

# MAKING LEMONADE OUT OF CATERPILLARS

Leveraging Highway Reconstruction to Spur Business Expansion and Neighborhood Success

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2016 APA-WI Conference  
September 22, 2016

Susan Badtke, City of Fitchburg  
Jason Valerius, MSA Professional Services  
Cindy Jaggi, Verona Road Business Coalition

# Overview

## Setting the Stage

- Fitchburg 101
- Verona Road Reconstruction
- East side – Arrowhead
- West side – Anton Drive



## Planning Ahead

- Arrowhead Planning Project
- Anton Drive Planning Project

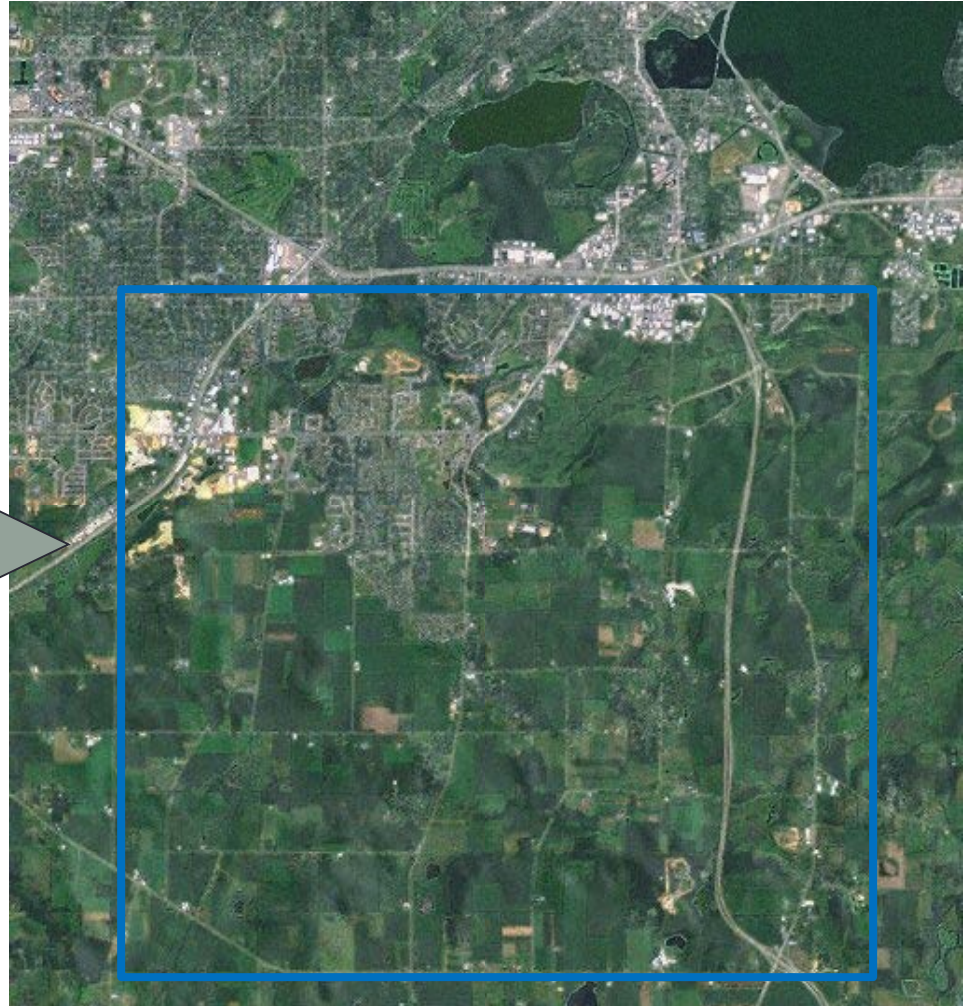
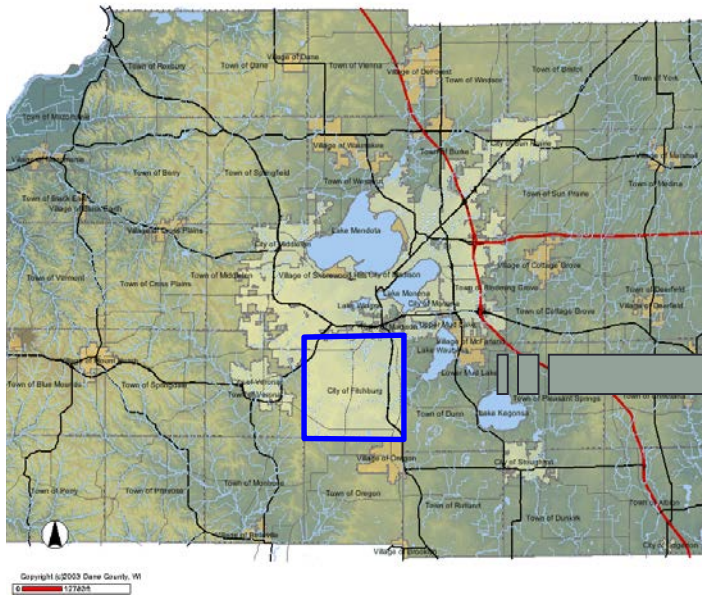
## Alive, Survive & Thrive

- Verona Road Business Coalition





# Fitchburg 101

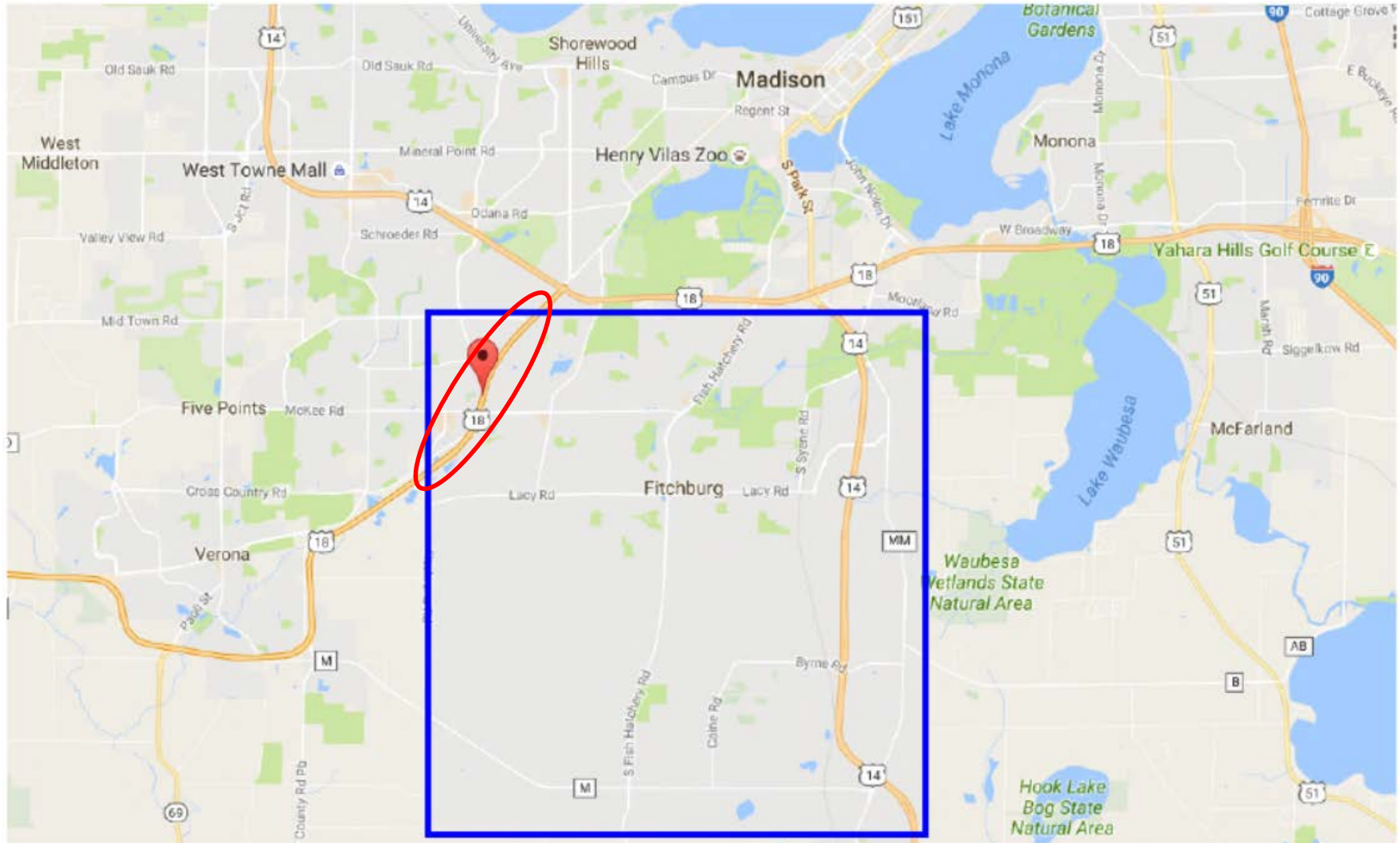




The map displays the City of Portland, Oregon, with various zoning districts labeled. The proposed Portland to Astoria Rail Corridor is shown as a black line running through the city. The map is color-coded by zoning type: residential (pink, yellow, green), commercial/industrial (orange, brown, grey), and public use (blue). Major roads and water bodies are also shown. A legend in the top right corner identifies the rail corridor and the city boundary.



