



CITY OF FITCHBURG - GREENFIELD NEIGHBORHOOD PLAN

November 13TH, 2023

Steering Committee Meeting #1



PROJECT TEAM:



Steve Tremlett, AICP, CNU-A
Project Manager



Brad Vowels-Katter
Urban Designer | Associate Planner



Jason Valerius, AICP
Principal In Charge



Emily Soderberg
Planner



MSA

planning + design
studio

MEETING ACTIVITIES

- CITY/MSA Team
- Project Overview
- SC Members -
Names + Interests
- Topical
Discussions
 1. Map Review
 2. Issues & Opportunities
 3. Vision “Big Ideas”
(20-yrs from now)



Engagement Activities

- Online Survey and Public Open Houses/Input Forums (3)
- Greenfield Neighborhood Resident – Special Meetings (2)
- Stakeholder Interviews
- Developer Focus Group
- Steering Committee “Working” Mtgs (6)
- Plan Commission Meetings (2)
- Public Hearing and Adoption Meeting

OVERALL PROJECT SCHEDULE

14-Month Planning Process

Plan Items

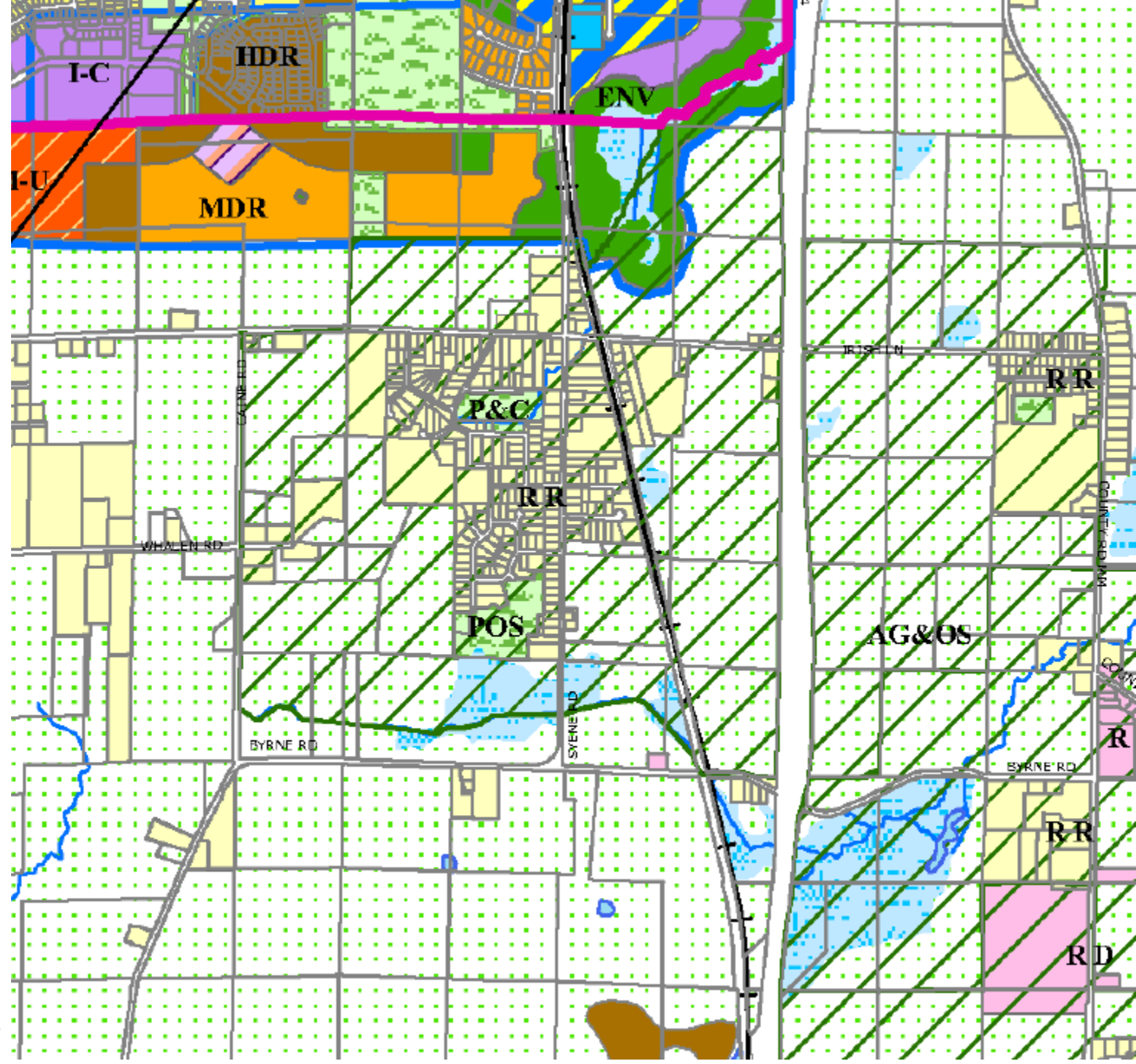
1. Background
2. Opportunities + Issues
3. Land Use Planning
4. Infrastructure + Services
5. Master Plan Vision + Implementation



Project Purpose

The purpose of this plan is to create a neighborhood plan and development strategy to:

- meet City of Fitchburg land use needs
- position the City to submit applications for USA amendment to accommodate growth

