



Novation Campus

Comprehensive Development Plan

CITY OF FITCHBURG
TOWN OF MADISON

SUBMITTAL: AUGUST 31, 2007

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INTRODUCTION

INTENT:

The intent of this document is to provide the City of Fitchburg and Town of Madison a Comprehensive Development Plan (CDP) for the expansion of the Novation Campus and fulfill requirements and request approval per Section 15.07 Comprehensive Development Plans, City of Fitchburg Subdivision Ordinance.

Project Name

Novation Campus

Project Owner/ Applicant

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Jeff Held

Special Thanks To

- Black Hawk Girl Scouts Council
- Joining Forces for Families
- Patricia Rengal



Introduction

BACKGROUND INFORMATION

Fulfillment of Agreements

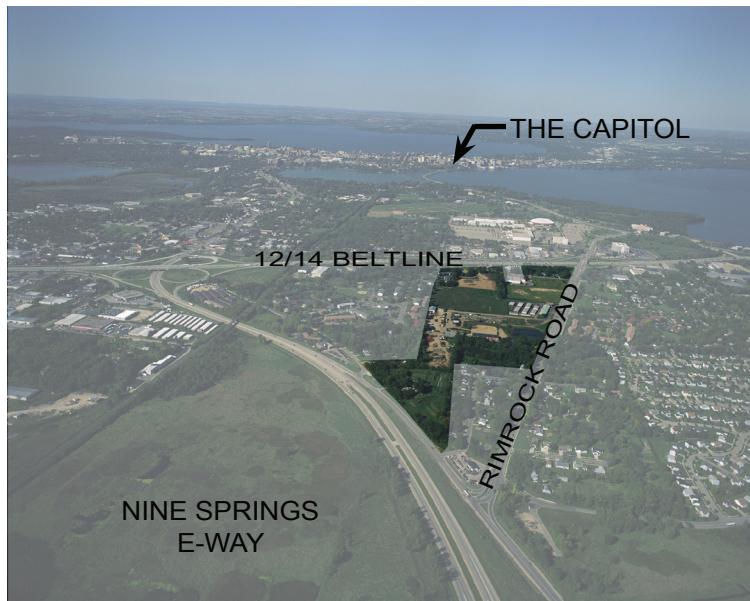
In 2005, the City of Fitchburg and Town of Madison signed a memorandum of agreement specifying requirements under which the Town of Madison could create Tax Incremental District #1. Approval of this CDP shall serve to fulfill the Town's obligation to create a Comprehensive Development Plan for the parcels within TID #1.

Total Parcel Size: 62.82 Acres

The following legal description identifies all properties, currently developed and areas anticipated for future campus expansion, as identified in the CDP. 62.82 Acres (inclusive of all previously developed and future expansion campus areas)

A parcel of land located in part of the SW 1/4 and the NW 1/4 of the SW 1/4 of section 36, and the SE 1/4 of the SE 1/4 of Section 35, T7N, R9E, all in the Town of Madison; and in part of NW 1/4 of the NW 1/4 of Section 1, and the NE 1/4 of the NE 1/4 of Section 2, T6N, R9E, all in the City of Fitchburg, Dane County, Wisconsin.

Beginning at the southwest corner of said Section 36; thence N 00°21'38" E, 70.34 feet; thence N 87°44'40" W, 62.73 feet; thence N 89°00'21" W 269.79 feet; thence along the arc of a curve concaved southwesterly having a radius of 1943.08 feet and a long chord bearing N 33°22'00" W, a distance of 309.77 feet; thence N 55°05'03" E, 221.06 feet; thence N 13°48'22" W, 142.22 feet; thence N 89°45'55" W, 392.57 feet; thence along the arc of a curve concaved southwesterly having a radius of 1947.08 feet and a long chord bearing N 49°21'33" W, a distance of 50.65 feet; thence S 89°47'05" E, 786.75 feet; thence N 00°28'24" E, 689.88 feet; thence N 00°29'02" E, 607.41 feet; thence N 01°58'24" E, 20.83 feet; thence S 88°56'02" E 184.00 feet; thence N 00°19'49" E, 473.68 feet; thence N 89°07'31" W, 84.98 feet; thence N 00°25'31" E, 220.44 feet; thence S 89°06'19" E, 104.09 feet; thence S 00°26'50" W, 33.00 feet; thence S 89°06'44" E, 458.82 feet; thence S 00°48'54" W, 362.20 feet; thence S 89°07'13" E, 300.00 feet; thence N 00°48'56" E, 362.16 feet; thence S 89°06'44" E, 277.87 feet; S 26°10'05" E, 113.52 feet; thence S 12°09'09" W, 209.20 feet; thence S 09°09'50" W, 201.13 feet; thence S 00°50'11" W, 103.08 feet; thence S 14°52'26" W, 242.39 feet; thence N 88°57'06" W, 10.31 feet; thence S 14°52'22" W, 442.86 feet; thence along the arc of a curve concaved northwesterly having a radius of 25.00 feet and a long chord bearing S 52°58'30" W, a distance of 30.88 feet; thence N 88°54'41" W, 866.26 feet; thence S 00°18'47" W, 422.75 feet; thence S 89°12'30" E, 66.00 feet; thence N 00°18'47" E, 237.83 feet; thence along the arc of a curve concaved southeasterly having a radius of 117.00 feet and a long chord bearing N 45°42'10" E, a distance of 166.56 feet; thence S 88°54'41" E, 652.28 feet; thence along the arc of a curve concaved southwesterly having a radius of 25.00 feet and a long chord bearing S 37°01'12" E, a distance of 39.33 feet; thence S 14°57'37" W, 405.10 feet; thence S 89°13'15" E, 17.54 feet; thence S 14°57'37" W, 173.16 feet; thence S 14°51'16" W, 436.81 feet; thence N 7 t; thence N 28°28'23" W, 876.55 feet; thence S 89°00'21" E, 229.16 feet; thence S 87°44'40" E, 64.28 feet to the point of beginning. This parcel contains 62.82 acres.



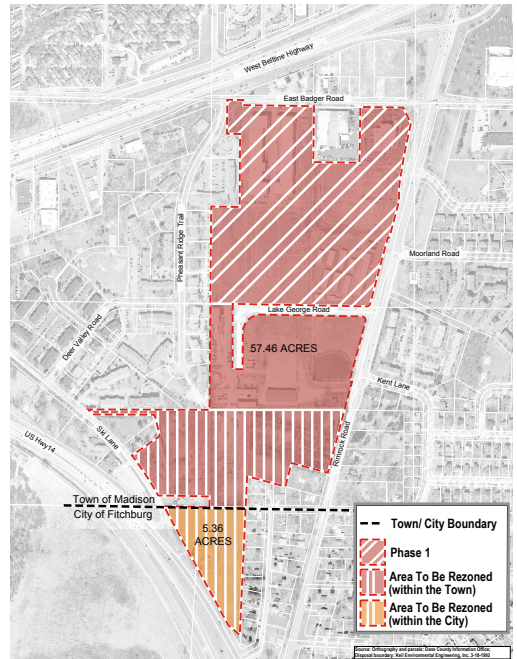
Introduction

BACKGROUND INFORMATION

Intergovernmental Agreement & Development Review Process

In November, 2002 the City of Fitchburg, City of Madison and Town of Madison established an intergovernmental agreement outlining the timeline and future annexation boundaries at the time the Town ceases to exist as a separate entity. The Novation Campus and surrounding Town areas, generally identified as the Southdale Area within the agreement, will become part of the City of Fitchburg by no later than October, 2022. Through this agreement and other agreements subsequently established, the City of Fitchburg and Town of Madison are jointly involved in the review of development plans within Town areas that will eventually be transferred to the City.

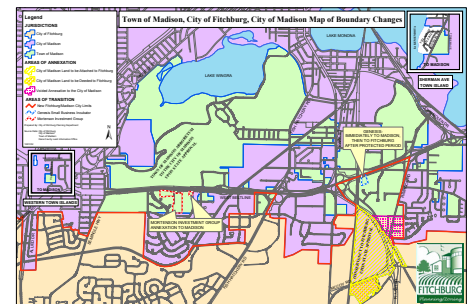
This CDP outlines the development intentions for the subject parcel and includes the preliminary information necessary to convey the general development pattern and intensity. Once approved, the CDP will create a roadmap for future campus expansion and permit the Town to utilize its Tax Incremental District to promote reinvestment within the neighborhood. Based on discussion with City and Town officials and consideration of the information outlined within the intergovernmental agreement and following CDP approval, future development review and approvals are anticipated to follow the processes outlined below.



- Development of the Novation Campus within land currently Town of Madison boundaries will proceed under County Zoning & Land Division processes. Current zoning for the property will accommodate the vision outlined in the CDP except for the southern portion.
- Development of Novation Campus within City of Fitchburg lands require rezoning and land division. Future submittals for rezoning of these parcels will be provided and are anticipated to follow conventional zoning processes with the potential for PDD zoning depending on the zoning classifications available at the time of future development submittal preparation.
- As part of the CDP review process a second document, “Southdale Neighborhood Plan” is being prepared to illustrate the potential integration and long term land use of the land immediately adjacent to the Novation Campus.

