

City of Fort Atkinson Comprehensive Plan Futures Open House

October 1, 2007

Comprehensive Plan Purpose

- Guide the type, location, and appearance of City growth over the next 20 years.
- Represent the City's vision, goals, and recommendations on land use, revitalization, natural resources, transportation, housing, and economic development.
- Help make decisions on questions like rezonings, road and utility extensions, and other public investments.

What has been happening recently on this project?

- Reviewed background information.
- Had a successful community vision workshop.
- Crafted a draft vision statement.
- Exploring Fort Atkinson's future opportunities.

What will happen after tonight?

- Prepare a draft of the City's Comprehensive Plan
 - Will feature a future land use map and policies
 - Include advice for redevelopment, transportation, community facilities, housing, economic development, and a host of other issues related to community growth and change.
- Public, official, and intergovernmental review of draft Comprehensive Plan

Purpose of this Open House

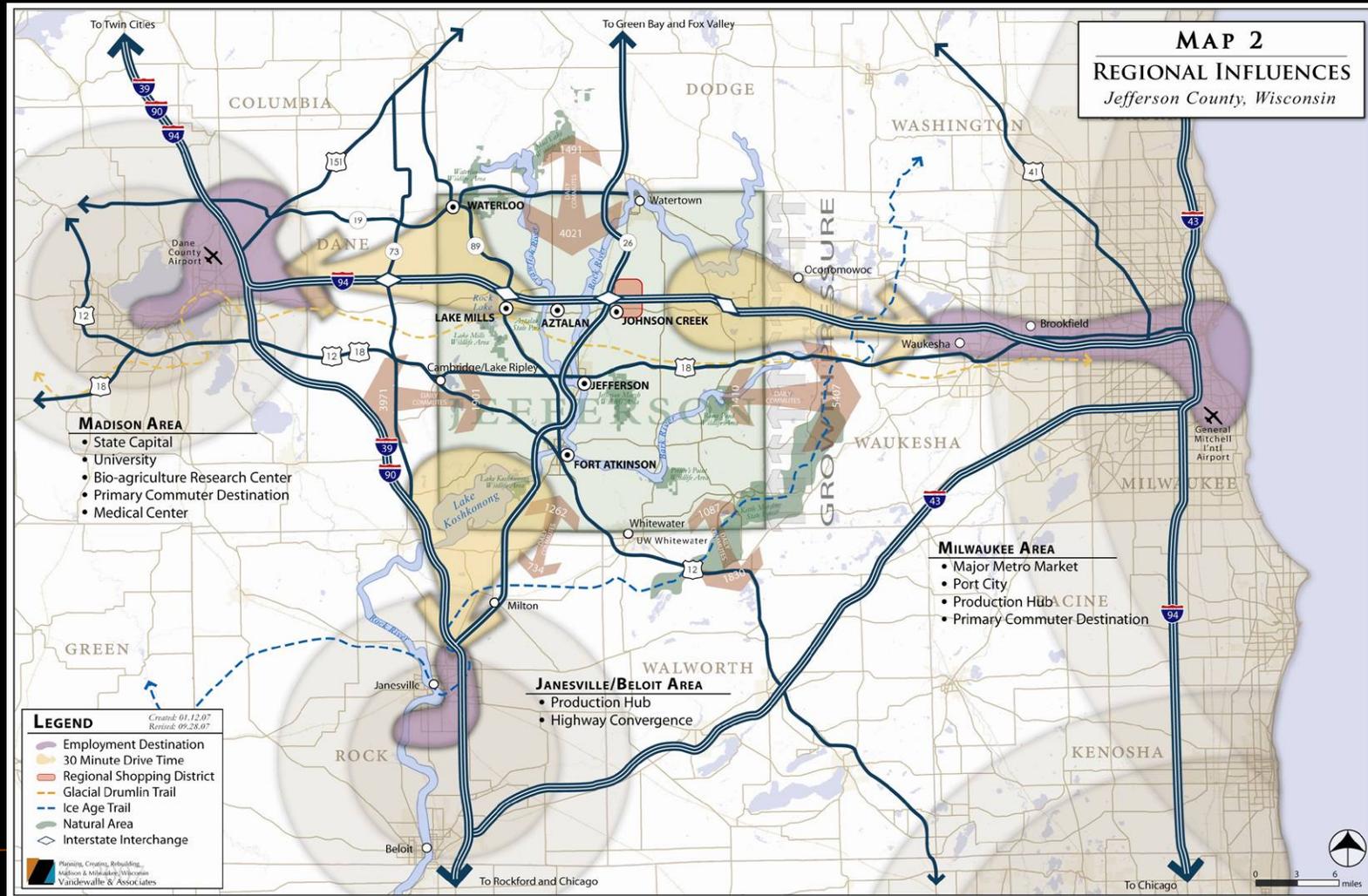
- Advise the Comprehensive Plan Steering Committee
- Comment on Fort Atkinson's draft vision and future opportunities
- Help determine the desired future location, appearance, and type of development in Fort Atkinson over the next 20 years

