

# Uptown Fitchburg

## VISUAL PREFERENCE SURVEY

### BUILDING IMAGERY



+++ Green scape  
+++ Different building  
scapes

Not a fan  
of the  
curved  
building  
as it's  
the  
the  
the

Very  
Cool  
↓

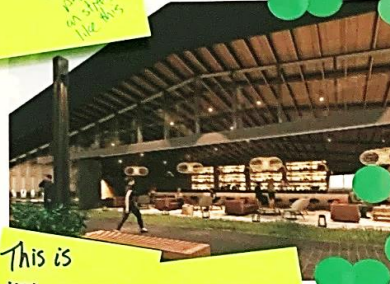
Outdoor  
spaces



looks old  
fashioned  
tired  
dated

Forced  
Multi-color  
multi - material  
facades

NO TREES  
☹



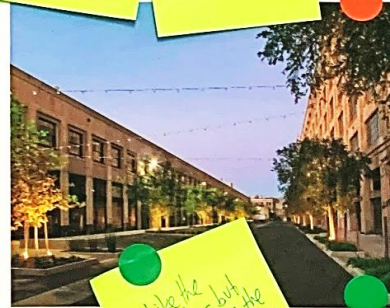
This is  
Very  
welcoming!

Large open  
shed!

like - modern  
look  
more unique



"Brutal"  
Balconies



--- too linear /unfo  
& too many  
horizontal lines  
today

like the  
scale - but  
looks like the  
storefronts  
don't embrace  
the street



like the  
step back of  
the building

Wide  
+  
Ground Floor Corners

Street trees

FLIP - VARIOUS  
HEIGHTS

Nice scale and  
articulation of  
the bldg. facade  
& windows.  
← BOTH! →



Awesome  
roof  
cool design  
of building

No Kicker in Frame

# MAIN STREET

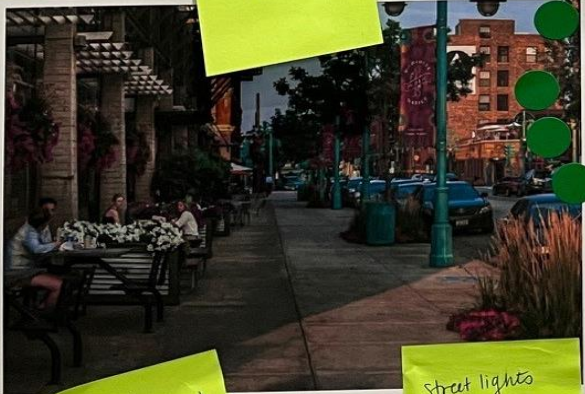
I like the focus on pedestrians.  
Any bike or bus access?

Activating Streets



Variety 14 Housing Types = Good

"Alley" not a street



Great street engagement

Street lights

Not accessible

Use of textures/  
Variation of pavers

Maintainable in winter?  
Or, does it become an obstacle course?

# PLAZA/ COMMUNITY OPEN SPACE

Utilization of the natural slope of the land

I like the mix of shade and sitting space



Opportunity for different users (many purposes)

Love public gathering space  
out door seating

Like the brick paving but difficult to maintain



too much concrete



Water features are nice but typically very urban - is it practical?



too "rural"  
needs more "activation"

Purpose?

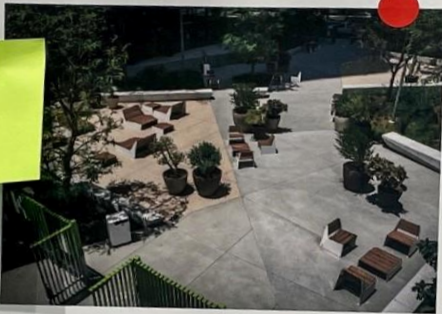
# POCKET PLAZA/PATIO/SPACE

good Blend  
of hardscape  
green space  
in this area  
+ ped friendly



Don't like  
the seats  
will look  
to street  
not accessible  
- almost all the  
preference  
to street

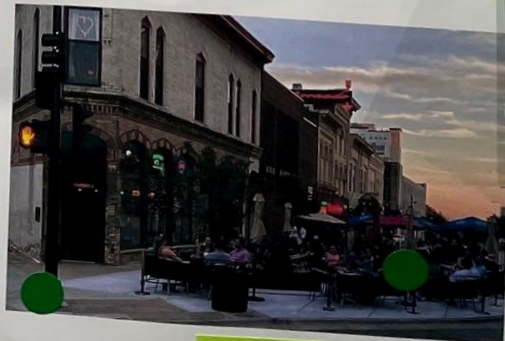
"too open"



no definite  
patio/seating space

TALLER BUILDINGS  
HIGHER DENSITY  
IS BETTER

Seating options of  
Shade + Green  
The Most Hardscape



too  
sterile

Too much  
hardscape

Seating space receding  
far into public space  
slows traffic and causes  
passengers to join in