Pre-Filing Meetings

October 9, 2006	Wisconsin Department of Transportation
October 17, 2006	Town / City Staff (Planning, Public Works, Engineering)
November 6, 2006	Town / City Staff (Planning, Public Works, Engineering)
December 14, 2006	Wisconsin Department of Transportation
January 6, 2007	Plan Commission (Informational)
January 9, 2007	Neighborhood Stakeholder Meetings
January 11, 2007	Neighborhood Stakeholder Meetings
January 16, 2007	Dane County Staff (Highway and Transportation)
January 17, 2007	Neighborhood Stakeholder Meetings
January 18, 2007	Town / City Staff (Planning, Public Works, Engineering)
January 29, 2007	Southdale Neighborhood Meeting #1
February 26, 2007	Southdale Neighborhood Meeting #2
March 26, 2007	Neighborhood Stakeholder Meeting
April 12, 2007	Town / City Staff (Planning, Public Works, Engineering)
April 16, 2007	Southdale Neighborhood Meeting #3
April 19, 2007	City Staff (Planning)
April 25, 2007	City Staff (Planning, Engineering), Dane County Staff (Highway and Transportation)
July 12, 2007	Madison Metro (Transportation Planning)
July 16, 2007	Wisconsin Department of Natural Resources Staff (Water Management Specialist)
July 17, 2007	Town / City Staff (Planning, Public Works, Engineering)
September 4, 2007	Plan Commission (Informational)

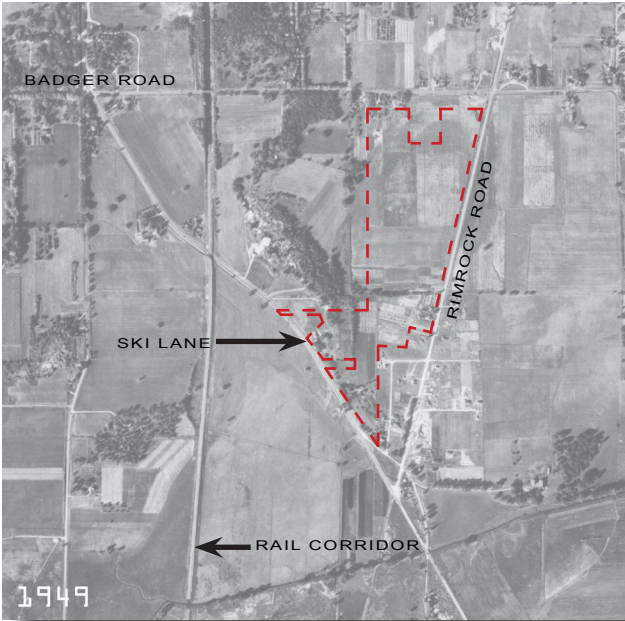


Town of Madison, City of Fitchburg, City of Madison
Map of Boundary Changes.

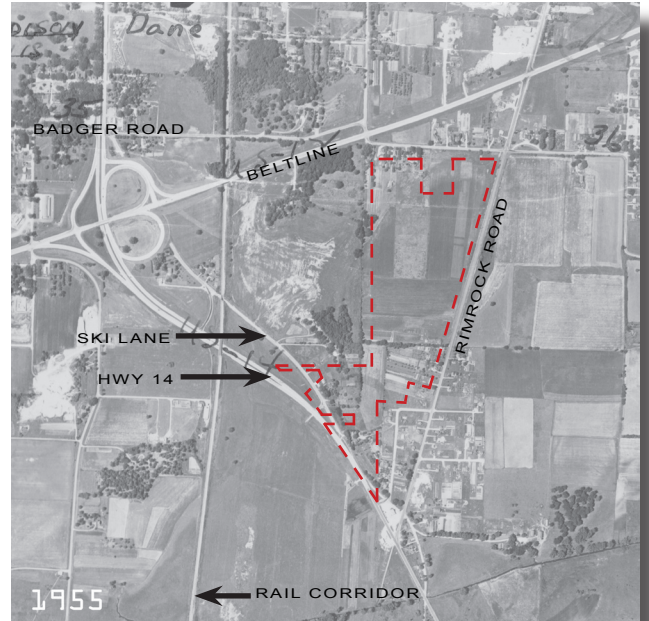
General Site Information

HISTORIC PHOTOS

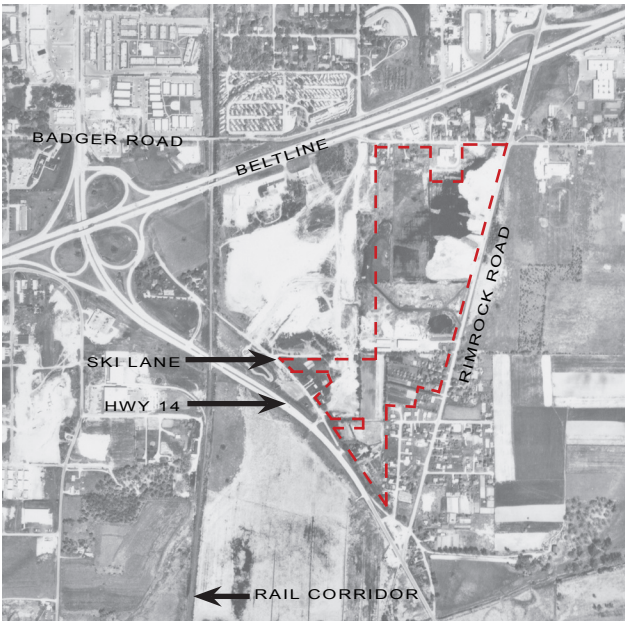
Historic photos dramatically illustrate the changes over time showing the varied land use and the evolution of both local and regional transportation network. The predominant use was agriculture until around the 1960s and licensed and unlicensed landfills beginning around the mid-1960s. During its time as a landfill, construction debris and fly ash resulting from coal combustion used for generating electricity were buried on site. As adjacent land became developed around the 1970s, portions of the project site were developed over landfill areas and stormwater management ponds were constructed. As development continues to press outward from the urban center of Madison, Fitchburg and surrounding communities, rehabilitation of brownfield sites has become more important. With the purchase of the land by the Alexander Company in the 1990s, redevelopment and capping of the landfill sites and development of some adjacent properties has begun.