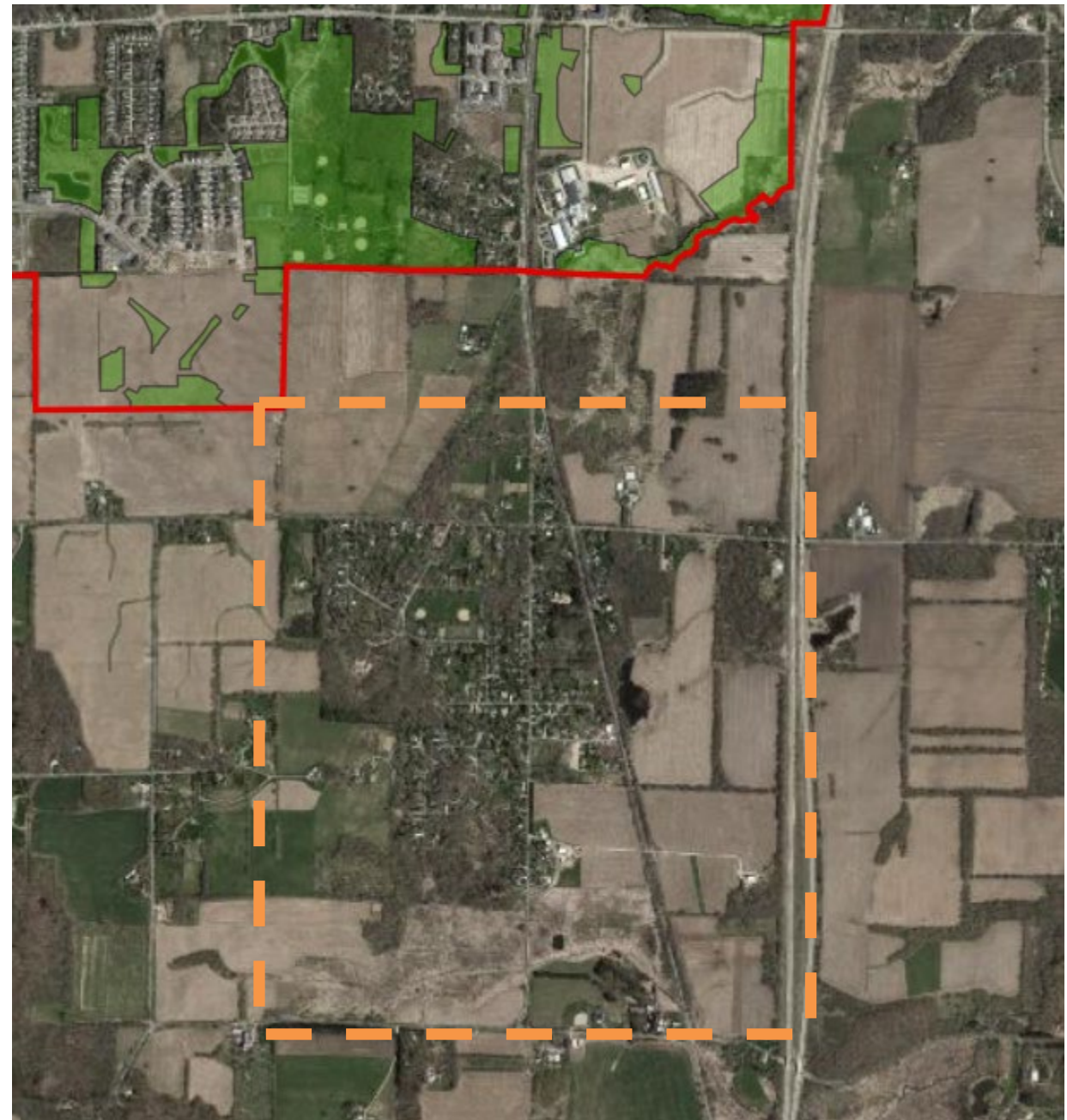


What is an Urban Service Area (USA)?

USA boundaries represent the **outer limits of planned urban growth** over a long-term planning period. *Amendments to the original areas expand services as communities grow.*

Who reviews Urban Service Area (USA) amendments?

The **Capital Area Regional Planning Commission** and the **Wisconsin Department of Natural Resources** approve sewer extensions and sewage treatment facilities based on USA boundaries.



COMMITTEE INTRODUCTIONS

Name and Affiliation(s)

Interests – What do you want out of this process?