Streetscaping  
is a good  
model of  
outdoor  
restaurant  
patio use

# MY DREAM MAIN STREET WOULD INCLUDE...

Non for Profit  
Organization  
Space

HOTEL

Daycare

GREEN  
ROOF

VET  
&  
pet Store

Professional  
office =  
Law Firm  
Accounting  
Architects.

Ethnic  
Stores  
(FOOD)

STRUCTURED  
PARKING

Bank  
branch

RESTAURANTS

Grocery  
Store

TRAIL  
CONNECT  
IONS

ART  
Place

Coffee  
shop

Small  
shops

pet  
friendly  
retail/  
restaurants

local  
retail/  
(art/food)

Book Store

Minimizing  
car-pedestrian  
conflict

pocket  
parks

Statues  
&  
Public Art

Supperclub  
Coffee shop  
bakery grocery  
shared parking  
Hotel w/ conference  
space

Bike path maintainable  
in winter  
(current Lucy Road  
paths are not)

ice  
cream  
shop

Health wellness  
gym, pool  
indoor pickleball  
yoga, track

CO-WORKING  
SPACE

Shoe  
store

Dentist  
office

Yoga  
Place

Hair  
Salon

# MY IDEAL PLAZA WOULD INCLUDE..

No  
Swingsets

Statue  
&  
Public  
Art

play

bags

Water  
Fountain

vending/  
food carts

music  
stage

art-theater

seating  
areas

lots of  
hardscape  
(concrete)

shade  
trees

Still usable  
in winter

white  
lights/  
night  
lighting

dog  
friendly

Bike parking

Fun  
things  
to do  
(passive  
game)

# Uptown Fitchburg

FITCHBURG, WISCONSIN

**KEY:**

- T4 General Urban
- T5 Urban Center
- SD1 Special District
- Sold
- Uptown Trail
- Cycle Track Route

**AVAILABLE LOTS:**

- Lot 1: 2.0 ac
- Lot 2: 1.9 ac
- Lot 3: 1.5 ac
- Lot 4: 1.3 ac
- Lot 5: 1.6 ac
- Lot 6: 1.0 ac
- Lot 7: 1.1 ac
- Site J: 6.2 ac
- Site K: 3.3 ac
- Site L: 6.2 ac
- Site M: 6.0 ac
- Outlot 14: 1.8 ac

**CONTACT:**  
 Chris Armstrong  
[chris@avanteproperties.com](mailto:chris@avanteproperties.com)  
 608.294.4086  
[www.avanteproperties.com](http://www.avanteproperties.com)



