

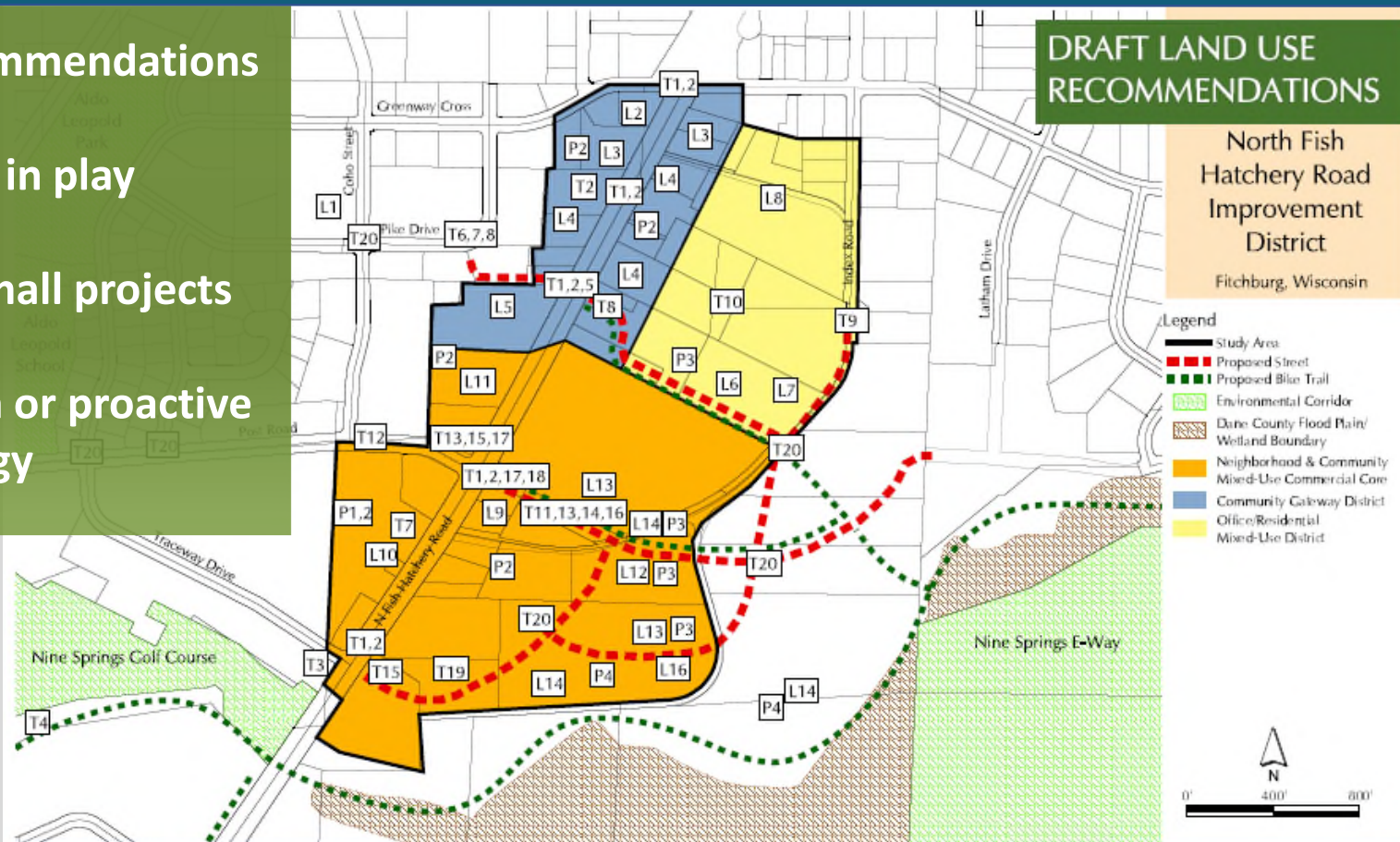
An architectural sketch of a city block, showing buildings, streets, and trees. The sketch is rendered in a light, sketchy style with some green and blue color washes. A large blue circle is overlaid on the left side of the sketch, containing the title and subtitle. The background of the slide is a mix of green and blue geometric shapes.

# NORTH FISH HATCHERY ROAD

*Visioning and  
Implementation*

# NORTH FISH HATCHERY ROAD OPPORTUNITY ANALYSIS & CONCEPT PLANNING (2004)

- Land use, goals & recommendations
- Market/properties not in play
- Post Road extended/small projects
- No development vision or proactive implementation strategy



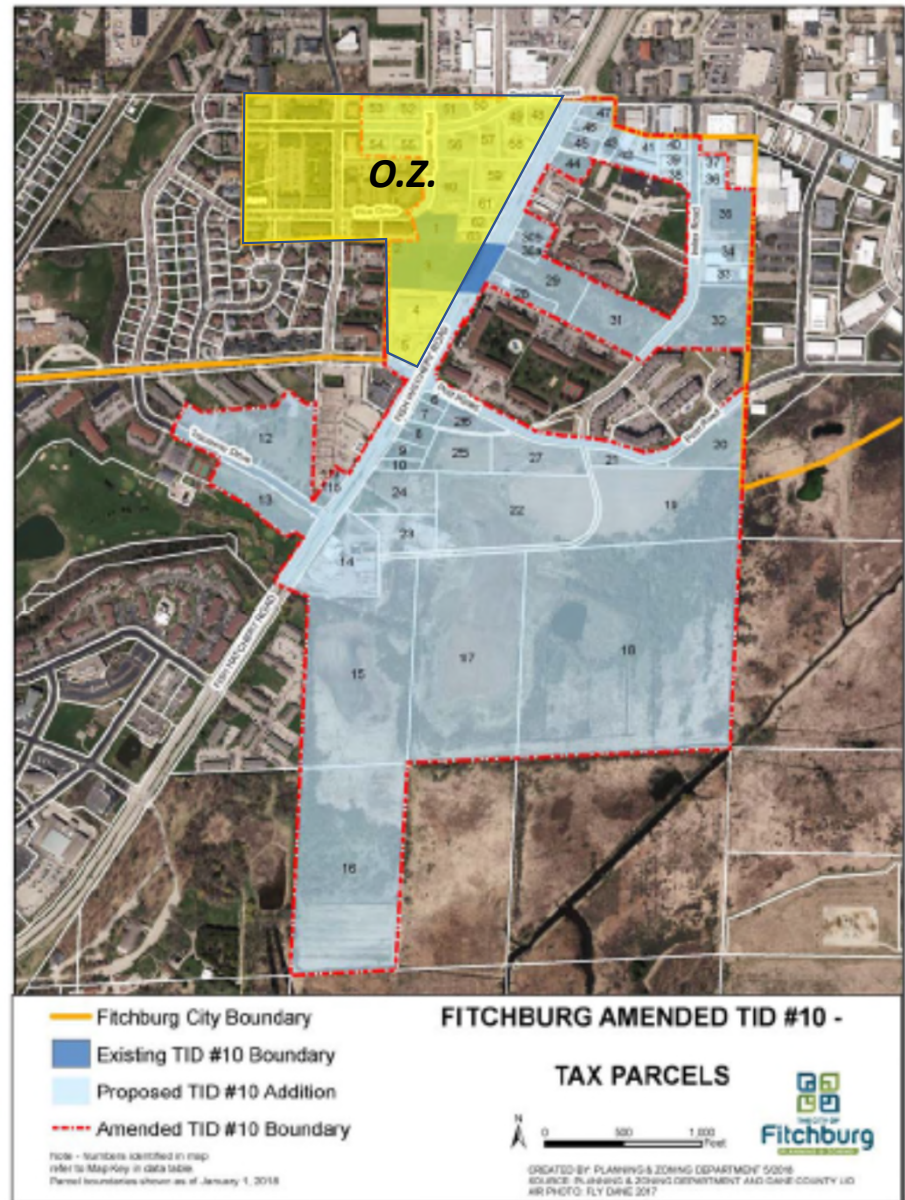
# TAX INCREMENTAL DISTRICT # 10 BOUNDARY AMENDMENT (2018)

- Adds properties to facilitate development and/or redevelopment
- Modifies the categories, locations and amounts of project costs
- Allows project cost expenditures within ½ mile of amended boundary



# OPPORTUNITY ZONES

- Created Through the Tax Cuts And Jobs Act of 2017
- Low-income census tracts nominated by governors and certified by the U.S. Department of the Treasury
- Investors may provide capital to finance new projects and enterprises within OZs in exchange for certain federal capital gains tax advantages





## PURPOSE OF THIS EFFORT

- Optimize potential
- Give clarity to development community
- Put city in the driver's seat to achieve multiple goals