PLAN AREA OVERVIEW

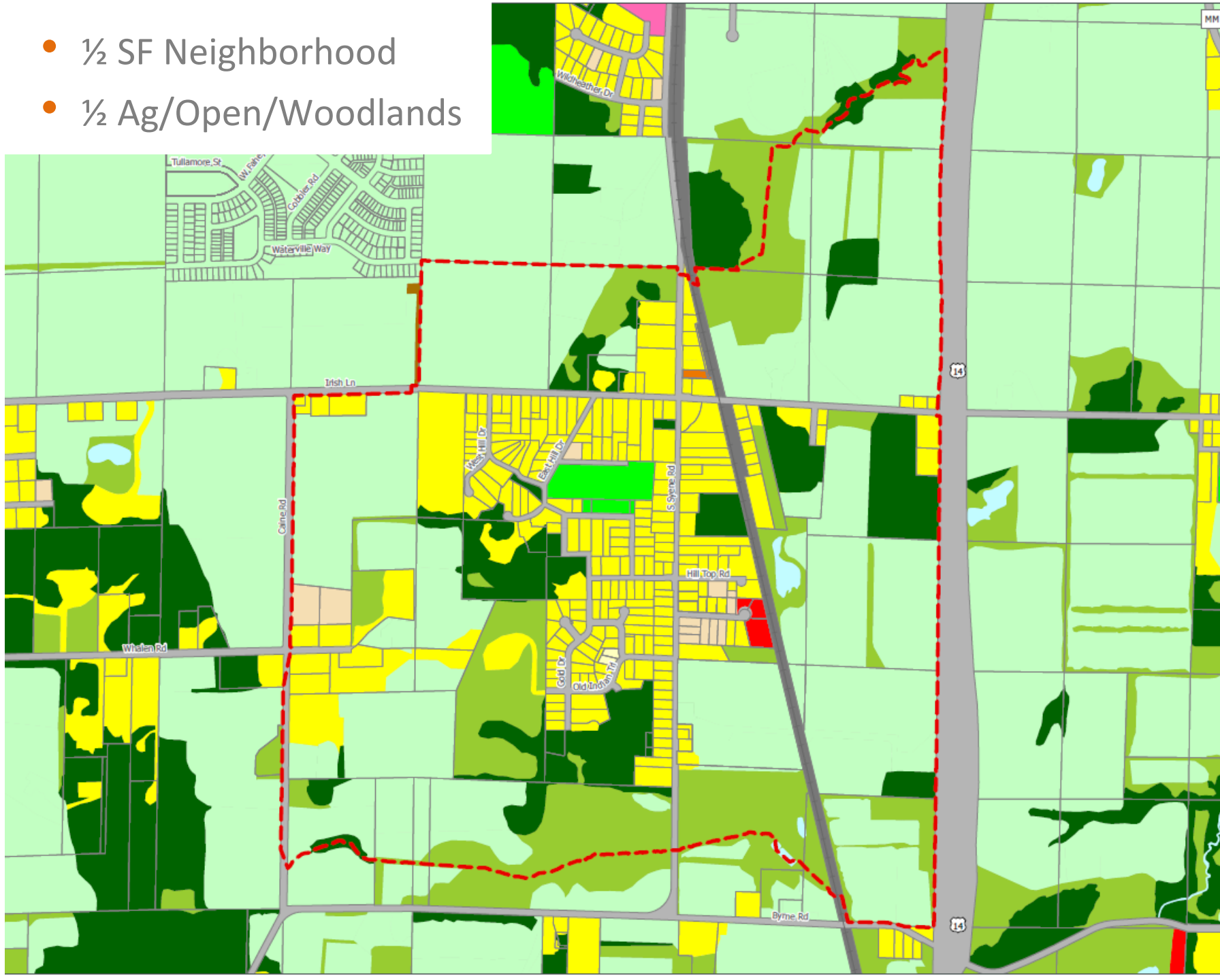
- ½ SF Neighborhood
- ½ Ag/Open/Woodlands

Existing Land Use

Greenfield Neighborhood Plan

City of Fitchburg
Dane County, Wisconsin










-  Study Area
-  City of Fitchburg
-  Surrounding Municipality
- Existing Land Use (Dane County)
 -  Agriculture
 -  Commercial Sales or Services
 -  Communications or Utilities
 -  Industrial
 -  Open Land
 -  Outdoor Recreation
 -  Right of Way
 -  Transportation
 -  Single Family
 -  Two Family
 -  Multi-Family
 -  Under Construction
 -  Vacant
 -  Water
 -  Woodland