Context and Vision

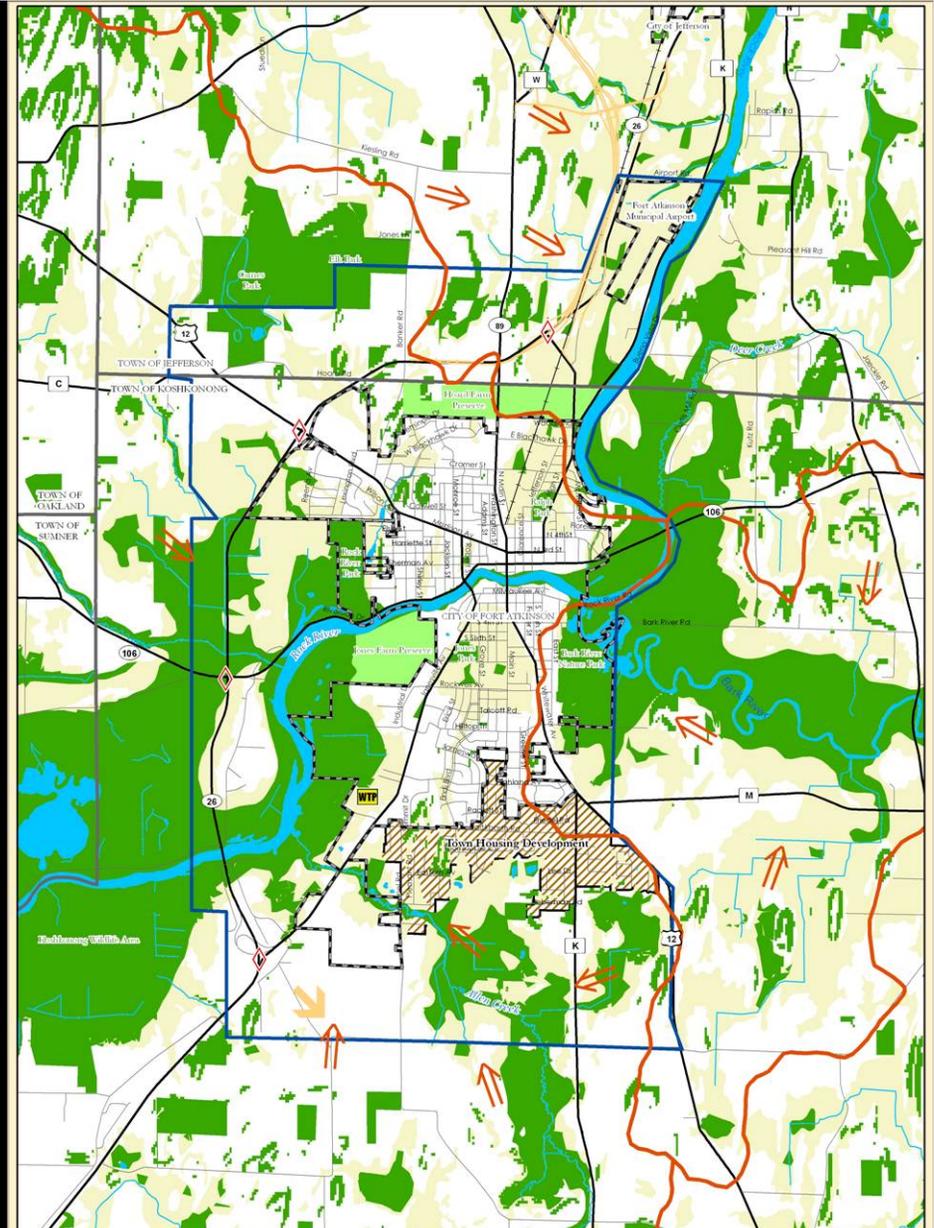
Basis for Future Plan Direction

- Past plans and policies
- Vision workshop and Committee guidance
- Regional context
- Local conditions
- Growth forecasts

Regional Influences



Local Growth Factors



City of Fort Atkinson Comprehensive Plan

Map 7: Growth Factors

<ul style="list-style-type: none"> Municipal Boundaries Town Boundaries Urban Service Area Major Roads Local Roads Railroads Interchanges 	<ul style="list-style-type: none"> Future Highway 12 Bypass Option Proposed Hwy 26 Alignment for Jefferson Bypass Watershed Boundaries Surface Water Groundwater Direction of Water Flow 	<ul style="list-style-type: none"> Town Housing Development Farm Preserves Environmental Corridor ** <p>Soil Suitability for Dwellings With Basements*</p> <ul style="list-style-type: none"> Very Limited 	<p><small>**Environmental corridors are comprised of publicly-owned parks, reservoirs, and conservancy lands within local and watershed areas as part of the WISD watershed inventory. Other flood-prone areas are shown in blue. Watersheds are based on 10-acre size, steep slopes.</small></p> <p><small>*Wetlands, dwellings are based on the soil properties that affect the capacity of the soil to support a load without movement and on the properties that affect excavation and construction costs including depth to a water table, porosity, frost, subsidence, water permeability, ground water potential, compressibility, slope, depth to bedrock or a cemented pan, hardness of bedrock or a cemented pan, and the amount and size of rock fragments.</small></p> <p>Sources: Jefferson County, Dane County, Dodge County, US Census</p> <p>0 0.25 0.5 1 Miles</p> <p>DRAFT</p> <p>9/18/2007</p>
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DRAFT

City of Fort Atkinson: 2030 Vision

In the year 2030, Fort Atkinson will be a healthy, dynamic community characterized by sustainable housing, employment, entertainment, and educational opportunities. The City will have successfully integrated its unique history, culture, and values with new directions. Fort Atkinson will evoke a sense of pride and belonging in those who have the fortune of living or working here.



GOAL: Preserve and promote the City's unique characteristics and quality of life.

- Maintain small community charm, while providing a range of services and opportunities.
- Build upon the City's many cultural assets, like the library and arts scene.
- Serve as a unique recreational destination.
- Promote the community's progressive schools.
- Enhance the downtown and riverfront as gathering spots.
- Preserve and enhance the City's historic neighborhoods.
- Promote active community involvement.



