within the anticipated queuing distance of the interchange, and the restrictions are necessary to ease congestion at the busier interchange.

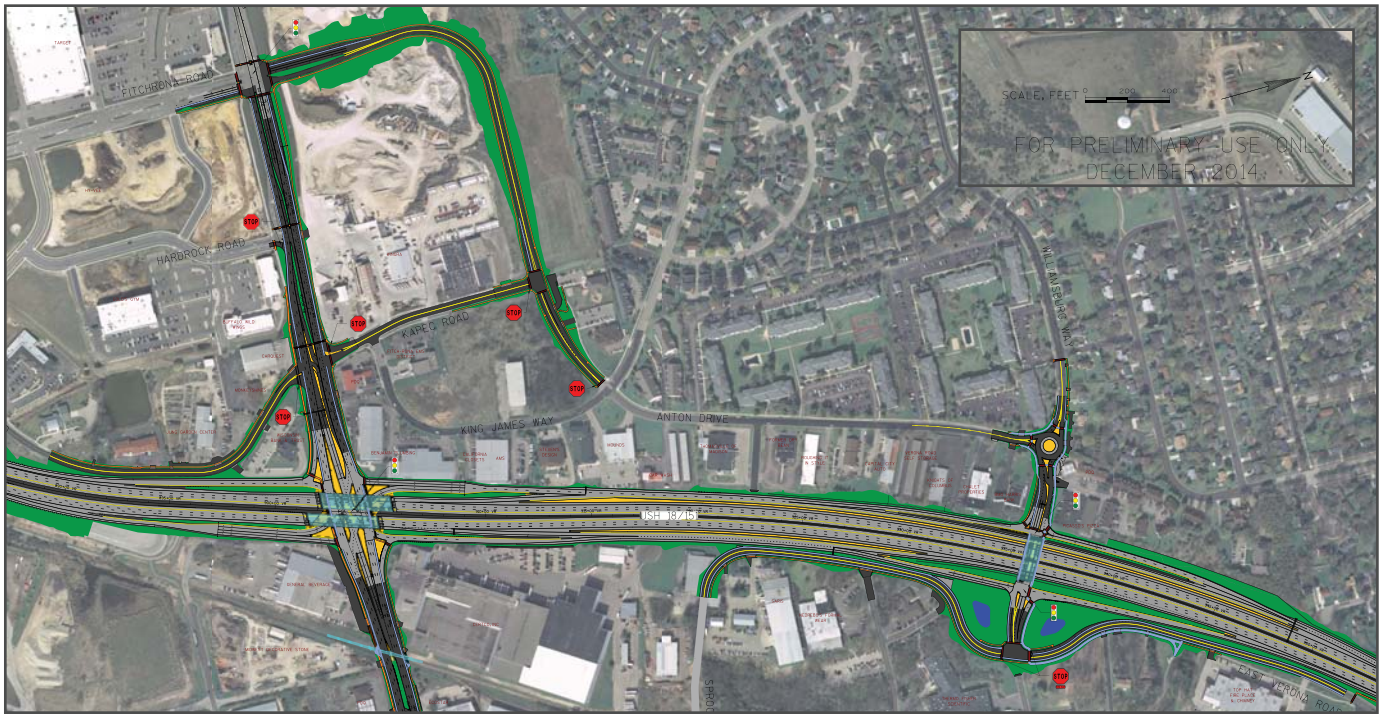
To provide full access to McKee Road, WisDOT is constructing a new north leg of Fitchrona Road, extending north from McKee Road into the Wingra Stone quarry site and then turning east to connect to the Kapec Road/Anton Drive split and create a new three-legged intersection. This new street has been designed by WisDOT to meet the basic needs of the transportation network, without full consideration for the future development of the adjoining

TRANSPORTATION ANALYSIS

WISDOT US18/151 Reconstruction Project

Source: WISDOT





lands. Except for the segment of the Fitchrona Road extension nearest McKee Road, which has sufficient right-of-way width for a center median and a left turn lane, most of the right-of way acquired by DOT is just 60 feet wide, and the street as designed is wide enough for two traffic lanes and bike lanes. There will be no on-street parking on this street unless additional right-of-way is acquired and the street is expanded. There is also not space available for any dedicated turn lanes into the current quarry lands.

WisDOT's proposed improvements can be seen on the previous page, taken from the Verona Road project website in April 2016.

Recommendations

Based on a qualitative review of existing infrastructure and proposed WisDOT improvements, there are no additional street connectivity or grid improvement needs identified. Specific intersection needs, including intersection geometrics, traffic control, and pavement marking changes will be dependent on the land use proposed and the findings of the quantitative traffic analysis. See the Traffic Analysis later in this chapter.

The sight distance issues that exist on the east side of Anton Drive should be addressed. To improve sight distance at driveways and at Carriage Street, the City could restrict parking on the east side of the roadway.

The new Fitchrona Road right-of-way should be considered for possible expansion in conjunction with development of adjacent lands. A total right-of-way width of 80 feet would accommodate on-street parking and allow for the addition of a turn lane, should that be deemed necessary for the adjacent development.

Pedestrian Routes

Pedestrian facilities exist along most streets within the study area, though generally only along one side of the street. This section reviews existing conditions and the City's 2008 Bicycle and Pedestrian Plan to identify gaps in the pedestrian network (an update to this plan is underway in late 2016). The existing pedestrian network is shown in the Bike and Pedestrian Network Map (on the next page).

Existing Conditions

As illustrated by the Bike and Pedestrian Network Map, the sidewalk network in the study area has gaps that make mobility more difficult, particularly for people with disabilities that require a barrier-free route. Pedestrians are known to walk in the street in areas where there are no sidewalks, including King James Way. The following is a summary of the gaps:

- McKee Road – North Side of the street, West of Kapec Road
- Williamsburg Way – North side of the street, west of Anton Drive
- Anton Drive – East side of the street, Williamsburg to Kapec
- Kapec Road – East Side of the street, north of the Fire Station
- King James Way – Both Sides of the street from Kapec to Anton (PDQ property exception)
- King James Way – North Side of the street, west of Anton Drive (Quarry Ridge exception)
- Carriage Street – Both sides, Verona Road to Anton Drive

WisDOT Planned Improvements

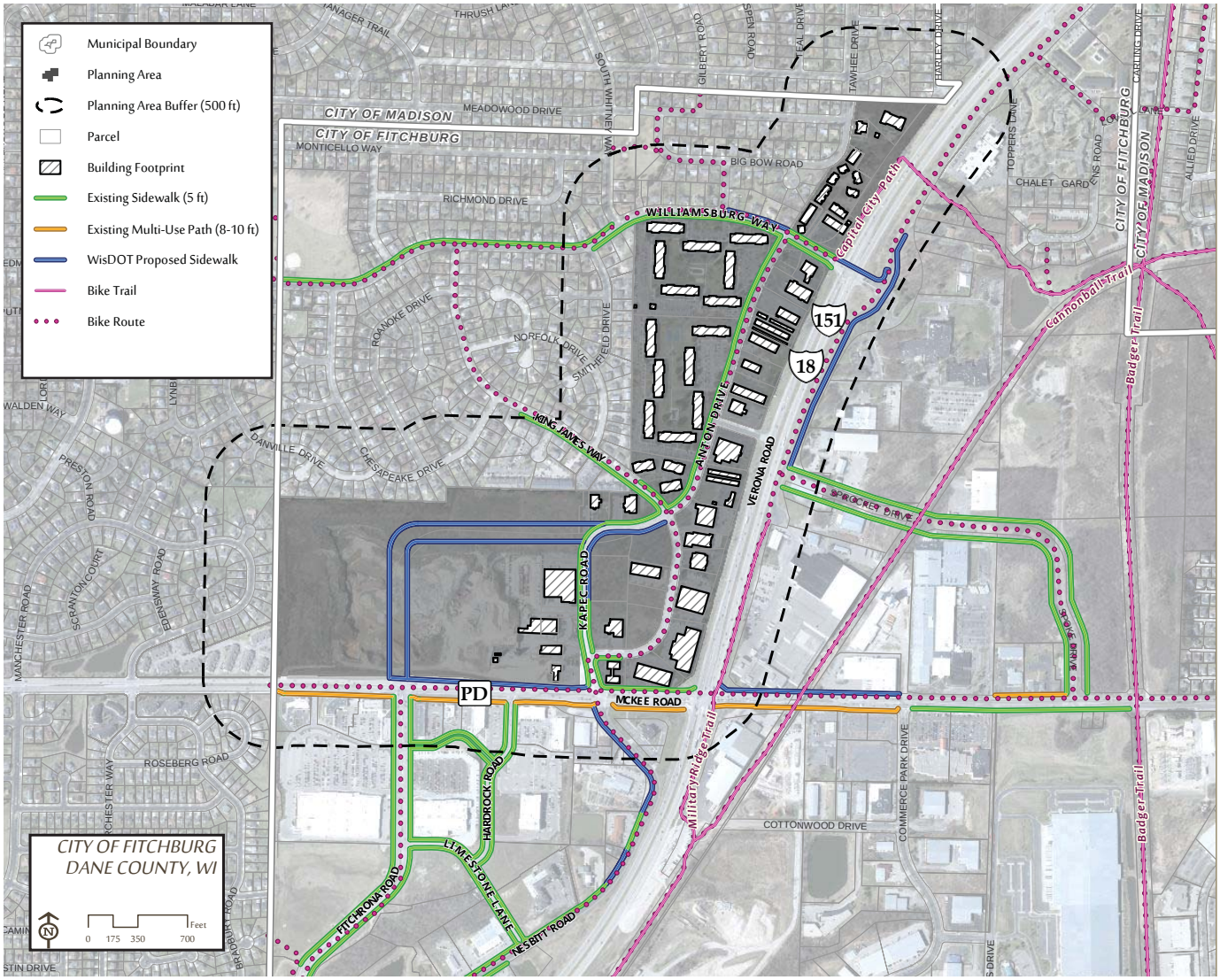
The planned WisDOT improvements will resolve many of the previously identified gaps in the pedestrian network The plans indicate the construction of sidewalk along both sides of the proposed Fitchrona Road extension, Kapec Road, and Anton Drive up to King James Way. Additionally, sidewalk is proposed along both sides of McKee Road from Fitchrona Road to Kapec Road.

A crosswalk will be added on the south side of McKee Road through the Verona Road interchange, and the crosswalk on the north side of McKee Road across Verona Road will also be maintained. Pedestrians will no longer be able to cross McKee Road near the interchange. Crossings of McKee Road will be provided on both sides of Fitchrona Road and the west side of both Hardrock Road and Kapec/Nesbitt Road. Pedestrians will also be able to cross McKee Road via the

TRANSPORTATION ANALYSIS

Existing Bike & Pedestrian Network

Sources: Dane County, WI (Parcel,Road Names); ESRI (aerial)



Military Ridge Path bridge east of Verona Road. The other gaps along King James Way, Williamsburg Way, Anton Drive and Carriage Street will not be resolved by the WisDOT work. The WisDOT changes are shown in blue on the Bike and Pedestrian Network Map.

Recommendations

The various uses in and near the planning area currently generate pedestrian activity on these streets, and this activity will increase as sites with the Anton Drive study area are developed and redeveloped. Sidewalks are recommended on both sides of all current and future streets within the study area. This should occur whenever streets are reconstructed and/or whenever a parcel is redeveloped. No new sidewalks are proposed outside the study area in the adjacent Jamestown Neighborhood.

Curb ramps should be upgraded to include detectable warning fields and other necessary Americans with Disabilities Act (ADA) compliance measures. These compliance measures include evaluation of the existing curb ramps to ensure that each existing or proposed curb ramp has a connecting curb ramp on the other side of the street. It is further recommended that ramps be built or reconstructed as two separate ramps on each corner whenever possible (one for each crossing) to properly direct all pedestrians in the right direction to make the shortest possible crossing. Specifically, at the intersection of Kapec Road/Anton Drive, the existing curb ramps on the northeast and northwest quadrants should be separated and connecting curb ramps shall be constructed on the opposite sides of Kapec Road/Anton Drive with proposed sidewalk on the south side of Anton Drive and along King James Way.

Additionally, there may be locations where pedestrian facilities could be provided to connect the King James Neighborhood more directly to the adjoining lands to the south, and to the commercial area south of McKee Road. When that neighborhood was developed, the adjoining lands to the south were an active quarry and no need for connection was anticipated. But, with the completion of the Fitchrona Road extension, and infill development on the Wingra Stone site, there may be opportunities to provide more direct pedestrian connections to Fitchrona Road. One potential connection could be made from King James Court, between the two multi-unit buildings along the quarry's north property line. A second connection further west is also desirable, to significantly reduce the walking distance between that part of the Jamestown neighborhood and current and future retail uses directly south of the neighborhood. As mapped, this connection should occur somewhere along Chesapeake Drive or Danville Drive. Due to the narrow lots and sideyards, the City may need to acquire a home, presumably from a willing seller, to establish a bike and pedestrian path connection.

Bicycle Facilities

Bicycle safety and connectivity is valued in the City of Fitchburg. The study area should provide efficient and safe connectivity to the nearby Capital City State Trail, Military Ridge Path, Cannonball Trail, and Badger State Trail. These trails are major assets to the City and the region, as they provide both recreation and commuting access to and from central Madison. These facilities are shown on the Bike and Pedestrian Network Map on the previous page.

Existing Conditions

Within the study area, there are current bike routes identified in the 2008 Bicycle and Pedestrian Plan along Williamsburg Way, Anton Drive, King James Way, and McKee Road. South of McKee Road, the bike routes continue on Fitchrona Road and Nesbitt Road. Bike lanes are marked on McKee Road and on Williamsburg Way west of Whitney Way. However, none of the other roadways identified as bike routes include pavement markings or signage to indicate these routes are preferred routes for bicycles.

Off-street bike paths in the vicinity include an 8-foot concrete sidewalk along the south side of McKee Road and a path extending north along Verona Road and then under the highway to connect to the Capital City Trail. There are two other regional bike paths east of Verona Road – the Cannonball Path, which connects to and becomes the Military Ridge State Trail, and the Badger State Trail.

WisDOT Proposed Improvements

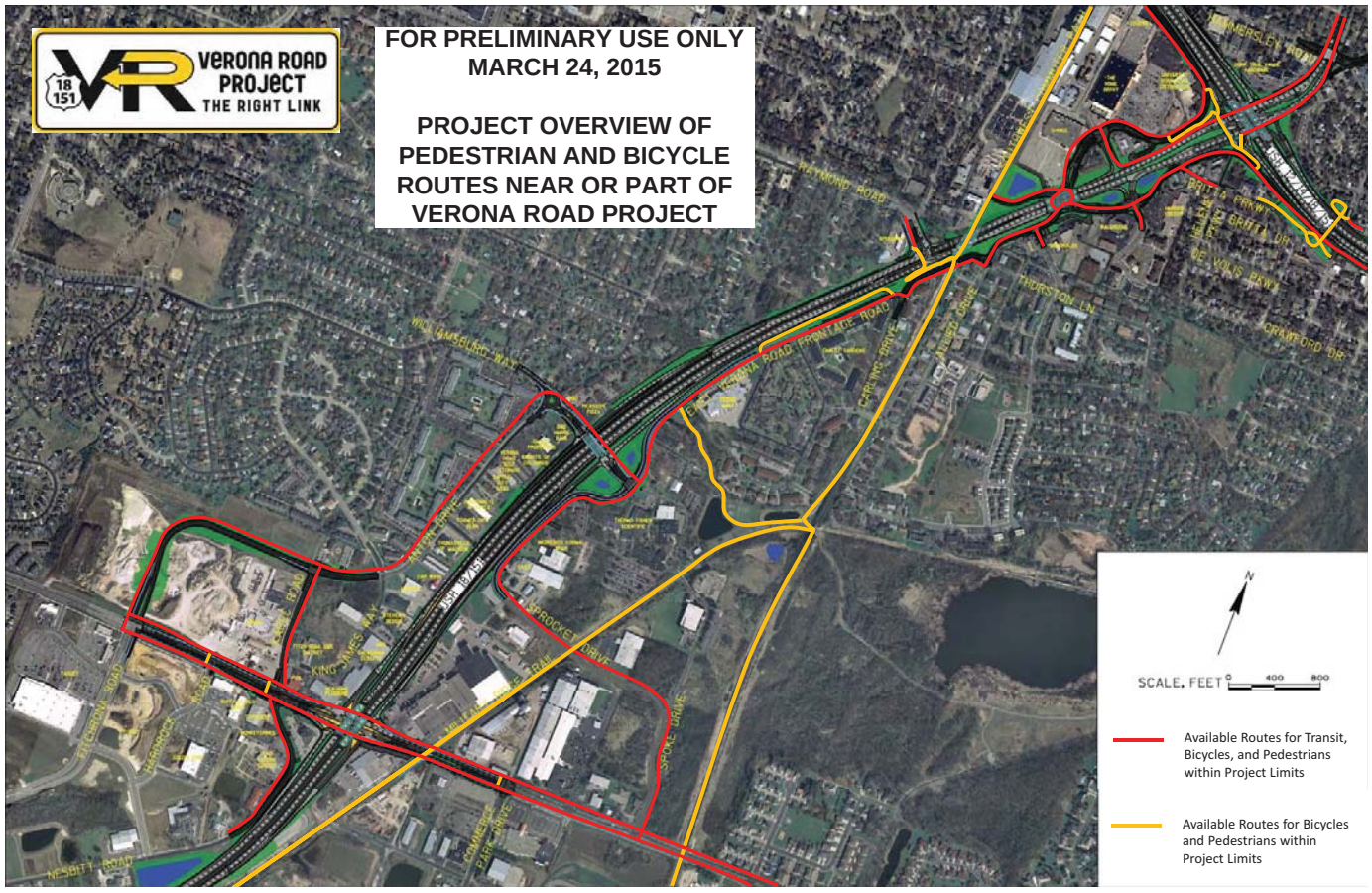
WisDOT plans for the Verona Road improvements to include marked bicycle lanes along McKee Road in both directions. Bike lanes will also be marked on the new Fitchrona Road extension at the McKee Road and Kapec/Anton intersections.

WisDOT is constructing a roundabout at the intersection of Anton Drive and Williamsburg Way, and a multi-use path on the north side of Williamsburg Way. Verona Road will be lowered and Williamsburg Way will extend over the highway on a new bridge. The multi-use path will extend across that bridge to connect this neighborhood to the Capital City Trail. The current trail underpass north of Williamsburg Way will be removed.

TRANSPORTATION ANALYSIS

WISDOT Proposed Pedestrian & Bicycle Routes

Sources: WisDOT



The Verona Road highway project will provide designated bicycle crossings over McKee Road at the Cannonball/ Military Ridge overpass east of Verona Road and via the proposed bike lane on Fitchrona Road. An exhibit of the proposed pedestrian and bicycle routes can be seen on the WisDOT Pedestrian and Bicycle Routes Map (on the next page), taken from the WisDOT website.

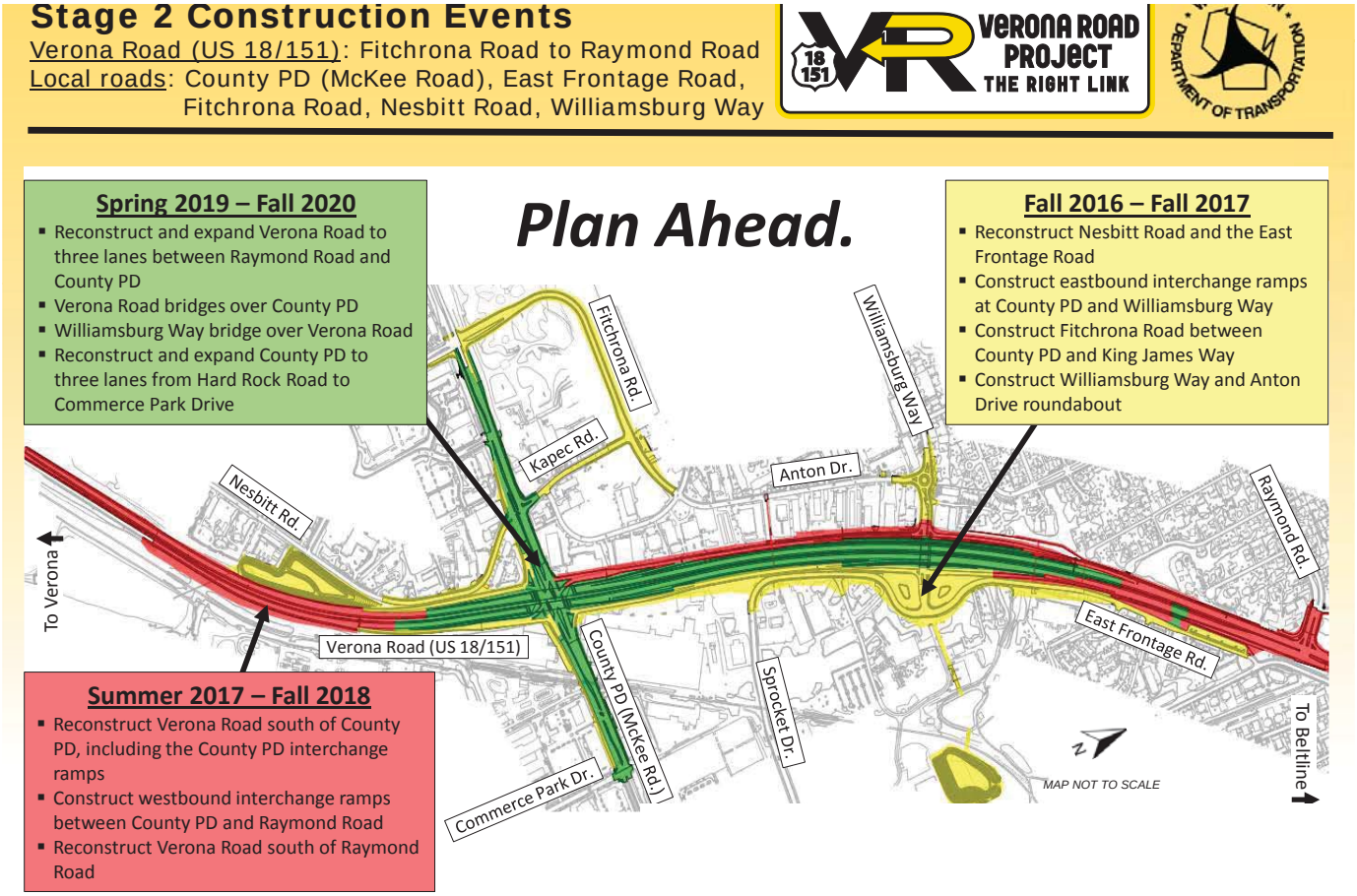
Recommendations

An assessment of the existing and WisDOT proposed facilities was completed to understand the facilities' needs in the study area. Recommendations are focused on closing gaps in the network of safe biking routes, during and after the highway construction project.

<u>Short-Term Recommendations During Verona Road Construction:</u> Stage 2 Construction Events for WisDOT's Verona Road Project are to occur between Fall 2016 and Fall 2020. The City should work with WisDOT throughout the construction process to ensure that safe bike routes are maintained.

WISDOT Construction Phases

Sources: WisDOT



Long-Term Recommendations: Bike routes in the study area should be improved consistent with the City's Bicycle and Pedestrian Plan. Each roadway designated as a bike route should include pavement markings and sign guidance. Markings and signing should be consistent with connecting roadway systems. For example, Williamsburg Way (between S. Whitney Way and Verona Road) should designate marked bike lanes on both sides of the roadway to visibly connect between the planned multi-use path at Williamsburg Way and Verona Road and the marked bike lanes west of S. Whitney Way. It is further recommended to add designated bike lanes on Anton Drive to connect the planned bike lanes on Fitchrona Road to the roundabout at Williamsburg Way. This will require elimination of parking from one side of the street; removing parking from the east side is recommended.

For permanent route changes and path closures, it is recommended to provide strong guidance with temporary and permanent signs for bicyclists as routes are changed. Since the City of Fitchburg is a location where major bicycle commuting

TRANSPORTATION ANALYSIS

paths intersect, WisDOT is required to provide wayfinding help as needed with the proposed route changes to maintain connections between destinations. If dedicated facilities such as marked bike lanes are unachievable, adequate route signage should be provided. The Manual on Uniform Traffic Control Devices (MUTCD) suggests signs on bike routes should be spaced approximately every ¼-mile.