# Verona Road







# Verona Road Reconstruction

- Stage 1 Improvements (2013 to fall 2016):
  - Beltline (US 12/18 from Whitney Way – Seminole Highway)
  - Verona Road (US 18/151 from Raymond Road – Nakoma Road)
- Stage 2 Improvements (fall 2016 to 2020 (?)):
  - Verona Road from County PD (McKee Road) – Raymond Road
- Stage 3 (not for 20-30 years)
  - Convert Verona Road/Beltline interchange into a free-flow freeway



source: istock photos

## Stage 2 Construction Events

Verona Road (US 18/151): Fitchrona Road to Raymond Road  
Local roads: County PD (McKee Road), East Frontage Road, Fitchrona Road, Nesbitt Road, Williamsburg Way



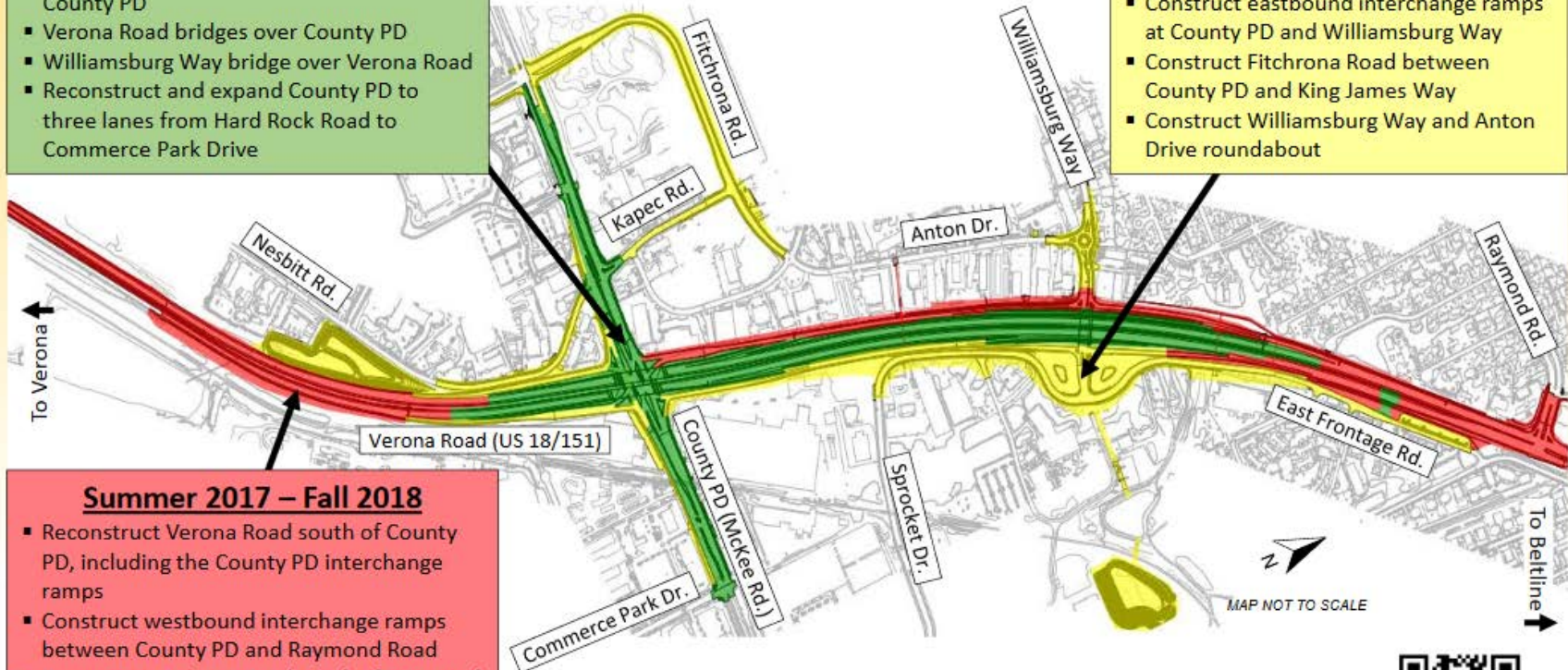
### Spring 2019 – Fall 2020

- Reconstruct and expand Verona Road to three lanes between Raymond Road and County PD
- Verona Road bridges over County PD
- Williamsburg Way bridge over Verona Road
- Reconstruct and expand County PD to three lanes from Hard Rock Road to Commerce Park Drive

## Plan Ahead.

### Fall 2016 – Fall 2017

- Reconstruct Nesbitt Road and the East Frontage Road
- Construct eastbound interchange ramps at County PD and Williamsburg Way
- Construct Fitchrona Road between County PD and King James Way
- Construct Williamsburg Way and Anton Drive roundabout



### Summer 2017 – Fall 2018

- Reconstruct Verona Road south of County PD, including the County PD interchange ramps
- Construct westbound interchange ramps between County PD and Raymond Road
- Reconstruct Verona Road south of Raymond Road

[www.VeronaRoadProject.wi.gov](http://www.VeronaRoadProject.wi.gov)  
[Facebook.com/WIVeronaRoadProject](https://www.facebook.com/WIVeronaRoadProject)







