

Plan Commission
Initiated by

Planning Dept.
Drafted by

Council Rev: 4/11/06 March 24, 2006
Date

RESOLUTION NO. R-31-06
A RESOLUTION APPROVING A COMPREHENSIVE DEVELOPMENT PLAN FOR
ORCHARD POINTE, CDP-1474-05

WHEREAS, Hawk Properties Group (now known as Peterson Properties) and Wingra Stone submitted a comprehensive development plan for lands in a triangular area of McKee Road south and east to Nesbitt Road, with the west border formed by the Fitchburg—Madison municipal boundary to be known as Orchard Pointe (formerly known as Fitchburg Commons), and

WHEREAS, the Plan Commission reviewed the request at a meeting, with public hearing on 12/20/05, and discussed the plan at meetings of 3/7/06 and 3/21/06, and

WHEREAS, the Plan Commission has reviewed and recommended approval of such request with conditions and, with the understanding that this is the first step in a process of additional city approvals.

NOW, THEREFORE, BE IT HEREBY RESOLVED that the City Council of the City of Fitchburg, Dane County, Wisconsin hereby approves a comprehensive development plan for Orchard Pointe (Based on the Mayo Corporation "Comprehensive Development Plan" of 12/8/05, Mayo Corporation "Comprehensive Development Plan Supplement" of 2/22/06, and Strand and Associates letter of 3/6/06 along with other documents and correspondence, and testimony presented at the meetings) subject to the following conditions:

- A. No other permit or approval is waived or deemed satisfied except for the approval herein provided.
- B. Public use connection to Sandstone Drive will be considered with the development of site 300.
- C. The Target store is to take reasonable efforts to meet a bronze LEEDS level, although certification is not required.
- D. Developability of site 500 will be determined once street cross sections and grading plans are available. It is the intent of the Plan Commission to have minimal disruption to the ridge particularly in regard to site 500.
- E. No zoning, conditional use, or architectural or site design approval is expressed or implied in any way from the submitted information, or approval herein provided. The Plan Commission will review these requests based on their own merits. Certain

proposed uses identified in the information require conditional use approval under standard zoning. Applicant shall, with any rezoning or preliminary plat submittal provide deed restrictions of sufficient nature to describe architecture and site design and to tie the full Orchard Pointe project together.

F. Developer shall provide evidence of suitable dedication for all adjacent streets and roadways. Payment for off site road improvements shall be determined at the time of platting.

G. Lot 300 will not be developed until a storm water plan (to correct the Jamestown basin system), is in place, and implemented in a reasonable amount of time. The intent is to not add additional storm water flow to Goose Lake from the 30—40 acre area (generally considered to be sites 100, 300, and 1200) that was, and is, not part of the original Jamestown basin storm water service area.

H. A four lane Fitchrona Road (with associated recreation path and sidewalk) shall be put in place with timing to be addressed at the time of the phasing plan. It is incumbent upon the developer or owner to work with the City of Madison to obtain a decision from Madison on the allowance of a four lane Fitchrona Road north of Nesbitt Road. A two lane Fitchrona Road (with associated recreation paths and sidewalks) may be allowed with the initial development (initial development will be defined with the phasing plan).

I. A phasing plan, tied to off site road improvements, through the use of performance standards, shall be submitted with the preliminary plat. Applicants shall, with the preliminary plat, submit written acceptance from the owners of the Gymfinity site (lot 2 Nesbitt Heights) and the owner of the American Health and Safety property (lots 8 and 9 Nesbitt Heights) with concurrence to the road improvements to cross or adjoin their property.

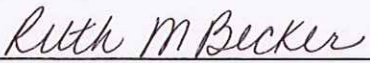
J. Two or three story buildings may be required in accord with the following: 1. Sites 200, 400, 500, 800, and 1200 may be required to provide for at least 33% of the total square footage as second or third floor space. Any surface space saved by the added story space may become open space for that site, or may be utilized. 2. Site 900 may be required to provide for at least 5,610 sq ft (33% of the potential non apparel store, and fast food restaurant space) as second or third floor space. Any surface space saved by the added story space may become open space for that site, or may be utilized.

K. Total trip generation (pm peak and daily total, which ever is more restrictive) for each respective land owner area (sites 100—900 and 1200) shall not exceed the level used for the Strand and Associates 3/6/06 analysis summarized in the 3/6/06 letter. Trip exchange may occur between ownership areas.

L. Residential uses may become part of the project as long as such use relates to and is integrated with nearby residential land uses.

M. Developer shall provide consideration of structured parking as part of the development and/or utilization of air rights over surface parking.

Adopted by the City Council of the City of Fitchburg at a regular meeting held this
// day of April, 2006.



Ruth M. Becker, City Clerk

Approved: 4/11/2006



Tom Clauder, Mayor

Fitchburg Commons

Comprehensive Development Plan

PREPARED FOR

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PREPARED BY

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**NOVEMBER 23, 2005
REVISED DECEMBER 8, 2005**

Fitchburg Commons Comprehensive Development Plan (CDP)

Overview of Development Concept

Located in the southwest quadrant of the McKee Road (CTH "PD") and Verona Road (US 151) intersection, the Fitchburg Commons is planned as a commercial area providing over 109+ acres of development and redevelopment opportunities for "community scale" retail, service, and entertainment businesses. The Planning Area is bounded by McKee Road on the north, Verona Road to the southeast, and the City of Madison's Cross Country neighborhood to the west.

Highlights

The highlights of this Plan include:

- Reclamation of the Wingra Stone Quarry.
- Improved traffic circulation patterns to alleviate congestion at the McKee Road, Verona Road, Nesbitt Road intersections.
- Environmentally sensitive design incorporating the wooded hillside that is a notable feature of this area of the City.
- Expansion of the City's real estate tax base and employment base.
- Integrated, high quality architectural standards reflecting viable, high value, and successful business development.

Objective and Background

The objective and focus of the Fitchburg Commons Comprehensive Development Plan (CDP) is to articulate a framework for the development and redevelopment of the Planning Area per Section 15.03(6) of the City of Fitchburg Land Division Ordinance. The CDP addresses Land Uses, Traffic Circulation, Water and Sewer Infrastructure, Storm Water Management, and the interface with the adjoining City of Madison neighborhood.

Formulation of the CDP has evolved over several years through conceptual sketches referencing various sites within the Planning Area and the evaluation of various planning issues including traffic circulation and water and sewer infrastructure. Work on this iteration of the CDP began in early 2005 when the renewed interest expressed by Target Stores and a grocery business validated the high economic potential and market viability of store locations in the vicinity of the McKee Road - Verona Road intersection.

The Fitchburg Commons CDP has been prepared with the involvement of City Staff, and preliminary versions of conceptual plans have been presented to adjacent neighborhoods in Madison and Fitchburg for comment.

Pre-submittal planning activities and milestones:

- Meetings with City of Fitchburg Staff.
- Meeting with City of Madison – neighborhood.
- Meeting with City of Fitchburg – Jamestown neighborhood.
- Follow-up meeting with City of Fitchburg Staff.
- Introductory meeting with Fitchburg City Council.
- TID discussions with Fitchburg City Staff, Finance Committee, and City Council.

Proposed Development Timeline

November 2005	Common Council endorsement of project interest for Tax Incremental District financing of infrastructure
November 23, 2005	CDP submitted for City of Fitchburg Staff review.
December 8, 2005	Supplemental and edited version of CDP submitted for Plan Commission review, discussion, and action.
December 20, 2005	Plan Commission: CDP review and discussion.
January 2006	CDP approval completed and rezoning and platting process begins
April 2006	Rezoning and platting completed
May 2006	Construction begins
Summer 2007	Phase I completed, and anchor store (Target) opens for business.

Area characteristics, existing conditions, and planning considerations

The Planning Area is a significant cross-roads location in the metropolitan area and as such has tremendous visibility and accessibility to the greater Madison-Fitchburg market place.

The Planning Area encompasses approximately 150 acres and currently includes the following businesses locations occupying about 60 acres:

Entertainment & Leisure:

- Monkeyshines Tavern
- Pancake Café Restaurant
- Quivey's Grove Restaurant
- Ten Pin Alley
- Gym-finity
- Urban Links

Finance and Professional Services

- Wisconsin Community Bank
- Madison Urgent Care
- Belle-domicile
- Lord Spinecare
- Welding and repair
- Fitchburg Veterinary Hospital

Lodging

- Country Inn and Suites

Retailing

- Jung's Nursery and Greenhouse
- CarQuest Auto Parts
- Bavarian Sausage

Other

- EZ Gregory (Vacant)
- Wisconsin Health & Safety (Vacant)
- Motely Salon

There are 21 property owners within the Planning Area. Five owners, controlling approximately 109+ acres have expressed an interest in development or redevelopment of their properties. The Fitchburg Commons CDP focuses on this area and includes:

- The Wingra Stone Quarry
- Urban Links
- The former EZ Gregory
- The Pancake Café site
- The Sara Investment property (proposed for redevelopment in the long term but not initially)
- The Nesbitt Heights lots and the former Whitish farm fronting along Nesbitt Road.
 - Note: The Whitish Farm is presently in the Town of Verona, and is proposed for annexation to the City of Fitchburg as part of the implementation of this development plan.

Natural Features

The predominant topographic feature within the Planning Area is the hillside rising approximately 100 feet above and running parallel to Nesbitt Road. The southerly aspect of this hill is very steep and is heavily wooded. Predominant species include: black walnut; black locust; white, black and burr oaks; and occasional hickory trees. Field observations noted only 2 to 3 oak trees with potential specimen quality along the south central edge of this woodland. This 12 acre wooded hillside, which is part of the Wingra Stone property, creates a naturalized backdrop for the Nesbitt Road frontage. Previous planning studies have noted the importance of managing and maintaining this natural feature as it is a major visual feature in this gateway area of the community.

The northerly slope of this hill is part of a quarry that extends north of McKee Road. There is limited berming and landscaped screening along the western boundary of the quarry and along the McKee Road frontage. The area north of McKee Road is currently being mined. The portion of the quarry included in the CDP Planning Area is currently being used for equipment storage and material stockpiles.

The extensive topography, geology, and vegetation that exist in the area combine to create unique and visually interesting views and settings throughout the Planning Area. There may be opportunities to incorporate exposed rock faces, wildlife habitats, and re-established natural areas into a unique and appealing commercial neighborhood.

Drainage from the Planning Area flows generally in a southerly direction with water collecting in a drainage swale and flowing southwesterly along and then under Verona Road. This drainage system continues to a pond in the Quarry Ridge Recreation Area and then westerly eventually to the Goose Lake basin. A small pond located west of the Madison Urgent Care property and a one-half acre isolated wetland in the south central portion of the Planning Area north of Nesbitt Road are also part of the surface water drainage system. Except for the area occupied by the quarry, properties in the Planning Area are part of the Jamestown Storm Water Assessment District which provides and maintains the detention facilities for managing storm water from current and future development.

Immediately to the southwest of the Planning Area, the low topography in the vicinity of the Fitchrona Road and Verona Road overpass is subject to periodic flooding during large storm events.

City Staff has requested development in the Planning Area attain a ratio of 35%-65% open space to impervious surface in order to improve infiltration, better manage storm water flow, and to enhance and maintain the natural characteristics of the area.

Adjoining Properties

North:

Active quarrying operations are located immediately north of the Planning Area.

Northeast and East:

Mixed retail, warehousing/distribution, and quarrying and asphalt production are located northeast and east of the Planning Area and across Verona Road.

South:

South of US 151 is the City of Fitchburg's Quarry Ridge Recreation Area (a dog park and trail access point for the Military Ridge and Capital City bike trails). City Staff would like to improve access to the Military Ridge and Capital City bike trails.

West:

Cross County residential neighborhood in the City of Madison. Development of the Planning Area will need to include special provisions for buffering and managing the edge between the proposed commercial development and this existing neighborhood, including: augmenting the existing berm, installing additional vegetation and/or screening fencing, carefully located site lighting and sensitive building design and architecture.

Transportation Network

Motor vehicle travel:

The northern boundary of the Planning Area has frontage on along McKee Road (County Trunk Highway PD). McKee Road is a 4 lane divided roadway with restricted access. There are several access points into the Planning Area from McKee Road (Nesbitt Road, the EZ Gregory driveway, the Urban Links driveway, and two drives into the quarry site). Since McKee Road is a Dane County Highway, access and intersection improvements will be subject to County Highway Department review.

McKee Road intersects with Verona Road (US 151) at the northeast corner of Planning Area and is a main east-west arterial street providing for inter-city travel across the southern part of the metropolitan area. McKee Road carried 18,400 AADT west of Verona Road in 2002.

Nesbitt Road is a recently improved local street which traverses the easterly and southern portion of the Planning Area and intersects with McKee Road (at the northeast corner) and Fitchrona Road (at the southwest corner). Nesbitt Road functions as a collector route serving Madison and Verona residential neighborhoods to the southwest. Nesbitt Road carried 4,600 AADT south of McKee Road in 2002

Fitchrona Road extends due south from Nesbitt Road and is the only north-south route connecting to lands south of Verona Road within a 1 mile radius of the Planning Area.

Pedestrian and Bike Travel.

The Military Ridge and Capital City bike trails are located along the southerly right-of-way (ROW) of Verona Road and are accessible from the Planning Area from Fitchrona Road.

Nesbitt and Fitchrona Roads have a paved/striped bike lanes and there is a paved multi-purpose path along the south side of McKee Road.

Previous traffic studies conducted by the City concluded that additional connecting travel routes between Nesbitt and McKee Roads were needed to support commercial development in the Planning Area and to provide adequate traffic circulation and alleviate congestion at the existing McKee Road – Nesbitt Road – Verona Road intersection(s). The recommended street improvements included a 4 lane connection running north-south between McKee Road and the Nesbitt Road – Fitchrona Road intersection, and an east-west street roughly through the middle of the Planning Area. The new proposed north-south route between McKee Road and Nesbitt Road will further enable more efficient regional travel in this quadrant of the Metropolitan Area.

Street interconnection into the adjacent Madison residential neighborhood is not seen as critical to managing the traffic circulation issues generated by the future commercial development in the Planning Area. The primary travel routes to the Planning Area, will be McKee Road, Nesbitt Road, and Fitchrona Road. With the completion of the recommended Fitchrona Road Extension, there will be very little traffic seeking a bypass route through the adjacent residential neighborhood. The neighborhood also recently installed speed humps and traffic calming improvements to discourage regional travel through the neighborhood and is adamantly against street interconnection with the Planning Area at Sandstone Drive.

As the Fitchburg Commons area develops, it will be important to carefully integrate viable and convenient pedestrian/bike travel options. A pedestrian/bicycle connection at Sandstone Drive may be an effective means to encourage non-motorized trips, and could also provide a linkage to the Quarry Ridge Recreation Area access and to the Military Ridge and Capital City Bike Trails that would compliment this commercial neighborhood.

Utilities

Public Water.

Public water mains are located along McKee Road and Nesbitt Road. A City of Fitchburg water tower is located approximately 1 mile southeast of the Planning Area. The existing water storage and distribution system is adequate to serve intense commercial development of the Planning Area.

Sanitary Sewer.

A sanitary sewer main (interceptor) is located along Nesbitt Road and has adequate capacity to serve development of the Planning Area. Several of the existing business in the northeast corner of the Planning Area currently must utilize grinder pumps due to the shallow depth of the existing sewer mains. A new sanitary sewer line would alleviate limitation within the collection system.

Storm Water Management.

The majority of the Planning Area has been included in the Jamestown Storm Water Assessment District. These properties have been assessed a fee for the use of a regional detention basin and therefore are not required to provide on-site detention facilities. These properties however, must provide for storm water infiltration as required by Wisconsin Administrative Code NR 151. Storm water detention and infiltration facilities, commensurate with the scale of development, must be provided for in the balance of the Planning Area (essentially the former quarry). Because of the geology of the area, development in some locations may be exempt from installing infiltration facilities.

