



CITY OF FITCHBURG - GREENFIELD NEIGHBORHOOD PLAN

March 7th, 2024
Steering Committee Meeting #2.1 (added)



MEETING ACTIVITIES

- Neighborhood Design
- Fitchburg Utilities
- Potential Interchange

- Initial Land Use Diagrams

- Public Comments



NEIGHBORHOOD DESIGN

Balanced Neighborhoods

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.



What makes a “BALANCED” neighborhood?



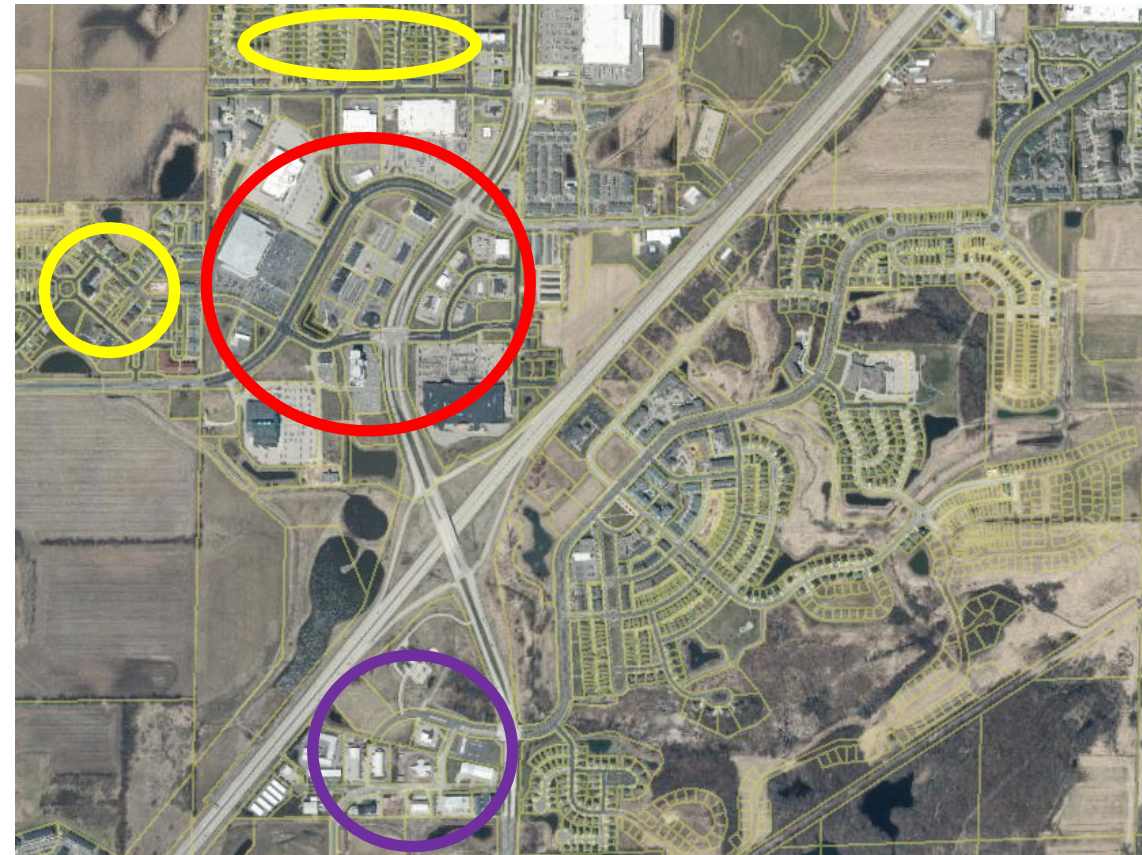
BIG PICTURE IDEAS

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*

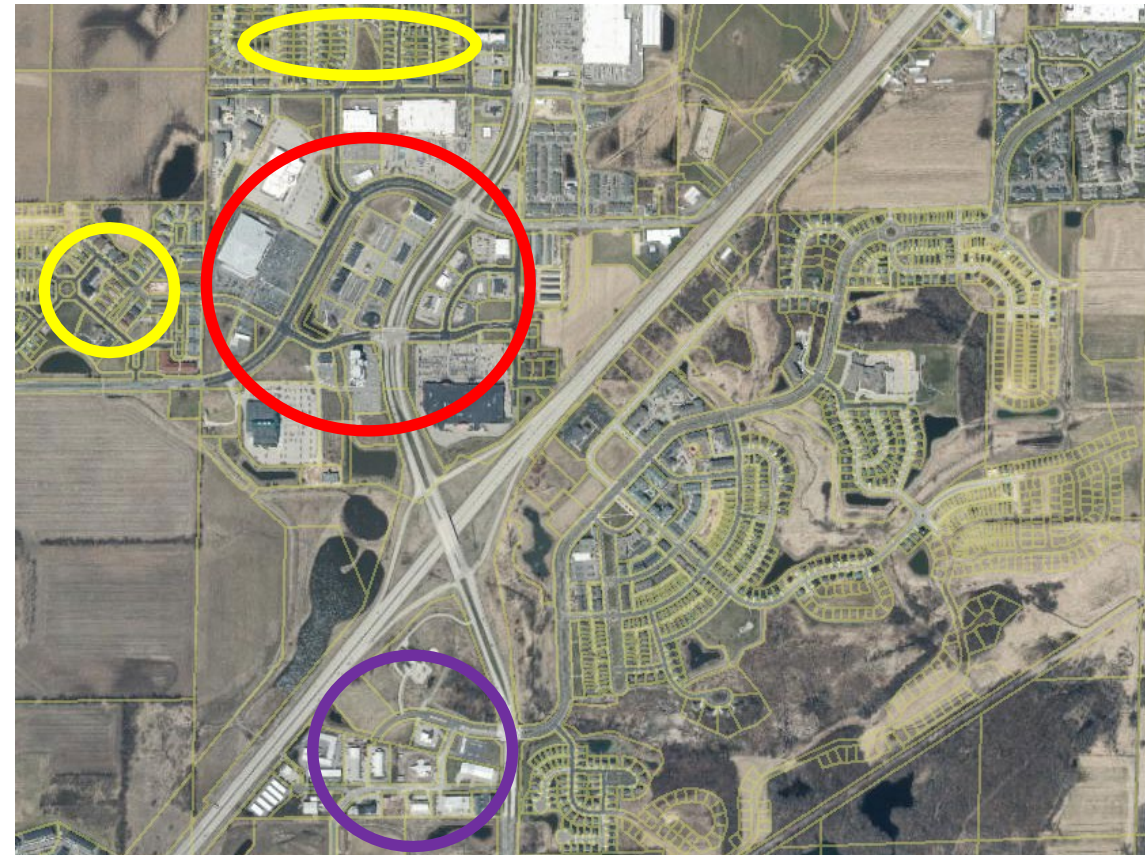
What is the TYPICAL development pattern?