THE REGION'S MAJOR CORRIDORS  
ARE **URBANIZING**



Monona Drive



Broadway



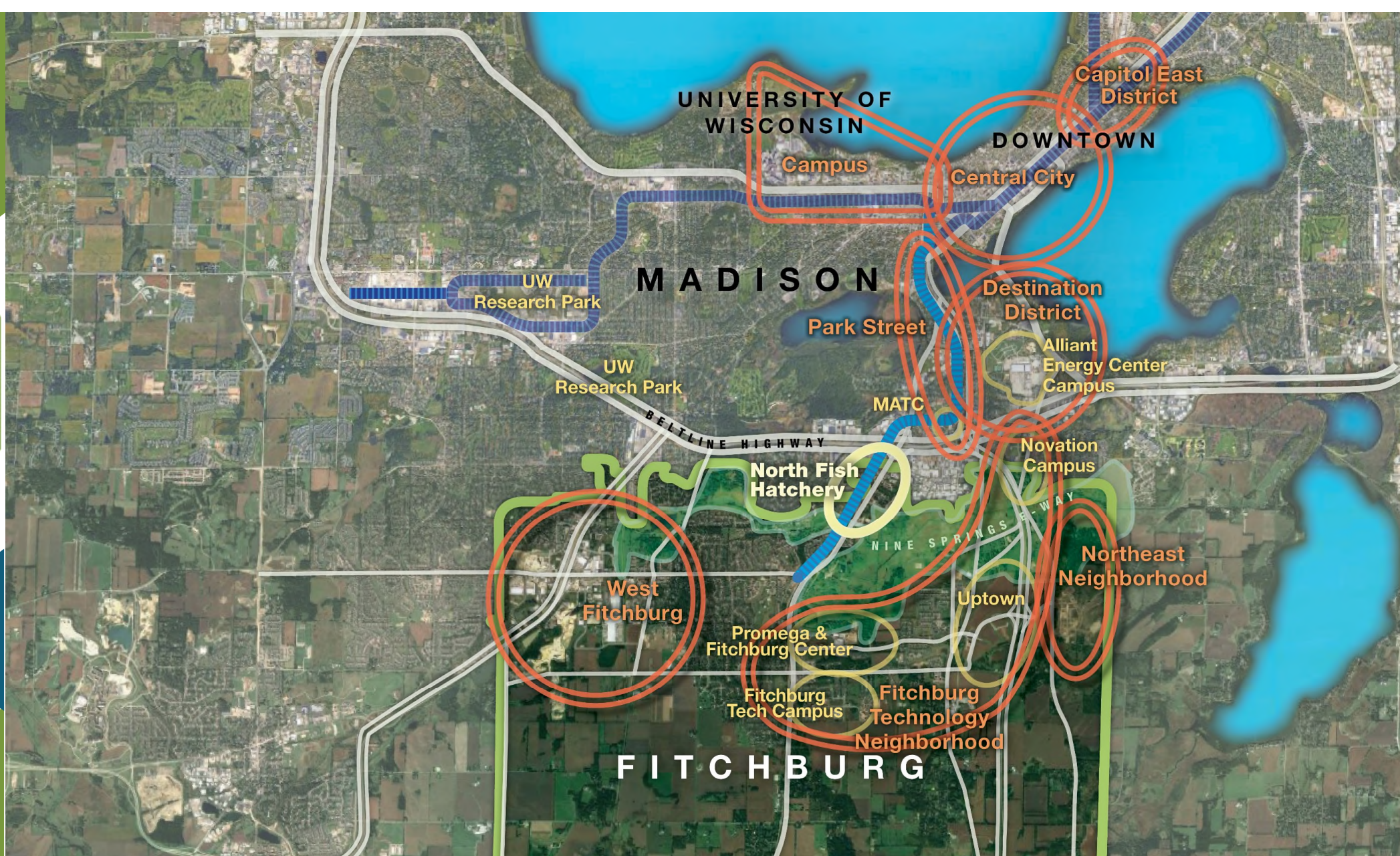
Park Street



East Washington  
Avenue



University Avenue





# VISION GOALS

## PLACE

**Create a vibrant urban district and cohesive neighborhood**

## GATEWAY

**Build a gateway corridor reflective of Fitchburg's Community Vision**

## ECONOMIC DEVELOPMENT

**Attract significant investment and increase the tax base**

# VISION STATEMENT

*Located in the **heart of greater Madison** with direct connections to the Beltline, UW Campus, Downtown Madison, and the Lewis Nine Springs E-Way, the North Fish Hatchery Road Corridor is an **impressive and welcoming front door** to Fitchburg's burgeoning technology companies and exceptional residential areas. Anchored by a **thriving urban center at Post Road**, the revitalized Corridor is a **cohesive neighborhood** providing a diversity of housing, services, shopping, employment, and recreation in a dynamic, **healthy and inclusive environment**.*