Fitchburg Commons Development Plan

All participants in the development of this area must recognize the local and community impacts of this project and the project's relation to various natural and man-made systems that define the characteristics of this area. Individual projects must complement, not compete with, adjacent development in terms of public space, walk and trail connections, storm water management solutions, street layout, parking strategies, land use mix, and building design.

Fitchburg Commons is proposed as an extensive business district providing development locations for "community-scale" commercial and business activities. Table 1 provides a summary of Land Uses, approx. acreages, Build-out FAR, building square footage, parking demand, and Open Space that will characterize this business district.

Standard zoning is proposed for the project and will include the Business General (B-G) and Business Highway (B-H) districts for development areas, and the Parks and Recreation (P-R) district for storm water management areas, drainage ways and opens spaces. Phase 1 of the development process will focus on the required street, utility, and storm water infrastructure and development of parcels 100 and 200, as illustrated on the Land Use Development Plan Map and proposed Zoning Map.

Fitchburg Commons has been designed with "Green Building" principles in mind and will strive to encourage tenants and owners to build and operate their businesses in an environmentally sound manner. "Green Building" principles that have been incorporated into the development scheme, either as site planning considerations or as development guidelines, include:

- Encouraging use of natural lighting throughout the architecture when practical
- Utilizing light colored roofing materials
- Considering daylighting and natural views in building placement and elevations
- Incorporating regionally sourced materials in building construction
- Utilizing recycled materials in site grading and parking lot construction

Incorporating "Green Building" principles in the proposed development planning resulted in the following design objectives:

- Reclaim a quarry site.
- Redevelop existing under-utilized commercial locations.
- Protect and restore natural areas and minimize fragmentation of open spaces.
- Infiltrate storm water run-off.
- Minimize micro-climate "heat islands" from parking lots with landscaping.
- Minimize night time light pollution with lower wattage and shielded fixtures, when practical.
- Encourage bicycle and pedestrian travel
- Accommodate use of mass transit

More detail about these "Green" principles is articulated in the Development / Architectural Guidelines section of this report.

Table 1
Fitchburg Commons
Development Parameters

Date: Nov. 23, 2005, Dec.6, 2005

Parcel	Proposed Use *	Parcel Size	Zoning	Maximum Floor Area Ratio FAR	Minimum Open Space Ratio OSR	Projected Open Space	Potential Floors	Projected Gross Floor Area **	City Parking Ratio ****	Req'd Spaces	Proposed Parking Ratio *** (sp/1000sqft)	Spaces	Commentary
100	Large Scale Discount In-line Retail	20.7 acres	B-H	0.25-0.275	0.20	180,338 sq.ft.	1.00	127,300 sq.ft.	3.3	420	4.7	598	
	Office Supply							20,000	3.3	66	4.7	94	
	Arts & Crafts							20,000	3.3	66	4.7	94	
	Outlot Development												
	Specialty Retail							9,600	3.3	32	3.3	32	
	Specialty Retail							8,400	3.3	28	3.3	28	
	Bank with Drive-thru							5,000	3.3	17	3.3	17	
	High Turn-over Restaurant							5,600	20	112	20	112	
								195,900					
200	Supermarket In-line Retail	11.6 acres	B-H	0.15-0.175	0.20	101,059 sq.ft.	1.00	40,000	3.3	132	4.7	188	
	Specialty Retail							6,000	3.3	20	4.7	28	
	Outlot Development							20,000	3.3	66	4.7	94	
	High Turn-over Restaurant							6,000	20	120	20	120	
	Credit Union with Drive-thru							5,000	3.3	17	3.3	17	
								77,000					
300	Specialty Retail	5.7 acres	B-H	0.25-0.275	0.20	49,658 sq.ft.	1.00	65,000	3.3	215	4.7	306	
400	Office-Retail Mixed Use	3.7 acres	B-G	0.25-0.30	0.20	32,234 sq.ft.	2.00	40,000	3.3	132	3.3	132	
500	Office	3.6 acres	B-G	0.25-0.30	0.20	31,363 sq.ft.	3.00	40,000	3.3	132	3.3	132	
600	Specialty Retail	1.6 acres	B-G	0.05-0.06	0.20	13,939 sq.ft.	1.00	3,000	3.3	10	4.7	14	Nestbitt & Fitchrona
700	Office-Retail Mixed Use	7.1 acres	B-G	0.25-0.30	0.20	61,855 sq.ft.	2.00	60,000	3.3	198	3.3	198	Nesbitt Hts
800	Office-Retail Mixed Use	5.8 acres	B-H	0.25-0.30	0.35	88,427 sq.ft.	2.00	50,000	3.3	165	3.3	165	(golf dome)
900	Retail Fast food w/ Drive-thru	7.6 acres	B-H	0.25-0.275	0.35	115,870 sq.ft.	1.00	50,000	3.3	165	4.7	235	Neitzel
	High Turn-over Restaurant							3,000	20	60	20	60	
								5,000	20	100	20	100	
								58,000					
1000	Office-Retail-Warehouse Mixed Use	5.2 acres	B-H	0.25-0.275	0.35	79,279 sq.ft.	1.00	45,000	3.3	149	3.3	149	Sara Investment
1100	Office-Retail Mixed Use	5.3 acres	B-G	0.20-0.25	0.35	80,804 sq.ft.	1.00	40,000	3.3	132	3.3	132	Spahr/Peterson
1200	Office-Retail Mixed Use	4.6 acres	B-G	0.20-0.25	0.35	70,132 sq.ft.	2.00	40,000	3.3	132	3.3	132	Whitish Farm
2000	Open Space (Woods & wetland)	6.5 acres	Environmental Cor.		1.00	283,140 sq.ft.							
2001	Open Space (West Berm)	3.7 acres	Environmental Cor.		1.00	161,172 sq.ft.							
2002	Storm Water Management (W)	2.5 acres	Environmental Cor.		1.00	108,900							
2003	Open Space (E)	1.2 acres	Environmental Cor.		1.00	52,272 sq.ft.							
2004	Storm Water Mgt (S)	0.6 acres	Environmental Cor.		1.00	26,136 sq.ft.							
Subtotal		97.0 acres				1,536,579 sq.ft.		713,900		2,683		3,175	
ROW	McKee Road	0.3 acres											
ROW	Fitchrona Road	8.4 acres											
ROW	Loop to Nesbitt	1.7 acres											
ROW	Connection to McKee	2.0 acres											
Total		109.4 acres											

Total Open Space =

Acre

35

36.37%

Summary by Use

Parcel Acreages

Business Development 82.5 75.4%

Open Space Parcels 14.5 13.3%

Rights of Way 12.36 11.3%

109.4

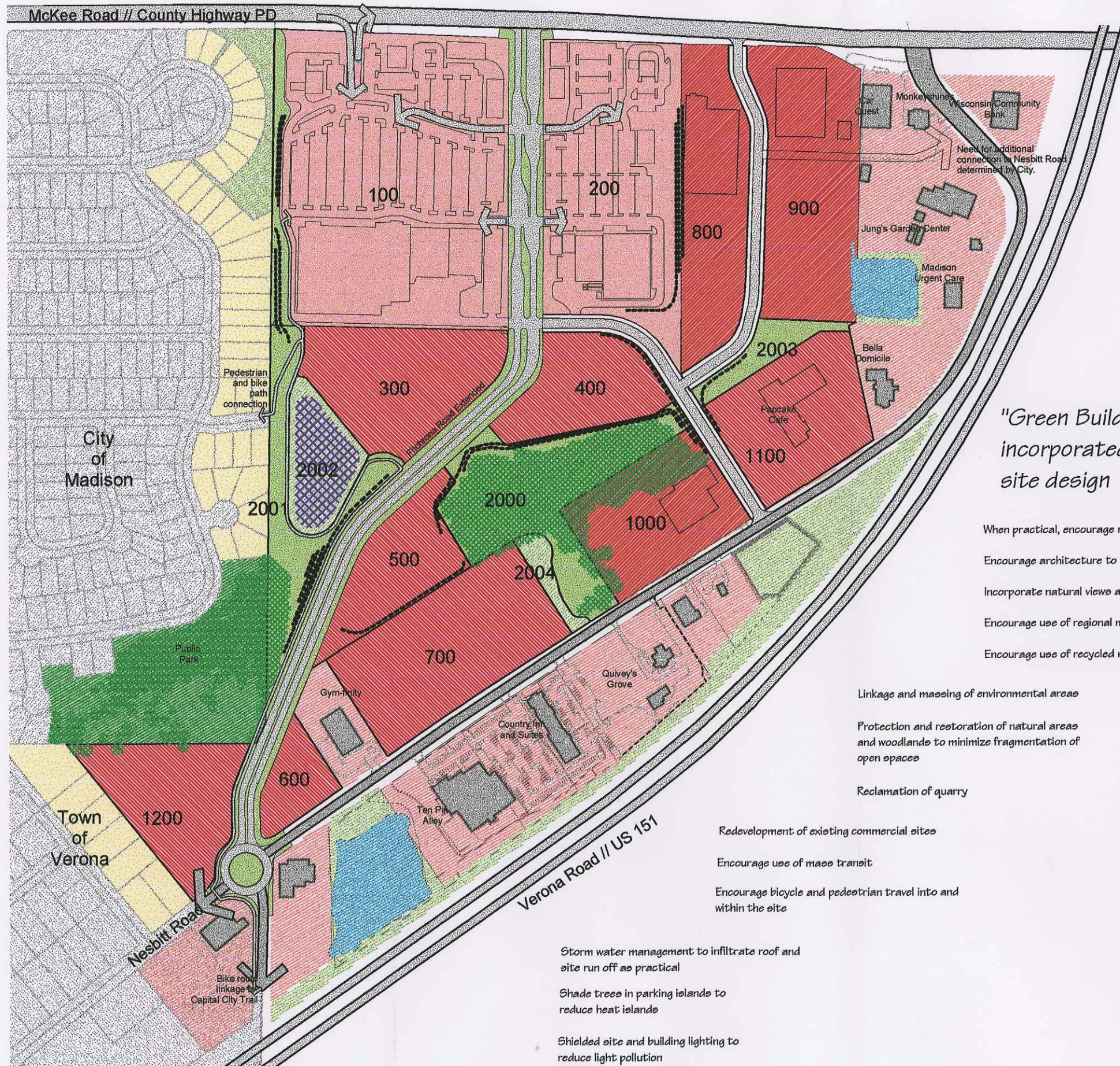
Notes:

* Specific uses such as "Office Supply" are reasonably anticipated to be possible tenants/occupants and are listed for traffic impact analysis only.

** Projected Gross Floor Area based on analysis of specific sites and anticipated development.

*** Proposed Parking rates represent the "High" end of the scale for impact analysis

**** City parking standard of 1 space per 300 sq ft. Dining standard based on estimated conversion of city standard for seating to gross floor area



Fitchburg Commons Comprehensive Development Plan

Land Use Development Plan

*"Green Building" Principles
incorporated into the
site design*

- When practical, encourage natural lighting throughout architecture
- Encourage architecture to utilize light colored roofing
- Incorporate natural views and daylighting within architecture
- Encourage use of regional materials (limestone) in building facades
- Encourage use of recycled material for site grading and parking lots

- Linkage and massing of environmental areas
- Protection and restoration of natural areas and woodlands to minimize fragmentation of open spaces
- Reclamation of quarry

- Redevelopment of existing commercial sites
- Encourage use of mass transit
- Encourage bicycle and pedestrian travel into and within the site

- Storm water management to infiltrate roof and site run off as practical
- Shade trees in parking islands to reduce heat islands
- Shielded site and building lighting to reduce light pollution

Key to Planned Uses

100	Target Store with retail, dining, and bank
200	Supermarket with retail, dining, and credit union
300	Commercial uses
400	Commercial uses
500	Office
600	Commercial uses
700	Commercial and office
800	Redeveloped for commercial and office
900	Redeveloped for commercial
1000	Redeveloped for commercial uses
1100	Expanded commercial uses
1200	Mixed-use commercial
2000 thru 2004	Open space and storm water management



November 23, 2005

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014 Printed on Recycled Paper 100% Recycled Paper 40%

Proposed Zoning

Zoning Districts



B-H
B-G
P-R



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Planning and Development Character

Fitchburg Commons includes several distinct areas which, given their location configuration and terrain, will influence the form and function of structures and land uses developing in each area.

Parcels 100, 200, 300, and 400 encompass most of the Wingra Quarry site. These parcels are designed to accommodate large and medium form retail businesses, with smaller scale multi-tenant buildings and smaller stand-alone businesses in the outlots.

Parcel 400 is a transition lot between the large form spaces (100 and 200) and the central open space area. With the exposed quarry face as a backdrop, this site provides a unique setting for mid-size businesses seeking locations with visually interesting site amenities.

Due to its configuration and terrain, parcel 500 will likely be a multi-story building with ground level and lower level parking

Parcel 600, with a location at a major intersection, is anticipated to be a small retail business.

Parcels 800 and 900 are physically below the 'main level' of this development area and provide re-development sites for medium scale retail and mixed use business.

Parcels 700, 1000, 1100, and 1200 are Nesbitt Road frontage sites, and are anticipated to develop at a scale and character similar to existing uses in the area.

From a development phasing standpoint, the initial focus will be on parcels 100 and 200 and the related street and utility infrastructure. A preliminary conceptual development site plan sketch and conceptual building elevations are included in this report to illustrate the character anticipated in this area. It is anticipated that final Site Architectural Plans will be submitted for approval immediately following adoption of the Fitchburg Commons CDP.

Traffic Circulation

Traffic impacts for the proposed Fitchburg Commons development have been analyzed by RLK Kuusisto Ltd, in relation to the previous McKee Road Traffic Impact Analysis prepared by for the City by Strand Associates (See attachment). Based upon an early iteration of the CDP Land Use Development Plan with a variety of commercial land uses and development characteristics totaling an estimated 648,300 square feet of development, Fitchburg Commons was projected to generate 150 more trips in the PM peak hour in total than was predicted in the Strand study. Nevertheless, none of the surrounding intersections were expected to experience an increase of greater than 100 trips per hour over the previous projection. According to the Institute of Traffic Engineers (ITE), with less than 100 vehicles per hour added to an intersection, negative changes to the Level of Service and intersection operations would be unlikely.

After review and input from property owners and City Staff, the current version of the Land Use Development Plan was prepared (dated November 23, 2005). This plan illustrates a scenario totaling 713,900 square feet of development, but with a different combination of land uses. As the site plans for parcels 100 and 200 evolved, building configurations changed and several high trip generators such as fast food restaurants were removed.

Table 2 summarizes the vehicle trip generation estimates for the proposed Land Use Development Plan. At build-out, the CDP Land Use Development Plan estimated total *is* 25,530 net average weekday trips (ADT). This total is about 4% less than the previous plan, which was found to have a small impact, if any.