- WisDOT Drive-through animation













**Southbound Exit to CTH PD (McKee Road)  
from US 18/151 (Verona Road)**

# Planning Ahead





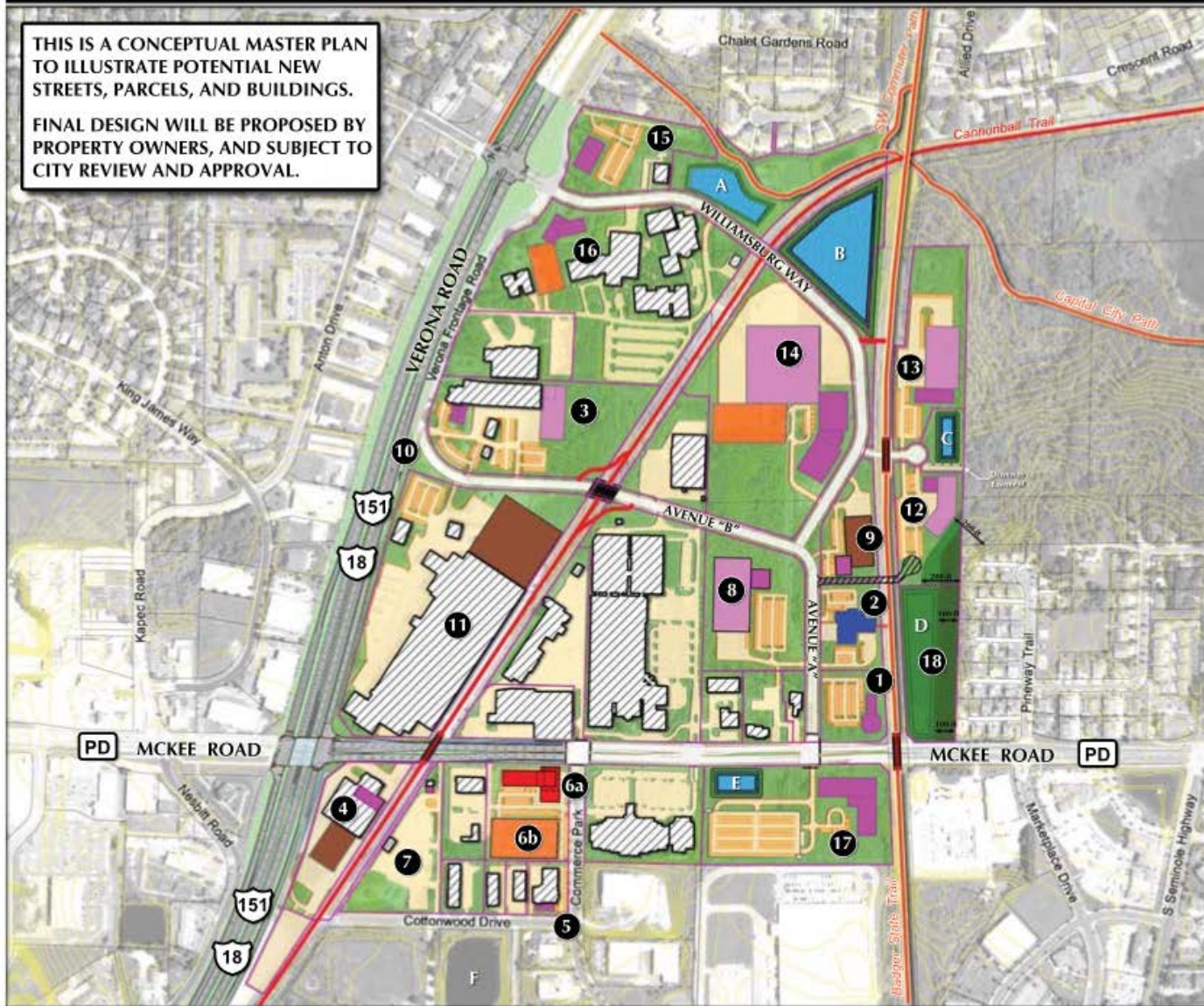
# Arrowhead Neighborhood

- Approximately 262 acres
- Primarily industrial, open space and vacant land, street and trail right of way, and commercial lands
- Approximately 24 businesses, 1,500 employees
- Existing businesses project an additional 300 employees by 2021, a 20% growth rate
- Need for better connectivity/access to McKee Road



THIS IS A CONCEPTUAL MASTER PLAN  
TO ILLUSTRATE POTENTIAL NEW  
STREETS, PARCELS, AND BUILDINGS.

FINAL DESIGN WILL BE PROPOSED BY  
PROPERTY OWNERS, AND SUBJECT TO  
CITY REVIEW AND APPROVAL.



## Arrowhead Redevelopment Plan

*City of Fitchburg  
Dane County, Wisconsin*

## MASTER PLAN 2012-2030 (Est.)

### LEGEND

#### EXISTING

- Parcels
- Building Footprints
- Pervious Areas
- Impervious Areas

#### PROPOSED

- Parcels
- Parking Structure
- Stormwater Management
- Bike/Ped Grade Separated Crossing
- Bike/Ped Underpass
- Alternative Cul-de-sac

#### PROPOSED DEVELOPMENT (land uses)

- Warehouse
- Manufacturing
- Office
- Public
- Mixed Use (office over retail/restaurant)
- Park & Conservancy
- Tree Protection Zone



Feet  
0 500 1,000

Sources:  
- Base data provided by Dater Co. Ltd.  
- 2010 NAIP Ortho provided by USDA

Date: 11-21-11

**MSA**  
PROFESSIONAL SERVICES



# Implementation



# Anton Drive Neighborhood

- Approximately 152 acres
- Primarily commercial, multi-family residential and quarry lands
- Businesses front Verona Road
- Reclamation of quarry lands
- Relocation of Fire Station #2





## CONCEPT "A"

This is a conceptual illustration of potential development in the Anton Drive planning area, provided to support discussion about how this area could develop and the drafting of land use and urban design policy for the area. While the final plan document will include a conceptual plan in this format, showing specific streets, parcels and buildings, all participants should understand that development will be proposed by property owners, and subject to City review and approval using this plan as guidance for that approval.



# Additional Tools

- Tax Increment Financing for redevelopment





# Signage Strategies

- Temporary Sign/Banner
  - Amended sign ordinance to allow banner to be displayed from start of construction until opening of traffic lane for those impacted.
- DOT Signs at exits
- VRBC business signage



# Signage Strategies

- Permanent business signage
- Potential Waivers from the Plan Commission for sites obscured by retaining walls
  - Roof sign
  - Detached sign exceeding 25 feet in height, but no greater height than that necessary to clear the retaining wall or grade obstruction
  - Up to an additional 25 sq ft of signage area per business (allow 175 sq ft compared to standard 150 sq ft).
  - Application process for waivers. See Section 26-7 of Fitchburg Sign Ordinance for specific details



# Arrowhead

## Redevelopment Plan

2011-2012





# 24 Businesses 1,500 Employees





# Process

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- City Staff Working Group
- **Employer Interviews**
- Public Meetings
- Four reports to Community and Economic Development Authority, one to Transportation and Transit Committee
- Four reports to Planning Commission
- No special committee

# Process

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- **Employer Interviews**
  - Preapproved interview questionnaire
    - Employees (number, zip code home address)
    - Building info
    - Traffic generation info
    - Growth estimates
    - Concerns or assistance needs
  - Sent questionnaire to interviewees before interview
  - Attended each interview with Mike Zimmerman, City Economic Development Director



# Traffic

## Reverse Traffic Impact Analysis:

- Start by designing the intersections
- Traffic counts and modeling
- Estimate capacity for new trips from study area
- Ensure that new development doesn't exceed trip limit

