

# Southdale Neighborhood Plan



**Town of Madison  
City of Fitchburg**



Completed for:  
Town of Madison  
City of Fitchburg

Prepared by:  
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**JJR**

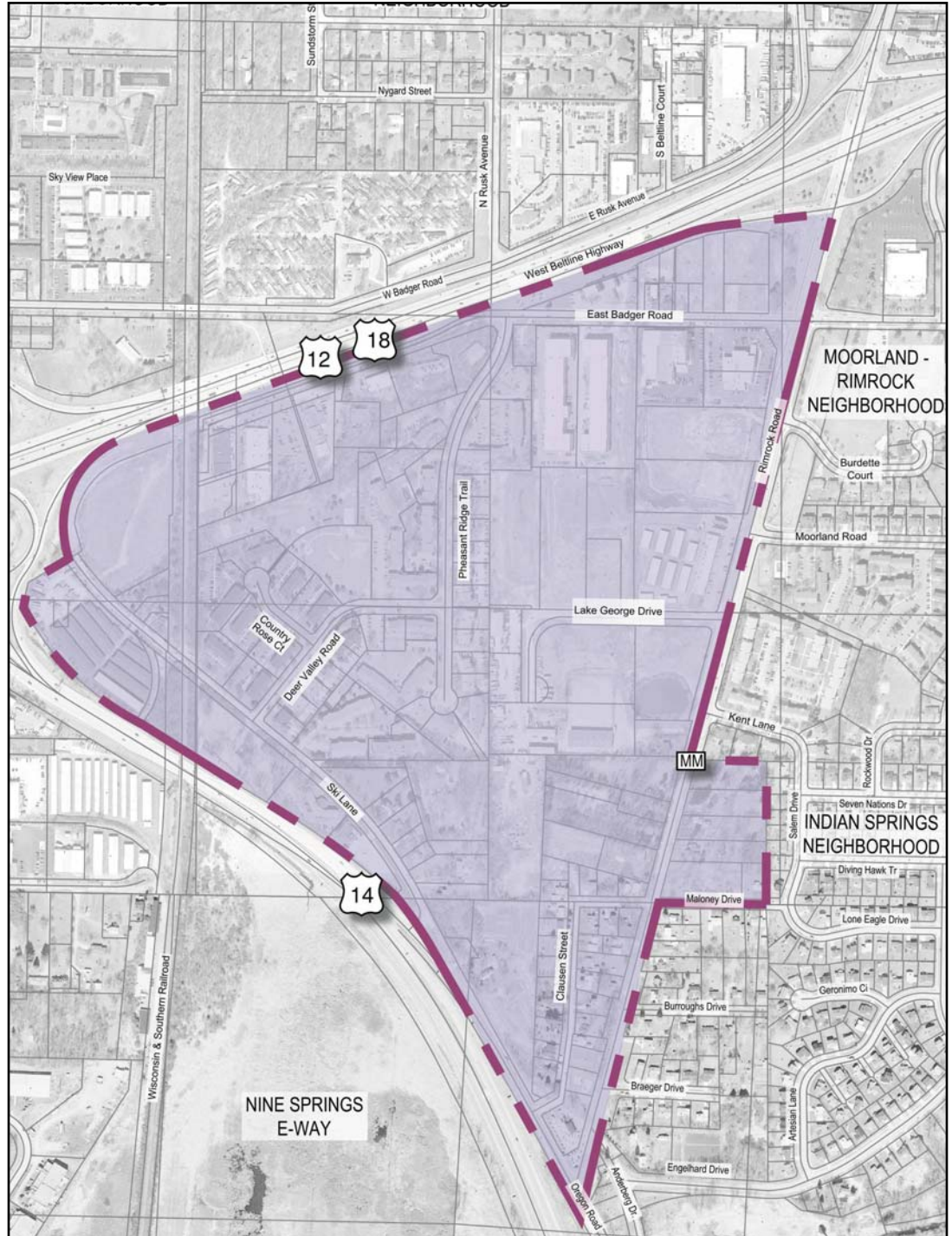
# NEIGHBORHOOD DESCRIPTION

## PLANNING AREA

The Southdale Neighborhood is isolated yet surrounded by an extensive transportation network. The southern, western and northern edges of the neighborhood are defined by USH (US Highway) 14 and USH 12/USH 18 (the Beltline Highway). The eastern boundary of the neighborhood is CTH (County Truck Highway) MM (Rimrock Road). All residents must enter/exit the neighborhood via Rimrock Road, and there are almost no direct connections from these other roadways into the residential neighborhood.