Table 2
Fitchburg Commons

Date: 6-Dec-05

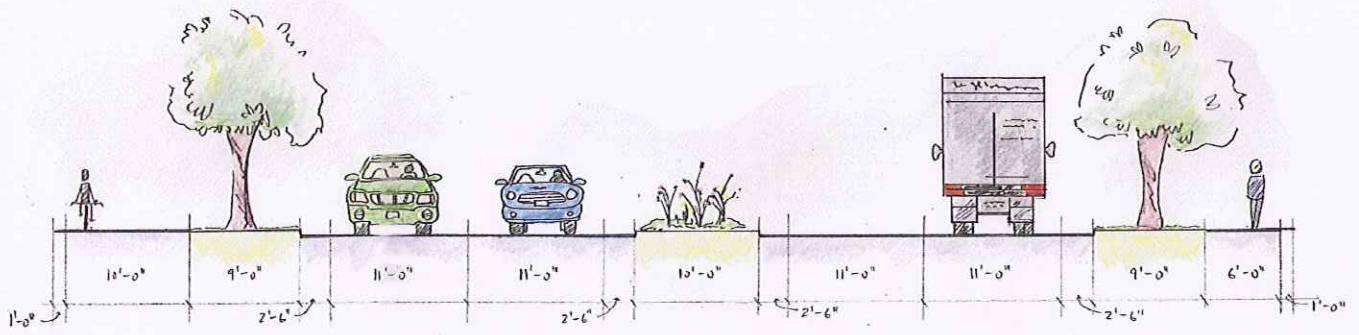
Trip Generation Estimates

Parcel	Proposed Use *	Parcel Size	Zoning	Projected Gross Floor Area **	Land Use Code	Trip Generation		
						PM Peak		Weekday
						Enter	Exit	ADT
100	Commercial Large Scale Discount In-line Retail	20.7 acres	B-H	127,300 sq.ft.	815	322	322	7131
	Office Supply			20,000	887	36	32	886
	Arts & Crafts			20,000	879	56	67	886
	Outlot Development							
	Specialty Retail			9,600	814	11	14	425
	Specialty Retail			8,400	814	10	12	372
	Bank			5,000	912	114	114	1232
	High Turn-over Restaurant			5,600	932	37	24	712
				<u>195,900</u>				
200	Commercial Supermarket In-line Retail	11.6 acres	B-H	40,000	850	255	225	4089
	Specialty Retail			6,000	814	7	9	266
	Specialty Retail			20,000	814	23	31	886
	Outlot Development							
	High Turn-over Restaurant			6,000	932	40	26	763
	Credit Union			5,000	201	114	114	1232
				<u>77,000</u>				
300	Commercial Home Improvement Outlot Development	5.7 acres	B-H	50,000	862	75	62	1490
	Specialty Retail			15,000	814	18	22	664
				<u>65,000</u>				
400	Commercial Mixed Use General Office Specialty Retail	3.7 acres	B-G	25,000	710	6	32	275
				15,000	814	18	22	664
				<u>40,000</u>				
500	General Office	3.6 acres	B-G	40,000	710	10	50	440
600	Commercial Convience Market (no fuel)	1.6 acres	B-G	3,000	851	83	77	2214
700	Commercial Mixed Use Specialty Retail General Office Warehousing	7.1 acres	B-G	10,000	814	12	15	440
				25,000	710	6	31	275
				25,000	150	3	9	124
				<u>60,000</u>				
800	Commercial Mixed Use Specialty Retail General Office	5.8 acres	B-H	40,000	814	48	60	1772
				10,000	710	3	11	110
				<u>50,000</u>				
900	Commercial Apparel Store Fast food w/ Drive-thru High Turn-over Restaurant	7.6 acres	B-H	50,000	870	96	96	2252
				3,000	934	54	50	1488
				5,000	932	33	21	636
				<u>58,000</u>				
1000	Commercial Mixed Use Specialty Retail General Office Warehousing	5.2 acres	B-H	5,000	814	6	8	221
				10,000	710	3	11	110
				30,000	150	3	9	124
				<u>45,000</u>				
1100	Commercial Mixed Use High Turn-over Restaurant General Office Specialty Retail	5.3 acres	B-G	5,000	932	33	21	636
				15,000	710	4	18	165
				20,000	814	24	30	886
				<u>40,000</u>				
1200	Commercial Mixed Use Specialty Retail General Office	4.6 acres	B-G	20,000	814	24	30	886
				20,000	710	5	25	220
				<u>40,000</u>				
Totals - Gross				<u>62</u>	<u>713,900</u>	<u>1,592</u>	<u>1,700</u>	<u>34,972</u>
Totals - Net ****						<u>860</u>	<u>952</u>	<u>25,530</u>
						<u>1,812</u>		

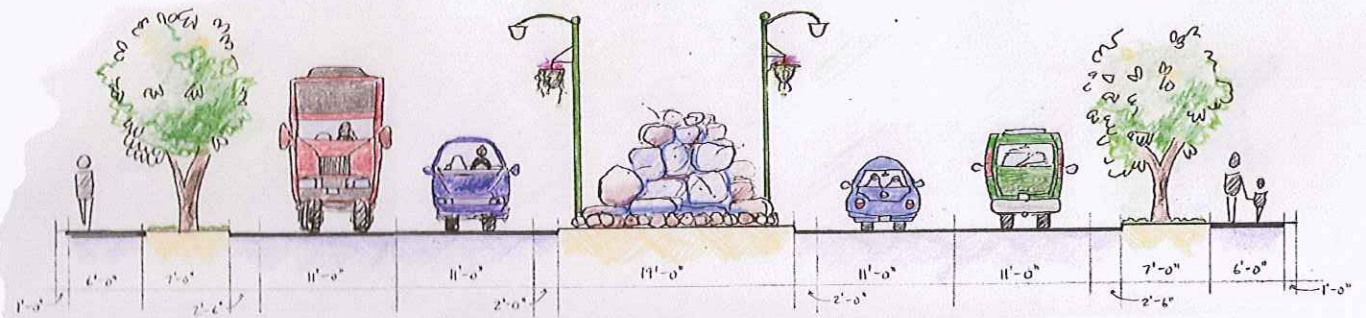
Notes:

- * Specific uses such as "Office Supply" are reasonably anticipated to be possible tenants/occupants and are listed for traffic impact analysis only.
- ** Projected Gross Floor Area based on analysis of specific sites and anticipated development.
- *** Per data and method in Trip Generation 7th Edition published by ITE
- **** Totals after Pass-by and Shared Trip reductions

Fitchrona Road extended has been conceptually designed with City staff input to be a 4 lane divided street with left and right turn lanes and a landscaped median. The McKee Road intersection will be signalized and have double left turning lanes each with 200+ feet of queuing space per staff recommendations. The Fitchrona Road / Nesbitt Road intersection will either be a round-about (as illustrated), or a typical signalized intersection. The final design of this street will incorporate Staff recommendations for length of turn lanes and pedestrian cross-walks, based upon analysis of anticipated traffic.



Cross section of a 10' Boulevard



Cross section of a 19' Boulevard

Transit

Potential transit stops have been located on Fitchrona Road between the two large retail sites – parcels 100 and 200. Madison Metro officials are currently reviewing the Development Plan, and will provide additional input regarding bus stop locations. Transit stop locations will be refined after further analysis of bus circulation, transit demand, and discussion between Madison Metro and City officials.

Bike and Pedestrian Travel

Convenient and safe pedestrian circulation is an important aspect of a large, multi-site commercial development. While it is anticipated that the vast majority of customers and employees will travel to the location by personal automobile and mass transit, and likewise will travel between business sites (e.g. between the proposed Target and grocery stores) by vehicle, it is important to also provide the opportunity to walk or bike between stores, or simply to get some exercise and fresh air during a lunch break.

All streets will have sidewalks along both sides, and the access drives into and through parcels 100 and 200 will have a sidewalk on at least one side. Parking aisles often make sidewalks impractical on both sides of access drives.

Additional, pedestrian access between the anchor store and the outlots has been provided to encourage visits to multiple stores without needing to drive. These pedestrianways will have amenities such as landscaping and benches to create and augment a “pedestrian friendly” characteristic for this development.

A bike path connecting Sandstone Drive will be constructed in the first phase of this project. This path is proposed to link up with the McKee path and provide a convenient route to the Military Ridge/Capital City Trail. Through parcel 300, the path is proposed to be more recreational in character as it skirts the south edge of the naturalized detention infiltration basin before it links up to the Fitchrona Road segment.

Each building will have an appropriately sized bicycle and motorized scooter parking areas or deck at an appropriate location near the building’s main entrance.

Storm Water Management

Parcels 200, 400, 500, 600, 700, 800, 900, 1000 and 1100 are part of the Jamestown Storm Water Assessment District; and therefore, storm water detention facilities do not have to be provided for these parcels. NR151 requires that infiltration facilities be provided for these parcels, however. Infiltration basins are sized-based on impervious surfaces and will not exceed 2% of the aggregate area of rooftops and parking lots.

Storm water detention and infiltration in compliance with City Standards and Wisconsin Statutes and Administrative Code is required for parcels, 100, 300, and 1200. The sizes of the storm water facilities illustrated on the plan are based upon analysis of proposed development, and will meet required detention and infiltration standards. These basins will be restored and managed with naturalized wet prairie vegetation.

Neighborhood Compatibility.

The planning for Fitchburg Commons development, and particularly parcels 100 and 300, has been especially cognizant about the interface with the adjoining residential neighborhood to the extent practical. This landscape buffer will be designed to provide a "soft" visual edge along the backyards of the adjacent homes.

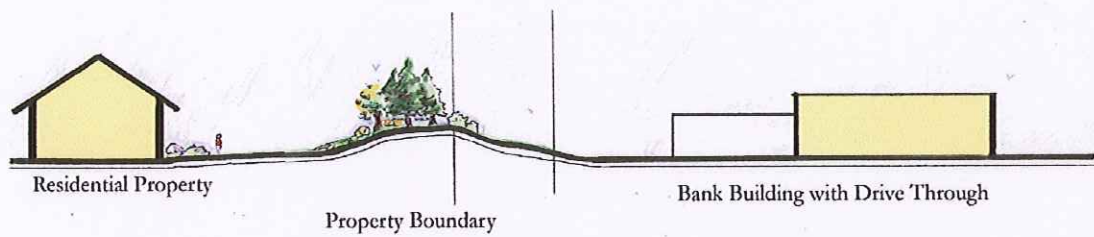
Specifically, the buffer along the western border of the Planning Area will be augmented with additional vegetation, berming, and screening fences to soften the transition between the commercial development of Fitchburg Commons and the existing neighborhood. This buffer area will emphasize native southern Wisconsin vegetation as much as practical. Additionally, the location and extent of the storm water basin in parcel 2002 provides additional width and vegetative character of this buffer.

Streetscape

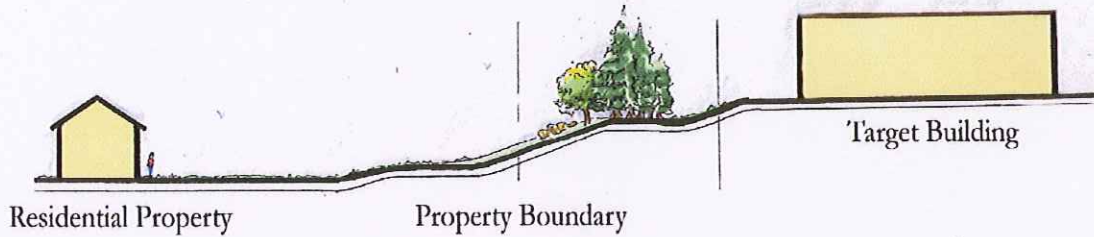
In the context of this location in the metropolitan area, the market area is community-wide and auto-oriented. Streetscape improvements not only need to accommodate vehicles, but also should be inviting to pedestrians and bicycle traffic.

Fitchrona Road will have street trees for shade, and additional edge landscaping to screen adjacent parking lots. The boulevard in the segment extending 1000 feet south from McKee Road is relatively wide and will be extensively landscaped to compliment the adjoining commercial sites.

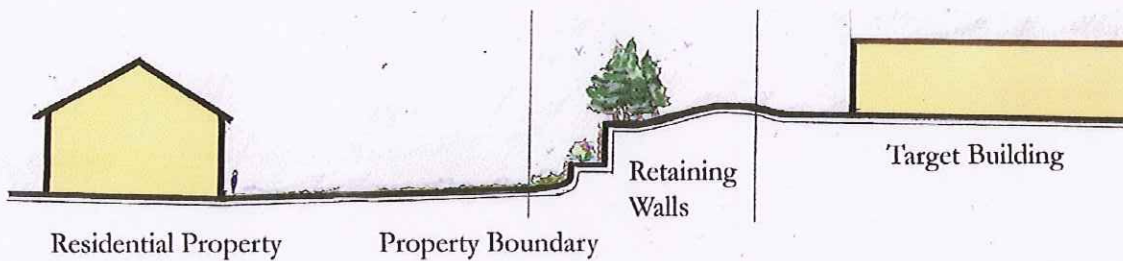
Crosswalk locations will be carefully designed for pedestrian safety, and may incorporate colored or patterned surfaces and bollards, with integrated lighting for safety and a night-time visual element.



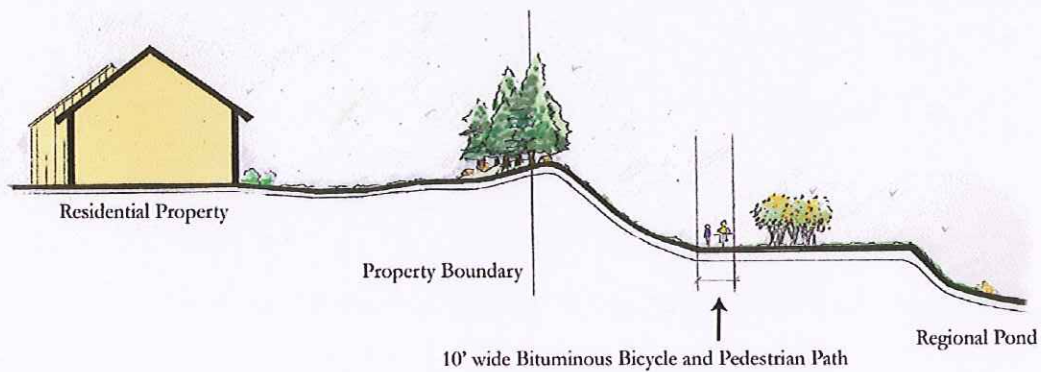
A NORTHWESTERN EDGE OF DEVELOPMENT



B NORTHERN SECTION OF TARGET BUILDING LOCATION



C RETAINING WALLS NEAR SOUTHWESTERN EDGE OF PROPERTY

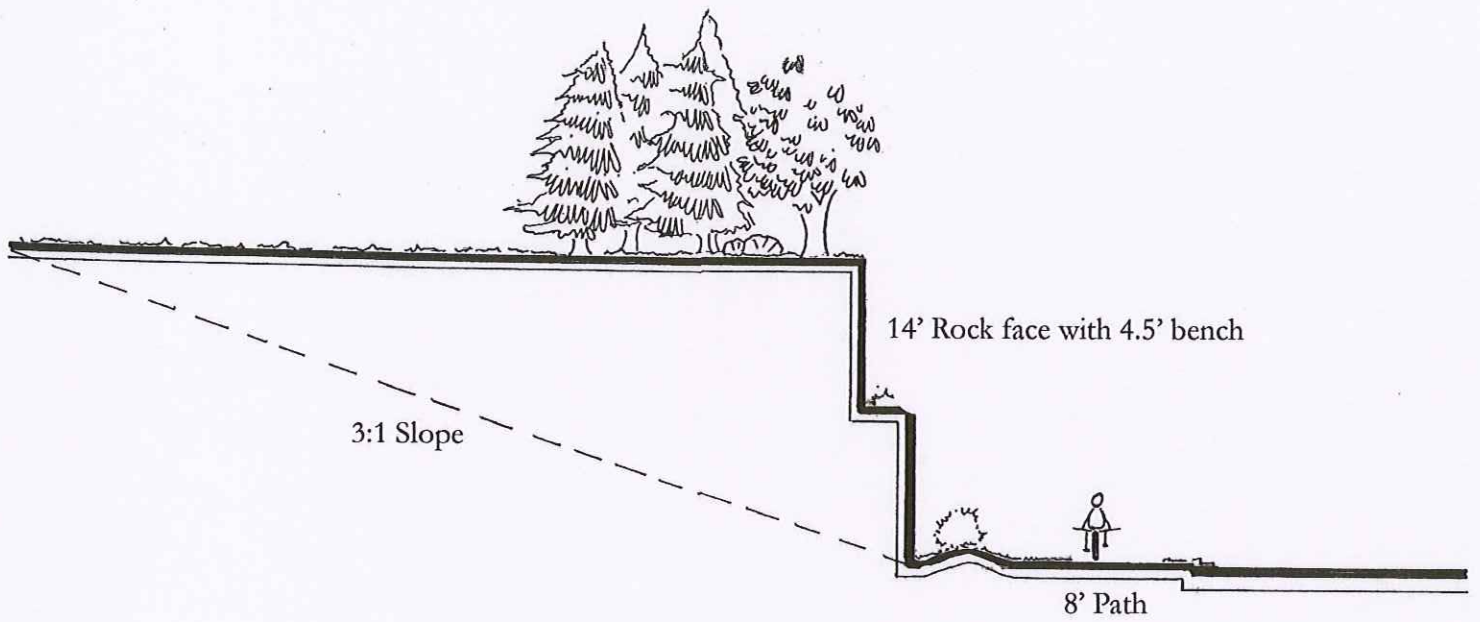


D SOUTHWESTERN EDGE OF DEVELOPMENT

Open Space and Natural Area Preservation.