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



How do you blend neighborhoods with a mix of housing options?

Siting more intensive uses w/in Neighborhoods in the following ways:

1. **Transitional Use** (med-intensity between higher- & low-intensity uses)
2. **Facing separate street views** (corner lots)
3. **Facing public park or green space**
4. **Separate blocks with boulevards**
5. **Utilizing architectural techniques to reduce apparent size**



How do you blend neighborhoods with a mix of housing options?

COMPATIBILITY STANDARDS (Architectural Techniques)

- **Building Heights & Setbacks**
 - Limit height near SF/duplexes
- **Bulk & Mass**
 - Varying building & roof planes at an interval $\neq / <$ average lot width of adjacent uses
- **Other Considerations**
 - Architectural features (porches, balconies, gables)
 - Independent entries
 - Buffer parking in front yard
 - Dumpsters in back or substantially screened

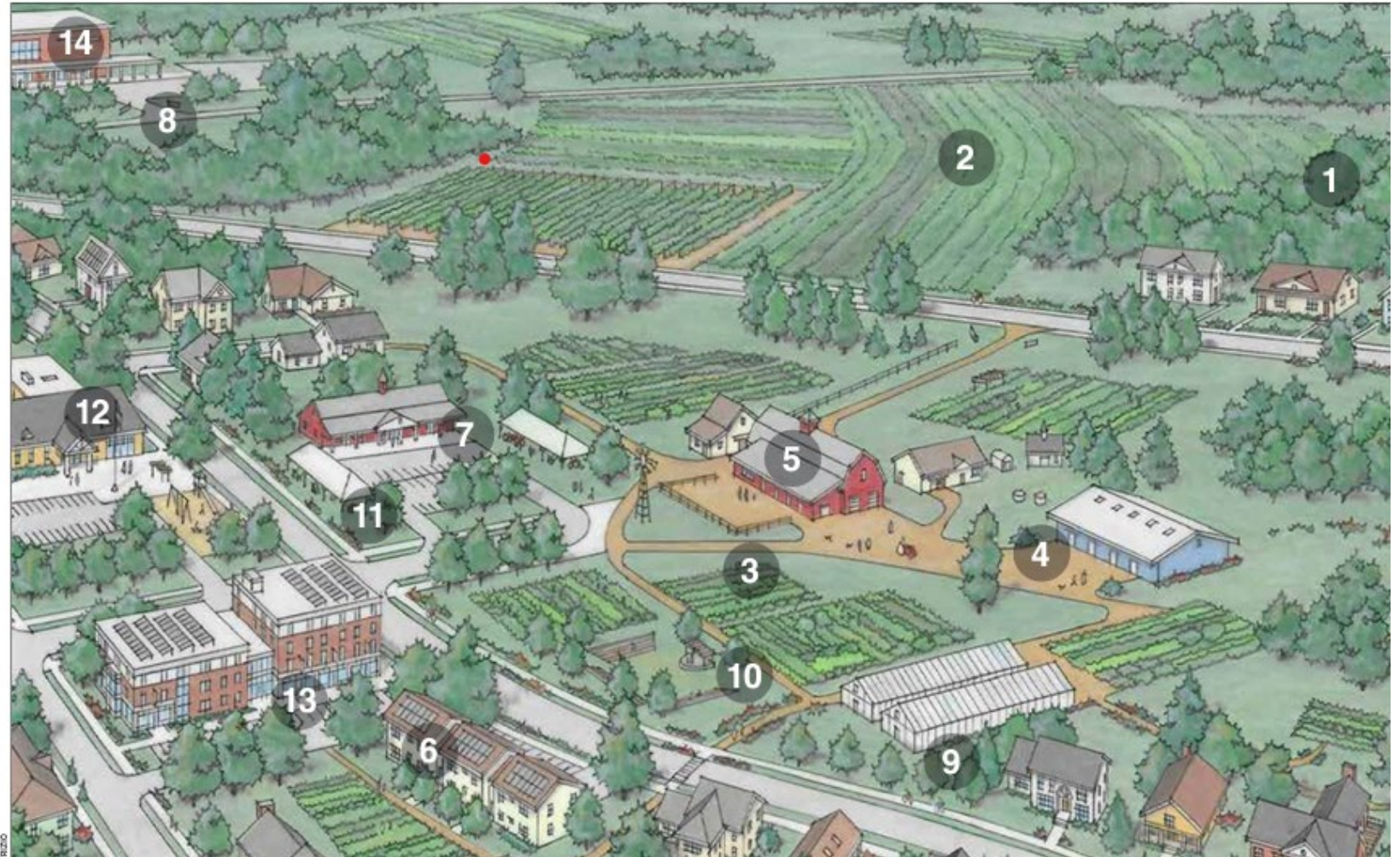