Rimrock Road is fronted by a variety of commercial and residential activity. To the east are the Indian Springs and Rimrock/Moorland Neighborhoods which include low density residential housing with some multi-family housing along the Rimrock Road frontage.

To the north are low income City of Madison and Town of Madison residential neighborhoods and the South Park Street retail and East Rusk Avenue commercial corridors.



Neighborhood Planning Boundary



## URBAN RESIDENTIAL DISTRICT

### LOCATION

The Urban Residential District is located in the southern portion of the Southdale Neighborhood, on both sides of and adjacent to Rimrock Road. This district allows the creation of urban density residential to transition from the mixed use commercial employment area to the single family area outside the Southdale planning area. The residents within this district will support the adjacent vibrant mixed-use/commercial and employment centers. This district is beyond a comfortable walking distance from the potential rail station.

### LAND USE MIX

Residential uses in this district should offer both rental and ownership opportunities for market-rate and affordable housing needs, preserving and enhancing the diverse and dynamic character of the neighborhood.

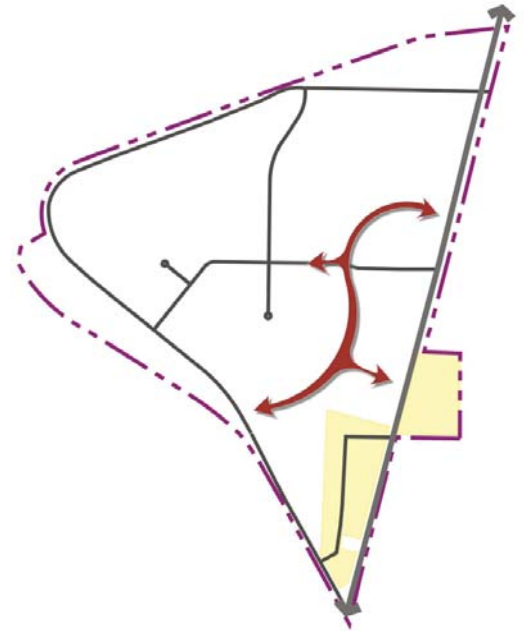
Living options can include low and mid rise condos, town homes and small-lot single-family homes. In order to increase densities and living options, new single-family homes should be higher density urban homes, potentially homes with accessory units that can be rented out or sold as a condominium.

Mixed-use and live/work buildings are particularly encouraged at key intersections – Clausen Street/Rimrock Road, Clausen Street/Oregon Road and Maloney/Rimrock. Retail and office spaces at these locations should be neighborhood-oriented.

Institutional uses are often incorporated into residential areas. These uses could be churches, schools, government offices, post offices, social/civil/fraternal organizations, social services facilities, adult or child day care, senior housing and cultural facilities. Institutional uses often bring a neighborhood together and create a greater sense of community. Some institutional uses include supporting retail uses.

### DISTRICT CHARACTER

Architecture and development patterns can provide the framework for a successful pedestrian-oriented neighborhood. Building heights should be 2-4 stories in height, which will allow for single-family homes to mid-rise apartment and condominium homes.



*Urban Residential District*

Parking should be provided through on-street spaces and off-street surface lots. Off-street surface parking should be located behind buildings, but single-row parking may be located between the building and the street.



*Example of Urban Residential Redevelopment*

## COMMERCIAL-EMPLOYMENT CENTER DISTRICT

### LOCATION

The Commercial-Employment Center District comprises much of the eastern portion of the neighborhood, adjacent to Rimrock Road extending from East Badger Road in the northeast to Ski Lane in the southwest. The district has visibility from Rimrock Road and partial visibility from the Beltline and USH 14.

This district partially adjoins the Urban Residential District and appropriate land use and/or site design is important to transition between the Urban Residential and Commercial-Employment Center districts. This district is beyond a comfortable walking distance from the potential rail station.