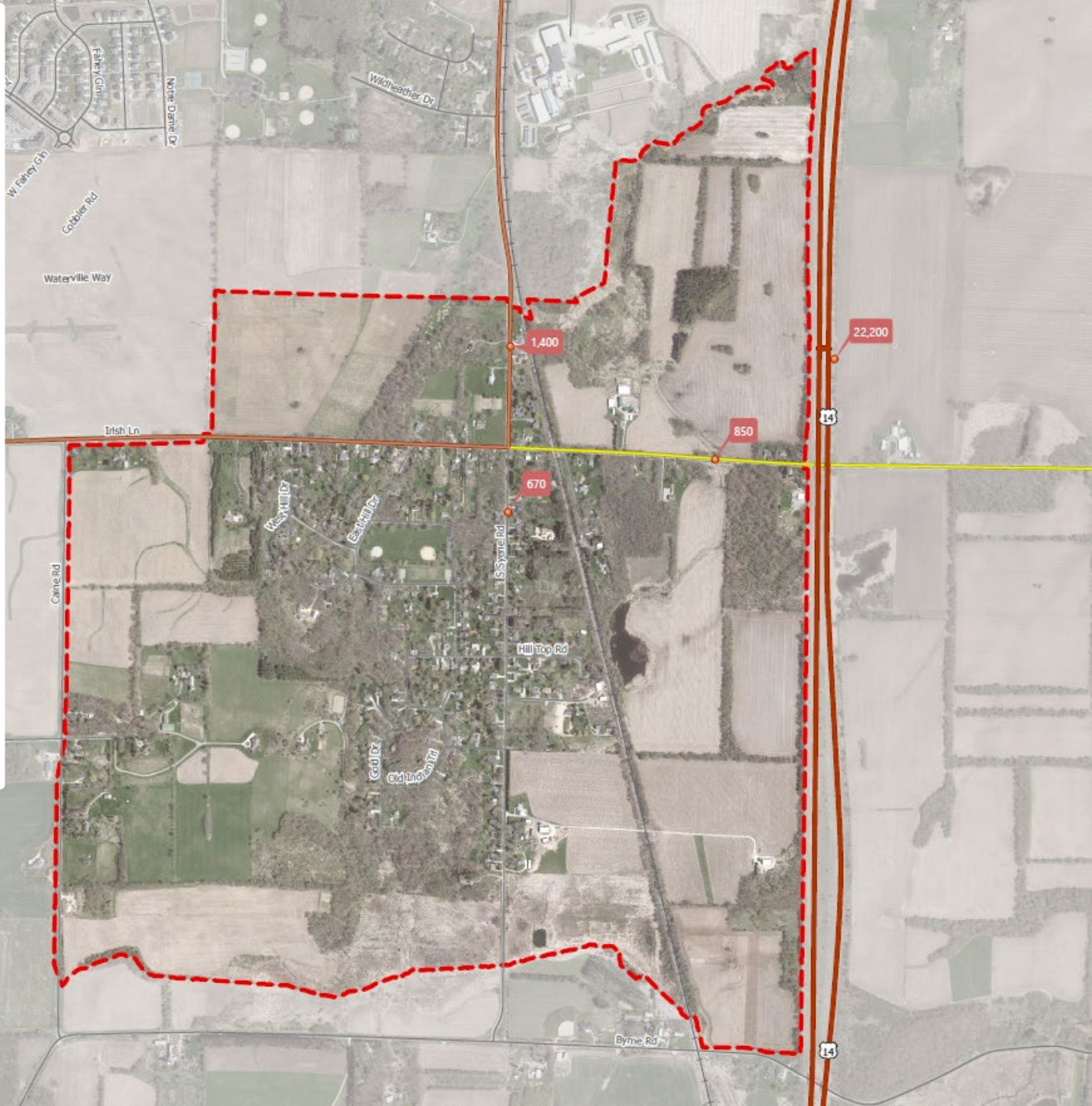
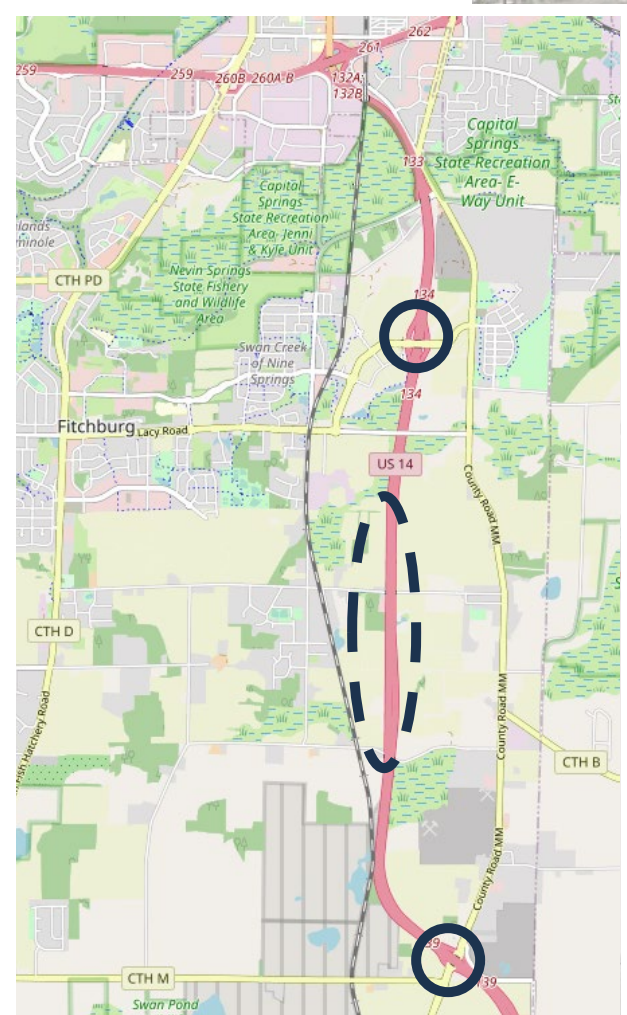


Transportation Network

Greenfield Neighborhood Plan

City of Fitchburg
Dane County, Wisconsin

-  Study Area
-  City of Fitchburg
-  Surrounding Municipality
-  2022 Traffic Count Site (AADT)
- Current Roadway Functional Class**
 -  Principal Arterials - Other Freeways
 -  Collectors - Urban
 -  Collectors - Major, Rural
 -  Collectors - Minor, Rural
 -  Local/Private Road