NEIGHBORHOOD DESIGN

Agrihoods

What is an 'Agrihood'

“...a single-family, multifamily, or mixed-use neighborhood built into a working farm or community garden that promotes our connection to the land through agriculture and local food pathways.”



100-Acre Example

Typical Agrihood



100 Homes on Smaller Lots,
Some small Multi-unit Buildings or Condos
(1/10-acre to 1/4-Acre)

80+ Acres of Agriculture & Open Space

Typical Subdivision



100 Homes Larger Lots,
No Multi-Unit Buildings or Condos
(1/2-acre or larger)

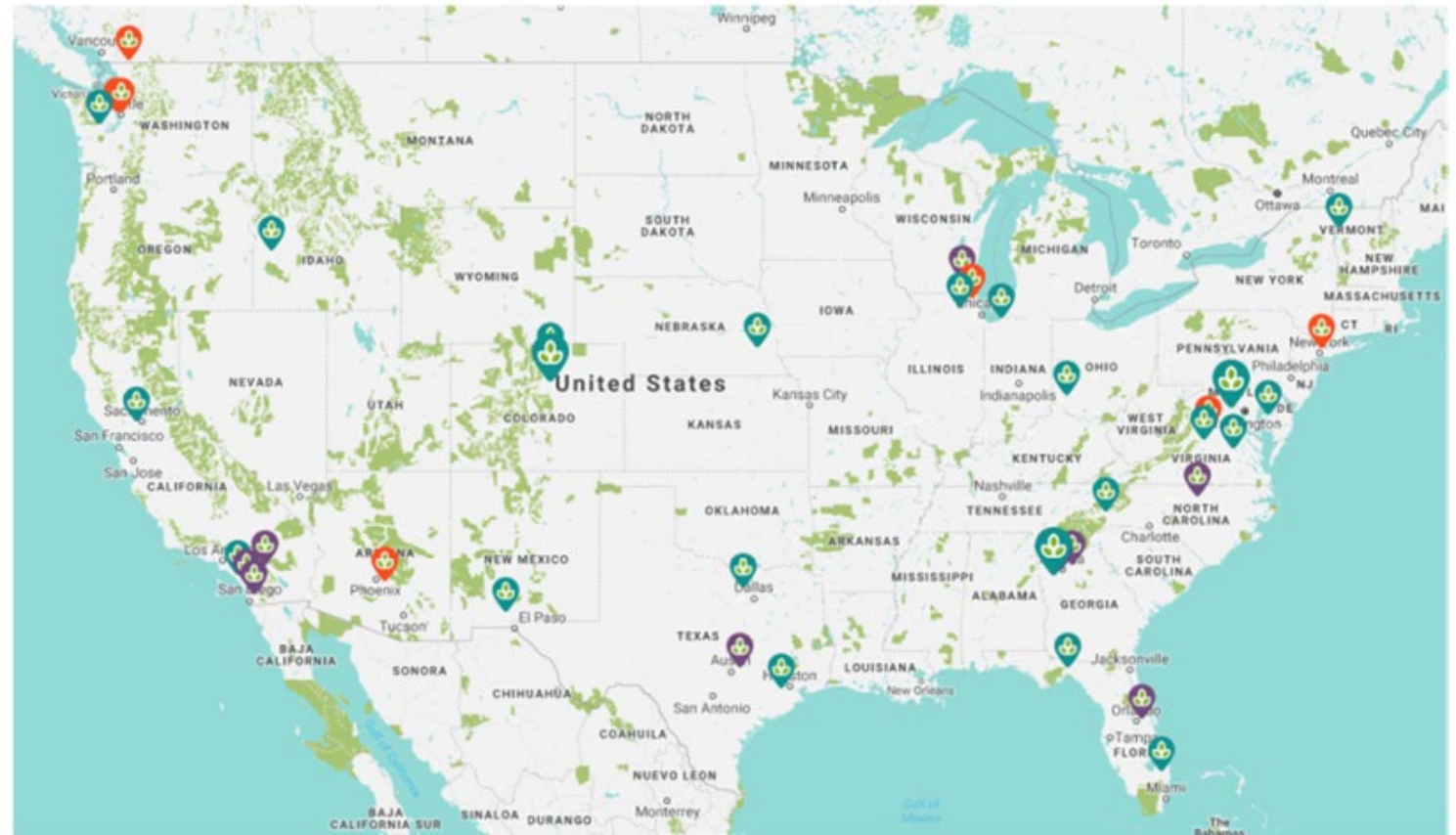
50 - 80+ Acres of Residential

Resident & Community Advantages

- **Farmland & Open Space** preserved as amenity (*similar to conservation neighborhoods*)
- **Local access** to high-quality food and farm goods
- **Promotes Agriculture** employment pathways for community
- **Direct connection with Farming Community**
- **Smaller, more activated community residential clusters**
- **Overall unique aesthetic and lifestyle character**



