



# GREENFIELD NEIGHBORHOOD PLAN

Neighborhood Meeting #2

April 22, 2024



PROJECT TEAM:



Steve Tremlett, AICP, CNU-A  
Project Manager

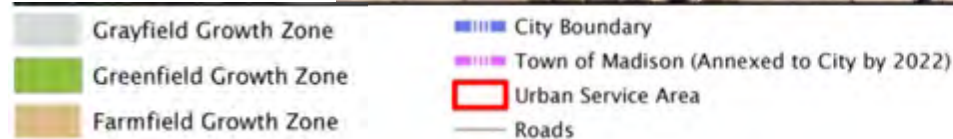
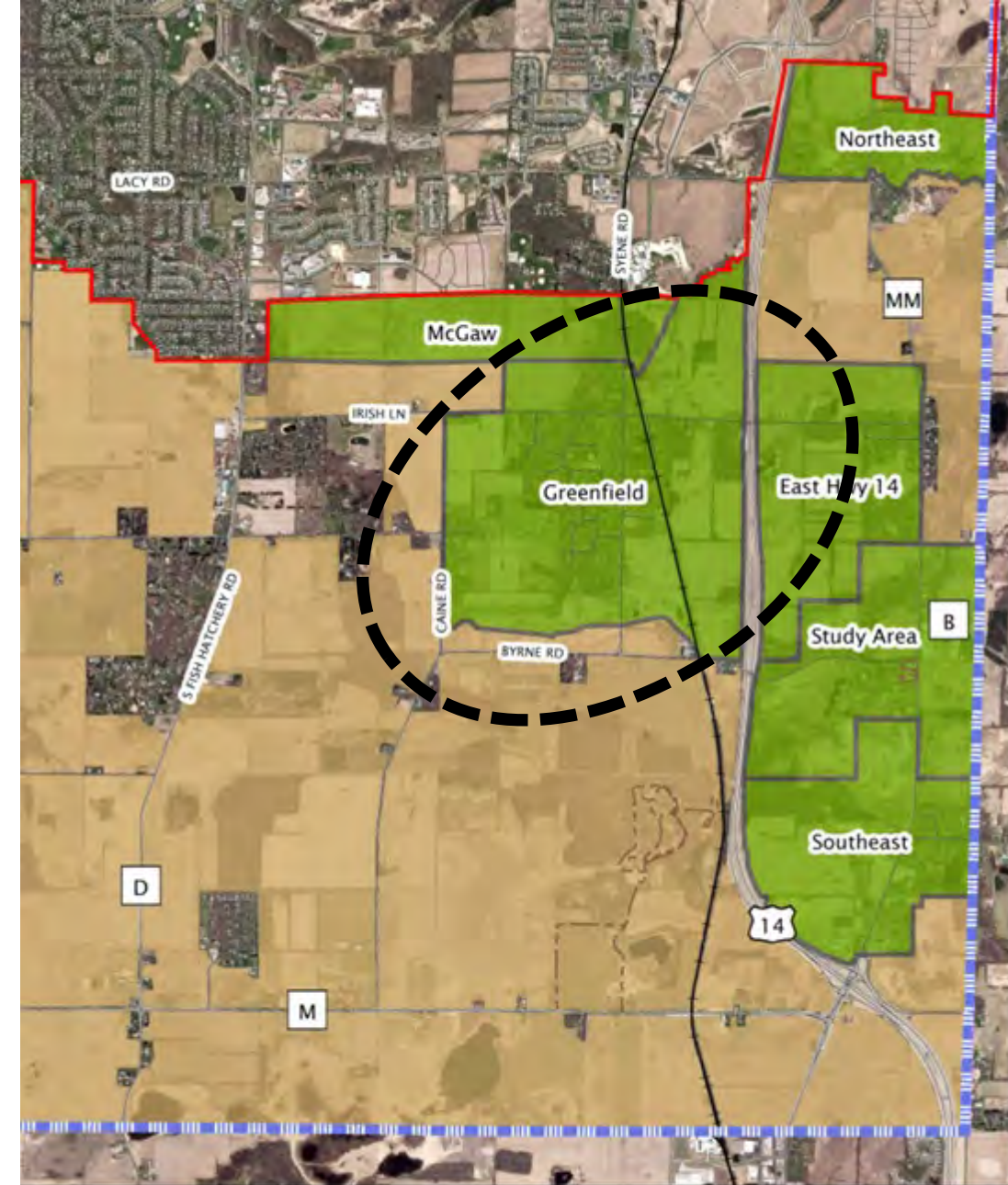


Brad Vowels-Katter  
Urban Designer | Associate Planner



## MEETING AGENDA

- Presentation/Discussion
  - Process/Purpose
  - Initial Review
  - Agrihood Concept
  - Future Land Use Categories
  - Concept Review
- Open House
  - Feedback on Concepts (using sticky dots and worksheet)
  - Review Maps
  - Ask questions of MSA/City