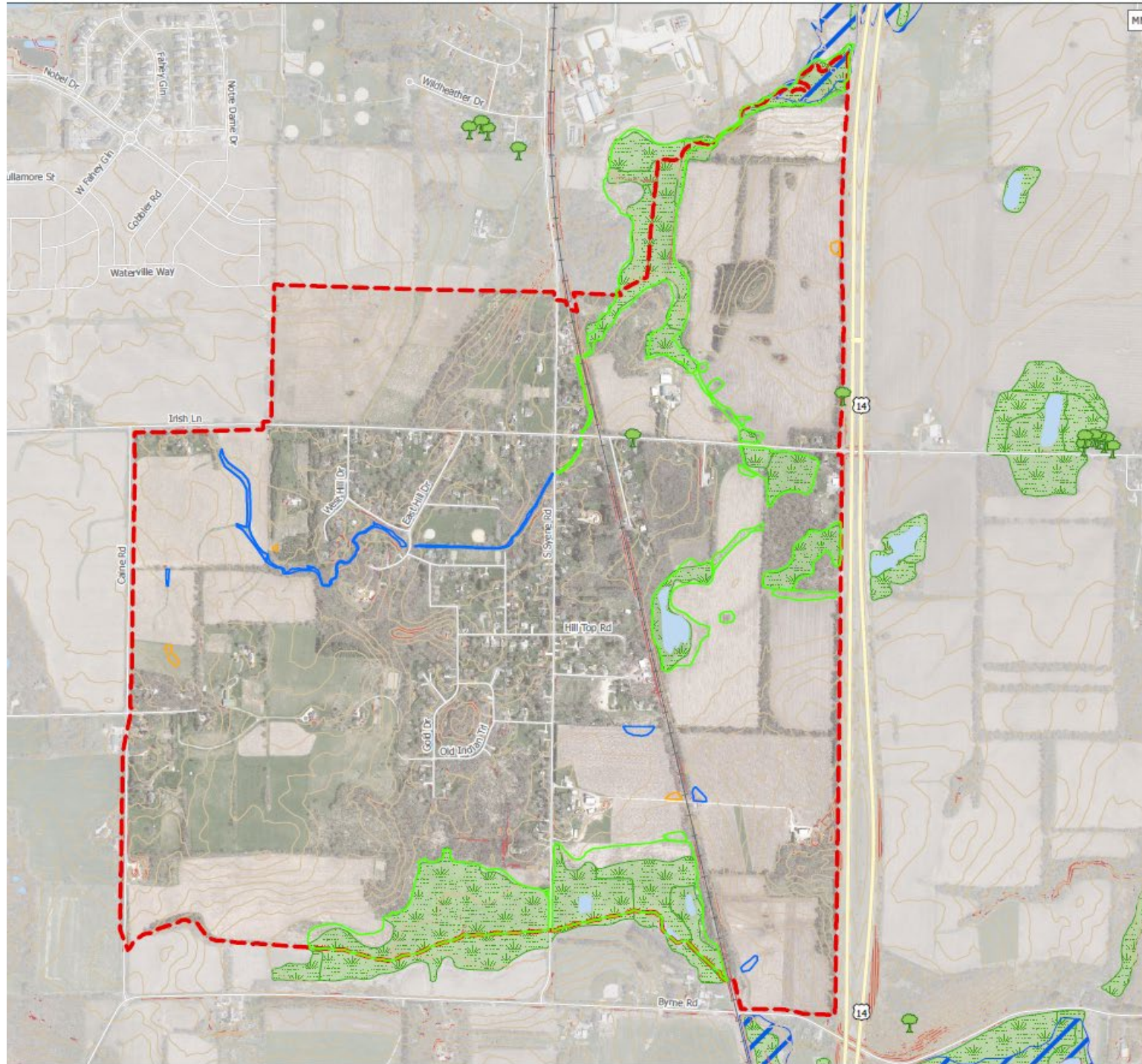


Potential Interchange
(to be discussed in this process)