National Trend toward 'Green' Living



35 Locations: Planned, In Development, Completed

Prairie Crossing – Grays Lake, IL

- 637 Total Acres
 - 450 Ac as Agriculture (71%)
- 400 Net Units (All Owner Occupied)
 - 2 Units/Acre Overall Density

Features

- Larger Traditional Working Farm
- Interconnected Shared-Use Trail Network
- Prairie & Wetland Restoration



Troy Gardens - Madison

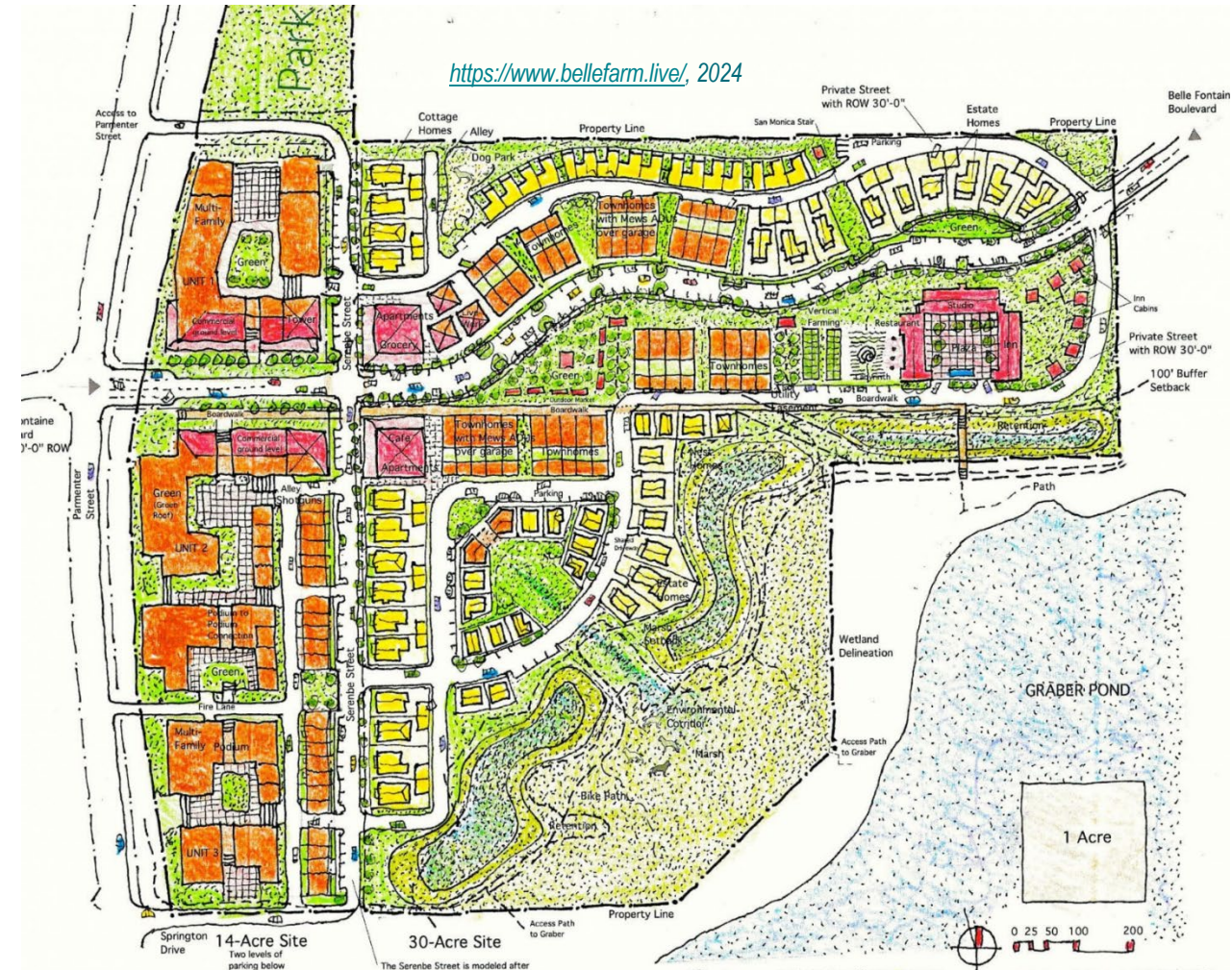
- 30 Total Acres w/ 30 Single Family Lots on ~5 acres (6 Units/Acre)



Urban Land Institute, 2018

Belle Farm - Middleton

- 44 Total Acres w/ 150 Single Family Lots, 730 Attached Units (20 Units/Acre Net Density)