Based on the proposed Land Use Development Plan it is estimated that Fitchburg Commons will exceed 35% open space overall. Development on parcels 800, 900, 1000, 1100 and 1200 will meet the 35% open space standard individually. Development on the remaining parcels will be required to create a minimum of 20% open space on each individual lot with the balance of the open space being provided in parcels 2000, 2001, 2002, 2003, 2004. Collectively, these 5 parcels total 14.5 acres of open space and include storm water detention and infiltration areas, wetlands, and 6.5 acres of the wooded hillside.

The exposed quarry face along the northerly edge of parcel 2000 will be maintained and managed as part of the open space amenity and a focal point of the development as it reflects the geology and heritage of this location. With the grading and construction of Fitchrona Road and the other streets, there will be additional exposed rock faces that will create interesting views and aesthetic for the development rather than the long grassy slope that often results when roads traverse through hilly terrain. In some locations, the cuts created by street construction may exceed 20 feet. In order to minimize potential for debris to tumble to the streets and pathways along the bottom of the cut, the exposed quarry face will be excavated with a bench and dense landscaping will be installed along the bottom of the face.



Schematic of Rock Face Wall

Development / Architectural Guidelines

The visible façades of buildings are a significant component of the “first impression” and “sense of place” of a site. Buildings form visual gateways, edges and backgrounds; their architectural elements and choice of building materials create visual character and interest; and their scale or massing contribute to the “feel” experienced by visitors and passers-by. Overall site design and specific building details need to be integrated to present a unique, inviting and memorable place.

The objective of these development guidelines is to both set minimum standards for site and architectural elements and to encourage creative, functional, and energy efficient site development. The intent is to also create a commercial area with a “sense of place” with visual elements (such as architectural features and materials, lighting fixtures, and streetscaping and landscaping elements) that carry through the entire area – but not so much that the impression is contrived harmony at the expense of visual diversity. The desired result is for Fitchburg Commons to be an attractive, convenient, and viable “commercial node” providing services and retail goods to the surrounding neighborhoods.

Purpose

The following Development Guidelines set basic parameters, describe preferences, and illustrate design intent for building and site development within the Fitchburg Common Planning Area. These guidelines are a framework within which creative design can and should occur:

Principles

- Encourage a variety of building types and styles expressed both in large scale (overall building) and small scale (architectural features) design elements.
- Promote interesting, animated architectural features without being thematic or artificial, by utilizing a diverse mix of materials, applied in a variety of proportions, exposures, and detailing.
- Promote 5-sided architecture to avoid views of large un-articulated side and rear building elevations and un-screened roof appurtenances, utility, and mechanical features from street ROW, customer parking areas, and community spaces.
- Emphasize important nodes by placing distinctive architectural elements or interesting facades at prominent locations visible to people traveling to the site and moving within the site.
- Encourage a variety of building heights, perhaps, but not always, related to changes in use or at demising walls.

- Emphasize the pedestrian's experience with site and architectural feature at street level (canopies, material details, and vegetation) and by creating comfortable public spaces (promenades, plazas, and alcoves, safe pathways, and shaded and open to sky spaces).
- Conceal service entries, loading facilities and utility and mechanical services.
- Promote "Green Building" techniques and materials.

Guidelines

Site Development

- Site grading should be compatible and complimentary to natural topography and adjacent areas.
- Preserve existing landforms and vegetation in their natural state to the extent practical by minimizing modification of areas that are not essential to the project.
- Grading - Generally, man-made slopes should not be steeper than 3:1. Steeper slopes shall be permanently vegetated with low maintenance plantings. When retaining walls are utilized, the vertical wall faces shall not exceed 10 feet. When terraces or benches are needed for higher walls, the terrace shall be at least 3 feet wide and shall be landscaped with deciduous and coniferous trees and shrubs, and perennials, as appropriate to the scale of the wall and to discourage access.

Parking Lots

- All parking and loading areas to be concrete or asphalt and shall have poured in place raised concrete curbs.
- All parking stalls shall be clearly delineated.
- Parking stalls shall be a minimum of 10 feet from public ROW and 5 feet from the back of curb or sidewalk along private access drives.
- Sidewalks which adjoin parking stalls shall be at least 6 ft wide in order to maintain an accessible walkway width while accommodating vehicle bumper overhang.
- Landscaped tree islands are required within parking lots in order to reduce the heat island effect and to soften the visual appearance of large expanses of pavement.
 - Tree island dimensions:
 - "Peninsula" islands at end of single parking row: 87 square feet (exclusive of curb)
 - Island at end of double sided parking row: 175 square feet (exclusive of curb)

- Internal islands: 25 square feet (5 x 5 diamond exclusive of curb)
- 1 island per every 12 to 15 parking stalls in a continuous row or 120 lineal feet of parking aisle.
- Landscaping: 1 canopy tree (2.5" dia. at collar at planting), and vegetative ground cover, bark or stone ground cover, or decorative metal grate per island.
- To visually soften parking areas, perimeter screening is required along the edge of parking lots that are adjacent to public ROWs. Screening shall consist of deciduous or evergreen shrubbery maintained as a linear mass with a mature and maintained height of 3 feet and at least 40% to 50% opacity to screen parked vehicles. Perimeter screening shrubbery shall be planted such that mature shrubs do not encroach into the parking stall, parking access aisle or to within 2 feet of sidewalks and walkways.
- Trees and vegetation. (See Plant List)

Site Lighting

	Min. average maintained footcandles	Uniformity (Avg: Min)
Parking Areas & Drives	1.0	6:1
Sidewalks (adjoining drives)	0.9	6:1
Pedestrian Plazas and Entry-ways	2.0	6:1

Max fixture ht above grade: 32 feet

Light level at property lines: 0.5 max. average maintained foot candles

Fixture Type: 90 degree downcast cut off fixtures without drop lenses for all lighting over 150 watts including lighting under building canopies.

It is expected that similar fixture styles will be utilized throughout the Fitchburg Commons area in order to provide subtle visual continuity to the overall development.

Pedestrian Circulation and Connectivity

Creating safe and inviting pedestrian circulation between separate buildings and locations within the development is a component of the experience and character of Fitchburg Commons.

- Internal pedestrian walkways should be located to provide convenient pedestrian connections between the public sidewalk along the street and the principal customer entrance of all buildings. Walkways should also connect focal points of pedestrian activity such as, but not limited to, transit stops, street crossings, building and store entry points, and community spaces.
- Walkways shall be at least 5 feet in width and have a maximum gradient of 5%.

- When walkways cross parking aisles and access drives they should be clearly distinguished from the adjoining pavement by painted striping, texture or materials (brick or patterned concrete), or color.
- Sidewalks along the building façade featuring a customer entrance: Eight feet wide exclusive of any merchandise display or vending area or other obstruction (such as directional signage, kiosks, fire hydrants, trees, or landscape beds).
- Sidewalks along other building facades: Six feet wide exclusive of any merchandise display or vending area or other obstruction (such as directional signage, kiosks, fire hydrants, trees, or landscape beds).

Building Facades

- Facades greater than 80 feet in length shall incorporate wall plane projections or recesses having a minimum depth of 12 inches and extending for at least 20% but not more than 40% of the façade length. No un-interrupted length of any façade shall exceed 80 feet.
- All buildings should express a floor height of 12 to 14 feet.
- Buildings with drive-through facilities should have a “tower” element and/or express a story-and-a-half or two-story facade.
- Ground floor facades or that portion of the façade which constitutes the ground floor, that face or abut public streets, or the customer parking area of the building, shall incorporate the following types of features along at least 40% of the façade length:
 - Arcades
 - Windows for vision or display
 - Customer entrances
 - Awnings, canopies, porticos or trellises
 - Outdoor patios or community features

In addition, where principal buildings contain multiple stores (in-line retail spaces), with separate exterior customer entrances, the ground level façade(s) of such stores shall include windows between the height of 3 and 8 feet above the floor grade for no less than 40% of the length of the store façade facing a public street and/or customer parking area.

- Building facades shall include a repeating pattern that includes no less than 3 of the following elements:
 - Color change
 - Texture change
 - Material change
 - Expression of an architectural or structural bay through a change in plane, no less than 18 inches in width, such as an offset, reveal, or projecting rib.

At least one of elements a, b, or c shall repeat horizontally. All elements should repeat at intervals of not less than 30 feet horizontally or vertically.

- The exterior finish of building shall be durable non-combustible materials and should convey a sense of consistency between adjacent buildings. Exterior finish materials are limited to:
 - Brick
 - Integrally colored CMU
 - Natural Stone
 - Glass
 - Glass Block
 - Masonry Stucco
 - EIFS provided that EIFS shall not be used on the lower 36" of any wall abutting a sidewalk, parking stall or driveway.
 - Decorative Concrete provided it is:
 - Burnished to create a terrazzo appearance, or
 - Professionally colored and patterned to create a high quality brick appearance, or
 - Professionally colored and patterned to create stucco appearance, or
 - Professionally colored and patterned to create a high quality travertine appearance.
- At least 5% of each exterior wall that is visible from a public street or customer parking area shall include an architectural element that is constructed with exposed natural limestone block or natural limestone veneer. Examples include: horizontal or vertical banding, window sills or lintels, reveals, and quoins.
- Material changes should occur at interior or reverse corners.
- Façade colors shall be low reflectance, subtle, neutral or earth tone colors. Building trim and accents may feature other materials (including metal) and brighter colors (including primary colors), but neon tubing shall not be an acceptable feature for building trim or accent.

Roofs

- At a minimum, roof lines shall be varied with a change in every 80 linear feet of façade length.
- Roofs shall have either:
 - Parapets. The average parapet height shall not exceed 15% of the supporting wall height and shall not at any point exceed 33% of the supporting wall height. Parapets shall have three dimensional cornice treatments; or

- Eaves, which shall extend at least 3 feet beyond the supporting wall.
- Sloped Roofs shall have not more than 3 roof slope planes. Eave to ridge height (measured vertically) shall not exceed the height of the supporting wall.
- Roof mounted mechanical equipment shall be screened so as to not be visible from adjoining residential properties, public ROW, customer parking, or community spaces. It is preferable for the wall/roof elements (parapets, gables, or dormers) be utilized to provide screening rather than secondary screening structures.

Customer Entrances

Each building shall have a clearly defined, highly visible customer entrance featuring no fewer than three of the following

- Canopies or porticos
- Overhangs
- Recesses or projections
- Arcades or trellises
- Raised corniced parapets above the door(s)
- Display windows
- Peaked roof forms
- Arches
- Outdoor patios
- Architectural details such as tile work and moldings that are integrated into the building
- Integral planters or wing walls that incorporate landscaped areas and/or places for sitting

Community Features or Spaces

At least one of the following features or spaces shall be provided for each 100,000 square feet Ground Floor Area (GFA) of building on the site. Each community feature or community space shall each occupy a minimum of 400 square feet. A minimum of 20% of the community feature or space shall be vegetated.

- Public Patio - seating area
- Pedestrian plaza with benches
- Window shopping walkway
- Outdoor playground area
- Kiosk area
- Other deliberately shaped area and/or focal feature or amenity that adequately enhances the site as a public space

Delivery / Loading, Storage and Utility Areas and Operations

- Where possible delivery and loading docks, product storage, utility boxes, trash dumpsters, compactors, and recycling facilities shall be located as far as possible from adjoining residential areas and shall be screened with landscaping or opaque fencing to be minimally visible from any residential lot or dwelling unit, public ROW or customer parking area.
- Dumpsters shall be kept within screened and fenced enclosures and shall not be permitted to occupy customer or employee parking spaces or access drives except for servicing.
- No delivery, loading, trash compaction or trash and recycling collection, or other such operations shall be permitted between the hours of 10 PM and 7 AM unless such operations are managed to effectively reduce average operating noise emissions to a level of 45db measured at the lot line of adjoining residential property.

Landscaping

- Building foundations. Where the lowest 36 inches of an exposed building facade is visible from ROWs, the building wall shall have planting beds placed along the building foundations. The planting beds shall be at least 3 feet wide and have a minimum total length (in aggregate) equal to 33% of the facade length.
- Visually intrusive site elements. Landscaping and screening fences shall be used to screen areas of low visual interest such as loading docks, waste management, service areas, and open storage areas to minimize their view from ROWs, customer parking areas, site community spaces and adjoining residential lots.

Urban Tolerant Species Suitable for Parking Areas

Deciduous Trees

		Size	Growth rate
Amur Maple	Acer ginnala	15-20'	
Red Maple	Acer rubrum	40-50'	
Freeman Maple	Acer x freemanii	50-60'	
	Amelanchier x grandiflora 'Autumn		
Apple Serviceberry	Brilliance"	15-30'	slow
Common Hackberry	Celtis occidentalis	50-60'	
Thornless Cockspur Hawthorn	Crataegus crusgalli	15-20'	
Ginkgo	Ginkgo biloba	50-60'	slow
Thornless Common Honeylocust	Gleditsia triacanthos var. inermis	50-60'	fast
Amur Maackia	Maackia amurensis	20-30'	slow
Crabapple	Malus spp.	10-20'	medium
Ironwood/Hophornbeam	Ostrya virginia	20-30'	slow
Schubert Chokecherry	Prunus virginiana 'Schubert'	15-25'	
Callery Pear	Pyrus calleryana	20-30'	medium
Pekin Lilac	Syringa pekinensis	15-25'	medium
Japanese Flowering Lilac	Syringa reticulata	15-25'	medium
Littleleaf Linden	Tilia cordata	50-60'	medium

Shrubs

Red Chokecherry	Aronia arbutifolia	5-8'	
Siberian Peashrub	Caragana arborescens	10-15'	
Flowering Quince	Chaenomeles Hybrids	2-4'	
Corneliancherry Dogwood	Cornus mas	15-20'	
Gray Dogwood	Cornus racemosa	8-10'	
Cranberry Cotoneaster	Cotoneaster apiculatus	2-3'	med slow
Nanus Common Ninebark	Physocarpus opulifolius 'Nanus'	4-6'	medium
Fragrant Sumac	Rhus aromatica	4-6'	medium also a low grow variety
Rugosa Rose	Rosa rugosa cvs	4-6'	medium
Tamarisk	Tamarix ramosissima	8-10'	fast
Vanhoutte Spirea	Spiraea x vanhouttei	6-8'	
Koreanspice viburnum	Viburnum carlesii	5-7'	medium also a compact variety

Evergreens

Japanese Yew	Taxus cuspidata	slow
Taunton Yew	Taxus x media	
Savin Juniper	Juniperus sabina	



Engineering · Planning · Surveying · Landscape Architecture

MEMORANDUM

TO: Dick Koppy richard.koppy@ryancompanies.com

COPY:

FROM: Katie Bruwelheide, EIT kbruwelheide@rlk-kuusisto.com
Vern Swing, PE, Principal Traffic Engineer vswing@rlk-kuusisto.com

DATE: October 4, 2005

RE: Traffic Considerations for the McKee Road and Fitchrona Road Intersection
Retail Development, Fitchburg, WI
RLK-Kuusisto, Ltd. Project #2005-513M

RLK has conducted a preliminary operational analysis of the impacts of the Ryan Companies Retail Development on McKee Road and the proposed Fitchrona Road extension in Fitchburg, WI.

To conduct this analysis, first a comparison was made between the predicted site-generated traffic from both the McKee Road Traffic Impact Analysis, prepared for the City of Fitchburg, and the current master site plan provided by Ryan Companies. Second, the suggested lane configurations for the surrounding roadways in the McKee Road Traffic Impact Analysis were investigated with the predicted site-generated traffic from the Ryan Companies master site plan. Lastly, a lane configuration for the McKee Road and Fitchrona Road intersection, in particular the northbound approach, is suggested. This memo details the steps taken to arrive at our final recommendations.