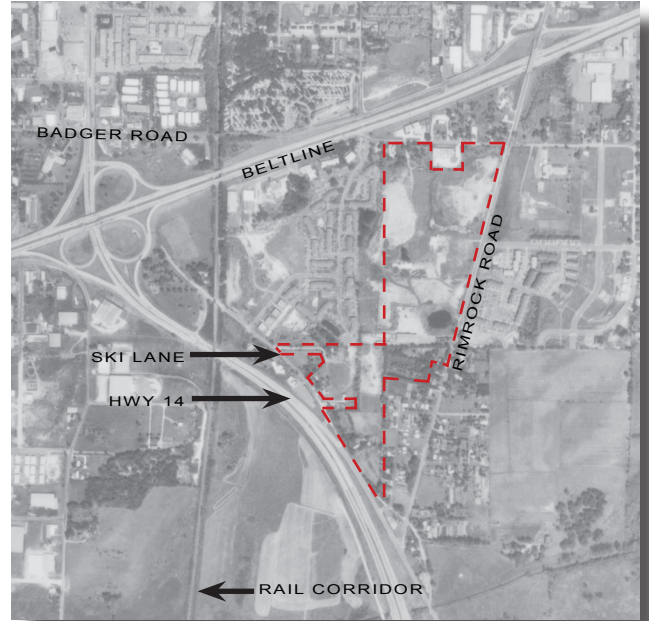
1949



1955



1968

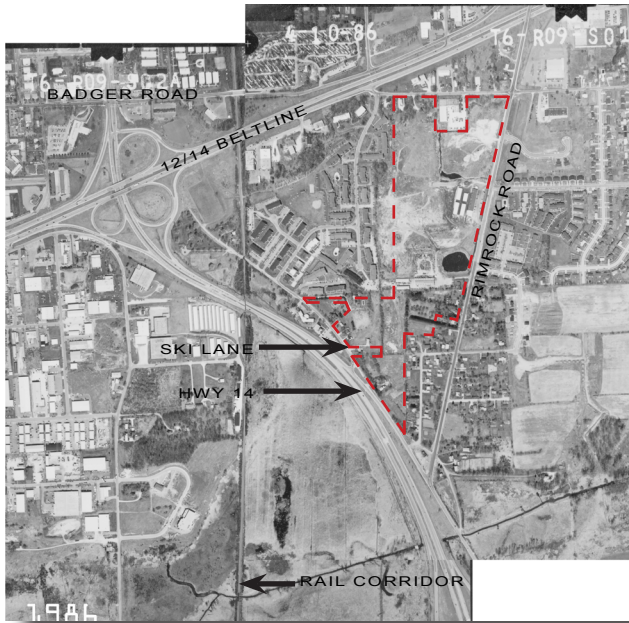


1976

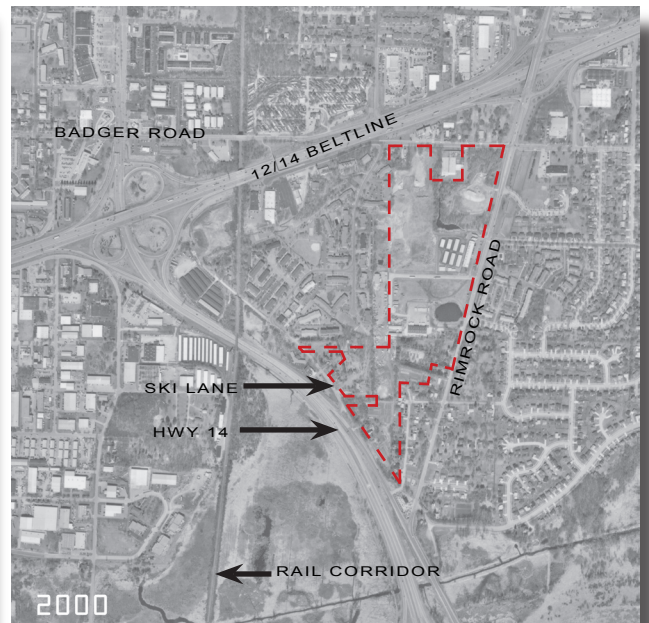


General Site Information

HISTORIC PHOTOS



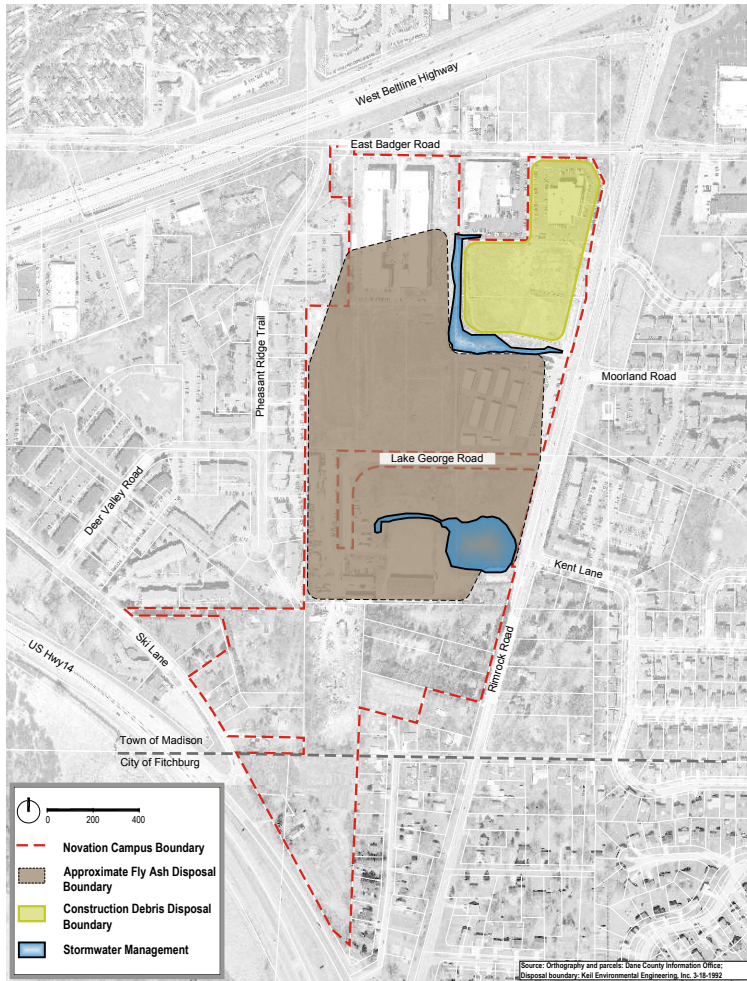
1986



2000

General Site Information

ENVIRONMENTAL FRAMEWORK



The historic uses, existing topography, geomorphology and hydrology are extremely important factors impacting site redevelopment. Investigation has been done to identify fly ash deposits and the Alexander Company and the Wisconsin Department of Natural Resources (WDNR) have collaborated to determine the best method for addressing these conditions. Based on these discussions, all areas containing fly ash must be capped utilizing one of three methods: buried under parking lots, buried under buildings, or capped with an impermeable clay liner. For this reason, stormwater infiltration will not be achieved on sites which contain fly ash.

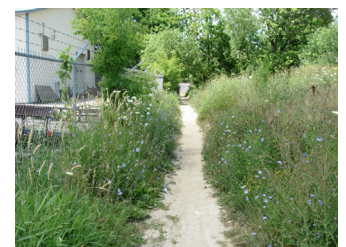
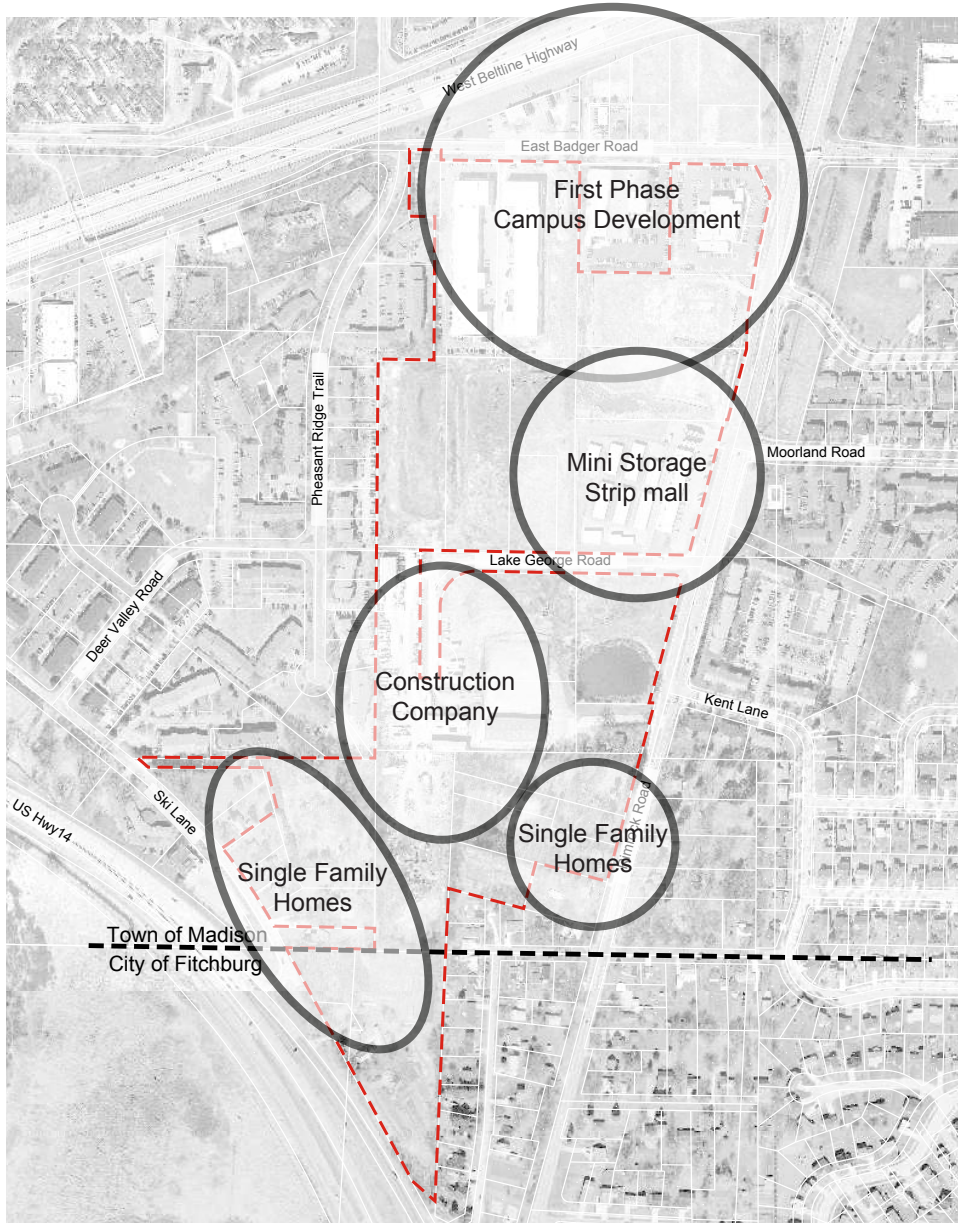
In addition to the historic landfill activities, much of the area has subsurface soil conditions with low load-bearing qualities. Design and construction in these conditions requires special footings and/or piles to appropriately address building foundation requirements. Surcharging of development sites, required across much of the project site, has been and must continue to be utilized to improve bearing capacities. In some instances, soil bearing capacities may limit development intensity and building heights.

Two previous storm water facilities have been converted to wetlands and have been identified within the project area. These have been established as part of the stormwater management system for the area and are the result of previous discussions with the Wisconsin Department of Natural Resources (WDNR). Current discussions are underway confirming that Lake George can be enhanced and continue to be utilized for stormwater management purposes.

The site has a varied topography with the most relief occurring at the northern edge of the currently developed campus area and west along Ski Lane/CTH MM. In general, areas south of Lake George Road are relatively flat. A pronounced ridgeline separates this relatively level area from the area to the west, the severity of this slope has been increased due to previous earth moving activities across the site.