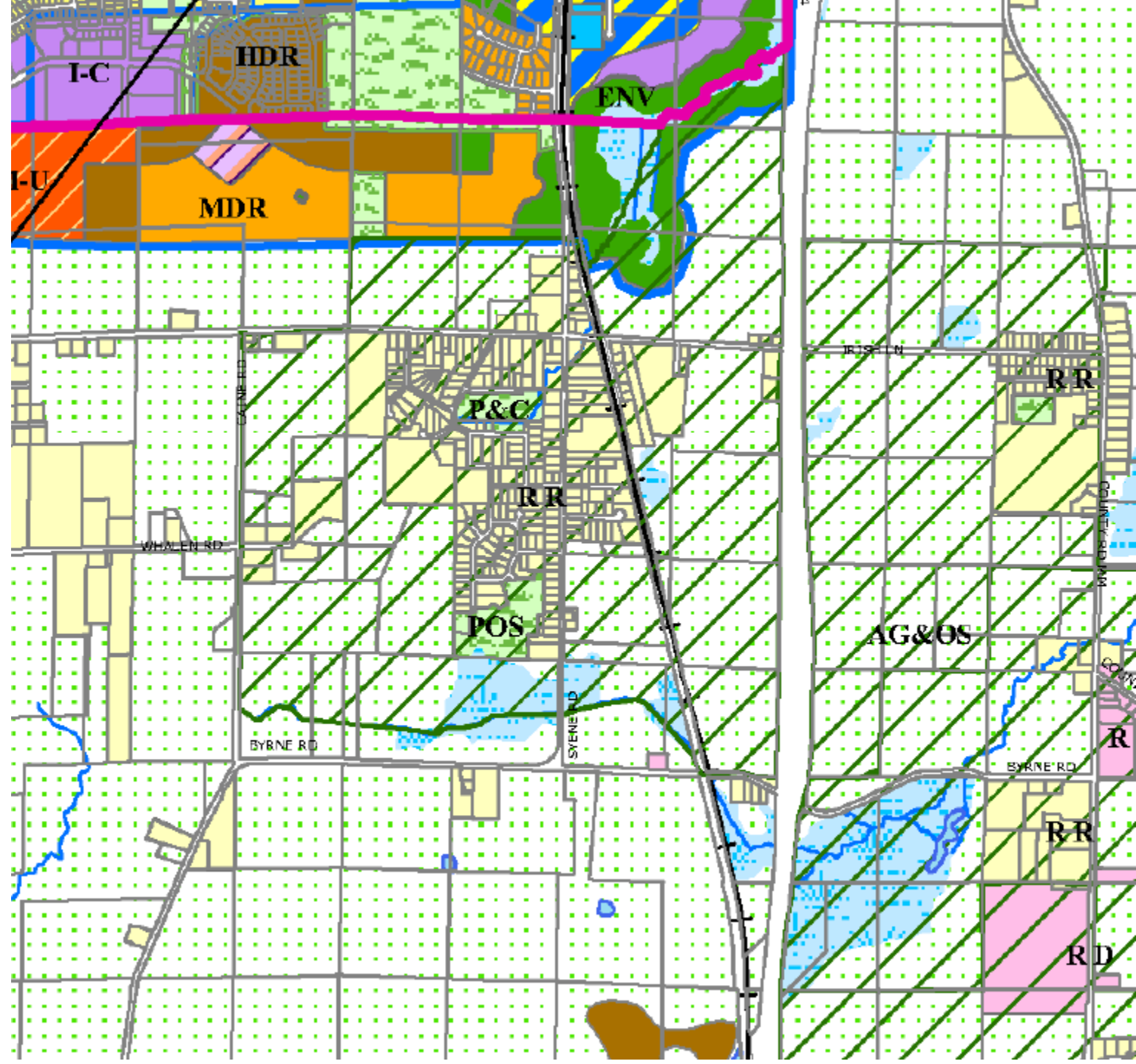


Growing  
Fitchburg 2030

## Project Purpose

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

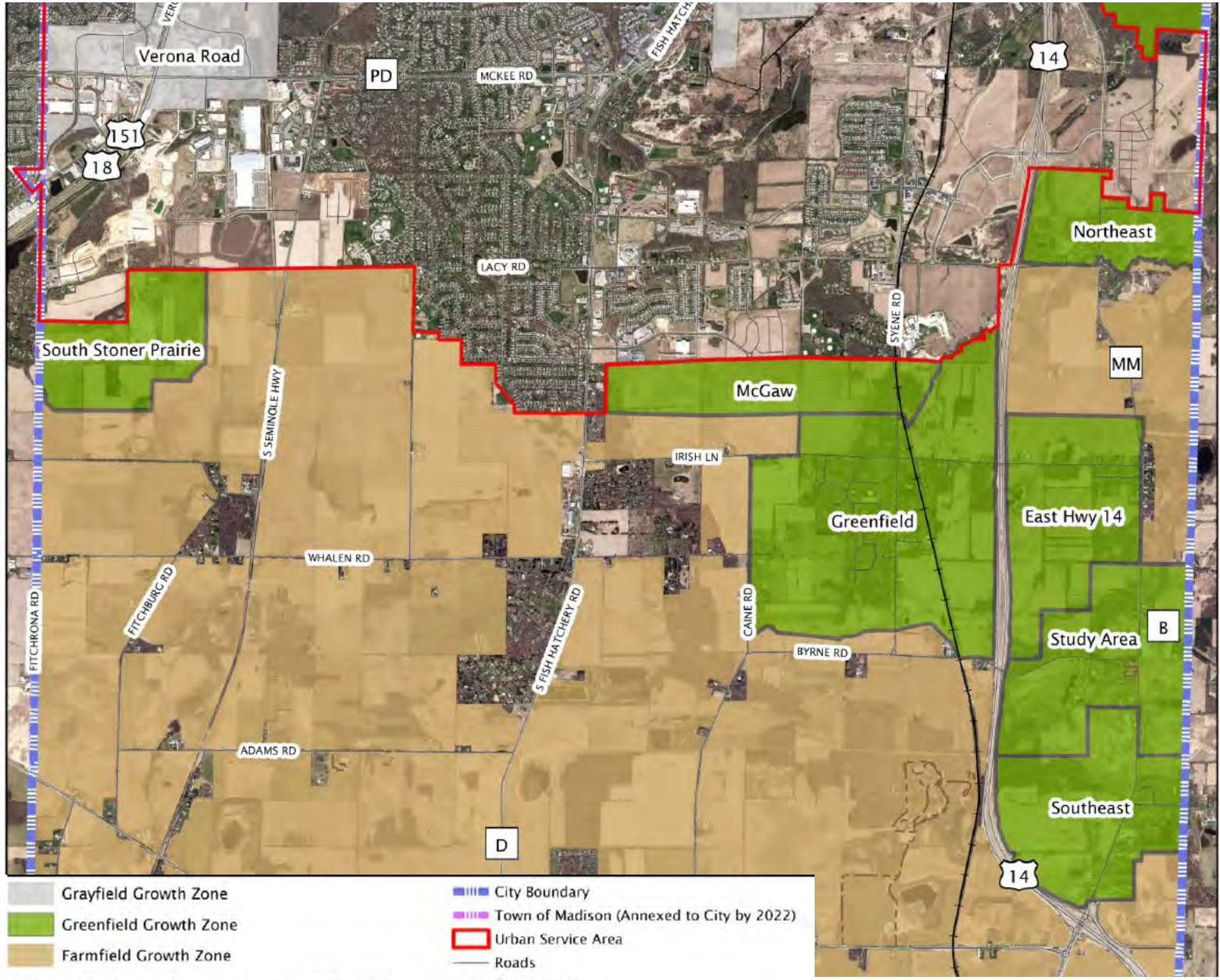
- Establish a preferred land use plan that balances **growth** while considering **impacts** and other **community interests**
- Meet **land use, housing and economic development needs**
- position the City for an **USA amendment** to accommodate growth



# Fitchburg Growth Zones

- Greenfield Neighborhood
- South Stoner Prairie Neighborhood

Fitchburg must build **4,900 housing units by 2040** to keep pace with current demand and catch up from recent housing shortages. That is an average of **245 units annually**.



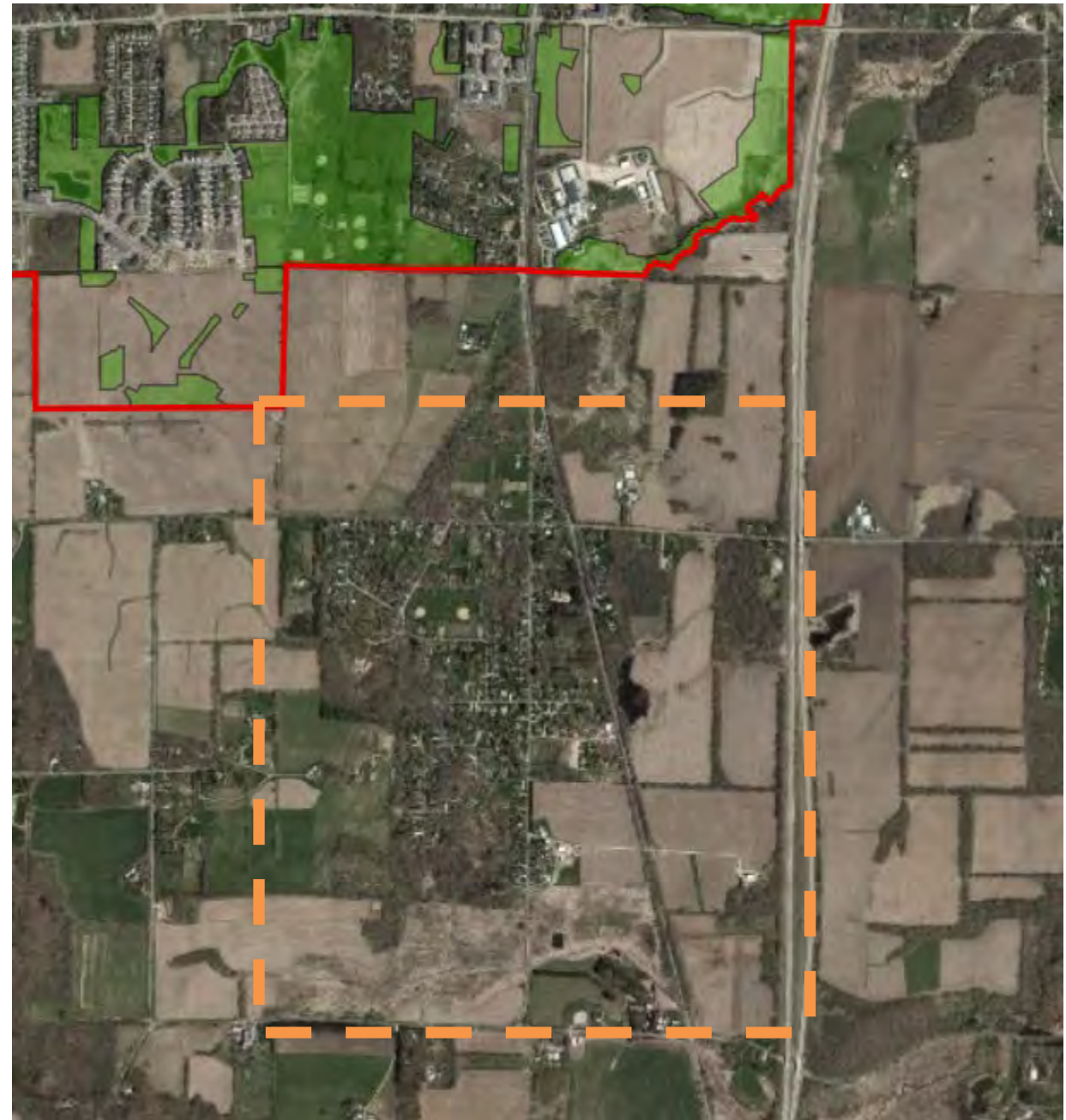
Additional lands not shown on the map, in the City's urban service area but not in a grayfield growth zone, are also available for growth. These areas are to be designated within the greenfield growth zone.

## 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.

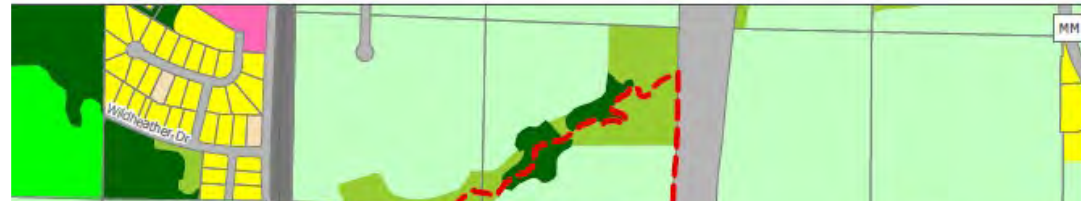


## QUESTION

HOW LONG HAVE YOU LIVED IN THE  
NEIGHBORHOOD?