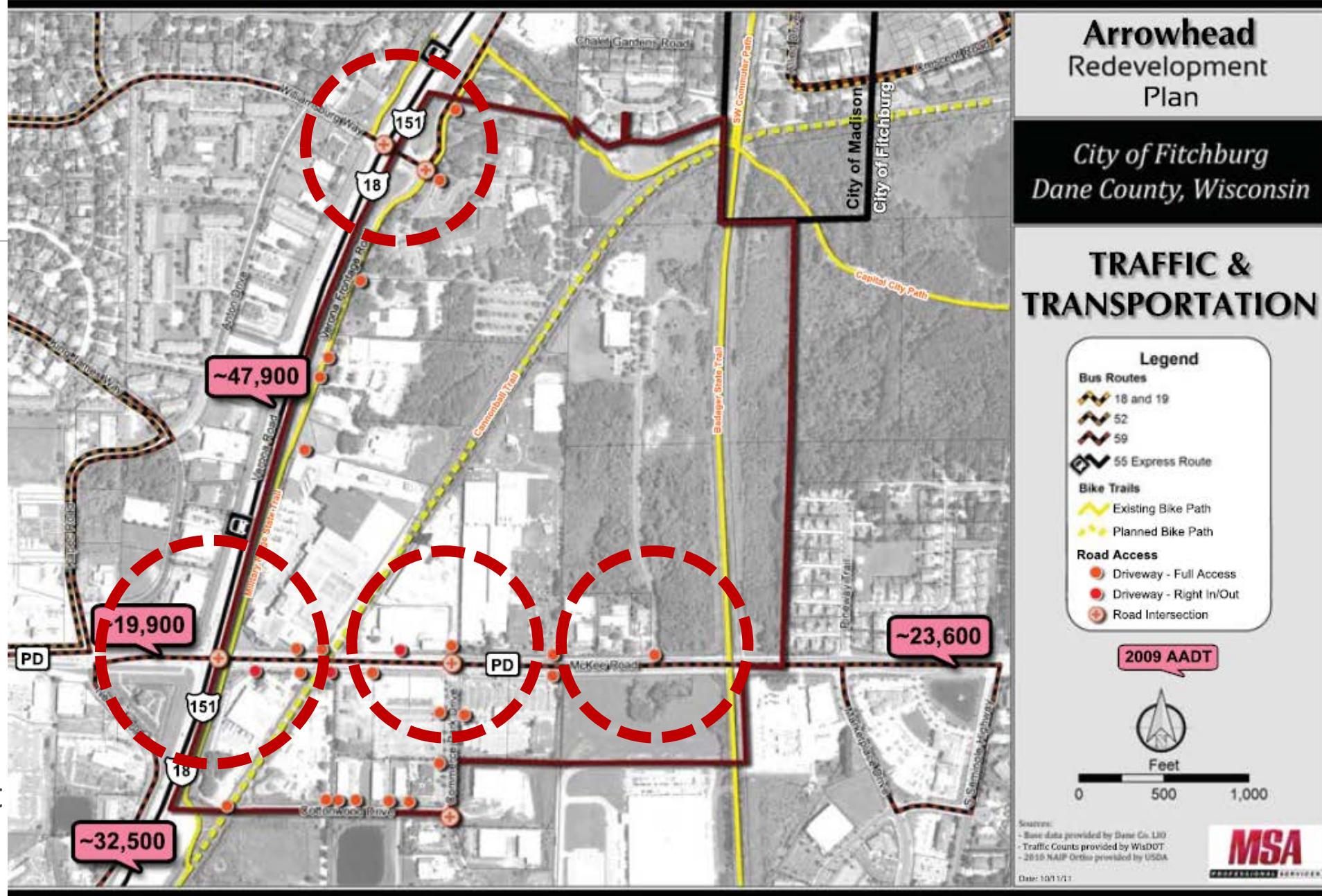
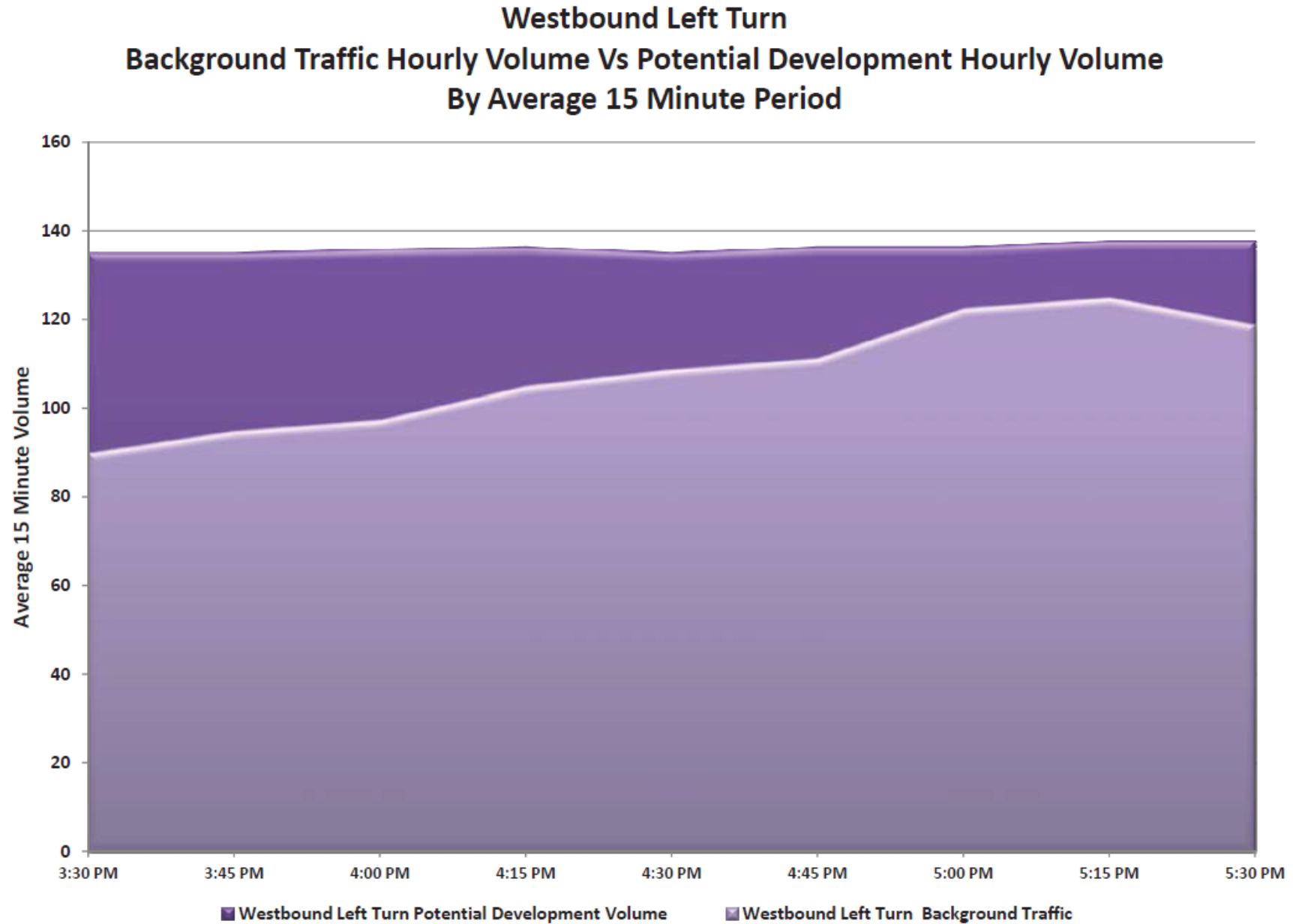
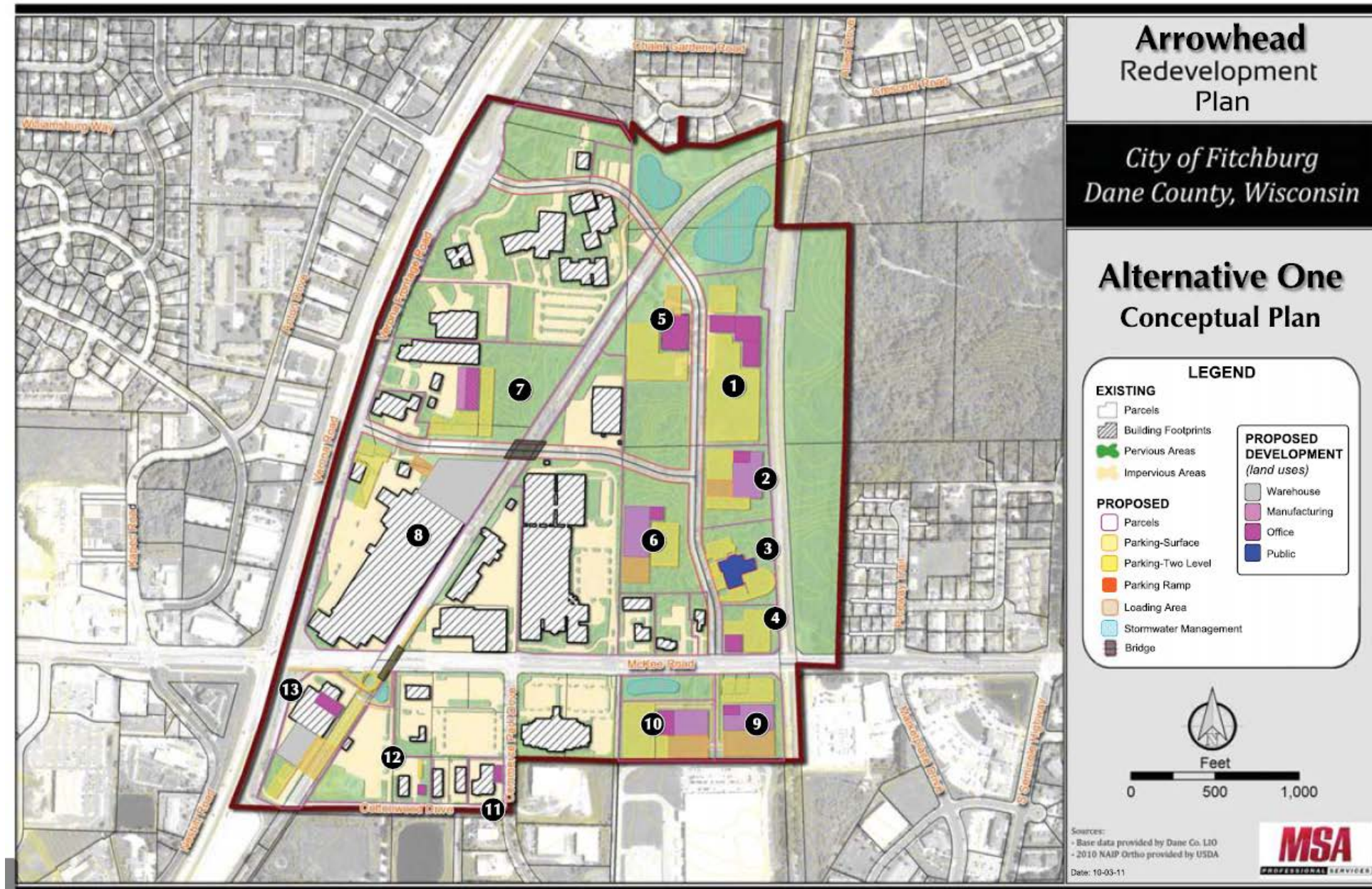