As traffic volumes increase on Fitchrona Road, less-confident bicycle riders may find the on-street lanes to be intimidating. Where possible, off-street multi-use paved paths are recommended to offer an alternative route through the neighorhood. The most important opportunity for this type of facility is a path along the north and west edge of the Wingra quarry lands, which could be constructed in coordination with development of those lands. This path could serve both transportation and recreation needs, connecting any trails that serve the Jamestown Neighborhood to the park planned north of Fitchrona Road and also to McKee Road west of Fitchrona Road. See the Proposed Transportation Improvements map.

Mass Transit

Currently the only publicly funded mass transit in the City of Fitchburg is provided by Madison Metro bus service, which contracts with the City of Fitchburg. See the map of Existing Madison Metro Bus Routes on the following page.

Existing Conditions

Madison Metro services the planning area via fixed transit routes 52 and 59. Metro route 52 circulates through the study area on weekdays 6:30 AM – 10:40 PM and runs the route in under 30 minutes. Route 52 travels between the West Transfer Point in Madison and the Orchard Pointe Super Target south of McKee Road/ CTH PD via King James Way, Kapec Road, and Hardrock Road. The route stays on the west side of Verona Road. The route includes eight (8) stops within the project area south of Williamsburg Way. Outside of the study area near Orchard Pointe, three of the eight bus stops meet ADA standards with adequate boarding pads. Two of those three bus stops include bus shelters.

Metro route 59 circulates the study area on weekends and holidays. Route 59 runs 6:45 AM – 10:30 PM and completes the route in under one hour. Route 59 services route 52 but also crosses Verona Road on McKee Road/CTH PD from Orchard Pointe Super Target to Market Place Drive. From Market Place Drive, route 59 travels north on Seminole Highway through the neighborhoods south of the Beltline and makes its way south via Allied Drive, Verona Road Frontage Road, Sprocket Drive, and Spoke Drive before traveling back to the west transfer point via McKee Road/CTH PD, Kapec Road, and King James Way. Route 59 must run the route in under one hour. In the residential neighborhood, a majority of the bus stops accommodate ADA requirements, but none include bus shelters.

Currently, Metro Transit hires private contractors for paratransit routes, which are demand-responsive services strictly for passengers who cannot use the public transit systems due to a disability. These paratransit services supplement the same area and hours as the Metro Transit routes.

WisDOT proposed improvements

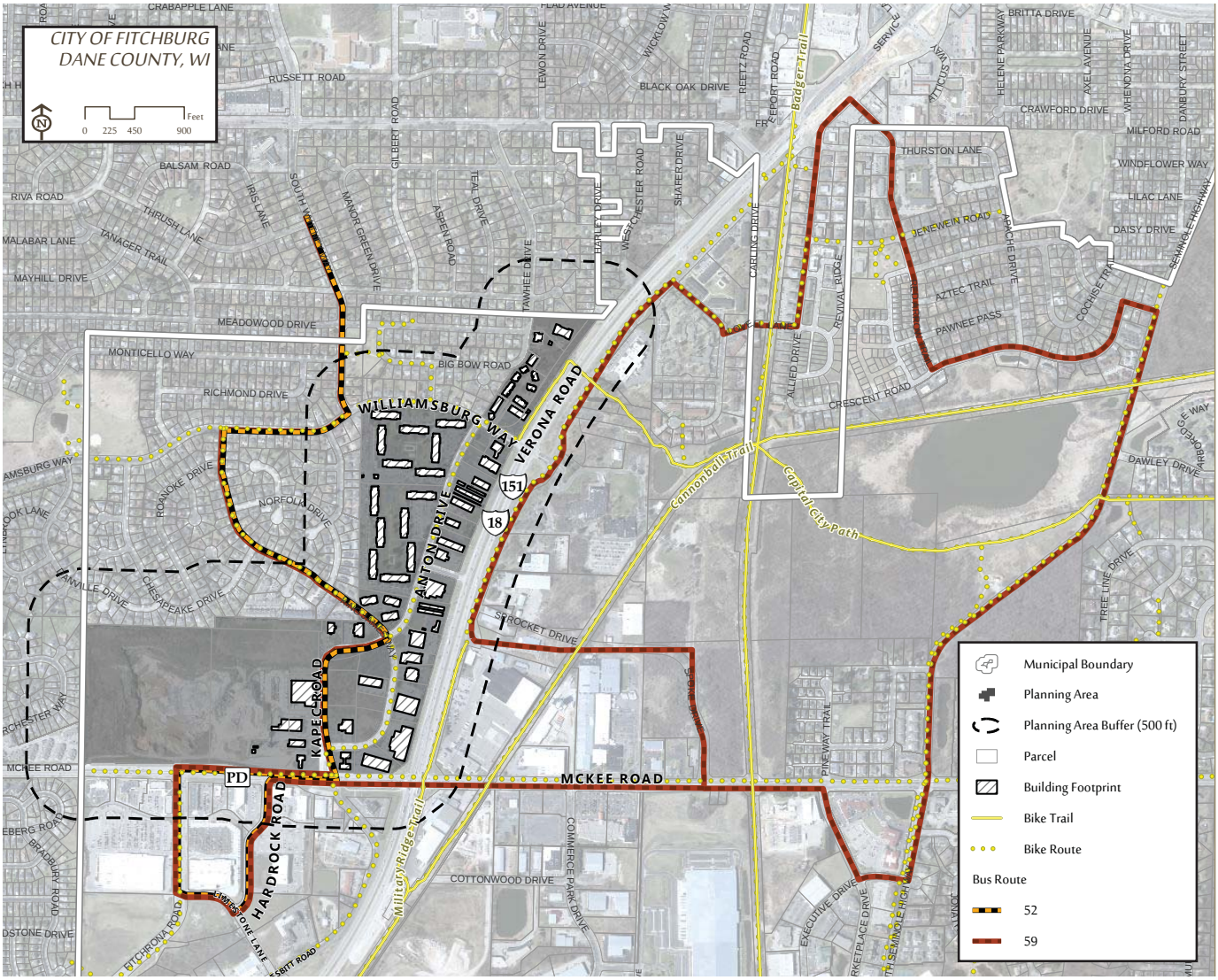
The WisDOT Verona Road changes do not necessitate any adjustments to Metro routes in the study area, and Metro has proposed no adjustments. Any changes that would eliminate service at an existing bus stop must be approved by the Fitchburg and Madison Transit Commissions, with a public hearing opportunity for affected users to provide comments.

Recommendations

To improve accessibility for all passengers, the City should upgrade all bus stop boarding pads to comply with ADA standards. ADA requirements state that a bus stop boarding pad should be at least five feet wide and eight feet deep (10 feet desirable) measured from the face of the curb, to allow space for the wheelchair ramp to unfold. Without these facilities some passengers may feel obliged to utilize paratransit services, which increases the City's cost.

Existing Madison Metro Bus Routes

Sources: Sources: Dane County, WI (Parcel,Road Names); ESRI (aerial)



TRAFFIC RECOMMENDATIONS

This planning project included an extensive effort to reconcile the various traffic projections and models prepared in recent years for the WisDOT Verona Road project and the nearby Orchard Pointe development. The resulting traffic model was used to evaluate future land use scenarios and predict the function and design needs of intersections in the planning area. See Appendix A: Traffic Analyses to learn more about the work behind the recommendations that follow.

Trip Generation Limits on Development

Due to the existing development and proposed WisDOT geometrics, there are limitations to the amount of new traffic that can be accommodated within the planning area before significant operational issues occur. For analysis purposes, several assumptions were made in order to estimate the total trip generation limit that could be accommodated within the project limits. The steps used to analyze the impact on operations at the four intersections are summarized below:

1. Utilized available traffic volume counts from 2009 and 2010 and WisDOT forecasted 2020 and 2030 volumes at the existing intersections. Ultimately, these traffic volumes were redistributed based on the WisDOT design changes.

2. Prepared trip distribution estimates for two land use concepts. Each concept was divided into 8 subareas (see Figure 1 on the next page) and trips generated based on land use and travel behavior assumptions to approximate the percentage of trips that will likely flow into and out of the study area either through the Anton Drive/Williamsburg Way intersection, or through the Fitchrona Road/McKee Road intersection.

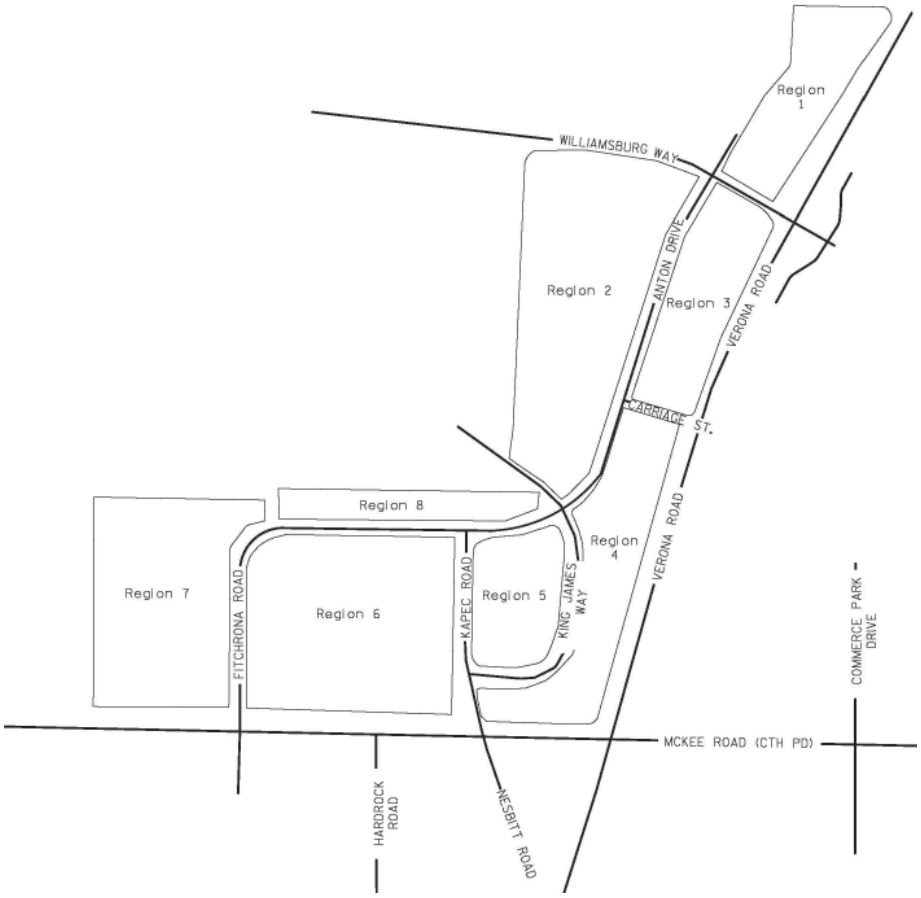
3. Modeled the impact of additional peak hour trips (using Synchro 9), to test for intersection function and Level of Service.

Table 1: Suggested New and Total Trip Generation Limits per Region

		New Trips	Total Trips
Region 1	PM IN	10	210
	PM OUT	5	195
Region 2	PM IN	0	240
	PM OUT	0	125
Region 3	PM IN	0	165
	PM OUT	10	175
Region 4	PM IN	0	175
	PM OUT	105	445
Region 5	PM IN	60	65
	PM OUT	110	140
Region 6	PM IN	250	260
	PM OUT	225	235
Region 7	PM IN	340	340
	PM OUT	360	360
Region 8	PM IN	20	75
	PM OUT	15	70

The total traffic volumes estimated in Concept B have been shown in the model to take intersections in the study area close to "failure", and serve as a guideline for the amount of new trips that should be allowed. As shown in Table 4, The distribution of new and total inbound and outbound trips during the PM peak hour, shown in Table 1 above, is a suggested set of limits on traffic. These suggested limits are not strictly designated to each of these areas – some regions could get more than is suggested here, and others less, with the caveat that development within each region affects the study area intersections in different ways.

Figure 1: Sub-Region Locations in Project Area



Potential Infrastructure Improvements

The analysis of the various intersections in the study area revealed some concerns about their future function. To safely accommodate increased traffic volumes as new development occurs, several infrastructure changes or modifications should be considered to improve operations and capacity at intersections.

1. ***The intersection of Fitchrona Road and McKee Road will likely need a second southbound left-turn lane with redevelopment in the Wingra concrete plant area.*** The intersection of greatest concern for congestion is Fitchrona Road and McKee Road. It is estimated that this intersection could accommodate approximately 750 total (inbound plus outbound) new PM peak hour trips in its current configuration, and an additional 400 total PM peak hour trips (1,150 total), including 650 total outbound trips (450 and an additional 200) if a second left turn lane is added to southbound Fitchrona Road. The additional traffic that could be accommodated by this second left turn lane corresponds roughly to the amount of development anticipated and traffic generation reserved for the parcels between the Fitchrona Road extension and Kapec Drive, including the current Wingra concrete plant, and it would be appropriate to tie such development to the addition of this left turn lane.

2. ***A portion of the right-of-way (ROW) for the extension of Fitchrona Road may need to be widened.*** The Fitchrona Road ROW as platted in 2016 is approximately 120 feet at the intersection with McKee Road and it narrows to approximately 60 feet north of that intersection. The development of the quarry and the concrete plant area may result in the need for turn lanes that the current ROW cannot accommodate. The current ROW is expected to function adequately without turn lanes until the concrete plant area redevelops. The need for additional ROW should be evaluated in conjunction with redevelopment

TRAFFIC RECOMMENDATIONS

planning for that site, and acquired from that site if needed.

3. **The intersection of Kapec Road and Fitchrona Road may need changes as traffic increases.** Excessive queue length and delay times may develop for drivers on Kapec Road, depending on the nature of development along Kapec Road. These delays could be alleviated by the addition of a second northbound lane that separates eastbound and westbound turns, and/or all-way stop control, a signal, or a roundabout.

4. ***The intersection of Kapec Road and McKee Road may need changes as traffic increases.*** The modeling shows left turn queue lengths on McKee Road during the PM peak hour that exceed the planned storage bays on McKee. Drivers may choose other routes to avoid these queues, limiting their severity. If that natural redistribution of trips does not occur, these queues may back up traffic on McKee Road, resulting in the need for either closure of the left turn option, or reconstruction to increase storage bays for those left turns, or signalization (unlikely to be approved by WisDOT). If there are backups of westbound traffic that affect the function of the Verona Road interchange, changes will very likely be implemented by WisDOT.

5. ***The intersection of Anton Drive and King James Way may need changes as traffic increases; reserve space for a roundabout.*** The modeling of this intersection was prepared without traffic count data for the intersection, but estimates of future traffic flows suggest that the four-way stop may develop excessive queue lengths and delay times. The appropriate change cannot be predicted at this time, and could be as simple as changing to a 2-way stop if most of the traffic is on Anton Drive. Alternatively, a signal or roundabout may be warranted. We recommend reserving space for a roundabout.

6. ***The roundabout as designed for Anton Drive and Williamsburg Way can accommodate the growth as illustrated in the development scenarios, and more.*** With the enhancement to the Fitchrona/McKee intersection described above, a total of approximately 1,500 new peak hour trips can be accommodated within the entire study area. It is important to note that redevelopment scenarios analyzed allot most of the development and new trips to the south end of the study area. Additional redevelopment along Anton Drive that would increase trip generation could still be accommodated, with the expectation that most of those trips will utilize Williamsburg Way for access to the study area. The modeling shows that there is additional capacity in the intersections of Williamsburg way with Anton Drive and Verona Road, beyond what is shown in Scenario B.

7. ***The intersection of Williamsburg Way and Whitney Way requires further study and should be considered for a design change.*** Though outside the study area and not formally evaluated during this planning process, public input consistently noted the poor operation of this intersection during peak traffic periods. A roundabout or other design change should be considered to alleviate congestion.

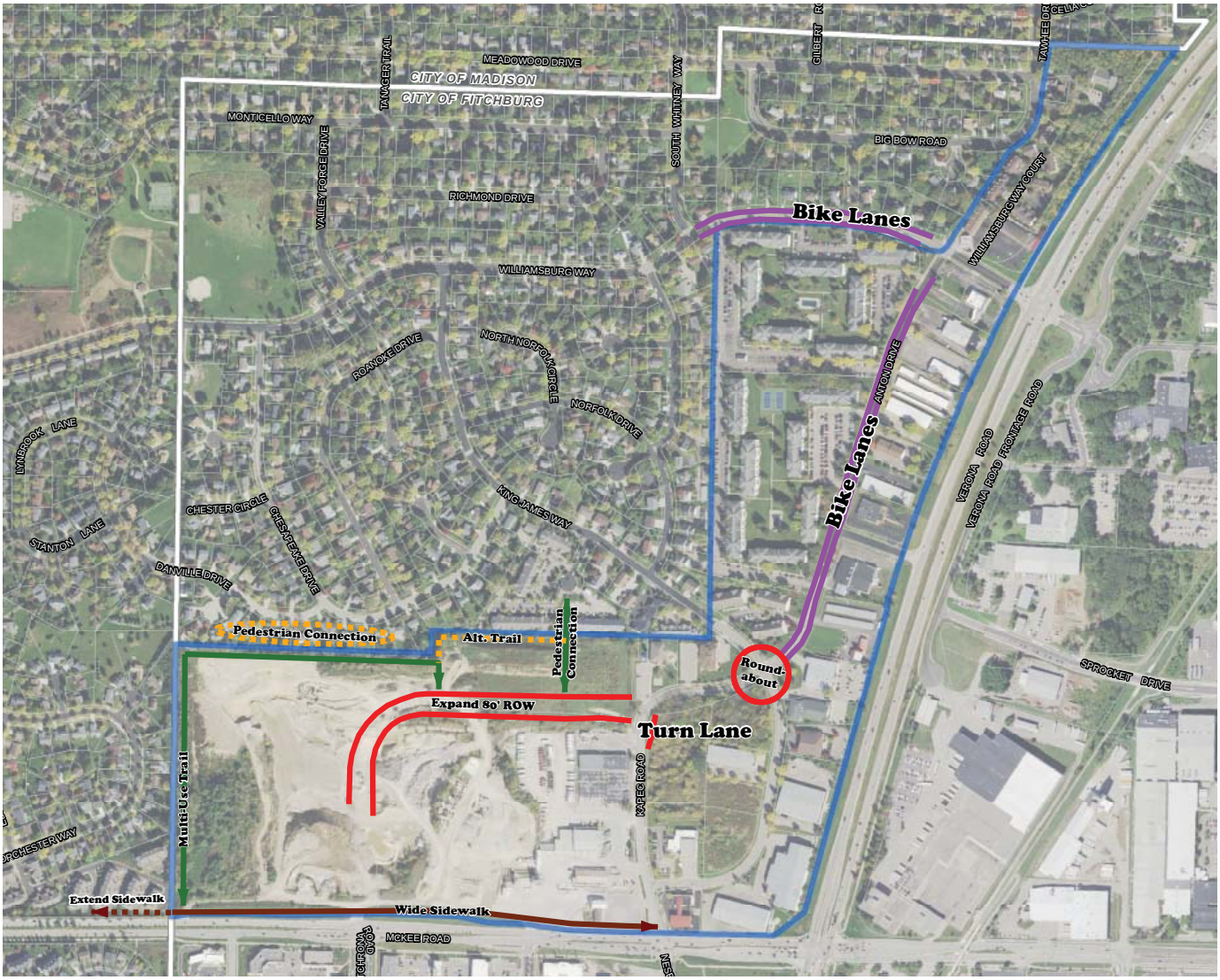
Recommended Right of Way Acquisitions/Reservations

1. ***Kapec Road at Fitchrona Road (Turn Lane).*** Due to anticipated queue lengths and undesirable delays with development at the intersection of Kapec Road and Fitchrona Road, it is suggested to reserve right-of-way for a designated right-turn lane. An all-way stop control or a signal may also alleviate the operational issues.

2. ***Fitchrona Road from McKee to Kapec Road (Roadway Widening).*** Until the Wingra concrete plant redevelops, the current ROW is expected to accommodate the new trips. However, additional ROW may be need-

Recommended Mobility Improvements

Sources: Sources: Dane County, WI (Parcel,Road Names); ESRI (aerial)



TRAFFIC RECOMMENDATIONS

ed for turn lanes when redevelopment of the concrete plant occurs. If additional ROW is required or expected, it should be evaluated in conjunction with the redevelopment planning for the site prior to any acquisitions.

3. ***King James Way and Anton Drive (Roundabout).*** As traffic increases due to development and redevelopment, the all-way stop controlled intersection of King James Way and Anton Drive could experience failing operations. A simple conversion to a two-way stop control may alleviate operational issues. However, the City should also reserve ROW for a roundabout or a signal configuration.

Additional Recommendations

It should be stressed that detailed traffic impact analyses should be required for projects that would approach or exceed the suggested PM peak hour trip generation limits. It is important to note that the current analysis is based on the best data available from the City, the Wisconsin DOT and the Madison Area Transportation Planning Board describing current traffic and projected regional traffic growth and travel patterns. The background traffic volumes and patterns (meaning all traffic in the area other than the new traffic that would be generated as a result of new development in the study area) will likely differ from the various pre-construction projections, and this will affect the projected capacity of the study area intersections, especially Fitchrona Road/ McKee Road, to accommodate growth within the study area. The City could allow development and redevelopment to proceed within the above-suggested limits, and then a new traffic impact analysis should be completed after the DOT Verona Road Stage 2 projects are constructed, utilizing new traffic counts.

CHAPTER 5

EXISTING CONDITIONS - MARKET ANALYSIS

RETAIL MARKET

Land use markets (e.g., retail, office, housing, etc.) are always in flux, impacted by national, regional and local conditions and subject to dramatic variation in demand. The last decade is a stark reminder of this fact. The Great Recession significantly impacted development and growth in most sectors of the real estate and development market; the recovery has been slow and changes in lender rules and borrower preferences are still affecting development patterns. Demographics are shifting both in Wisconsin and nationally, including a growing senior citizen population and a greater tendency for younger people and couples to delay or not have children. These population shifts affect housing needs and increases the desire for more varied types of housing developments.

This section considers the market potential for various new uses in the Anton Drive study area. The most heavily traveled highway in the City of Fitchburg, US 18/151, is adjacent to the study area and is a major factor in the consideration of any new uses here. The pending reconstruction of this highway and creation of grade-separated interchanges at the north and south ends of the study area will reduce visibility of existing parcels, but will also reduce congestion and increase traffic volume through this corridor.

RETAIL MARKET

Retail development is driven by a few basic fundamentals that should be considered when planning for retail use. First, retailers look for established markets with sustained traffic. Second, retailers generally focus on the statistical portrait of an area before moving to the location, including population/household density, population/household growth and demographic make-up of potential customers, to dictate the area's "buying power". Third, retail operators have been optimizing their market share by minimizing the number of stores; thus, maximizing profitability while reducing potential of "sales transfer" from one location to another. Lastly, retailers prefer to cluster with compatible merchants to increase their probability of drawing sufficient traffic vs. relying solely on their own a drawing power.

This section evaluates the current and future retail marketplace around the Anton Drive area. This analysis will also take in consideration the regional marketplace, as well as compare the Anton Drive marketplace with a comparable marketplace in the region.

Madison Region Retail Marketplace

According to a Retail Market Report completed by Xceligent, the regional retail vacancy rate for the Madison area was 5.1% at the end of the fourth quarter of 2015.[1] This was 0.3% lower than the previous quarter, but up 0.1% from the end of 2014. This slight increase in vacancy is primarily due to more than 140,000 square feet of new retail property throughout the region. Of this increased supply, the East submarket had the greatest increase in occupied retail space (70,813 square feet). The average regional asking rates are up $1.54/SF from third quarter to $13.44 at the end of 2015. This fourth quarter jump accounts for the majority of the increase over 2014, which rose by $1.62/SF from the $11.82/SF reported at the end of 2014.

As indicated in Figure 5.1 (on the next page), the Anton Drive study area is part of the South submarket within the Madison Metro area. In the fourth quarter of 2015, the South submarket saw the largest drop in available retail space in the region, with absorption of 4,345 square feet. The vacancy rate for this submarket, as of the end of 2015, is at 4.4%, which is lower than the regional vacancy rate of 5.1%. The asking rates in this submarket have averaged from $12.01-$13.57 over the last year, which is on par with the regional trends. The Anton Drive study area is part of a larger commercial center that includes retail and service businesses south of McKee Road off of Fitchrona, Hardrock and Nesbitt roadways. The combined area could be considered a power center shopping district. In general, a power center is an

1. http://broadwing-advisors.com/xceligent-has-published-their-2015-q4-quarter-reports/

unenclosed shopping center with a typical range of 250,000 square feet to 600,000 square feet of gross leasable area that usually contains big box retailers and various smaller retailers with a common parking area shared among the retailers. As indicated in Table 5.1 (below), the power centers make up 50% of retail space in the South submarket, and have only a 2.8% vacancy rates. This is much lower than the rates found in the South submarket as whole (4.1%) and the Madison regional marketplace (5.1%). Yet, the power centers' asking rates in the South submarket dropped from $12.71 in the fourth quarter of 2014 to $11.16 in the fourth quarter of 2015.