BELTLINE

LIVING

GREENWAY CROSS

POST ROAD

FISH HATCHERY ROAD

PARK STREET

12

14

JOBS

GREENWAY



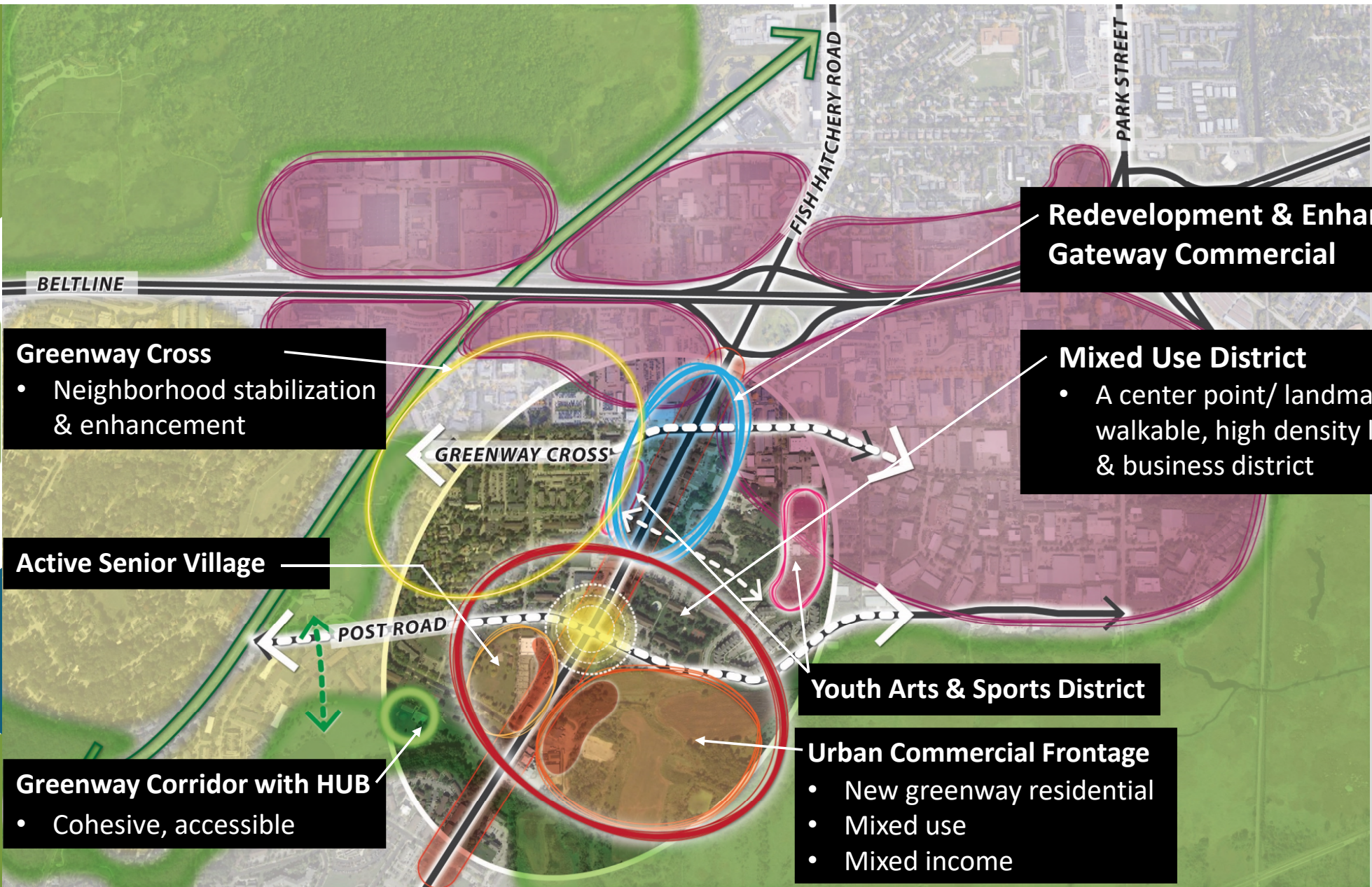
**LIVING**

**GREENWAY CROSS**

**JOBS**

**Enhanced "Fish Hatch" Roadway**

**GREENWAY**



**Greenway Cross**

- Neighborhood stabilization & enhancement

**Active Senior Village**

**Greenway Corridor with HUB**

- Cohesive, accessible

**Redevelopment & Enhanced Gateway Commercial**

**Mixed Use District**

- A center point/ landmark, walkable, high density living & business district

**Youth Arts & Sports District**

**Urban Commercial Frontage**

- New greenway residential
- Mixed use
- Mixed income

**GOAL 1:**

PROMOTE ECONOMIC AND TAX BASE GROWTH AND STABILITY

**GOAL 2:**

TRANSITION CORRIDOR TO AN URBAN FORM

**GOAL 3:**

CONTINUE STABILIZATION OF EXISTING RESIDENTIAL DEVELOPMENT

**GOAL 4:**

POSITION POST ROAD/FISH HATCHERY ROAD AS PRIMARY  
COMMUNITY GATEWAY

**GOAL 5:**

CREATE YOUTH ARTS AND SPORTS DISTRICT





## LEGEND

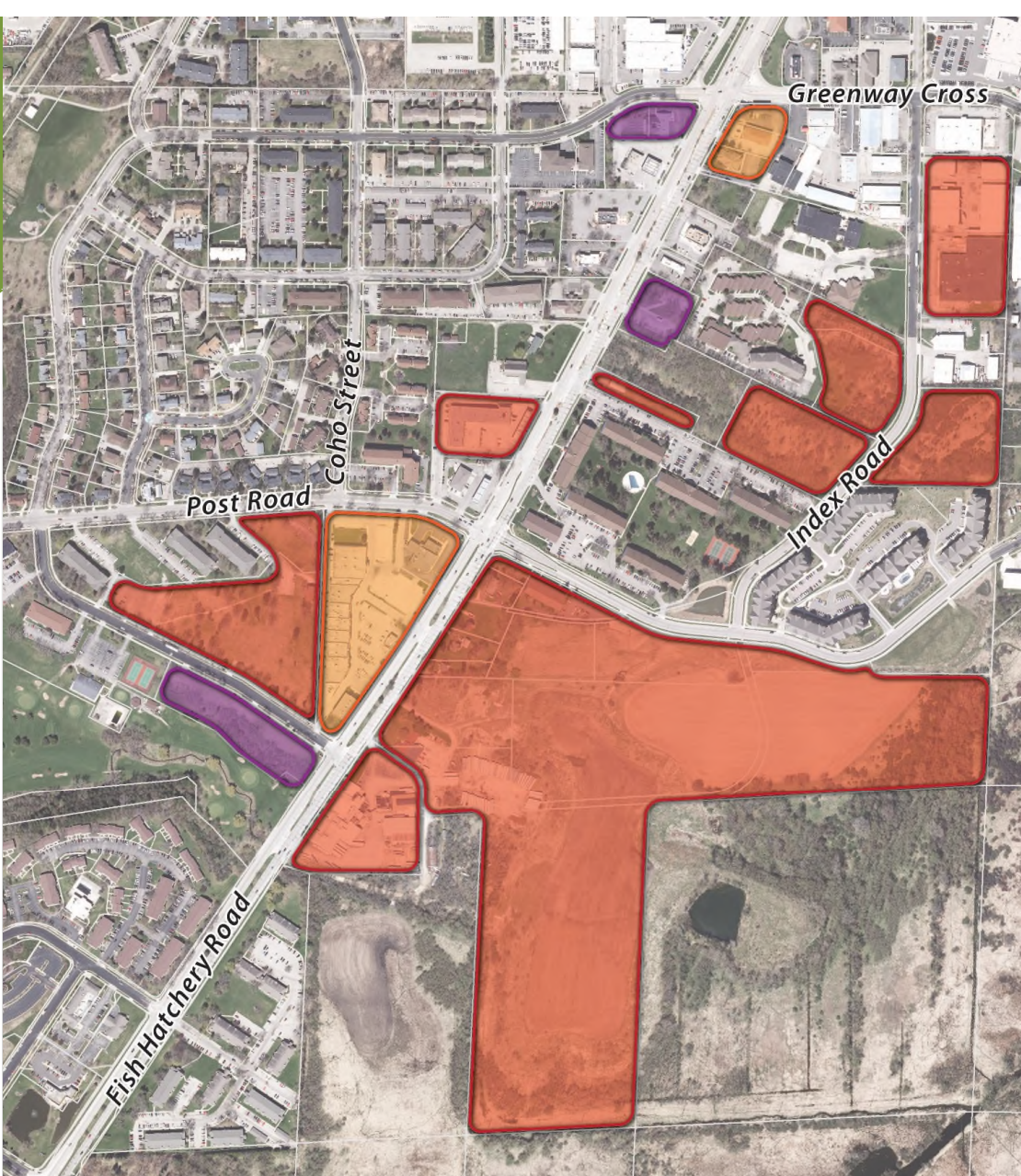


Redevelopment in Progress  
*sites currently under redevelopment*



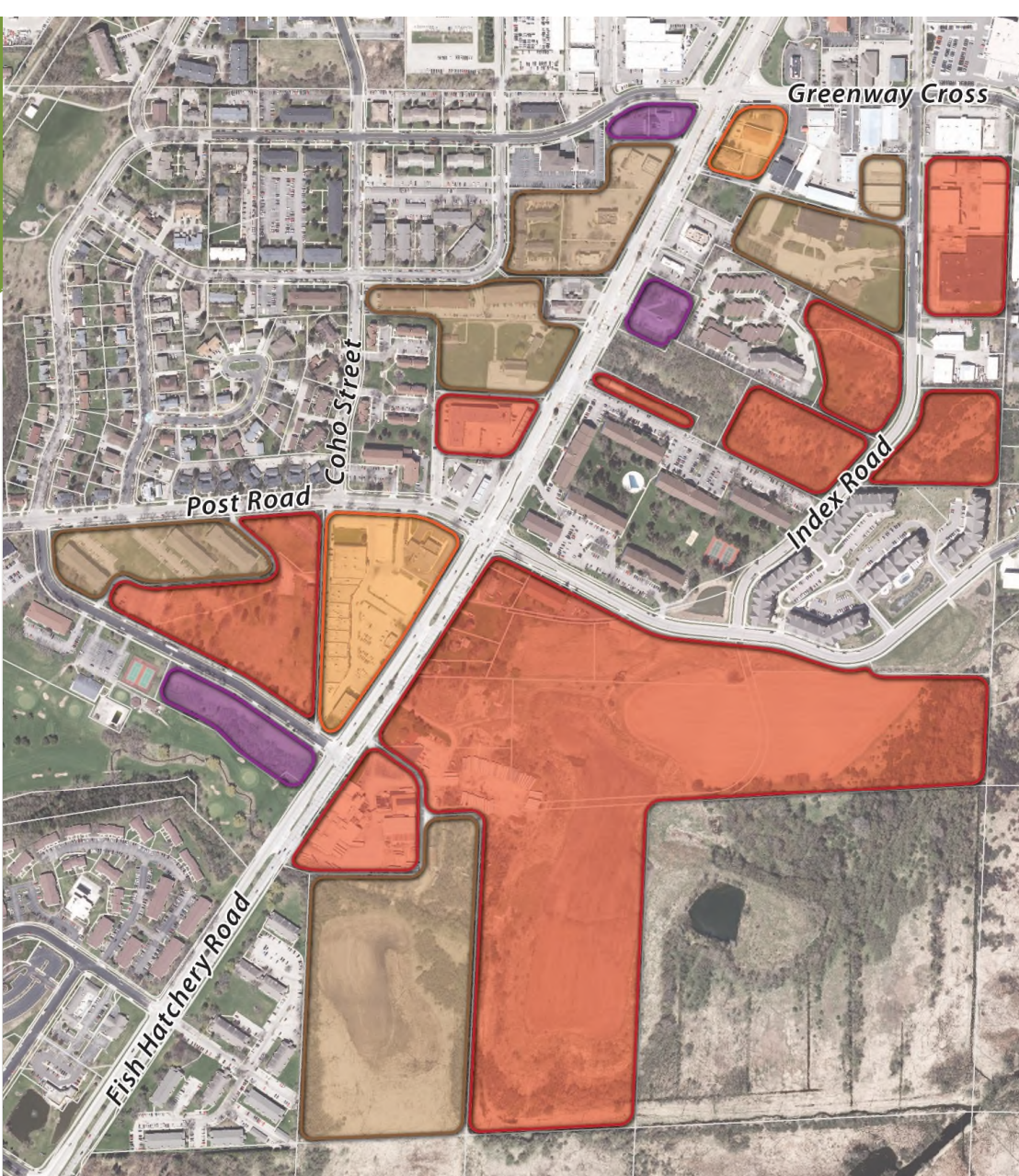
## LEGEND

-  Redevelopment in Progress  
*sites currently under redevelopment*
-  Level 1 Redevelopment  
*vacant/for sale sites available for immediate redevelopment*

