



# GREENFIELD NEIGHBORHOOD PLAN

January 4<sup>th</sup>, 2023

Neighborhood Meeting



**PROJECT TEAM:**



Steve Tremlett, AICP, CNU-A  
Project Manager



Brad Vowels-Katter  
Urban Designer | Associate Planner

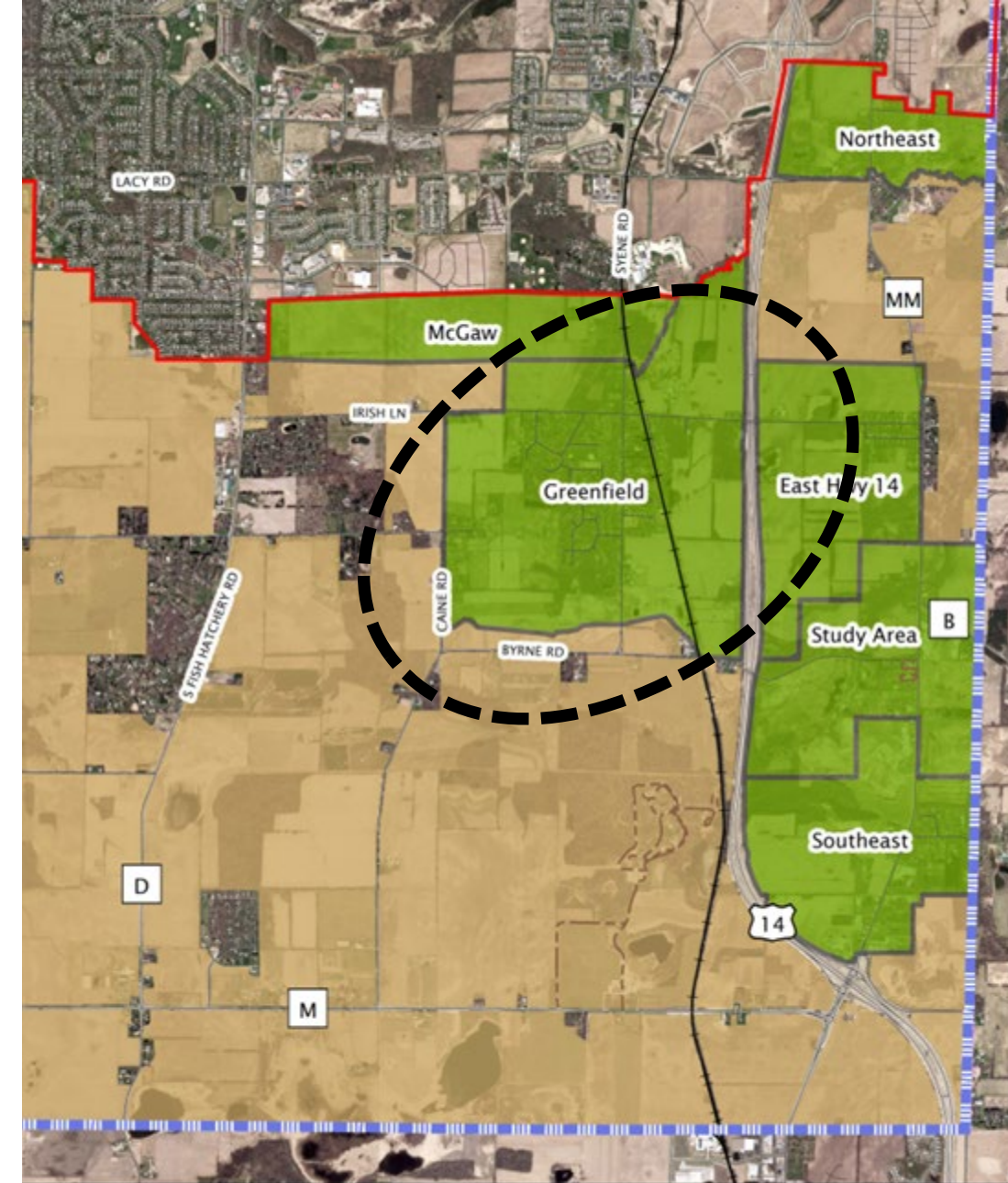


Emily Soderberg  
Planner



## MEETING ACTIVITIES

- Presentation
  - Process
  - Purpose
  - Initial Review
- Small Group Discussion
  - Development/Park Vision Images
  - Vision Statement/Phrases
- Group Summaries Shared to Everyone
  - Each table presents their vision ideas
- Update on Next Steps