Comparison of Site-Generated Traffic:

The McKee Road Traffic Impact Analysis predicted the site-generated traffic for the area through land uses estimations from potential development demand and through data provided by prospective developers and land owners. Land uses for the area north of McKee Road were also considered in the McKee Road Traffic Impact Analysis, but for comparison purposes these were subtracted out the total number of site generated trips. The total number of PM peak hour trips as referenced as developments "A, B, C and E" in the City of Fitchburg Report was reported to be 1,828. It is noted that pass-by and shared trip reductions have been accounted for in these calculations.

Offices: Hibbing · Minnetonka · Ham Lake · Twin Ports

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The volume of vehicle trips generated by the proposed Ryan Companies Retail Development was estimated for the weekday PM peak hour using the data and methodologies contained in the 7th Edition of Trip Generation, published by the Institute of Transportation Engineers (ITE). The trip generation estimates for the project as a whole were developed by combining the trip generation characteristics of the individual land uses for the same area that was analyzed in the McKee Road Traffic Impact Analysis. The estimated volume of site-generated trips for each land use, according to the master site plan provided by Ryan Companies is summarized below in Table 1.

Table 1
Trip Generation Estimates for the Ryan Co. Master Site Plan¹

Land Use	Type	Land Use Code	Parcel #	Size	Trips Generated:		
					PM Peak		Weekday ADT
					Enter	Exit	
Free-Standing Discount Store	Retail	815	100	127,300	322	322	7,131
Office Supply Superstore	Retail	867	100	20,000 s.f.	36	32	886
Arts and Crafts Store	Retail	879	100	25,000 s.f.	71	84	1,108
Specialty Retail Center	Retail	814	101	7,000 s.f.	8	11	310
Specialty Retail Center	Retail	814	101	7,000 s.f.	8	11	310
Fast Food with Drive Thru	Retail	934	101	5,000 s.f.	90	83	2,481
Drive-in Bank	Retail	912	101	5,000 s.f.	114	114	1,232
High-Turnover Restaurant	Retail	932	101	5,000 s.f.	33	21	636
Discount Supermarket	Retail	854	200	60,000	267	267	5,809
Specialty Retail Center	Retail	814	200	6,000 s.f.	7	9	266
High-Turnover Restaurant	Retail	932	201	6,000 s.f.	40	26	763
Drive-in Bank	Retail	912	201	3 windows	77	77	1,234
Home Improvement Superstore	Retail	862	300	50,000 s.f.	58	65	1,490
Specialty Retail Center	Retail	814	300	8,000 s.f.	10	12	355
Quality Restaurant	Retail	931	400	6,000 s.f.	30	15	540
Specialty Retail Center	Retail	814	401	6,000 s.f.	7	9	266
General Office Building	Office	710	401	15,000 s.f.	4	19	165
Specialty Retail Center	Retail	814	402	6,000 s.f.	7	9	266
General Office Building	Office	710	402	15,000 s.f.	4	19	165
Fast Food with Drive Thru	Retail	934	403	3,000 s.f.	54	50	1,488
General Office Building	Office	710	500	56,000 s.f.	14	69	617
Gas/Service w/Convenience	Retail	945	600	4,000 s.f.	193	193	977
Specialty Retail Center	Retail	814	700	6,000 s.f.	7	9	266
General Office Building	Office	710	700	30,000 s.f.	8	37	330
Warehousing	Indust.	150	700	30,000 s.f.	4	11	149
Specialty Retail Center	Retail	814	800	5,000 s.f.	6	8	222
General Office Building	Office	710	800	15,000 s.f.	4	19	165
High-Turnover Restaurant	Retail	932	800	6,000 s.f.	40	26	763
Apparel Store	Retail	870	900	50,000 s.f.	96	96	2,252

Fast Food with Drive Thru	Retail	934	900	3,000 s.f.	54	50	1,488
High-Turnover Restaurant	Retail	932	900	5,000 s.f.	33	21	636
Specialty Retail Center	Retail	814	1000	6,000 s.f.	7	9	266
General Office Building	Office	710	1000	15,000 s.f.	4	19	165
Warehousing	Indust.	150	1000	15,000 s.f.	2	5	74
Specialty Retail Center	Retail	814	1100	15,000 s.f.	18	23	665
Totals - Gross				<u>648,300</u>	1,736	1,846	37,004
					3,583		
Totals - Net ²					935	1,043	26,950
					1,978		

Notes:

1. Per the data and methodologies in Trip Generation, 7th Edition, published by ITE and from defined land uses from the Fitchburg Retail Development Concept Site Plan provided by Ryan Companies.
2. Totals after Pass-by and Shared Trip reductions.

The PM peak hour trip generation predicted for the Ryan Companies master site plan is approximately 150 trips higher than the predicted trips for the same area by the McKee Road Traffic Impact Analysis.

Trip Assignment:

The analysis assumed trips entering and exiting the site were distributed according to existing traffic patterns found in the McKee Road Traffic Impact Analysis. Access to the site was assumed via three patterns; directly from McKee Road at the proposed McKee Road/ Fitchrona Road signalized intersection, from the existing signalized McKee Road/Nesbitt Road intersection and from Fitchrona Road and Nesbit Road south of the site.

Through review of the number of distributed site-generated trips, it was found that none of the surrounding intersections would experience an increase greater than 100 trips over what was predicted by the previous impact study. Per ITE's, *Traffic Access and Impact Studies for Site Development, a Recommended Practice*, any intersection experiencing an increase in 100 vehicles per hour per approach may experience a change in Level of Service and should be studied. With less than 100 vehicles per hour added to an intersection, changes to overall operations are unlikely.

Therefore, it can be assumed that the lane configurations for the surrounding area intersections recommended in the McKee Road Traffic Impact Analysis are valid and that the intersections continue to operate at acceptable Levels of Service with the predicted site-generated traffic from the Ryan Companies Retail Development.

Traffic Model for the McKee Highway and Fitchrona Road Intersection:

The site-generated traffic from the proposed Ryan Companies Retail Development was assigned to the study area roadway network, in particular to the intersection of McKee Highway and Fitchrona Road, and analyzed with a computer simulation model. The software packages used to analyze operations were the industry-current Synchro 6 and SimTRAF 6.

Operational Analysis:

The current standards for evaluating capacity and operating conditions are contained in the 2000 Highway Capacity Manual, published by the Transportation Research Board. The procedures describe operating conditions in terms of a Level of Service (LOS). Operations are given letter designations with "A" representing the best operating conditions and "F" representing the worst. Generally, level of service "D" represents the threshold for acceptable overall intersection operating conditions during a peak hour.

Results:

The intersection of McKee Road and Fitchrona Road was analyzed with the estimated Build traffic volumes and the following intersection configuration is recommended: The northbound approach, coming out of the site, should consist of dual left turn lanes with approximately 250 feet of storage to accommodate the predicted 95th percentile queue of 174 feet, one through lane and right turn lane. The remaining configuration should mirror that recommended in the McKee Road Traffic Impact Analysis, namely: the eastbound approach on McKee Road should be comprised of a left turn lane with approximately 300 feet of storage, two through lanes and a right turn lane with approximately 300 feet of storage. The westbound approach should contain dual left turn lanes with approximately 300 feet of storage, two through lanes and a right turn lane with approximately 300 feet of storage. The southbound approach should be made up of a left turn lane, a through lane and a right turn lane.

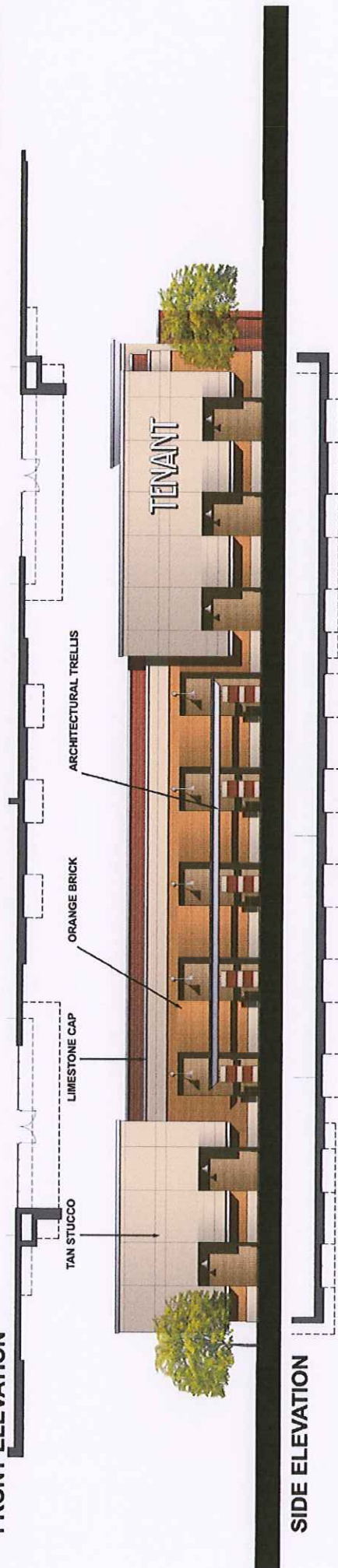
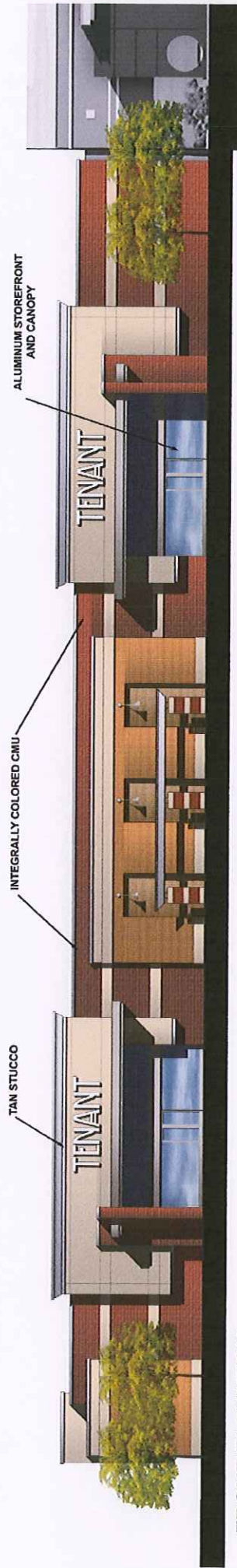
Along with the lane configuration stated above, the analysis of this intersection also assumed a signal cycle length that would accommodate pedestrian crossing on all legs and coordination with other signals on McKee Road. All left turns were assumed to be protected.

Results of the analysis indicate this intersection will operate acceptably with the suggested geometries. The overall intersection LOS is "C" and the northbound approach coming out of the proposed site is expected to operate at LOS "C".

Thank you for the opportunity to address your traffic engineering concerns. If you have any questions, please call Vernon Swing or Katie Bruwelheide at 952-933-0972.



FITCHBURG RETAIL DEVELOPMENT
 FITCHBURG, WI





Comprehensive Development Plan
Supplemental Report for
Orchard Pointe, Fitchburg
(formerly known as Fitchburg Commons)

Since the December 2005 Plan Commission meeting, the property owners and developers of the proposed Orchard Pointe project have been preparing and evaluating site development plan alternatives and details to address the various comments that have been identified during discussions with the Fitchburg Plan Commission, Common Council, Fitchburg Traffic and Transit Committee, Fitchburg Staff, neighbors, City of Madison Staff, Madison Park Commission, Dane County Staff, and additional hydrologic and geotechnical investigations. The following summarizes changes and clarifications to the previous CDP documents (dated November 23, 2005, and December 6, 2005).

Land Use and Prospective Retail Development

The primary change that has occurred in the past 6 weeks was the decision by Target to develop this location as a Super Target retail facility. The proposed 174,000 square foot (sf) Super Target replaces the 126,000 sf Target Store and two "Junior Box" stores that were originally proposed as part of the development of parcel 100. This upgrade reflects Target's recognition of the strong retail market potential of this location.

In the overall plan for the proposed CDP, this change was essentially an even exchange, as the previously proposed grocery store (on parcel 200) and the "Junior Boxes" were simply switched from one side of Fitchrona Road to the other.

A revised Table 1 (Exhibit 1) is attached which summarizes proposed uses and projected development statistics.

Additional Plan Changes

The following describes the other plan changes that are being presented:

1. Exposed quarry face(s) along Fitchrona Road and the street connecting to Nesbitt Road

Additional geologic information indicates that the weathered dolomite layer, that will be exposed as these roadways are constructed, is only between 7 and 9 feet thick and is underlain by fractured soft sandstone. Consequently, the cross-sectional design of

these streets has been modified from the sheer quarry face feature previously proposed to a grassy and landscaped embankment climbing up from the ROW edge to a bench, and then to the exposed dolomite layer near the top of the cut area. The resulting appearance will be reflective of the natural rock outcroppings that characterize the terrain in the vicinity. The intent of this design is to create an interesting and attractive visual impact for this development.

2. Preservation and restoration of the wooded hillside

Concern about the fragmentation of the woods on the southerly aspect of the hillside was expressed by several groups and individuals. Unfortunately, the impact of the required ROW widths and maximum allowable gradients for Fitchrona Road and the street connection to Nesbitt Road eliminates approximately one-third of the area of this 13-acre wooded slope. In order to minimize the impact, the revised Land Use Development Plan and preliminary engineering plans propose to limit the fill area that creates the Fitchrona Road ROW to the northerly 250+/- feet of parcel 500. This design will preserve an 80-foot wide strip of the existing mature woodland along the toe of the hillside, and will maintain the "linkage" between the natural preserve area of the public parkland to the West of the Orchard Pointe property and the wooded hillside and wetland area immediately East of parcel 500. The southwesterly corner of parcel 500 is intended to accommodate a drainage way and access drives serving the site and adjoining lots. As this area of the parcel is developed, the site will be restored with trees and shrubbery native to southern Wisconsin lowland forests.

3. Transportation

a. Street Design

The Fitchrona Road ROW is planned to be 100 feet in width. Originally, this street was proposed to be four lanes with a landscaped boulevard, with a 10 foot wide paved bike path on the westerly side of the ROW and a 5 foot concrete sidewalk on the easterly side. After consultation and input from Fitchburg staff, and in consideration of traffic requirements, financing, and the exigencies of obtaining permission from the City of Madison to utilize approximately 3700 square feet of an existing a public access easement in the corner of their park, an alternative two-lane street design has been prepared for consideration. Except for the park area, the alternate design includes the bike path, sidewalk and 100 foot wide ROW.

b. Bicycle travel

The bike path along Fitchrona Road will extend from Nesbitt Road to McKee Road. The McKee Road bike path will be relocated to accommodate McKee Road turn lanes, and will extend from the City of Fitchburg boundary easterly to the east boundary of parcel 900.

c. Pedestrian travel

Within the Orchard Pointe project site, there will be 5-foot wide concrete sidewalk along the easterly side of Fitchrona Road, the north side of Nesbitt Road, and along both sides of all other public streets. As described in the development guidelines, pedestrian connectivity between the public street and the main customer entry points, and between various activity centers on each development parcel, is a critically important design factor which will be reviewed as part of the individual site plans that will be forthcoming as this project develops.

Storm Water Management

The following information was provided by Montgomery Associates:Resource Solutions, LLC:

A substantial portion of the CDP area is in the original assessment district for the Jamestown storm water basins. However, several areas, notably parcels 100 and 300, are not in the Jamestown basin assessment area and currently produce little off-site surface water runoff. In addition, the City has requested that the storm water management plans specifically include enhanced infiltration of storm water within the CDP area to minimize runoff volumes, and thereby relieve potential impacts on the existing Jamestown storm water management facilities and Goose Lake.