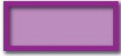





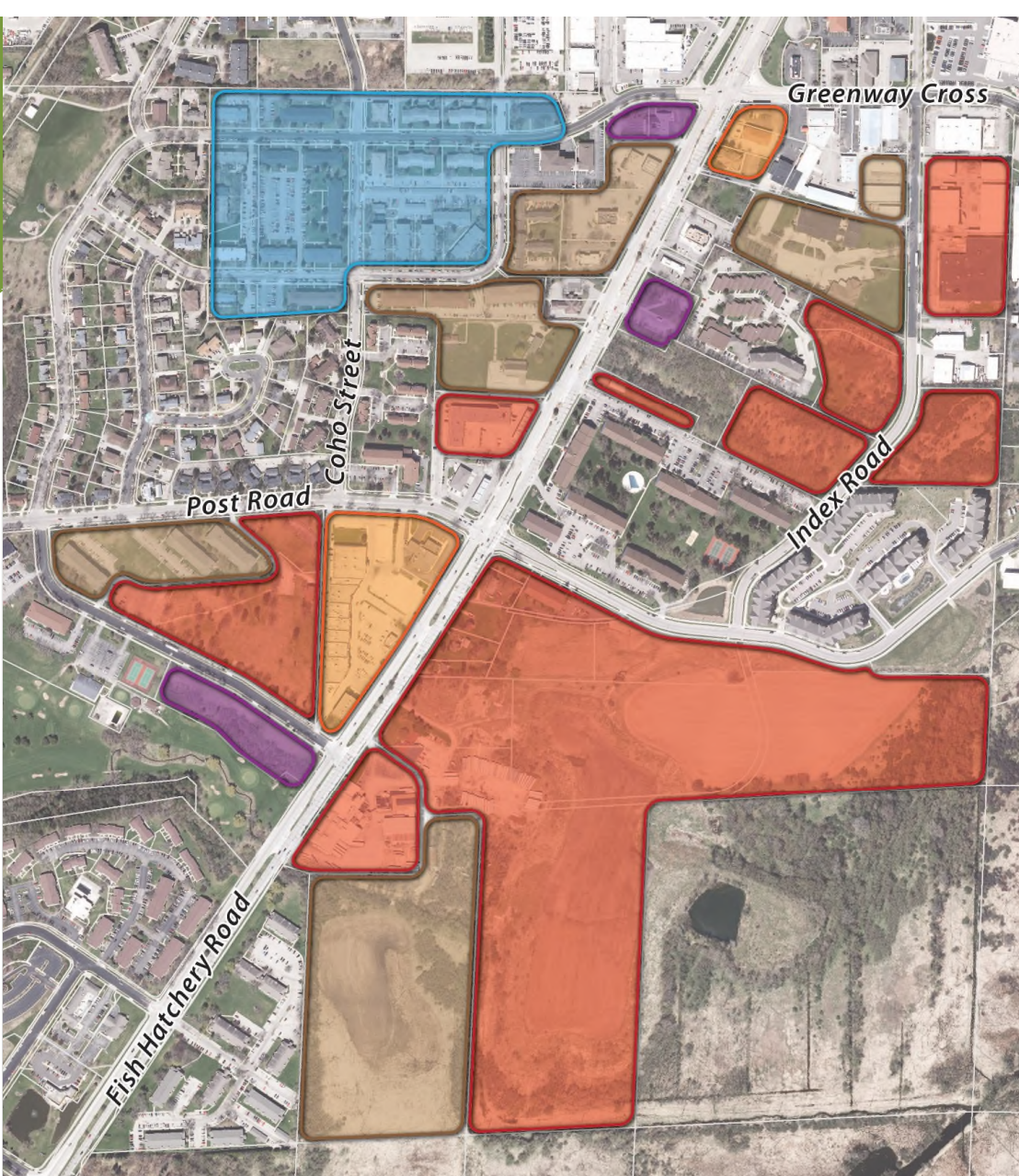
## LEGEND

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*sites currently under redevelopment*
-  Level 1 Redevelopment  
*vacant/for sale sites available for immediate redevelopment*
-  Level 2 Redevelopment  
*active use sites with owners experienced in redevelopment*

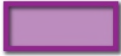
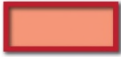





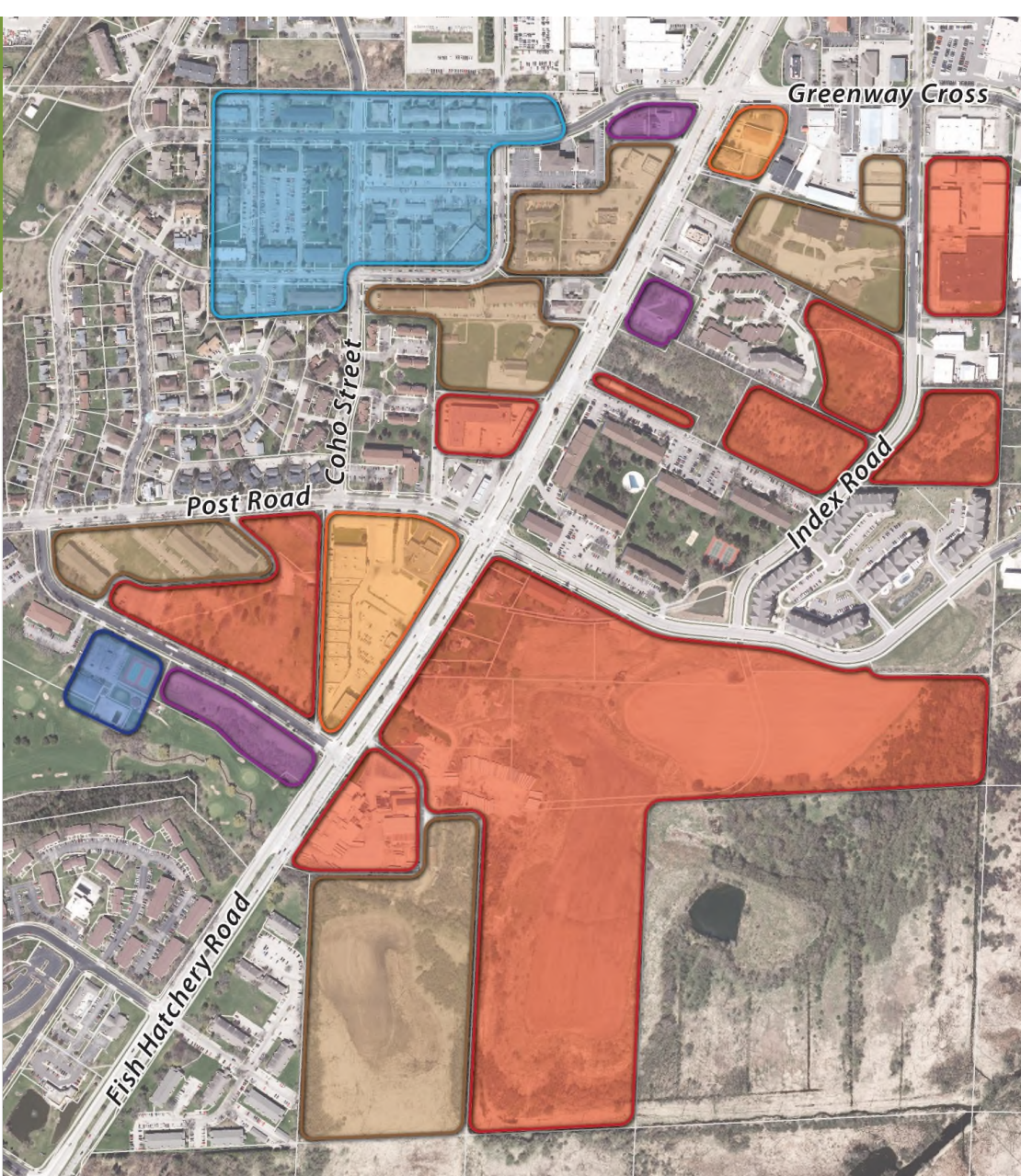
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-  Level 1 Redevelopment  
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-  Level 2 Redevelopment  
*active use sites with owners experienced in redevelopment*
-  Level 3 Redevelopment  
*sites with active uses and require assembly from multiple owners*

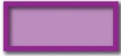
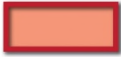