General Site Information

EXISTING BUILT CONDITIONS



Phase One portions of the Novation Campus have been built and are in the process of continued development by the Alexander Company. Early development phases include two flex use buildings designed to meet the needs of light industrial users, two car dealerships, a credit union, and office space. These existing campus uses are located near the north end of the project area. A number of additional buildings exist and include a convenience store and strip retail with mini-warehouses located behind the main building, multiple storage buildings and outdoor storage space for a construction company, single family rental properties, as well as vacant land.

The site is bordered by both regional and local roadways. A number of access points serve the Novation Campus, including six driveways and Lake George Road off Rimrock Road, six driveways off of Ski Lane/CTH MM and two driveways from the existing Novation Campus development to the north. Madison Metro transit services existing along Rimrock Road and Pheasant Ridge and has the capability to increase the level of service to the campus as it develops. Bicycle access is well accommodated with on-street facilities surrounding the site along Rimrock Road, Ski Lane, Deer Valley Road and Pheasant Ridge Trail. Pedestrian access is expected to improve since existing sidewalks are limited to the Rimrock Road frontage, Badger Road and Lake George Road.

General Site Information

ADJACENT LAND USE

This area is part of the Southdale Neighborhood within the Town of Madison and will be annexed to the City of Fitchburg through intergovernmental boundary agreements. The Southdale Neighborhood is a collection of land uses that has evolved over the last 20 years. The following describes the existing land use based on geographic location:

North

The northern boundary of the project site is HWY 12/18 or the West Beltline Highway. The Beltline frontage immediately to the north is primarily commercial and transitions to a mobile home park north and west of the site. Few pedestrian and/or vehicular connections exist between this area and the project site as a result of the Beltline.

South

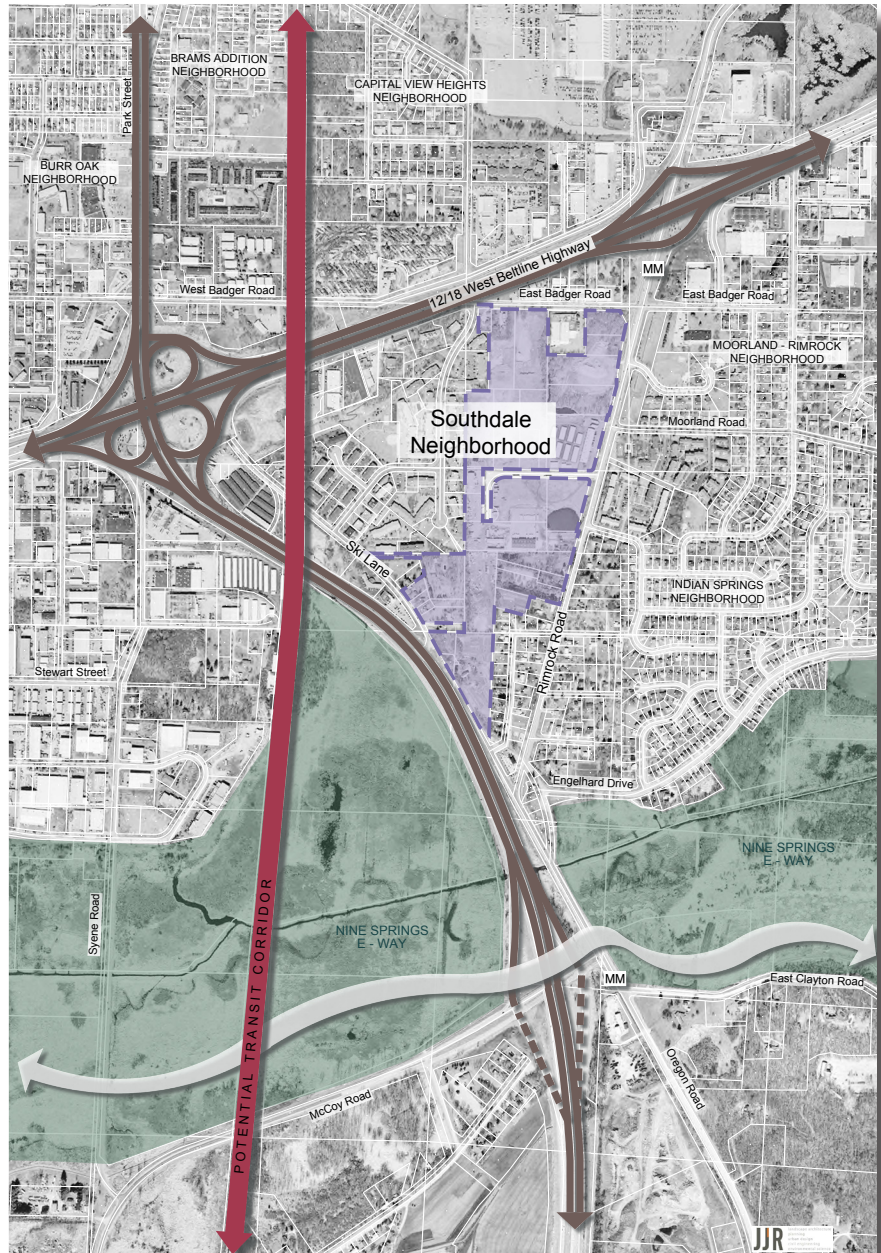
A one block area of single family homes located between Rimrock Road and Highway 14 is part of the southern boundary of the project site and currently lies within the City of Fitchburg limits. Further to the south, across Highway 14, is the Nine Springs E-Way. This E-Way is an important resource and offers passive recreational and educational opportunities for the surrounding community.

East

Rimrock Road serves as the eastern boundary of the project site. The Indian Springs and Moorland – Rimrock Neighborhoods across Rimrock Road consist of a mix of residential types and densities with a grouping of apartments near the intersection of Rimrock Road and Lake George Road. These neighborhoods lie within the City of Madison limits.

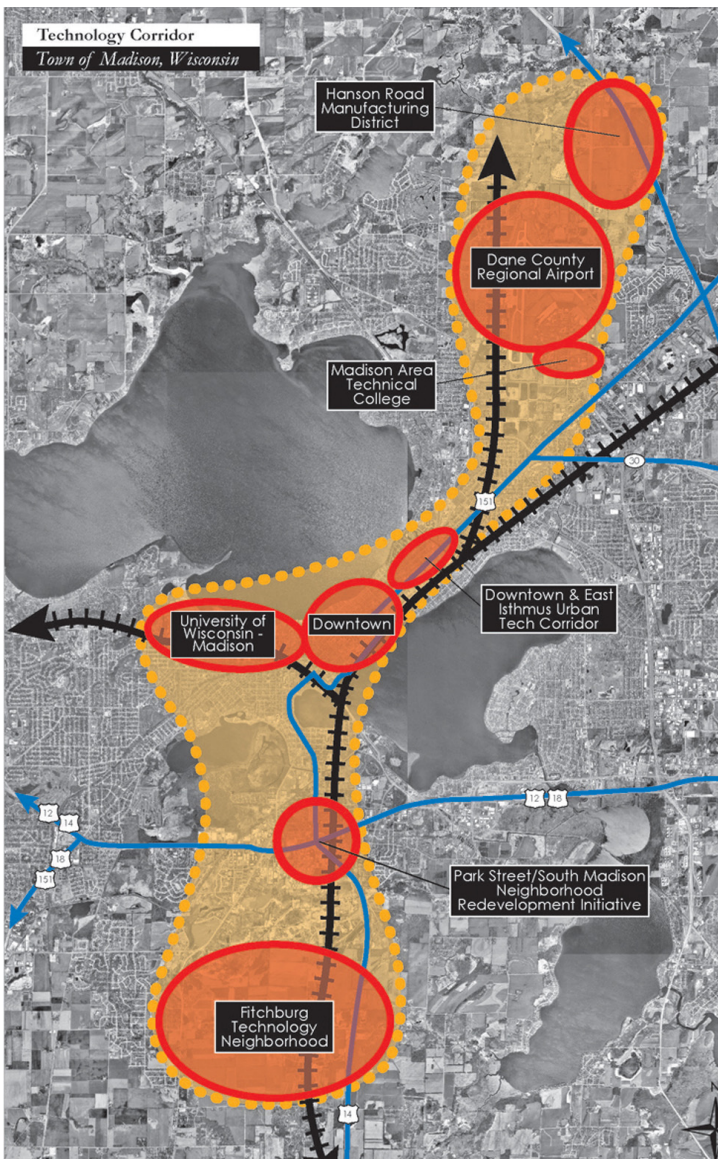
West

West of the project site is a large concentration of residential buildings consisting of apartments and condominiums. Many of the approximately 600 housing units are rental. Over time the area has been isolated due to the adjacent highway system and lack of local connections through the project site.



Comprehensive Development Plan

GENERAL PROJECT GOALS



Source: Site Redevelopment Strategy and Concept Plan, Town of Madison, 2002.

