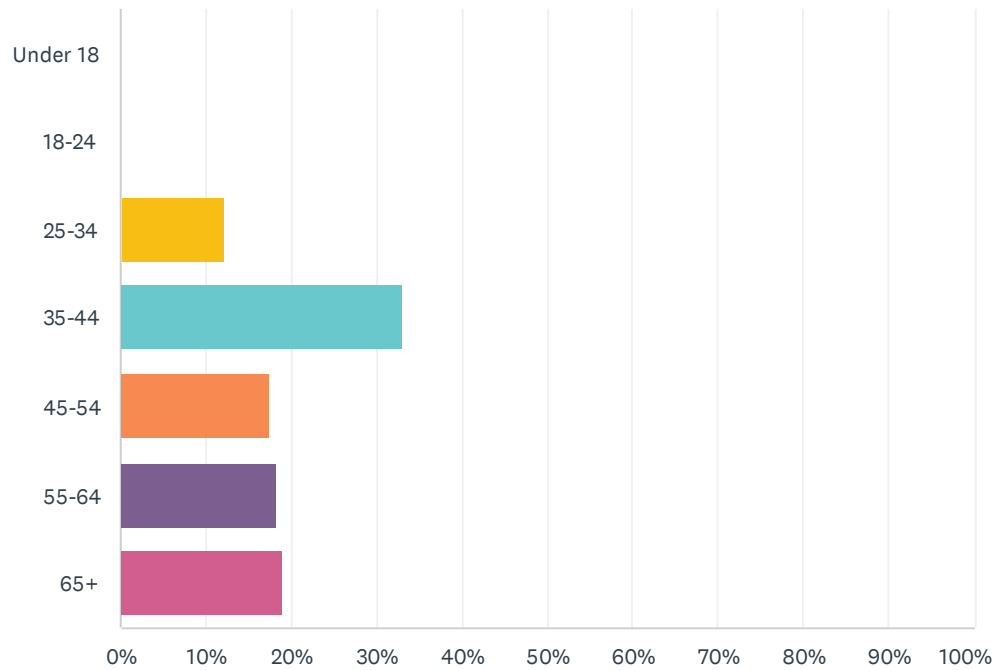


Q1 What is your age?

Answered: 290 Skipped: 0

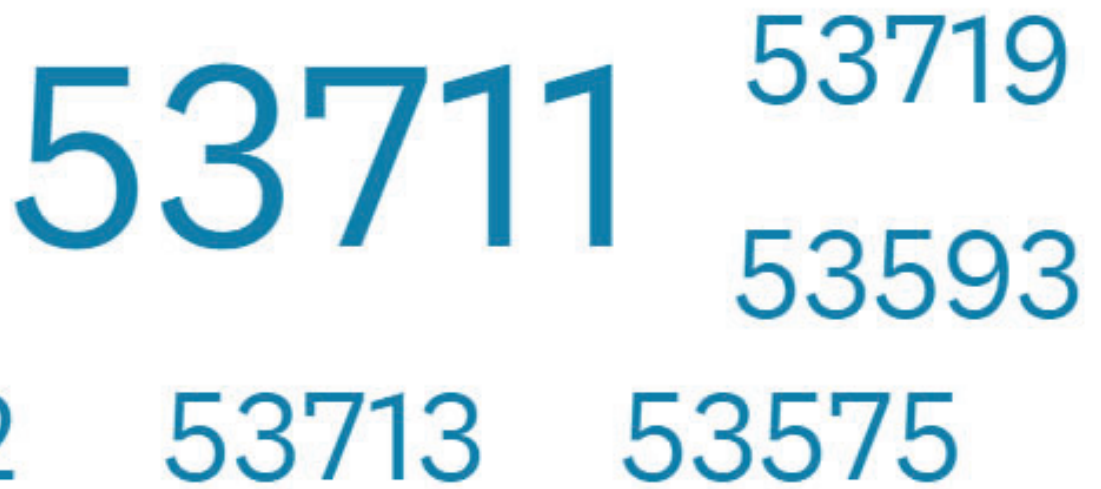


ANSWER CHOICES	RESPONSES	
Under 18	0.00%	0
18-24	0.00%	0
25-34	12.07%	35
35-44	33.10%	96
45-54	17.59%	51
55-64	18.28%	53
65+	18.97%	55
TOTAL		290

Q2 In what ZIP code is your home address? (Enter 5-Digit Code; for example 54935)