# BRIEF OVERVIEW

- ½ SF Neighborhood
- ½ Ag/Open/Woodlands

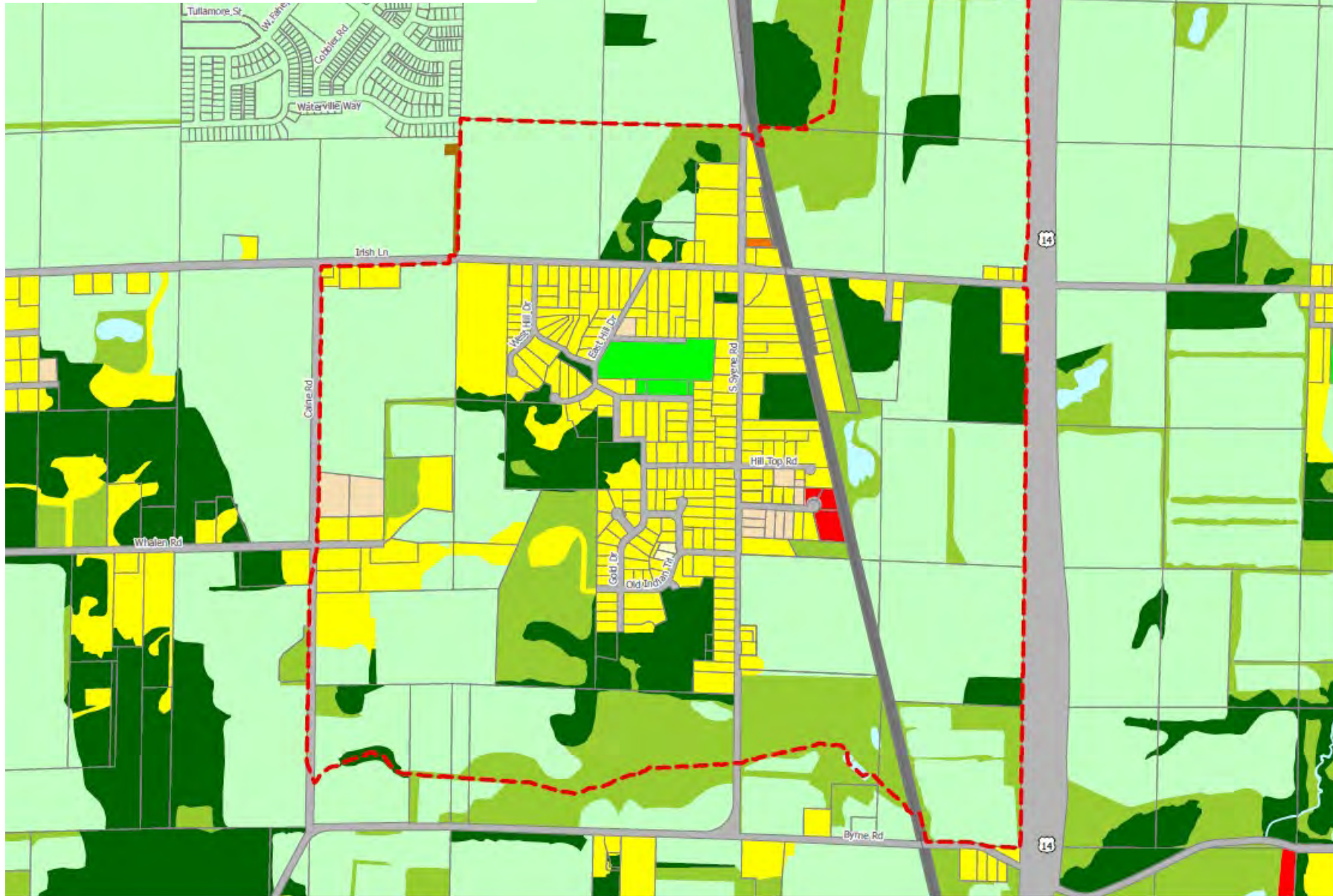


# Existing Land Use

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












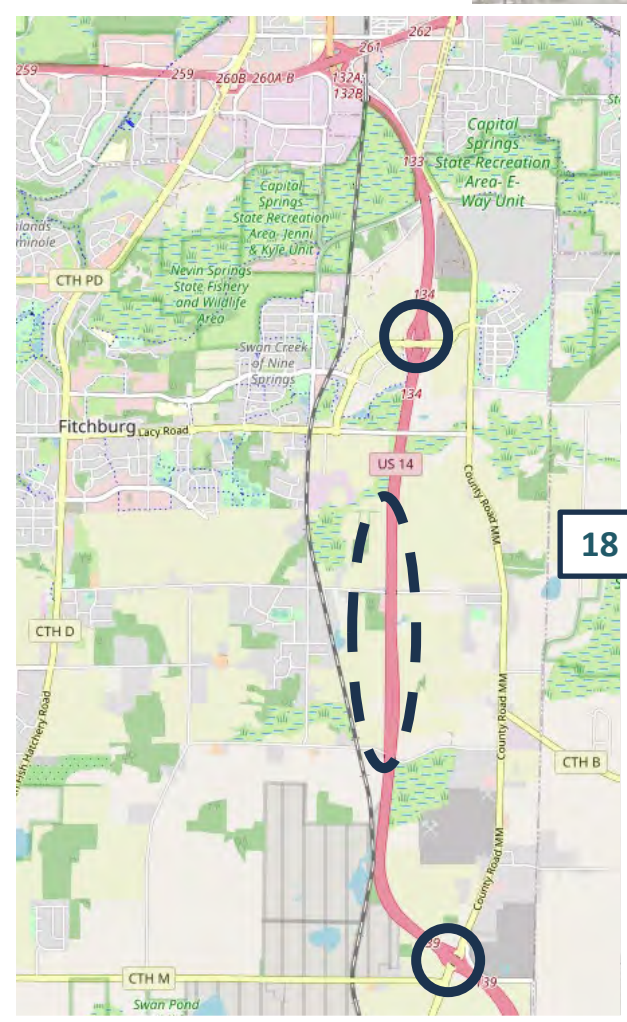


# Transportation Network

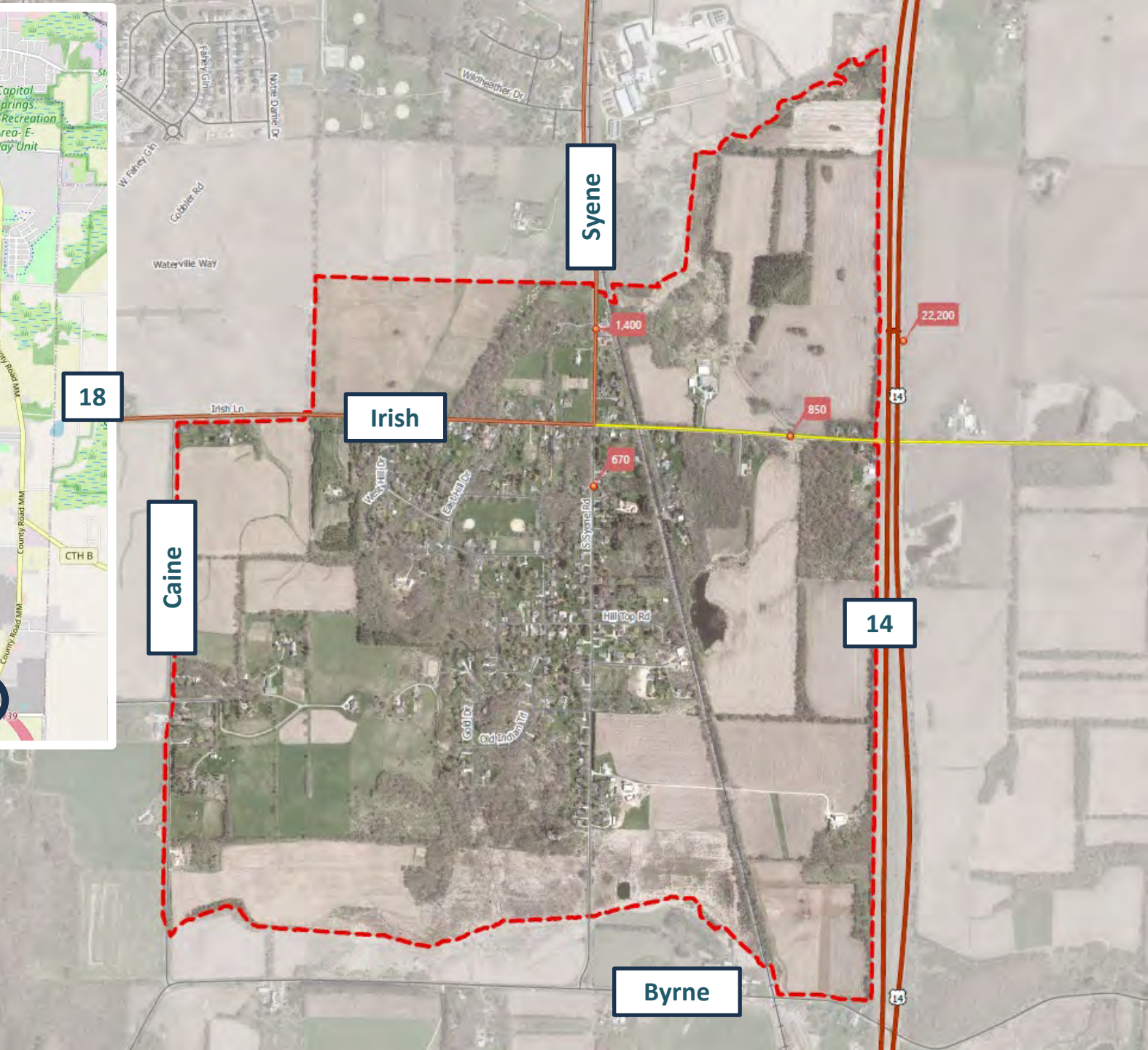
Greenfield Neighborhood Plan

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)