The Novation Campus represents a unique redevelopment and infill opportunity focused on creating a high quality employment district. Redevelopment and reinvestment in underutilized and neglected sites is a hallmark of the Alexander Company and represents an opportunity to illustrate and implement smart growth policies and initiatives. Redevelopment of this parcel will allow for the accomplishment of a variety of goals including:

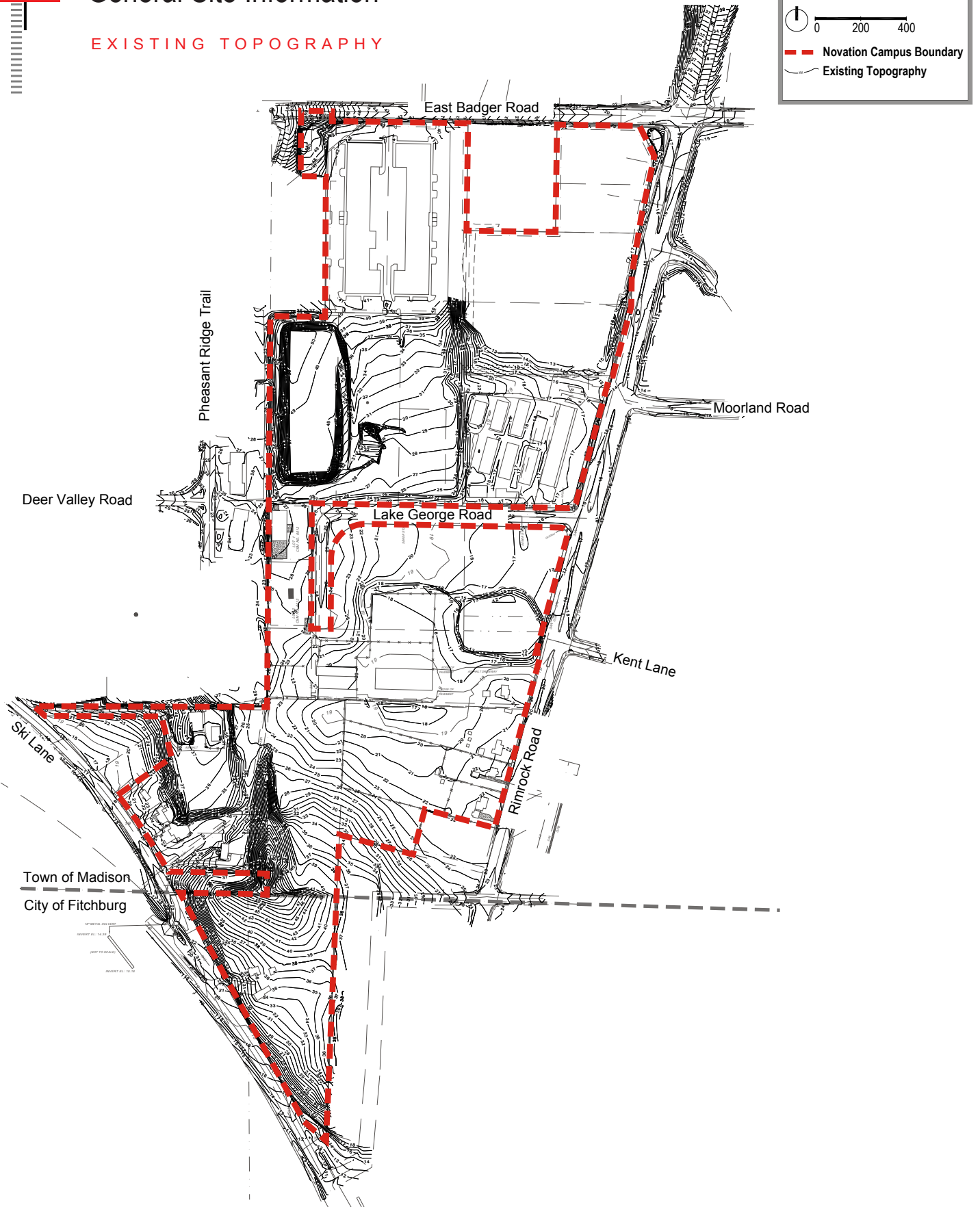
- Build non-residential tax base within the Town of Madison and ultimately the City of Fitchburg.
- Create employment opportunities vital to the success of surrounding neighborhoods.
- Reclaim and reinvent an underutilized brownfield site for productive use.
- Cap areas containing fly ash and construction debris due to previous landfill activities.
- Improve neighborhood access to goods and services.
- Reduce neighborhood isolation by improving access and connecting fragmented local street networks.
- Stimulate reinvestment and economic development.
- Leverage existing infrastructure and help to provide the stimulus for future improvements to enhance local and regional conditions (transit options, roadway and intersection enhancements and improvements, etc.).

Novation Campus' employment focus builds on many local planning initiatives such as the Fitchburg Technology Neighborhood and Park Street/South Madison Neighborhood Redevelopment Initiative, helping to extend the vision of a focused technology corridor from Fitchburg northward to the University of Wisconsin, MATC and the Dane County Regional Airport. Supplementing and supporting the employment uses will be commercial and service uses meeting the needs of the new employee base while offering neighborhood residents improved access to services and amenities. Housing opportunities are identified as part of the campus to help transition to the existing residential neighborhood, extend weekday and weekend activity, and further diversify housing options within the neighborhood. In the event that insufficient market demand for housing exists at the time of build out, office uses may be substituted.