GOAL: Ensure long-term economic viability.

- Encourage a variety of businesses, industries, and jobs.
- Support the success of local and family-owned businesses.
- Enhance the health, vitality, and historic character of the downtown and riverfront.
- Nurture the City's strong health care system.
- Develop modern business parks and clean industries.
- Foster public-private and regional economic partnerships.



GOAL: Practice community-wide sustainability.

- Enhance choices to live, work, play, and learn in Fort Atkinson.
- Grow the City in a compact form.
- Design new neighborhoods to feature a variety of housing, transportation, and recreational options.
- Promote mixed use development and redevelopment.
- Enhance energy-efficiency in government practices.
- Enhance air and water quality, embracing the City's river setting.
- Focus on energy-efficiency and environmental responsibility in transportation and building/site design.



2030 VISION

September 24, 2007

Proposed Vision Statement

In the year 2030, Fort Atkinson will be a healthy, dynamic community characterized by sustainable housing, employment, entertainment, and educational opportunities. The City will have successfully integrated its unique history, culture, and values with new directions. Fort Atkinson will evoke a sense of pride and belonging in those who have the fortune of living or working here.

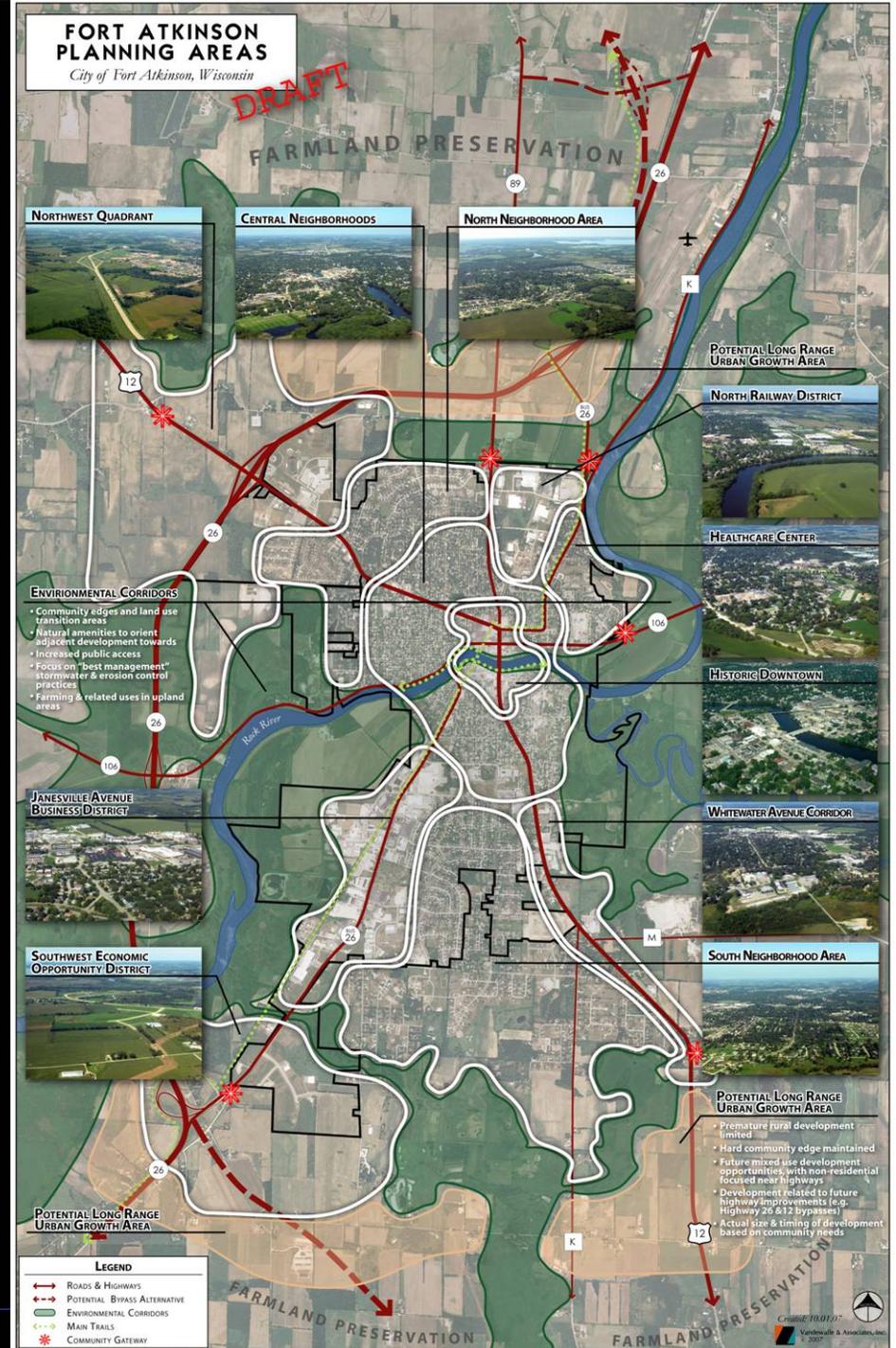
Overall Plan Goals

- Preserve and promote the City's unique characteristics and quality of life.
- Ensure long-term economic viability.
- Practice community-wide sustainability.