## Completed Public Outreach Activities

- Public Open Houses/Input Forum
- Stakeholder Interviews (*mostly done*)
- Developer Focus Group
- *Greenfield Neighborhood Resident – Special Meetings (2) – Tonight is the 2nd*

## Upcoming Events

- *Online Survey: May 7th – 27th*
- *Public Open House/Input Forum: May 7th*
- *Committee of the Whole – May 29th (tentative)*



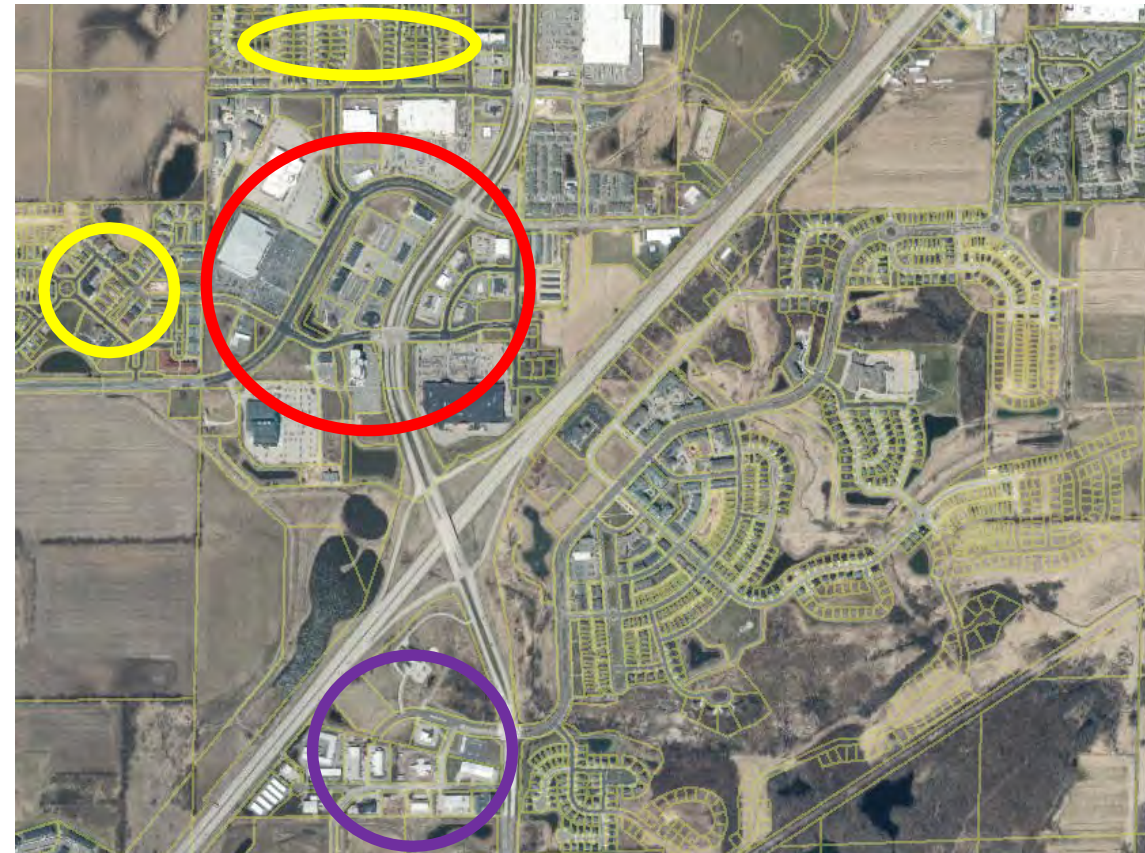
# NEIGHBORHOOD DESIGN

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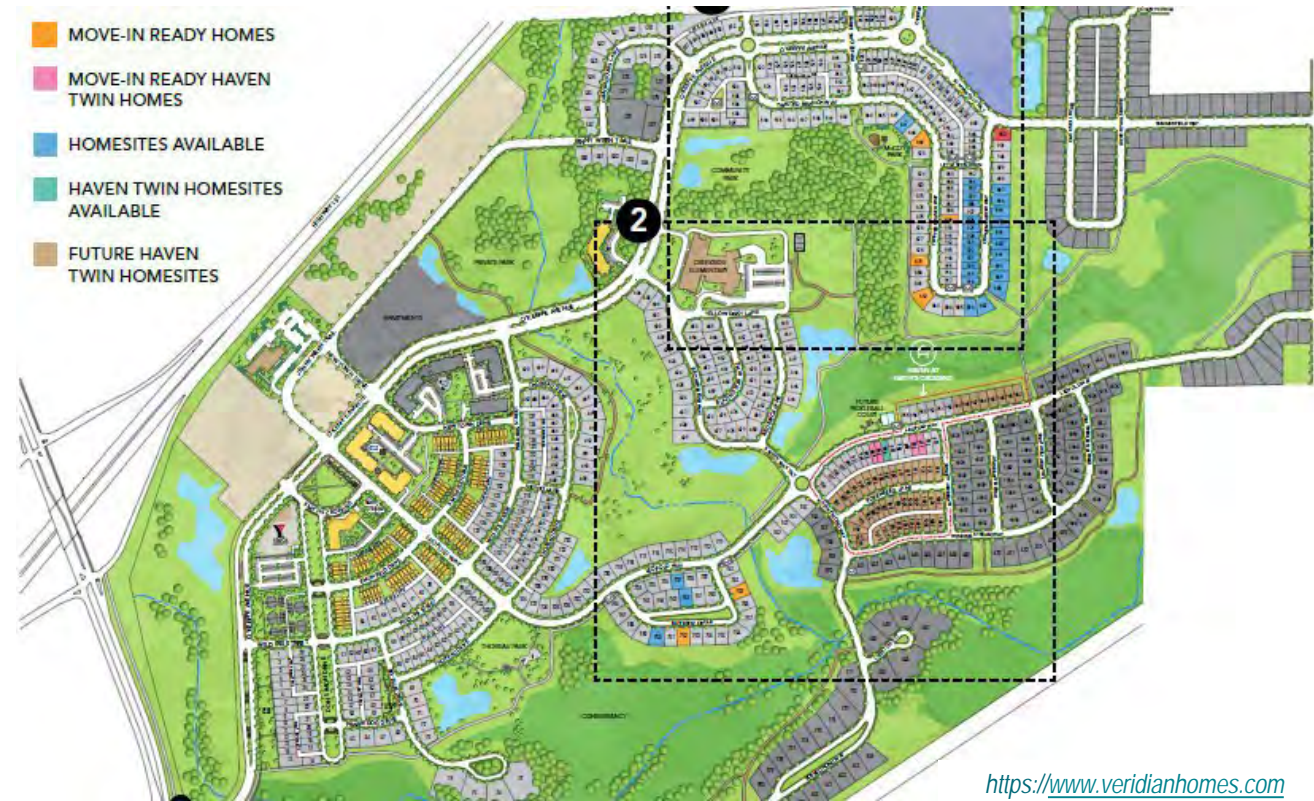
Balanced Neighborhoods + Agrihood