Figure 5.1: Madison Regional Retail Submarkets

Source: Xceligent Retail Market Report, 4th Quarter 2015

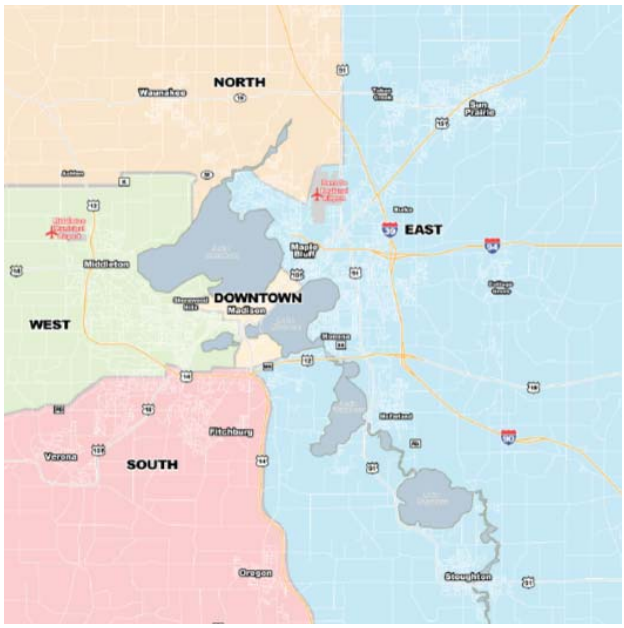


Table 5.1: South Submarket Summary

Source: Xceligent Retail Market Report, 4th Quarter 2015

	Power Center	Neighborhood Center	Convenience / Strip Center	General
Retail Stock				
# of Buildings	20	9	21	16
Inventory (SF)	1,175,173	466,144	445,144	246,448
Total Available (SF)	63,543	53,633	12,916	7,612
Net Absorption				
2015 Q4	0	-3,485	0	-860
2015 Total	2,173	-15,419	-6,800	11,947
Vacancy				
2014 Q4	2.9%	5.9%	1.4%	6.1%
2015 Q4	2.8%	10.5%	2.9%	3.1%
% Change (2014-2015)	-0.1%	4.6%	1.5%	-3.0%
Asking Rate				
2014 Q4	$12.71	$14.72	$16.49	$11.71
2015 Q4	$11.16	$15.88	$13.61	$20.00
% Change (2014-2015)	-12.2%	7.9%	-17.5%	70.8%

RETAIL MARKET

Retail Trade Areas

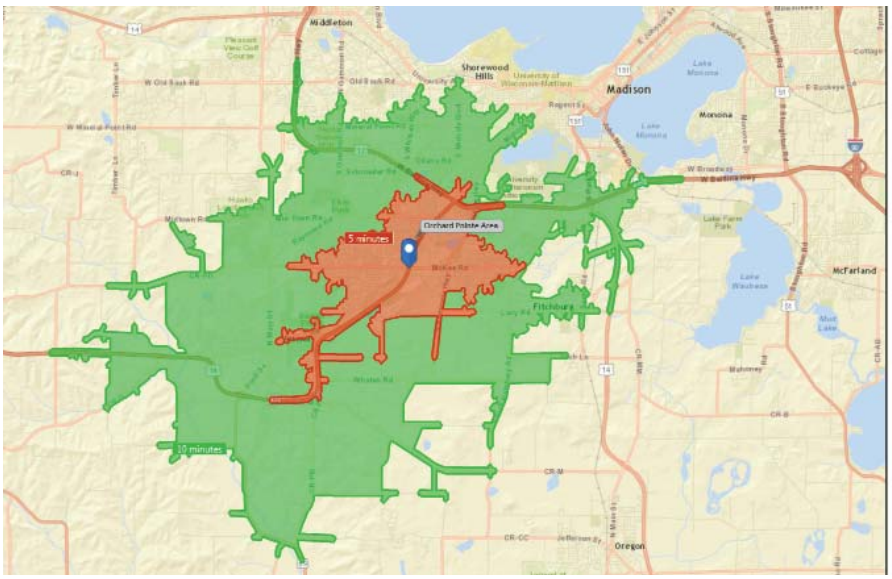
A trade area is the geographic region that generates the majority of customers to a shopping area. A trade area can vary depending on the type of business; however, in general retail spending is broken into two trade areas - Convenience Trade Area and Destination Trade Area (see descriptions below). These trade areas are resident-based, and therefore do not account for commuters and tourist purchases. Typically, a trade area is generalized based on drive time or distance from a single point. However, there are other factors that can impact where consumers shop, such as business/retail mix, store types, and accessibility. For this reason, a larger shopping center will result in a larger consumer trade area than a smaller shopping center due to its greater pull factor. For example, West Towne Mall (regional center) would be able to pull from greater population than the Prairie Towne Center (power center) off of Junction Road; and therefore, would have a larger convenience and destination trade areas.

- A convenience trade area (CTA) is the area within which a trip to the site in question is short enough to be considered convenient. This is the most appropriate area in which to evaluate demand for things that people purchase every week, and for which the convenience of the store is an important features, such as gas and groceries.
- A destination trade area (DTA) is a larger geographic area from which customers may be willing to visit the site in question despite greater distance, due to comparison shopping, brand loyalty, and price point differences. The DTA also includes consumers in rural areas who, out of necessity, drive further to get their convenience-type shopping (as none are located closer).

The retail potential of the Anton Drive study area is greatly impacted by the drawing power of the commercial areas on the south side of McKee Road (CTH PD), especially the anchor tenants in the Orchard Pointe shopping center. Therefore, for the purposes of this analysis, the Anton Drive planning area's marketplace will be defined by Orchard Pointe; however, it is inclusive of the commercial properties south of McKee along Fitchrona, Hardrock, and Nesbitt roadways. For the purposes of this study, the trade area will be referred to as the Orchard Pointe trade area, and it is centered on the area's major transit node, US 18/151 (Verona Rd) and CTH PD (McKee Rd). Verona Road carries on average roughly 40,000 vehicles per day, while McKee Road carries on average 18,000 vehicles per day. Using a 5-minute drive time shed, Orchard Pointe's CTA has just over 27,000 people in 11,360 households with an average household income of $81,938. Orchard Pointe's DTA

Figure 5.2: Orchard Pointe Trade Areas

Source: ESRI Business Analyst



expands to a 10-minute drive time shed, and includes nearly 100,000 people in 44,086 households with an average household income of $83,047.

Supportable Square Footage

This basic analysis quantifies the amount of retail space that could be supported by the buying power of the residents in the Orchard Pointe trade area. The following methodology describes the analysis shown in Tables 5.2 and 5.3 (on the next pages).

Methodology: To evaluate the buying power of Orchard Pointe's Convenience Trade Area (CTA) and Destination Trade Area (DTA), the number of households is multiplied by the average household income. Based on the Census of Retail Trade, consumers spend an average of 27.1% of total household income on five key merchandise categories, listed below. Grocery stores (also known as "food at home") are excluded from the DTA analysis because grocery shopping habits are typically driven by convenience.

- **Food Away from Home** (fast food, sit-down restaurants and bars): Households typically spend about 4.7% of their annual incomes on food away from home.
- **Convenience Goods** (household cleaning supplies, pet food supplies, etc.): Households typically spend about 4.7% of their annual incomes on convenience retail goods.
- **Food at Home** (groceries and alcoholic beverages): Households typically spend about 5.0% of their annual incomes on food at home.
- **Personal Services** (hair and nail salons, dry cleaning and laundry, etc.): Households typically spend about 0.7% of their annual incomes on personal services.
- **Shoppers' Goods** (apparel, cosmetics, jewelry, appliances, TVs, books, furniture, etc.): Households typically spend about 12.0% of their annual incomes on shoppers' goods.

These predictable spending habits described above can be applied to the total household income to quantify the trade area's consumer spending in these five key merchandizing categories. This consumer spending is then divided by typical sales per square foot ("sales productivity") to reach at the total building square footage per category. This is based on the typical 5-15% rent-to-sales ratio2. Therefore, a $175 per square foot sales productivity was used meeting the general lease rates in the South submarket (i.e., $8.75-$26.25 per square foot).

This initial part of the analysis is based on the trade area's household income, and does not include those outside the trade area, nor does it include transient motorists. However, since Orchard Pointe's marketplace is adjacent to two major thoroughfares, in particular US 18/151 with 40,000 vehicles a day, one would expect significant amount of sales beyond the trade area, including by transient motorists. Thus, a "sales inflow" is incorporated in the tables as a percentage increase in the spending factor for both the CTA (at 25%) and the DTA (at 10%). Per industry standards, these are aggressive capture rates; however, it is warranted by the strength of the two retail anchors (Target and Hyvee), and the shopping center's proximity to US 18/151. The capture rate is lower for the DTA because it is a larger area that includes the place of residence for many people that drive by on Verona Road (for example, the entire City of Verona is within the DTA).

Lastly, it is important to not only provide a snap shot of today's market condition, but to consider future market conditions. There are undeveloped growth areas within both the 5-minute CTA and 10-minute DTA, including lands within the Anton Drive study area. We have projected 2020 and 2030

2. Alvarez & Marsal Real Estate Advisory Services, LLC; 2011; Penn Daw Market Feasibility Analysis; P25.

RETAIL MARKET

Table 5.2: Orchard Pointe CTA – Retail Potential by Category

CONVENIENCE TRADE AREA (5 MIN)		2015	2020	2030
Households *		11,360	12,191	13,647
Average Household Income (2015)		$81,938	$81,938	$81,938
Total Household Income		$930,815,680	$998,895,175	$1,118,184,349
Spending Factors (Trade Area Only)	% of Household Income Captured			
Shoppers' Goods	12.0%	$111,697,882	$119,867,421	$134,182,122
Convenience Goods	4.7%	$43,748,337	$46,948,073	$52,554,664
Food at Home	5.0%	$46,540,784	$49,944,759	$55,909,217
Food Away from Home	4.7%	$43,748,337	$46,948,073	$52,554,664
Services	0.7%	$6,515,710	$6,992,266	$7,827,290
Total Spending Factor (Includes Sales Inflow)	Adjustment to account for spending from outside the trade area			
Shoppers' Goods	+25%	$139,622,352	$149,834,276	$167,727,652
Convenience Goods	+25%	$54,685,421	$58,685,092	$65,693,331
Food at Home	+25%	$58,175,980	$62,430,948	$69,886,522
Food Away from Home	+25%	$54,685,421	$58,685,092	$65,693,331
Services	+25%	$8,144,637	$8,740,333	$9,784,113
Square Footage (Per Sales Productivity)	% of Spending Captured within Orchard Pointe trade area			
Shoppers' Goods ($175/SF)	20%	159,568	171,239	191,689
Convenience Goods ($175/SF)	25%	78,122	83,836	93,848
Food at Home ($350/SF)	70%	116,352	124,862	139,773
Food Away from Home ($350/SF)	25%	39,061	41,918	46,924
Services ($175/SF)	75%	34,906	37,459	41,932
TOTAL RETAIL SQUARE FOOTAGE		**428,009**	**459,313**	**514,165**

** Based on 2013 WI DOA population projections and a 1% decline in average household size per decade*

Table 5.3: Orchard Pointe DTA – Retail Potential by Category

DESTINATION TRADE AREA (10 MIN)		2015	2020	2030
Households *		44,086	46,981	52,591
Average Household Income (2015)		$83,047	$83,047	$83,047
Total Household Income		$3,661,210,042	$3,901,621,915	$4,367,557,948
Spending Factors (Trade Area Only)	% of Household Income Captured			
Shoppers' Goods	12.0%	$439,345,205	$468,194,630	$524,106,954
Convenience Goods	4.7%	$172,076,872	$183,376,230	$205,275,224
Food Away from Home	4.7%	$172,076,872	$183,376,230	$205,275,224
Services	0.7%	$25,628,470	$27,311,353	$30,572,906
Total Spending Factor (Includes Sales Inflow)	Adjustment to account for spending from outside the trade area			
Shoppers' Goods	+10%	$483,279,726	$515,014,093	$576,517,649
Convenience Goods	+10%	$189,284,559	$201,713,853	$225,802,746
Food Away from Home	+10%	$189,284,559	$201,713,853	$225,802,746
Services	+10%	$28,191,317	$30,042,489	$33,630,196
Square Footage (Per Sales Productivity)	% of Spending Captured within Orchard Pointe trade area			
Shoppers' Goods ($175/SF)	10%	276,160	294,294	329,439
Convenience Goods ($175/SF)	25%	270,407	288,163	322,575
Food Away from Home ($350/SF)	15%	81,122	86,449	96,773
Services ($175/SF)	25%	40,273	42,918	48,043
TOTAL RETAIL SQUARE FOOTAGE		**667,962**	**711,823**	**796,830**

** Based on 2013 WI DOA population projections and a 1% decline in average household size per decade*

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total households in the trade areas using WI DOA and historical Census data. For simplicity, all numbers are shown in 2015 dollars and ignore inflationary change. This additional information provides an approximation of additional purchasing power for future retail growth in 2020 and 2030 due to growth within the trade area.

As concluded in Table 5.5 (below), there is enough buying power to support up to approximately 790,000 square feet of retail in the Orchard Pointe trade area, inclusive of roughly 115,000 square feet of "Food at Home" (per the CTA table – as it's excluded from DTA). Table 5.4 lists the current make-up of the Orchard Pointe marketplace, which includes commercial properties in the study area, as well as properties south of McKee Road off of Fitchrona, Hardrock and Nesbitt roadways.

Per the results of this analysis, there is enough market for an additional 90,000 square feet of retail as of 2015 with a potential for a total of 230,000-240,000 additional square feet by 2030 based on population projections. Note that the negative "retail potential" under the "Food at Home" (primarily grocery stores) and "Personal Services" categories, suggesting a surplus of retail space. As a speculative retail space tool, this does not suggest the businesses within these merchandise categories are not sustainable in the Orchard Pointe trade area, but rather the marketplace is succeeding beyond the general norms. Marketing, brand loyalty, shopping habits, etc. all impact the true market for/against demand for retailers selling wares in one of these categories. The conclusion from this analysis is there is existing opportunity for additional retail development in the Orchard Pointe trade area, and as the trade area continues to have residential growth so will the demand for retail space – potentially up to 150% times the current demand for retail space.

Table 5.4: Orchard Pointe Marketplace – Retail Summary
Source: ESRI Business Analyst

Orchard Pointe Marketplace Retail Summary (as of 4/2016)	Square Footage	% of Area
Shoppers' Retail Goods	213,737	32.8%
Convenience Retail Goods	102,225	16.5%
Food at Home	163,056	17.2%
Food Away from Home	65,510	11.5%
Personal Services	154,455	22.0%
Total	**698,983**	**100.0%**

Table 5.5: Orchard Pointe DTA – Retail Potential by Category
Source: ESRI Business Analyst

POTENTIAL RETAIL SQUARE FOOTAGE	DTA (10 Minute) 2015	DTA (10 Minute) 2030	Exiting Development	Retail Potential 2015	Retail Potential 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 NET 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*

Business Type Gap Analysis

Retail gap is the difference between the demand (potential) sales and actual retail sales. The demand is the expected amount spent by consumers at retail establishments, and the total supply is the estimated sales to consumers by establishments. The surplus/leakage factor ranges from -100 to +100 with -100 being a total surplus (i.e., customers are drawn in from outside the trade area) and +100 being a total leakage (i.e., customers go outside the trade area to make purchases).

Based on data available through ESRI Business Analyst (see Table 5.6 below for more information), Orchard Pointe's CTA marketplace is seeing more than $230 million in sales leakage (more demand than supply), but the larger DTA is seeing a $500 million surplus (more supply than demand). This dramatic difference between the CTA and the DTA is due to additional comparable shopping centers in close proximity to the study area that are pulling from the Orchard Pointe trade area as well. The shopping center with greatest impact on the Orchard Pointe retail gap is West Towne Mall, which is within five miles of the study area. This regional center is home to approximately 830,000 square feet of retail in over 110 stores (including four anchor stores) and provides additional drawing power for the surrounding retail stores outside the mall footprint. This is a major challenge facing the Orchard Pointe marketplace, especially since some major retailers that might be desirable here already have a presence within the 10-minute DTA. Therefore, the retail opportunities for the Orchard Pointe marketplace are in the demand gap in convenience-oriented business in the CTA (e.g., those who shop purely based on convenience), or a business that is not present in the larger DTA area including West Towne Mall.

Table 5.6: Orchard Pointe Retail Gap Summary

Source: ESRI Business Analyst

Retail Market *(Industry Summary)*	Convenience Trade Area *(5 min)*	Destination Trade Area *(10 min)*
Retail Trade (NAICS 44-45)		
Demand	$449,207,878	$1,767,192,334
Supply	$244,283,153	$2,322,491,743
Retail Gap	$204,924,725	-$555,299,409
Surplus/Leakage Factor	29.5	-13.6
Number of Businesses	104	649
Food & Drink (NAICS 722)		
Demand	$48,276,897	$190,109,795
Supply	$22,522,641	$141,025,378
Retail Gap	$25,754,256	$49,084,417
Surplus/Leakage Factor	36.4	14.8
Number of Businesses	45	251
Retail Trade and Food & Drink (NAICS 44-45, 722)		
Demand	$497,484,775	$1,957,302,129
Supply	$266,805,794	$2,463,517,122
Retail Gap	$230,678,981	-$506,214,993
Surplus/Leakage Factor	30.2	-11.5
Number of Businesses	149	900

3. http://www.cblproperties.com/pag.nsf/CorpSiteByAlphaWeb/West+Towne+Mall?opendocument

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Based on ESRI Business Analyst, the Orchard Pointe marketplace has retail gaps in several business categories; however, a positive retail gap and leakage/surplus factor does not necessarily equate to an adequate retail potential (demand) to support a new business. Table 5.7 (below) compares the average US Sales Data (2012) per business/store to the retail gap to estimate the number of potential businesses that may be supported. This number of businesses is relative, as it is not assumed a business can capture 100% of the sales, nor can it be safeguarded against a competing business opening up within the same trade area. Therefore, this number should be used only as an indication of likely opportunity, especially when the numbers suggest demand for 2+ additional stores. Those in the Orchard Pointe marketplace CTA that meet this threshold are highlighted in blue text; the most likely candidates are food services and drinking places, miscellaneous store retailers, and general merchandise.

Table 5.7: Orchard Pointe - Business Demand (CTA)

Source: ESRI Business Analyst

		U.S. Sales Data	Convenience Trade Area (5 min)		
NAICS	Business Type	Average Sales / Store	Retail Gap	Leakage / Surplus Factor	# of Businesses* (relative)
44111000	New car dealers	$ 31,614,997	$ 83,055,517	100.0	2.4
44112000	Used car dealers	$ 2,807,851	included in New Car Dealers		
44121000	Recreational vehicle dealers	$ 5,412,980	$ 12,734,645	91.2	1.5
44122000	Motorcycle, boat, & other motor vehicles	$ 2,813,701	included in Recreational Vehicle Owners		
44130000	Automotive parts, accessories, & tire stores	$ 1,437,129	$ 4,335,474	51.7	3.0
44210000	Furniture stores	$ 2,060,605	$ 4,894,878	41.4	2.4
44220000	Home furnishings stores	$ 1,443,586	$ 1,651,714	22.3	1.1
44310000	Electronics and appliance stores	$ 2,123,245	$ (2,525,485)	(4.5)	-1.2
44400000	Building material and garden equipment and supplies	$ 3,587,059	$ (8,858,368)	(16.8)	-2.5
44510000	Grocery stores**	$ 6,043,286	$ 27,590,252	25.8	4.6
44520000	Specialty food stores	$ 790,264	$ 2,648,900	33.9	3.4
44530000	Beer, wine, & liquor stores	$ 1,322,900	$ 787,935	14.3	0.6
44611000	Pharmacies & drug stores	$ 5,307,817	$ 4,582,368	7.9	0.6
44612000	Cosmetics, beauty supplies, perfume	$ 958,793	included in Pharmacies & drug stores		
44613000	Optical goods stores	$ 758,317	included in Pharmacies & drug stores		
44619000	Other health and personal care stores	$ 844,325	included in Pharmacies & drug stores		
44710000	Gasoline stations	$ 4,852,276	$ 20,008,252	40.6	4.1
44800000	Clothing and clothing accessories stores	$ 1,578,857	$ 4,441,583	12.2	2.8
45100000	Sporting goods, hobby, musical instrument, and book stores	$ 1,684,299	$ (14,892,646)	(38.3)	-8.8
45200000	General merchandise stores	$ 13,022,934	$ 56,330,534	49.7	4.3
45300000	Miscellaneous store retailers	$ 917,688	$ 4,880,242	17.6	5.3
72200000	Food services and drinking places	$ 861,490	$ 25,754,256	36.4	29.9

** The number of potential businesses is relative and should not suggest the exact number of businesses that will thrive in the Orchard Pointe marketplace, rather it indicates the business types that are highly marketable.*

*** Data precedes the development of HyVee; therefore, this number is skewed from current market conditions*

Since there are several competing shopping centers in the Orchard Pointe marketplace's DTA (e.g., West Towne Mall, Greenway Station, Hilldale Mall, South Towne Mall, and Prairie Towne Center), the better analysis is to review where there is a nexus between significant gaps in the West Towne Mall DTA (20 minute drive) and in the Orchard Pointe marketplace. Based on Table 5.8 (below), the following business types have potential marketability in the study area: Recreational Vehicle Dealers, automotive parts/accessories/tire stores, furniture stores, specialty food stores, general merchandise stores, and food service and drinking places. Based on this analysis, some potential retailers include Good Year Auto Service Center, Crate & Barrel, The Container Store, Penzy's, and Oilerie.

Table 5.8: West Towne Mall - Business Demand (DTA)

Source: ESRI Business Analyst

		U.S. Sales Data	Destination Trade Area (20 Minutes)		
NAICS	Business Type	Average Sales / Store	Retail Gap	Leakage / Surplus Factor	# of Businesses (Demand)
44111000	New car dealers	$ 31,614,997	$ (75,686,000)	1.8	-2.2
44112000	Used car dealers	$ 2,807,851	included in New Car Dealers		
44121000	**Recreational vehicle dealers**	**$ 5,412,980**	**$ 75,434,422**	**35.4**	**9.2**
44122000	Motorcycle, boat, & other motor vehicles	$ 2,813,701	included in Recreational Vehicle Owners		
44130000	**Automotive parts, accessories, & tire stores**	**$ 1,437,129**	**$ 39,409,105**	**40.2**	**27.4**
44210000	**Furniture stores**	**$ 2,060,605**	**$ 13,971,049**	**8.3**	**6.8**
44220000	Home furnishings stores	$ 1,443,586	$ (39,720,047)	(28.9)	-27.5
44310000	Electronics and appliance stores	$ 2,123,245	$ (67,835,562)	(10.6)	-31.9
44400000	Building material and garden equipment and supplies	$ 3,587,059	$ (675,099)	(0.0)	-0.2
44510000	**Grocery stores**	**$ 6,043,286**	**$ 26,646,523**	**1.9**	**4.4**
44520000	**Specialty food stores**	**$ 790,264**	**$ 12,373,082**	**12.3**	**15.7**
44530000	Beer, wine, & liquor stores	$ 1,322,900	$ (3,233,727)	(4.5)	-2.4
44611000	**Pharmacies & drug stores**	**$ 5,307,817**	**$ 35,527,195**	**5.5**	**4.5**
44612000	Cosmetics, beauty supplies, perfume	$ 958,793	included in Pharmacies & drug stores		
44613000	Optical goods stores	$ 758,317	included in Pharmacies & drug stores		
44619000	Other health and personal care stores	$ 844,325	included in Pharmacies & drug stores		
44710000	**Gasoline stations**	**$ 4,852,276**	**$ 175,097,069**	**30.6**	**36.1**
44800000	Clothing and clothing accessories stores	$ 1,578,857	$ (28,294,188)	(6.1)	-17.9
45100000	Sporting goods, hobby, musical instrument, book store	$ 1,684,299	$ (67,636,509)	(20.7)	-40.2
45200000	**General merchandise stores**	**$ 13,022,934**	**$ 138,670,787**	**8.2**	**10.6**
45310000	Miscellaneous store retailers	$ 917,688	$ (3,830,541)	(1.1)	-4.2
72210000	**Food services and drinking places**	**$ 861,490**	**$ 2,610,596**	**0.3**	**3.0**

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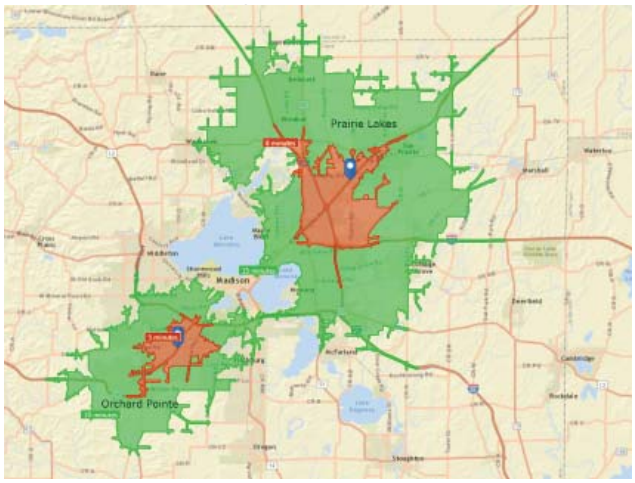
Orchard Pointe Comparative Study

The prior sections discussed Orchard Pointe's quantitative opportunities, and identified potential retail gaps in its trade areas. It did not fully consider the potential impact of the clustering of businesses to fuel retail success. A current retail success story in the Madison Metro market is the Prairie Lakes development in Sun Prairie. This section compares the Prairie Lakes development with the Orchard Pointe marketplace.