To Downtown  
 Madison  
 ~ 4 miles

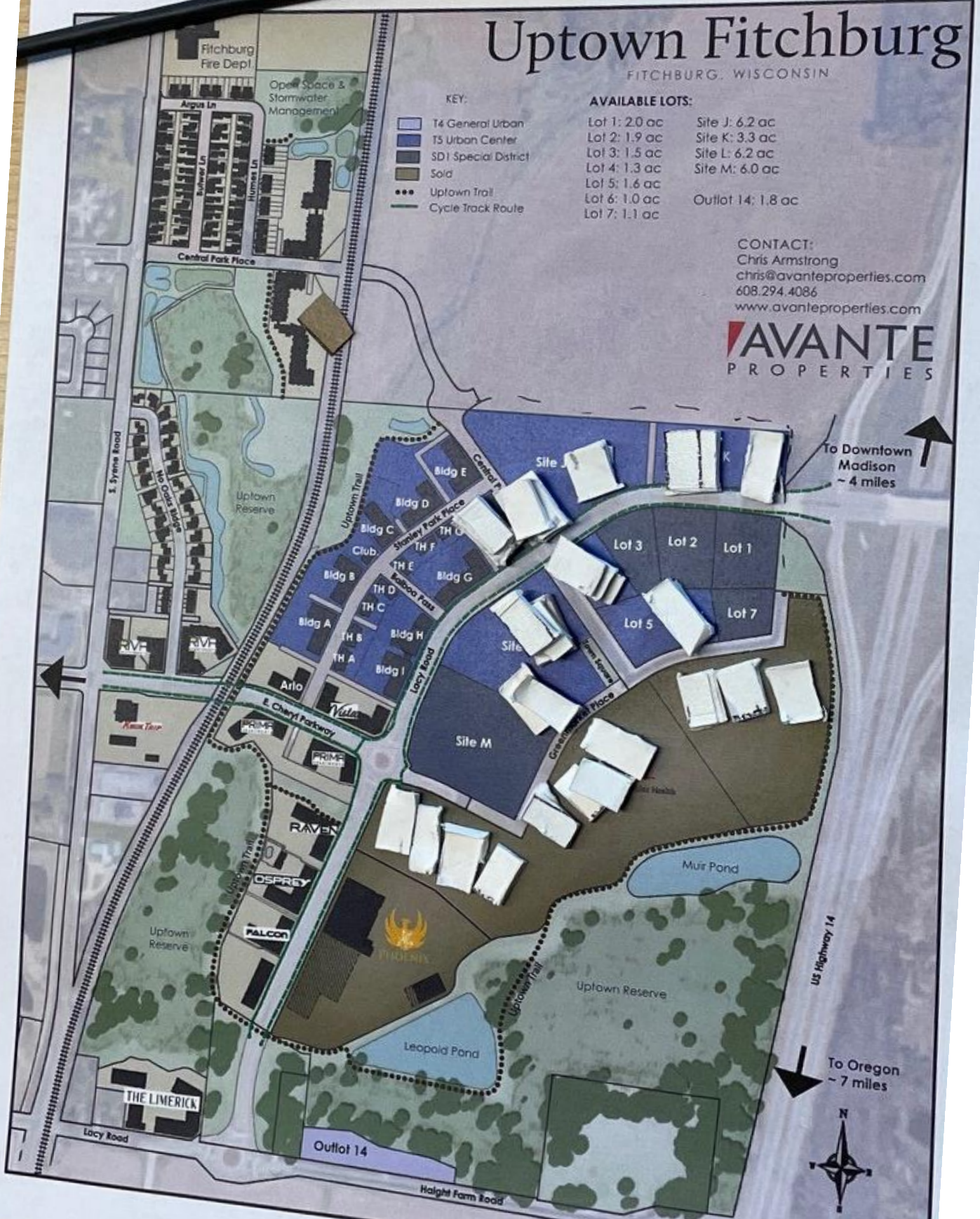
To Oregon  
 ~ 7 miles

US Highway 14



Revised 01.14.2022

Group One



# Uptown Fitchburg

FITCHBURG, WISCONSIN

**KEY:**

- T4 General Urban
- T5 Urban Center
- SD1 Special District
- Sold
- Uptown Trail
- Cycle Track Route

**AVAILABLE LOTS:**

- Lot 1: 2.0 ac
- Lot 2: 1.9 ac
- Lot 3: 1.5 ac
- Lot 4: 1.3 ac
- Lot 5: 1.6 ac
- Lot 6: 1.0 ac
- Lot 7: 1.1 ac
- Site J: 6.2 ac
- Site K: 3.3 ac
- Site L: 6.2 ac
- Site M: 6.0 ac
- Outlot 14: 1.8 ac

**CONTACT:**  
 Chris Armstrong  
[chris@avanteproperties.com](mailto:chris@avanteproperties.com)  
 608.294.4086  
[www.avanteproperties.com](http://www.avanteproperties.com)



## Group Two



# Uptown Fitchburg

FITCHBURG, WISCONSIN

KEY:

- T4 General Urban
- T5 Urban Center
- SD1 Special District
- Sold
- Uptown Trail
- Cycle Track Route

AVAILABLE LOTS:

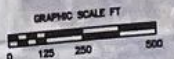
- Lot 1: 2.0 ac
- Lot 2: 1.9 ac
- Lot 3: 1.5 ac
- Lot 4: 1.3 ac
- Lot 5: 1.6 ac
- Lot 6: 1.0 ac
- Lot 7: 1.1 ac
- Site J: 6.2 ac
- Site K: 3.3 ac
- Site L: 6.2 ac
- Site M: 6.0 ac
- Outlot 14: 1.8 ac

CONTACT:  
Chris Armstrong  
chris@avanteproperties.com  
608.294.4086  
www.avanteproperties.com



