



technology



village form



sustainability



connectivity



Nine Springs Green-Tech Village Neighborhood Plan

FITCHBURG, WISCONSIN

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BUILD Great Neighborhoods Program*

Nine Springs Green-Tech Village Neighborhood Plan

Plan Summary

Purpose of the Plan

The Nine Springs Green-Tech Village Neighborhood Plan creates an innovative vision and detailed design and implementation strategy for a 450-acre area on Fitchburg's east side. Building upon the City's Nine Springs Neighborhood Plan, this Green-Tech Village Plan establishes a detailed planning, design, and incentive framework for evaluating and promoting quality development. The Green-Tech Village Neighborhood Plan was funded, in part, by a grant from the Dane County BUILD "Great Neighborhoods" program. The Plan is an addendum and amendment to the 1998 Nine Springs Neighborhood Plan, and part of the City's General Land Use Plan.

Plan Principles

The Green-Tech Village Plan is based on three principles:

1. **Technology** – Build upon Fitchburg's strong biotech and high-tech base to create a regional presence and generate high-quality employment and a clean industry base.
2. **Village Form** – Create a transit-oriented, mixed-use employment center that offers a variety of compact, attached housing options and neighborhood-oriented retail services, and provides for the needs to today's workforce.
3. **Sustainability** – Utilize new building, site, and neighborhood design forms, practices, and materials to create a sustainable development model, which meets the needs of the present without compromising the ability of future generations to meet their own needs.



The New Economy

High-technology activity flourishes in communities that have established strong regional economic relationships, have reliable transportation and power infrastructure, offer diversity in work force and housing options, excel in providing technology-based education, and maintain a high quality of life to retain their workforce and businesses. Dane County and the City of Fitchburg provide a solid foundation for the growth of the New Economy. Green-Tech Village, one component of the Fitchburg Technology Neighborhood, will nurture the development of the New Economy by incorporating principles of mixed-use design that locates employment centers in close proximity to services such as restaurants and day care centers, institutional uses, recreational opportunities, housing, and transit.



Plan Recommendations

The Nine Springs Green-Tech Village area is the largest undeveloped site close to downtown Madison and the University of Wisconsin. The planned neighborhood is located between Syene Road and Highway 14, south of McCoy Road and the Nine Springs E-Way. Green-Tech Village has direct access to Highway 14 and a potential high-speed transit line. The neighborhood is also adjacent to the Nine Springs E-Way, offering a variety of recreational opportunities to potential residents and workers.

Nine Springs Green-Tech Village is a transit-oriented development that will include a mix of high-technology and biotechnology businesses, neighborhood-oriented service uses, and attached housing options. It has been divided into six districts, based on land use type, intensity and character. At the heart of Green-Tech Village is the Mixed-Use Village Center. With a dynamic mix of retail, restaurants, and services, the Village Center will be the gathering place within Green-Tech Village as well as the greater Nine Springs Neighborhood.

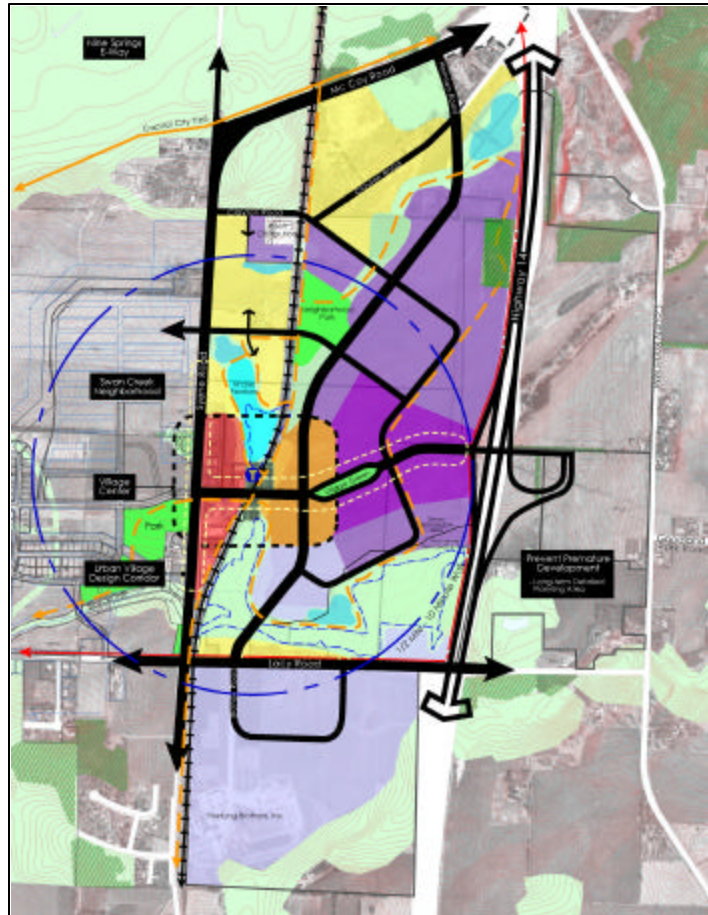
High-tech and research uses will locate within the nearby Tech Core and Tech Campus districts. The primary character distinctions between these two districts will be development density and building placement. The Tech Core district will generally resemble a mid-sized community's downtown, while the Tech Campus may more closely resemble existing research parks in the metropolitan area.