Answered: 288 Skipped: 2

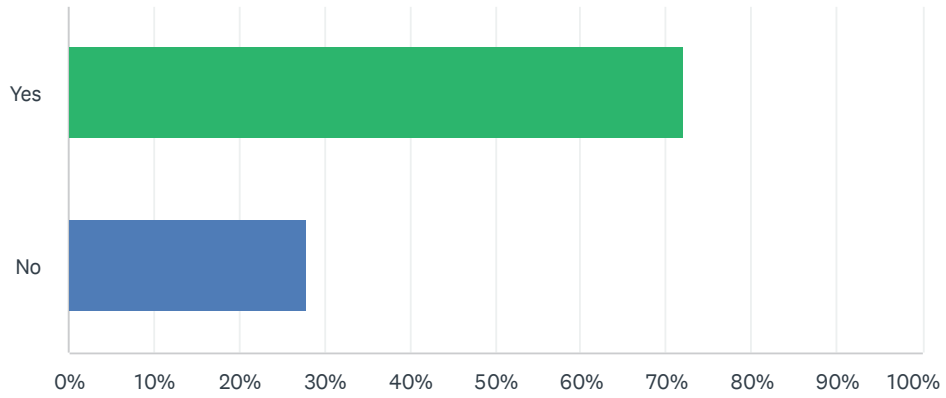
#	RESPONSES	DATE
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▼ 53711	<div style="width: 78.47%;"></div>	78.47%	226
▼ 53719	<div style="width: 6.60%;"></div>	6.60%	19
▼ 53593	<div style="width: 3.47%;"></div>	3.47%	10
▼ 53575	<div style="width: 2.43%;"></div>	2.43%	7
▼ 53713	<div style="width: 1.39%;"></div>	1.39%	4
▼ 53712	<div style="width: 1.04%;"></div>	1.04%	3

Q3 Do you live or work within a mile of the study area?

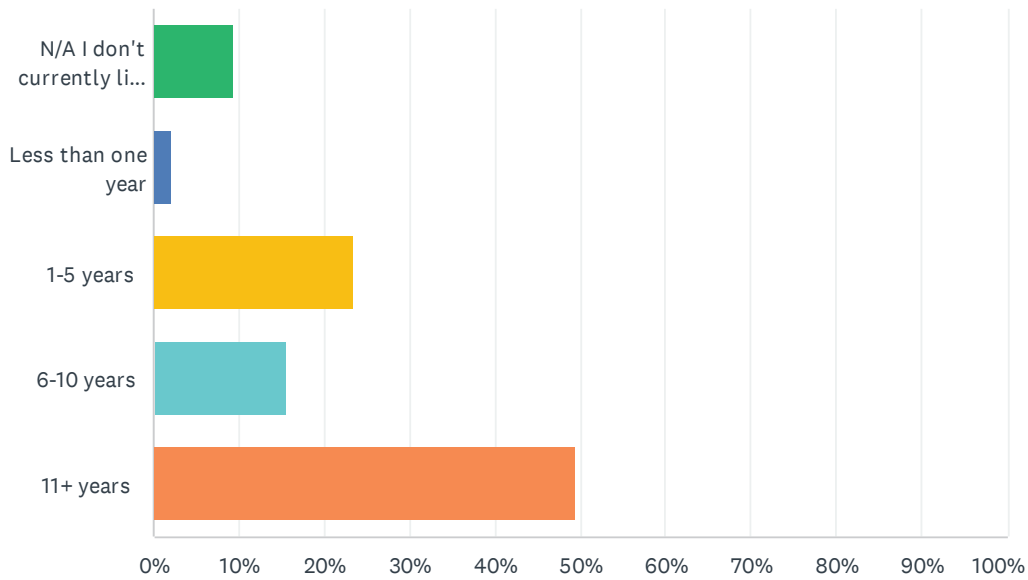
Answered: 290 Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes	72.07%	209
No	27.93%	81
TOTAL		290

Q4 If you live in the City of Fitchburg, how long have you lived here?

Answered: 289 Skipped: 1



ANSWER CHOICES	RESPONSES	
N/A I don't currently live in Fitchburg	9.34%	27
Less than one year	2.08%	6
1-5 years	23.53%	68
6-10 years	15.57%	45
11+ years	49.48%	143
TOTAL		289

Q5 How appropriate are these housing types shown above on the EDGE of the neighborhood facing collector/arterial streets (e.g. Lacy Rd, Fitchrona Rd)?

Answered: 235 Skipped: 55

Low-density residential (2-5 units per acre) include single-family lots (1/3 acre or larger), duplex, triplex, and fourplexes.



	VERY APPROPRIATE	OKAY	NOT APPROPRIATE	TOTAL	WEIGHTED AVERAGE
1 - Single Family (1 acre lot)	38.20% 89	22.75% 53	39.06% 91	233	2.24
2 - Single Family (1/3 acre lot)	37.23% 86	34.63% 80	28.14% 65	231	2.16
3 - Duplex	30.26% 69	34.65% 79	35.09% 80	228	2.44
4 - Townhomes (2-4 units)	37.93% 88	26.29% 61	35.78% 83	232	2.22
5 - Single Family (3/4 acre lot)	35.65% 82	30.00% 69	34.35% 79	230	2.27
6 - Single Family (1/2 acre lot)	38.10% 88	32.90% 76	29.00% 67	231	2.15

Q6 How appropriate are these housing types shown above in the MIDDLE of the neighborhood?