Like Orchard Pointe, Prairie Lakes is a relatively new retail center, it is part of larger regional shopping center trade area (less than 5 miles from East Towne Mall), it has direct access to a County highway, and is adjacent to US 151.

The largest difference in the current development conditions is that Prairie Lakes is growing rapidly and has four strong anchor tenants (i.e., Target, Costco, Cabela's, and Woodman's). These anchors have attracted auxiliary liner shops and outlot commercial development. Much like business clustering, critical mass is important aspect to establishing the necessary drawing power for shopping traffic. Two ways to achieve critical mass: 1) clustering compatible merchants in one area; and 2) locate near a major anchor tenant(s). In general, power and regional shopping centers have at least a 1:1 ratio of small shops to anchor space. The more anchor tenants the greater probability that the marketability of retail space can surpass the demand of the typical trade area. This is the case in Prairie Lakes, where the buying powering is significantly lower than is found around Orchard Pointe marketplace. Table 5.9 (on the next page) illustrates the disparity between the total household income in the Prairie Lakes / East Towne trade areas, as compared to Orchard Pointe / West Towne Mall.

Figure 5.3: Prairie Lakes & Orchard Pointe Trade Areas



Prairie Lakes has developed over 104 acres with approximately 30 acres still available. As of April 2016, it is estimated to have nearly 630,000 square feet of retail. Based on information available on the developer's website it is possible that the shopping area, when fully leased, could see around 1 million square feet of retail. This means Prairie Lakes is only 60% or so built out. Yet, the gap analysis suggests the shopping center has met and has exceeded its demand within the trade area (see Table 5.10).

Several differences between Prairie Lakes and Orchard Pointe should be noted. Orchard Pointe is smaller in area, has fewer anchor stores, is located entirely on one side of the County highway, and includes (or is perceived to include) some older establishments along Nesbitt Road. If new commercial areas were to be developed north of McKee Road, that new commercial would enhance the size, presence (both sides of McKee Road) and "newness" of the area, making it more similar to Prairie Lakes.

Table 5.9: Shopping Center Comparisons

Shopping Center Comparison	CTA House-holds	CTA Median Household Income	CTA Total Household Income	DTA House-holds	DTA Median Household Income	DTA Total Household Income
Orchard Pointe	11,360	$81,938	$930,815,680	99,539	$83,047	$8,266,415,333
Prairie Lakes	10,635	$71,665	$762,157,275	63,737	$72,572	$4,625,521,564
West Towne Mall	85,857	$81,845	$7,026,966,165	120,499	$79,586	$9,590,033,414
East Towne Mall	72,842	$72,235	$5,261,741,870	107,690	$69,306	$7,463,563,140

** Prairie Lakes trade areas are bit larger (8-/15-minute, as compared to 5-/10-minute for Orchard Pointe, due to the lack of shopping center competition and the number of anchor stores present at Prairie Lakes.*

Takeaways from the Retail Market Analysis

- In the fourth quarter of 2015, the South submarket saw the largest drop in available space of any submarket in the Metro area. The vacancy rate for this submarket, as of the end of 2015, is at 4.4% (regional vacancy rate was at 5.1%).
- The Anton Drive / Orchard Pointe marketplace is considered a power retail center. Power Centers makes up 50% of retail space in the South submarket and only a 2.8% vacancy rates.
- There is roughly 700,000 square feet of retail and service space currently in the Orchard Pointe marketplace. Based on the buying power in the trade area, there are opportunities for additional retail development in the Orchard Pointe marketplace right now (potentially up to 90,000 square feet) with greater potential as trade area population continues to grow – potentially up to 150% times the current demand for retail space based on current projections

Table 5.10: Prairie Lakes Retail Gap Summary

	Convenience Trade Area *(8 min)*	Destination Trade Area *(15 min)*
Retail Trade and Food & Drink (NAICS 44-45, 722)		
Demand	$414,745,341	$2,486,229,246
Supply	$1,532,649,229	$3,337,139,191
Retail Gap	($1,117,903,888)	($850,909,945)
Surplus/Leakage Factor	-57.4	-14.6
Number of Businesses	428	1305

- Per the retail gap analysis, there is demand for the following business types: Recreational Vehicle Dealers, automotive parts/accessories/tire stores, furniture stores, specialty food stores, general merchandise stores, and food service and drinking places. Potential businesses include Good Year Auto Service Center, O'Reilly Auto Parts, Crate & Brarrel, The Container Store, Penzy's, Oilerie, and Trader Joe's and chain/local restaurants.
- Based on a comparison with Sun Prairie's Prairie Lakes development, the Orchard Pointe area should have strong potential to attract and sustain retailers. The addition of another larger, anchor retailer would help drive the overall success of this area as a Power Center.

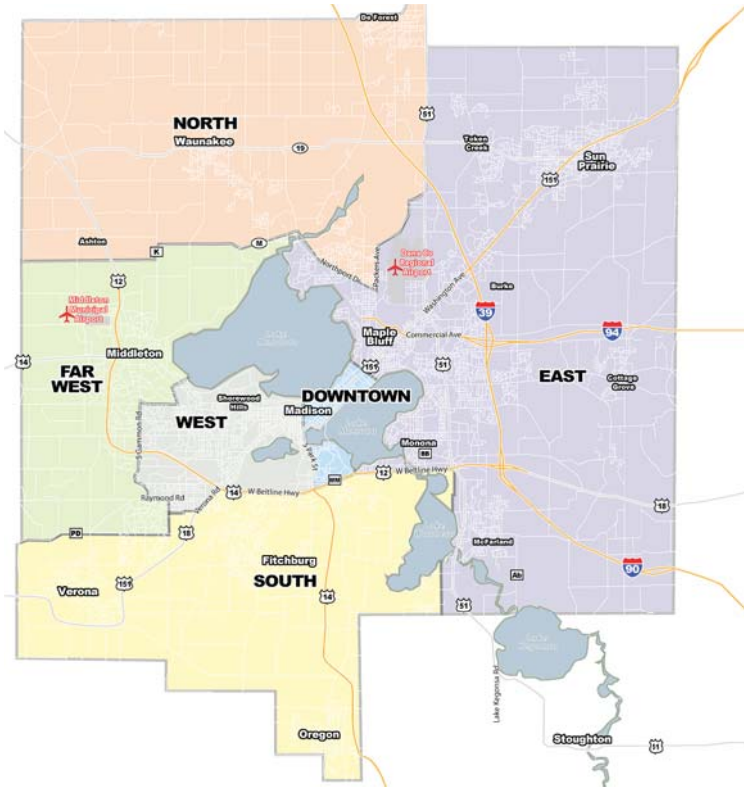
OFFICE MARKET

OFFICE MARKET

The office market in the Madison region is starting to show signs of recovery. Vacancy rates have been decreasing and new office construction has been occurring within the region (three projects in 2015 Q4) despite tighter restrictions on lending. Plus, office space continues to be absorbed, especially over the past several quarters. Within the Madison region, over the past year, average to high quality office space (Classes A and B) has been the most highly absorbed. When looking more specifically at the Anton Drive Study Area, and the "South" region in which it resides, the office market has been weaker – including increased vacancy of Class B office space and little or no absorption of Class A and Class C office space. This lack of absorption could be partially explained by the lack of new office buildings being built in the area – in 2015 there were no new office buildings built in the City of Fitchburg.

Figure 5.4: Madison Office Market Map

Source: Xceligent Office Market Report, 2015 Q4



Xceligent, a company that specializes in commercial real estate information, puts out a quarterly report for Office Market conditions by region. Based on their latest report, the study area resides on the edge of the South and West submarkets with Verona Road establishing the dividing line between the two submarkets (see Figure 5.4 above).

Madison Region Office Marketplace

According to Xceligent, through the fourth quarter of 2015 the Madison office market had a net absorption of 201,192 square feet of office space. The vacancy rate improved in 2015 Q4 by 0.2% to 11.0%. Year-to-date the Madison office market had a net absorption of 429,014 square feet with a vacancy rate down 2.1% from the end of 2014. The largest positive absorption of the quarter was in the West submarket with 122,258 square feet and the greatest negative absorption of the quarter was in the Far West submarket with -41,296 square feet. See the Historical Vacancy Rate and Net Absorption for the entire Madison region displayed in Figure 5.5 (on the next page).

Office space is typically divided into three different classes:

- **Class A:** Buildings have high quality standard finishes, state of the art systems, and exceptional accessibility and visibility. These buildings are prestigious and typically have rents above the market average.
- **Class B:** Building finishes are fair to good and systems are adequate. Rents are average and there are a variety of users looking to use these buildings.

Figure 5.5: Historical Vacancy Rate & Net Absorption

Source: Xceligent Office Market Report, 2015 Q4

- **Class C:** Rents are below average. These buildings cater to users who are looking for simple, functional office space.

In the fourth quarter of 2015, Class B office space was the best performer in the Madison region having the highest absorption at 185,741 square feet. Class C office space had a 26,187 square foot absorption and Class A had a -10,736 square foot absorption. Year-to-date Class B had the highest net absorption in the Madison region at 131,509 square feet, followed by Class A at 131,509 and Class C at 68,101 square feet. See Figure 3.7 (on the next page) for historical net absorption by class.

Looking at the existing inventory of each class of office space, Class B offers the greatest total amount of square footage in both South and West submarkets with 1,419,245 square feet in the West submarket and 1,010,458 square feet in the South submarket. The available square footage in the West submarket is 378,650 square feet of Class B office space. In the South submarket, the greatest available square footage is Class A office space with 96,793 square feet available. The overall vacancy rate for all classes of office space in the West submarket is 15.7%. The overall vacancy rate for all classes of office space in the South submarket is 6.7%. The year-to-date net absorption in the West submarket is 143,929 square feet compared with -1,996 square feet in the South submarket.

Table 5.11 (on the next page) provides the Q4 2015 rent levels by class. Class A office space rents for between $21.35/SF in the South submarket to $25.10/SF in the West submarket. The more popular Class B office space rents between $17.39/SF in the South submarket to $19.99 in the West submarket.

Presently, within the entire Madison, Class B office space is the highest absorbed space in the office market. This is also true in the West submarket. Yet, in the South submarket

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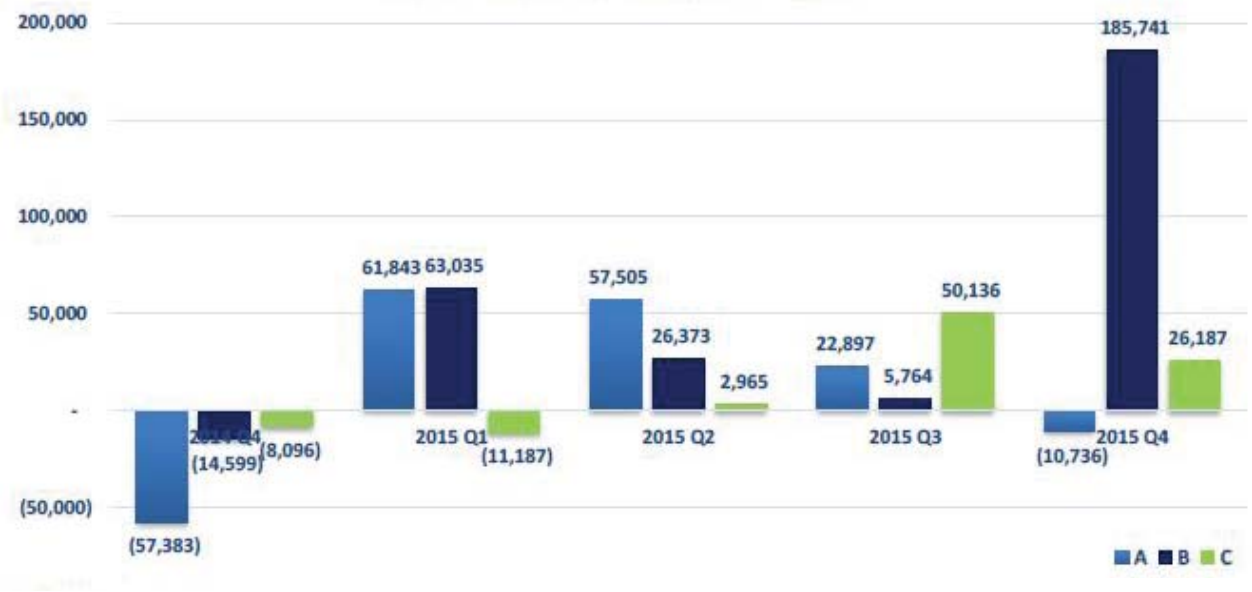
Figure 5.6: Historical Net Absorption by Class

Source: Xceligent Office Market Report, 2015 Q4



Class A office space had the highest year-to-date absorption with Class B having a net increase in vacancy of 18,563 square foot. Class C office space is showing least absorption rate within the Madison region.

Local Office Market

A similar analysis was also completed for an area more focused on the Anton Drive Study Area. This review included office properties within a mile of the Verona Road (US 18/151) and McKee Road (CTH PD) intersection (see Figure 3.8 below).

There are twenty-seven office buildings in this area, totaling 410,477 square feet of office space. As of April 2016, there was a 12.1% office vacancy rate with 49,698 square feet available. This is slightly higher than the Madison region's office market vacancy rate (11.0% as of 2015 Q4).

When looking at office space performance by class in 2015 Q4. the area had a positive net absorption of 5,271 square feet of Class B space and a positive net absorption of 3,200 square feet of Class C space. There was no change to Class A space as there is only one building (fully occupied) in the Anton Drive market area. For the quarter, vacancy rate was 13.2% for Class B office space and 2.3% for Class C office space. A majority of the office buildings in the Anton Drive study area fall into the Class B category.

For Class B office space, approximately 47,698 square feet is available across five buildings. For Class C office space, approximately 2,000 square feet is available (all in one building). Overall there are 49,698 square feet of office space available in the Anton Drive Study Area and is primarily Class B. The average asking rate for Class B space ranges from $12.50 - $19.60 per square foot. The average asking rate in the one Class C space is available at a lease rate of $12.00 per square foot.

Table 5.11: Asking Rates Per Square Foot

Source: Xceligent Office Market Report, 2015 Q4

	2015 Q4 Asking Price/SF
West Subregion	**$19.21**
Class A	$25.10
Class B	$19.99
Class C	$13.31
South Subregion	**$19.17**
Class A	$21.35
Class B	$17.39
Class C	$10.95

Over the past year, the Anton Drive Study Area has seen an overall negative net absorption of 22,950 square feet. There was a 645 square foot absorption of Class C space and no change in Class A space. As shown in Figure 5.8 (below), annual net absorption has slowed greatly in the Anton Drive Study Area since 2013. This could be partially explained by the lack of new office construction in the area. According to the City of Fitchburg's Business Retention & Expansion Annual Report 2015, none of the 682 building construction permits issued during the year were for office buildings. However, there is a 3-story, 55,000 square foot office building planned for the corner of Verona Road and McKee. The owner/developer intends to add a second, similar building on an adjacent parcel after the Verona Road project is finished.

Takeaways from Office Market Analysis

- Although Class B office space had the highest net absorption (131,509 SF) in the Madison region over the past year, Class B office space did not perform as well within the Anton Drive Study Area (-22,950 SF).
- Nearly three-quarters (74%) of existing office space in the Anton Drive Study Area is classified as Class B office space. This is comparable to the percentages of Class B found in the South and West submarkets.
- Net absorption has nearly come to a halt in the Anton Drive Study Area. This may have less to do with the desirability of the location and more to do with the lack of new office construction in the area.
- Asking prices for office space in the Anton Drive Study Area are similar to those found in the rest of the South and West submarkets.
- Generally, throughout the Madison region, Class B office space appears to be most secure and reliable. Class A space is underrepresented in the Anton Drive area. If new office space is to be constructed in the Anton Drive Study Area, both of these classes should be considered, with highway visibility a key consideration on Class and price point.

Figure 5.7: Anton Drive Study Area Office Market Map
Source: CBRE

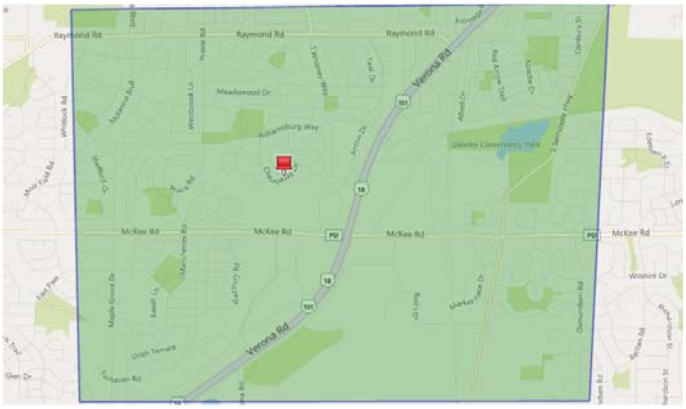
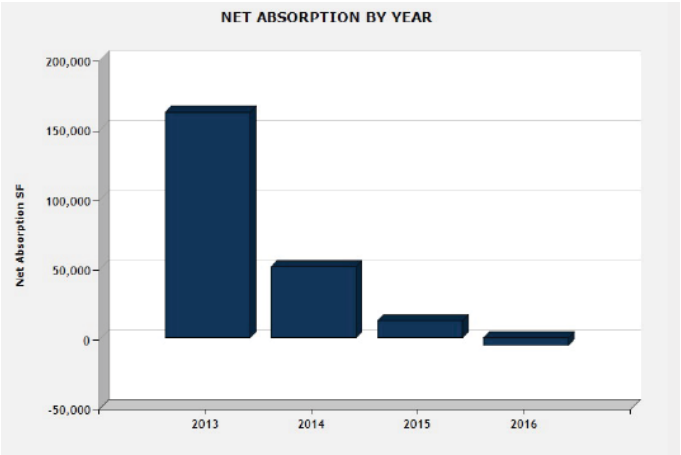


Table 5.12: 2015 Q4 Office Space by Class in Study Area
Source: CBRE

	Building Count	Total Bldg SF	Vacancy %	Absorption SF
Class A	1	22,043	0%	0
Class B	20	302,234	13.20%	5,271
Class C	6	86,200	2.30%	3,200

Figure 5.8: Net Absorption by Year for Study Area
Source: CBRE



RESIDENTIAL MARKET

SINGLE FAMILY RESIDENTIAL MARKET

In terms of total units and total land area, single family housing dominates the housing market locally, regionally, and nationally. Per 2014 estimates from the American Community Survey, 42.6% of all units in Fitchburg are single unit, detached homes (and another 9.1% are single unit, attached, such as rowhouses). Yet, in terms of new units created in recent years (see Figure 5.9) and projected to be created in future years (see Table 5.13), single family homes have a shrinking role in the overall housing market.

According to the Capital Region Sustainable Communities (CRSC) consortium, between 1990 and 2010 there were 70,612 building permits issued for single-family, two family and multi-unit homes. Approximately 44% of these permits were for multi-unit homes. Fitchburg falls into the category of a "small city" for which there were a total of 18,048 building permits between 1990 and 2010. Of the 18,048 total building permits, approximately 44% were for multi-units. According to CRSC, multi-units were concentrated primarily in Madison and in small cities.

CARPC hired a real estate market consultant in 2013 to do a real estate analysis for Dane County; the study estimated that demand for multi-units would rise by 59% between 2015 and 2035. Using this estimate, CRSC projected what unit construction would look like in Dane County between 2010-2035 (see Table 5.13 above). Since small cities and Madison are where a majority of the multi-units are already located and there is projected to be an increase in the number of new multi-units in the future, small cities and Madison are projected to see the greatest total number of new units by the year 2035. More recently, between 2010 and 2014 there were 12,286 building permits issued in Dane County, of which 65% were for multi-unit homes. Of these units, the majority were constructed in Madison and small cities.

Table 5.13: Projected Unit Construction in Dane County, 2010-2035
Source: CRSC

	Single-Family	Two-Family	Multi-Unit	Total
Towns	4,294	18	790	5,102
Villages	4,451	192	2,763	7,406
Small Cities	4,447	153	7,182	11,783
Madison	5,207	91	16,952	22,250
Dane County	**18,399**	**454**	**27,687**	**46,540**

Madison Region Trends

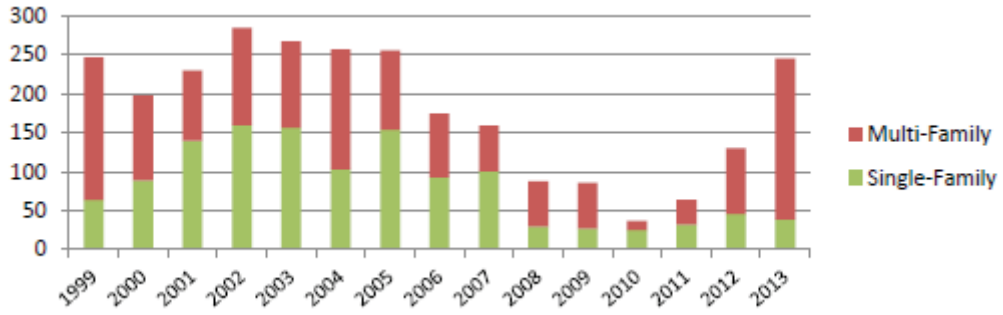
New residential construction and real estate values have been on the rise. An April 2016 article in the Wisconsin State Journal titled "Madison's average single-family home value reaches historic high" discussed the rebounding home market in the Madison area. After the recession (2007-2009), real estate values declined for several years until they began increasing again in 2012. The value of apartment buildings with 50 or more units has risen 15.8% and buildings with 17-50 units have risen 9.6% in value over the past year. Even the condo market has seen a 5.1% increase in real estate values over the past year, driven primarily by rising prices of units in downtown Madison. The housing market is hot in the Madison area and the area is seeing high demand for single-family and condos in particular. With high prices in existing downtown condos in Madison and a preference for multi-unit living for many households in the 53719 zip code (according to ESRI Business Analyst), additional condos could be developed in the Anton Drive study area to meet some of this demand.

Takeaways from the Single Family Residential Market Analysis

While the total number of new units in mult-unit buildings is expected to exceed single family units between 2010 and 2035 by about 50%, part of the message here is that growth in population and housing is strong in Dane County, and in Fitchburg.

4. http://www.capitalregionscrpg.org/?p=2141

Figure 5.9: Total units Permitted by Unit Type (Building Inspection Annual Report, 2010)
Source: Fitchburg Housing Assessment



The potential for single family housing in the Anton Drive Planning Area will be determined by urban design and land use compatibility factors, not by the housing market. The relatively small amount of land available for development in this study area could easily be filled with single family homes in the current and projected market if that use is identified as preferred.

MULTI-UNIT RESIDENTIAL MARKET

The City of Fitchburg, as with the entire Madison region, has seen a dramatic increase in the number of multi-unit buildings being constructed over the past several years, tied to strong demand for these units. Fitchburg currently has one of the highest percentages of renters (49%) in the Madison region. This section discusses supply, demand and trends related to multi-unit housing in the study area.