Natural Resources

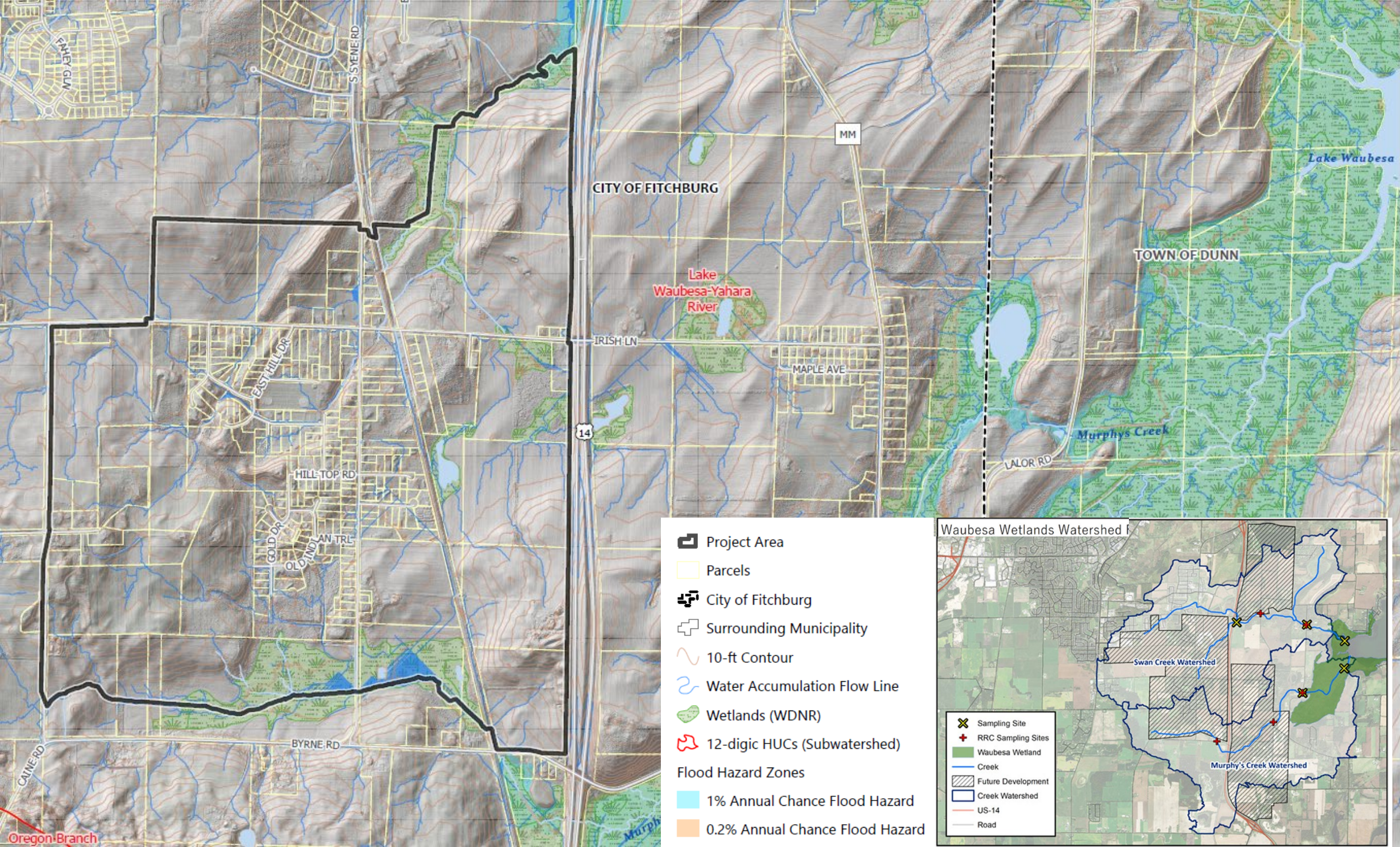
Greenfield Neighborhood Plan

City of Fitchburg
Dane County, Wisconsin



- Study Area
- City of Fitchburg
- Surrounding Municipality
- 10-ft Contour
- Steep Slopes (>20%)
- Rivers and Streams
- Lakes and Ponds
- Heritage Tree
- Wetlands (WDNR)
- Wetland Potential (MSA Evaluation)
 - High
 - Medium
 - Low
- Flood Zone Designation
 - Flood Plain: 1% Annual Chance Flood Hazard

Data Sources:
Dane County GIS (2023)
Dane County Aerial (2022)
Dane County LIDAR (2017)
FEMA Flood Data (2023)
WDNR SWDV (2023)



CITY OF FITCHBURG

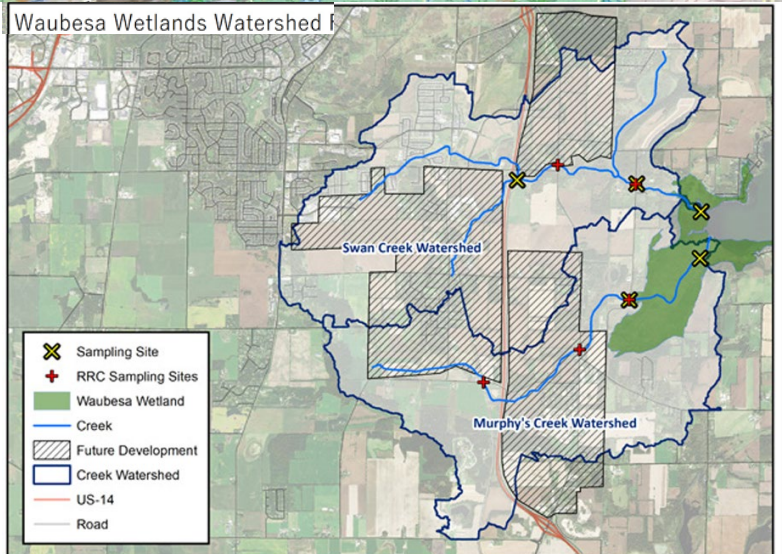
TOWN OF DUNN

Lake Waubesa-Yahara River

Lake Waubesa

Murphys Creek

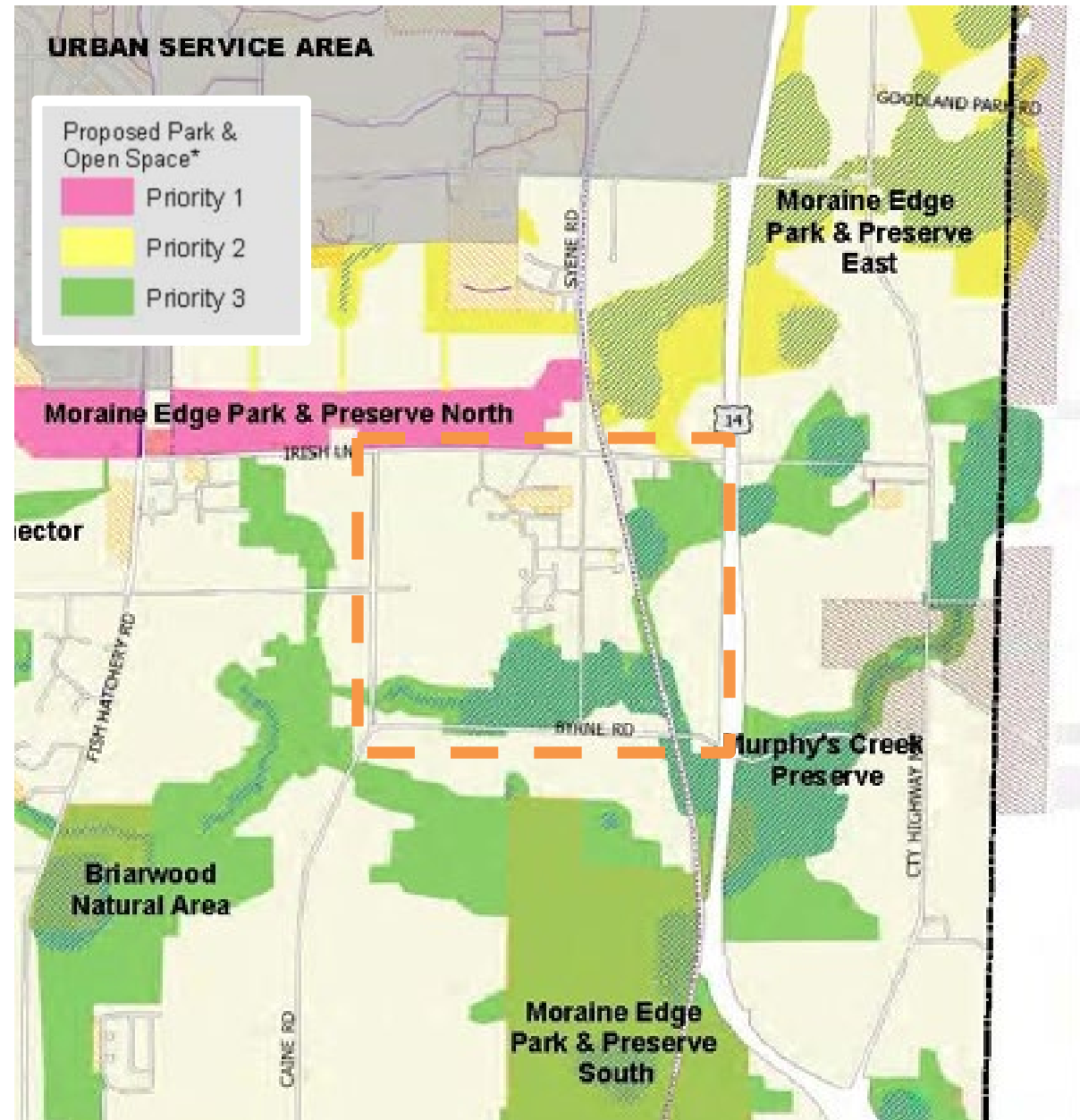
- Project Area
 - Parcels
 - City of Fitchburg
 - Surrounding Municipality
 - 10-ft Contour
 - Water Accumulation Flow Line
 - Wetlands (WDNR)
 - 12-digic HUCs (Subwatershed)
- Flood Hazard Zones
- 1% Annual Chance Flood Hazard
 - 0.2% Annual Chance Flood Hazard