In response to this request, the storm water management plan is currently being enhanced to exceed applicable City ordinance and Wisconsin Administrative Code section NR 216 and NR 151 requirements. For reference, NR 151 requires that commercial sites maintain 60% of the pre-development infiltration volume after development, based on the average annual rainfall. The maximum area that is required for infiltration is capped in NR 151 at 2% of the rooftop and parking lot area within the development. The storm water management plan for the Orchard Pointe CDP area proposes a significantly larger area than the NR 151 requirements.

The performance criteria that the enhanced storm water management plan can achieve is currently being evaluated with City Staff. Although the analyses are not yet complete, the goal is to provide control of increased runoff volume from the CDP area for the 5-year and potentially the 10-year storm events. The enhanced storm water management plan is expected to include the following features:

- Multiple storm water infiltration and biofiltration practices to reduce runoff volume near source areas of runoff generation.

- Possible subsurface infiltration facilities to maximize infiltration from rooftop areas.
- A larger water quality / infiltration basin system located adjacent to Nesbitt Road on parcel 2003, to provide additional storm water quality management further downstream in the drainage area.
- Possible enhancements to currently existing portions of the Jamestown storm water facilities.

We anticipate that each of the development parcels will have some on-site infiltration practices to address the storm water management goals described above.

Fieldwork, hydrologic investigations and design analyses are currently underway for this storm water plan, together with ongoing discussions with City Staff. The completed enhanced storm water management plan will be described in a supplement to this CDP submittal.

Development Guidelines

The following additional specific LEED related items will be incorporated into the development guidelines that will be applied to the parcels within Orchard Pointe:

1. Building design, construction, furnishing and operations

- Low VOC (volatile organic compounds) should be used in finishes and furnishes such as carpet, adhesives, sealants and paints.
- Office furnishings should be GreenGard certified and office equipment should carry the Energy Star certification.
- White roof membrane will be utilized as much as feasible to reduce heat island effects of buildings and to improve water quality levels of rooftop run-off (as compared to the run-off quality from typical tar and gravel roofs).
- Interior lighting should utilized energy efficient lamps and ballasts (T8 lamps).
- Lighting, refrigeration equipment, HVAC equipment and exhaust fans should be Energy Star certified and should be managed with an integrated energy management system. Lighting of interior rooms should be controlled with use of motion sensors.

- All buildings and uses will have a formal recycling program for trash, cardboard and other recyclable materials
- Construction materials and components will be locally manufactured, when feasible.

2. Site features and landscaping

- Landscaping will utilize indigenous grasses, shrubbery, and trees and should be predominantly low maintenance varieties.
- When practical rooftop run-off should be directed to landscaped beds and infiltration areas, and if possible, stored for irrigation instead of using City water.
- Parking lot tree islands shall have at least 75% vegetative ground cover.

Ryan Companies Site Plan

Ryan Companies has worked to provide the City of Fitchburg a well thought out and interconnected site for parcel 100. The vast majority of projects being developed by the Ryan Companies, as well as by many retail development firms around the country, are very similar in respect to this design. While there are other shopping center designs, including lifestyle centers and select dense urban developments, that are being tested on a limited basis in other markets and regions, they are exceptions to the rule. Frankly, some of these designs have proven to be relatively non-user-friendly to the pedestrian shopper because of the increase in walking distances from car to store entry, seasonal climatic conditions, and difficult "wayfinding" caused by confusing circulation patterns and unusual parking configurations.

This overall site plan follows principles that have proven successful for communities, developers, and most importantly, the retailers who invest significant dollars into the community. The plan provides great access and vehicular, pedestrian and bicycle mobility within the site which sets the stage for a shopping experience that is easy and convenient. Additionally, the site plan provides many amenities such as public plazas, sidewalks connecting various retailers, pleasing and functional landscaping and attractive architecture; all of which combine to provide a delightful experience for customers and the public at large. These elements and design techniques make this a 2006 design, not a re-worked 1970's design as has been previously suggested.

This design effort included input from Target, the anchor retailer in this project. Target has endorsed this plan, as they are confident with its design and functionality and know that it will create and support this location to be one of their "premium" stores.

Architectural Styling

Illustrations of the current architectural character of the Ryan Site Plan buildings are also attached. Architectural features include: cornice treatments along a variety of roof lines, windows (including display windows on the Target building); articulation of the building wall face and roof elevations, arcades and trellises; and a coordinated use of materials and colors. As the guidelines state, the intent is to create Orchard Pointe as a commercial area with a "sense of place", but not so much that the impression is contrived harmony. As the architectural styles evolve through the next stage of the planning process, careful attention will be paid to balancing this objective with the various requirements for materials, colors and visual appeal that corporate retailers mandate for their buildings and locations.

EXHIBITS

Table 1
Orchard Pointe
Development Parameters

Date: Nov. 23, 2005; Dec.6, 2005; Jan. 23, 2006;
Jan. 31, 2006; Feb. 4, 2006; Feb.20, 2006;
Feb. 22, 2006;

Parcel	Proposed Buildings & Uses*	Parcel Size	Zoning	Maximum Floor Area Ratio FAR	Calculated Gross Floor Area (Max)	Minimum Open Space Ratio OSR	Projected Open Space	Potential Floors	Projected Gross Floor Area **	City Parking Ratio ****	Req'd Spaces	Proposed Parking Ratio *** (sp/1000sqft)	Spaces	Commentary	
100	Large Scale Discount w/ Grocery Specialty Retail Center Specialty Retail Center Bank with Drive-thru High Turn-over Restaurant	20.7 acres	B-H	0.25 to 0.28	247,965	0.20	180,338 sq.ft.	1 1 1 1 1	174,550 sq.ft. 9,600 8,400 5,000 5,600	3.3 3.3 3.3 3.3 20	576 32 28 17 112	4.49	784 91 0 28 107	} Combined to serve both bldgs	
									203,150		764		1010		4.97 per 1000 sf aggregate
200	Arts & Crafts Store Office Supply Store Specialty Retail Center Specialty Retail Center Specialty Retail Center High Turn-over Restaurant Credit Union with Drive-thru	11.6 acres	B-H	0.15 to 0.18	88,427	0.20	101,059 sq.ft.	1 1 1 2 2 2 1	20,000 25,000 20,000 12,000 12,000 12,000 5,000	3.3 3.3 3.3 3.3 3.3 20 3.3	66 83 66 40 40 240 17	3.3 3.3 3.3 3.3 3.3 20 3.3	66 83 66 40 40 240 17		5.19 per 1000 sf aggregate
									106,000		550		550		
300	Home Improvement Store Specialty Retail Center	9.2 acres	B-H	0.25 to 0.28	110,207	0.20	80,150 sq.ft.	1 1	60,000 8,000	3.3 3.3	198 26	4.5 4.5	270 36		4.50 per 1000 sf aggregate
									68,000		224		306		
400	Quality Restaurant Mixed Use: Specialty Retail & Office	3.5 acres	B-G	0.25 to 0.30	45,738	0.20	30,492 sq.ft.	1 2	6,000 40,000	20 3.3	120 132	20 4.5	120 180		6.52 per 1000 sf aggregate
									46,000		252		300		
500	Office	3.3 acres	B-G	0.25 to 0.30	43,124	0.20	28,750 sq.ft.	3	40,000	3.3	132	3.3	132		
600	Convenience Market - no fuel	1.5 acres	B-G	0.05 to 0.06	3,920	0.20	13,068 sq.ft.	1	4,000	3.3	13	3.3	13		Nesbitt & Fitchrona
700	Mixed Use: Specialty Retail & Office	4.2 acres	B-G	0.25 to 0.30	54,886	0.20	36,590 sq.ft.	2	80,000	3.3	264	3.3	264		Nesbitt Hts lots
800	Mixed Use: Specialty Retail & Office	5.7 acres	B-H	0.25 to 0.30	74,488	0.35	86,902 sq.ft.	2	60,000	3.3	198	3.3	198		(golf dome)
900	Apparel Store Specialty Retail Center High Turn-over Restaurant	7.6 acres	B-H	0.25 to 0.28	91,040	0.35	115,870 sq.ft.	1 1 1	70,000 10,000 7,000	3.3 3.3 20	231 33 140	3.3 3.3 20	231 33 140		4.64 per 1000 sf aggregate
									87,000		404		404		
1000	Mixed Use: Specialty Retail, Office, & Warehouse	5.2 acres	B-H	0.25 to 0.28	62,291	0.35	79,279 sq.ft.	1	60,000	3.3	198	3.3	198		Sara Investment
1100	Mixed Use: Specialty Retail & Office	5.3 acres	B-G	0.20 to 0.25	57,717	0.35	80,804 sq.ft.	1	50,000	3.3	165	3.3	165		Includes existing development (Spahr)
1200	Mixed Use: Specialty Retail & Office	4.6 acres	B-G	0.20 to 0.25	50,094	0.35	70,132 sq.ft.	2	40,000	3.3	132	3.3	132		Whitish Farm
2000	Open Space (Woods & wetland)	6.9 acres	Environmental Cor.			1.00	300,564 sq.ft.								
2001	Open Space (West Berm)	3.4 acres	Environmental Cor.			1.00	148,104 sq.ft.								
2002	Open Space (E)	1.0 acres	Environmental Cor.			1.00	43,560 sq.ft.								
2003	Storm Water Mgt (S)	3.3 acres	Environmental Cor.			1.00	143,748 sq.ft.								
Subtotal		97.0 acres					1,539,410 sq.ft.		844,150		3,297		3,672	4.35 per 1000 sf aggregate	
ROW	McKee Road	0.3 acres													
ROW	Fitchrona Road	8.4 acres													
ROW	Loop to Nesbitt	1.7 acres													
ROW	Connection to McKee	2.0 acres													
Total		109.4 acres													

Total Open Space =

Acres3536.43%

Summary by Use

Parcel Acreages

Business Development82.475.3%

Open Space Parcels14.613.4%

Rights of Way12.3611.3%

109.4

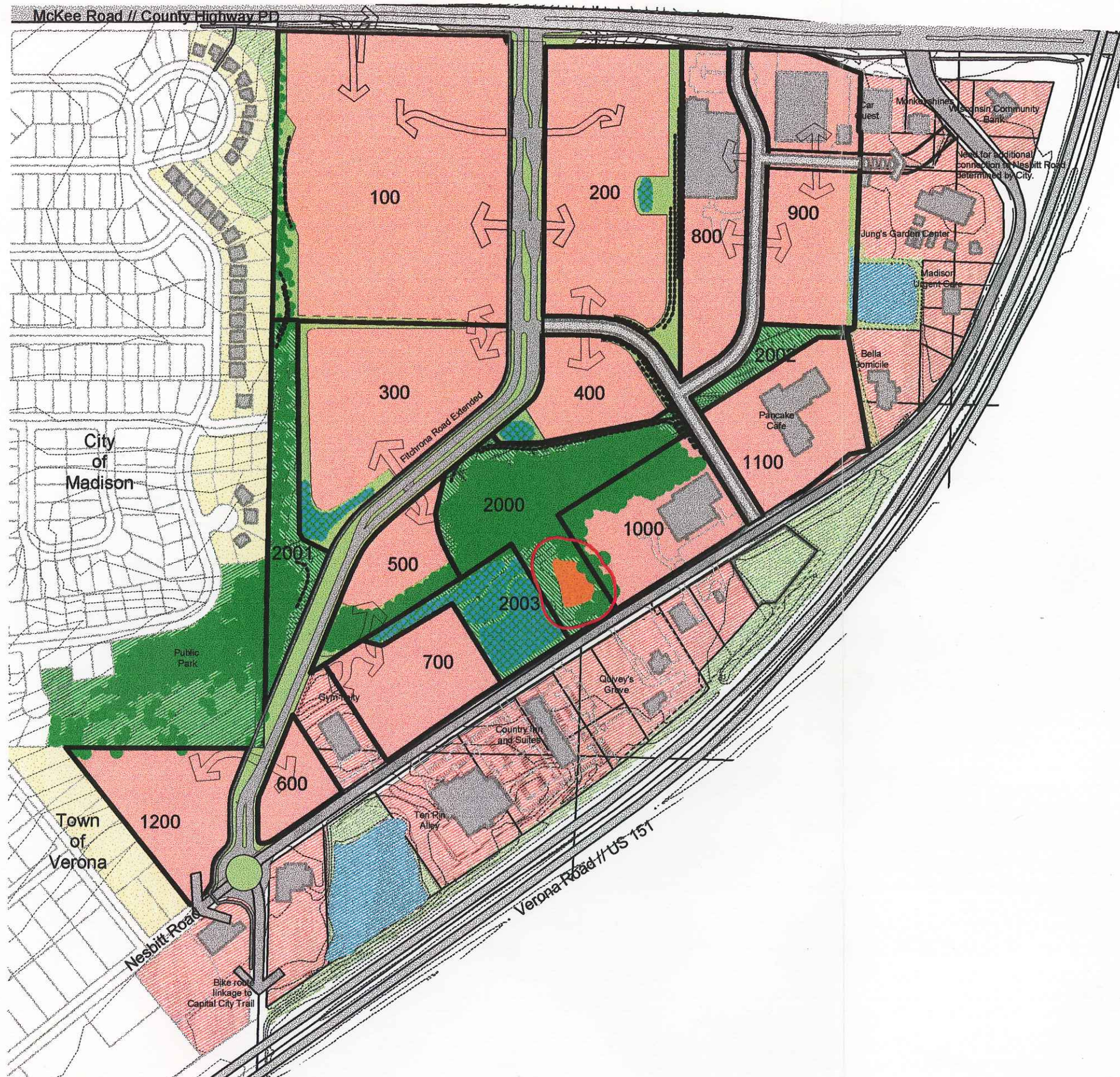
Notes:

* Specific uses such as "Office Supply" are reasonably anticipated to be possible tenants/occupants and are listed for traffic impact analysis only.