Fitchburg Rental Market

According to the 2009-2013 American Community Survey, the total population in the City of Fitchburg was 25,620, with 9,962 households and 10,446 housing units. The average rent in the City was $806. The vacancy rate for the City was 6.7% in the 2010 U.S. Census (note that MG&E's quarterly vacancy rates are typically much lower than Census data). According to the 2009-2013 American Community Survey, the median household income in the City was $61,482 and the average household income was $86,556.

In 2014 the City of Fitchburg completed a Housing Assessment. Figure 5.11 shows the percentage of rental units in each part of the City. The lighter green indicates a higher frequency of rental units. The Anton Drive study area is in the upper left-hand corner of the map. The Housing Assessment concluded that Fitchburg has the widest variety of housing types and largest percent non-single-family homes of any comparable community in the County (excluding the City of Madison). Additionally, Fitchburg has the highest percentage of renters in the region. According to 2012 American Community Survey data used in the Assessment, the home-ownership rate in Fitchburg at the time was 51.2%. The City of Madison had the lowest rate of home ownership across the region at 50.1%. Median rent was the second lowest in Fitchburg ($840) when compared to all comparable communities (i.e., DeForest, Middleton, Monona, Sun Prairie, Verona and Waunakee).

According to 2012 American Community Survey data, just under half of rental units in Fitchburg had rents between $750 and $999. Twenty-seven percent (27%) of units have rents between $500 and $749. It should also be noted that Fitchburg has one of the highest rates of cost burden (households paying 30% of their income in rent) in the region (47%).

RESIDENTIAL MARKET

Figure 5.10: Housing Assessment Planning Areas
Source: Fitchburg Housing Study

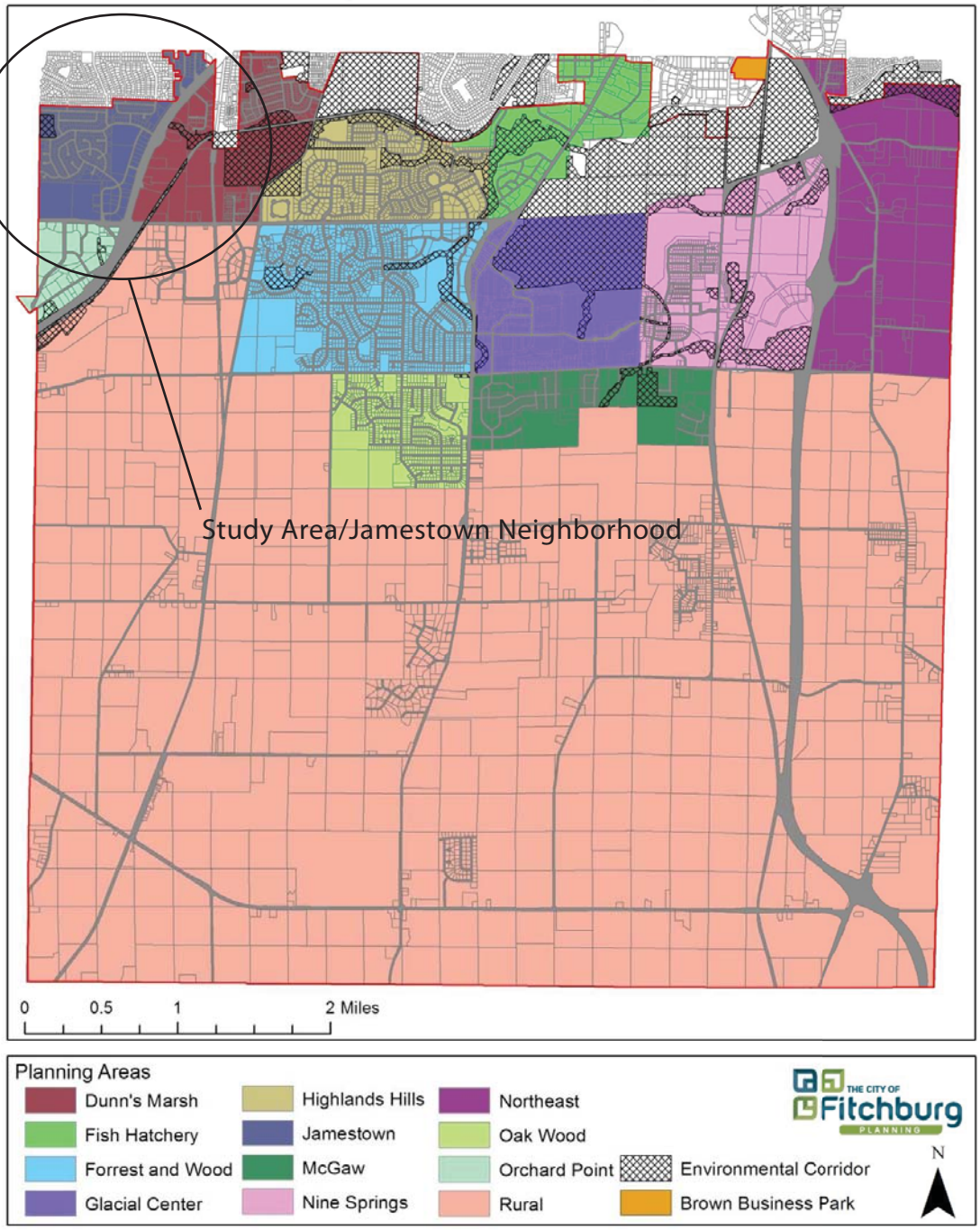
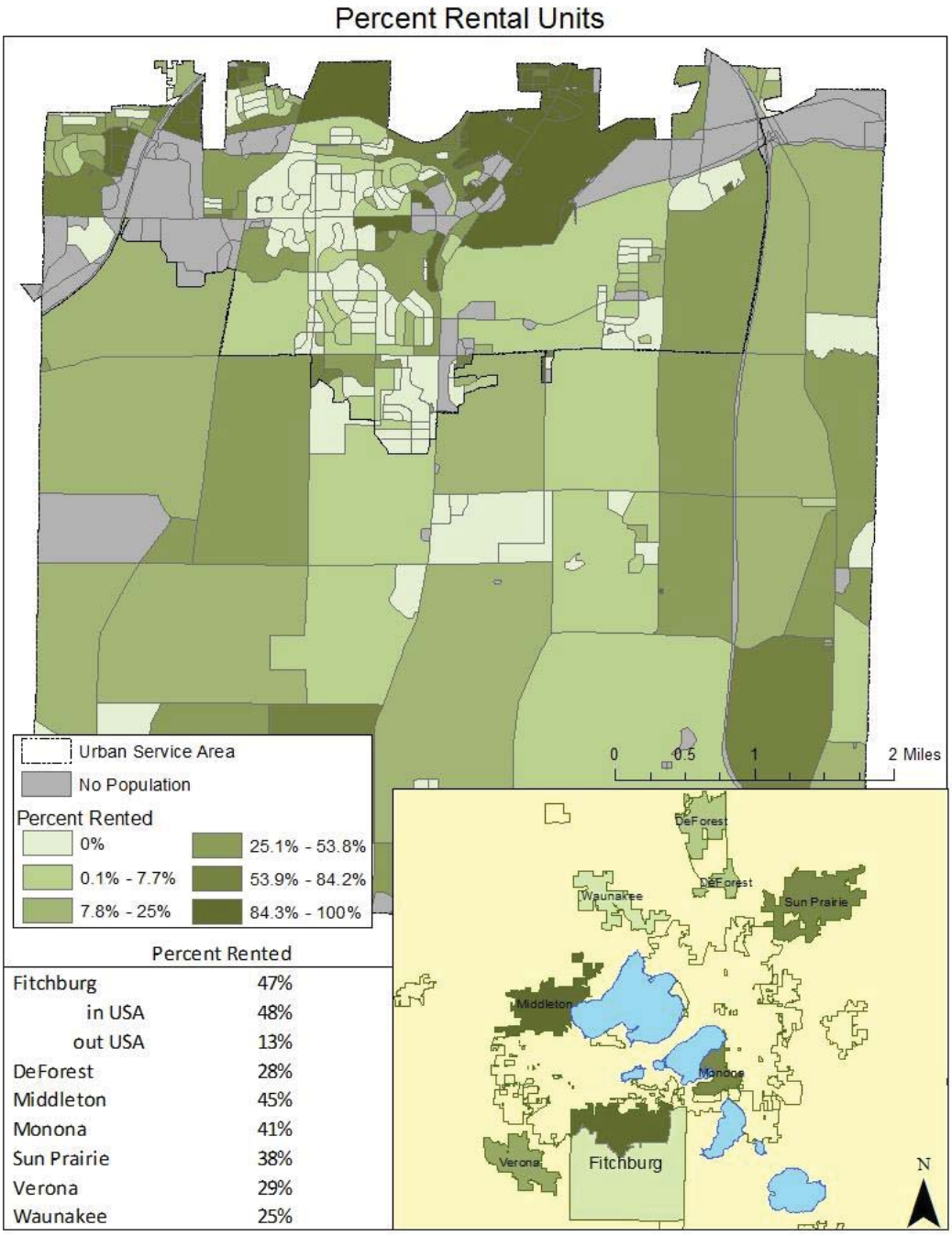


Figure 5.11: Percent Rental Units in the City of Fitchburg

Source: Fitchburg Housing Assessment (Nov. 2014)



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

Source: 2012 ACS 5-yr & 2012 Tiger Lines

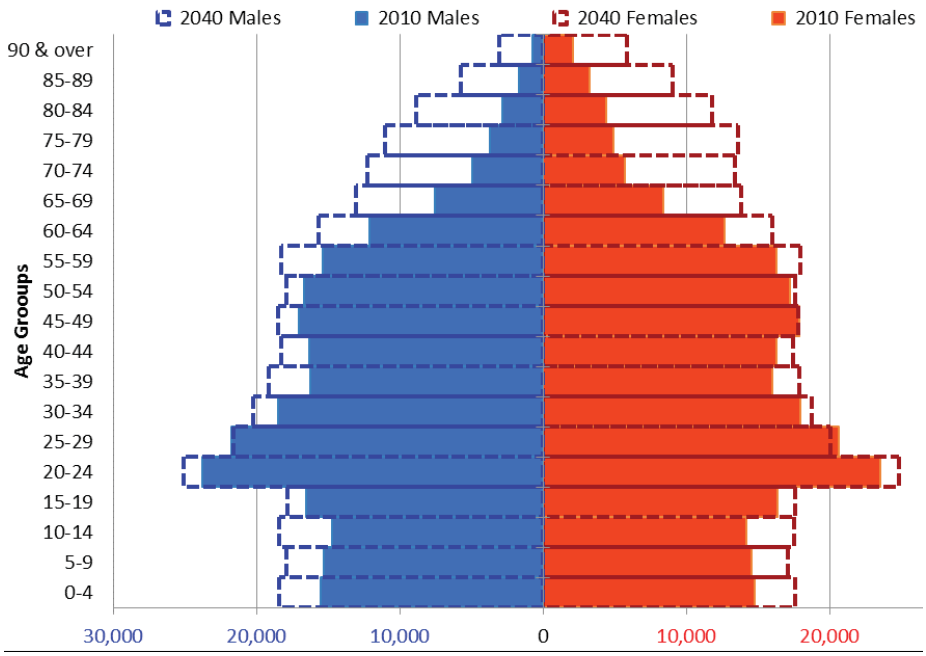
RESIDENTIAL MARKET

The Assessment also looked at housing by planning area (see Figure 5.10 (on the next page). The Anton Drive area roughly falls into the Jamestown planning area. In this planning area, 55% of units are apartment units, 28% are single-family homes, 9% are duplexes and 8% are condos. Jamestown has one of the highest percentages of apartments in the City of Fitchburg, coming in just behind Fish Hatchery (91%) and Dunn's Marsh (70%).

Fitchburg's Housing Assessment shows additional detail on the history of building permits within the City and what percentage of those units are multi-unit vs. single-family (see Figure 5.11). In the last year reported (2013), a majority of the building permits were for multi-unit construction. After a sharp decrease in multi-unit construction in 2010, things finally started to pick back up in 2012. Whereas pre-recession construction trends had generally included more single-family units than multi-family, recent years have seen dramatic growth in multi-family units while single-family construction remained stagnant.

The Wisconsin Department of Administration (WI DOA) projects that the City of Fitchburg will grow in population by 29.3% between 2010 and the year 2040. This surpasses the rate of growth that the City of Madison (20.6%) and Dane County (24.3%) are projected to see during the same time period. The WI DOA also breaks down the projected

Figure 5.12: Dane County Population Growth by Age Group, 2010-2040
Source: WI DOA



2010-2040 population growth by age. As illustrated in Figure 5.12, the greatest increases will be in the age group of those 65+. The cohort of those age 65+ is projected to increase by 142.2% between 2010 and 2040. According to 2009-2013 ACS estimates, the current percentage of the total population residing in the 53719 zip code that is 65 years or older is 8%. Similar to Madison, Fitchburg and Dane County; this number is also expected to grow rapidly in the coming years in the 53719 area.

Demographic Trends

The City of Fitchburg's Housing Assessment also discussed age group distribution and tenancy characteristics. The Assessment found that as the population moves into the 75 plus category, ownership rates decline and the rental rate rises. As the population ages in the City of Fitchburg, the shift from single-family units to multi-units will need to be considered if the City wants to retain these residents.

ESRI Business Analyst also categorizes current households by tapestry segment. Tapestry segments divide the population into 67 segments based on demographic and socioeconomic characteristics. This categorization can shed more light on households' lifestyle choices,

Table 5.14: Tapestry Segments for Households in Zip Code 53719

Source: ESRI Business Analyst

	Enterprising Professionals	Metro Renters	Young & Restless
Household Type	Married Couples	Singles	Singles
Median Age	35	32	29
Employment	Prof; Mgmt	Prof; Mgmt	Svcs; Prof
Education	College Degree	College Degree	College Degree
Income	$77,00	$52,000	$36,000
Race/Ethnicity	White	White	White; Black
Housing Type	Multi-Units; Single Family	Multi-Unit Rentals	Multi-Unit Rentals

what they buy, where they live, and how they spend their free time. The 53719 zip code (which includes the study area and most of the southwest areas of the City of Madison) is primarily made up of the 3 segments (as of 2015) listed below. General Characteristics of each segment are listed in Table 5.14.

- **Enterprising Professionals** (4,887 households, or 36%)
- **Metro Renters** (2,634 households, or 19%)
- **Young and Restless** (1,888 households, or 14%)

All three tapestry segments include at least some households in multi-unit rentals; the 33% of households that fall into "Metro Renter" and the "Young & Restless" generally prefer multi-unit rentals.

Takeaways from the Multi-Unit Housing Market Analysis

- Fitchburg currently has the highest percentage of renters in the region (49%) excluding the City of Madison. And it is estimated that this share will increase in the future commensurate with regional demographic trends and shifting preferences. Demand for multiunit housing of various types will continue to be strong.

- The Anton Drive Study Area could support condo development, especially if condo values in downtown Madison continue to rise. Condo construction at the periphery of the Madison area, including the Anton Drive area, would offer more options to those who wish to live in a condo with convenient access to retail, food & drink, and entertainment options, but need to "drive until they qualify".

HOTEL MARKET

HOTEL MARKET

City officials have expressed interest in a hotel in the vicinity of the McKee Road/Verona Road interchange, and specifically a mid-market (or above) facility that appeals to business customers. It is assumed that such a facility would serve visitors to businesses on the west side of the City, including those in the study area and in the Fitchburg Commerce Park and Arrowhead area across Verona Road. It is further assumed that this facility could help meet the extensive demand for hotel rooms generated by Epic Systems in Verona, which has been supporting hotel occupancy rates throughout the Madison metro area.

A hotel of this type was proposed in the Orchard Pointe development south of McKee Road in early 2016. If approved, this facility would be a Staybridge Suites property featuring 100 rooms in a full-service format. Based on current rates at Staybridge Suites properties in Middleton and East Madison, room rates would likely range from $120-200+ per night.

Figure 5.13 offers a snapshot of current properties in Fitchburg, Verona, and south and southwest Madison that can reasonably be considered business hotels, all 2-star to 3.5-star facilities. Room rates are based on a review of available rooms for a specific date (May 11, 2016) as of April 13, 2016, using Hotels.com as the source.

This snapshot leads to several noteworthy observations:

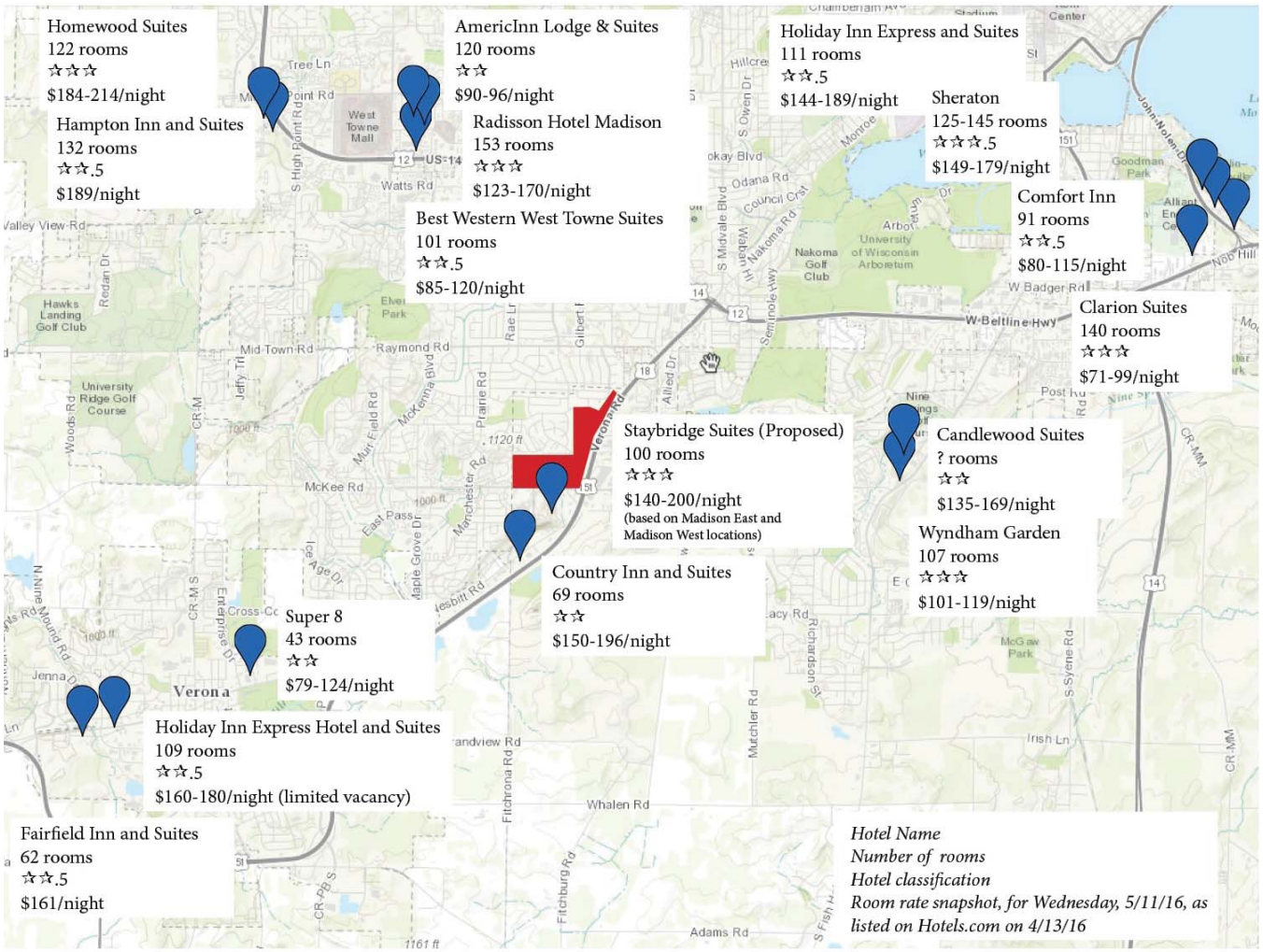
- There are 628 rooms in the five facilities near West Towne Mall, compared to 69 (and soon 169) around Orchard Pointe and the Anton Drive Study Area. Hotels benefit from proximity to retail and restaurant businesses, which have likely reached critical mass in the Orchard Pointe area to support more lodging.

- The Verona properties appear to be doing well – room rates are relatively high and vacancy is low. The largest and most expensive hotel in Verona (Holiday Inn) had no rooms available on the selected snapshot date (May 11, 2016), nor on many other days selected. This is assumed to reflect corporate bookings by Epic, and it suggests the potential to add more rooms to the market

- It would be prudent to monitor performance of one new hotel near the Study Area before building a second facility, but the market indicators are strong and suggest capacity for more rooms in the Verona Road corridor. Space for a second hotel site should be considered in the Anton Drive Plan.

HOTEL MARKET

Figure 5.13: Business Hotels in Fitchburg, Verona, and South/Southwest Madison



CHAPTER 6

LAND USE & DEVELOPMENT ALTERNATIVE ANALYSIS

(RE)DEVELOPMENT OPPORTUNITIES

The purpose of this chapter is to establish land use policies to guide development and redevelopment in the study area, and to project the timing and value of new development.

This chapter describes the factors and iterative process that informed the final policy land use maps. The underlying vision remains the same - a unique, urban and walkable neighborhood that is compatible with and supports the success of the Jamestown Neighborhood.

(Re)Development Opportunities

An early step in the planning process was an identification of development and redevelopment opportunities in the planning area (shown on the map on the right).

The "Development Areas" are lands not currently improved with buildings that are available for development, including vacant, platted lands near Fire Station #2 and the Wingra quarry lands "outside" the planned extension of Fitchrona Road. This plan does not suggest the need for the City to take a proactive role in the development of these parcels, except by facilitating connections among landowners, developers and business owners.

The "Redevelopment Areas" are sites that have a current use but are candidates for the current use and/or buildings to be upgraded. This includes 5400 King James Way, which is under construction (as of Fall 2016). The identified sites have one or more of the following characteristics:

- site improvements (buildings) that have low value and/or poor condition
- land use that may inhibit investment in neighboring sites
- the property owner has indicated interest in selling or redeveloping the site

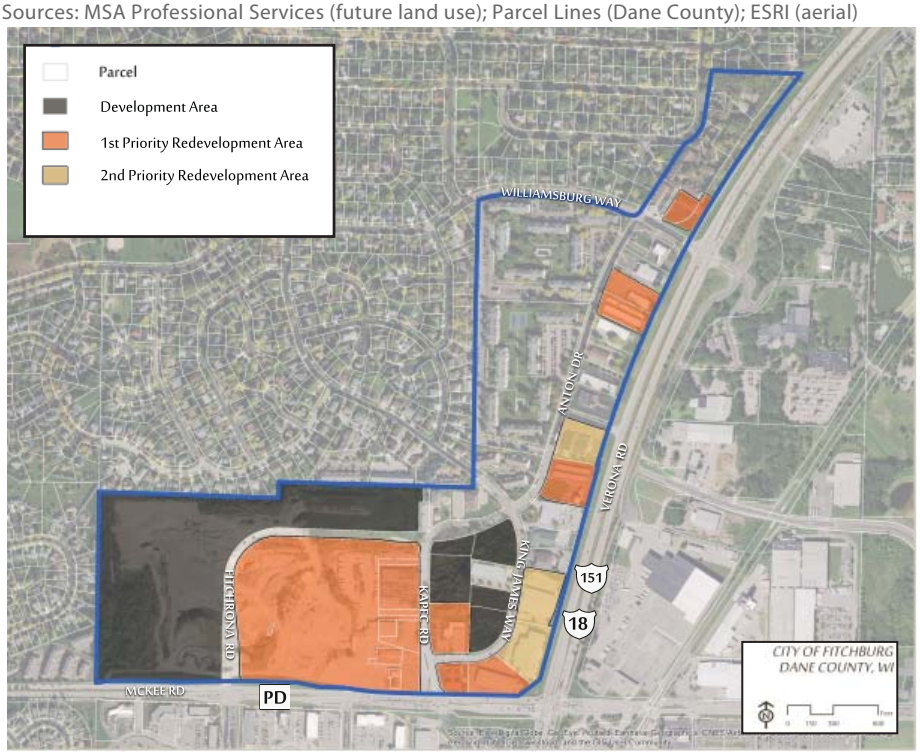
These redevelopment areas have been prioritized based on interest of the property owner, size of the property, land use, site significance, etc. However these redevelopment designations are simply an encouragement for redevelopment to occur. The City will work with any property owner to facilitate new investment and redevelopment, and will use this plan to guide that process.