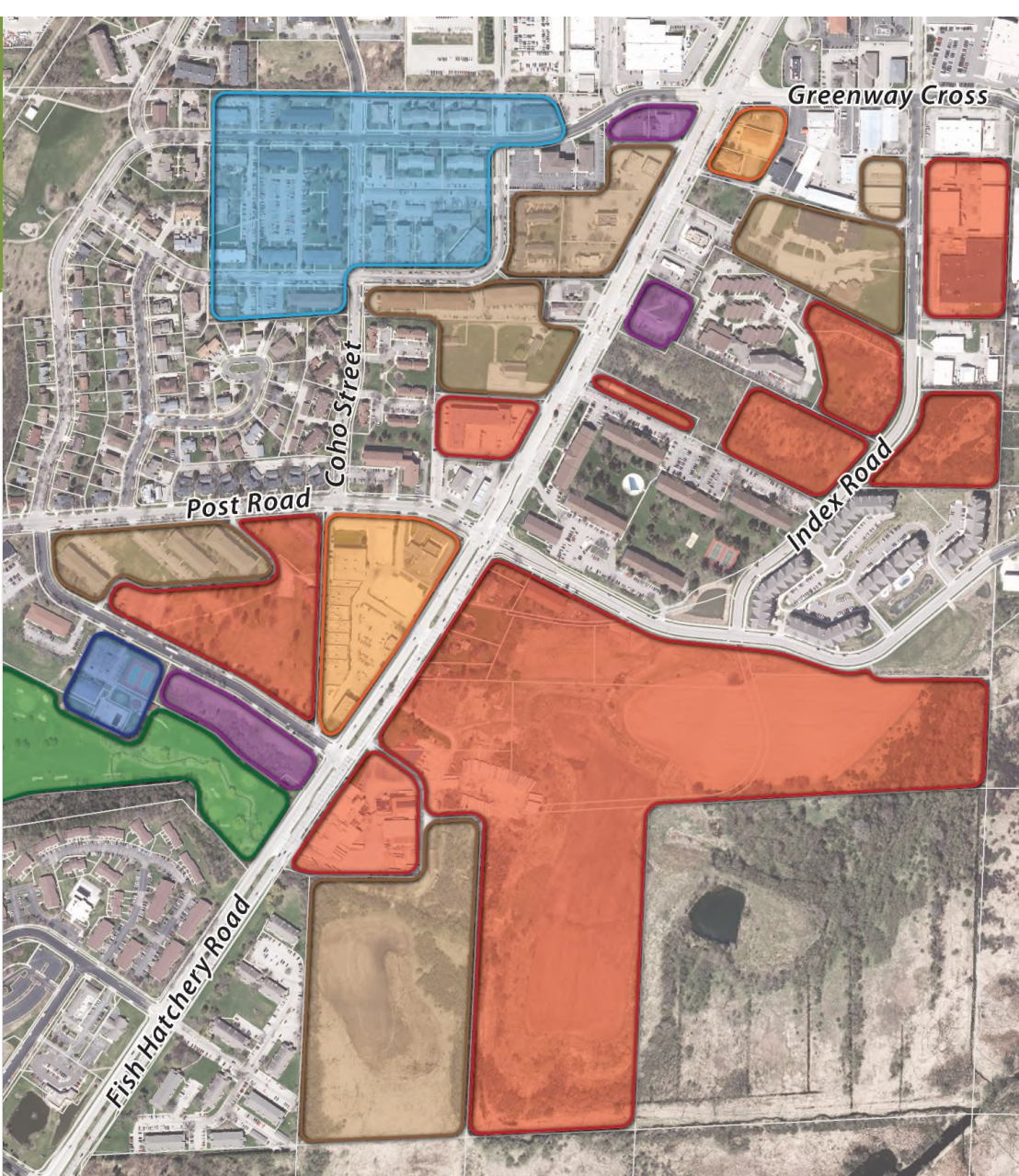
## LEGEND

-  **Redevelopment in Progress**  
*sites currently under redevelopment*
-  **Level 1 Redevelopment**  
*vacant/for sale sites available for immediate redevelopment*
-  **Level 2 Redevelopment**  
*active use sites with owners experienced in redevelopment*
-  **Level 3 Redevelopment**  
*sites with active uses and require assembly from multiple owners*
-  **Neighborhood Stabilization & Reinvestment**



## LEGEND

-  Redevelopment in Progress  
*sites currently under redevelopment*
-  Level 1 Redevelopment  
*vacant/for sale sites available for immediate redevelopment*
-  Level 2 Redevelopment  
*active use sites with owners experienced in redevelopment*
-  Level 3 Redevelopment  
*sites with active uses and require assembly from multiple owners*
-  Neighborhood Stabilization & Reinvestment
-  Neighborhood Hub



## LEGEND

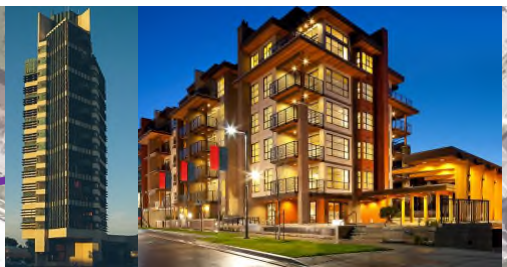
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-  Level 3 Redevelopment  
*sites with active uses and require assembly from multiple owners*
-  Neighborhood Stabilization & Reinvestment
-  Neighborhood Hub
-  Recreation