Answered: 233 Skipped: 57

	VERY APPROPRIATE	OKAY	NOT APPROPRIATE	TOTAL	WEIGHTED AVERAGE
1 - Single Family (1 acre lot)	39.57% 91	24.35% 56	36.09% 83	230	2.17
2 - Single Family (1/3 acre lot)	47.39% 109	32.61% 75	20.00% 46	230	1.78
3 - Duplex	28.44% 64	37.33% 84	34.22% 77	225	2.49
4 - Townhomes (2-4 units)	29.20% 66	30.97% 70	39.82% 90	226	2.52
5 - Single Family (3/4 acre lot)	38.43% 88	29.69% 68	31.88% 73	229	2.17
6 - Single Family (1/2 acre lot)	45.02% 104	33.77% 78	21.21% 49	231	1.86

Q7 How appropriate are these housing types shown above on the EDGE of the neighborhood facing collector/arterial streets (e.g. Lacy Rd, Fitchrona Rd)?

Answered: 215 Skipped: 75

Medium-Density Residential (5-9 units per acre) includes single-family (1/4 acre lots or less), duplex, triplex, fourplex, and smaller multi-unit buildings (generally 16 units or less).



	VERY APPROPRIATE	OKAY	NOT APPROPRIATE	TOTAL	WEIGHTED AVERAGE
1 - Single Family (1/8 acre lot)	21.50% 46	35.05% 75	43.46% 93	214	2.79
2 - Single Family (1/4 acre lot)	25.23% 54	35.98% 77	38.79% 83	214	2.63
3 - Fourplex	28.30% 60	26.42% 56	45.28% 96	212	2.60
4 - Duplex	23.83% 51	37.38% 80	38.79% 83	214	2.67
5 - Small Multi-Family Building	23.36% 50	24.77% 53	51.87% 111	214	2.82
6 - Townhomes (4-6 units)	27.36% 58	28.30% 60	44.34% 94	212	2.62

Q8 How appropriate are these housing types shown above in the MIDDLE of the neighborhood?

Answered: 215 Skipped: 75

	VERY APPROPRIATE	OKAY	NOT APPROPRIATE	TOTAL	WEIGHTED AVERAGE
1 - Single Family (1/8 acre lot)	28.50% 61	34.58% 74	36.92% 79	214	2.51
2 - Single Family (1/4 acre lot)	35.35% 76	35.81% 77	28.84% 62	215	2.23
3 - Fourplex	22.17% 47	29.25% 62	48.58% 103	212	2.82
4 - Duplex	22.75% 48	34.12% 72	43.13% 91	211	2.75
5 - Small Multi-Family Building	18.31% 39	25.35% 54	56.34% 120	213	3.01
6 - Townhomes (4-6 units)	19.72% 42	32.39% 69	47.89% 102	213	2.89

Q9 How appropriate are these housing types shown above on the EDGE of the neighborhood facing collector/arterial streets (e.g. Lacy Rd, Fitchrona Rd)?

Answered: 212 Skipped: 78

High-Density Residential (9 or more units per acre) includes a variety of housing types, from single-family homes (1/10 acre lots or smaller - alley/carriage lane served) to medium/large multi-family residential buildings.



	VERY APPROPRIATE	OKAY	NOT APPROPRIATE	TOTAL	WEIGHTED AVERAGE
1 - Single Family (1/12 acre lot)	17.62% 37	32.86% 69	49.52% 104	210	2.97
2 - Large Multi-Family Building	22.17% 47	11.32% 24	66.51% 141	212	3.00
3 - Small Multi-Family Building	24.76% 52	21.90% 46	53.33% 112	210	2.79
4 - Medium Multi-Family Building	24.06% 51	17.45% 37	58.49% 124	212	2.86
5 - Townhomes (4-8 units)	26.19% 55	29.52% 62	44.29% 93	210	2.66
6 - Single-Family (1/10 acre lot)	16.27% 34	31.10% 65	52.63% 110	209	3.04

Q10 How appropriate are these housing types shown above in the MIDDLE of the neighborhood?

Answered: 212 Skipped: 78

	VERY APPROPRIATE	OKAY	NOT APPROPRIATE	TOTAL	WEIGHTED AVERAGE
1 - Single Family (1/12 acre lot)	20.95% 44	32.86% 69	46.19% 97	210	2.83
2 - Large Multi-Family Building	12.80% 27	14.69% 31	72.51% 153	211	3.34
3 - Small Multi-Family Building	14.22% 30	27.96% 59	57.82% 122	211	3.15
4 - Medium Multi-Family Building	14.62% 31	19.34% 41	66.04% 140	212	3.22
5 - Townhomes (4-8 units)	20.00% 42	31.43% 66	48.57% 102	210	2.89
6 - Single Family (1/10 acre lot)	20.95% 44	30.00% 63	49.05% 103	210	2.86

Q11 How appropriate are these commercial and mixed use building types if built along collector/arterial roadways (e.g. Lacy Rd, Fitchrona Rd)

Answered: 212 Skipped: 78

Commercial and Mixed-use includes neighborhood-type businesses (typically under 20,000 square feet), as well as lots with a mix of uses. These uses can be standalone high-density residential, standalone commercial, or a mix of uses on the same site.