### LAND USE COMPONENTS

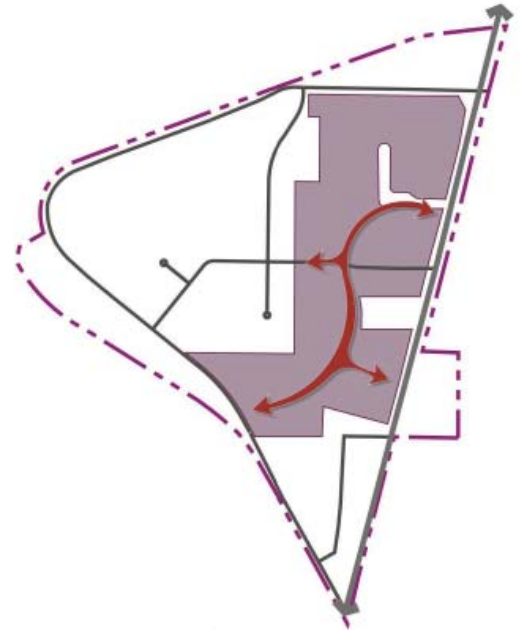
Access and visibility from the adjacent highway and regional roadway system provides opportunities for urban style commercial that offers a wide range of uses including retail, office, light industrial, hotel and residential. The goal of the district is to attract businesses that will grow the existing tax base and offer nearby shopping, education and employment opportunities for area residents.

### DISTRICT CHARACTER

This district should offer the wide range of uses that will further diversify the mixed-use neighborhood. Businesses and structures should be both large-scale and small-scale, and include spaces for smaller start-up business incubators and neighborhood-oriented services.

In order to create a pedestrian-friendly gateway to the neighborhood, architectural character should create a pleasing aesthetic and encourage interaction at the street level. This can be achieved by breaking up long façade lines with architectural elements, defining the building base with pedestrian-scale detailing, promoting transparency and providing green spaces between structures and parking lots.

Buildings should range from 1 to 6 stories in height, with the number of 1 story buildings carefully limited. Buildings should be located near the street edge to provide a sense of enclosure and reinforce the pedestrian zone. Streetscape elements should include sidewalks with grassy terraces, street lighting and landscape plantings.



*Commercial-Employment Center District*

A recently developed highway-oriented use (an auto dealership) is located at the southwest corner of East Badger Road and Rimrock Road. In the long term, this site could be redeveloped and be integrated into the Commercial-Employment district. Redevelopment efforts should implement clear pedestrian connections into and around the district, providing a safe and contiguous network throughout the neighborhood that encourages bike and pedestrian use as an alternate mode of transportation.



*Example of Commercial-Employment Redevelopment*

## DRUMLIN GARDEN STUDY AREA

### LOCATION

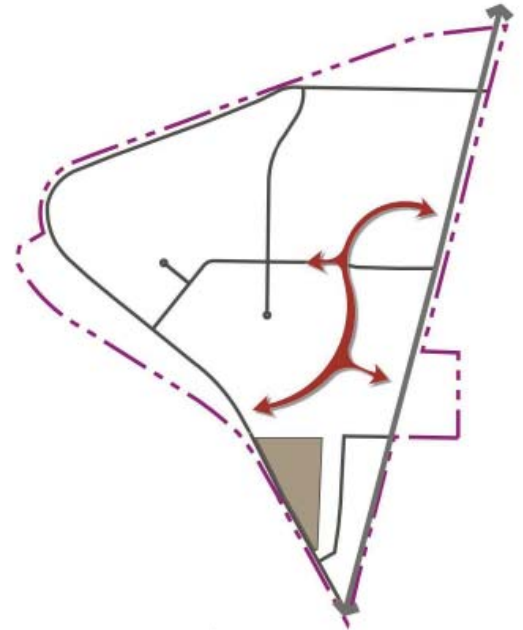
The Drumlin Garden study area is located in the southwest corner of the neighborhood. The area is just south of the City of Fitchburg/Town of Madison border and currently contains the Drumlin Garden.

### LAND USE COMPONENTS

Current uses include a community garden known as Drumlin Garden.

### DISTRICT CHARACTER

The purpose of this land use district is to retain the existing land use designations (as shown on page 12) until December 31, 2011. Unless a different land use designation is determined prior to the December 31, 2011 expiration date, the land use designation will be consistent with either the Commercial/Employment or Urban Residential districts. Park requirements could occur under either land use designation for any residential development. City of Fitchburg zoning would accommodate the chosen land use designation.