General Site Information

EXISTING TOPOGRAPHY

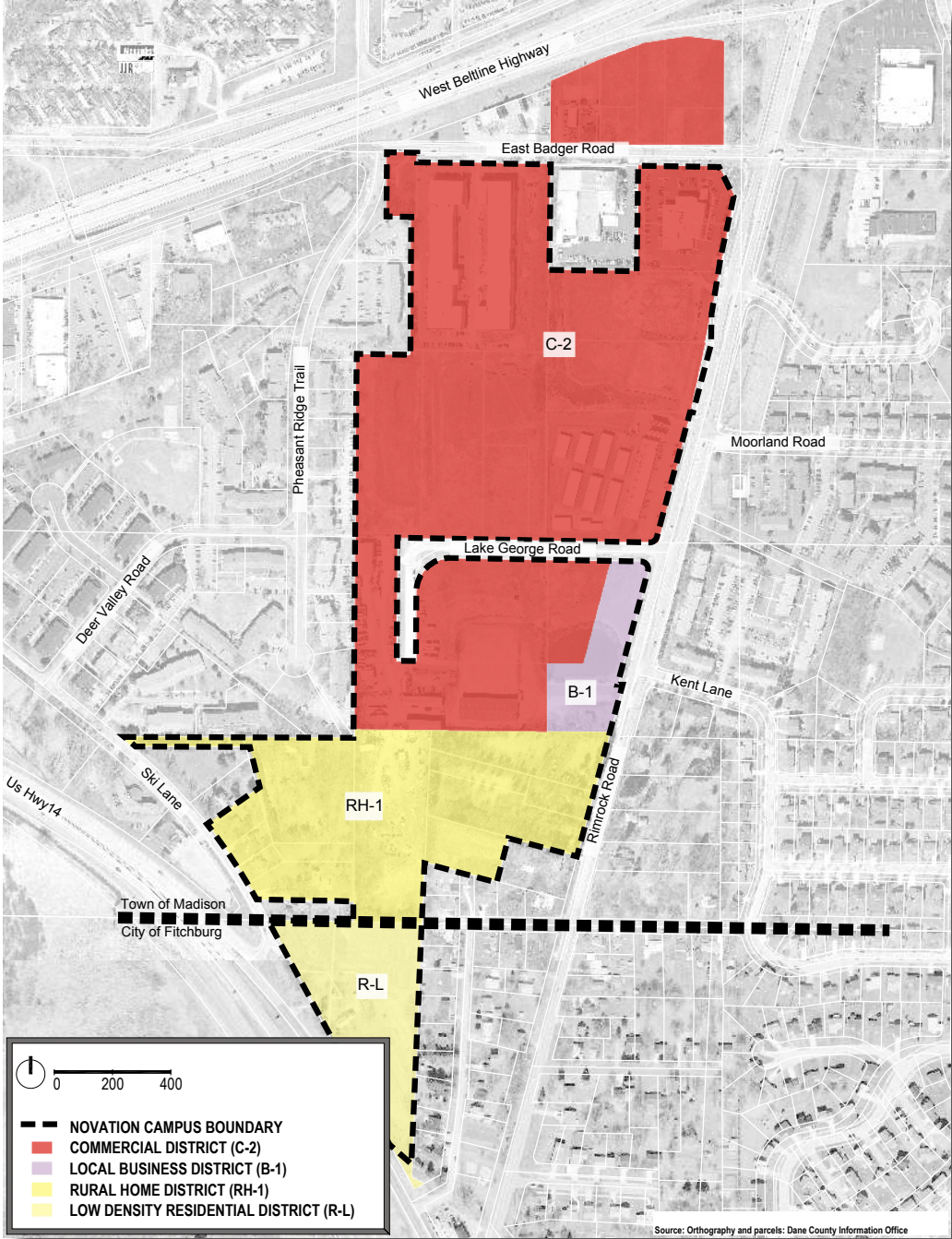


General Site Information

EXISTING ZONING

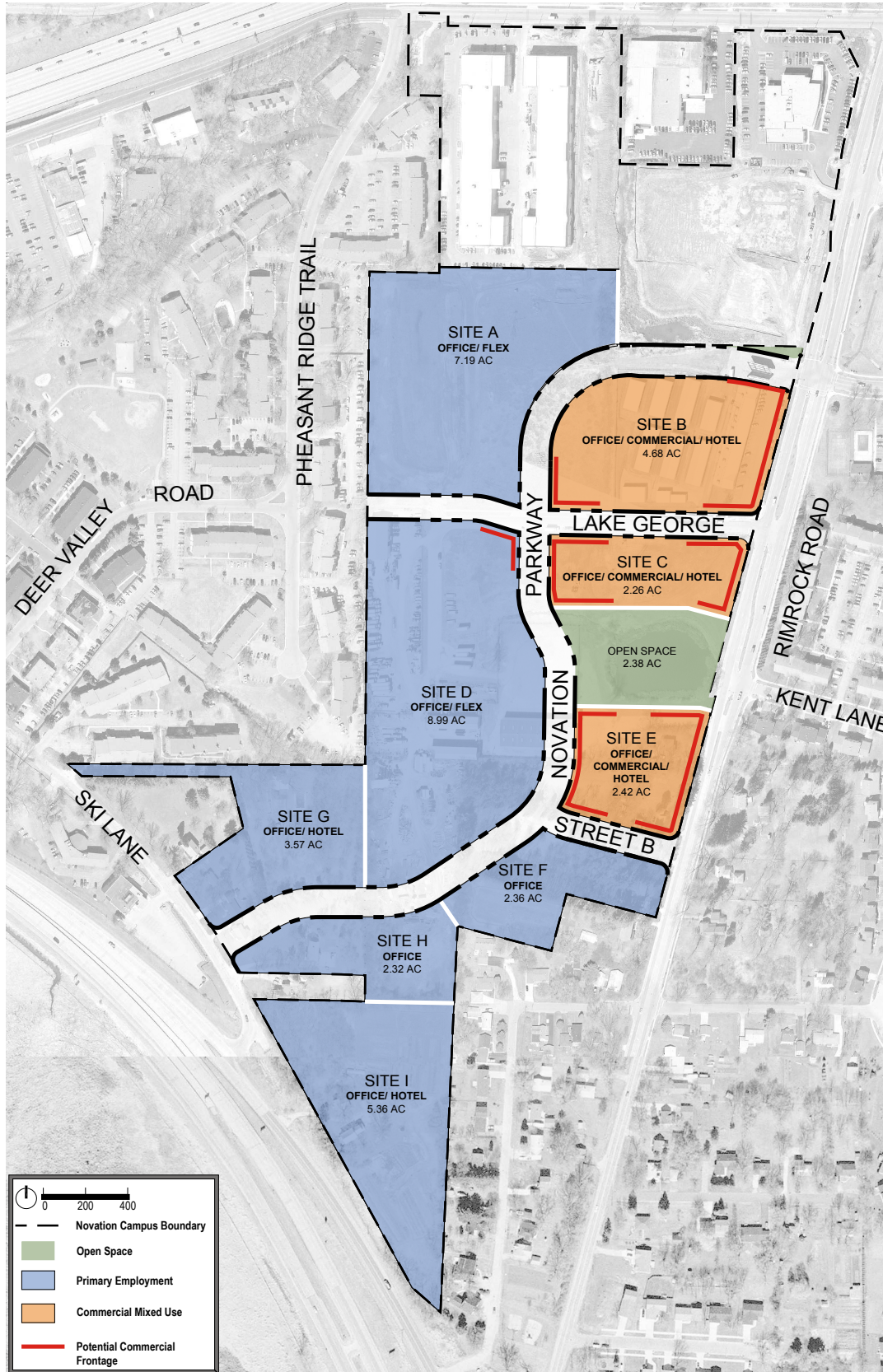
Town of Madison
 C-2 Commercial District
 B-1 Local Business District
 RH-1 Rural Homes District

City of Fitchburg
 R-L Low Density Residential



Comprehensive Development Plan

MASTER PLAN



Comprehensive Development Plan

GENERAL PROJECT HIGHLIGHTS

The CDP illustrates the intended organization of land uses, preliminary development intensities and densities, and circulation patterns envisioned for the campus. Upon approval, more detailed planning and design will be advanced and submitted for review by the Town, City and/or County as appropriate. The following are project characteristics that help to further define the general intent of the Novation Campus project.

- Market the project incorporating a wide range of uses from flex to office, retail and service commercial.
- Place buildings close to the streets to define a quality public realm.
- Organize buildings to relate to one another to create a cohesive campus versus a collection of individual buildings.
- Capitalize on views and vistas to environmental assets such as the detention ponds.
- Build on existing Novation Campus success.
- Provide opportunities and flexibility for a wide range of uses to respond to the marketplace.
- Limit the visual impact of large parking areas through incorporation of landscaping, breaking up parking into smaller areas, and enclosing with strategic building placement.
- Improve connections to the Southdale Neighborhood by accommodating potential future connections through the campus (Deer Valley Road extension and Moorland Road to Ski Lane connection).
- Develop in harmony with the site taking into consideration subsurface conditions and the site context.
- Enhance opportunities for employment within the neighborhood.
- Improve the Rimrock Road aesthetic and functionality through landscape enhancements and sidewalks.
- Incorporate sustainable practices into architecture and site development.

SUMMARY CHART

	NET ACREAGE	FLOORS ⁽²⁾	LAND USE			
			Office ⁽⁴⁾ (square feet)	Flex (square feet)	Retail (square feet)	Residential (max. units)
Employment	29.79					
Site A	7.19	1-3	60,000-70,000	50,000-60,000	-	-
Site D ⁽³⁾	8.99	1-3	50,000-60,000	100,000-120,000	-	-
Site F	2.36	3	50,000-60,000	-	-	50
Site G	3.57	3-6	65,000-75,000	-	-	-
Site H	2.32	2-3	45,000-55,000	-	-	-
Site I	5.36	3-6	70,000-100,000	-	-	-
ANTICIPATE RANGE	-	-	340,000-420,000	150,000-180,000	-	50
Commercial - Mixed Use	9.36					
Site B	4.68	2-6	25,000-40,000	-	15,000-30,000	-
Site C	2.26	2-6	65,000-75,000	-	5,000-7,500	-
Site E	2.42	3	50,000-55,000	-	5,000-10,000	50
ANTICIPATE RANGE	-	-	140,000-170,000	-	20,000-47,500	50
RIGHT OF WAY	7.04					
EXISTING ROW (Lake George)	1.95					
OPEN SPACE ⁽¹⁾	2.52					
EXISTING CAMPUS	16.06					
TOTAL	62.82					

Notes:

¹ Calculation includes public open space only, additional open space included on each development site

² Sites B, C, G, I may be increased to 4 - 6 stories if a hotel is developed on one of these locations

³ Development scenario A has been used for calculation purposes, scenario B remains possible

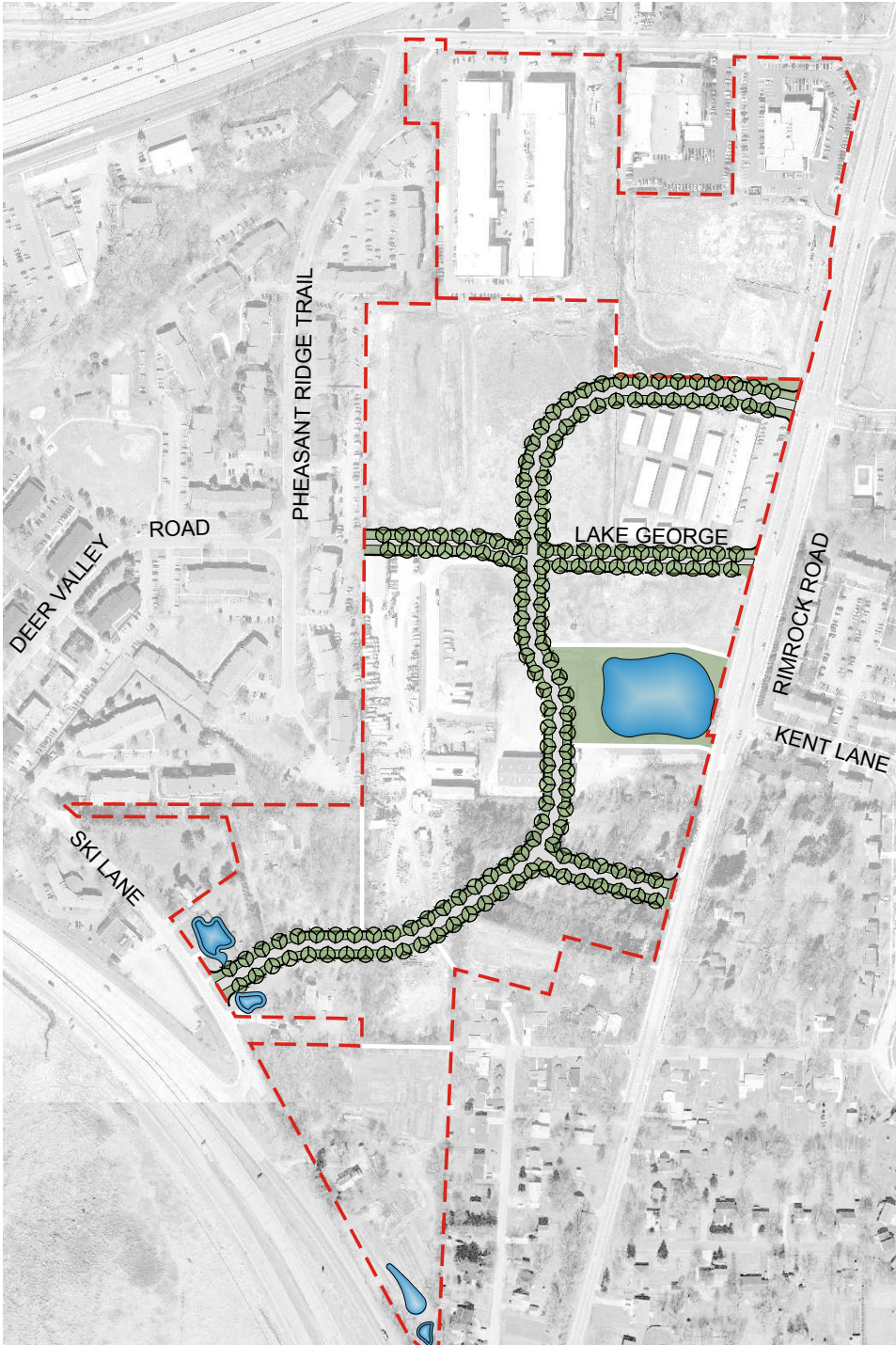
⁴ Office total includes potential first floor commercial use within the square footage totals