Conceptual Future Land Use and Opportunity Maps

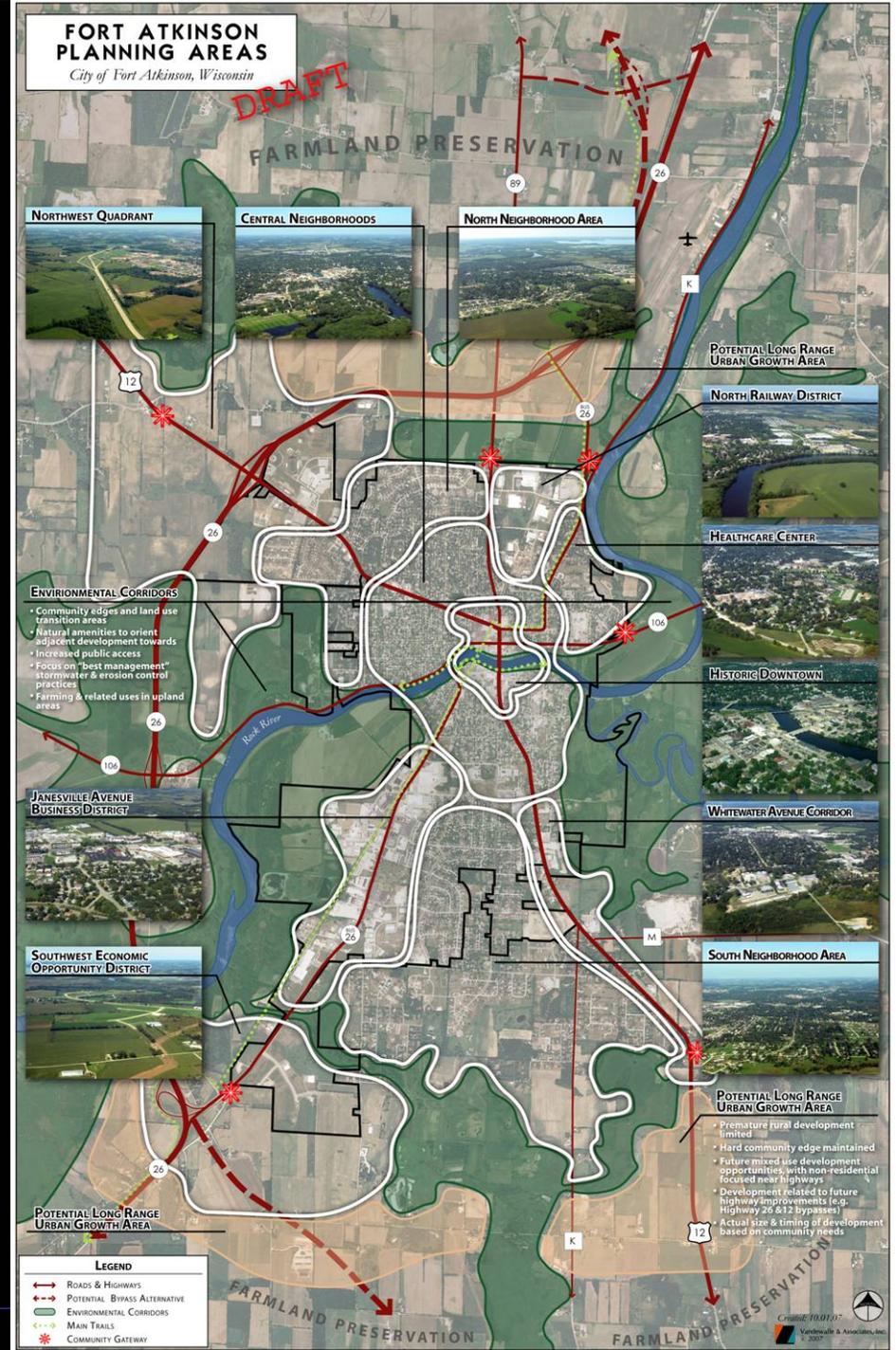
Growth Concept

- Environmental corridors determine form
- Growth forecasts suggests amount
- Different parts of City have different emphases and opportunities



Planning Areas

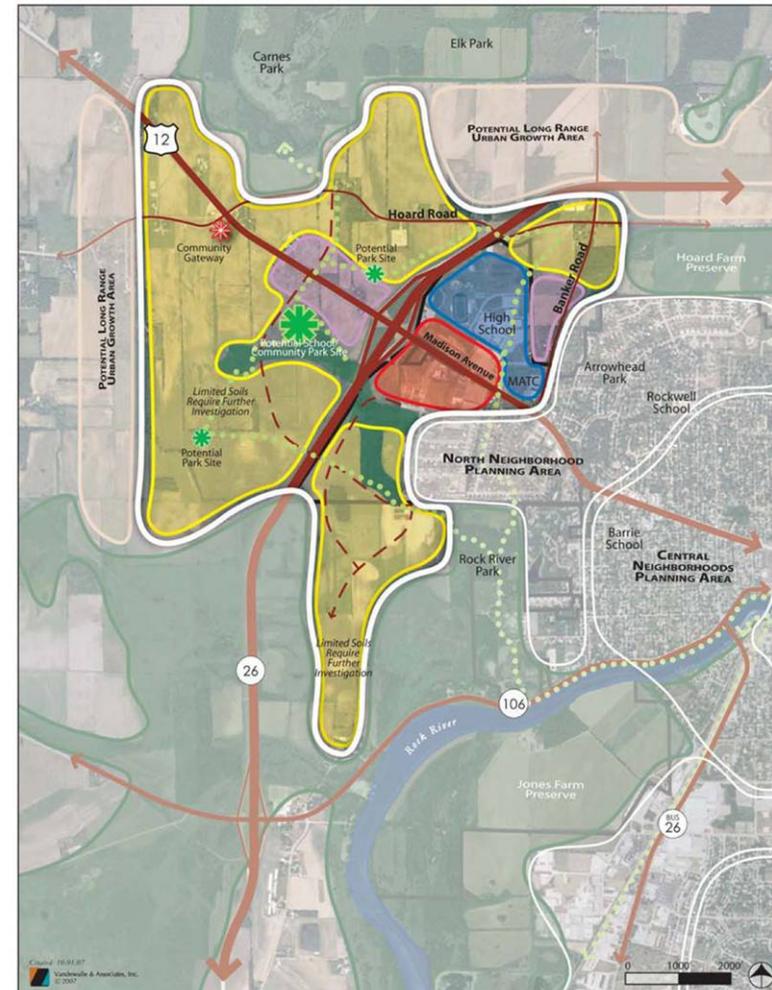
- Northwest Quadrant
- North Neighborhood
- North Railway
- Healthcare Center
- Historic Downtown
- Central Neighborhood
- Janesville Avenue
- Southwest Economic
- South Neighborhood
- Whitewater Avenue