*Drumlin Garden Study Area*

Definitions of less common words:

- **Build-to-Zone:** The location of the front of the building relative to the parcel's front lot line.
- **Floor Area Ratio (FAR):** A way to measure development intensity. The FAR is the total building square footage divided by the site square footage. For example, a building 2 stories tall that covered the entire lot (parcel line to parcel line), a building 4 stories tall that covered only half the lot, and a building 8 stories tall that covered only a quarter of the lot would all have an FAR of 2.0.
- **Open Space Ratio (OSR):** The open space ratio is the amount of open space required, expressed as a percentage of the total area on the parcel. Open spaces include landscaped areas, hardscape plazas and squares, sidewalks and required setbacks.
- **Stepback:** Building stepbacks allow higher buildings while minimizing the feeling of taller buildings from the pedestrian sidewalk level. The facade of upper floors is pushed back from the front facade.

These District Design Guidelines apply to the three districts that are generally further than 1/4-mile from the planned rail transit station. Redevelopment in these districts will be incremental on smaller development parcels, and driven more by access to Rimrock Road and Oregon Road. The district design guidelines on this page should be considered targets for each redevelopment project.

	<b>Urban Residential District</b>	<b>Commercial-Employment Center District</b>	<b>Highway Business District</b>
Recommended Uses	Higher density residential; supportive neighborhood retail; live/work units, institutional.	Flex use, office, retail, lodging, educational, other commercial, residential; business incubator.	Office, retail, other commercial, lodging, light industrial.
Use Description	Town homes, low and mid-rise condos, apartments, supportive neighborhood retail	Campus-style employment and retail; mixed uses	Highway-oriented uses
Development Intensity	Residential: 10-20 dwelling units/acre Non-residential: 10,000 square feet per site (max) FAR: 0.25 - 3.0	Employment: 50 jobs/acre (min) FAR: 0.25 - 5.0  Residential can be accommodated as a part of a mixed use building.	FAR: 0.25 - 3.0
Building Heights	2-4 stories Building stepback of at least 6' for fourth floor	1-6 stories (1 story buildings limited) Building stepback of at least 4' for fourth floor and above	1-4 stories (1 story buildings limited)
Principle Building Setbacks (from right of way)	5' minimum 15' maximum	5' minimum 35' maximum	20' minimum
Open Space Ratio (minimum)	0.25	0.25 0.15 for areas with caps over contaminated soil	0.15
Vehicular Parking	On-street and surface parking. Parking between building and street is discouraged.	On-street and surface parking; structured & underground parking is encouraged. Parking between building and street is discouraged.	On-street and surface parking; structured & underground parking is encouraged. Single row parking and drive-through aisle between building and street permitted.
Signage	For non-residential: wall-mounted, window, canopy or awning style	Wall mounted, window, canopy or awning, monument.	Wall mounted, window, canopy or awning style, monument.



## HOUSING AND ECONOMIC DEVELOPMENT

### LIFE CYCLE HOUSING

A healthy neighborhood allows its residents to stay within the neighborhood throughout their lives. Since our housing needs change as we age, a neighborhood needs to have a variety of housing options.

For example, single young adults may need to rent a small apartment, but may wish to move to a single-family house when they marry and have children. After the children move out, the married couple may wish to downsize to a condominium, and ultimately move into senior housing or assisted living.

Because of the high number of rental units and their affordability, the Southdale Neighborhood for many is a place to live until one can afford something better and more permanent. However, it is the intent of this neighborhood plan to continually improve the quality of life for residents and the economic opportunities for business owners so that the Southdale Neighborhood is a neighborhood of choice. This neighborhood plan seeks to provide housing opportunities for lifelong Southdale residents.

### HOUSING AFFORDABILITY

Individual neighborhoods should offer a balance of rental and ownership opportunities. This helps shape the diversity of the residential component of a neighborhood as well as reduce segregation of economic classes and income levels.



*The Uplands, Sun Prairie, WI*

### Housing and Economic Development Goals

- Provide a wide spectrum of housing options, including affordable options.
- Enhance opportunities for employment within the neighborhood.
- Stimulate reinvestment and economic development that strengthens commercial uses and complements residential uses.

### Integration of Affordable Housing

The integration of housing options is one of the keys making the Southdale Neighborhood a more desirable place to live. Integrated neighborhoods with significant affordable components, including communities in the Chicago Metropolitan area and more local examples such as Highland Gardens (Milwaukee, WI) and The Uplands (Sun Prairie, WI) tend to have an affordable housing component ranging 15-40 percent of the total residential units. These numbers include rental and ownership opportunities from duplex, townhomes, apartments and single-family housing.