The City may take the following actions to facilitate new investment:

- Meet with property/business owners on an annual basis to understand their future intentions for their site.
- Assist existing businesses that are considering moving by finding other suitable sites within the City.
- Facilitate good redevelopment and the consolidation of

Development and Redevelopment Opportunities

Sources: MSA Professional Services (future land use); Parcel Lines (Dane County); ESRI (aerial)



ASSUMPTIONS & LIMITATIONS

adjacent sites by purchasing key sites if and when they become available. The priority for such action should be the parcels that adjoin Verona Road.

(Re)Development Assumptions & Limitations

- The Wingra Concrete Plant, located between Kapec Road and the new extension of Fitchrona Road, plans to remain for the foreseeable future. The Future Land Use Map revision scenarios depict uses for this property should it redevelop; however, this will not be depicted in the redevelopment concept exercises.

- The Wingra quarry lands "outside" Fitchrona Road are projected to be readied for redevelopment in the next five years. The use of this land could change the viewshed from the Jamestown Neighborhood, and concerns about compatibility with those homes need to be considered.

- Fire Station #2 will be relocating in 2017 with the City intending to sell the existing property. Therefore, the concepts will consider how this site might be redeveloped in conjunction with adjacent vacant lands to the north and east.

- A key limiter on the intensity of redevelopment is the amount of new traffic generation and its effect on the function of intersections in the planning area, as descibed in Chapter 3.

- Another limiting factor of development intensity is parking standards established by the City and by retailers (which often times want more parking than local codes require). Though the City has the option of offering funding assistance for underground or structured parking again, as it did for a new office bulding near the corner of McKee Road and Verona Road, it is assumed that such assistance will in most cases not be available for less prominent sites.

- The current market conditions and trends suggest residential and commercial are the markets that best fit the Anton Drive study area. Office is desired, but demand is limited. Industrial/manufacturing is not ideal for this area.

- The exact diversity of housing will be market-driven; however, based on community feedback and understanding of the City's ***"missing middle"*** housing stock (see the illustration below), the concepts look to incorporate a mix of housing types - rental, owner-occupied, large to small, senior housing, etc.

- The type of commercial that will be developed in the area will be

Source: missingmiddlehousing.com

The **Missing MIddle** *is a range of multi-unit or clustered housing types compatible in scale with single-family homes that help meet the growing demand for walkable and urban living. Ellen Dunham-Jones, professor at the Georgia institute of Technology, stated "well-designed 'Missing Middle' buildings unify the walkable streetscape as they greatly diversify the choices available for households of different age, size and income". Housing types include duplex, triplex/fourplex, courtyard apartment, bungalow court, townhomes, mutiplex and live/work units.*

PRELIMINARY LAND USE SCENARIOS

driven by market conditions at the time of development. Yet, the neighborhood has strong interest in small- to mid-size retail that provides goods and services that meet the needs of the local demographic, and the plan emphasizes the importance of making this area "urban" and "walkable" (see side bar below). The concept illustrations offer a mix of retail sizes that could serve a mix of local and regional retail and service needs.

- The scheduled Fitchrona Road extension and stormwater infrastructure will meet the basic needs of future development on adjacent lands, with some limitations. See Chapter 4 for a discussion about the possible need for more street righ-of-way. See Chapter 3 for an explanation of how the planned storm sewer pipes will affect stormwater management in the Wingra lands.

- An existing 20-30 foot man-made ridgeline exists along the northern section of the quarry adjacent to the Jamestown Neighborhood (shown below). This change in elevation could be used to screen the neighborhood from more intensive uses (i.e., develop at the base of the ridgeline), or establish lots that take advantage of the excavated area for basement/parking with walk-out back porches/decks.

PRELIMINARY LAND USE SCENARIOS

The Anton Drive redevelopment area includes a significant amount of undeveloped lands, as well as a variety of commercial uses that have flourished with strong visibility and access from US18/151 (Verona Road). As discussed in previous chapters, the current conditions are going to change with WISDOT's scheduled road improvements both along US18/151 and McKee Road, as well as with the extension of Fitchrona Road through the Wingra-owned properties.

The City's current future land use map for the quarry area shows a mix of high-, medium- and low-density residential use, and dates to a time when no commerical uses were planned south of McKee Road and no major urban interchange was conceived for the intersection of McKee Road and Verona Road. This area requires a fresh look in the context of current conditions.

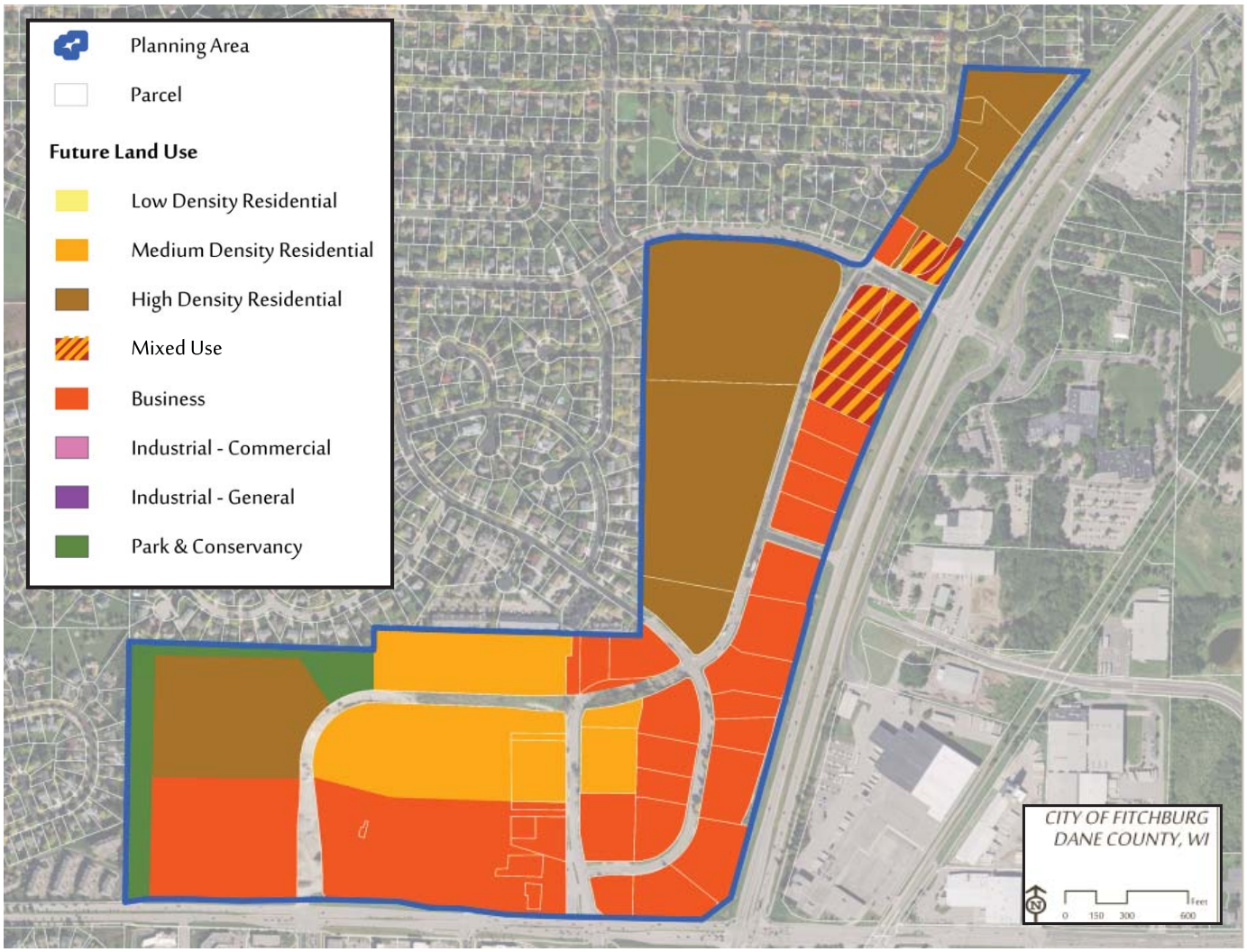
To this end, MSA developed three development scenarios: two that assume the use of conventional zoning and one that assumes the use of smartcode zoning. To better understand how the land use policy maps will impact the surrounding built environment, including traffic and development densities, a redevelopment illustration (conventional zoning) / regulating plan (smartcode zoning) was created for each land use policy map.

Historically, suburban commercial centers have been exteremly auto-centric. Over the past decade there has been a new focus on making these centers "walkable" and "pedestrian friendly". One technique that has proven to be successful is the use of **liner shops/buildings.**

A liner building is a thin building that line the edge of a street, plaza/square, parking lot, or larger building (big-box, parking garage,etc.). The intent is to improve the pedestrian shopper experience by activating traditionally "dead spaces" in commercial development.

Future Land Use Map Revision - Conventional Zoning Scenario"A"

Sources: Parcel Lines (Dane County); ESRI (aerial)



The focus of the redevelopment concept illustrations is on those properties that are currently vacant or have been acknowledged as redevelopment opportunities by property owners at the time of the study (see the previous section for more information). This is localized to the Wingra quarry lands west and north of the Fitchrona Road extension, within what is known as the "Fire Station" block (between Kapec and King James Way), and along McKee Road east of Kapec.

Conventional Zoning - Scenario "A"

As depicted in the Future Land Use map revision shown above, this scenario was focused on developing a mixed residential neighborhood along the north half of the Wingra lands abutting the Jamestown

PRELIMINARY LAND USE SCENARIOS

Neighborhood, with business along McKee Road. Existing developed sites along Anton Drive were maintained in their current future land use categories, except for a proposed mixed use node near the Williamsburg / Anton intersection (currently designated as business).

The Fire Station block shows business along King James Way and medium-density residential north of the current fire station. This residnetial use would be contiguous with similar uses across the street in the Wingra lands.

Concept "A"

Based on the redevelopment concept exercise (shown below), it was estimated that this area would see roughly 280 more residential units (a 40% increase within the study area) and an additional 300,000 square feet of commercial space (an 88% increase within the study area). This estimate is inclusive of future redevelopment of Wingra Concrete Plant lands should it ever redevelop. At full build-out it is estimated that the amount of vehicle trips leaving in the PM peak time would increase by 72% (up to 1,590 trips). See Chapter 4 for more detail on the trip estimation.

Conventional Zoning - Scenario "B"

As depicted in this Future Land Use map revision shown on the next page, this scenario is focused

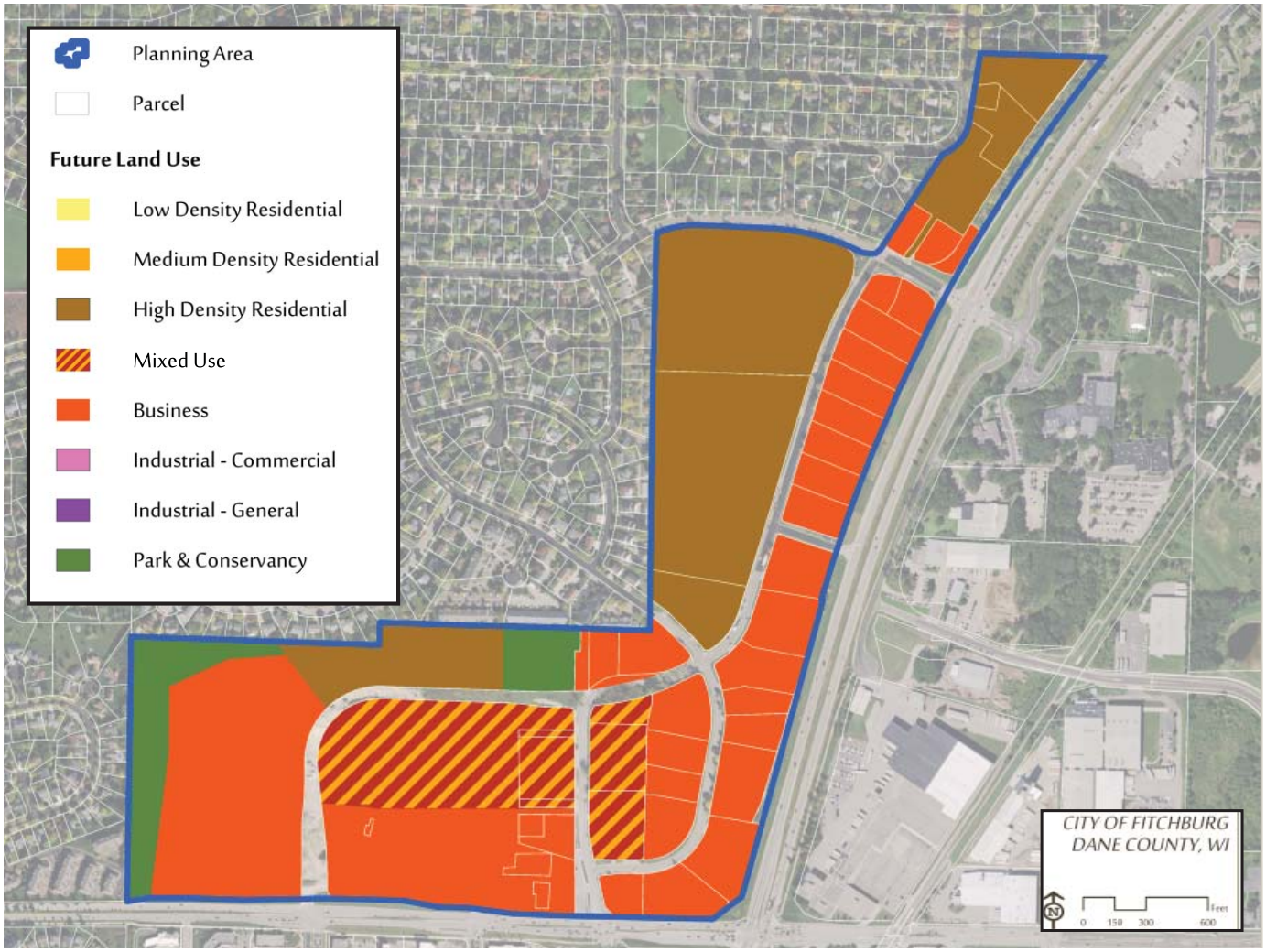
Redevelopment Concept - Conventional Zoning Alternative "A"

Sources: MSA Professional Services (development layouts); Fitchrona Extension (WISDOT); Dane County (parcel lines); ESRI (aerial)

NOTE: This is a conceptual development illustration. None of the above developments are being considered at the time of the planning process, except for the approved office building near McKee/Verona intersection. Development plans will be proposed by property owners, and subject to City review and approval using this plan as guidance for that approval.

Future Land Use Map Revision - Conventional Zoning Scenario"B"

Sources: Parcel Lines (Dane County); ESRI (aerial)



on developing a mixed use district along Fitchrona and Kapec Roads with some high-density residential abutting the Jamestown Neighborhood. Lands along McKee Road, King James Road, and west of Fitchrona Road are shown as business. Existing developed sites along Anton Drive were assumed to remain in their current future land use categories.

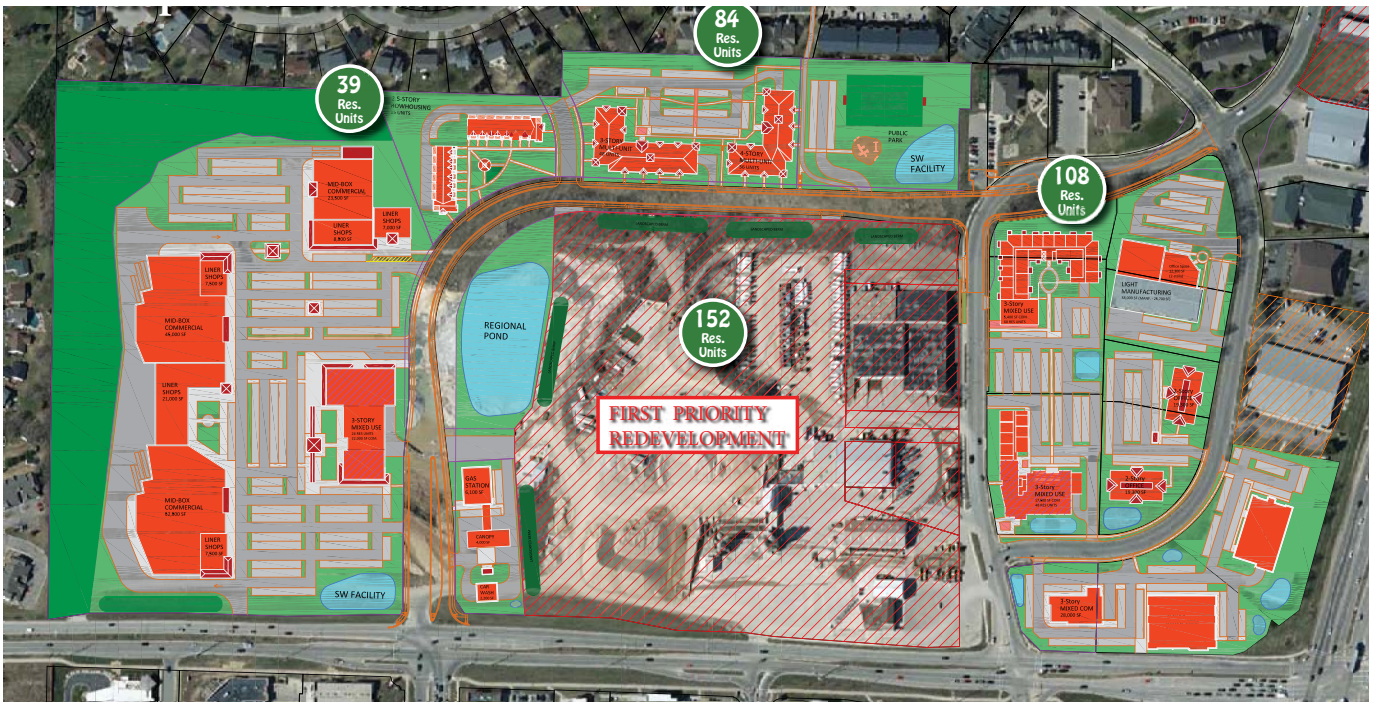
Concept "B"

Based on the redevelopment concept exercise (shown on the next page), it was estimated that this area would see roughly 380 more residential units (a 56% increase within the planning area) and an additional 825,000 square feet of commercial space (a 140% increase within the planning area). This estimate is inclusive of future redevelopment of Wingra Concrete Plant lands should it ever redevelop. At full build-out it is estimated that the amount of vehicle trips leaving in the PM peak

PRELIMINARY LAND USE SCENARIOS

Redevelopment Concept - Conventiona Zoning Scenario "B"

Sources: MSA Professional Services (development layouts); Fitchrona Extension (WISDOT); Dane County (parcel lines); ESRI (aerial)



NOTE: This is a conceptual development illustration. None of the above developments are being considered at the time of the planning process, except for the approved office building near McKee/Verona intersection. Development plans will be proposed by property owners, and subject to City review and approval using this plan as guidance for that approval.

time would increase by 91% (up to 1,745 trips). See Chapter 4 for more detail on the trip estimation.

SmartCode Zoning Scenario

SmartCode zoning (Chapter 23 in Fitchburg's Code of Ordinances) is an alternative to conventional zoning by which the focus is on how the buildings, sites and blocks are designed, and less on how they are used. To provide this land use flexibility, this plan proposes amending the Citywide Sector Map to include the G4 smart code sector designation. The recommended Sector Map Revision (on the next page) suggests the G4 Section (Infill Growth) for lands west of Kapec Road, and within the "Fire Station" block. As depicted, the commercial areas along King James Way and Anton Drive, as well as the residential properties in the planning area, are not suggested to be included in the Sector Map revision. This would preclude those properties from using the SmartCode zoning in place of the conventional zoning.

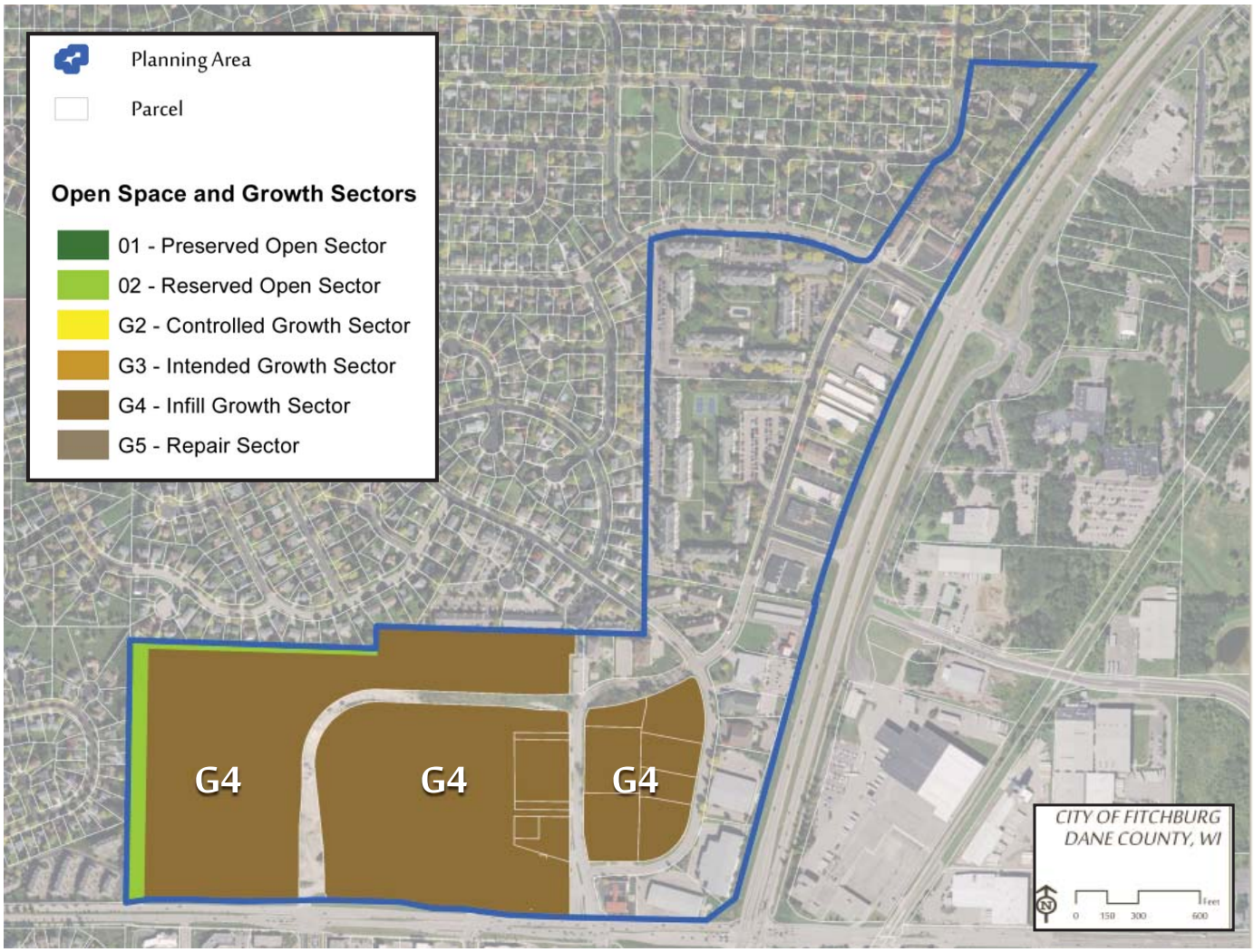
Sample Regulating Plan

The regulating plan shown on the next page provides one example of how the area could be redeveloped. Unlike the conventional zoning scenarios, this example establishes a consistent grid street and block pattern, providing a more urban response to the neighborhood design, as required by the Smart Code.