** Projected Gross Floor Area based on analysis of specific sites and anticipated development.

*** Proposed Parking rates represent the "High" end of the scale for impact analysis

**** City parking standard of 1 space per 300 sq ft. Dining standard based on estimated conversion of city standard for seating to gross floor area



Orchard Pointe Comprehensive Development Plan

Key to Planned Uses

100	Target Store with outlot retail, dining, and bank
200	Commercial uses with outlot dining, and credit union
300	Commercial uses
400	Commercial uses
500	Office
600	Commercial uses
700	Commercial and office
800	Redeveloped for commercial and office
900	Redeveloped for commercial uses
1000	Redeveloped for commercial uses
1100	Expanded commercial uses
1200	Mixed-use commercial
2000 thru 2003	Open space and storm water management



February 22, 2006

MAYO Corporation
600 Grand Canyon Drive
Madison, Wisconsin 53719
608.833.0628
info@mayocorporation.com

McKee Rd. (Hwy PD)

MCKEE RD. (Hwy PD) FITCHBURG CO. T.H. PD



RYAN COMPANIES US, INC.
50 South Tenth Street, Suite 300
Minneapolis, MN 55403-2012
612-492-4000 tel.
612-492-3000 fax
WWW.RYANCOMPANIES.COM

PROJECT NAME
**FITCHBURG
RETAIL
DEVELOPMENT**
STAGE 1

LOCATION
FITCHBURG,
WISCONSIN

SHEET TITLE
CONCEPT SITE
PLAN

REVISIONS
* UPDATED PROPERTY LINES 5-17-05
* SITE PLAN MIRRORED 7-28-05
* NEW SITE/
NEW ROAD ALIGNMENT 10-28-05
* SUPER TARGET 1-23-06

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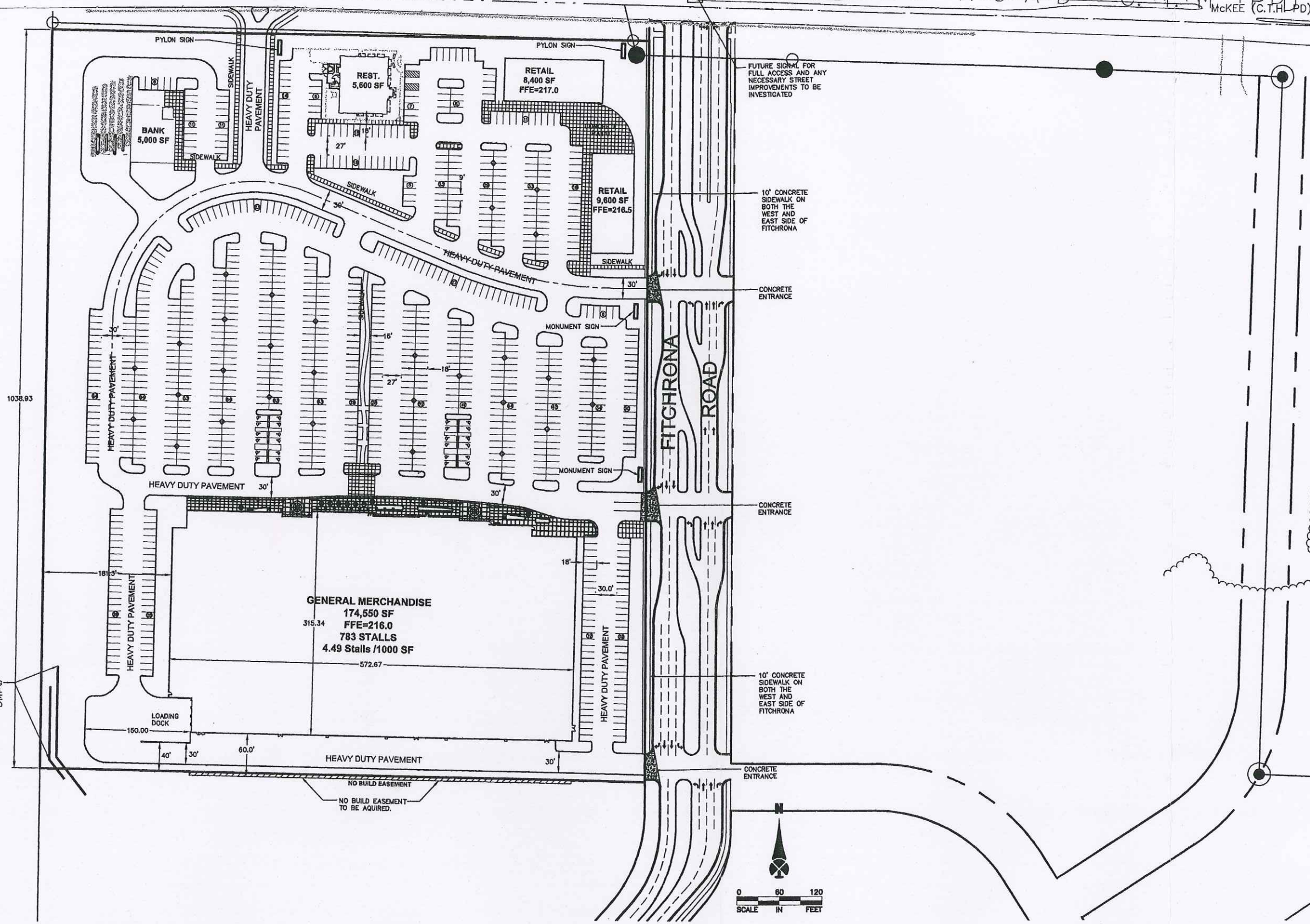
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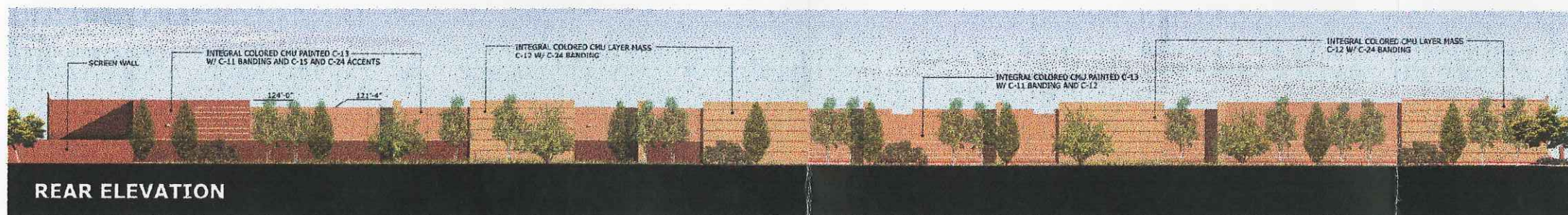
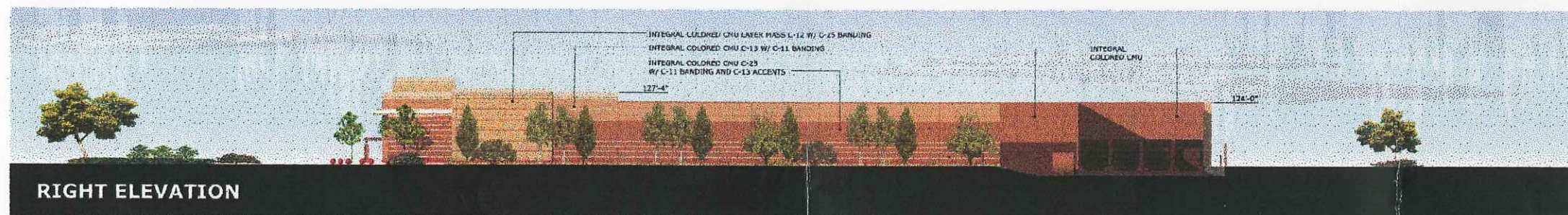
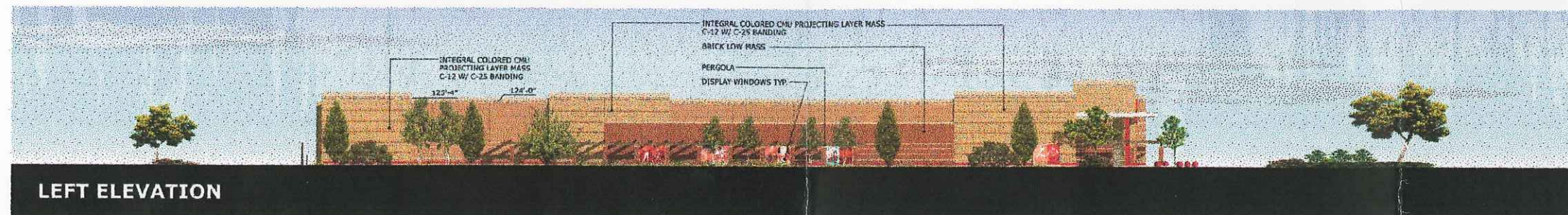
SHEET NUMBER

1 of 1

DRAWN BY
JDB
SCALE
902-010

CHECKED BY
JBO
DATE
01/23/2006



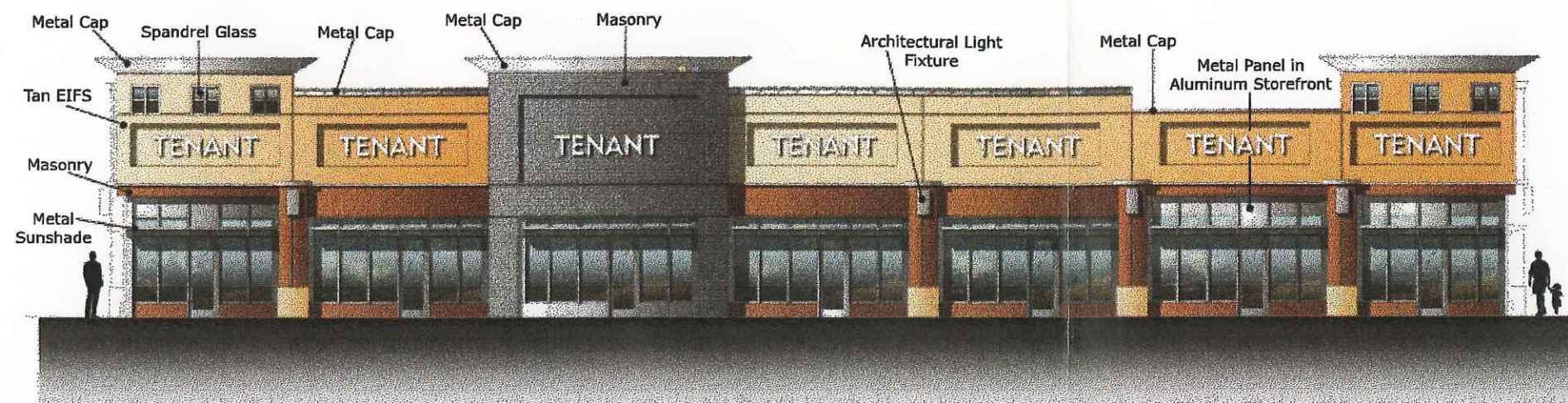


FITCHBURG, WI

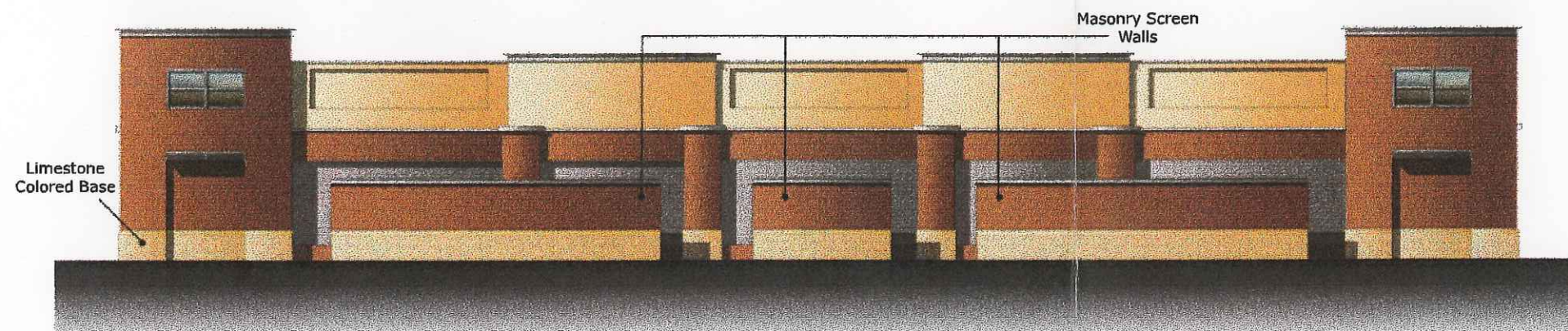
Target Store Planning & Design, Architecture & Engineering

02-10-06



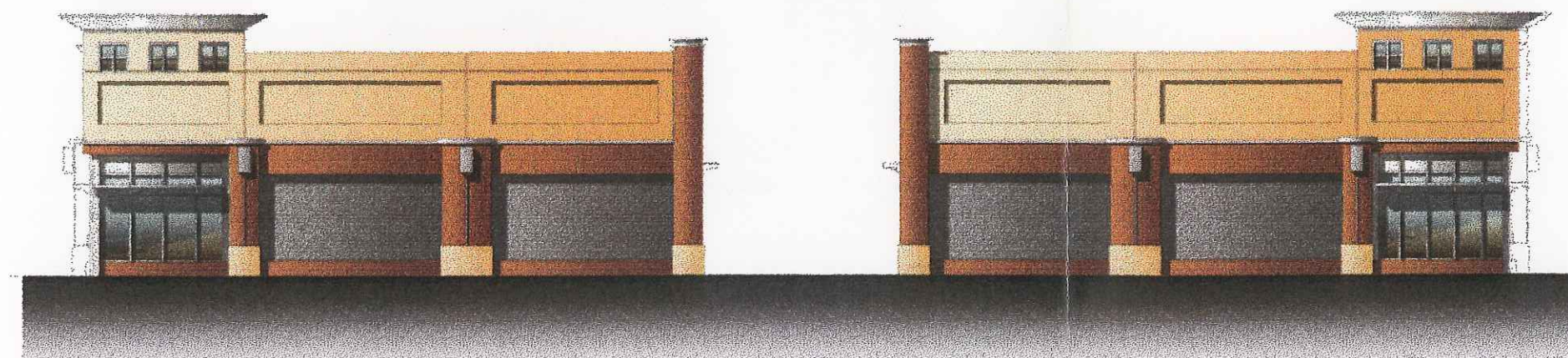


Front Elevation



NOTE: Screen walls only applicable along rear elevation of retail building fronting along Fitchrona Road.

Rear Elevation



Side Elevations

FITCHBURG RETAIL

FITCHBURG, WI
02.15.06

TYPICAL OUTLOT
ELEVATIONS

RYAN
BUILDING LASTING RELATIONSHIPS



910 West Wingra Drive
Madison, WI 53715
Phone: 608-251-4843
Fax: 608-251-8655

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March 6, 2006

Paul Woodard, P.E.
City of Fitchburg, Public Works
5520 Lacy Road
Fitchburg, WI 53711

Re: Fitchburg Commons

Dear Paul,

We've compared the raw trip generation from the Fitchburg Commons proposal with the raw trip generation used in the January 2005 TIA prepared for the area. The land uses used for Fitchburg Commons came from the January 31, 2006, RLK memo; a February 2, 2006, e-mail from Roxanne Johnson at Calkins Engineering; and a February 13, 2006, phone call with Roxanne Johnson clarifying land use densities for two parcels. The following paragraphs summarize some of our observations.

Trips

Overall, the current Fitchburg Commons proposal has 42 percent more trips generated, a total of 750 PM peak-hour trips, when compared with the same area used in the January 2005 TIA. The following table broadly compares the raw PM peak-hour trips generated by Fitchburg Commons parcels with the raw PM peak-hour trips generated for the same area in the January 2005 TIA. A more detailed table comparing the land uses is attached as Table 1.

Fitchburg Commons		January 2005 TIA	
Parcels 100, 300, 2002	1,187	Development C	519
Parcel 200	594	Development B	418
Parcels 800, 900	742	Development E	832
Total	2,523	Total	1,769

Additionally, Fitchburg Commons is proposing to develop several parcels south of the land fronting McKee Road that were not included in the January 2005 TIA. These parcels would have been developed but may have been developed with less intensive land uses. The following table shows the trips added that were not included in the January 2005 TIA. This area amounts to about 850 added trips, of which about 200 would have been included in the January 2005 TIA as background growth.

Fitchburg Commons Parcels not included in January 2005 TIA	
Parcels 400, 500, 600	695
Parcels 700, 1000, 1100	161
Total	856



Paul Woodard, P.E.
City of Fitchburg
Page 2
March 6, 2006

Finally, the January 2005 TIA included areas likely to be developed north of McKee Road and near the Nesbitt Road intersection that were not included in the trip generation for Fitchburg Commons. The January 2005 TIA anticipated that the area north of McKee Road could be developed into 650 residential dwelling units. The TIA also anticipated that area near the Nesbitt Road intersection could be redeveloped into higher density commercial uses, such as a restaurant and business hotel. The following table summarizes the trips associated with this development considered in the January 2005 TIA but not included in the Fitchburg Commons proposal.

January 2005 TIA Parcels not included in Fitchburg Commons	
Development A	442
Portion Development E	38
Development D (north of McKee Road)	407
Total	887

When all the trips are added together from the Fitchburg Commons area, and for other areas likely to develop outside of Fitchburg Commons, it amounts to 4,266 new raw trips in the PM peak hour. This is almost 1,200 more raw trips during the evening peak hour than was analyzed in the January 2005 TIA. Using a 29 percent passby/mixed use reduction factor that was used in the January 2005 TIA¹, this amounts to 835 more net trips. Most of this increase is caused by higher trip generating land uses being proposed for Fitchburg Commons.

Operation Levels

We took the new trip generation from all the areas that could be developed and distributed the trips in a Synchro/SimTraffic network. The distribution generally followed the same proportions as stated in the January 2005 TIA, with some modifications to account for a different placement of high trip generators in Fitchburg Commons. With the increased trip generation, we needed to use a higher capacity interchange to allow McKee Road to function properly. The study modeled the year 2020 to understand the full geometry needed.

The following paragraphs/bullets summarize our revised recommendations based on the new traffic generated by Fitchburg Commons (from Section 5 of the January 2005 report).

