

**Anton Drive Development Plan
DRAFT Vision, Goals and Policies
September 7, 2016**

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.

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

Policies

1.1 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.

1.2 The parcels adjoining the US 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 – All new development in the planning area will be compatible with and support the success of the Jamestown Neighborhood.

Policies

2.1 Residential Use. 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 available in the neighborhood such as townhomes or “bungalow court” configurations.

2.2 Affordable Housing. While housing affordability is a concern throughout the Madison Metro area, the Jamestown neighborhood remains relatively affordable. As such, new income-restricted housing targeted to low-income residents is not preferred at this time. 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*.

2.3 Business+Resident Connections. 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.

2.4 Community Meeting Spaces. Residents of the study area and the Jamestown Neighborhood lack convenient access to a community center space that can be used for neighborhood meetings, recreational and senior center programs, non-profit organization events, etc. The City does not intend to establish a public facility for these purposes in or near the study area, either by adapting Fire Station #2 for such use or by building a new facility. Instead, the City supports the establishment of meeting rooms and facilities within private development in the planning area that would be routinely available for public use at a modest fee. The City will consider the use of development incentives for projects that include such spaces, in exchange for guaranteed public access.

2.5 Residential Redevelopment. 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 should be the target of a major overhaul or entire 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.

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.

Policies and Recommendations

3.1 - This plan is intended to establish guidelines for development that will 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 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.

3.2 – New trip generation during the PM peak hour should not exceed the limits shown below, 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”.

		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