Figure 3.8: Westbound Left Turns, Projected Volume & Potential Capacity, 2030 (estimated)



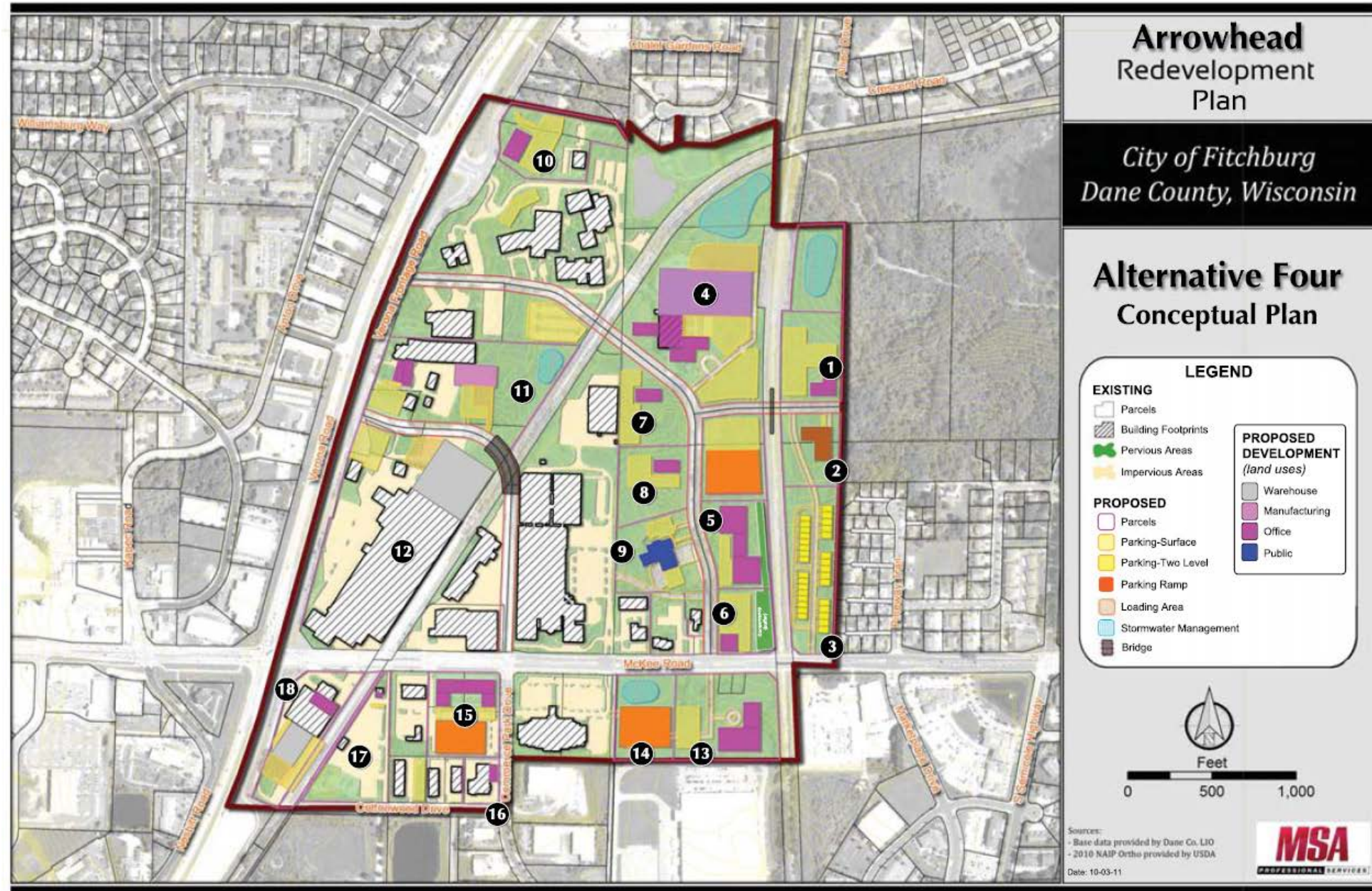


# ALTERNATIVE ONE





# ALTERNATIVE FOUR



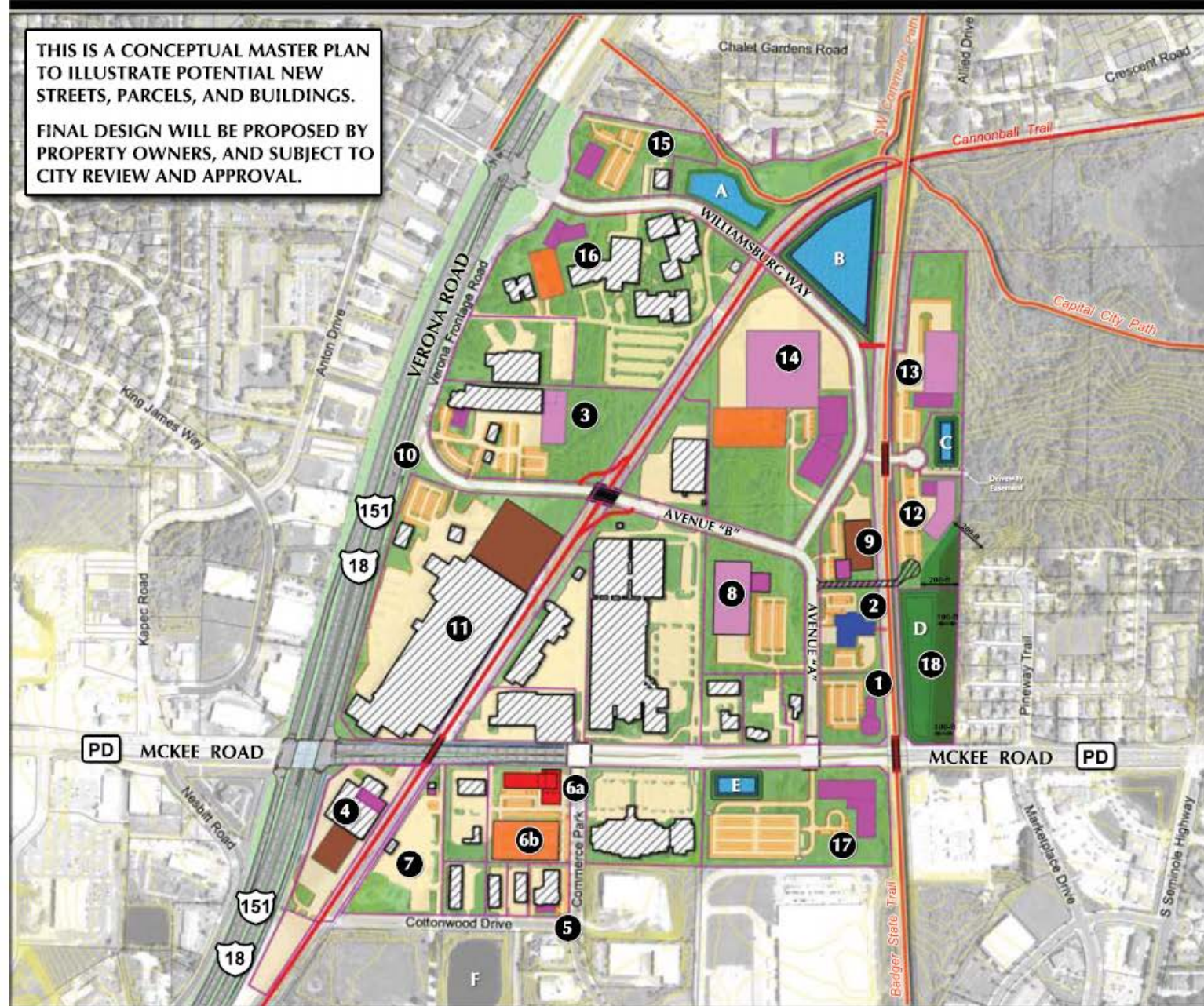


# TRIP GENERATION ANALYSIS\*

	Peak Period Trips	Peak Hour Outbound Trip Generation Ratio (trips/1,000 SF)	Square Feet
<b>Arrowhead Scenario 1: Low Density</b>	<b>1470</b>		<b>2,180,000</b>
Arrowhead Planning Area - Total Trip Allotment - 30% (up to 750 trips)	595		660,000
Light Industrial	160	0.85	190,000
Office	400	1.24	320,000
Warehouse	35	0.24	150,000
Future Commerce Park Expansion - Total Trip Allotment - 70% (up to 875 trips)	875		1,520,000
Light Industrial	400	0.85	470,000
Office	275	1.24	220,000
Warehouse	200	0.24	830,000