NORTHWEST QUADRANT PLANNING AREA

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CITY OF FORT ATKINSON
FUTURES OPEN HOUSE

- Build off 2002 plan
- Traditional neighborhood and urban mixed use
- Connections across bypass
- Link open spaces



Opportunities

- Proximity to Madison enhances marketability
- Community gateway experience
- Traditional neighborhood & sustainable design
- Neighborhoods connected across Highway 26
- Capitalize on existing businesses & schools
- Urban mixed use development & redevelopment opportunities

Conceptual Land Uses

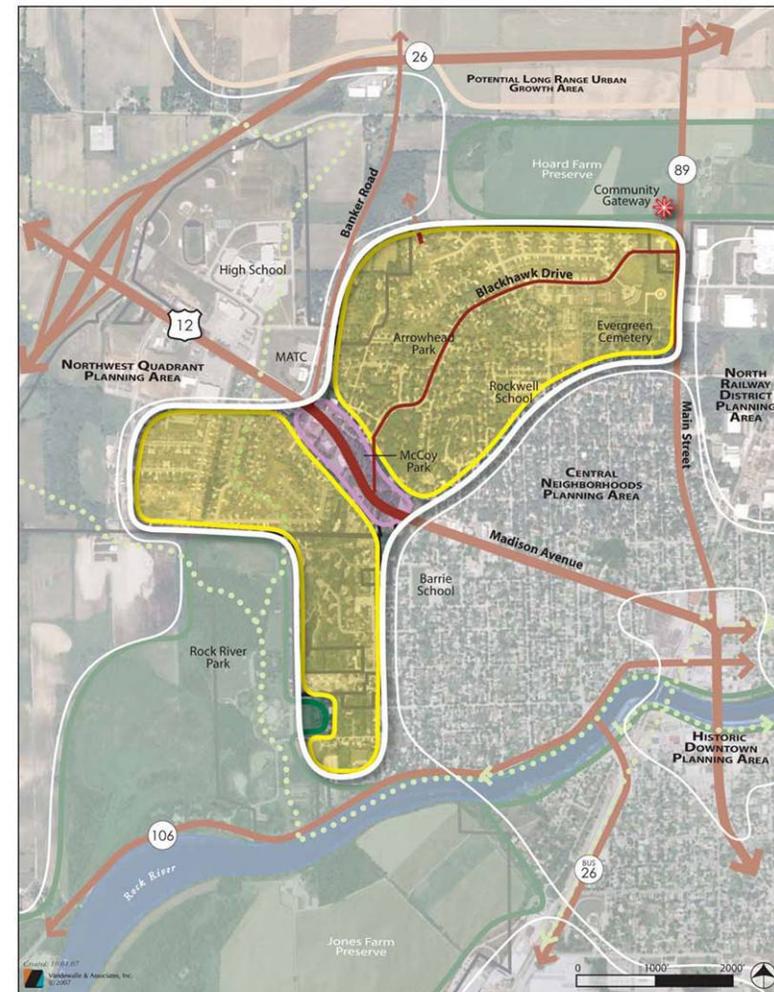
- Community Commercial
- Downtown
- Major Institutions
- Mixed-Use
- Neighborhood
- Employment
- Environmental Corridors
- Existing Major Roads
- Potential Future Roads
- Main Trails (Existing & Proposed)

Note: This map is not a detailed Future Land Use Map or Future Transportation Map for zoning and other decision making. The purpose of this map is to show conceptual future growth options and facilitate public discussion.

NORTH NEIGHBORHOOD PLANNING AREA

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FUTURES OPEN HOUSE

- Mixed use redevelopment on Madison/12
- Parks and schools as gathering spots
- Maintain quality



Opportunities

- Infill tree planting & sidewalks
- Mixed use redevelopment close to Madison Avenue
- Municipal boundary clean-up
- More trail connections to adjacent parks & schools