	VERY APPROPRIATE	OKAY	NOT APPROPRIATE	TOTAL	WEIGHTED AVERAGE
1 - Gas Station	25.00% 53	27.83% 59	47.17% 100	212	3.44
2 - Small Multi-Tenant Commercial Building	27.01% 57	35.07% 74	37.91% 80	211	3.22
3 - Small Mixed Use Building	32.70% 69	36.02% 76	31.28% 66	211	2.97
4 - Medium Mixed Use Building	29.05% 61	26.19% 55	44.76% 94	210	3.31
5 - Large Mixed Use Building	20.10% 42	17.22% 36	62.68% 131	209	3.85
6 - Drive Thru Restaurant	12.32% 26	22.75% 48	64.93% 137	211	4.05

Q12 How appropriate are these office and light industrial building types if built along collector/arterial roadways (e.g. Lacy Rd, Fitchrona Rd)

Answered: 210 Skipped: 80

Business Park include light industrial uses, office uses, and commercial uses that support the business park (e.g., retail and restaurant establishments).

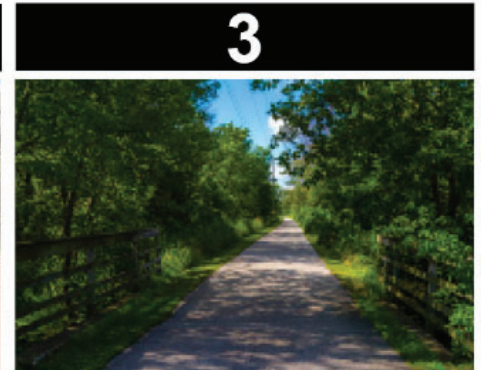


	VERY APPROPRIATE	OKAY	NOT APPROPRIATE	TOTAL	WEIGHTED AVERAGE
1 - Large 2-Story Office Building	16.75% 35	32.06% 67	51.20% 107	209	3.69
2 - Multi-Tenant Commercial Building	18.57% 39	35.71% 75	45.71% 96	210	3.54
3 - Small Office with Outdoor Storage	10.53% 22	34.45% 72	55.02% 115	209	3.89
4 - Large Office Building	14.29% 30	23.81% 50	61.90% 130	210	3.95
5 - Light Industrial Building	12.92% 27	27.75% 58	59.33% 124	209	3.93
6 - Medium-sized Office Building	15.71% 33	35.24% 74	49.05% 103	210	3.67

Q13 Which of the following uses/amenities (shown above) are desired in the future development of this neighborhood?

Answered: 210 Skipped: 80

Open Space, Parks and Farming



	DESIRED	OKAY/NEUTRAL	NOT DESIRED	TOTAL	WEIGHTED AVERAGE
1 - Community Garden	40.48% 85	40.48% 85	19.05% 40	210	1.98
2 - Community scaled farming area (Agrihood)	22.01% 46	48.80% 102	29.19% 61	209	2.63
3 - Paved path through woodlands/open space	80.00% 168	15.71% 33	4.29% 9	210	0.64
4 - Park / Playground	75.71% 159	20.00% 42	4.29% 9	210	0.77
5 - Path along open meadow and along stormwater ponds	76.67% 161	20.00% 42	3.33% 7	210	0.73
6 - Athletic Fields	31.43% 66	44.76% 94	23.81% 50	210	2.30

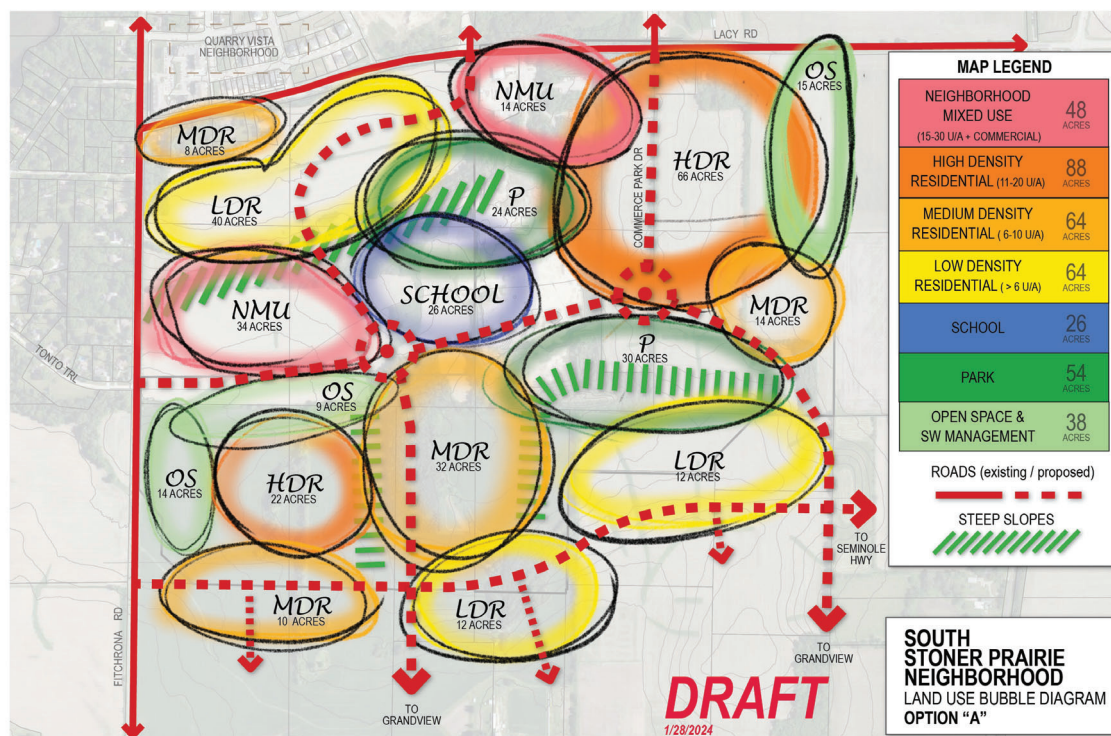
South Stoner Prairie Neighborhood Plan Survey