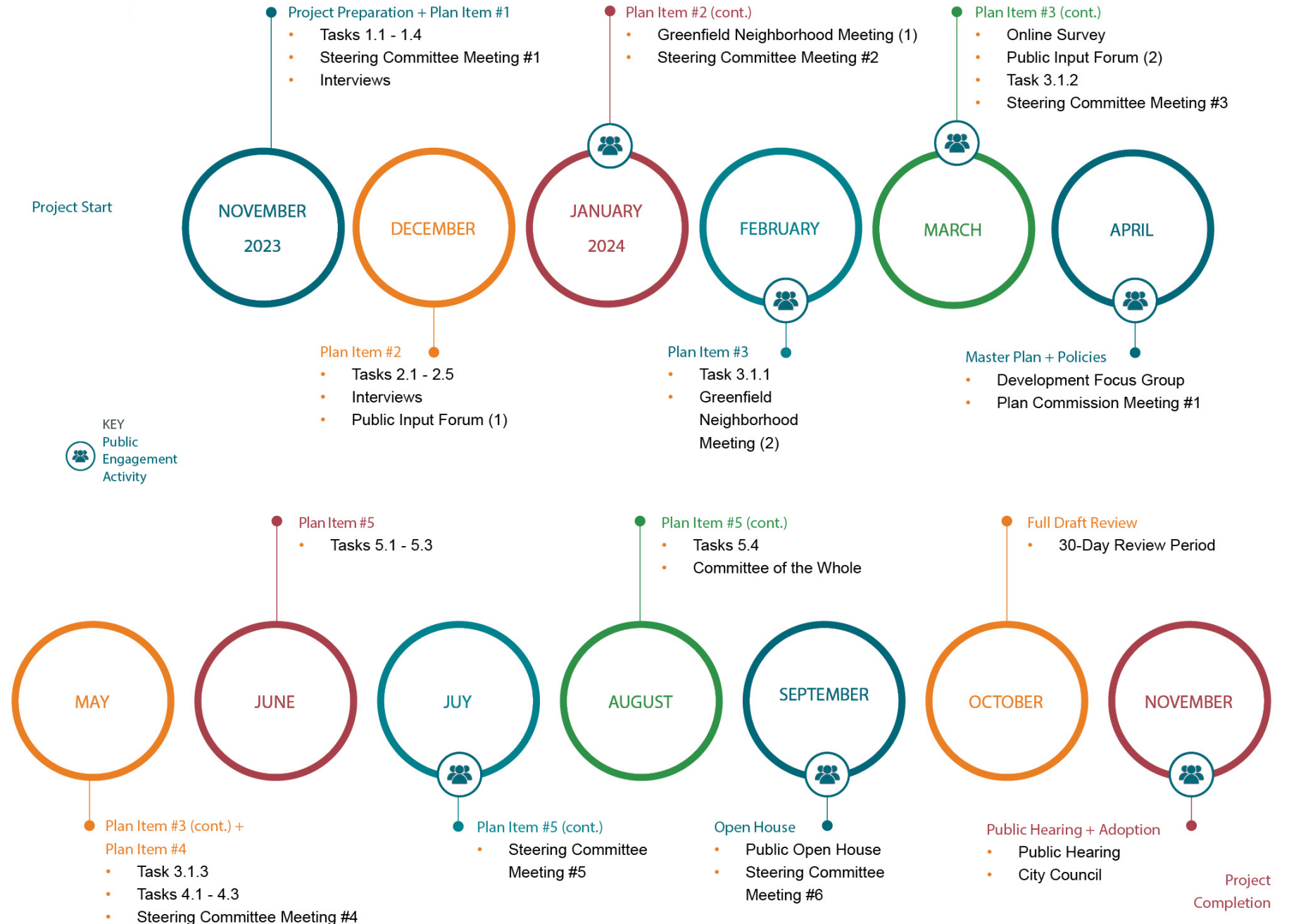


OVERALL PROJECT SCHEDULE

# 14-Month Planning Process

## Plan Items

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



## Public Outreach Activities

- Public Open Houses/Input Forums (3) – *First Held on December 4<sup>th</sup>*
- Online Survey
- *Greenfield Neighborhood Resident – Special Meetings (2) – Tonight is the 1st*
- Stakeholder Interviews
- Developer Focus Group

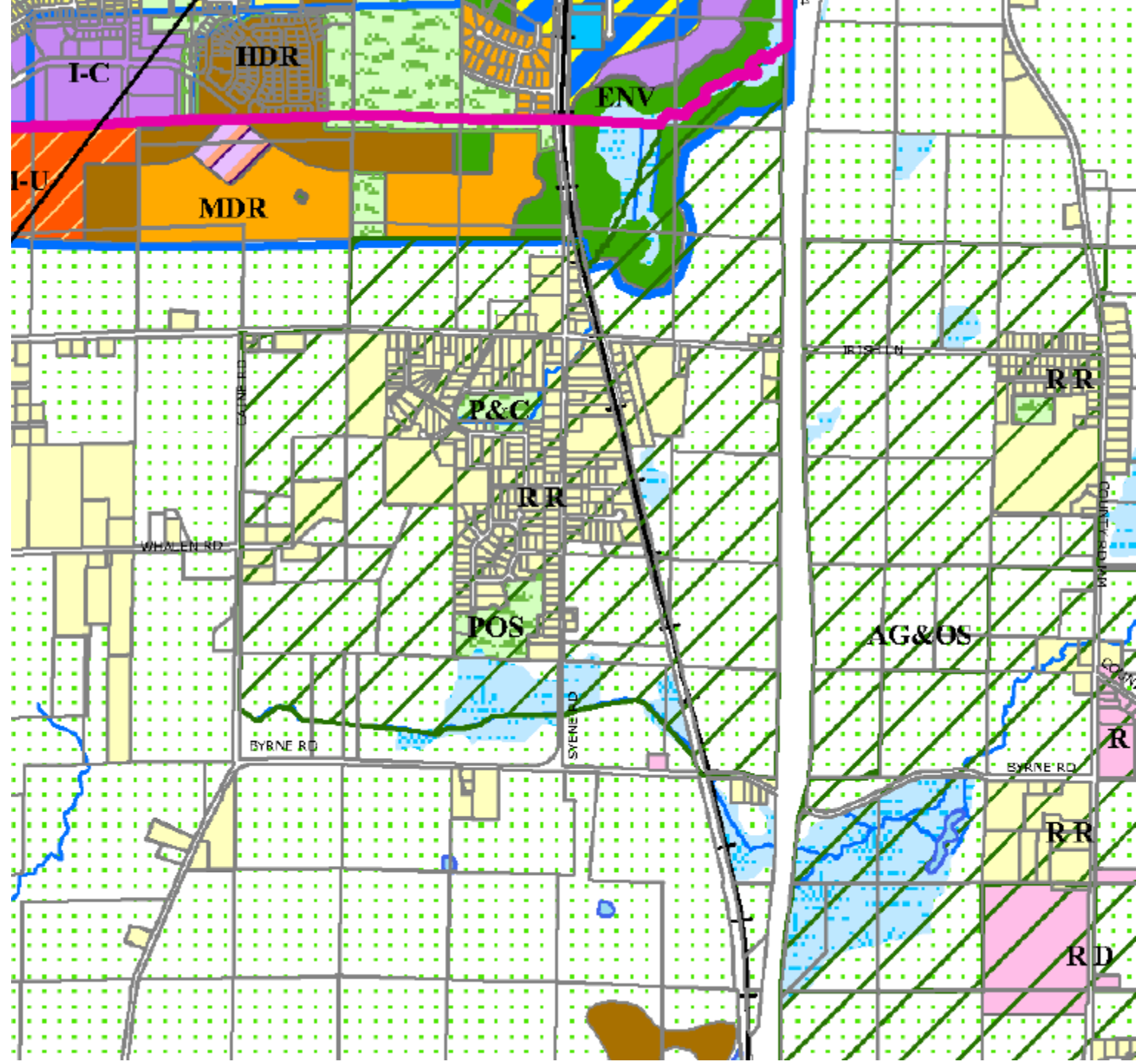
## Plan Engagement Activities

- Steering Committee “Working” Mtgs (6)
- Plan Commission Meetings (2)
- Public Hearing and Adoption Meeting