Comprehensive Development Plan

PUBLIC REALM

The public realm plan defines the public infrastructure required and open space provided to redevelop the site and create a vibrant yet sustainable campus. This section focuses on describing the streets, site access, pedestrian and bike circulation, municipal services, open space, and sustainable practices that serve as the framework for private site development.

The planning of Novation Campus has been coordinated by JJR, but represents a compilation of work and analysis completed by a series of experts in various fields. The following summary of the public realm framework illustrates the combined efforts of all team members.



- Stormwater Management
- Traffic
- Transit
- Bike Circulation
- Landscape
- Pedestrian Circulation
- Urban Design

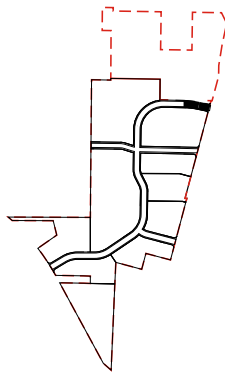
Comprehensive Development Plan

PUBLIC REALM

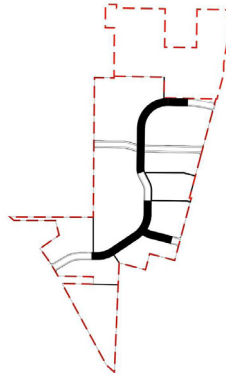
Street Pattern & Types

Guided by the Traffic Impact Analysis (TIA), the transportation system is designed to balance the various modes of transportation serving Novation Campus with the service required to allow for successful redevelopment of the project site. As development proceeds, recommendations within the TIA will be implemented and additional details, materials and urban design elements will be developed during implementation phases.

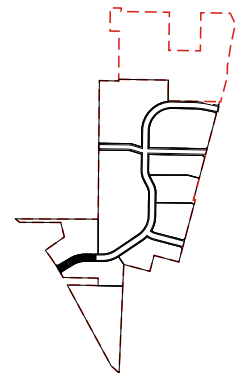
The Street Pattern has been developed to balance the needs of a diverse user group and optimize access and circulation. Automobile, emergency services, pedestrian and bicycle access to and through the campus are accommodated. In addition, traffic calming techniques appropriate for an employment district such as on-street parking, intersection bump-outs, and narrowing of drive lanes in select areas are planned. The extension of Moorland Road through the site Novation Parkway is envisioned as the primary transportation corridor for the campus while the future potential extension of Lake George Road seeks to improve access for Southdale Neighborhood residents by connecting to Deer Valley Road. Final street design and geometry will be further developed as preliminary engineering is prepared as part of the platting and subdivision approval process. The following street types are anticipated within the campus.



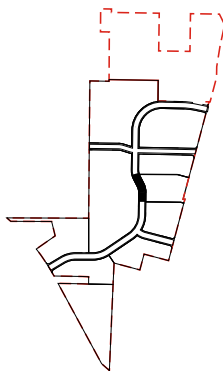
Campus Collector Entry



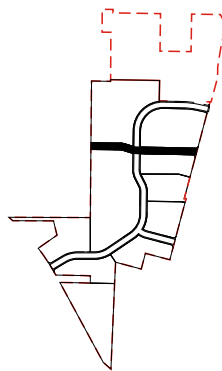
Campus Collector



Gateway Collector



Campus Collector
(Plaza Area)

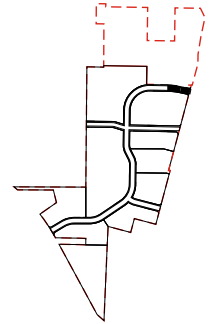


Lake George Drive

Comprehensive Development Plan

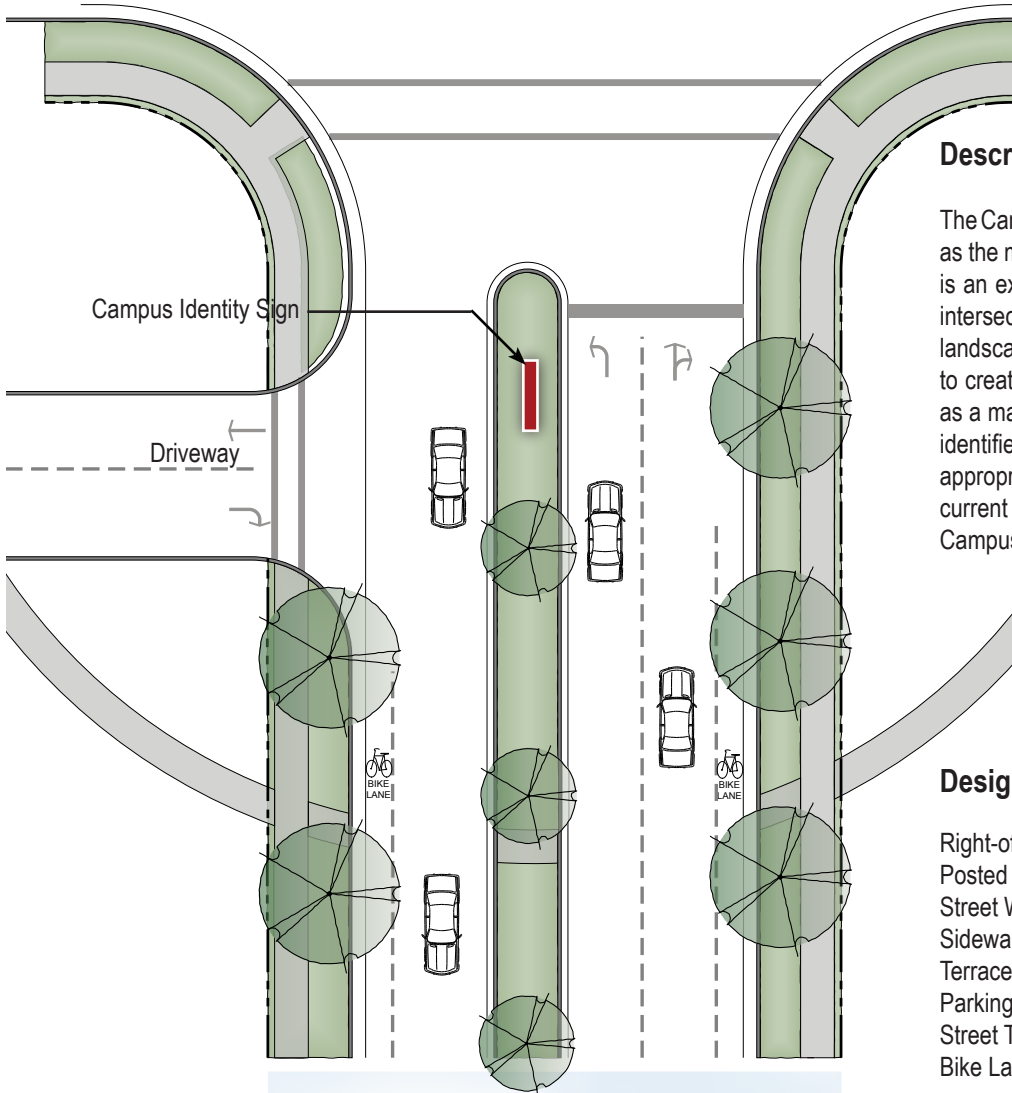
PUBLIC REALM

Campus Collector Entry



Key Plan

Rimrock Road

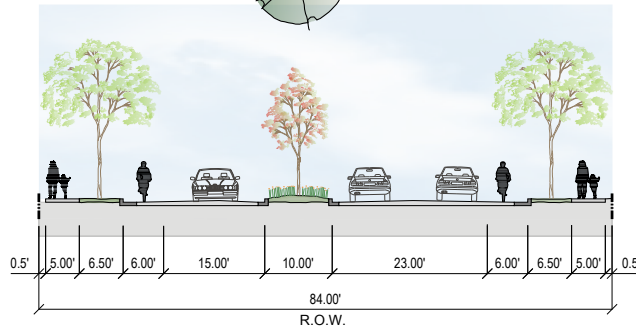


Description

The Campus Collector Entry cross section is designed as the main entrance into the campus. This gateway is an extension of Moorland Road and is located at intersection which is currently signalized. Median landscape and terrace plantings will be designed to create a pleasing entry and signify its importance as a major campus entry. Design recommendations identified by the TIA are accommodated to assure appropriate stacking depths and accommodate current driveway access points into existing Novation Campus development.