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(office over  
retail/restaurant)
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Feet  
0 500 1,000

Sources:  
- Base data provided by Dane Co. LJO  
- 2010 NAIP Ortho provided by USDA

Date: 11-21-11





Spoke and  
Sprocket  
completed 2014

Funding support  
from WisDOT's  
Transportation  
Economic  
Assistance (TEA)  
program







New Bike Path  
completed 2013

Business  
expansions  
completed or  
underway:

- General Beverage
- Saris



# Anton Drive

## Redevelopment Plan

2016-2017





# As compared to Arrowhead...

- Residential uses
- More retail and service uses
- Oriented toward highway
- DOT is putting in the new local road







CHRONA ROAD

ROCK ROAD

McKee Road

Westport Road

Verona Road

King James Way

ANTO

KAPEC ROAD

KAPEC ROAD

ISH 18/15



# Process

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- Mayor-Appointed Steering Committee
- Property Owner Interviews
- Public Meetings
- Reports to Committees, Planning Commission, Council



# Challenges

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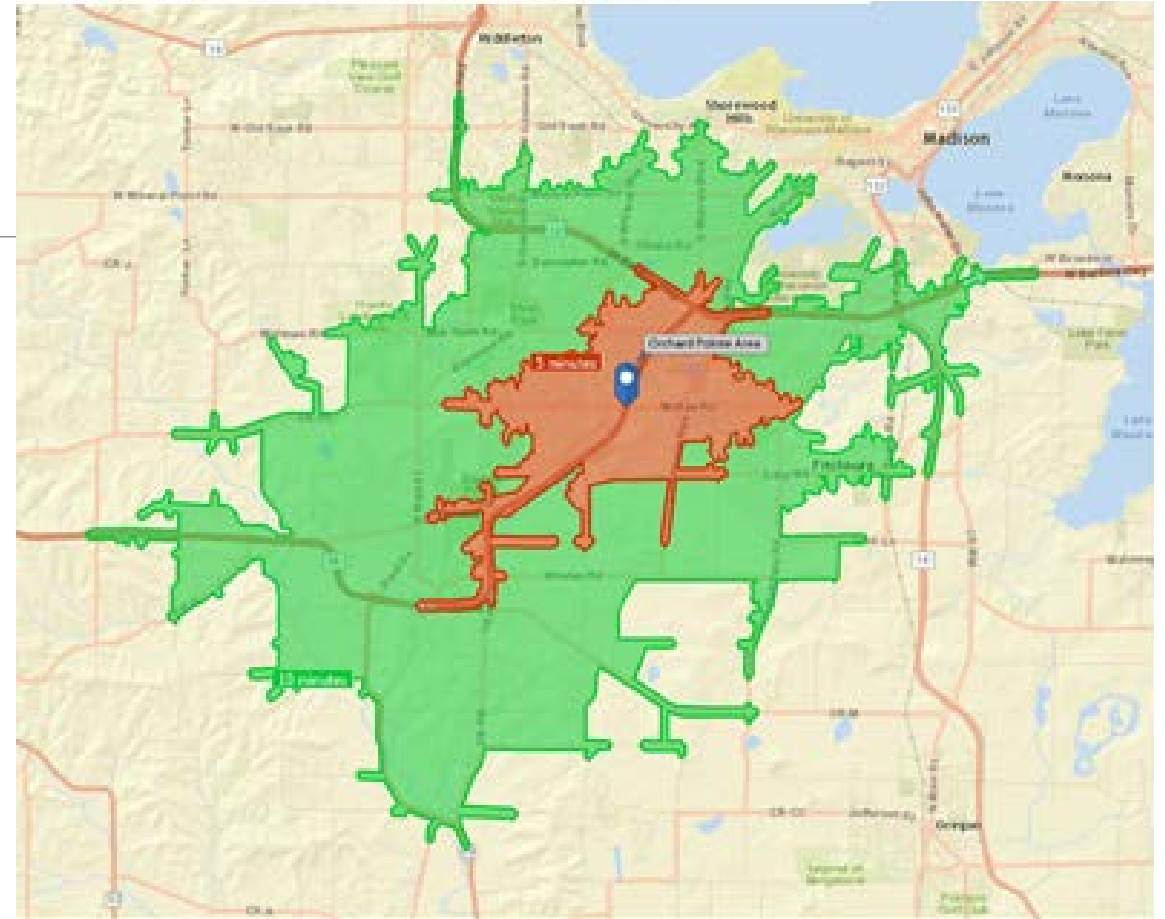
- Low income, higher crime in adjoining neighborhood
- Traffic a limiting factor (but data is dodgy)
- Existing development along highway ignores local street



# Market Study - Retail

- ~700,000 SF of existing Retail and Service Space (incl. Nesbitt Rd)
- 5-Min Convenience Trade Area, 10-Min Destination Trade Area
- ~\$82,000 average household income
- Potential for more retail
  - Data suggests more restaurants, furniture, car parts/accessories
  - Residents have indicated interest in discount retail (e.g. Dollar General) and ethnic restaurants