## Project Purpose

The purpose of this plan is to create neighborhood plans and development strategies to:

- Establish a preferred land use plan that balances **growth** while considering **impacts** and other **community interests**
- Meet **land use, housing and economic development needs**
- position the City for an **USA amendment** to accommodate growth

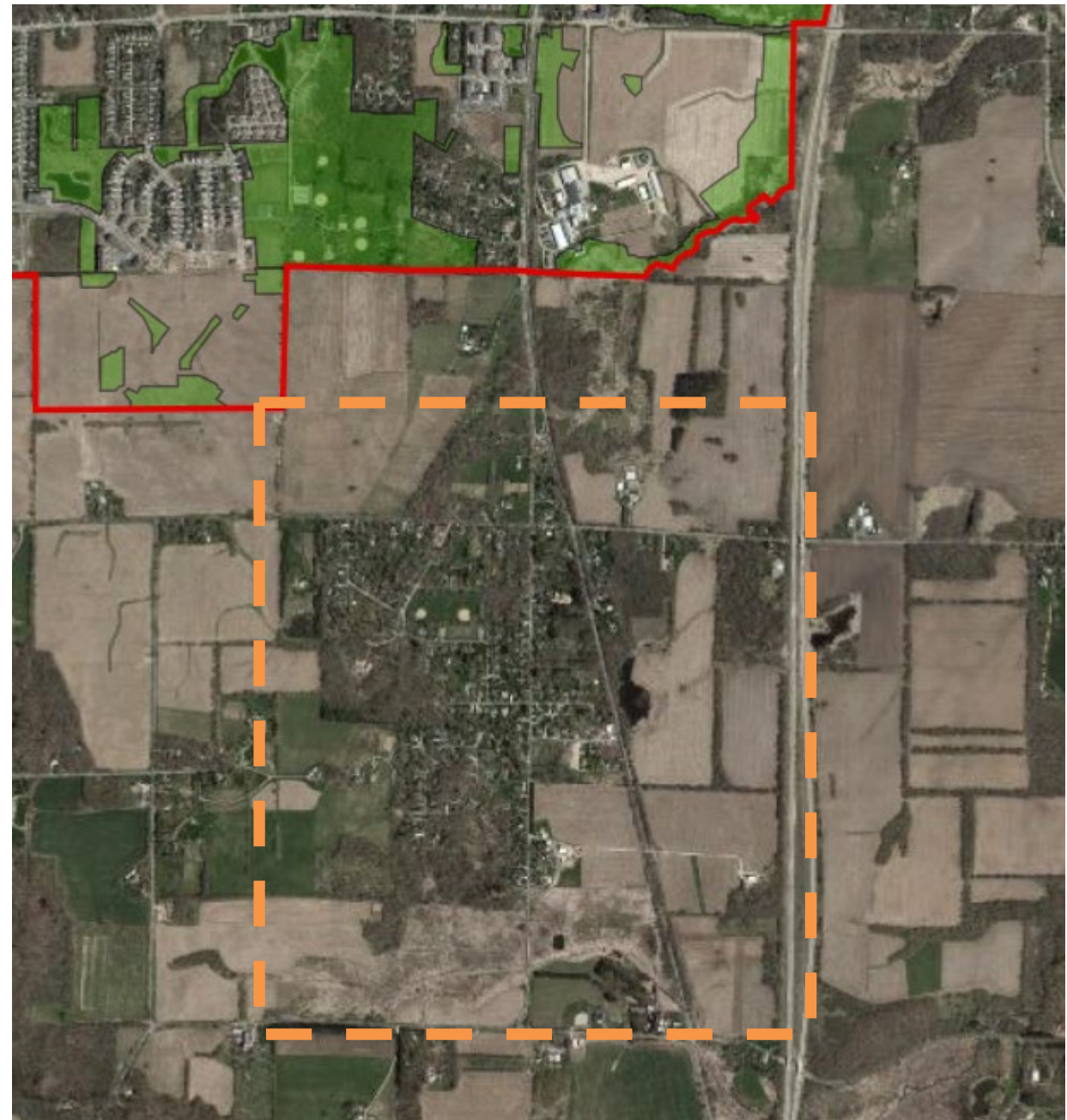


## What is an Urban Service Area (USA)?

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.



# **HEALTHY NEIGHBORHOODS**

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## How is a “NEIGHBORHOOD” defined?

- An area within a community where people live and can interact on a day-to-day basis.
  - **SIZE:** 500-2,000 units and 80-640 acres (1 square mile) in area.
  - **FORM:** A single, coordinated development or as a series of separate land development projects and “plats”.
- Neighborhood interactions often occur through primary schools, coffee shops, restaurants, parks and recreation activities.