# OWNERSHIP



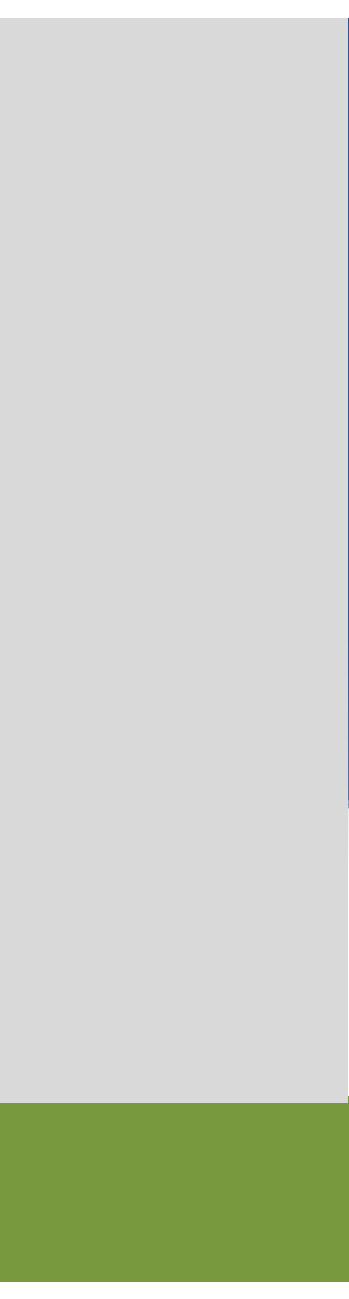


# EAST A

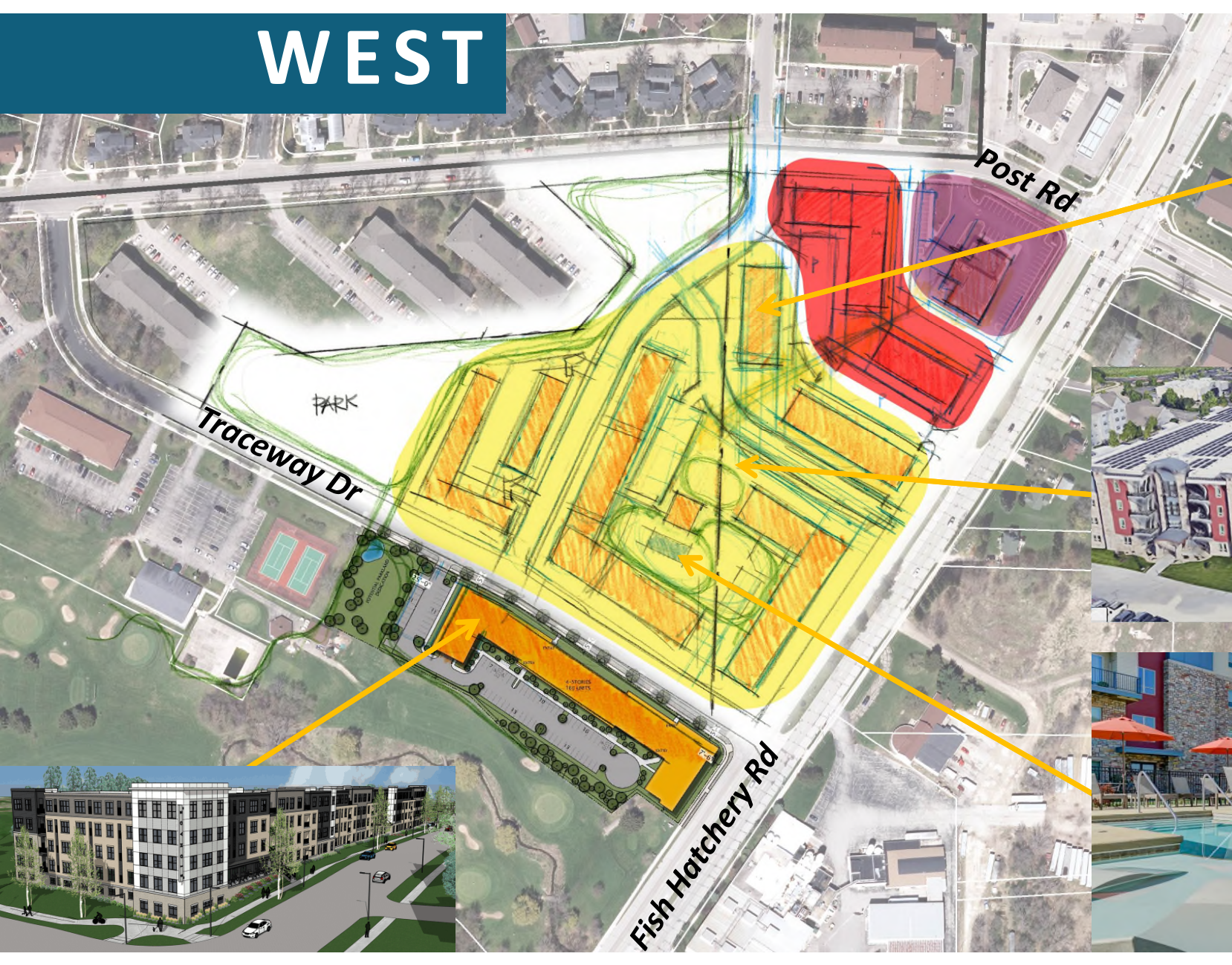


# EAST B

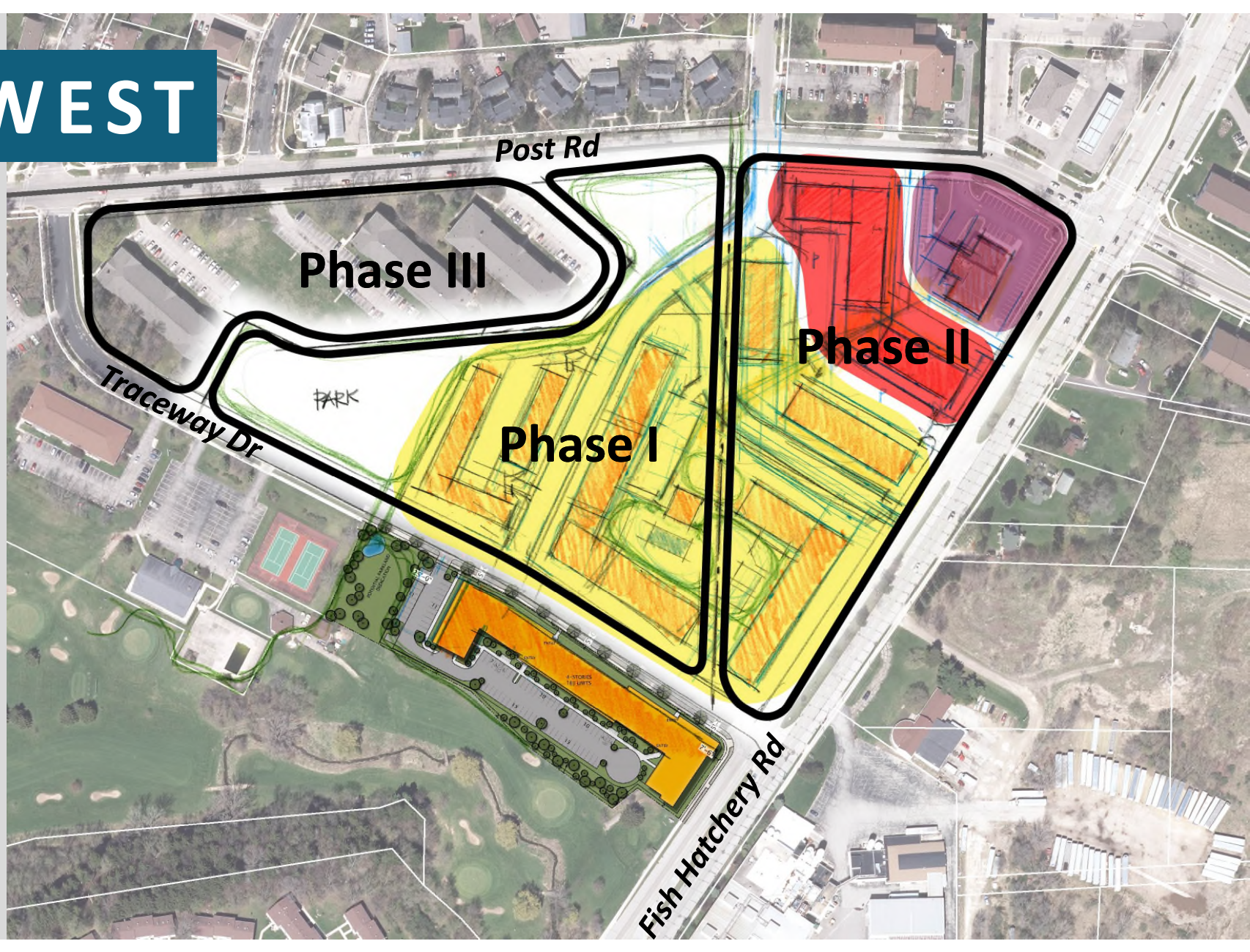




# WEST



# WEST



Post Rd

Phase III

Traceway Dr

PARK

Phase I

Phase II

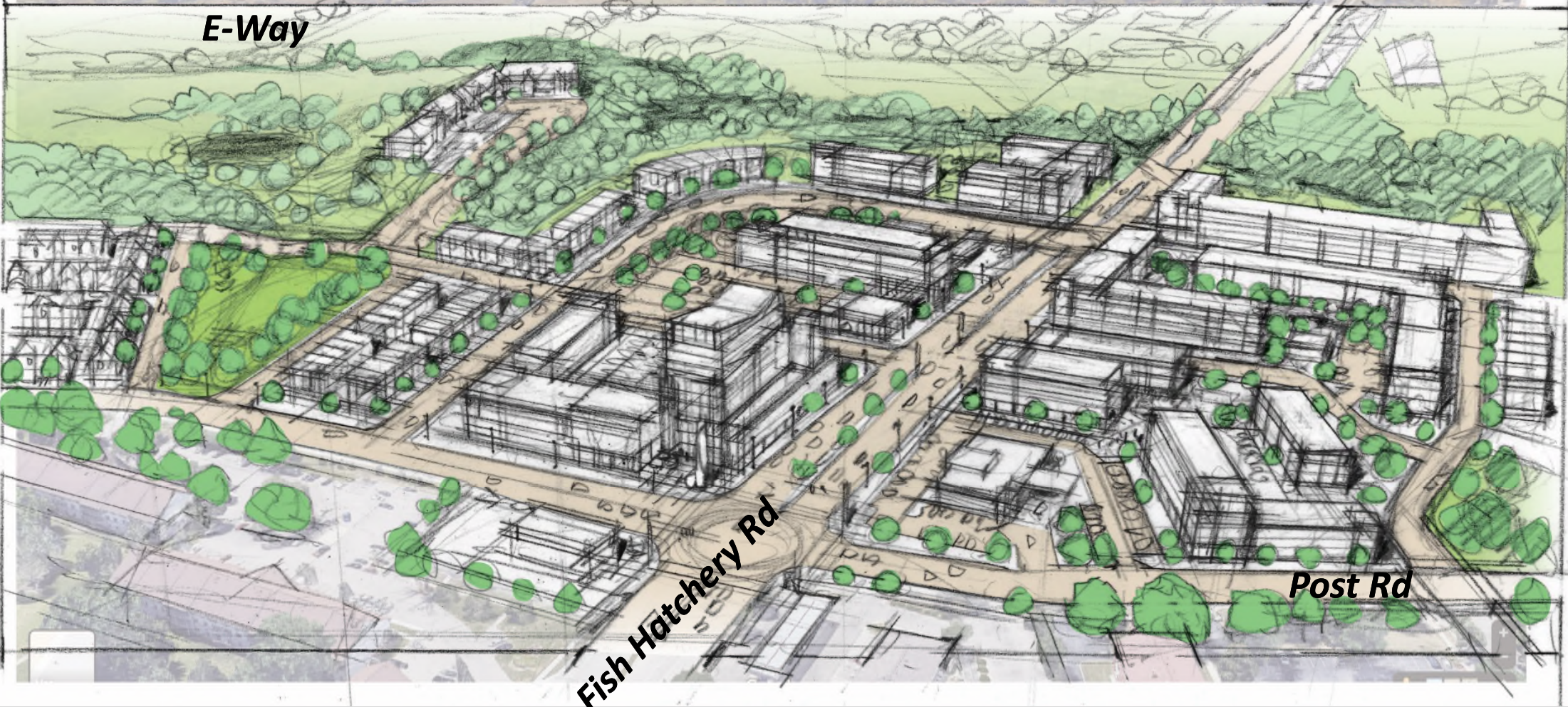
Fish Hatchery Rd

# DEVELOPMENT PROJECTIONS – ALL SCENARIOS

Concept	Comm. Sq. Ft.	Res. Units	Est. Value Increment	Est. Annual Tax Increment
East A	390,000	450	\$118,000,000	\$2,500,000
East B	420,000	390	\$138,000,000	\$3,000,000
West	25,000	460	\$40,000,000	\$900,000