Conceptual Land Uses

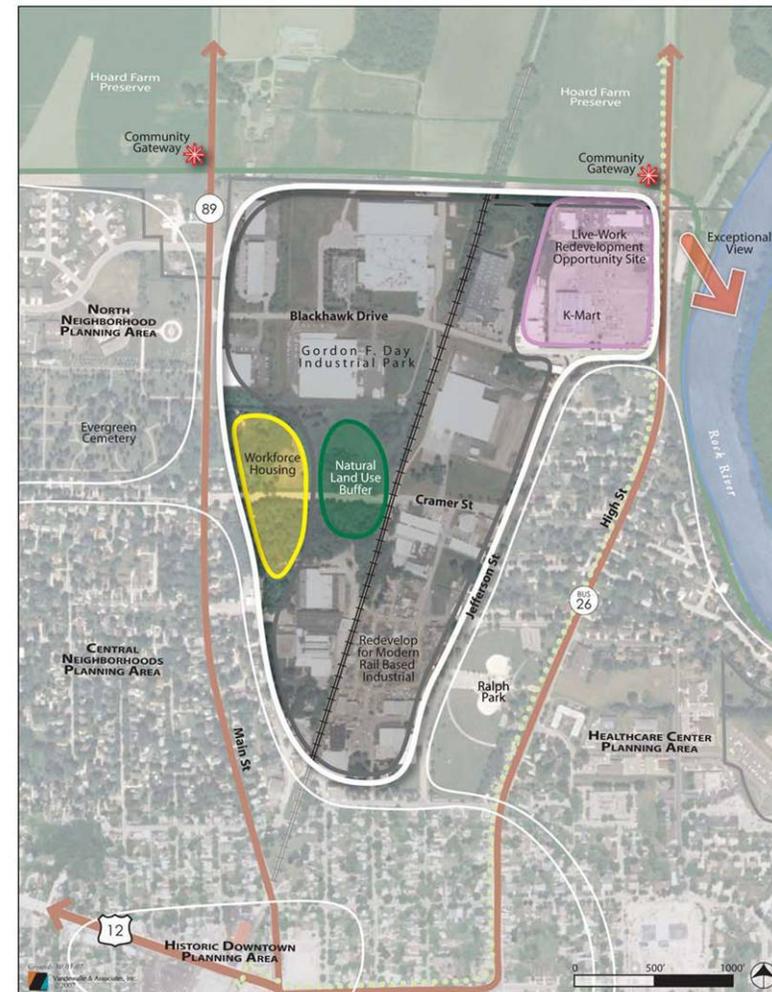
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NORTH RAILWAY DISTRICT PLANNING AREA

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FUTURES OPEN HOUSE

- Job center
- Rail-based industrial infill & redevelopment
- Enhance entryway
- Live-work redevelopment at K-mart site



Opportunities

- "Live-work" focus
- Business growth - infill industrial sites
- Job-focused redevelopment in areas closer to park & downtown
- Employment focused redevelopment (e.g. K-Mart site)
- Superior natural entryway experience

Conceptual Land Uses

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HEALTHCARE CENTER PLANNING AREA

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- Enhanced wayfinding
- Vertical medical expansion
- Neighborhood preservation
- Open space connection to river



Opportunities

- Fort Atkinson Healthcare as regional marketing asset
- Healthcare expansion balanced with neighborhood preservation
- Single story healthcare building sites can expand up
- Access and wayfinding improvements
- Neighborhood preservation & senior housing development

Conceptual Land Uses

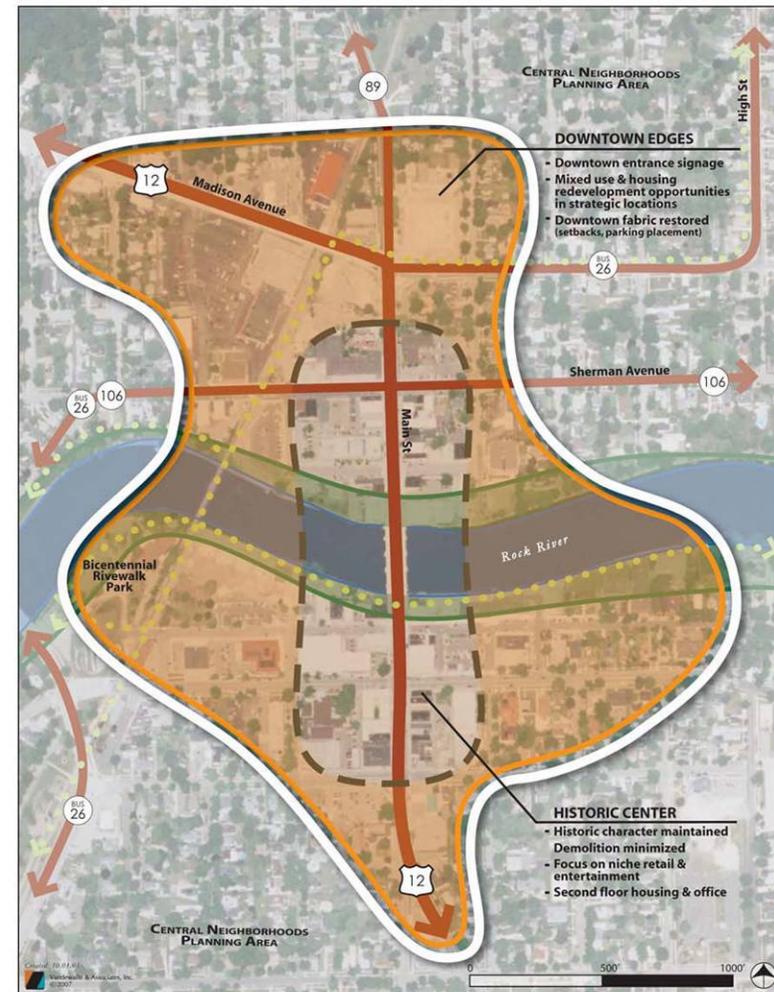
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HISTORIC DOWNTOWN PLANNING AREA

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FUTURES OPEN HOUSE

- **Historic center**
 - Maintain history
 - Niche retail & entertainment
 - 2nd floor uses
- **Edges**
 - Entry features
 - Redevelopment
 - Restore fabric
- **Need more detail**