Land Use Option "A"

This concept includes:

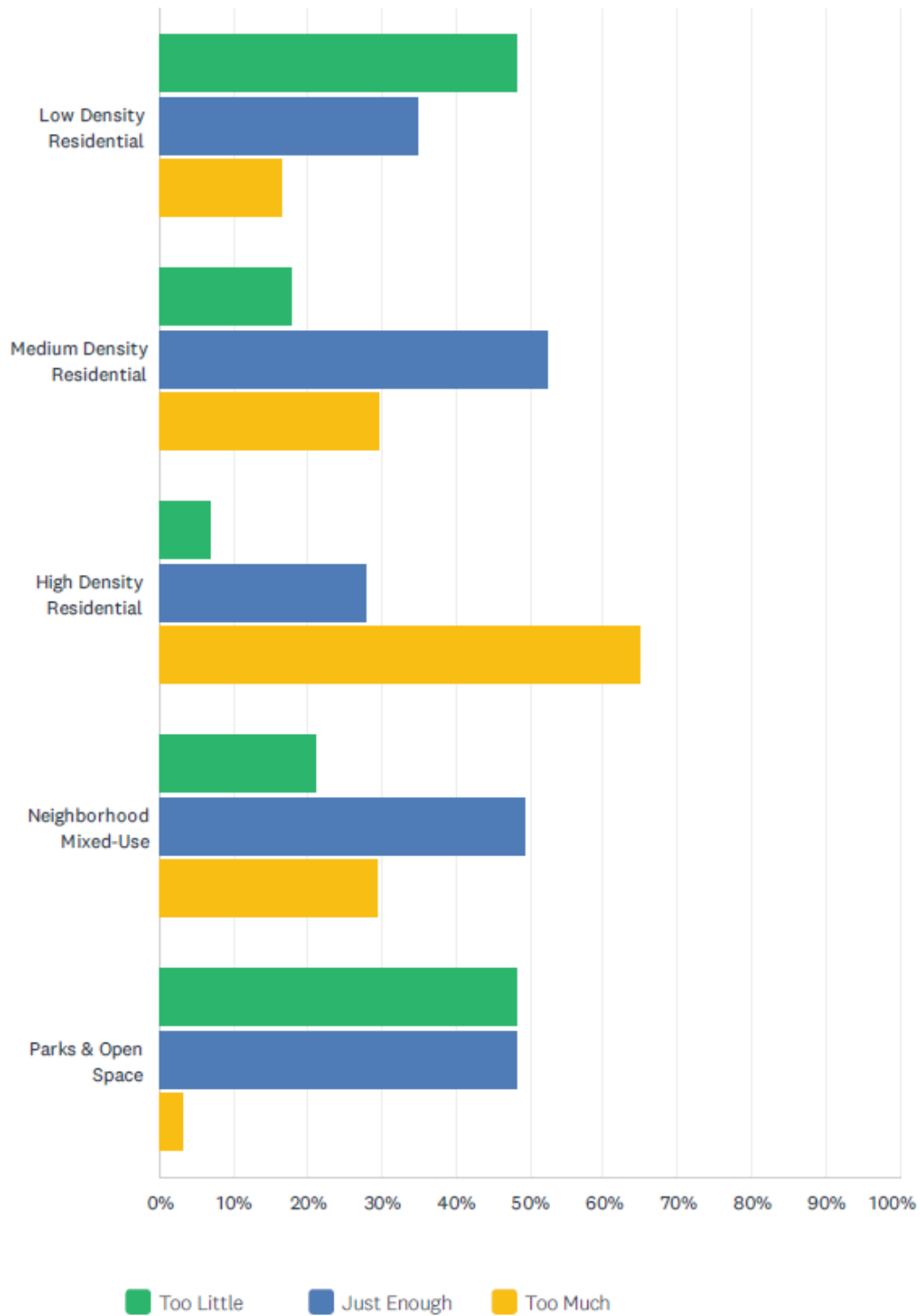
- 17% Low-density residential (yellow)
- 17% Medium-density residential (orange)
- 23% High-density residential (dark orange)
- 13% Neighborhood Mixed Use (red)
- 7% School
- 24% Park & Open Space (greens)

Land Use Option "A"