# 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



# What makes a "BALANCED" neighborhood?



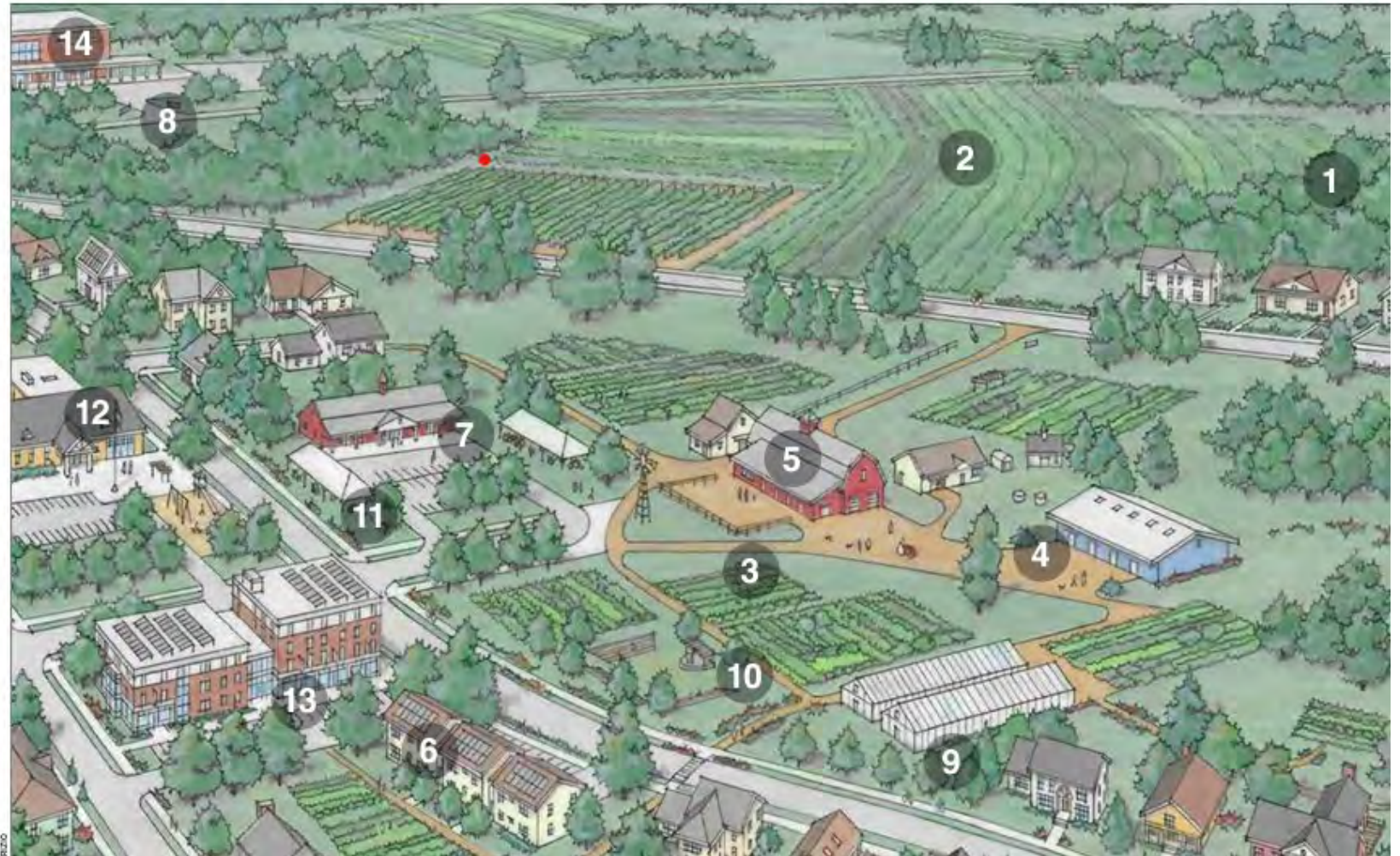
## BIG PICTURE IDEAS

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)*

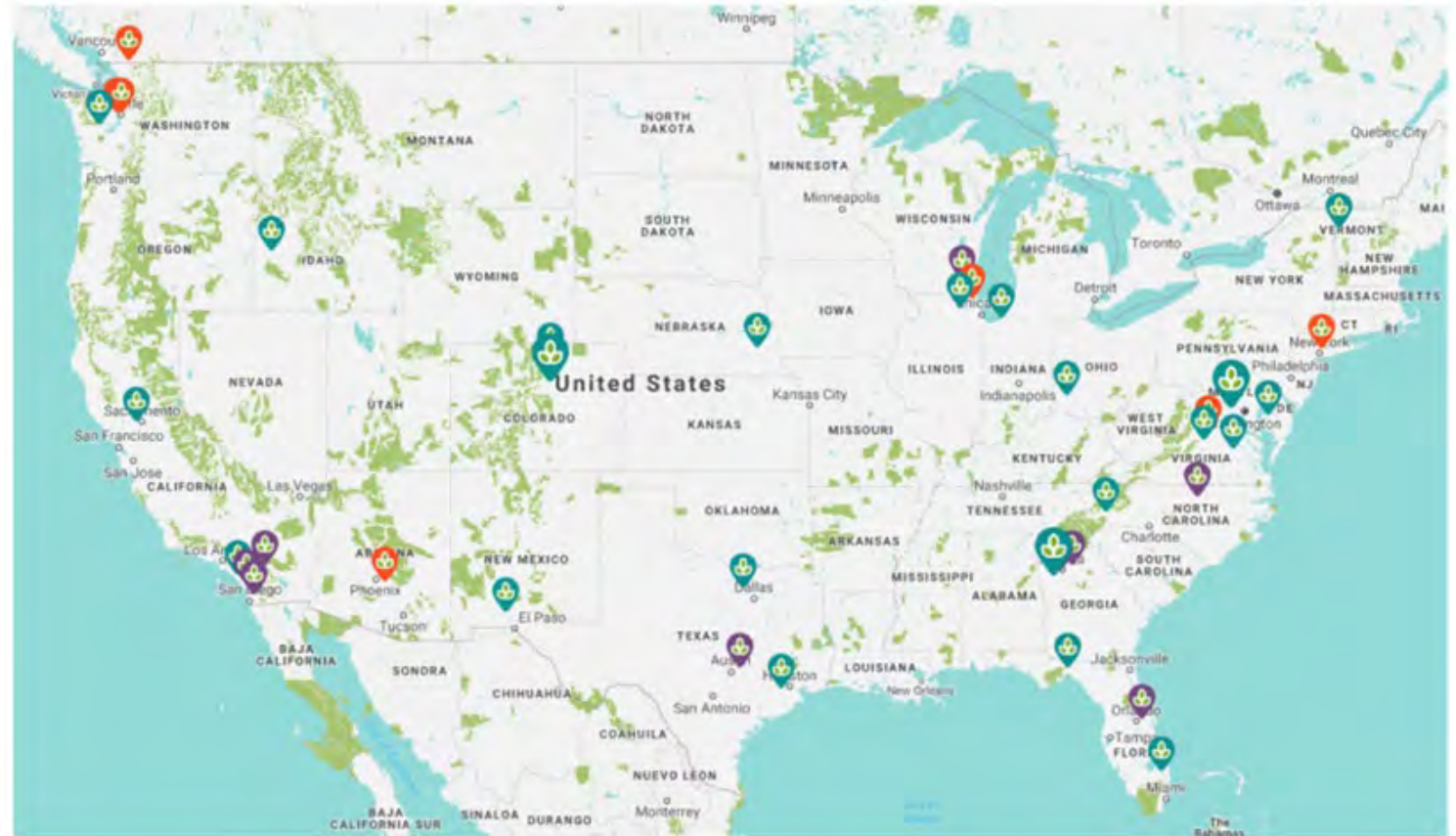
*Factors leading to resilient neighborhoods*