INFRASTRUCTURE PLANNING

Potential Interchange

Initial Discussion with WisDOT

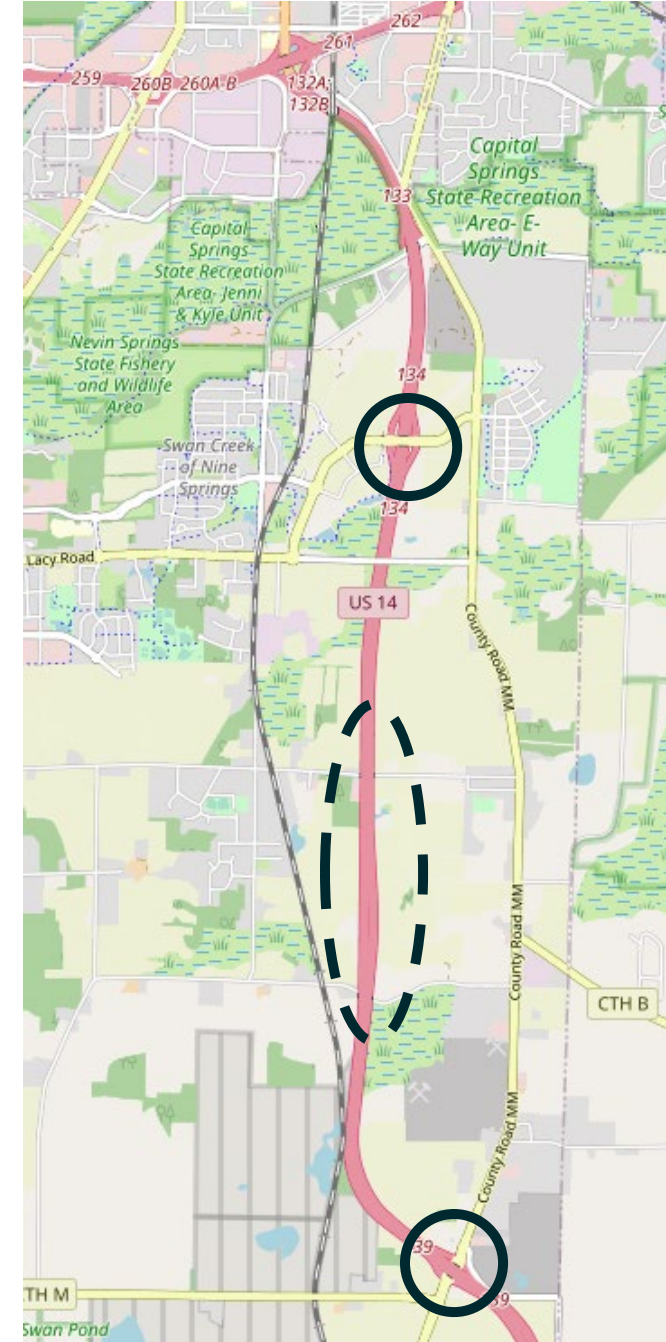
- Currently US14 is a “rural” highway section
- Planning interchanges is generally due to proposed development or traffic concerns
- Understanding that this is a better way to plan, but have not provided clarity on interchange spacing (urban development likely 20+ years out)

Impacts of an Interchange

- Increase in traffic on Irish (if interchange connects to Irish)
- Increases development pressure around existing Greenfield neighborhood

Benefits of an Interchange

- Increase marketability around the interchange
- Provides better mobility through the City
 - Connection to CTH B? Connect to Nobel (vs. Irish?)
- Can reduce traffic pressures through the neighborhood if built on the north end of the neighborhood
- Can reduce future traffic concerns around Lacy interchange (at full buildout)



INITIAL LAND USE DIAGRAMS

Agrihoods

- Farmland/Open Space (60-70% of the land)
- Remaining 30-40% of the Land:
 - Single-unit (1/8-acre lots or less)
 - Duplex, triplex and fourplex
 - Small multi-unit buildings (8 or less units)

Low-Density Residential

- Single-unit (1/3-acre lots or larger)
- Duplex, triplex and fourplex

Medium-Density Residential

- Single-unit (1/4-acre lots or less)
- Duplex, triplex and fourplex
- Small multi-unit buildings (16 or less units)

High-Density Residential

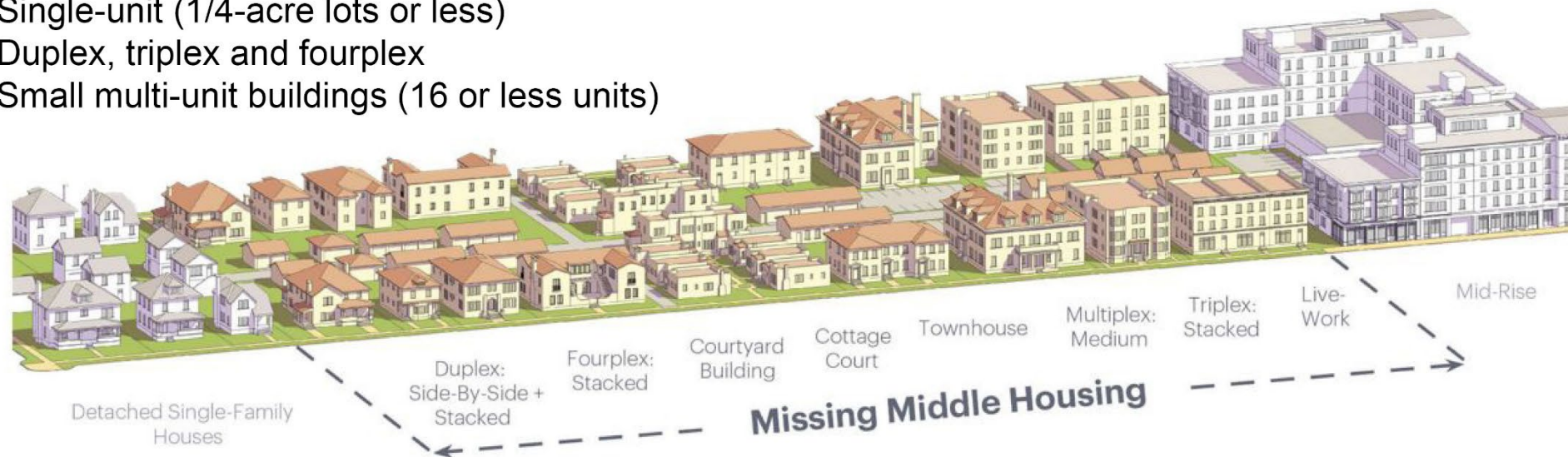
- Single-unit (1/10-acre lots or less)
- Duplex, triplex and fourplex
- Med/Large multi-unit buildings