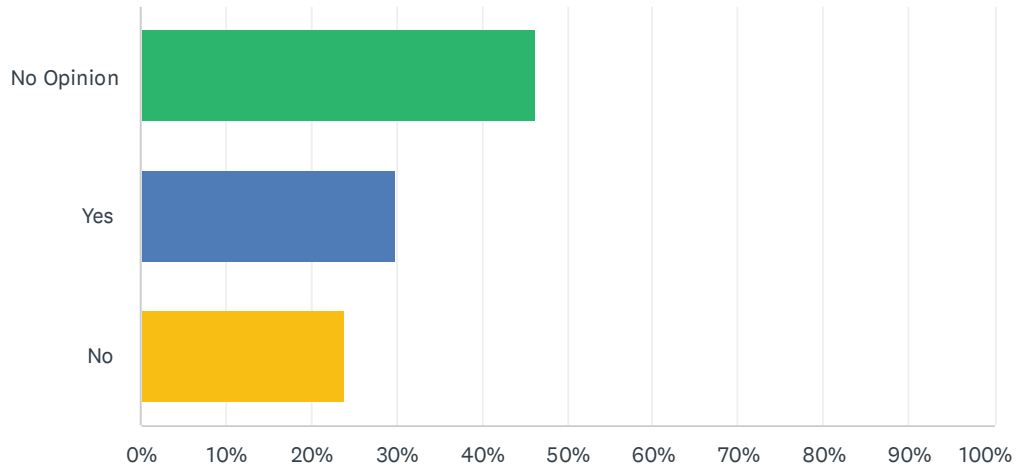
Q14 Do you agree with the amount of _____ in the diagram above?

Answered: 187 Skipped: 103



Q15 Do you like the road network presented in the diagram above? (Note: local roads will be incorporated in detailed concept)

Answered: 188 Skipped: 102



ANSWER CHOICES	RESPONSES	
No Opinion	46.28%	87
Yes	29.79%	56
No	23.94%	45
TOTAL		188

Q16 Describe elements you LIKE about the above concept.

Answered: 83 Skipped: 207

#	RESPONSES	DATE
1	I like the amount of parks and open space and also the incorporation of mixed use.	3/27/2024 9:38 PM
2	HDR and NMU along transportation corridors. School + parkland in the middle	3/27/2024 8:54 PM
3	Distribution of park and open space, school, neighborhood mixed use	3/27/2024 8:41 PM
4	OS and P and School	3/21/2024 11:26 AM
5	I like the school being located in the center of the neighborhood since schools are nuclei of neighborhoods, so it will be walkable for all without having to cross a major arterial road. In addition, I like the variety of housing types being interspersed throughout the development rather than concentrated in a single area.	3/18/2024 1:04 PM
6	I like that there is more medium and high density than low density. We can't afford to keep building homes on massive lots.	3/17/2024 8:02 PM
7	More walkable neighborhoods with necessities like grocery and pharmacy. Build neighbors where cars are optional not a necessity.	3/13/2024 1:36 PM
8	The higher density uses along Lacy Rd seem to make sense. Also the placement of park / open space surrounding the areas with steep slopes is practical	3/13/2024 1:33 PM
9	Surely there are qualified, educated experts available to the city that will be able to make these decisions rather than opinions of the general public. There is a place for public opinion, but I believe that this is not one of them.	3/8/2024 5:21 PM
10	You do realize this proposed development site is on a quarry, right? This is schoolboy art, not a serious plan.	2/29/2024 7:40 PM
11	I like that small single family homes aren't crammed right up onto the road like I have seen in Swan Creek. Like that there is green space mixed throughout.	2/29/2024 12:24 AM
12	Green space	2/29/2024 12:18 AM
13	The high density & mixed use (though all of your mixed use examples seemed more like single use "retail", "commercial", but no retail/commercial with housing above), surrounded by parks & open space.	2/28/2024 10:05 AM
14	I think commerce drive should come straight across lacy like this. Lacy road to the east towards seminole should be Mixed-Use or High Density Residential. I envision ground floor commercial with residential floors above. Then as you move south decrease density products.	2/27/2024 8:54 AM
15	Open spaces	2/26/2024 4:13 PM
16	Good flow of usage areas where low density area aren't directly adjacent to high density areas.	2/26/2024 8:00 AM
17	Amount of green space	2/25/2024 10:38 AM
18	I like the school. I like that there's some high density and mixed use. I like that there's some high density residential right next to Lacy Rd. And since you didn't ask what I DON'T like, I'll include it here. Please stop with all the low-density residential! We only get one shot at developing this land. Let's plan for the long term. There's not enough housing in the area. New developments need to strongly prioritize higher density options, while also offering the option for home ownership. Maximum single-family lot size of 1/12 acre, but higher priority for townhomes, multi-unit owner occupied buildings. In order to preserve green space, we need to stop allowing so many huge single family lots. Not all multi-unit "buildings" should be rentals. We also need to incentivize mixed use buildings (businesses like coffee shops, bakeries, gyms, on first floor of large apartment buildings). A plan for the future would prioritize walkable mixed-use neighborhoods with transit, and not such a high dependence on car ownership.	2/25/2024 7:59 AM