Since land use is not specifically designated when establishing a

Sector Map Revision - Smart Code Zoning Alternative

Sources: Parcel Lines (Dane County); ESRI (aerial)

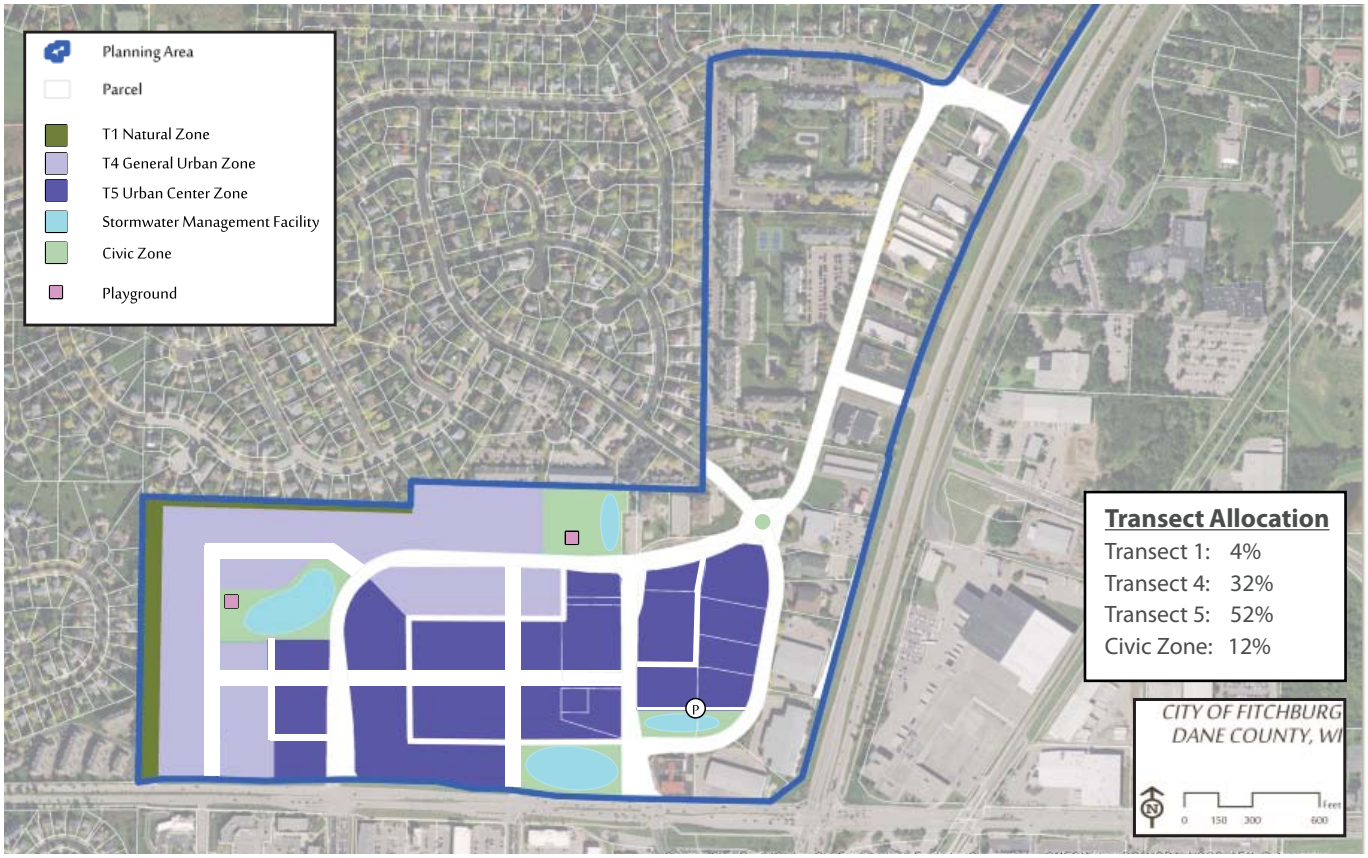


regulating plan, one cannot estimate the potential residential units or commercial space that may develop under the G4 Sector. Yet, it can be assumed that the breakdown would be similar to what is illustrated in the Conventional Zoning - Scenario "B". This is based on the block layout and intensity of uses allowed in Transect 4 (General Urban Zone).

LAND USE POLICY MAPS

Regulating Plan - SmartCode Zoning Scenario

Sources: MSA Professional Services (transect and road layout); Fitchrona Extension (WISDOT); Dane County (parcel lines); ESRI (aerial)



NOTE: This is a sample regulating plan, an example of how a portion of the lands designated for optional SmartCode zoning could be assigned to transects within the G4 Sector. Those proposals may or may not utilize SmartCode zoning within this area, and, if utilizing SmartCode, the regulating plan may differ from this sample, with a different configuration of T3, T4 and T5 transects as permitted in the G4 Sector. Development plans will be proposed by property owners, and subject to City review and approval using this plan as guidance

LAND USE POLICY MAP ALTERNATIVES

The three land use policy maps and corresponding development exercises were shown and discussed with City Staff, the Plan Commission, the Anton Drive Steering Committee, and the general public (at a Public Informational Meeting). The feedback received from these stakeholders helped establish the policy maps, actions and strategies discussed in Chapter 2. A summary of their feedback follows.

Plan Commission

Several members liked the overall use breakdown and placement in the Conventional Zoning Scenario "A", while at least one member preferred the business designation shown in Conventional Zoning Scenario "B". At least one member felt the residential densities should

be lower abutting the existing neighborhood. A suggestion was made to encourage commercial uses that would result in off-peak traffic patterns. All preferred the grid street pattern shown in the SmartCode Zoning Concept.
Staff requested that the developed properties along King James Way and Anton Drive should be allowed to use SmartCode Zoning as well, which would require the properties to be designated as Sector G5 (Repair).

Steering Committee

The initial review meeting for the land use concepts focused primarily on a proposed new roadway connection to the Jamestown Neighborhood. The committee directed removal of that feature, but inclusion of two pedestrian connections to the neighborhood.

General Public

Feedback from neighborhood residents generally gravitated toward concerns about the intensity of new development that would be adjacent to single-family portions of the neighborhood. There was support for new pedestrian connections to the neighborhood, and calls for more park space in light of the proposed new residential uses.

The Future Land Use Map and Sector Map were each revised to incorporate and reconcile the various stakeholder feedback, as described next.

Recommended Future Land Use Map Revision (Conventional Zoning)

A set of final Future Land Uses are recommended, to be incorporated into the City's Future Land Use Map as part of the Comprehensive Plan. The majority of the developed sites will remain as previously designated on the current Future Land Use Map; however, there are some notable changes.

First, a mixed-use node is denoted around the intersection of Kapec and Fitchrona. The mixed use district extends east to King James Way on the north side of Fitchrona Road and south on Kapec Road covering roughly halfway the block. This can be ***horizontal or vertical mixed-use*** (see the call-out box below); however, the preference is for ***vertical mixed-use*** to create a signifcant node that can potentially provide neighborhood services closer to the densely populated residential area north of the planning area.

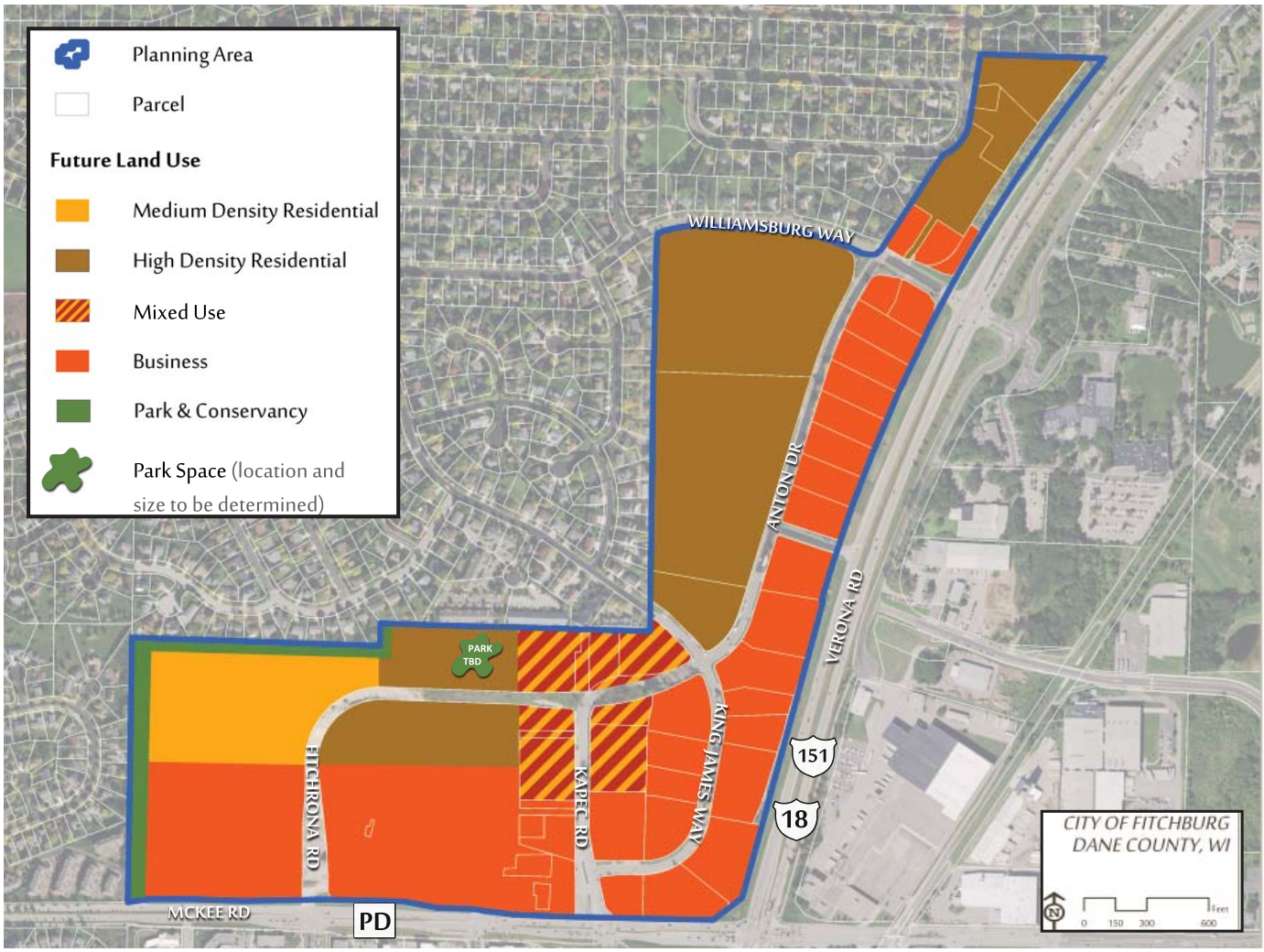
Vertical Mixed-Use *combines different uses in the same building. Lower floors generally have more public uses (such as retail) with private uses on the upper floors (professional offices, residential, or hotel). The City of Fitchrona's Comprehensive Plan specifically state that mixed-use districts must include residential.*

Horizontal Mixed-Use *combines single-use buildings on distinct parcels in a range of land uses within one block, provding a mix of uses within a walkable block.*

LAND USE POLICY MAPS

Recommended Future Land Use Map Revision

Sources: Parcel Lines (Dane County); ESRI (aerial)

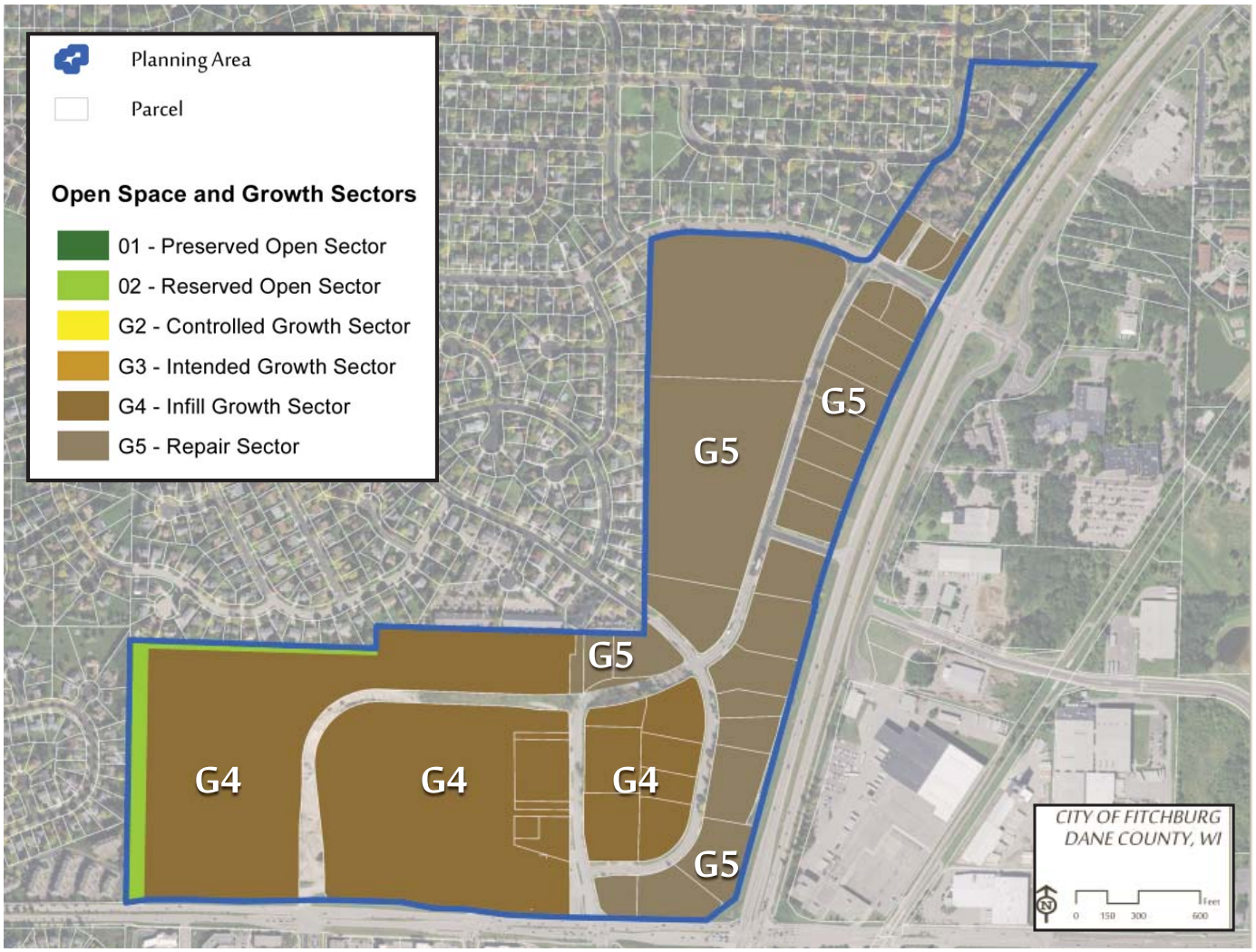


A mix of residential densities is recommended for the back half of the Wingra Property with high-density residential north/south of the Fitchrona Road extension, and medium-density west of Fitchrona Road. It is also suggested that low-density residential should be allowed in the medium-density residential area (northwest corner) if desired by the landowner/developer.

The remainder of the Wingra Stone property (southern portion) is shown as general business. The only other change is to the fire station property, which is shown as general business instead of government/institutional. Properties abutting King James Way and Anton Drive are shown as general business, which is consistent with the current Future Land Use Map designation.

Recommended Sector Map Revision

Sources: Parcel Lines (Dane County); ESRI (aerial)



Sector Map Revision (SmartCode Zoning)

This plan proposes amending the City-wide Sector Map to include the G4 and G5 smart code sector designations in most parts of the planning area.

More specifically, the proposed Sector Map revision (above) suggests the G4 Section (Infill Growth) to be designated for lands west of Kapec Road, and within the "Fire Station" block. The G5 Sector (Repair) is proposed for properties within the study area which abut King James Way, Anton Drive and Williamsburg Way. As depicted, the residential properties behind the commercial node in the northern portion of the study area are not suggested to be included in the Sector Map revision. This would preclude those properties from using the SmartCode zoning in place of the conventional zoning.

ESTIMATED BUILD-OUT SCHEDULE

ESTIMATED BUILD-OUT

Build-out of the planned improvements is expected to occur over a 20-year period. The projected timing of new private expansions and development is based on a combination of three factors:

1. Projections offered by business owners
2. Timing of necessary infrastructure improvements
3. Expected market demand for new lots

The build-out period is divided into three phases (2016-2020, 2021-2025, 2026-2035), however individual projects may occur sooner or later than suggested in the estimated build-out map on the next page.

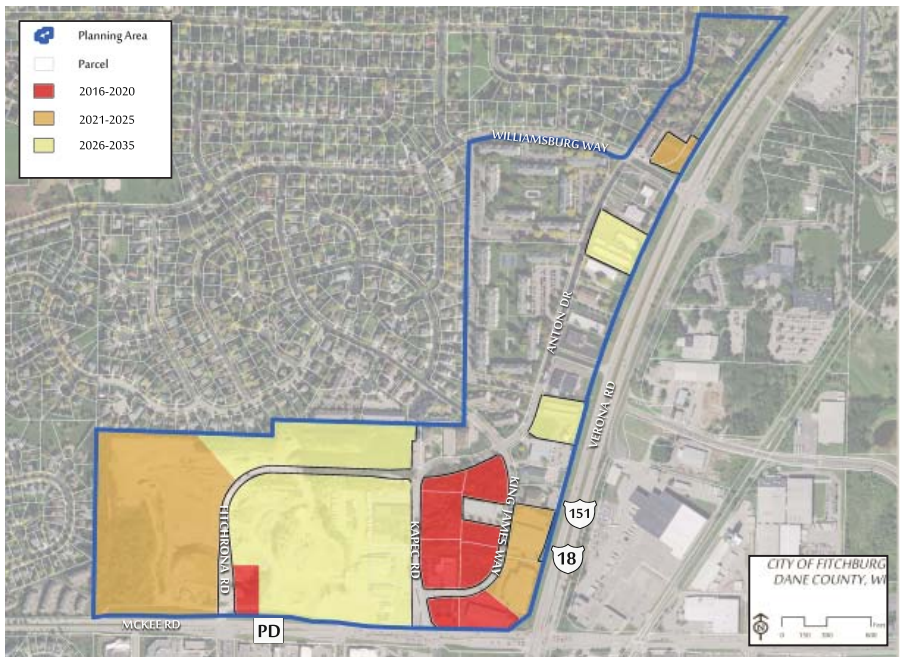
Infrastructure Improvements

The study area already has an existing road network that will become even stronger once Wisconsin's Department of Transportation (WISDOT) completes the Fitchrona Road extension in early 2017. Additional roadways west of Kapec Road will be proposed by the developer with the assumption of an east-west street between Kapec and Fitchrona Roads bshould the concrete plant redevelop.

Pedestrian and bike trails suggested in this plan can move forward once there are dedicated funds to complete the project (establish easement, purchase land, construct path). It's plausible that these improvements could be completed by 2020.

Estimated Build-Out

Sources: Fitchrona Extension (WISDOT); Dane County (parcel lines); ESRI (aerial)



Utility infrastructure will be planned and designed based on the anticipated plan being proposed by the landowner/developer, and in coordination with the City of Fitchburg and private utility companies.

ECONOMIC ANALYSIS

New Value Projections

This plan outlines a vision for more intensive development in many parts of the Anton Drive study area, featuring redevelopment of existing low-value properties and the inclusion of new development within the Wingra quarry lands.

Since this plan allows flexibility in land use, any attempt to project the future aggregate value of new development for the entire study area would have signficant error. To shed some light on the subject, a list of assumptions are provided below, as well as low-high estimated value per square foot table (shown on the right).

Extimated Value (per square foot)

Sources: MSA Professional Services

BUILDING & PARKING	Low	High
Multi-Unit Residential (4-9 U):	$60	$80
Multi-Unit Residential (10+ U):	$40	$60
Mixed Use Building:	$55	$80
Office:	$100	$150
Retail:	$125	$175

LAND	Low	High
Multi-Unit Residential (4-9 U):	$3	$5
Multi-Unit Residential (10+ U):	$6	$8
Mixed Use Building:	$8	$10
Office:	$5	$7
Retail:	$10	$12

Land Value

- Land ratio for new development is based on the general ratios provided in the Estimated Value table (in the upper right), and adjusted based on adjacent parcels with same land use(s)
- Properties that will benefit from public infrastructure improvements (i.e. public road) will see an increase comparable to adjacent parcels in the same condition (e.g. road access, land use, etc.)
- Land Ratio for properties that do not see public infrastructure improvements remain unchanged

Building Values

- Based on general construction costs using gross square footage (*see table above*)
- Includes exterior materials, finished interiors, parking, and landscaping
- A range of low to high is provided, as structure type (wood "pole" building vs. rigid frame steel building), exterior building materials, etc. affect the overall value of the building(s)

APPENDIX A

TRAFFIC ANALYSES

A2 Traffic Analysis

TRAFFIC ANALYSIS

This planning project included an extensive effort to reconcile the various traffic projections and models prepared in recent years for the WisDOT Verona Road project and the nearby Orchard Pointe development. The resulting traffic model was used to evaluate future land use scenarios and predict the function and design needs of intersections in the planning area. These analyses informed the Traffic Recommendations in Chapter 4.

Existing Traffic Data & Synchro Model Procedure

This study was originally scoped with the understanding, based on preliminary discussions with WisDOT staff, that both a traffic model and representative traffic volumes would be available as the basis for projecting traffic in and around the Anton Drive area. The data gathering process revealed that while pieces of the necessary traffic information were available, there was not a complete model and volume set available for analysis. The next section describes our process to establish the baseline condition from which future growth projections are derived for this traffic analysis. This analysis assumes 2020 traffic volumes based on existing land use and development, but further assumes that the WisDOT proposed geometrics are already in place.

Baseline Synchro Traffic Model

The Synchro traffic models provided by WisDOT and their consultant team included multiple models with different analysis periods for a range of potential improvements along the corridor. In some cases, the models considered an entire corridor, such as McKee Road. Many reviewed individual intersections and alternative geometrics. Once it was determined that no single Synchro model represented the future geometry as a whole, a single Synchro model was created by combining the models with the appropriate future geometry and traffic control conditions. Updates to the model were made to match lane configuration, signal plans, and any restricted accesses based off of the updated WisDOT schematic.

2020 Background Traffic

The traffic volume information available from WisDOT included 2009 and 2010 raw traffic volumes and traffic forecasts for the years 2020, 2030, and 2040 for many of the study area intersections. Additional traffic volumes and projections were also provided via the Orchard Pointe Traffic Impact Analysis Report to assess the additional traffic volumes of the new developments south of McKee Road. No traffic volumes were provided for the internal intersections of Kapec Road & Anton Drive, Anton Drive & King James Way, and Anton Drive & Carriage Street.

Due to the changes in land use and development in Orchard Pointe, it was first necessary to determine which set of volumes best represented 2020 conditions with existing geometry prior to considering the proposed WisDOT improvements. By reviewing the 2012/2013 raw traffic counts, the 2020 forecasts, and the Orchard Pointe Build year traffic conditions, it was determined that the assumptions for opening of the Orchard Pointe development were similar to the volumes in the 2020 forecast reports provided by WisDOT. Since the forecast reports provided counts at a majority of the study area intersections, these volumes were utilized as the "2020 Background Traffic." Volumes for the missing intersections were generated based on volume balancing between known intersections, adjacent land uses, and greater neighborhood connectivity to the study area.

Once approximated volumes had been generated for all study intersections, the volumes were then redistributed throughout the study area based on the proposed WisDOT improvements. Volumes were redistributed based on assumed logical driver behaviors, area origins and destinations, and access or intersection restrictions and traffic control.

2030 Background Traffic

To analyze the operations in the year 2030 with existing development, the 2020 Base Traffic Volumes were forecasted forward at a 1.5% linear annual growth rate for the AM and PM peak hours. The 2030 Background Traffic volumes were used as a conservative measure to analyze the base conditions in the project area prior to additional development.

Table 1: 2020 capacity outputs for existing development and WisDOT geometrics.

Intersection	Control	Peak Hour	MOE	Eastbound			Westbound			Northbound			Southbound		
				LT	TH	RT	LT	TH	RT	LT	TH	RT	LT	TH	RT
Fitchrona Road & County Road PD/McKee Road	 Signal	AM Peak	LOS	A	C	B	C	B	A	C	C	C	C	C	C
			Delay (s)	0	27.1	14.4	30.5	10	0	28.2	29.5	21.8	22.3	23.5	24
			V/C Ratio	0	0.88	0.17	0.28	0.3	0	0.45	0.68	0.07	0.52	0.12	0.18
			Queue (ft)	0	425	25	25	125	0	75	125	25	100	25	25
		PM Peak	LOS	A	C	C	D	B	A	D	C	C	C	C	C
			Delay (s)	0	26.2	21.8	42.1	14.7	0	44.2	24.7	20.4	28.1	27.9	31.9
			V/C Ratio	0	0.71	0.34	0.8	0.58	0	0.86	0.18	0.37	0.38	0.35	0.65
			Queue (ft)	0	225	25	150	225	0	200	75	75	100	75	25
Kapec Road & Fitchrona Road	 Stop Control	AM Peak	LOS		A			A			B				
			Delay (s)		0			7.7			11.7				
			V/C Ratio		0			0.04			0.37				
			Queue (ft)		0			25			50				
		PM Peak	LOS		A			A			B				
			Delay (s)		0			7.7			12.2				
			V/C Ratio		0			0.14			0.48				
			Queue (ft)		0			25			75				
King James Way (N/S) & Fitchrona Road/ Anton Drive (E/W)	 All-Way Stop Control	AM Peak	LOS		B			A			A			B	
			Delay (s)		14.3			9.3			8.8			10.4	
			V/C Ratio		0.58			0.17			0.04			0.35	
			Queue (ft)		100			25			25			25	
		PM Peak	LOS		D			D			B			C	
			Delay (s)		27.9			25.7			10.9			15.3	
			V/C Ratio		0.8			0.78			0.07			0.5	
			Queue (ft)		25			200			200			75	
Williamsburg Way & Anton Drive	 Roundabout	AM Peak	LOS		A			A			A			A	
			Delay (s)		6.1			6.4			8.1			4.4	
			V/C Ratio		0.33			0.3			0.39			0.02	
			Queue (ft)		50			50			50			25	
		PM Peak	LOS		B			A			A			A	
			Delay (s)		12.3			9.6			6.3			5.4	
			V/C Ratio		0.63			0.53			0.23			0.04	
			Queue (ft)		125			75			25			25	

Intersection Operations

The operational analysis and capacity analysis was completed using Synchro 9 with HCM Outputs, which is based on the procedures, methods and techniques contained in the Highway Capacity Manual, 2010 Edition. Roundabout analysis at the intersection of Williamsburg Way and Anton Drive was completed using SIDRA software with HCM outputs.