Mixed Use (High-Density Res. + Com.)

- Med/Large multi-unit buildings
- Mixed Use Buildings (upper residential)
- Standalone Commercial (>25,000 sq.ft.)



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Business Park



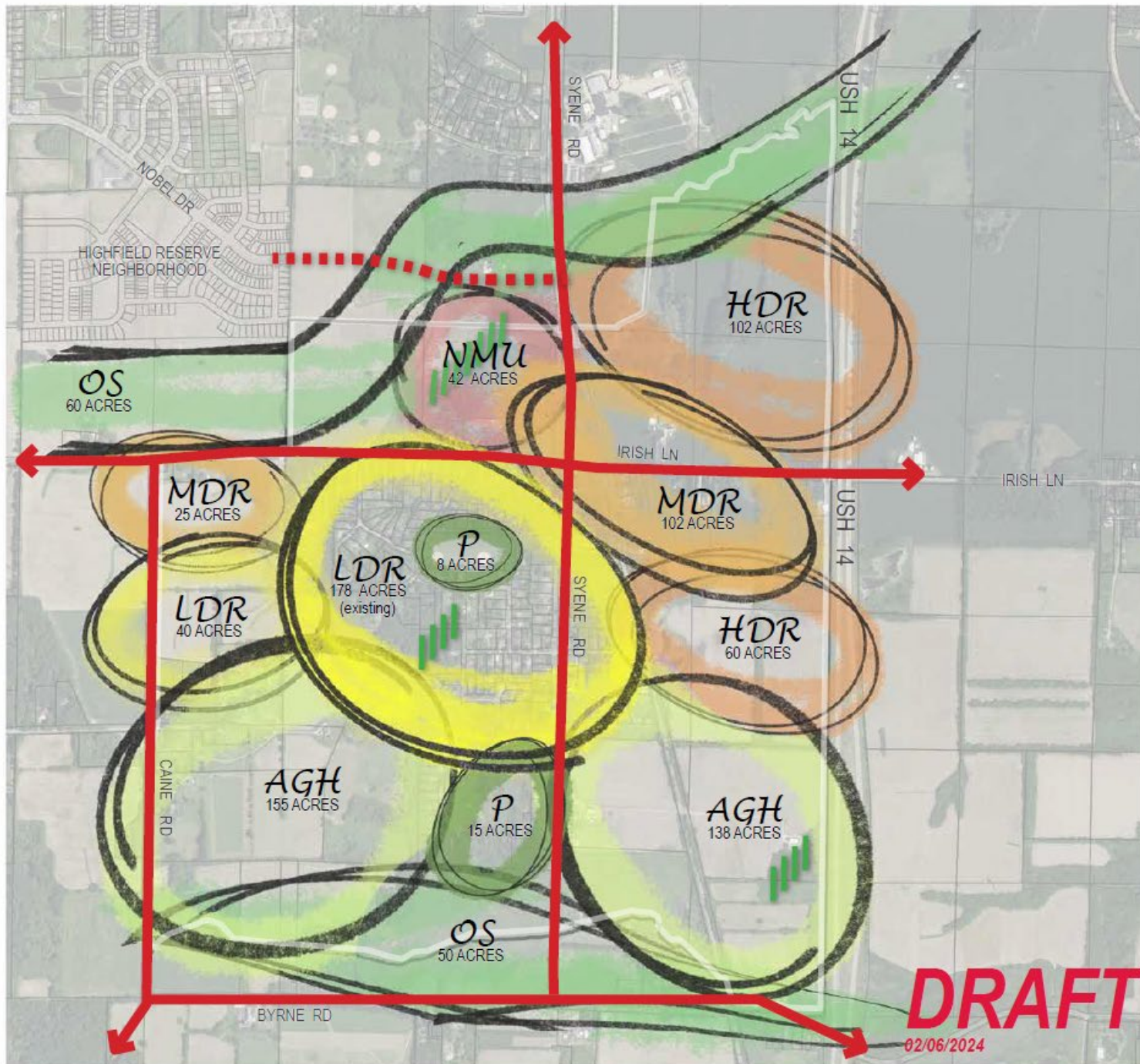
Open Space, Park and SWM



INITIAL BUBBLE DIAGRAMS

Option "A"