# What is 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.”



# National Trend toward 'Green' Living



35 Locations: Planned, In Development, Completed

## 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**



# Troy Gardens - Madison

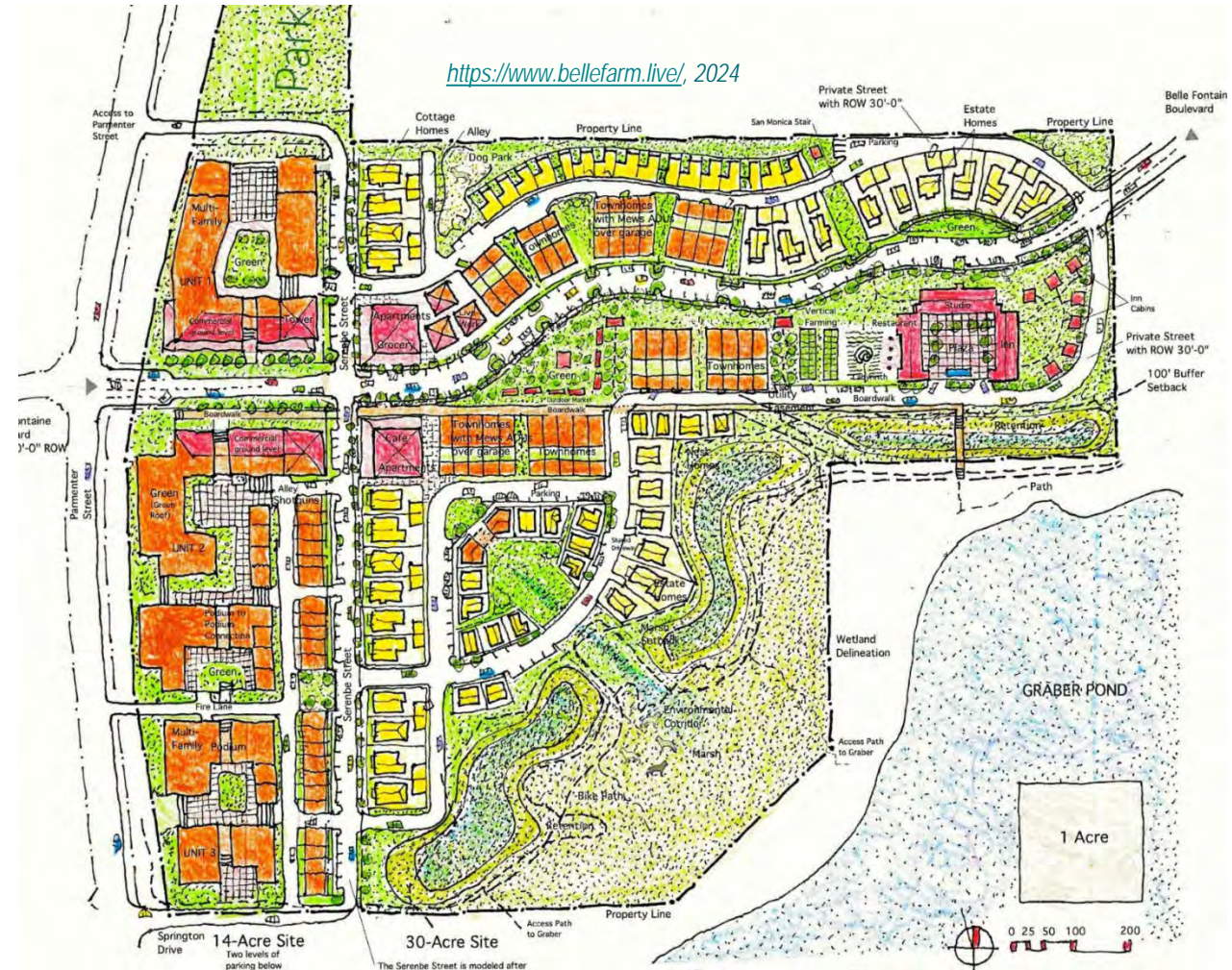
- 30 Total Acres w/ 30 Single Family Lots on ~5 acres (6 Units/Acre)



Urban Land Institute, 2018

# Belle Farm - Middleton

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



# INITIAL LAND USE DIAGRAMS

# Med/High Density Residential **NEW**

9-15 U/A

-Single-Family up to Low/Medium Multi-Unit Bldgs

## Agrihoods

**1-3  
U/A**

- 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

**2-5  
U/A**

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

## Medium-Density Residential

**5-9  
U/A**

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

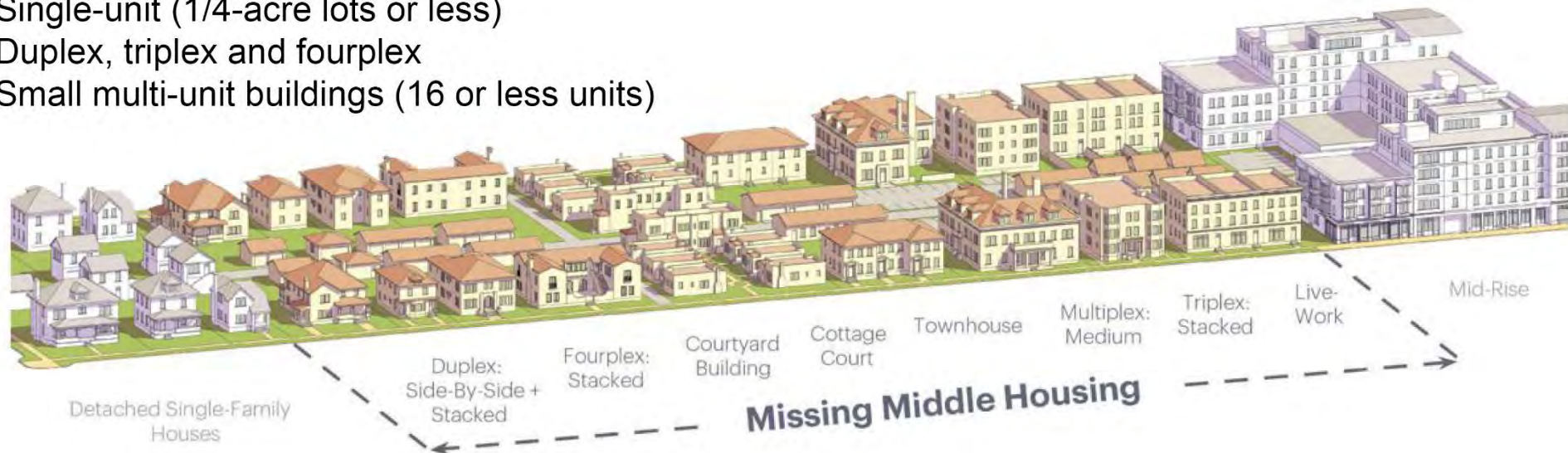
## High-Density Residential

**More than  
9 U/A**

- 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.)