<https://dcimapapps.countyofdane.com>

# What makes a “HEALTHY” neighborhood?



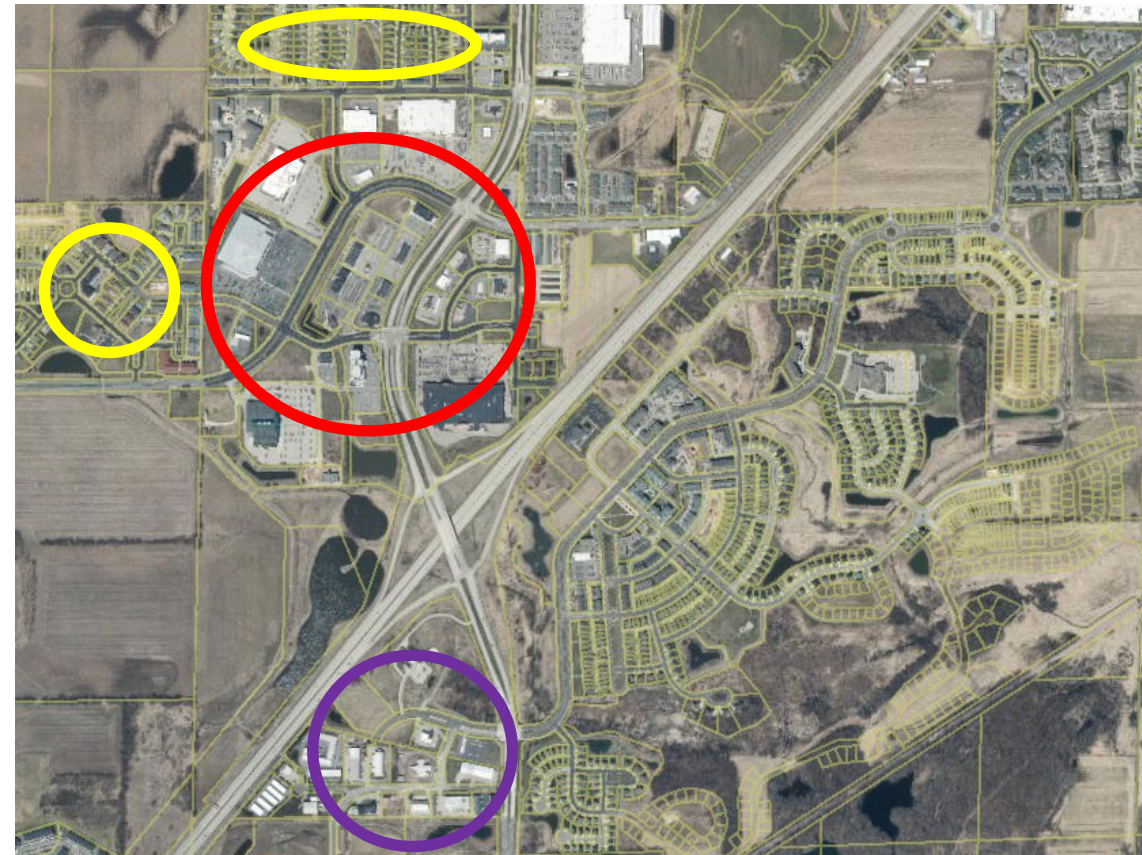
## BIG PICTURE IDEAS

1. Diversity → Mix of housing and ownership types
2. Inclusivity → Mix of price points
3. Social Interaction → Schools, parks, neighborhood retail
4. Walkability → Trails, sidewalks, shared roads *(if applicable)*

Factors leading to resilient neighborhoods

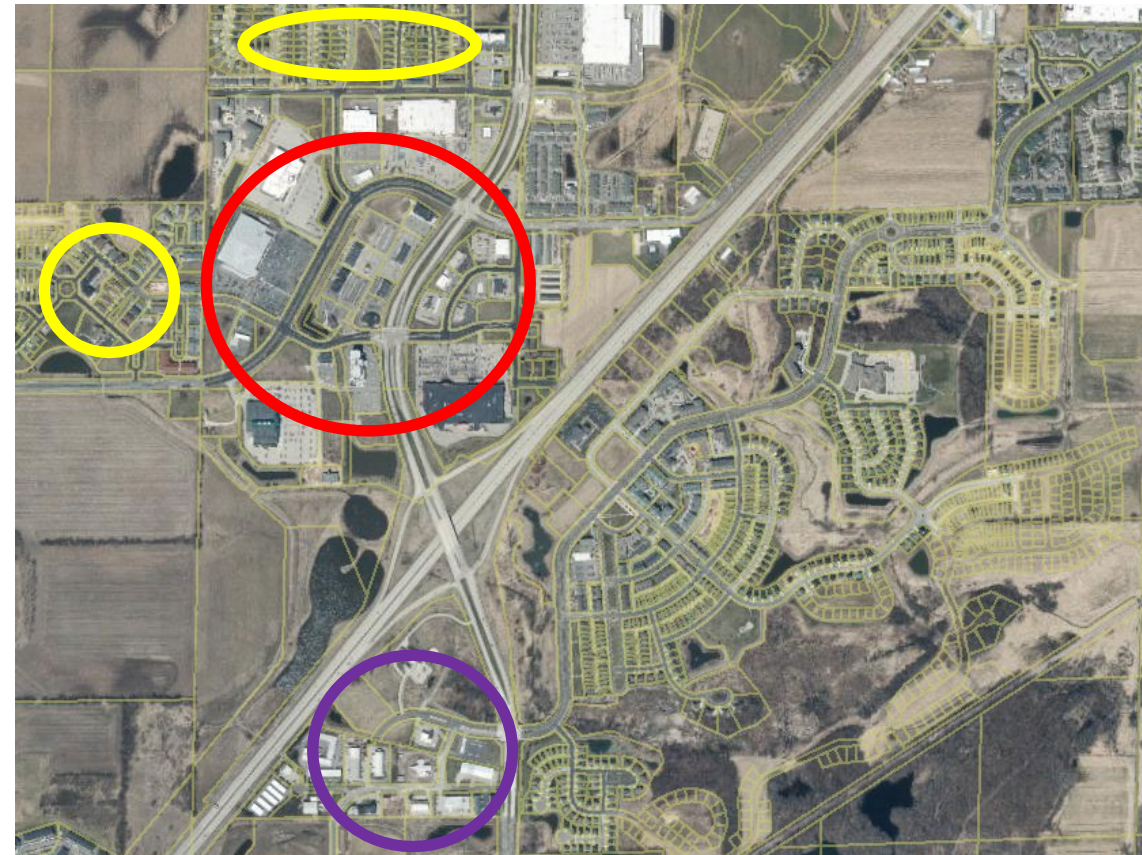
## What is the TYPICAL development pattern?