South Stoner Prairie Neighborhood Plan Survey

19	Steep slopes primarily in the parks & open spaces.	2/24/2024 2:08 PM
20	Like the location of the NMU parcels	2/24/2024 7:33 AM
21	Mixed use and blends with the type of development already going on in this area	2/23/2024 1:43 PM
22	I guess I like that you are planning for a school but a bit frustrated that it may mean my kids have to change schools. I moved to Demarco trail because I liked living in the country. There are plenty of areas of Fitchburg closer to Madison that would be more appropriate for high density housing, closer to public transit, and closer to amenities. It seems like you are building from the outside in and worsening exurban sprawl.	2/23/2024 8:53 AM
23	School is central to the neighborhood.	2/22/2024 5:26 PM
24	I think all of those road outlets may start to pose traffic hazards near the already busy intersection of fast-traffic roads	2/22/2024 4:41 PM
25	Who on earth thinks this is a good plan? This is what you would get if you make a card for every type of building and then tried your hardest to cram them into one property. This isn't how we live and certainly not how we work or play. This plan simply isn't going to fly.	2/21/2024 4:21 PM
26	Low and medium density housing	2/21/2024 3:16 PM
27	I dislike the plan. This should be houses.	2/21/2024 12:15 PM
28	I don't like this. I prefer a residential neighborhood. After reviewing at this and talking to neighbors, I drove over and looked at this property. There is nothing flat about it. This project makes no sense.	2/21/2024 8:36 AM
29	School	2/20/2024 10:03 PM
30	Park space, business/shopping potential along main roads	2/20/2024 7:56 PM
31	Parks and low density	2/20/2024 5:20 PM
32	Nice usage of green space	2/20/2024 2:23 PM
33	Commercial frontage along Lacy rd is a plus	2/20/2024 1:48 PM
34	Low density residential and park and open space/storm water was incorporated.	2/20/2024 9:52 AM
35	Green space, school, different types of residential housing	2/20/2024 9:43 AM
36	I like another school... is it VASD or MMSD or OSD?	2/20/2024 9:08 AM
37	Parks	2/20/2024 8:50 AM
38	Nice blend	2/20/2024 8:33 AM
39	Another low-density neighborhood that will be turned into some "smart neighborhood" by Ehlers and company. We want what P&D proposed, not this rats nest.	2/20/2024 7:42 AM
40	I like the mix of housing options; I'm not sold on the efficiency or their locations or the road network.	2/19/2024 9:38 PM
41	Mixed use. I want more commercial and food options in Fitchburg.	2/19/2024 5:45 PM
42	I like that there is NMU being planned in, and that there are plans for park/open space and a school in amongst the houses.	2/19/2024 3:20 PM
43	School and park space.	2/19/2024 1:59 PM
44	It's okay - really don't like the high density at the corner.	2/19/2024 1:32 PM
45	I prefer the original plan we were presented a few years back.	2/19/2024 1:18 PM
46	Is fitchburg considering traffic high density and commercial will bring?	2/19/2024 12:53 PM
47	I like the dispersed parks and open space creating lots of small parks/open spaces easily accessible by different pockets of low/medium density residential housing.	2/19/2024 11:16 AM
48	When this area was added to the Urban Service Area, it was sold to citizens as low density houses. Obviously this was a lie. Go back and check the meeting notes.	2/19/2024 10:57 AM