The Ag Tech District, located further south, will offer a unique mix of offices, laboratories, greenhouses, and test plots for research and product development.

In addition to the residential units within the Mixed-Use Village Center, a variety of attached single-family housing options will be included in the Village Residential District, generally on the northwest portion of the planned neighborhood. Development within this district should provide amenities to accommodate the high-tech workforce, such as high-speed data access, short-term housing options, concierge services, open space and recreational opportunities. Retail and dining establishments will also be within a walkable distance in other districts.

Conclusion

The Nine Springs Green-Tech Village Neighborhood Plan provides an exciting opportunity for the community and area property owners to capture high-value economic development embracing the New Economy. The proposed development will also embody innovative principles of neighborhood design to assure the lasting quality of this critical area.



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I. FITCHBURG'S ROLE IN THE NEW ECONOMY

A. The New Economy

Over the last several decades, the world economy has experienced exponential growth in high-technology business – first information technology and then biotechnology. Combining information science and the life sciences, the innovations of the emerging Biotechnology Age are helping to feed a growing population, improve human health, protect the environment, and provide security for its nations. Leaders in this New Economy tend to be areas where research centers, commercialization centers, and high-technology businesses are naturally clustered.

High-technology activity flourishes in communities that have established strong regional economic relationships, have reliable transportation and power infrastructure, offer diversity in work force and housing options, excel in providing technology-based education, and maintain a high quality of life to retain their workforce and businesses. The Madison metropolitan area offers a number of areas where high-technology businesses are clustering and growing as a result. As available land within these clusters reaches its capacity to accommodate new businesses, Fitchburg is the next logical place to site these biotechnology businesses.

B. Fitchburg Technology Neighborhood

The conceptual Fitchburg Technology Neighborhood is an ideal location for new high-technology and biotechnology businesses in Dane County and within Fitchburg. (See Figures 1 and 2)

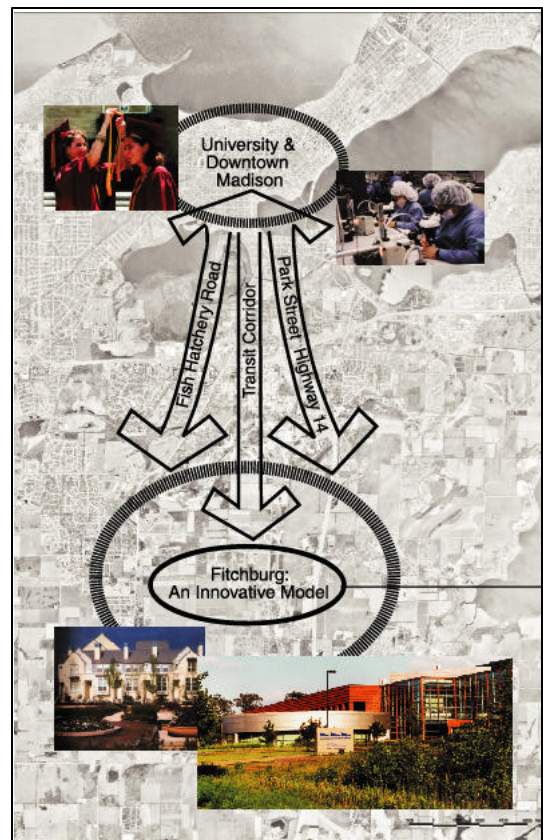
Fitchburg Technology Neighborhood is located in eastern Fitchburg, and is bounded by Fish Hatchery Road to the west, Highway 14 to the east, the Nine Springs E-way to the north, and Irish Lane to the south. This future neighborhood is based on the New Economy principle of mixed-use design that locates employment centers in close proximity to services such as restaurants and day care centers, institutional uses, recreational opportunities, housing, and transit.