Design Characteristics

- Right-of-Way Width: 84'
- Posted Speed: 25 mph
- Street Width (face to face): 21'/29'
- Sidewalk: Both Sides
- Terrace Width: Varies
- Parking: None
- Street Trees: Both Sides and Median
- Bike Lanes: Both Sides

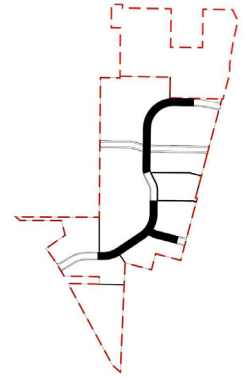
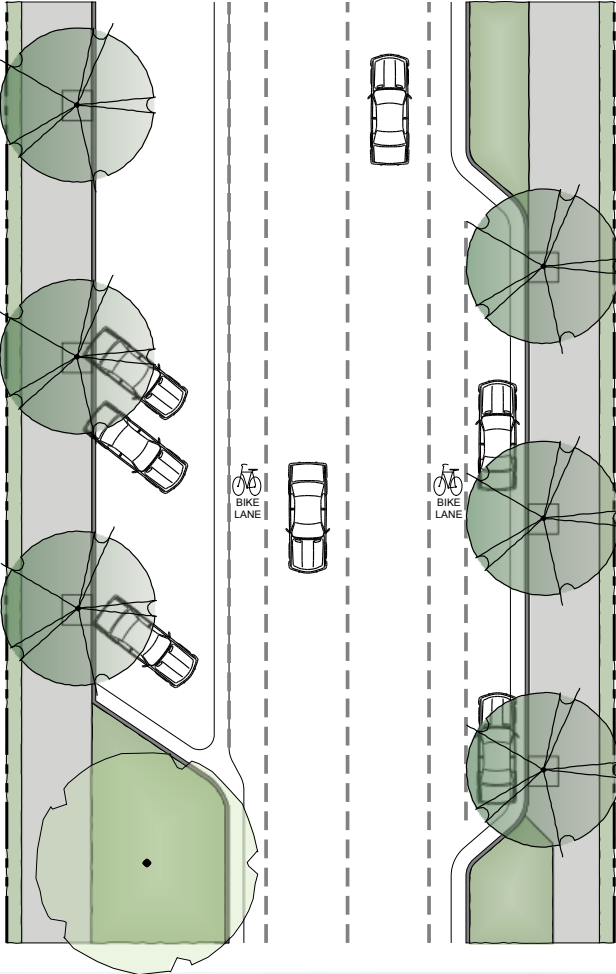




Comprehensive Development Plan

PUBLIC REALM

Campus Collector



Key Plan

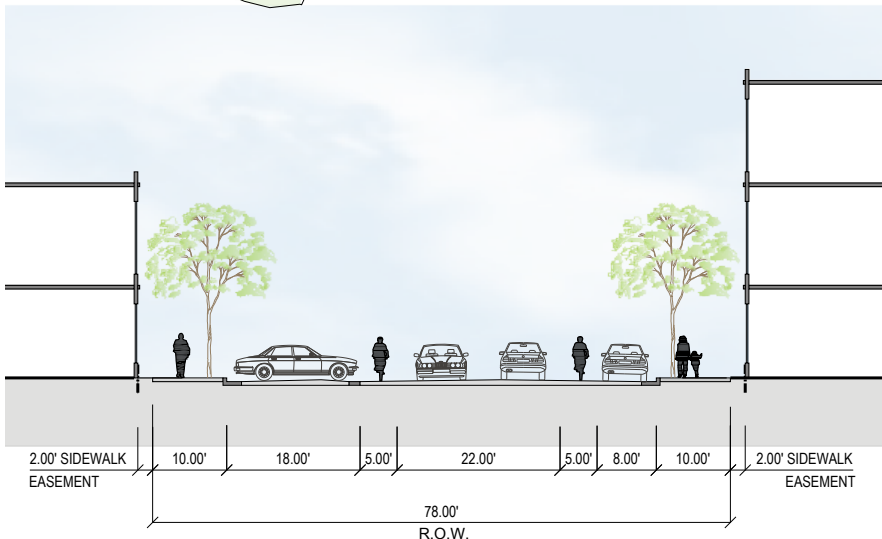
Description

The Campus Collector is the primary roadway through the campus. The design seeks to create a multi-functional Novation Parkway allowing for safe and efficient movement of traffic while maintaining a pleasant environment for pedestrian users.

Design Characteristics

- Right-of-Way Width: 78'
- Posted Speed: 25 mph
- Street Width (face to face): 58'
- Terrace/Sidewalk Width: Varies
- Parking: Both Sides (back-in angled / parallel)
- Street Trees: Both Sides
- Bike Lanes: Both Sides

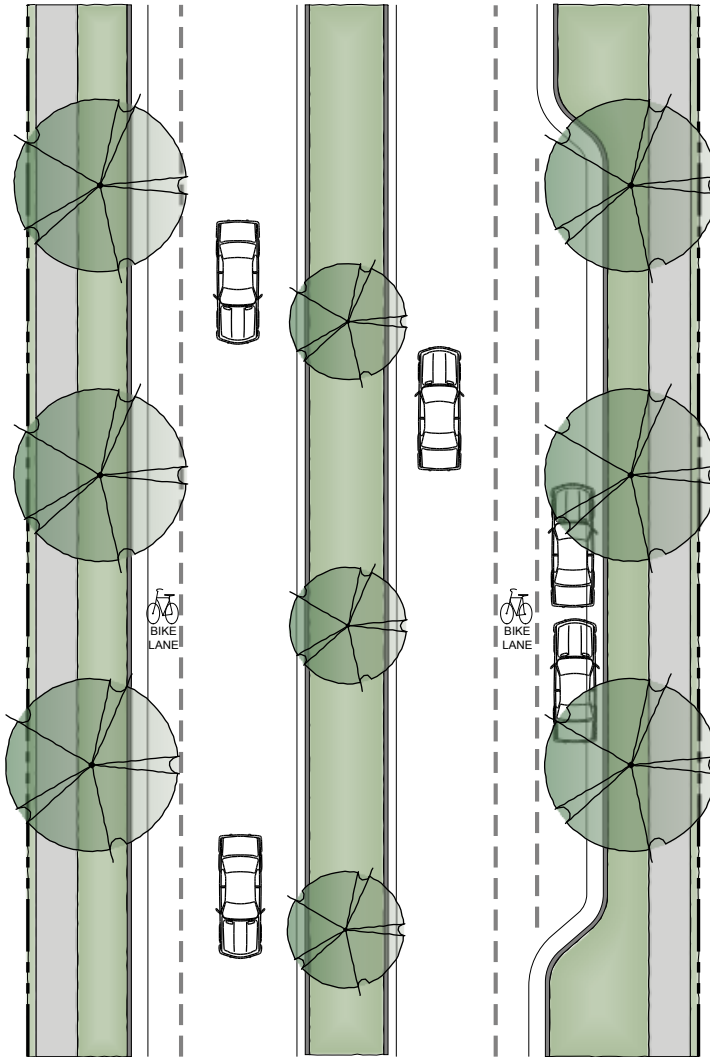
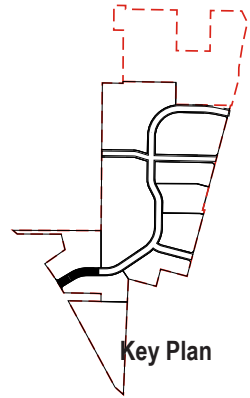
note: parking to be located near entry points into buildings only.



Comprehensive Development Plan

PUBLIC REALM

Gateway Collector



Description

The Gateway Collector Street is an extension of Campus Collector section and serves as the primary gateway into the campus from Ski Lane. Adjoining development is anticipated to be set back from the Novation Parkway allowing for additional open space along this street corridor. Median and terrace plantings will highlight the importance of this gateway and further serve to enhance the aesthetic character of this entry.

Design Characteristics

- Right-of-Way Width: 80'
- Posted Speed: 25 mph
- Street Width (face to face): 21'/25'
- Sidewalk: Both Sides
- Terrace Width: 6.5'
- Parking: Single Side
- Street Trees: Both Sides and Median
- Bike Lanes: Both Sides

note: parking to be located near entry points into buildings only.