Figure 3.2: Orchard Pointe Trade Areas



Source: ESRI Business Analyst



# Concept Plans

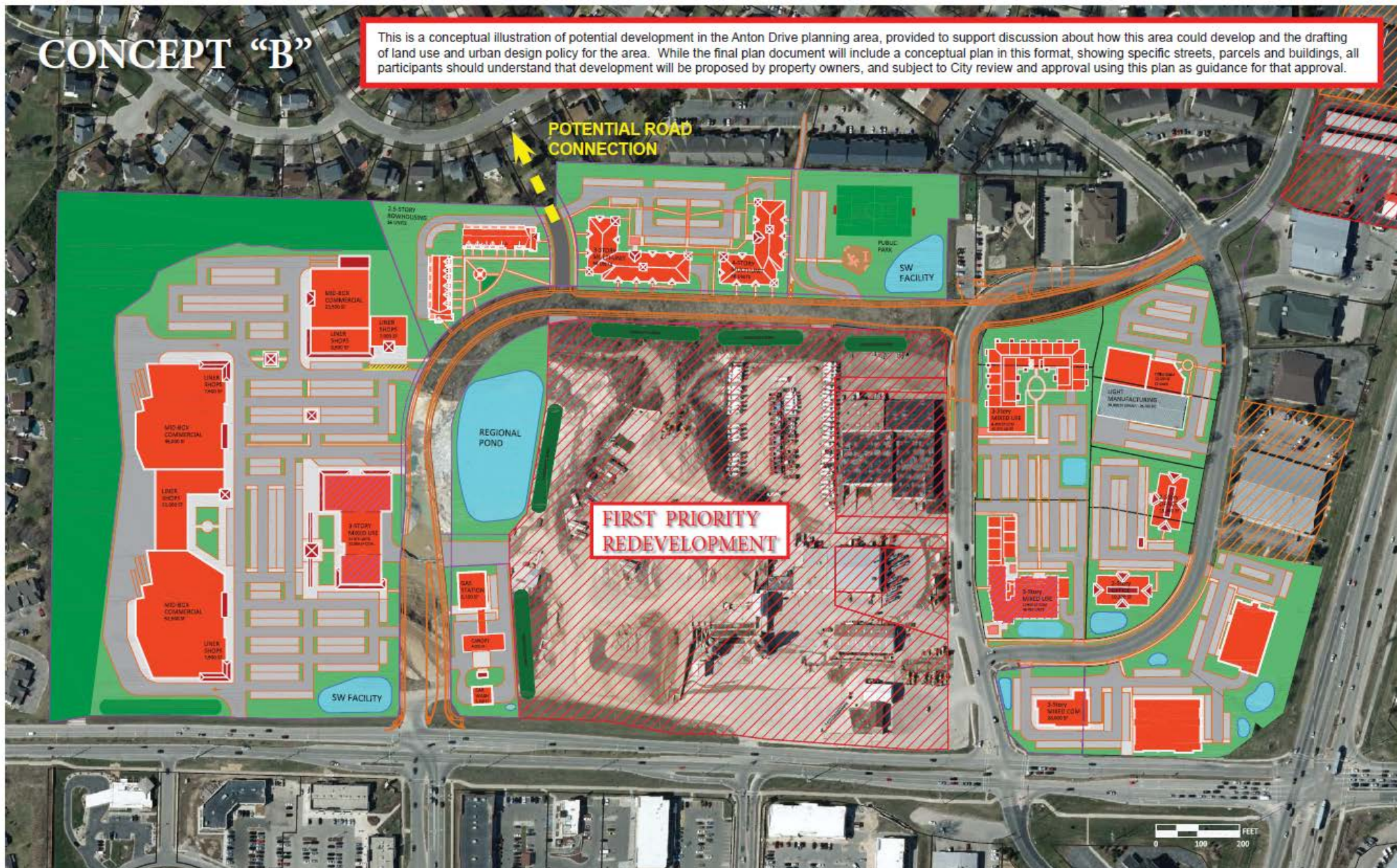




# Concept Plans

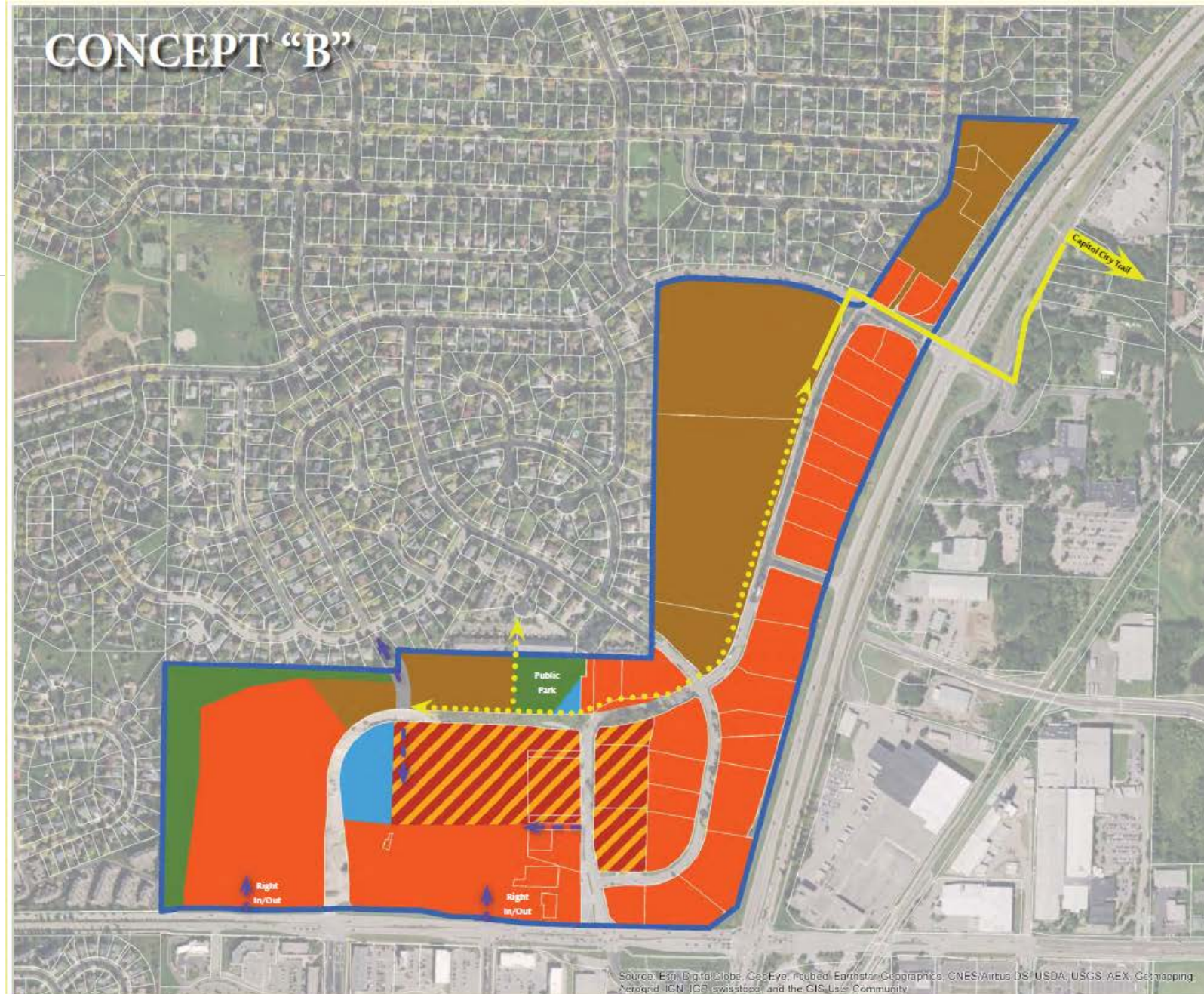
## CONCEPT "B"

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# Future Land Use



## ANTON DRIVE REDEVELOPMENT PLAN

### Future Land Use

Proposed by Anton Drive  
Redevelopment Plan

- Planning Area
- Parcel

#### Future Land Use

- Low Density Residential
- Medium Density Residential
- High Density Residential
- Mixed Use
- Business
- Industrial - Commercial
- Industrial - General
- Park & Conservancy
- Stormwater

#### Potential Access/Trail

- Pedestrian Access/Trail
- Vehicle Access

DATA SOURCES:  
PARCELS AND ROAD NAMES PROVIDED BY DANE COUNTY.  
FUTURE LAND USE PROVIDED BY THE CITIES OF FITCHBURG AND MADISON.  
AERIAL IMAGERY PROVIDED BY ESRI.

CITY OF FITCHBURG  
DANE COUNTY, WI

**MSA**  
PROFESSIONAL SERVICES



0 150 300 600  
Feet

Source: Esri, DigitalGlobe, GeoEye, IGN, GeoEye, Incubator, Earthstar Geographics, CNES/Airbus DS, USDA, USGS, AEX, GeoMapping, AeroGRID, IGN, IGP, swisstopo, and the GIS User Community



# Smart Code

This is a sample regulating plan, an example of how the lands designated for optional SmartCode zoning could be assigned to transects within the G4 Sector. While the final plan document will include a sample regulating plan in this format, showing specific streets, blocks and transects, all participants should understand that development will be proposed by property owners, and subject to City review and approval. Those proposals may or may not utilize SmartCode zoning within this area, and, if utilizing SmartCode, the regulating plan may differ from this sample, with a different configuration of T3, T4 and T5 transects as permitted in the G4 Sector. Note that if SmartCode Zoning is proposed, the land use designations that guide conventional zoning approvals will not apply.

## ANTON DRIVE REDEVELOPMENT PLAN

### REGULATING PLAN

Proposed by Anton Drive  
Redevelopment Plan

-  Municipal Boundary
-  Planning Area
-  Parcel
-  T1 Natural Zone
-  T4 General Urban Zone
-  T5 Urban Center Zone
-  Stormwater Management Facility
-  Civic Zone
-  Playground

DATA SOURCES:  
PARCELS AND ROAD NAMES PROVIDED BY DANE COUNTY.  
FUTURE LAND USE PROVIDED BY THE CITIES OF FITCHBURG AND MADISON.  
AERIAL IMAGERY PROVIDED BY ESRI.

CITY OF FITCHBURG  
DANE COUNTY, WI



Source: Esri, DigitalGlobe, GeoEye, AeroGRID, IGN, SDA, USDA, USGS, AEX, Getmapping, Aerogrid, IGN, IGP, Swisstopo, and the GIS User Community



# **BUILDING OUR FUTURE**

**VERONA ROAD BUSINESS COALITION**

**VeronaRoad.info**

## **Navigating. Together.**

# We're In This Together!

**VRBC – Who are we & what do we do?**

**T**argeted Advocacy for Businesses

**E**ducation & Communication

**A** volunteer group of individuals

**M**arketing & Promotions for the Businesses

## Alive, Surviving & Thriving

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# Who Is the Verona Road Business Coalition?