- Single-family subdivisions (with potential duplex lots)
  - geared to specific \$\$ ranges
- Med/high-density residential along arterials/collectors
- Commercial/mixed use districts along arterials
- Industrial/business parks along arterials or highways
  - often disconnected from residential areas



## Why is the typical development pattern a PROBLEM?

- Creates pockets of SF/MF areas
  - with rental typically forced to higher capacity roadways
- Places jobs away from majority of housing
  - requiring vehicle/bike/transit
- Creates varying levels of park & rec. amenities near housing
- Impacts diversity of schools
- Infrastructure cost impacts/disparities



# **NEIGHBORHOOD OVERVIEW**

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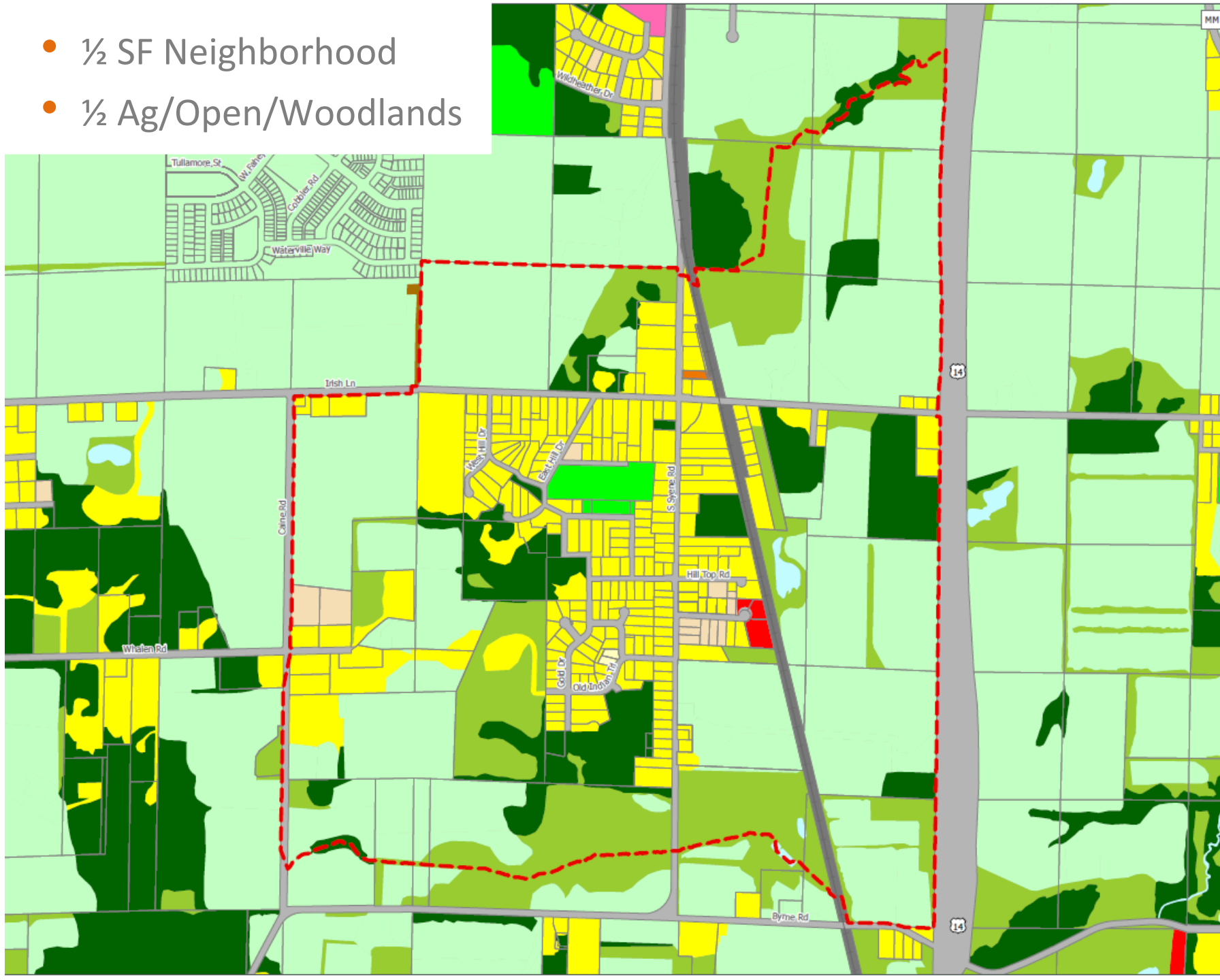
- ½ SF Neighborhood
- ½ Ag/Open/Woodlands