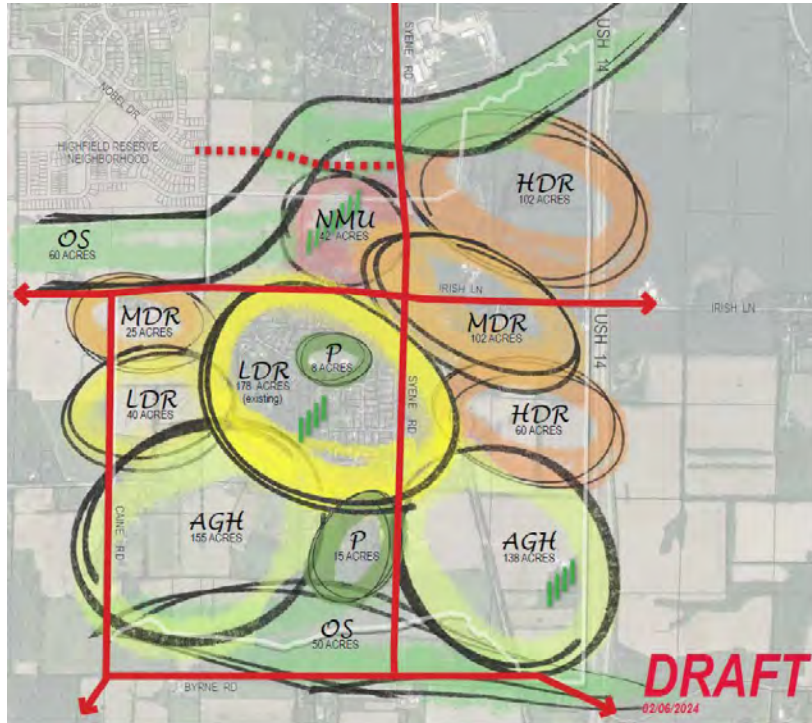
# Business Park



# Open Space, Park and SWM

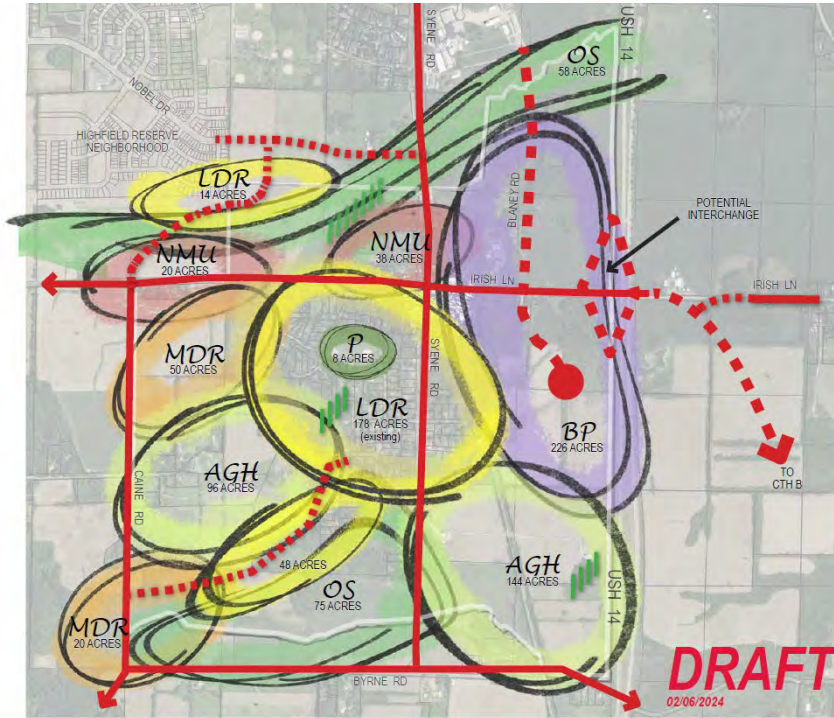


# Option "A"



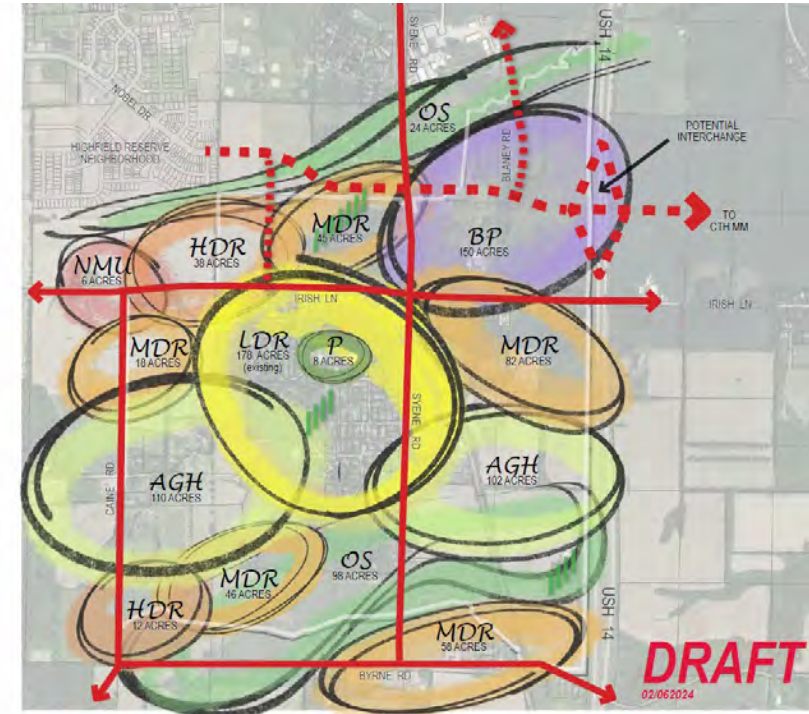
- No Interchange or New Collector
- No Business Park
- Majority of development to the north
- Agrihood/Open Space/Existing to the south
- Expansive Moraine Park Area

# Option "B"



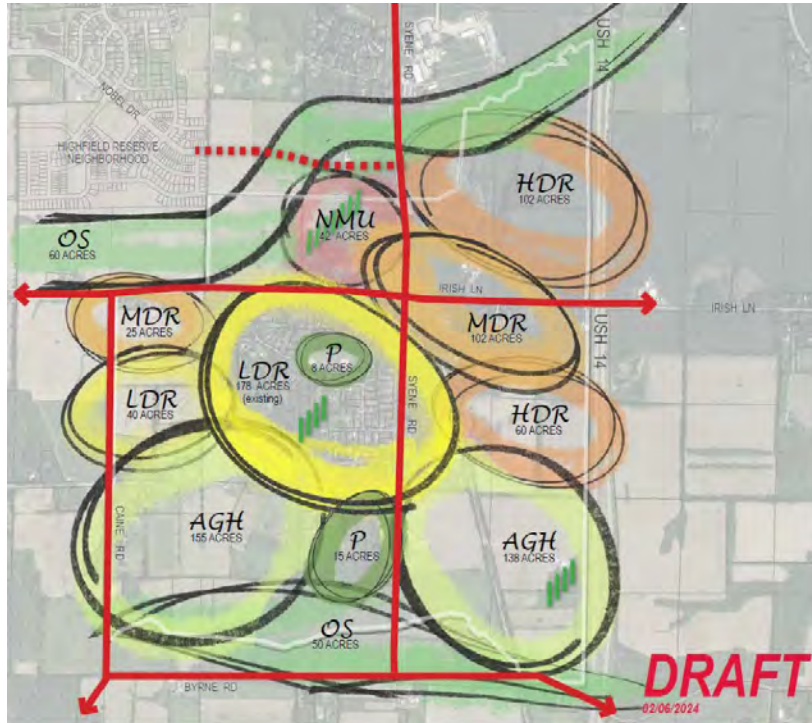
- Interchange at Irish Lane
- Business Park along the east
- Majority of development to the north w/ pocket in Southeast
- Agrihood/Open Space/Existing to the south
- Squeezed Moraine Park

# Option "C"



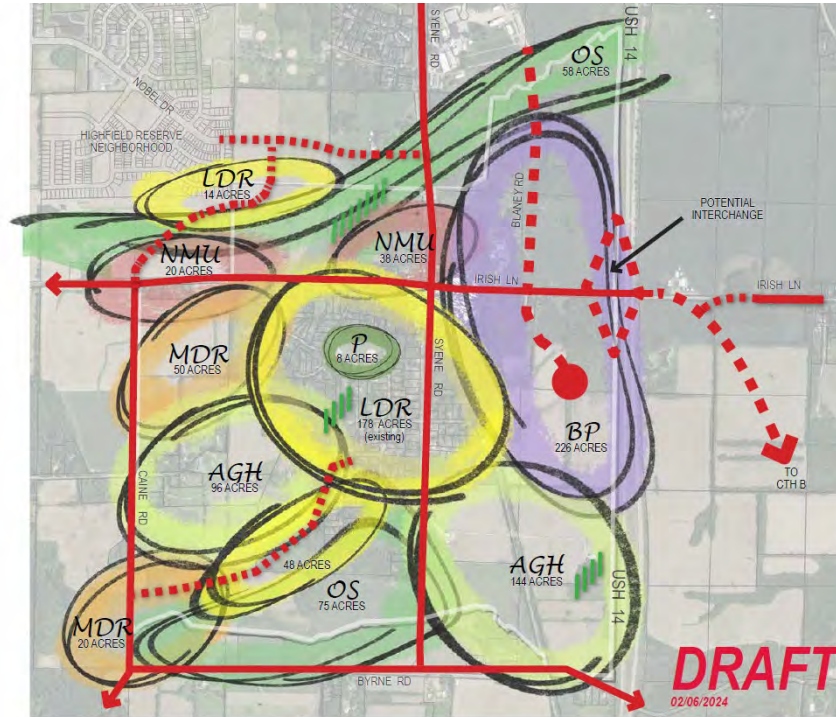
- Interchange north of Irish, connecting to Nobel Drive
- Business Park in the NE
- Development throughout
- Lowest area dedicated to Agrihood/Open Space
- Moraine Park narrow and pushed north

# Option "A"



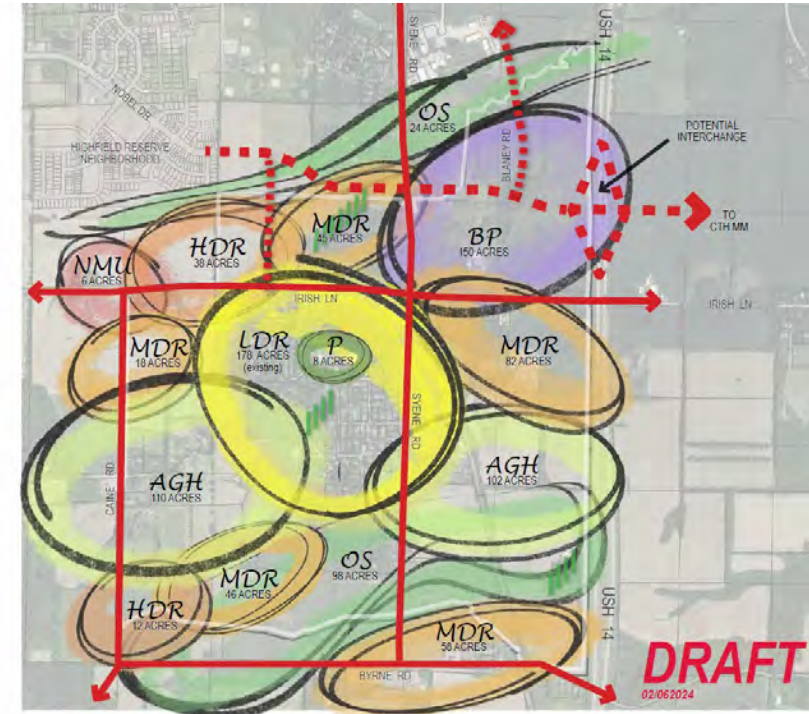
- Do not like that it lacks an interchange
- **Business Park should be included in the concept** (*needs/provide jobs*)
- Likely not practical to have such a large Moraine Park dedication

# Option "B" (preferred)



- Commercial likely less likely near Caine
- Some concerns with traffic on Irish Lane (*plus, tree impacts*)

# Option "C"



- Too dense, especially along the south end of the neighborhood
- **Some interest in a separate E/W road (removing future traffic from Irish Lane)**