- NMU - 4%
- HDR - 17%
- MDR - 13%
- LDR - 22%
- AGH - 30%
- OS - 14%
- BP - 0%

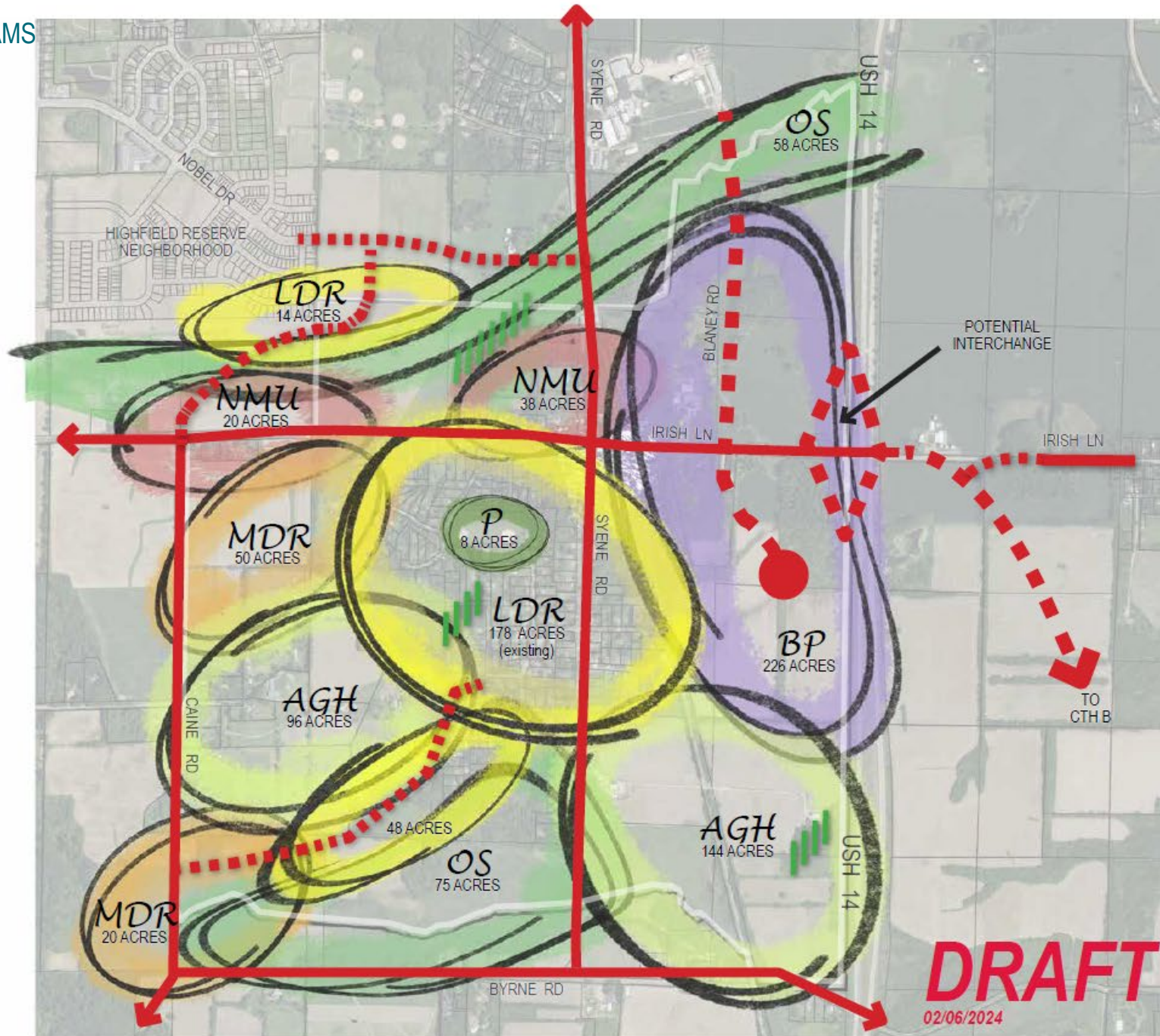


MAP LEGEND	
NEIGHBORHOOD MIXED USE (15-30 U/A + COMMERCIAL)	42 ACRES
HIGH DENSITY RESIDENTIAL (11-20 U/A)	162 ACRES
MEDIUM DENSITY RESIDENTIAL (6-10 U/A)	127 ACRES
LOW DENSITY RESIDENTIAL (> 6 U/A)	218 ACRES
AGRIHOOD & FARMING	293 ACRES
PARK, OPEN SPACE & SW MANAGEMENT	133 ACRES
BUSINESS PARK	0 ACRES
ROADS (existing / proposed)	
STEEP SLOPES	

GREENFIELD NEIGHBORHOOD
LAND USE BUBBLE DIAGRAM
OPTION "A"

Option "B"

- NMU - 6%
- HDR - 0%
- MDR - 7%
- LDR - 25%
- AGH - 25%
- OS - 14%
- BP - 23%



MAP LEGEND	
NEIGHBORHOOD MIXED USE (15-30 U/A + COMMERCIAL)	58 ACRES
HIGH DENSITY RESIDENTIAL (11-20 U/A)	0 ACRES
MEDIUM DENSITY RESIDENTIAL (6-10 U/A)	70 ACRES
LOW DENSITY RESIDENTIAL (> 6 U/A)	240 ACRES
AGRIHOOD & FARMING	240 ACRES
PARK, OPEN SPACE & SW MANAGEMENT	141 ACRES
BUSINESS PARK	226 ACRES