To Downtown Madison  
~ 4 miles

To Oregon  
~ 7 miles



Revised 01.14.2022

## Group Three



maximize views  
green roof  
restaurant

Galaxy-like  
building / Festival  
Foods anchor  
+ parking  
+ medicine

grocery

hotel

Main Street  
(walkable)

Share  
structured  
parking

Health +  
wellness  
(pool, gym,  
yoga, massage,  
pickleball)

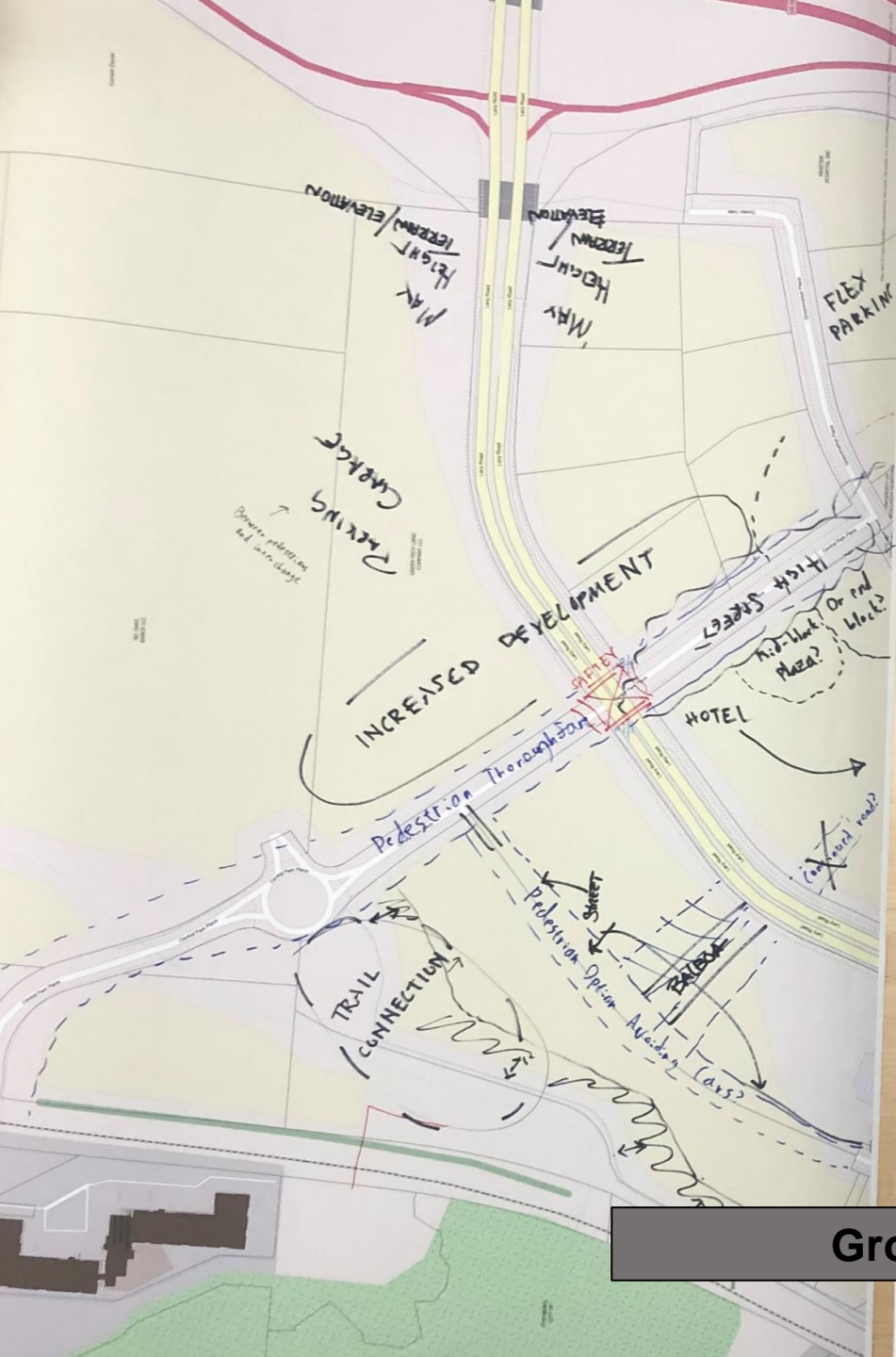
Walkable  
heart of  
town

Mixed use /  
Multi-family

Multi-family

WORKFORCE  
HOUSING  
SOMEWHERE

Group A



**Group B**