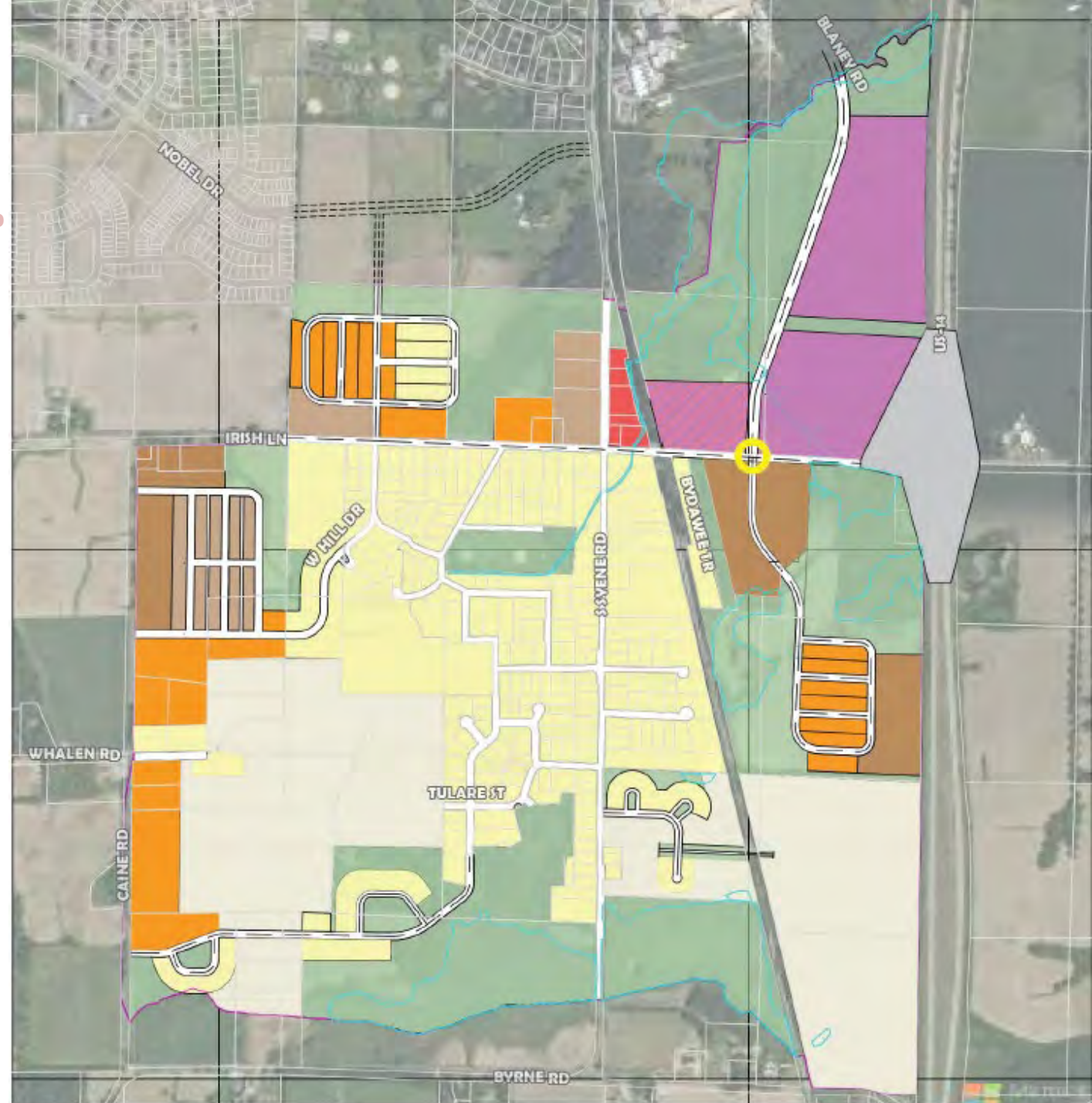
# REFINED CONCEPTS

# Concept "1"

## KEY THEMES

- Interchange at Irish Ln
- Business Park uses north of Irish (in NE)
- Residential Areas in the NW and NE
- Preservation of farming and suburban residential to the south (*agrihood*)
- Some MDR along Caine Rd (*offsets low-density infrastructure*)

<b>BP</b>	-	<b>7%-8%</b>
<b>COM</b>	-	<b>0.5%</b>
<b>NMU</b>	-	<b>0%-1%</b>
<b>HDR</b>	-	<b>5%</b>
<b>H/DR</b>	-	<b>3%</b>
<b>MDR</b>	-	<b>7%</b>
<b>LDR</b>	-	<b>24%</b>
<b>AGH</b>	-	<b>21%</b>
<b>OS</b>	-	<b>31%</b>



# Concept "2"

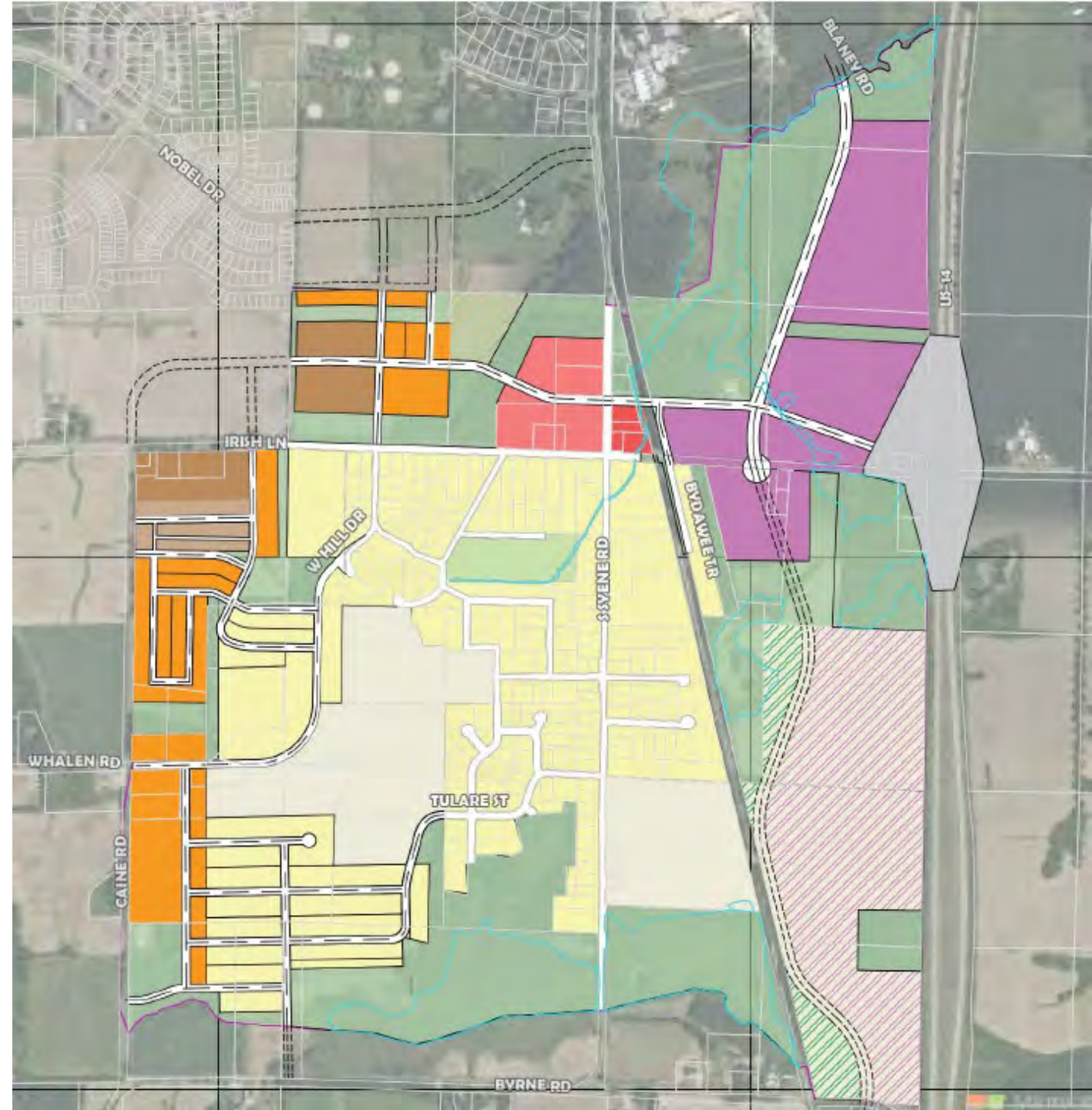
## KEY THEMES

- New E/W street to Interchange (*closure of Irish at tracks*)
- Business Park in the NE w/ potential "Farming-Related" Business Park in the SE (*along US 14*)
- NMU / COM node along Syene
- Preservation of farming in the middle
- Mix of Residential along the western and north of Irish Ln

**BP - 9% - 19%**  
**COM - 0.3%**  
**NMU - 1.7%**

**HDR - 2%**  
**H/DR - 1%**  
**MDR - 6%**  
**LDR - 27%**

**AGH - 12% - 23%**  
**OS - 31%**



# TONIGHT'S ACTIVITIES

**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 is open, showing the following items: Ordinances, Permit Forms & Fee Schedules, Plan Commission, Plans & Studies, Private Development Projects, SmartCode, Solar Resources, Zoning, Town of Madison Attachment, and Neighborhood Plans '23-'24. The 'Neighborhood Plans '23-'24' item is circled in red. To the right of the menu, there is content for 'Land Regulation Ordinances', 'Comprehensive Plan', and 'Department Responsibilities'.