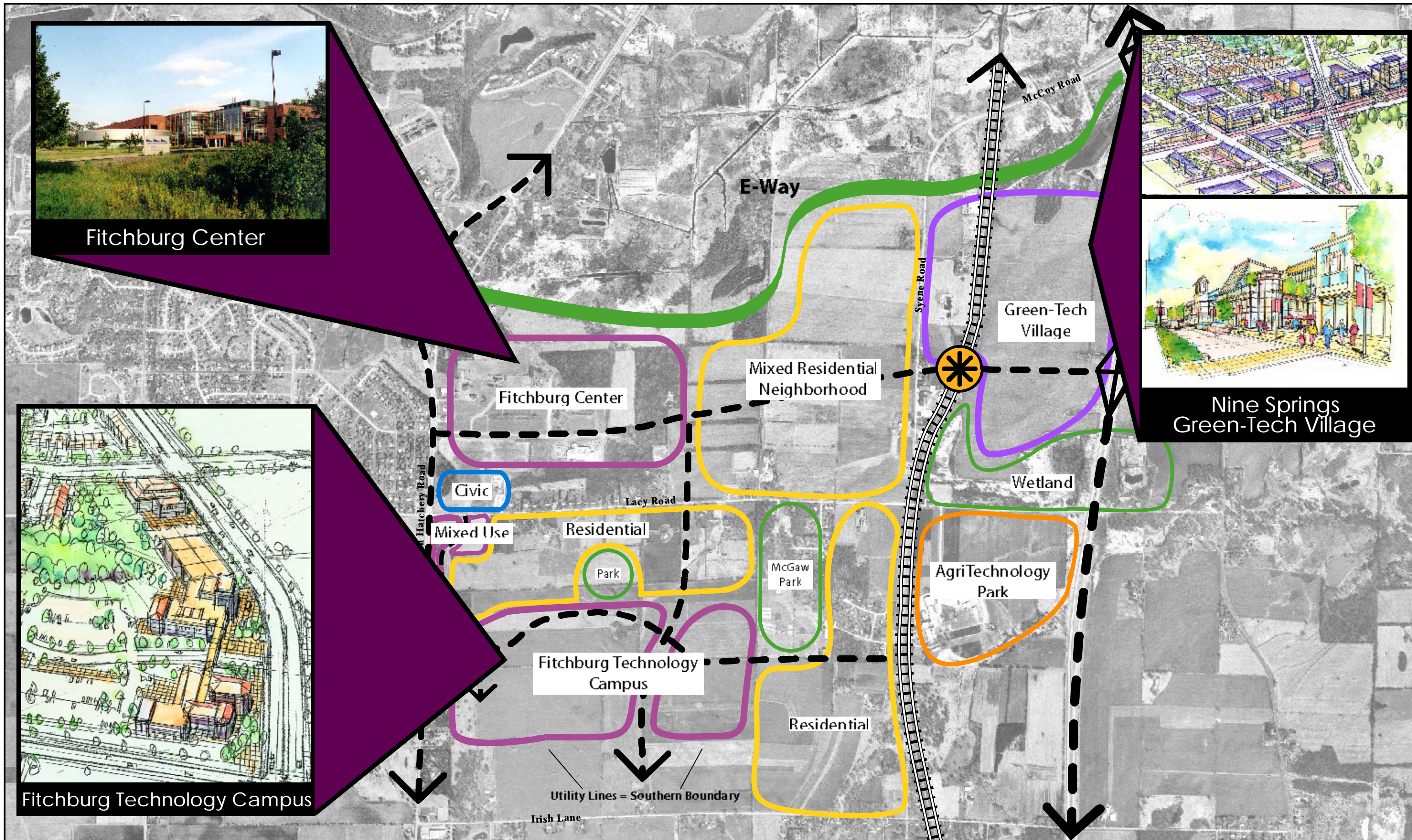
Three employment centers are included within Fitchburg Technology Neighborhood:

- Fitchburg Center, which already includes a number of technology-based businesses;
- Fitchburg Technology Campus, which recently received Common Council approval and will include a mix of high-technology businesses and residential development; and
- Nine Springs Green-Tech Village, which is a transit-oriented development that will include a mix of high-technology and biotechnology businesses, neighborhood-oriented service uses, and attached housing options.

The Swan Creek and Quarry Hill residential subdivisions, which will provide single-family and multi-family housing options, are also located within Fitchburg Technology Neighborhood.

Figure 1: An Innovative Model





FITCHBURG TECHNOLOGY NEIGHBORHOOD

C. Nine Springs Green-Tech Village

Located within Fitchburg Technology Neighborhood, Nine Springs Green-Tech Village is the largest undeveloped site close to downtown Madison and the University of Wisconsin. The planned neighborhood is located between Syene Road and Highway 14, south of McCoy Road and the Nine Springs E-Way. Green-Tech Village has direct access to Highway 14 and a potential high-speed transit line. The Nine Springs E-Way offers a variety of recreational opportunities to potential residents and workers. The City, County, Madison Gas and Electric, and private developers have commissioned a number of plans and studies that led and contributed to this Nine Springs Green-Tech Village Neighborhood Plan. These studies are summarized in Appendix A.

Figure 3: Nine Springs Green-Tech Village Site