2015-2020 Parks Plan

The *Proposal* also identifies other major areas of importance due to their concentration of environmental and historical resources. These areas include Badger Mill Creek Natural Area, Old Fitchburg Natural Area, Briarwood Natural Area, Murphy's Creek Preserve, Moraine Edge Park and Preserve East, and the Badger Trail Connector. In drafting the boundaries for proposed park and open space, these larger open space complexes were connected to each other to form one extensive City-wide open space system that could allow for human, animal, and plant mobility.

In 2009, the Common Council approved Resolution R-84-08, acknowledging the *Proposal* and Moraine Edge Park North as the priority area for acquisition. At the time of this *Plan's* adoption, funding has not been allocated to implement any aspect of the *Proposal*. The timeline for funding may change again since the City reviews its CIP on an annual basis. The Common Council has asked for further study of major planning issues such as project cost. As such, future planning tasks should include site analysis, cost assessment, and discussions with City commission/committees, staff, and landowners, and other public participation activities.



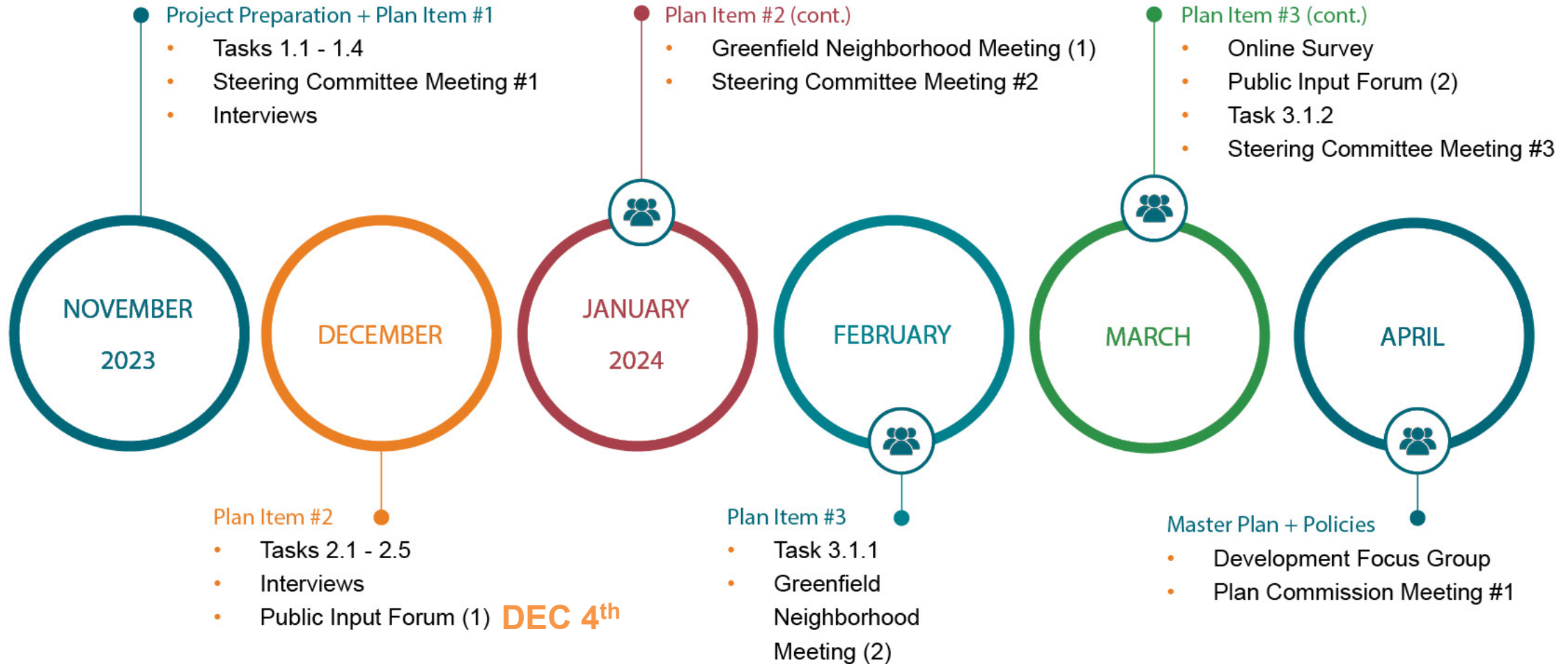
DISCUSSION

Issues & Opportunities – What do you see?