# 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













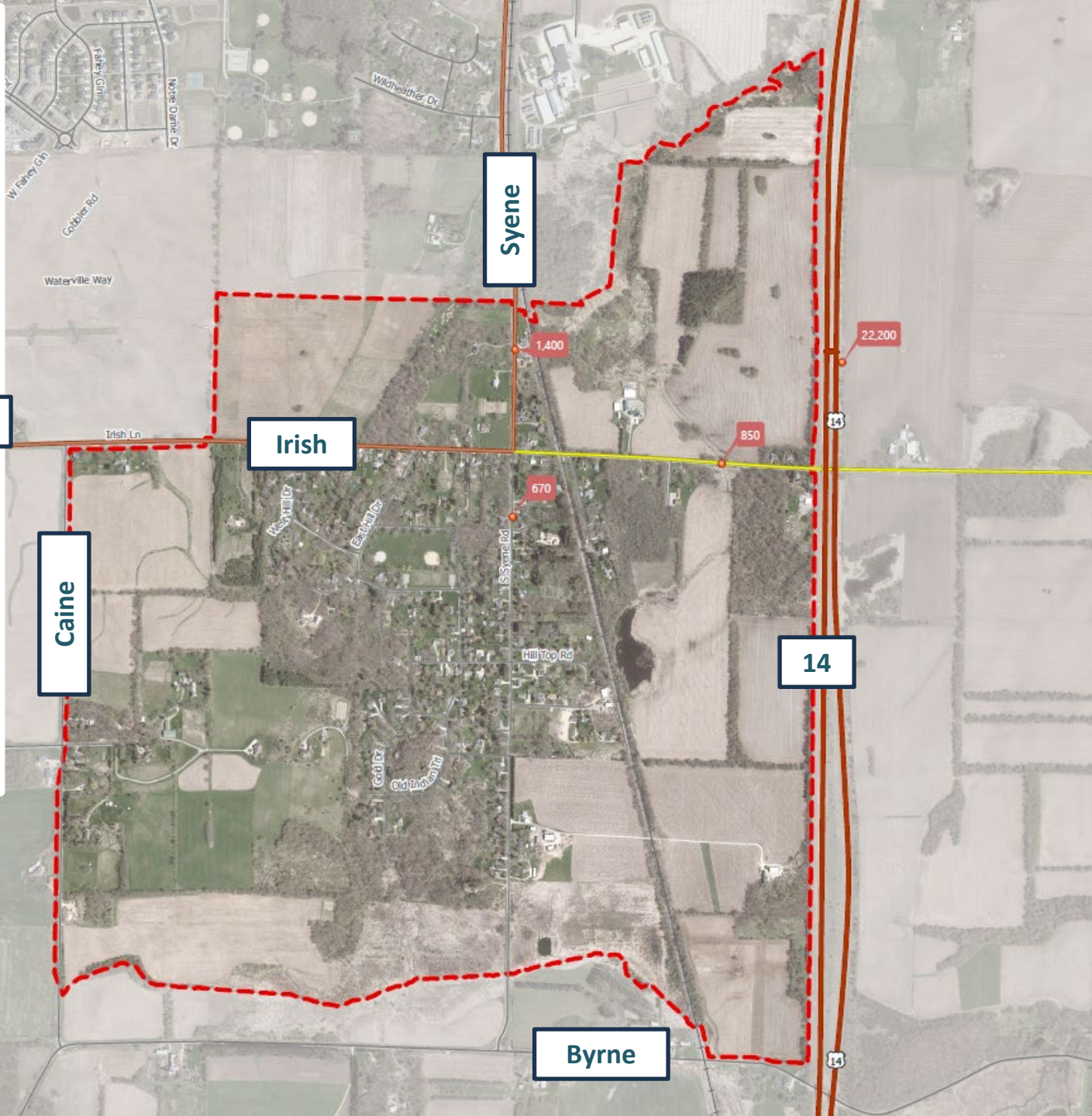
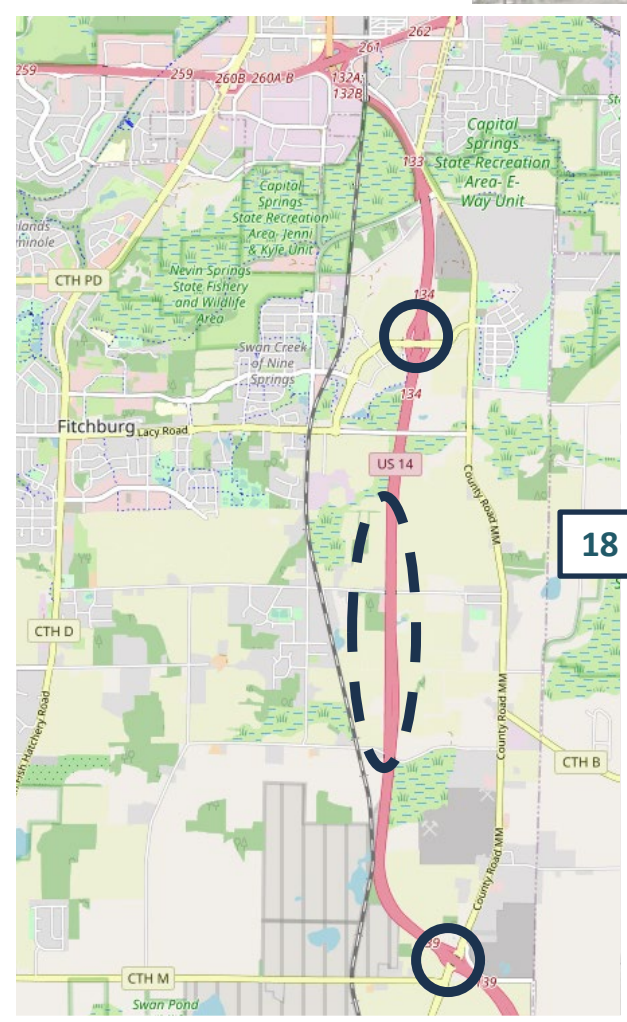


# Transportation Network

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)