Opportunities

- River orientation & riverwalk
- Diverse entertainment, arts & dining options
- Growing housing opportunities
- Continued building rehabilitation
- Broad range of specialty shops with regional draw
- Community events & gatherings
- Compatible design & sign control at commercial edges

Conceptual Land Uses

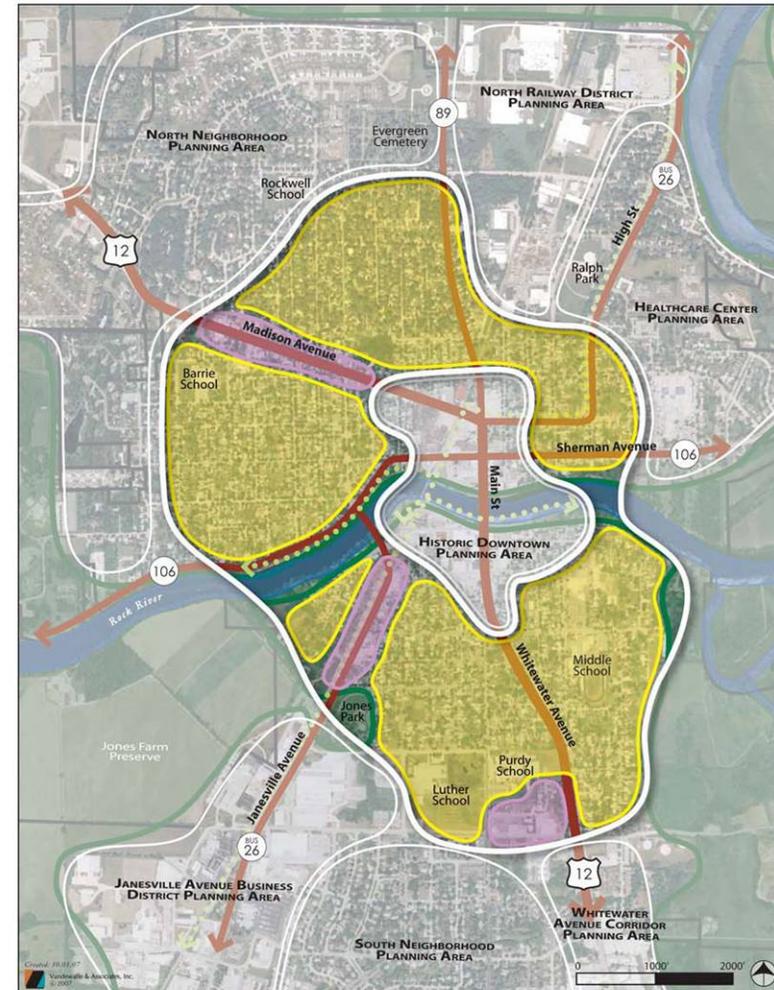
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CENTRAL NEIGHBORHOODS PLANNING AREA

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- Urban living
- Single family character
- Maintain infrastructure
- Neighborhood retail revitalization & mixed uses



Opportunities

- Urban living experience
- Single family neighborhood character
- Historic preservation balanced with modernization
- Bed & Breakfast Opportunities
- Schools, parks & downtown as gathering places
- Parks & streets maintenance & improvements
- Neighborhood retail revitalization, along Janesville, Madison & Whitewater Avenues

Conceptual Land Uses

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Fort Atkinson
Comprehensive Plan

JANESVILLE AVE BUSINESS DISTRICT **DRAFT** PLANNING AREA

CITY OF FORT ATKINSON
FUTURES OPEN HOUSE



Opportunities

- Regional Entertainment Center ("2nd Night")
- Community serving retail & dining redevelopment
- Some industrial relocation to modern business parks
- Fireside Theater helps support other uses (e.g. gifts, high-end hospitality)
- Development design standards & access control
- Landscaping, street & utility enhancements

Conceptual Land Uses

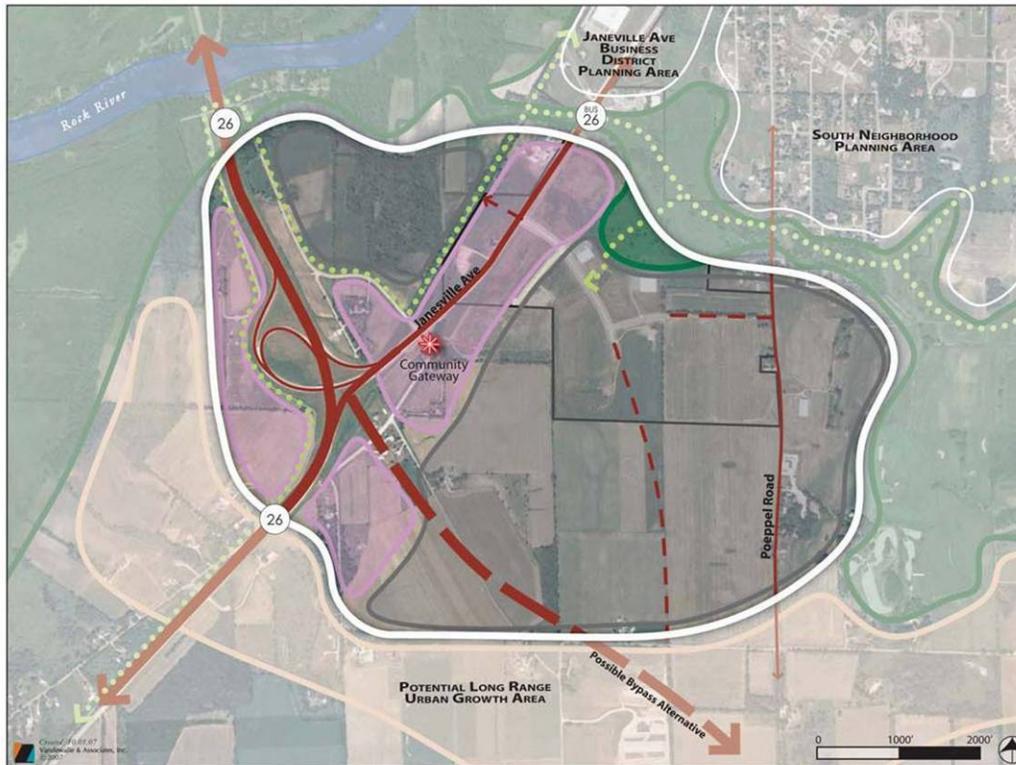
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- Regional entertainment
- "2nd Night"
- Identity created through new uses, some relocation, streetscaping, design standards

