

Proposed Planning Process Commercial Sub-Area Plan

(NW Quadrant of US 51 x SR 138)

Intro and Background:

Forward Development Group (FDG) has completed preliminary arrangements to assemble approximately 68+/- acres for commercial development at the northwest quadrant of the US51 x SR 138 intersection. This assemblage area includes the Burno, Veek and T. Wall parcels and portions of the Baxter and Mabie properties. Based on discussions with City officials and an initial analysis of the setting, traffic volumes, infrastructure, stormwater management requirements and local demographics, FDG has concluded that this location would be viable for supporting a mixed commercial development with a variety of retail and business uses.

This development site is within the *Short-Term Urban Growth Area* of City's "Westside Mixed Use Area" as designated in the Comprehensive Plan. This area is envisioned to include: "a mixture of commercial uses designed to supply the day-to-day goods and services for residents living in both Stoughton and surrounding areas". Though the Comprehensive Plan does not require preparation of a Detailed Neighborhood Plan for the general Westside location since it the area is not a designated neighborhood, City Staff has indicated that the Master Plan for this site should incorporate "neighborhood planning" considerations to some degree. Key issues that will be addressed in this Commercial Sub-Area Plan include (but are not limited to):

- Regional Storm Water Management
- Land Use Mix
- Vehicle Access and Circulation
- Pedestrian and Bicycle Linkages
- Landscape and General Character

FDG recognizes that this site will become the Westside gateway location for the community and consequently understands the necessity for an open and participatory planning effort. At the same time however, it should be recognized that successful economic development planning must be efficient and timely and that a project's financial investors must be reasonably confident with that there will be a satisfactory outcome.

Plan Formulation Process:

The Planning Process, described in the following outline, has been designed to: support the formulation of a Master Plan for viable commercial development, provide opportunities for public information and comment, and to enable technical review of preliminary and pragmatic infrastructure improvements.

- **Phase 1: Site, Infrastructure and Initial Market Analysis** (Currently underway)
 - Research and financial analysis,
 - create and evaluate general concept and layouts,

- coordination discussions with City officials re planning objectives and Comprehensive Plan compatibility,
- coordination discussions with CARPC, WIDoT, WIDNR
- introductory presentations to City Plan Commission, City Council, and local business community
- **Phase 2: Concept Plan and Alternatives**
 - Prepare preliminary concept plans and alternatives to address technical requirements including: storm water, traffic, infrastructure capacity, open space, zoning parameters, market conditions and criteria, and City Plan compatibility
 - Present concept and viable alternatives (if any) for public review at a community information meeting
 - Review and revise preliminary plans with input from City staff, jurisdictional agencies (CARPC, WIDoT, WIDNR), and potential business operators regarding functionality and economic viability
- **Phase 3: Draft Sub-Area Master Plan**
 - Prepare Draft Sub-Area Master Plan that is consistent with City, public and agency concept plan comments and approvals
 - With consensus from City Plan Commission and City Council seek approval of Urban Service Area Amendment from CARPC
- **Phase 4: Sub-Area Master Plan Adoption**
 - Public Hearing
 - Plan Commission Recommendation
 - City Council Adoption

Following amendment of the City's Comprehensive Plan and the approval of an expansion of the Urban Service Area, FDG will, as market conditions warrant, prepare and present a petition to annex, rezone and plat the site. The Sub-Area Master Plan will be the framework for these steps in the development process will guide the formulation of site development and architectural guidelines which will be subject to further public review and comment and endorsement by the Plan Commission and City Council during the development review and approval process (rezoning, platting, development agreement)