# McGraw Park Neighborhood Plan (2009)

## McGAW PARK Neighborhood Plan

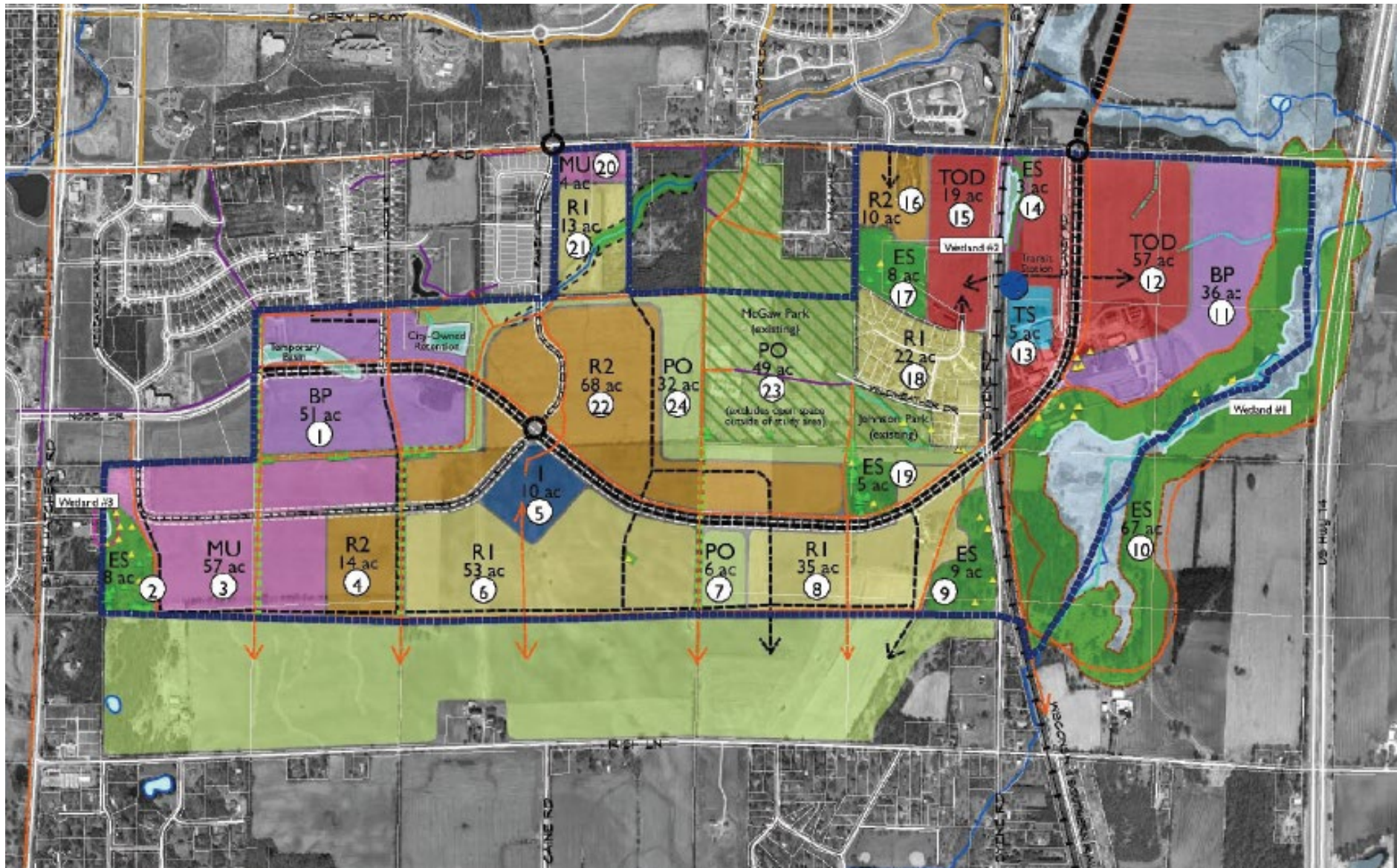
City of Fitchburg, WI

### Growth Model

DRAFT

#### LEGEND

-  Study Area Boundary
-  TS Transit Station
-  R2 Residential (minimum average density of 10 dw/ac)
-  R1 Residential (minimum average density of 5 dw/ac)
-  MU Mixed Use (Office/Residential)
-  TOD Transit Oriented Development
-  PO Parks & Open Space
-  Existing Parks
-  ES Environmentally Sensitive Areas
-  BP Business Park
-  I Institutional
-  Proposed Roads
-  Existing Path (RPC)
-  Existing Path
-  Proposed Path
-  Greenway/Pedestrian Trail
-  Heritage Trees
-  Specimen \*
-  Wetlands
-  Wetland Buffer (75 ft)
-  Wetland Buffer (300 ft)
-  Creek/Waterway
-  Drainageway
-  Non-Navigable Drainageway



# **TONIGHT'S ACTIVITIES**

## Small Group Activities

1. Pick a speaker.
2. Review Images.
3. Select Images that are ok/desired.
4. Identify Vision phrases or statement for the neighborhood.
5. Each table present.
6. Summarize.



**What would you want to say about the neighborhood 20 years from now?**

# **NEXT STEPS**

# FEEDBACK OPPORTUNITIES

## PROJECT WEBSITE

### Background Information, Project Updates + Feedback Opportunity

- City Website under “Planning & Zoning”

#### South Stoner Prairie



#### Greenfield



The screenshot shows the Fitchburg Wisconsin website at the URL [fitchburgwi.gov/206/Planning-Zoning](http://fitchburgwi.gov/206/Planning-Zoning). The navigation menu includes Home, Payments, Notify Me®, Jobs, and Concerns?. The main navigation bar lists Government, Services, and Commu. A dropdown menu is open, listing various planning and zoning items. The item "Neighborhood Plans '23-'24" is circled in red. To the right of the dropdown, there is text about land regulation ordinances, a section for "Land Regulation Ordinances" explaining zoning and land division, a section for "Comprehensive Plan" discussing future planning, and a section for "Department Responsibilities" with a list of tasks.

Ordinances ▶ have been designated as locally significant.