Through the current public process with the Town of Madison, City of Fitchburg and current neighborhood residents, a need has been identified for ownership and move-up opportunities. Based on these needs, the City has introduced the goal of creating a neighborhood that is more balanced than the current 87% renter/13% owner split.

With the creation of design guidelines that make affordable housing indistinguishable from market rate housing and offering affordable home ownership opportunities, residents are more willing to take a sense of pride and ownership of the neighborhood. This sense of pride often leads to neighborhood revitalization and enhances the quality of life.

### Strategies for Affordable Housing

Future residential and mixed use redevelopment proposals should take into consideration the current and proposed population in the Southdale Neighborhood. By providing densities and financially assisted opportunities similar or greater than current numbers, current residents will be more likely to be able to continue living in the neighborhood.

Because the increase of ownership opportunities and introduction of market rate housing are often seen as factors that will increase the cost of living within the neighborhood, future redevelopment projects should consider measures that will ensure that the affordable components of the neighborhood continue. These

measures could include programs such as rehabilitation loans, homeowner/tenant and landlord education, Section 42 Affordable Housing Credits and other suitable measures.

Workforce Housing

Workforce housing targets working families and the young working class, such as teachers, police officers, medical staff and retail professionals. These professions often earn 80 percent of the median income level. Because their earnings often do not provide opportunities for the workforce to own quality housing within close proximity to jobs, goods and services, they often must commute longer distances from more affordable neighborhoods. In addition to the environmental impact of these commutes, employees have less time to spend with families, recreation or continuing education.

Employers have found that by assisting with rental or home ownership costs and in some cases providing housing in close proximity to work, employee productivity and retention is increased. Workforce housing is often a partnership between private entities, public agencies and non-profits that work together to provide loans or subsidies to offset the cost of rent or ownership.

In order to create a well-designed and affordable neighborhood, a collaborative effort of public, private and non-profit entities needs to be in place. The City and Town should meet with existing and future neighborhood employers, selected non-profit agencies, such as the Wisconsin Partnership for Housing and Development, to discuss the creation and implementation of a Workforce Housing Initiative as well as potential funding and partnerships to provide financial assisted living.

Financially Assisted Housing

In addition to young working families, financially assisted housing should be available for elderly and disabled residents who fall below the 80 percent median income. This is often achieved through funding available through public entities, such as HUD, or non-profit groups such as Habitat for Humanity. Much like workforce housing, financial assisted housing should be integrated with market rate housing to provide diversity, housing options and easy access to goods and services.

By integrating workforce and affordable housing along with the opportunity for market rate housing within the study area, the Southdale Neighborhood would provide an opportunity to expand its already diverse character in close proximity to goods, services, education and employment.

Ways to make housing more affordable	Incentives for affordable housing through community policies	Businesses & Workforce Housing- What should businesses do?	Businesses & Workforce Housing- What should local governments do?
Provide diversity of rental and ownership options	Density bonuses	Use incentives to attract businesses that will draw from neighborhood	Offer tax reduction to businesses that offer workforce housing
Mortgage write downs	Streamlined permitting process	Workforce training	Workforce housing should target areas of labor shortages
Home maintenance and rehabilitation programs for homeowners	Reduce/ waive impact fees	Transportation links between neighborhood, training centers & employment	Offer Workforce Housing for government employees
Corporate and small business community	Allow “upzoning”	Partner in providing affordable housing between work, goods & services, etc.	Create a trust fund to supply housing investment assistance
Encourage 2-3 stories to provide future rental/ condo options	Allow new home construction that meets current needs	Provide grants to offset down payment costs	Work with lenders to provide write-down mortgages
Single-family with granny flats	Create land trust to lower housing costs	Match employee contributions to a homeownership savings plan	Private/ Public partnerships
Down payment assistance programs	Use CDBG & HUD grants	Provide forgivable, deferred, or low-interest loans	
	Work w/ non-profit organizations	Homeowner education	

Sources for Precedents: City of Charlotte Code Part 12: Transit Oriented Development Districts, City of Madison Comprehensive Plan Recommendations for TODs, The Transit Oriented Development Guidebook for the City of Austin, TX & standards as established by the Center for TOD website.