This type of analysis provides a Level of Service (LOS) for the subject intersection, which is a quantitative measure that refers to the overall quality of flow at the intersection ranging from very good (LOS A) to very poor (LOS F). For this analysis, it was requested to identify which intersections drop below LOS D. If this condition existed at any of the subject intersections, a second analysis of the volume/geometric scenarios was completed to determine adequate improvements to reduce the LOS below a LOS D for all movements.

2020 Volumes, Existing Development and WisDOT Geometrics:

The 2020 traffic volumes with existing development and WisDOT geometrics were analyzed to determine the baseline capacity of the improvements to compare future volume and development scenarios against. The results are summarized in Table 1 (above).

The findings of this analysis show that the intersections within the study area operate at acceptable LOS conditions, and that projected queuing does not interfere with adjacent controlled intersections. This is true for both the AM and PM peak hours.

2030 Volumes, Existing Development & WisDOT Geometrics: The 2030 traffic volumes with existing development and WisDOT geometrics

TRAFFIC ANALYSIS

Table 2: 2030 capacity outputs for existing development and WisDOT geometrics.

Intersection	Control	Peak Hour	MOE	Eastbound			Westbound			Northbound			Southbound		
				LT	TH	RT	LT	TH	RT	LT	TH	RT	LT	TH	RT
Fitchrona Road & County Road PD/McKee Road	 Signal	AM Peak	LOS	A	D	B	D	B	A	D	D	C	C	C	C
			Delay (s)	0	49.2	14.9	41.7	11.5	0	37.2	36.9	26.1	31.1	33	32.2
			V/C Ratio	0	1.0	0.08	0.30	0.34	0	0.46	0.64	0.01	0.51	0.16	0.02
			Queue (ft)	0	650	25	50	150	0	125	200	25	125	50	25
		PM Peak	LOS	A	C	C	D	B	A	D	D	C	D	D	D
			Delay (s)	0	32.1	25.4	54.1	18.7	0	51.1	36.9	31	35.8	44.1	50.3
			V/C Ratio	0	0.73	0.33	0.82	0.65	0	0.86	0.25	0.51	0.48	0.49	0.72
			Queue (ft)	0	425	50	200	450	0	275	125	150	175	125	25
Kapec Road & Fitchrona Road	 Stop Control	AM Peak	LOS		A			A			B				
			Delay (s)		0			7.7			11.9				
			V/C Ratio		0			0.08			0.33				
			Queue (ft)		0			25			50				
		PM Peak	LOS		A			A			C				
			Delay (s)		0			7.7			19				
			V/C Ratio		0			0.12			0.59				
			Queue (ft)		0			25			100				
King James Way (N/S) & Fitchrona Road/Anton Drive (E/W)	 All-Way Stop Control	AM Peak	LOS		B			A			A			A	
			Delay (s)		12.7			9.1			8.6			10	
			V/C Ratio		0.51			0.16			0.05			0.32	
			Queue (ft)		75			25			25			50	
		PM Peak	LOS		C			D			B			C	
			Delay (s)		20			31.4			10.8			15.4	
			V/C Ratio		0.66			0.84			0.08			0.51	
			Queue (ft)		125			225			25			75	
Williamsburg Way & Anton Drive	 Roundabout	AM Peak	LOS		A			A			A			A	
			Delay (s)		6.8			7.2			9.1			4.6	
			V/C Ratio		0.39			0.36			0.44			0.02	
			Queue (ft)		50			50			50			25	
		PM Peak	LOS		C			B			A			A	
			Delay (s)		16.1			11			6.9			5.7	
			V/C Ratio		0.74			0.59			0.26			0.04	
			Queue (ft)		175			100			25			25	

were also analyzed to estimate the impacts future regional development has on capacity in the study area. Table 2 (above) summarizes the results.

The findings of the 2030 background traffic analysis show that the intersections within the study area operate at acceptable LOS conditions in both AM and PM peak hours. Projected queueing for some movements is anticipated to be longer when compared to 2020 conditions. For example, the eastbound through movement at Fitchrona Road & CTH PD/McKee Road in the AM peak hour may experience a queueing length of 650 feet, and the westbound through movement in the PM peak hour at the same intersection may experience up to 450 feet of queue lengths. These queue lengths may cause blocking issues for right or left turning vehicles at these intersections, increasing the intersection delay and reducing capacity.

2030 Volumes, Proposed Development & WisDOT Geometrics: Two preliminary development concepts were analyzed to estimate the impact additional traffic volumes will have to the study area. Concept A proposes the majority of new development to include multi-unit residential buildings, with some regions proposed to include mixed-use/office buildings and one mid-box commercial building. Concept B proposes the majority of new development to include mid-box commercial buildings and mixed-use/office buildings, with some regions developed for multi-unit residential buildings.

The ITE Trip Generation Manual, 9th Edition was used to estimate the amount of new trips expected for each land use. Trip generation was completed for AM and PM peak hour estimates. To begin this analysis, the study area was split up into eight sub-regions, which are displayed in Figure 1 (on the right). To project the new trips generated from the study area, the difference in trip generation between the estimated existing and proposed land uses were calculated. A 10% reduction in trips was applied in regions where linked-trip patterns were expected. For analysis purposes, it was assumed that the calculated differences in trips were the new trips generated from each sub-region. The maps on the next page depicts the estimated new trips for Concepts A and B.

In order to apply the new trips to the appropriate intersections and existing volumes, the trip generation was distributed and assigned to the study area roadway network based on existing and anticipated traffic flow patterns. Table 3 (below) shows the distribution percentages from proposed sub-regions to each access. The new traffic was added to the 2030 Background Traffic

Figure 1: Sub-Region Locations in Project Area

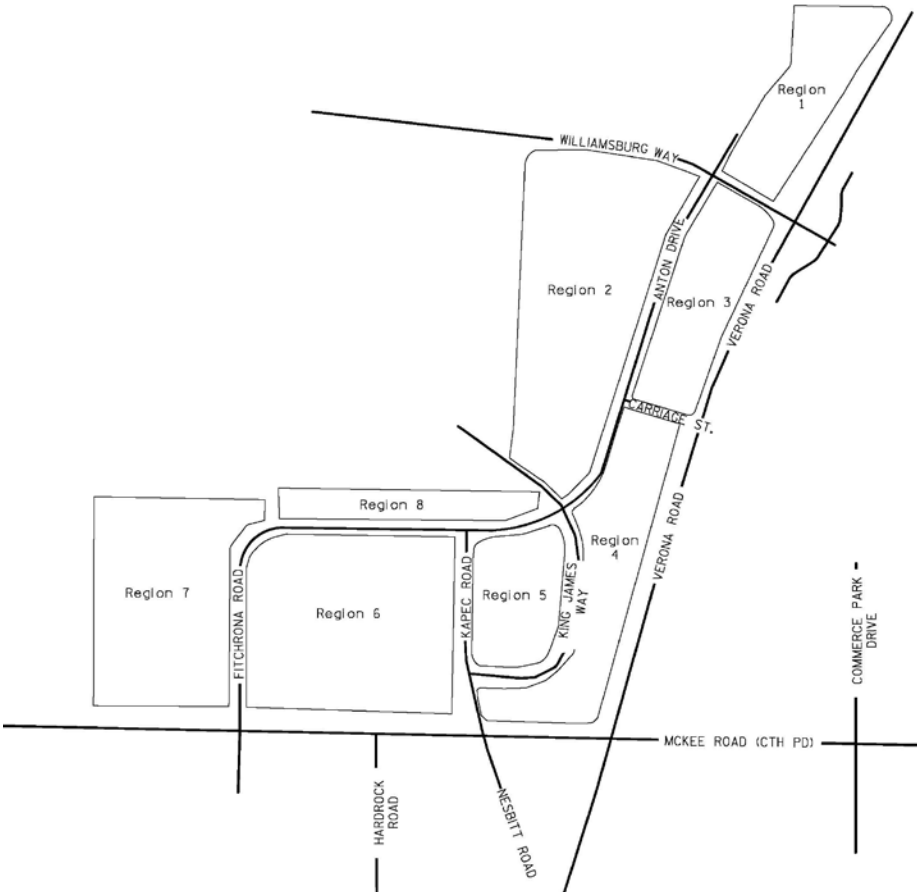
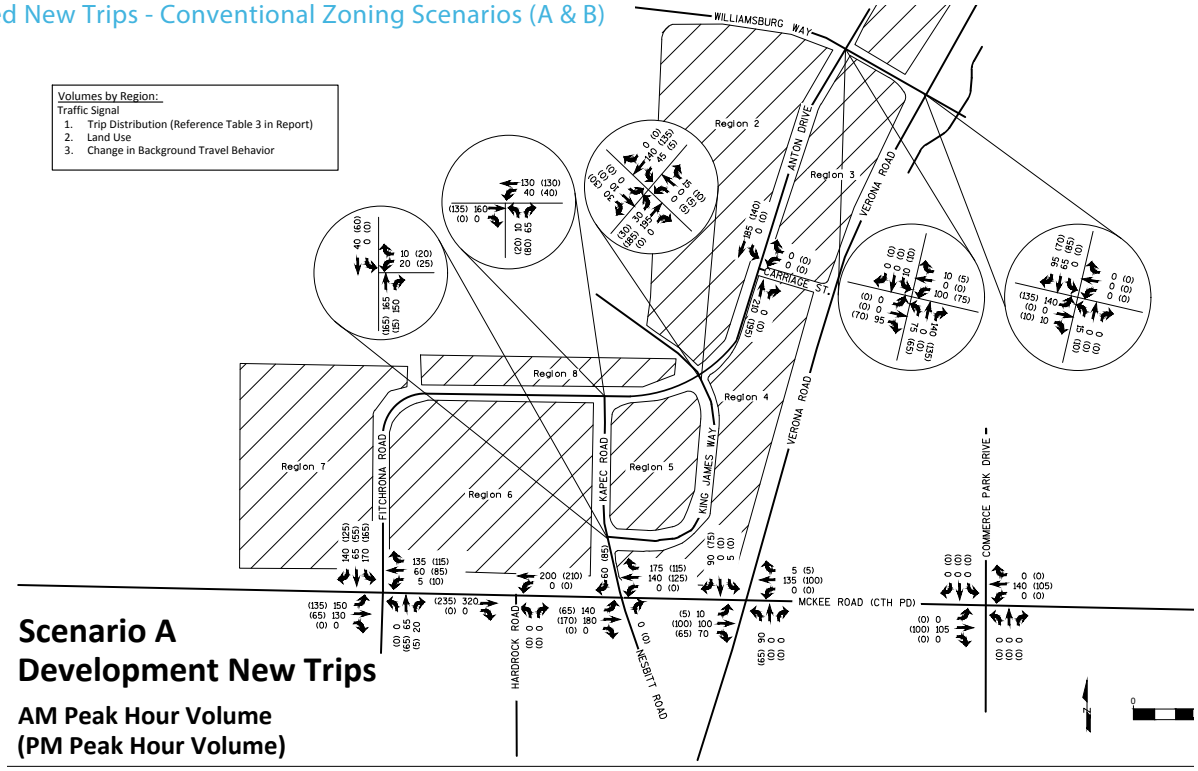


Table 3: Trip Distribution Assumptions for each region at access locations

Access Locations	Regions 1-3		Region 4		Region 5		Region 6		Region 7		Region 8	
	In	Out	In	Out	In	Out	In	Out	In	Out	In	Out
Fitchrona Rd & McKee Rd	0%	0%	0%	25%	0%	25%	30%	50%	75%	65%	40%	65%
Kapec Rd & McKee Rd	0%	0%	75%	40%	75%	40%	45%	15%	0%	0%	25%	0%
King James Way	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%
Williamsburg Way & Anton Dr (West)	10%	10%	10%	20%	10%	10%	10%	10%	10%	10%	10%	10%
Williamsburg Way & Anton Dr (East)	85%	85%	10%	10%	10%	20%	10%	20%	10%	20%	20%	20%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

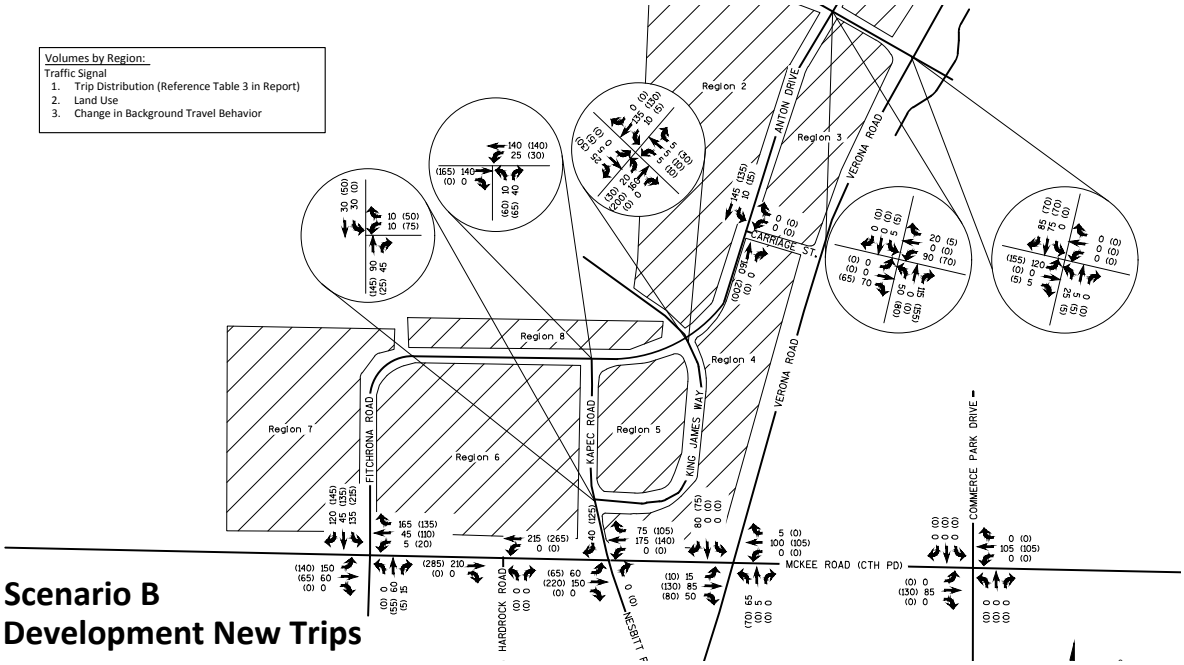
TRAFFIC ANALYSIS

Estimated New Trips - Conventional Zoning Scenarios (A & B)



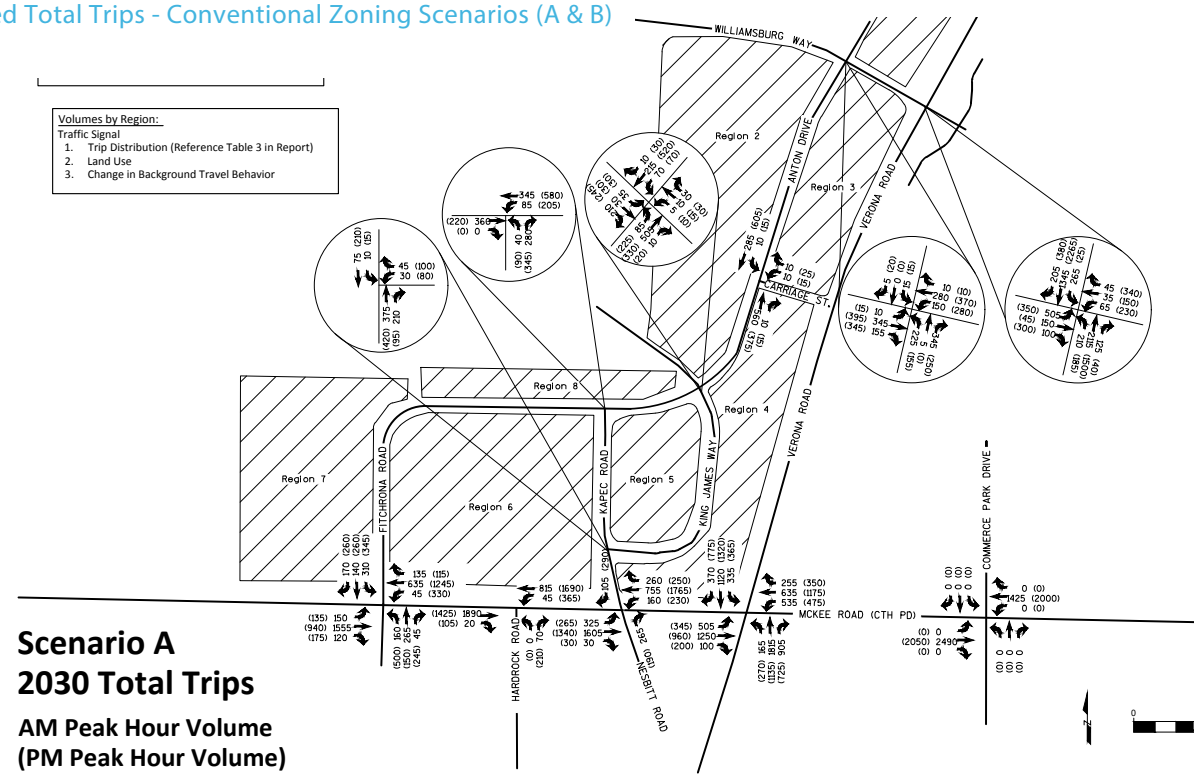
Scenario A
Development New Trips

AM Peak Hour Volume
(PM Peak Hour Volume)



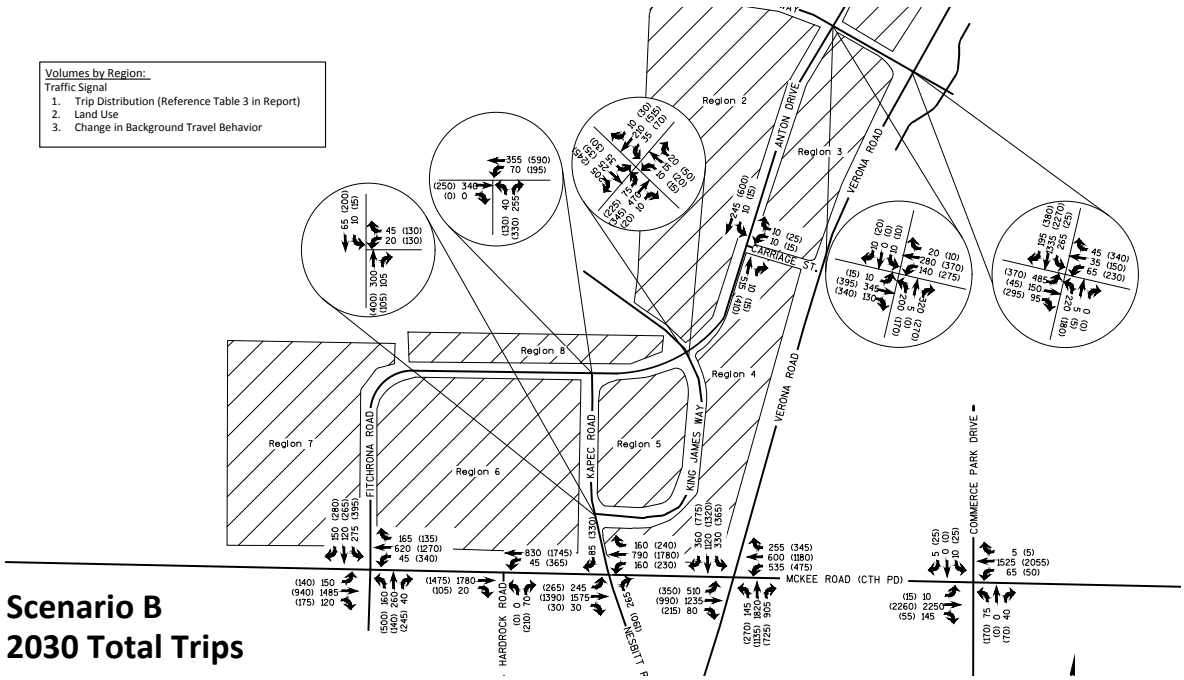
Scenario B
Development New Trips

Estimated Total Trips - Conventional Zoning Scenarios (A & B)



Scenario A
2030 Total Trips

AM Peak Hour Volume
(PM Peak Hour Volume)



Scenario B
2030 Total Trips

TRAFFIC ANALYSIS

Volumes to estimate the 2030 Total Traffic Volumes. The maps on the previous page depicts the total traffic volumes estimated for Development Concepts A and B.

Since the PM peak hour in Concept B provides the higher amount of total trips, it was used as a conservative scenario for analysis purposes. A summary of the Synchro outputs are provided in Table 4 (shown below).

This analysis included the redevelopment of the Wingra concrete plant area. Without adding the redevelopment of the concrete plant area, operations at Fitchrona Road and McKee Road remain at acceptable levels as other development projects are completed. However, with the inclusion of new traffic due to redevelopment of the Wingra concrete plant area, the intersection of Fitchrona Road and McKee Road may experience unacceptable LOS, delay, and significant reduction in capacity. The proposed WisDOT geometry includes one left turn lane for the southbound movement. The analysis shows that one left-turn lane may not provide adequate capacity for the expected volume since the volume/capacity ratio is greater than 1.0. At the same intersection, similar capacity concerns exist for the eastbound and westbound through movements.

Additionally, at the proposed STOP controlled intersection of Kapec Road and Fitchrona Road, the northbound movement may see undesirable operational issues. It should be stressed that this operational analysis is based on a series of assumptions about traffic patterns and volumes. As development occurs, observations and traffic data should be collected to make the required adjustments to signal timings or geometry to provide more desirable operations.

Table 4: 2030 capacity outputs for Scenario B Total Traffic PM Peak Hour

Intersection	Control	Peak Hour	MOE	Eastbound			Westbound			Northbound			Southbound		
				LT	TH	RT	LT	TH	RT	LT	TH	RT	LT	TH	RT
Fitchrona Road & County Road PD/McKee Road	Signal	PM Peak	LOS	D	**D**	A	D	**F**	B	D	D	**E**	**F**	D	C
			Delay (s)	48.2	**53.4**	9.3	53.8	**64.3**	12.8	41.7	41.7	**60.3**	**207**	47	33.3
			V/C Ratio	0.78	**0.94**	0.39	0.83	**1.02**	0.16	0.66	0.42	**0.87**	**1.31**	0.58	0.9
			Queue (ft)	175	**600**	75	175	**700**	25	250	175	**75**	**600**	150	125
Kapec Road & Fitchrona Road	Stop Control	PM Peak	LOS				A			**F**					
			Delay (s)				8.3			**256.4**					
			V/C Ratio				0.16			**1.47**					
			Queue (ft)				25			**675**					
King James Way (N/S) & Fitchrona Road/Anton Drive (E/W)	All-Way Stop Control	PM Peak	LOS	B			B			A			B		
			Delay (s)	17.3			10.1			9.1			11.6		
			V/C Ratio	0.84			0.71			0.15			0.34		
			Queue (ft)	375			325			25			75		
Williamsburg Way & Anton Drive	Roundabout	PM Peak	LOS	D			C			B			A		
			Delay (s)	27.2			15.7			12.3			6.7		
			V/C Ratio	0.87			0.72			0.57			0.06		
			Queue (ft)	300			150			100			25		