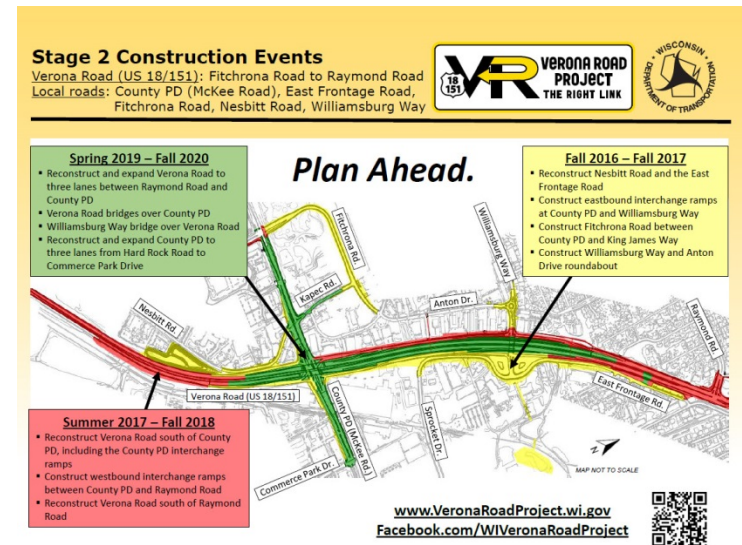
- ▶ Verona Road Business Coalition (VRBC) is a volunteer group of businesses and citizens concerned about one of the **largest and longest urban road construction projects in the state.**
- ▶ **Goal:** Minimize disruption to businesses over the **five year period** – keep businesses, customers & the general public informed of alternative routes and updates
- ▶ Support businesses affected before, during and after completion of the construction.

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# Who Is Being Impacted?

- ▶ Businesses in the Cities of Madison, Fitchburg and Verona along the Verona Road corridor are being impacted
- ▶ Stage 2 Road Construction Fall 2016 – 2020
- ▶ Currently Approx. 140 businesses working with the VRBC



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# How is VRBC Structured?

- ▶ Two business owners, organized the VRBC & are part of the Executive Team volunteering their time and energy to spearhead this effort.
- ▶ Cynthia Jaggi, has been hired as the Project Manager to lead the VRBC initiatives
- ▶ Verona Road corridor sectioned into ten 'blocks' of businesses, with a 'block captain' effectively coordinating and facilitating communication in each block

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# Important to Plan Ahead!

- ▶ **Get Involved Early** – with WisDOT and VRBC to gain updates and share information
- ▶ **Communicate You Are OPEN for Business** – with employees, customers, vendors.
- ▶ **Understand how access to your business will be impacted**
- ▶ **Develop a Plan of Action**
- ▶ **Keep your customers Informed**
- ▶ **Identify alternate routes**
- ▶ **Work with other affected businesses** – share resources, ideas and patronize each other



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# ► Advocacy

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# Advocacy

- ▶ Advocacy with WisDOT, elected officials and other agencies to gain road construction updates, business access & alternate routes
- ▶ Block Captain meetings to share concerns, issues and strategies from the Businesses
- ▶ Ongoing Advocacy, communication and Outreach





# Advocacy

- ▶ Advocacy with Transportation Development Assn. (TDA) to commission a Study that estimated that the economic impact of delaying transportation funding to complete the Verona Road Corridor =  
**Short-term Impact – \$251M**  
**Annual Business Impact – \$16M**



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# ▶ Education & Communication



# VRBC Signage Seminars

- ▶ Signage seminars & Roundtables held with Susan Badtke and WisDOT to discuss signage options for businesses – before, during and after road construction
- ▶ Obtain WisDOT permits, ROW signage for businesses affected by road construction



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# VRBC Seminar Series

- ▶ Maximizing Your Marketing \$\$
- ▶ Marketing During Road Construction
- ▶ Getting Social with Social Media - Twitter, Yelp, Instagram
- ▶ What's Possible with Facebook & Instagram – Andrew Foxwell
- ▶ Tips for Google Analytics Success



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# ▶ Marketing & Promotions

# 'Shop Local First' – Verona Road

- ▶ Shop . Dine . Support LOCAL First.
- ▶ Shopping Local supports our local businesses
- ▶ More money stays close to home – supporting jobs, quality of life, & making our communities great places to live.
- ▶ Strengthens the economic base of the community.



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# Marketing Campaign – Verona Road

## VRBC Working For You!

- ▶ Website and Social media – Promotions, Special Offers, Events, Contests, Coupons
- ▶ ‘Business of the Week’ on FB
- ▶ ‘Verona Road Values’
- ▶ Turn-key Marketing materials on the website
- ▶ Marketing Seminars
- ▶ Signage Assistance – Open for Business!
- ▶ Promotional Events – generating traffic

# VeronaRoad.info Website

[Home](#) [About](#) [Alternate Routes](#) [Special Offers](#) [Media](#) [Business Resources](#) [Contact Us](#)



**BUILDING OUR FUTURE**  
**VERONA ROAD BUSINESS COALITION**

Receive exclusive offers  
and coupons during  
construction

[Register for updates & offers](#)

## Welcome to the Verona Road Business Coalition



Current Special Offers

Businesses on Verona Road cherish your patronage.



Alternative Routes

If you are using Verona Road regularly, you should



Business Toolkit

Concerned about the potential impact of the



# VeronaRoad.info

Robust VRBC Website Helps you find:

- ▶ Business Resources – Business Toolkit
- ▶ Turn–Key Marketing Materials
- ▶ Special Events & Offers
- ▶ Your Block Captains
- ▶ Up–to–Date Information on Alternate Routes, Business Access during construction
- ▶ Media stories on the construction

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# VRBC...is getting Social!



Verona Road Business Coalition shared Quivey's Grove's photo.

December 17, 2015 at 1:12pm · 🌐

Need a suggestion for lunch? Visit [Quivey's Grove](#)!



**Quivey's Grove**

December 17, 2015 at 11:43am · 🌐

👍 Like Page

Bring your family to Quivey's Grove for lunch and enjoy our own winter wonderland!



Like



Comment



Share



Verona Road Business Coalition shared Quivey's Grove's post.

19 hrs · 🌐

Winter dinner menu at Quivey's Grove Stone House Restaurant. Yum!



**Quivey's Grove** added 3 new photos.

January 6 at 10:09am · 🌐

👍 Like Page

Now serving our Winter dinner menu in the Stone House Restaurant. Featuring our famous Duck Wilcox - semi boneless roast half duck, with port wine cherry sauce, wild rice and fried apples. Call 608 273 4900, we look forward to serving you.



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[VeronaRoad.info](http://VeronaRoad.info)



# VRBC Fundraiser & Networking Events



- ▶ VRBC Fundraising & Networking events to raise funding for VRBC initiatives
- ▶ Proceeds benefiting the VRBC.

Wis. Brewing Company

Verona Road  
Business Coalition

# Oktoberfest 2016 Event

**BUILDING OUR FUTURE**  
**VERONA ROAD BUSINESS COALITION**

INVITES YOU TO

## Oktoberfest 2016

**WEDNESDAY**  
**9.21.2016**  
**4-7 PM**

**FITCHBURG HYVEE**  
**2920 FITCHRONA RD**  
**FITCHBURG, WI**

Enjoy  
Wisconsin Brewing Company's **COLD BREWS**  
**GREAT FOOD** from HyVee and Quivey's Grove  
**LIVE MUSIC** by the Greg Anderson Polka Band  
and authentic Swiss yodeling.

Tickets  
Includes one meal and one drink. \$10 in advance or  
\$12 at the door. Available at Fitchburg HyVee, Oak  
Bank, and the City of Fitchburg front desk. Cash only.



Sponsored by:

**HyVee.**



**Fitchburg**

**GB**  
Celebrating 80 Years of Success!



**Oak Bank**  
*You can't be the best...  
if you're only the same.*

The UPS Store  
FITCHBURG

**TINGALLS**  
GRAPHIC DESIGN.

**Questions:** Contact Cindy Jaggi  
veronarbc@gmail.com or 608-712-1980  
**VERONAROAD.INFO**



# VRBC Funding

- ▶ City of Fitchburg – Capital Improvement Plan(CIP) 2015–2020 pledge of \$130,000 over 5 years as a matching grant
- ▶ \$25,000 pledged for four years and \$30,000 for 2016, when construction starts
- ▶ City of Verona – \$5,000
- ▶ VRBC raised \$14,136 in cash matching funds through sponsorships and \$16,325 in in-kind donations for a **total of \$30,461 in 2015.**

**THANK YOU!**

**BUILDING OUR FUTURE**  
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**Navigating. Together.**





# Thank you!

Susan Badtke – [susan.badtke@fitchburgwi.gov](mailto:susan.badtke@fitchburgwi.gov)



Jason Valerius – [jvalerius@msa-ps.com](mailto:jvalerius@msa-ps.com)



Cindy Jaggi – [cjaggiedp@tds.net](mailto:cjaggiedp@tds.net)