5. Ultimate Recommended Geometric Conditions

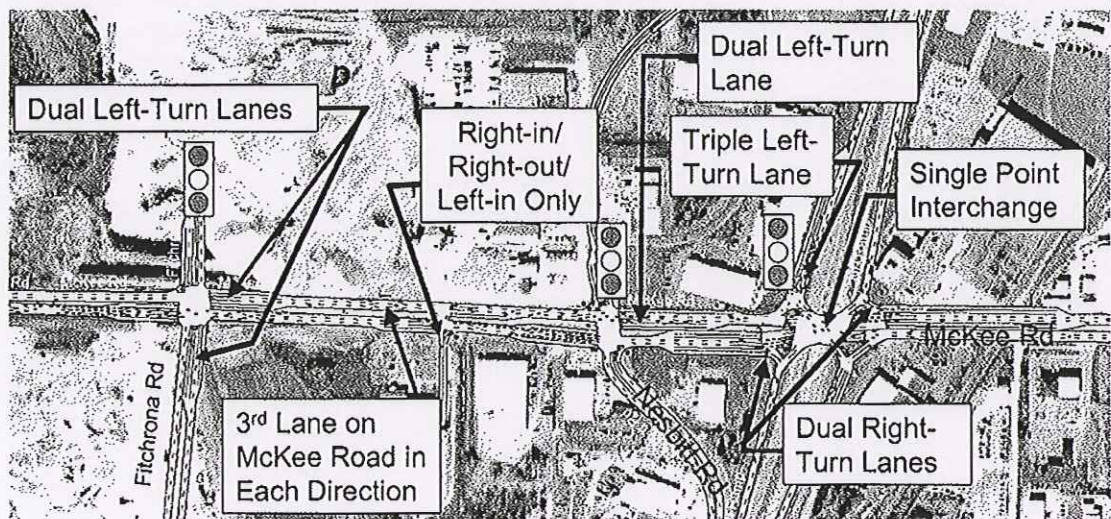
The developments will create additional needs beyond those of the 2020 background traffic. However, the basic network needed for the 2020 background conditions generally represent the maximum reasonable intersection geometries and roadway cross sections. Therefore, the following improvements (from 2020 basic roadway conditions) would help address, but not satisfy, those needs:

¹ The 29 percent is a blended rate. In the January 2005 TIA, each land use was given a specific passby reduction rate and linked trip reduction rate that produced an overall reduction of 29 percent for the development.

- Add a second right-turn lane on the west approach of the southbound Verona Road ramp intersection.
- Maintain a single left-turn lane on the south approach and a single left-turn lane on the north approach of the McKee Road/Nesbitt Road intersection.
- Add a second left-turn lane on the south and east approaches of the McKee Road/Fitchrona Road intersection.
- Perform signal phasing changes to the McKee Road/Fitchrona Road intersection (including protected-only left-turn movements from Fitchrona Road and McKee Road).

Ultimately, a single-point urban interchange or other high-capacity configuration will be needed at the McKee Road/Verona Road intersection. For the purposes of our modeling, we assumed a single-point interchange with dual left turns at all approaches except for the southbound-to-eastbound movement, which has a triple left-turn lane.

The following figure schematically shows the recommended ultimate geometry to accommodate the proposed development.



Even with these geometries, operations on McKee Road will deteriorate. The overall intersection levels of service remain at LOS D or above, yet several movements deteriorate to LOS F. The following table shows the operation levels for area intersections using SimTraffic for the 2020 PM peak hour.



Paul Woodard, P.E.
City of Fitchburg
Page 4
March 6, 2006

Intersection	January 2005 TIA		New Trip Generation	
	Delay	LOS	Delay	LOS
McKee Road/Fitchrona Road	28	C	53	D
McKee Road/East Drive	36	E	11	B
McKee Road/Nesbitt Road	54	D	37	D
McKee Road/SB Ramp	48	D	31	C*
McKee Road/NB Ramp	92	F	24	C*

* Note: New Trip Generation contains a Single Point interchange at Verona Road, where the January 2005 TIA contained a diamond interchange at Verona Road.

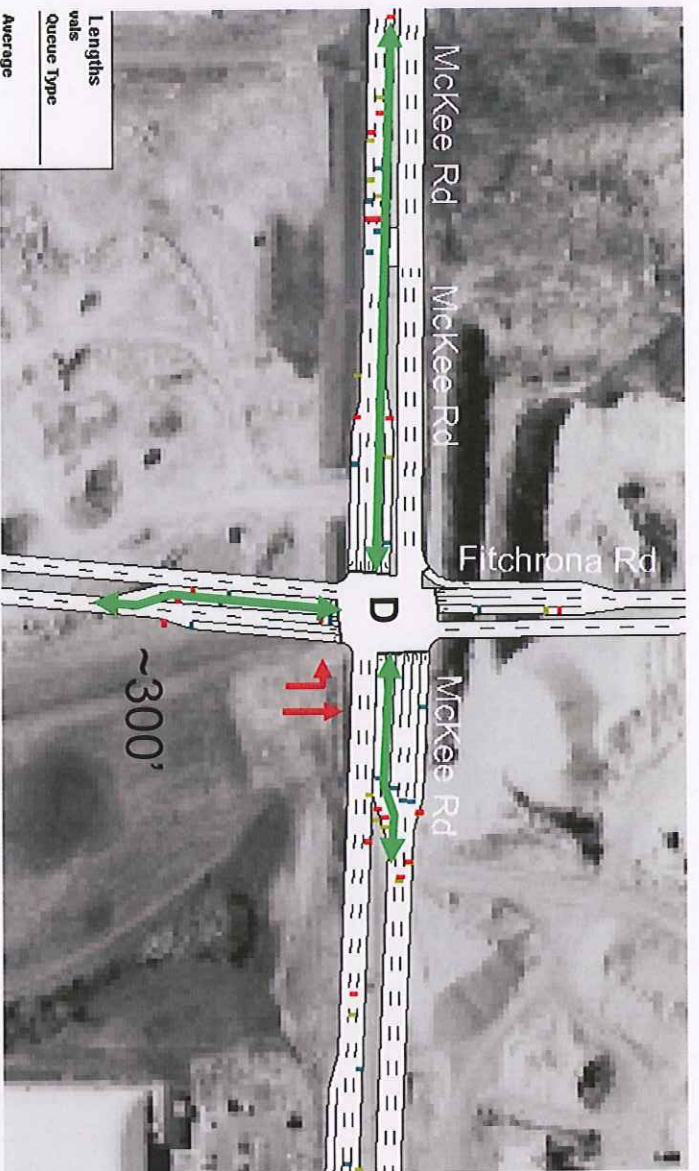
Of particular concern is the eastbound McKee Road to northbound Verona Road queue, which extends through the Nesbitt Road intersection all the way to the Fitchrona Road intersection. The northbound Fitchrona Road to westbound McKee Road queue also extends about 300 feet. The attached sheet illustrates intersection LOS and where queuing concerns exist.

In summary, the addition of trips from Fitchburg Commons will cause some specific movement operation levels to deteriorate to LOS F; most overall intersection operation levels will be above LOS D. Modifications need to be made to the geometry recommended in the January 2005 TIA to reflect the new traffic generators. Queuing becomes a much more serious problem with queues running through intersections. This has the potential to compromise the operation of multiple intersections as they may not be able to clear, even when a green indication is provided.

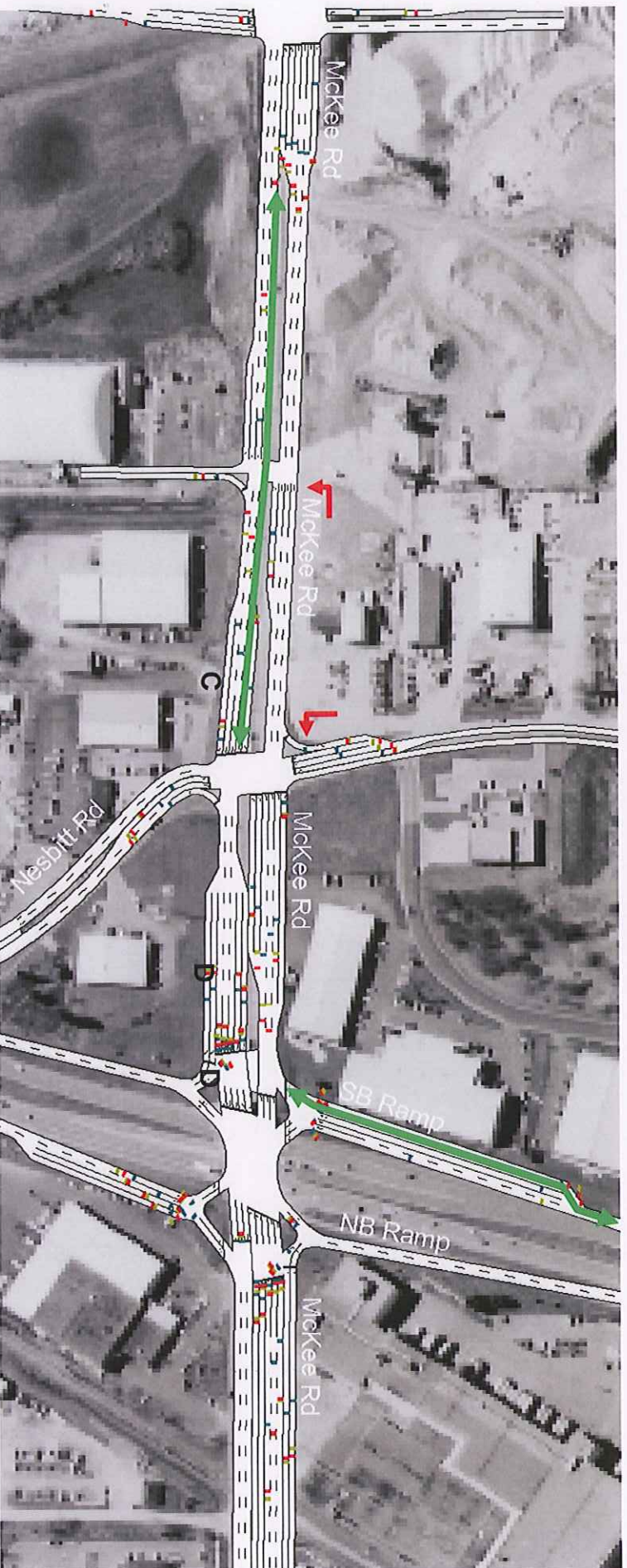
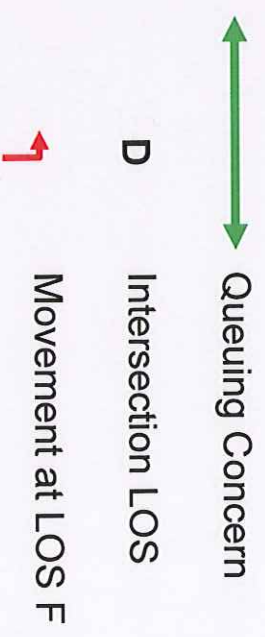
Sincerely,

STRAND ASSOCIATES, INC.

Thomas W. Lynch, P.E., PTOE



Adjusted phasing and
geometry from TIA - SPUI



INTERSECTION	1. McKee Rd/Valley Drive	2. McKee Rd/Junction Rd	3. McKee Rd/Valley Drive	4. McKee Rd/Junction Rd	McKee Rd/SB Ramp	McKee Rd/NB Ramp																																																																																																																																										
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Exhibit 5B-6

[illegible]

Raw Trip Generation

2/6/2006

No reduction factors used

Fitchburg Commons Trip Generation

January 5, 2005 TIA

Land Use	Size	ITE Code	Total PM Trips	Land Use	ITE Code	Size	Unit	Total PM Trips
100 Commercial	20.7	813	703	Development C	35.1			
Large Scale Discount	174,550	814	26	Home Improvement Superstore	862	152,600	1000 GFA	374
Specialty Retail	9,600	814	23	General Office Building	710	80,000	1000 GFA	119
Drive In Bank	8,400	932	229	Residential Condominium/Townhouse	230	50	DU	25
High Turn-over Restaurant	5,600		61					
300 Commercial	5.7							
Home Improvement	50,000	862	123					
Specialty Retail	8,000	814	22					
2002 Detention	4.0							
Total	261,150	GFA	1187	Total		287,600	GFA	519
200 Commercial	11.5							
Arts and Crafts Store	20,000	879	124	Development B	8.7			
Office Supply Superstore	25,000	867	85	Drive-In Bank	912	5,000	1000 GFA	229
Specialty Retail	20,000	814	54	Specialty Retail	814	45,000	1000 GFA	122
Specialty Retail	6,000	814	16	General Office Building	710	45,000	1000 GFA	67
High Turn-over Restaurant	7,500	814	20					
Drive In Bank - 3 windows	6,000	932	66					
** Total	5,000	912	229	Total		95,000	GFA	418
	89,500	GFA	594					
800 Commercial Mixed Use	5.8							
Apparel Store	40,000	870	153	Development E	16.9			
High Turn-over Restaurant	7,000	932	76	Free-Standing Discount Store	815	124,000	1000 GFA	627
Fast Food with Drive Through	3,000	934	104	Specialty Retail Center (Outlet 1)	814	14,000	1000 GFA	38
				Specialty Retail Center (Outlet 2)	814	11,500	1000 GFA	31
				Specialty Retail Center (Outlet 3)	814	11,500	1000 GFA	31
900 Commercial	7.8			High-Turnover (Stk-Down) Restaurant	932	13,000	1000 GFA	142
Apparel Store	80,000	870	305	Total		(14,000)		870
Specialty Retail	10,000	814	27	Subtotal Specialty Retail (Outlet 1)	-1.3			-38
High Turnover Restaurant	7,000	932	76	Total		160,000	GFA	832
Total	147,000	GFA	742					
Parcels not included in Fitchburg Commons but in January 2005 TIA								
Added Parcels Not in Fitchburg Commons 4.3								
Jungle Redevelopment								
Total								
CarQuest/Monkey Shines Feder	1.3		38	Development A	4.3			
Total	62,000		480	Drive-In Bank	912	5,000	1000 GFA	229
				High-Turnover (Stk-Down) Restaurant	932	15,000	1000 GFA	164
				Business Hotel	312	80	Rooms	50
				Total		48,000		442
				From Development E (Portion)				
				Add Specialty Retail (Outlet 1)	1.3			38
				Total		14,000		480
				Development D				
				Planned Unit Development	270	656	DU	407
				Total				407
Grand Total Trips without Reduction			3410	Grand Total Trip without Reduction				2556

Added Parcels South of Area Analyzed in Original TIA						
	Land Use	20.7	Size	ITE Code	Total PM Trips	
400	Commercial/Mixed Use	3.7	30,000	710	45	
	General Office		12,000	814	33	
	Specialty Retail		6,000	931	45	
	Quality Restaurant		3,000	934	104	
	Fast Food with Drive Through					
500	General Office	3.6	58,000	710	83	
	General Office					
600	Commercial	1.8	4,000	945	385	
	Gas/Service w/ Convenience					
700	Commercial Mixed Use	7.1	6,000	814	16	
	Specialty Retail		30,000	710	45	
	General Office		30,000	150	14	
	Warehousing					
1000	Commercial Mixed Use	5.2	6,000	814	16	
	Specialty Retail		15,000	710	22	
	General Office		15,000	150	7	
	Warehousing					
1100	Commercial Mixed Use	5.3	-	932	0	
	High-Turnover Restaurant		-	710	0	
	General Office		15,000	814	41	
	Specialty Retail					
1200	Omitted	4.6				
2000	Open Space	5.0				
2004	Open Space	1.7				

	Land Use	Size	ITE Code	Unit	Total PM Trips	
	Already Occurring Trips					
	High-Turnover Restaurant	5.00	932	10.92	16	
	Specialty Retail	24,000	814	2.71	27	
	Warehouse	8,000	150	0.47	8	
	Warehouse					
	Already Occurring Trips	44,000	150	0.47	44	
	Warehouse					