Permit Forms & Fee Schedules

Plan Commission ▶

Plans & Studies ▶

Private Development Projects

SmartCode ▶

Solar Resources

Zoning

Town of Madison Attachment

**Neighborhood Plans '23-'24** ▶

### 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 fr 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

## NEIGHBORHOOD PLANS – ISSUES + OPPORTUNITIES

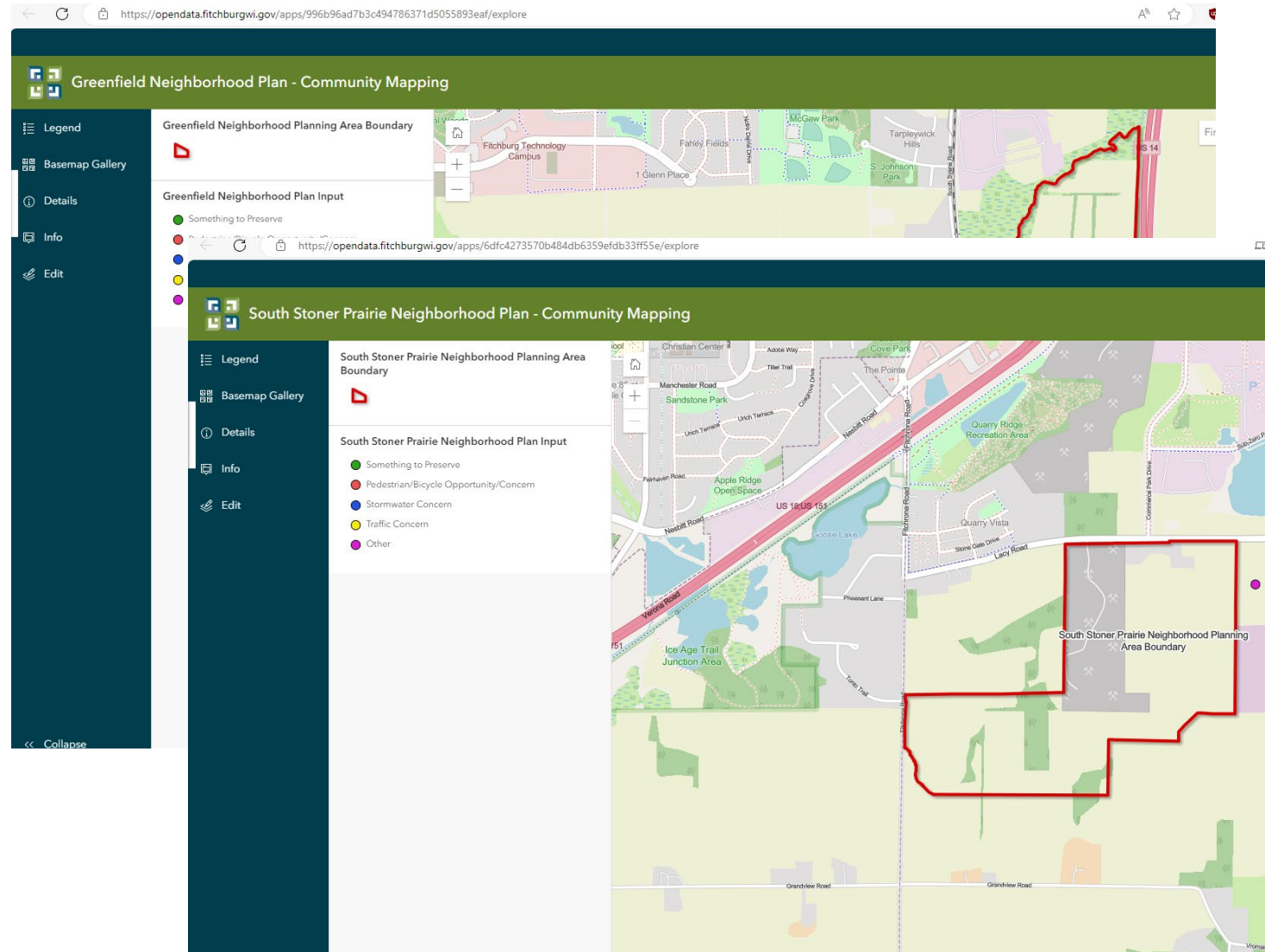
Contribute your thoughts and opinions on...

- Something to Preserve
- Pedestrian/Bike Opportunities/Concern
- Stormwater Concern
- Traffic Concern
- Other

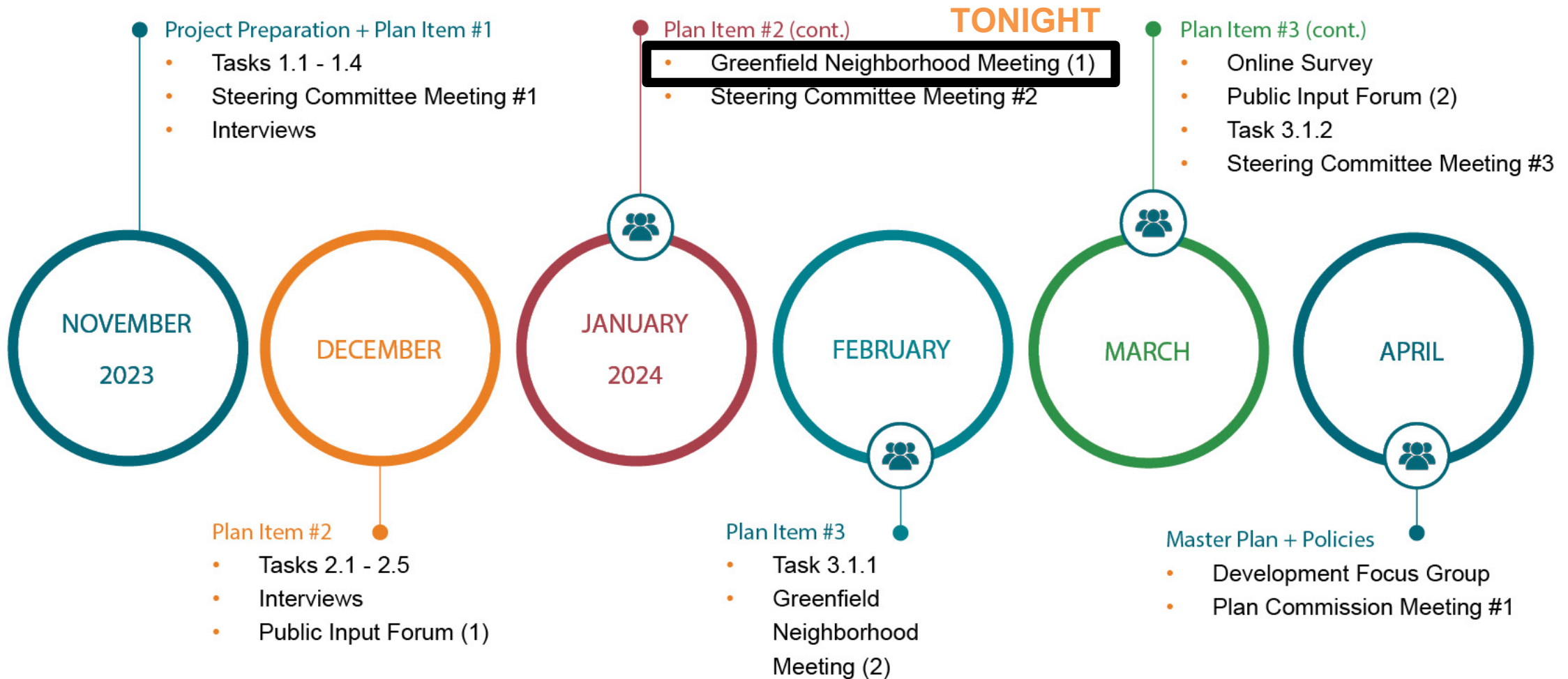
### South Stoner Prairie



### Greenfield



# 13-Month Planning Process



# QUESTIONS?

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Steve Tremlett, AICP, CNU-A  
Project Manager

Project Manager (MSA)

Steve Tremlett | [stremlett@msa-ps.com](mailto:stremlett@msa-ps.com) | 608-242-6621

Fitchburg Community Development Planner

Brad Sippel | [Brad.Sippel@fitchburgwi.gov](mailto:Brad.Sippel@fitchburgwi.gov) | 608-270-4258