Vision “Big Ideas” (20-yrs from now)

UPCOMING ACTIVITIES

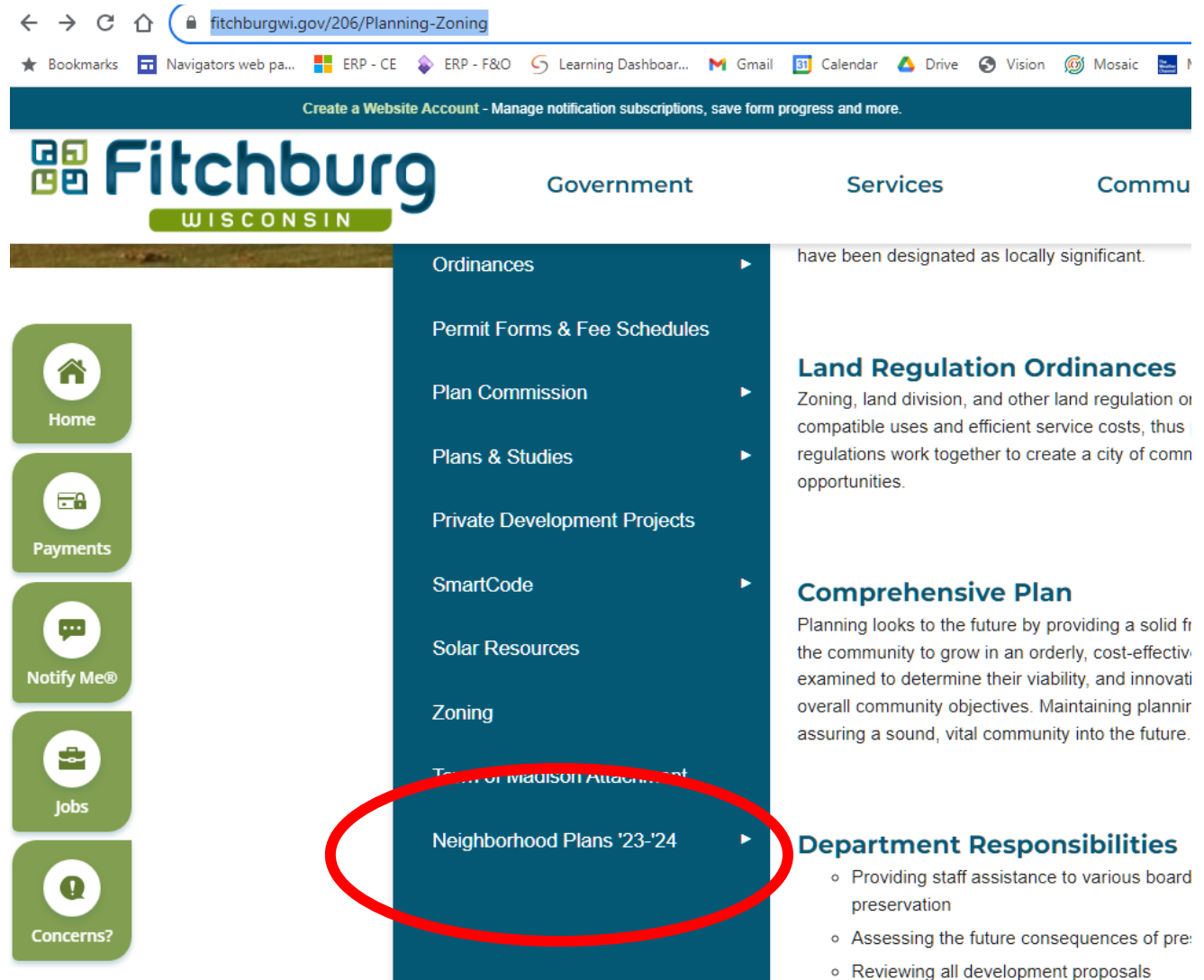
13-Month Planning Process



PROJECT WEBSITE

Background Information, Project Updates + Feedback Opportunity

- City Website under “Planning & Zoning”



The screenshot shows the Fitchburg Wisconsin website. The navigation menu is open, highlighting the 'Planning & Zoning' section. A red circle highlights the 'Neighborhood Plans '23-'24' link. The right side of the page shows content related to land regulation ordinances, comprehensive planning, and department responsibilities.

Navigation Menu:

- Home
- Payments
- Notify Me®
- Jobs
- Concerns?

Main Menu:

- Ordinances
- Permit Forms & Fee Schedules
- Plan Commission
- Plans & Studies
- Private Development Projects
- SmartCode
- Solar Resources
- Zoning
- Neighborhood Plans '23-'24

Content on the right:

- have been designated as locally significant.
- Land Regulation Ordinances**
Zoning, land division, and other land regulation or compatible uses and efficient service costs, thus regulations work together to create a city of comm opportunities.
- Comprehensive Plan**
Planning looks to the future by providing a solid fir the community to grow in an orderly, cost-effectiv examined to determine their viability, and innovati overall community objectives. Maintaining plannir assuring a sound, vital community into the future.
- Department Responsibilities**
 - Providing staff assistance to various board preservation
 - Assessing the future consequences of pre:
 - Reviewing all development proposals

<https://www.fitchburgwi.gov/2894/Greenfield-Neighborhood-Plan>