SOUTHWEST ECONOMIC OPPORTUNITY DISTRICT PLANNING AREA

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FUTURES OPEN HOUSE



Opportunities

- Local terrain, lack of environmental constraints & few land use conflicts support industrial development
- Expansion of Robert L. Klement Business Park
- Opportunity for bio-based industry
- Employment-focused mixed use and hospitality uses near interchange
- Relationship to industrial center in Janesville/Beloit
- Access would be enhanced through Highway 12 bypass & 4-lane Highway 26
- Community character preserved through design standards

Conceptual Land Uses

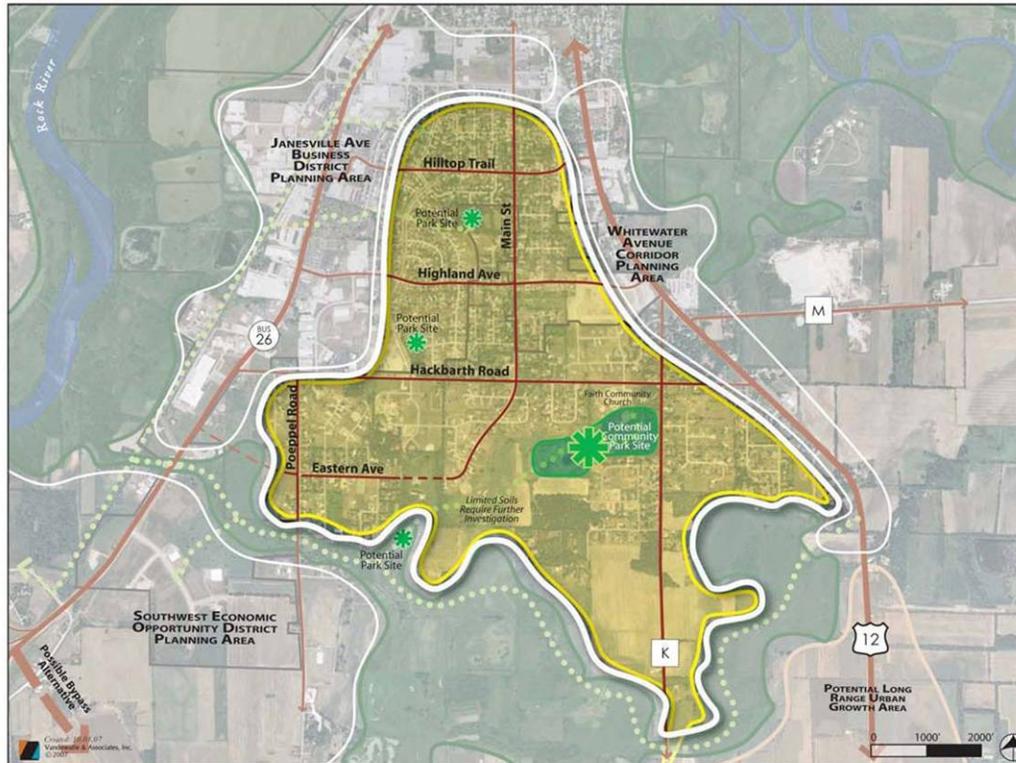
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- Market and land point to industrial
- Bio-based industry opportunity
- Mixed use & hospitality near interchange

SOUTH NEIGHBORHOOD PLANNING AREA

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CITY OF FORT ATKINSON
FUTURES OPEN HOUSE



Opportunities

- City & town open space and street connections
- Logical sewer & water extensions
- Mix of housing types including executive housing
- Conservation neighborhood design to preserve & celebrate natural features
- Park infill opportunities
- Wooded character retention

Conceptual Land Uses

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- City and town road and open space connections
- Conservation neighborhood design & housing mix
- Park and trail opportunities

WHITewater AVENUE CORRIDOR DRAFT PLANNING AREA

CITY OF FORT ATKINSON
FUTURES OPEN HOUSE

- Improved development character & access
- Mixed use pattern with commercial at intersections
- Community entry at bend



Opportunities

- Improved development character
- Mixed use pattern responsive to future redesignation of Highway 12
- Focused commercial at intersections
- Access control & consolidation
- Community gateway experience at bend

Conceptual Land Uses

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Next Steps

Tonight...

- Visit stations
- Comment on overall vision & ideas for each planning area
- Participate in visual preference survey
- Complete evaluation form
- Ask questions & advise direction

After tonight...

- Public review draft Comprehensive Plan is expected by the end of the year
- Public open house in winter to review draft Plan
- Next Comprehensive Plan Steering Committee meeting is October 15th at 6:00 p.m. in the Police Department Training Room
- Check on the planning process at www.vandewalle.com/work/fortatkinson.html