**Lewis Nine Springs  
E-Way**

**Fish Hatchery (Facing South)**



**Fish Hatchery Rd**

**Post Rd**

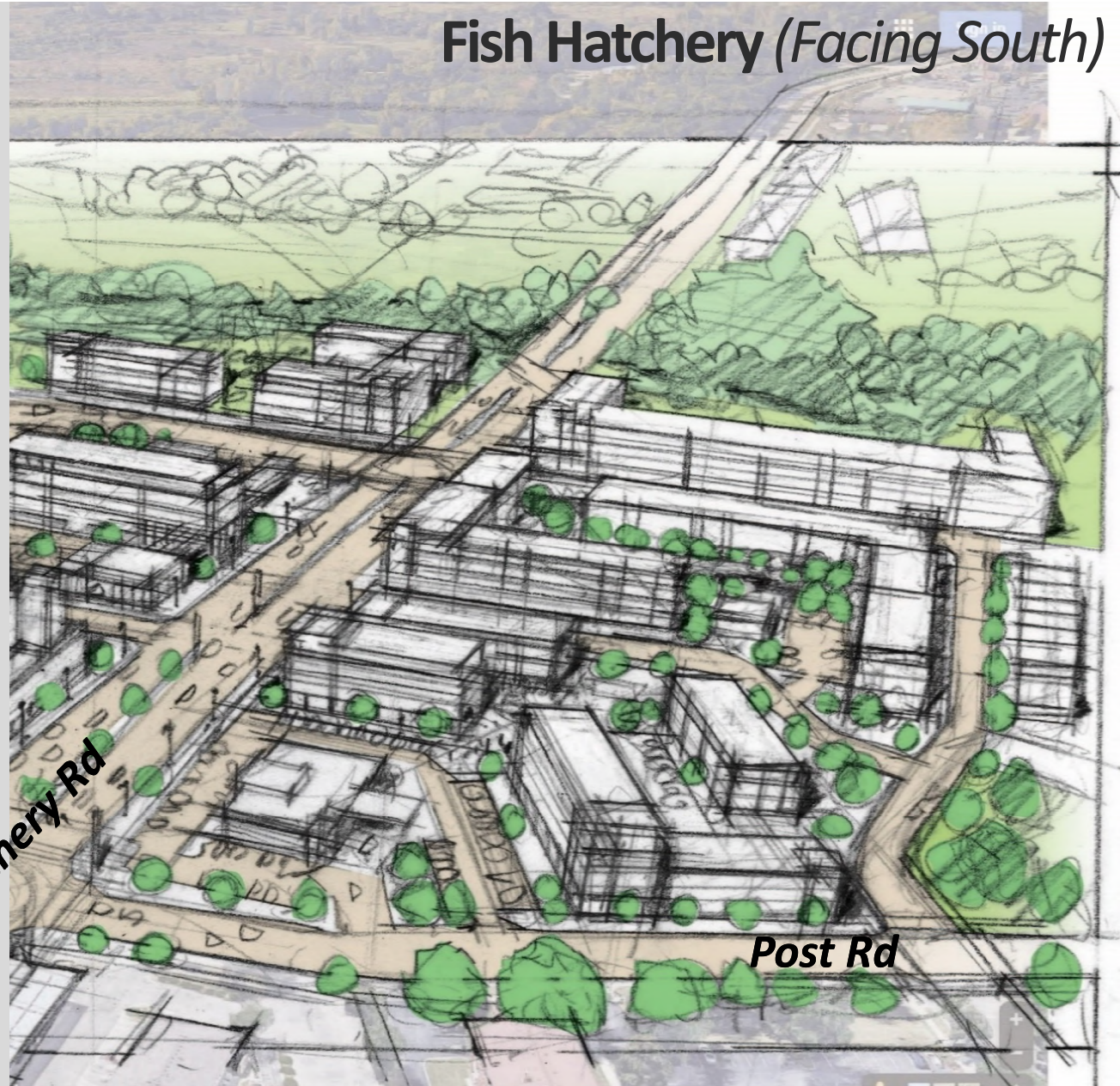


# WEST

## Fish Hatchery (Facing South)

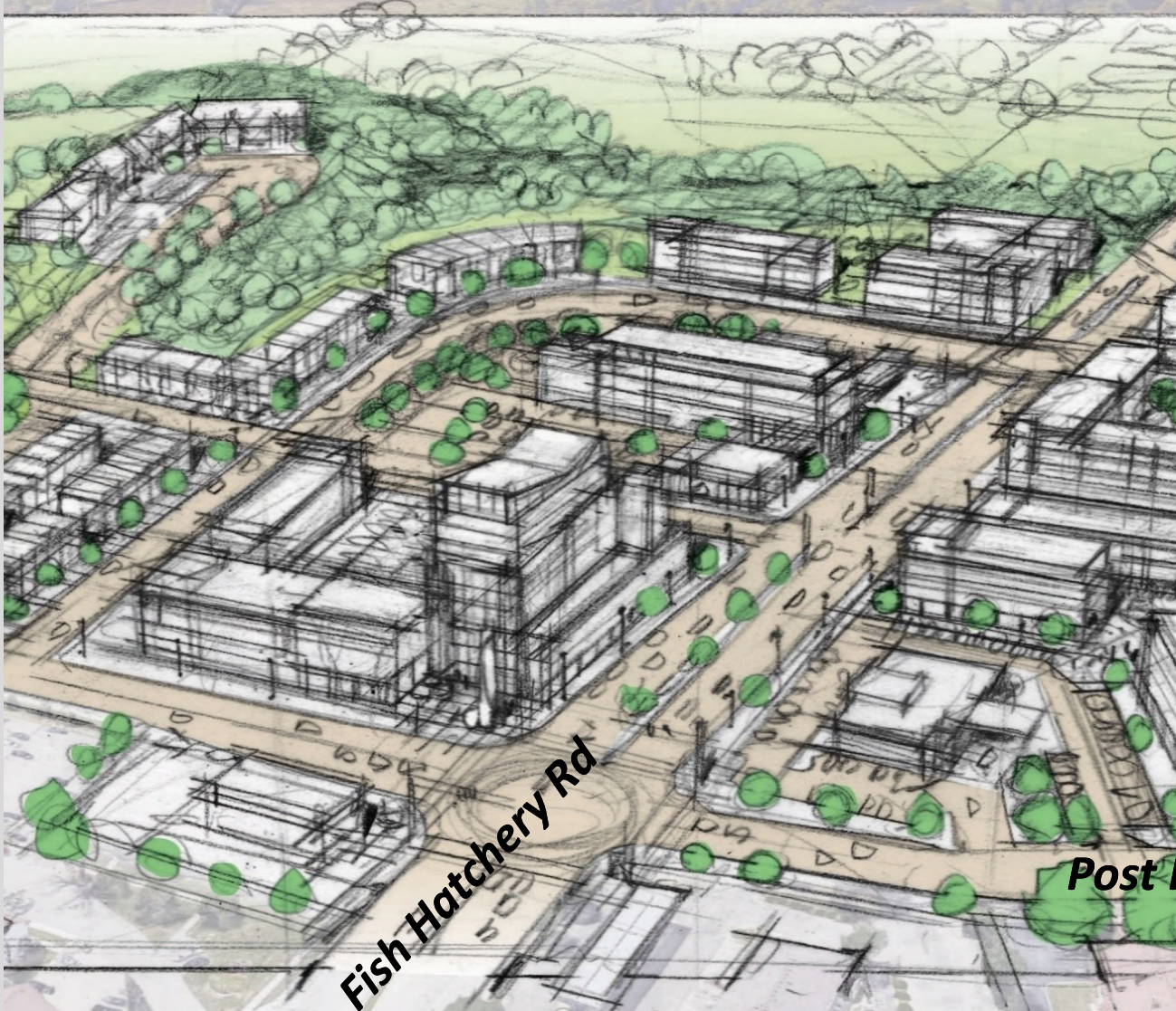
Fish Hatchery Rd

Post Rd



# Fish Hatchery (Facing South)

EAST

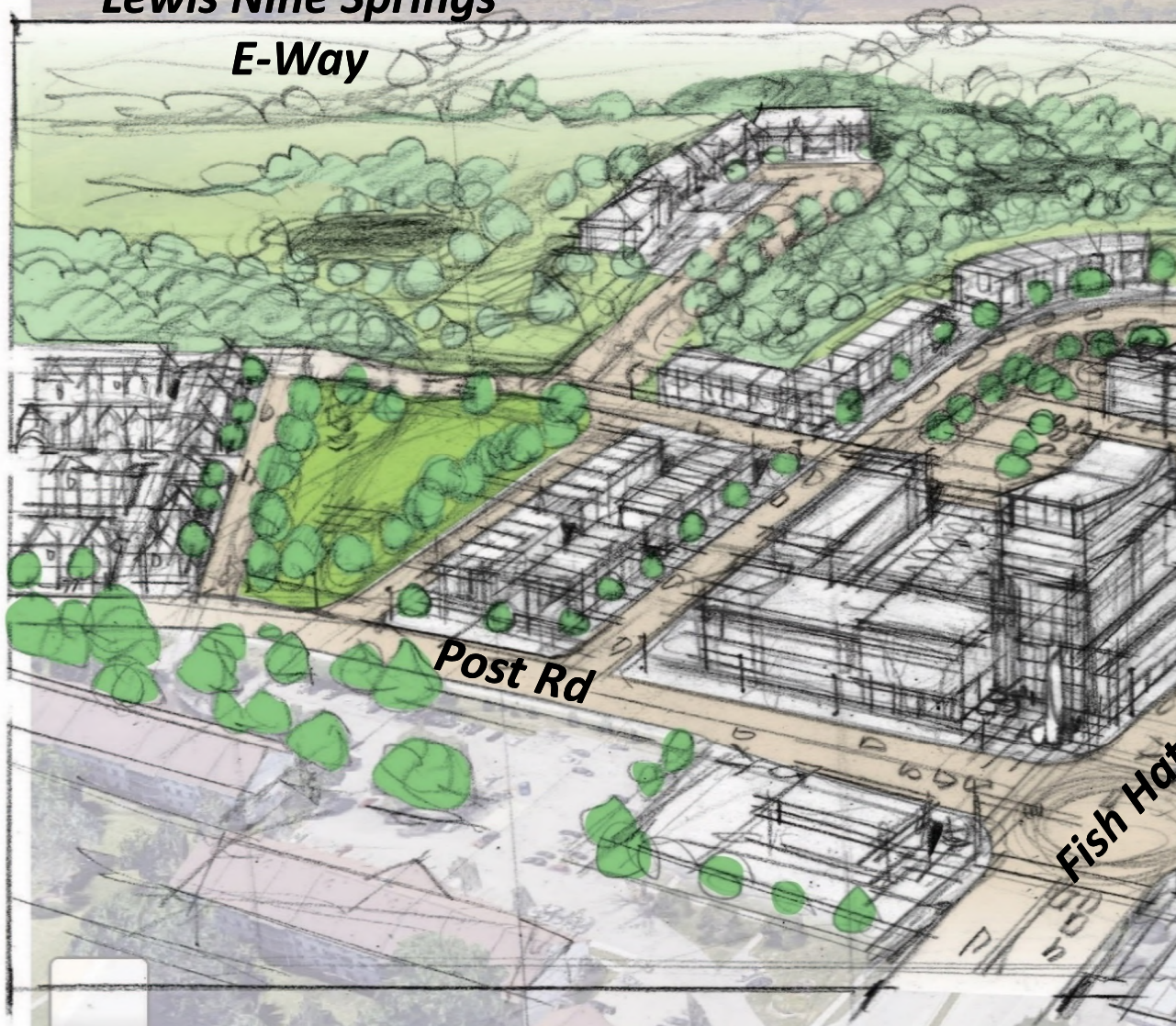


Fish Hatchery Rd

Post Rd

**EAST**

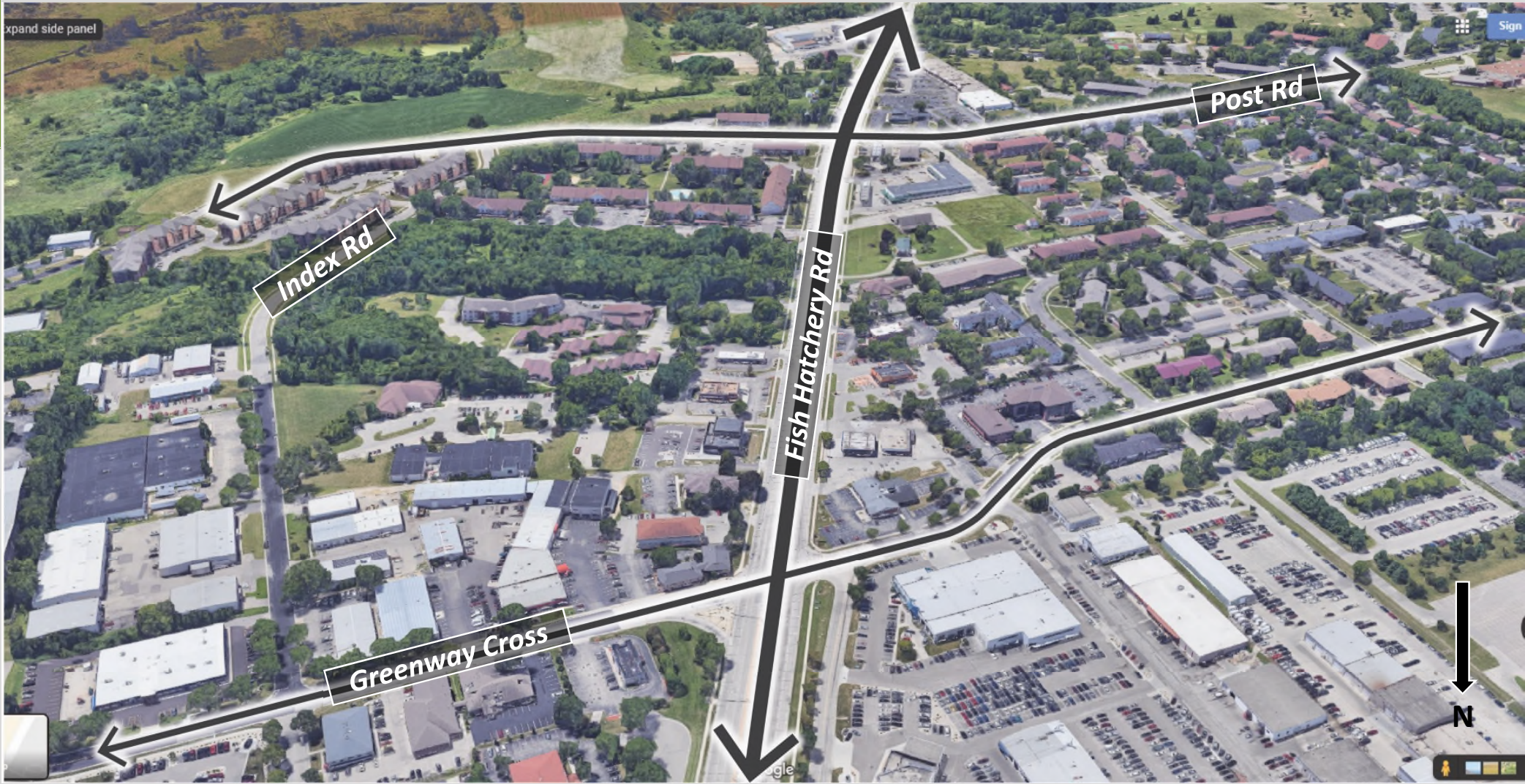
**Lewis Nine Springs  
E-Way**

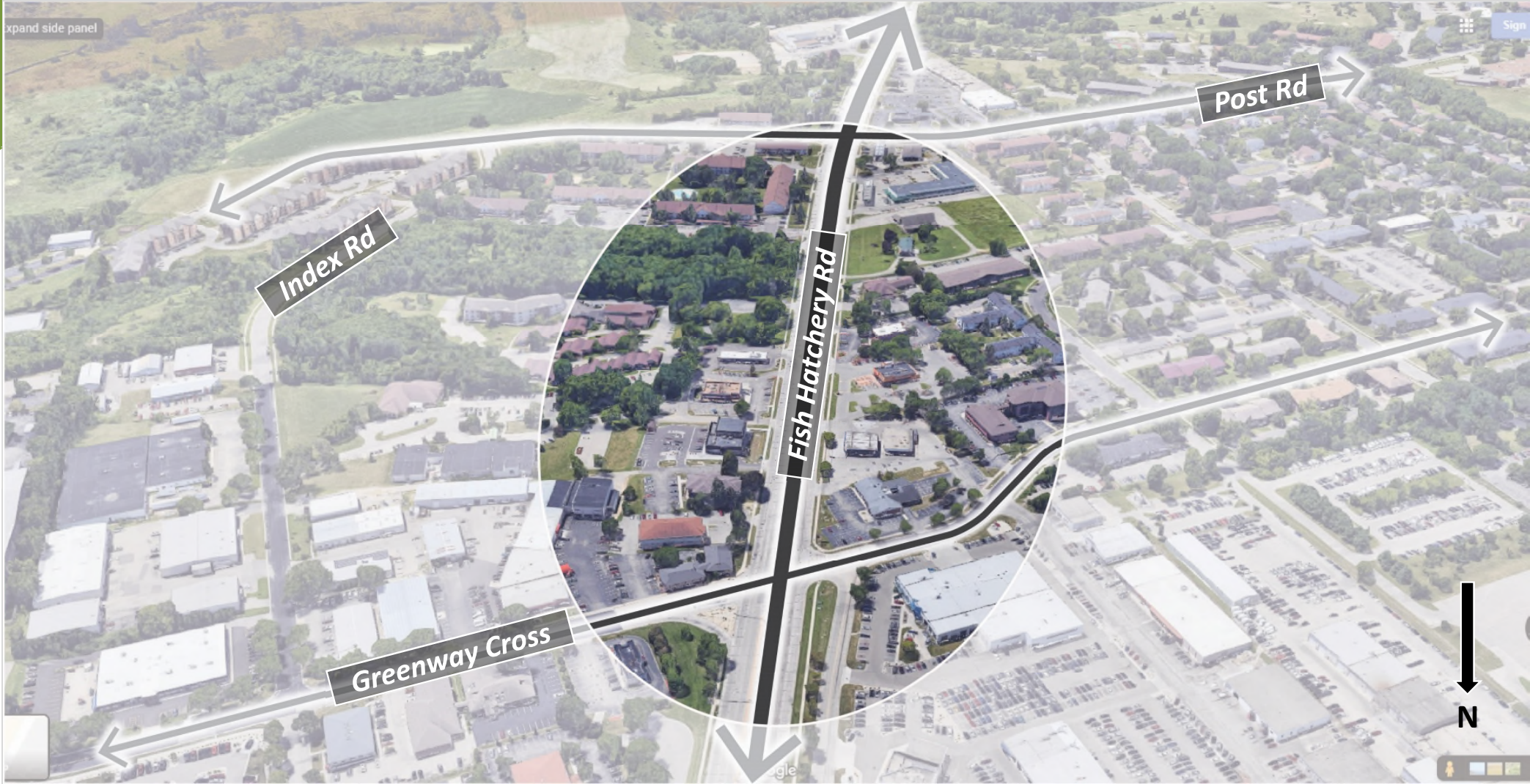


**Post Rd**

**Fish Hatchery Rd**

**Fish Hatchery  
(Facing South)**





expand side panel

Sign

Index Rd

Post Rd

Fish Hatchery Rd

Greenway Cross

N

gle

- Property assemblage as available
- Office/retail focus
- Serving high traffic corridor as well as adjacent employees & neighboring residence





## NEXT STEPS

- Input and consensus on Vision
- Advance projects to the next level with property owners and developers
  - Mix of uses/price points
  - City investments/use of TIF
  - High quality, urban-scale design