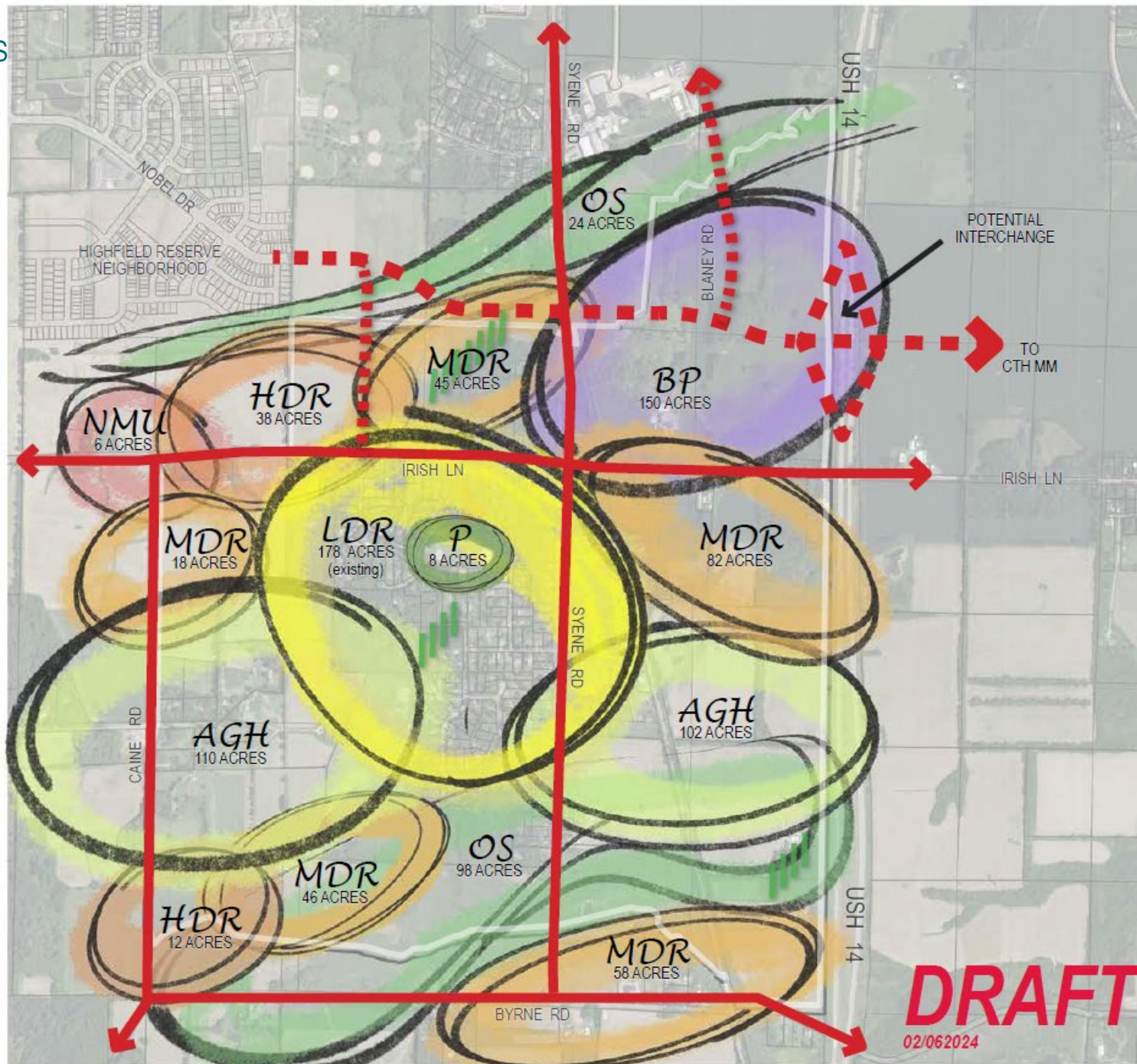
ROADS (existing / proposed)

STEEP SLOPES

GREENFIELD NEIGHBORHOOD
LAND USE BUBBLE DIAGRAM
OPTION "B"

Option "C"

- NMU - 1%
- HDR - 5%
- MDR - 26%
- LDR - 18%
- AGH - 22%
- OS - 13%
- BP - 15%



MAP LEGEND	
NEIGHBORHOOD MIXED USE (15-30 U/A + COMMERCIAL)	6 ACRES
HIGH DENSITY RESIDENTIAL (11-20 U/A)	50 ACRES
MEDIUM DENSITY RESIDENTIAL (6-10 U/A)	249 ACRES
LOW DENSITY RESIDENTIAL (> 6 U/A)	178 ACRES
AGRIHOOD & FARMING	212 ACRES
PARK, OPEN SPACE & SW MANAGEMENT	130 ACRES
BUSINESS PARK	150 ACRES
ROADS (existing / proposed)	
STEEP SLOPES	

GREENFIELD NEIGHBORHOOD
 LAND USE BUBBLE DIAGRAM
 OPTION "C"

DRAFT
 02/062024

UPCOMING ACTIVITIES

Upcoming Steps

March

- **Steering Committee Meeting #2.1** - Generalized “Bubble” Land Use Concepts
(TONIGHT)
- Additional Key Stakeholder Interviews
- Developer Focus Group

April

- Greenfield Neighborhood Meeting – review Detailed Concepts
- Online Survey

May

- Public Input Meeting
- **Steering Committee Meeting #3** – Select a Preferred Concept (by reviewing Generalized Concepts and input feedback summary)

PUBLIC COMMENTS