South Stoner Prairie Neighborhood Plan Survey

49	School? Lol. Stoner prairie is at 65% of capacity. This design is clearly made by a developer intent on self-enrichment. The city has lost all control on development in our city. Very sad. Tom Hovland should be brought back in to help craft a vision for the future.	2/19/2024 7:40 AM
50	I like the different types mixed together but I feel like it's still limited areas to be self sustaining. It would be nice to have mixed use more with medium and high density areas to allow for walking/biking options for dinner and work areas	2/18/2024 7:48 PM
51	School leads to cohesive neighborhoods	2/18/2024 6:25 PM
52	Balance needs, affordability, desirability	2/17/2024 4:59 PM
53	Intertwined pockets, something for everyone, inclusion of walking and bike paths/greenspace	2/17/2024 8:24 AM
54	The school in the middle	2/16/2024 11:39 PM
55	na don't like it	2/16/2024 3:21 PM
56	Some mixed use spaces -- this area desperately needs MORE. Balance with parks.	2/16/2024 1:47 PM
57	Park space and low density housing	2/16/2024 1:39 PM
58	HDR and mixed use on the main roads. Inclusion of Park and open spaces	2/16/2024 1:37 PM
59	More parks and commercial mixed use buildings	2/16/2024 1:29 PM
60	Adding another school to Fitchburg	2/16/2024 1:09 PM
61	I like the addition of a mixed commercial area. I also like the variety of different types of residential density.	2/16/2024 1:02 PM
62	Ranch style housing no steps. Traffic will be a problem 240000 is too much cost for norm of people	2/15/2024 12:08 PM
63	I like that we are allowing mixed-use neighborhoods. I want to live in places where I can walk to businesses, and where I am not car dependent for every errand/activity.	2/15/2024 10:12 AM
64	I like that there's a school and a good mix of housing types with a little commercial	2/14/2024 6:41 PM
65	Things are all mixed together with good of green space throughout. There needs to be more affordable housing options in this part of the city.	2/14/2024 5:21 PM
66	Parks, residential areas, and limited commercial space.	2/14/2024 3:28 PM
67	Nothing. There is no need to fill agricultural land with buildings and concrete that negatively impact the environment and ultimately the climate.	2/14/2024 2:54 PM
68	Flow	2/14/2024 2:18 PM
69	Low density housing.	2/14/2024 1:58 PM
70	The more grid-like the road pattern, the better. (I understand steep slopes interrupt the grid.) No cul-de-sacs! This area would be a great application of the SmartCode, arranged as several ped-sheds.	2/14/2024 1:38 PM
71	Parks and open space	2/14/2024 1:35 PM
72	Park placement is wise!	2/14/2024 1:30 PM
73	There is a decent amount of park/open space.	2/14/2024 1:24 PM
74	no opinion	2/14/2024 12:54 PM
75	I like the inclusion of parks, and higher density housing.	2/14/2024 12:26 PM
76	We need high density housing.	2/13/2024 9:55 AM
77	Mixed use; plan for workspace within neighborhoods.	2/12/2024 8:33 PM
78	Nothing. Everything needs to be proposed again. High density needs to be distributed, not just in one hot spot. There is no room for a school here. Consider traffic - the newly built Lacy Rd won't be suitable for this build.	2/12/2024 8:20 PM
79	I like the amount of green space and how all the uses are integrated. I would like to see more	2/12/2024 8:16 PM

South Stoner Prairie Neighborhood Plan Survey

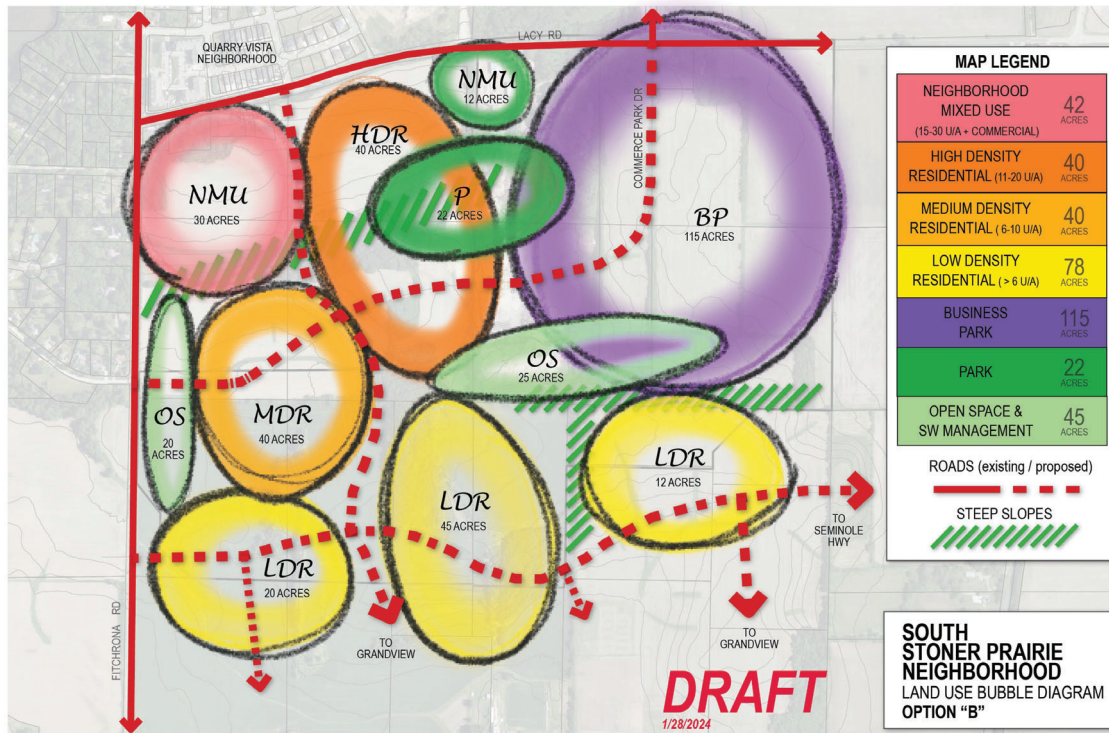
medium residential than low residential. I hope there will be a nice sidewalk/trail network connecting this neighborhood to other city trails.

80	Nothing	2/12/2024 8:11 PM
81	Assembling a neighborhood around a school	2/12/2024 7:32 PM
82	None, leave it agriculture land. Stop developing all the ag land in this city.	2/12/2024 7:29 PM
83	Through connectivity. NMU adjacent to HDR. School. Open space preservation of existing forested areas.	2/7/2024 10:04 PM

South Stoner Prairie Neighborhood Plan Survey Land Use Option "B"

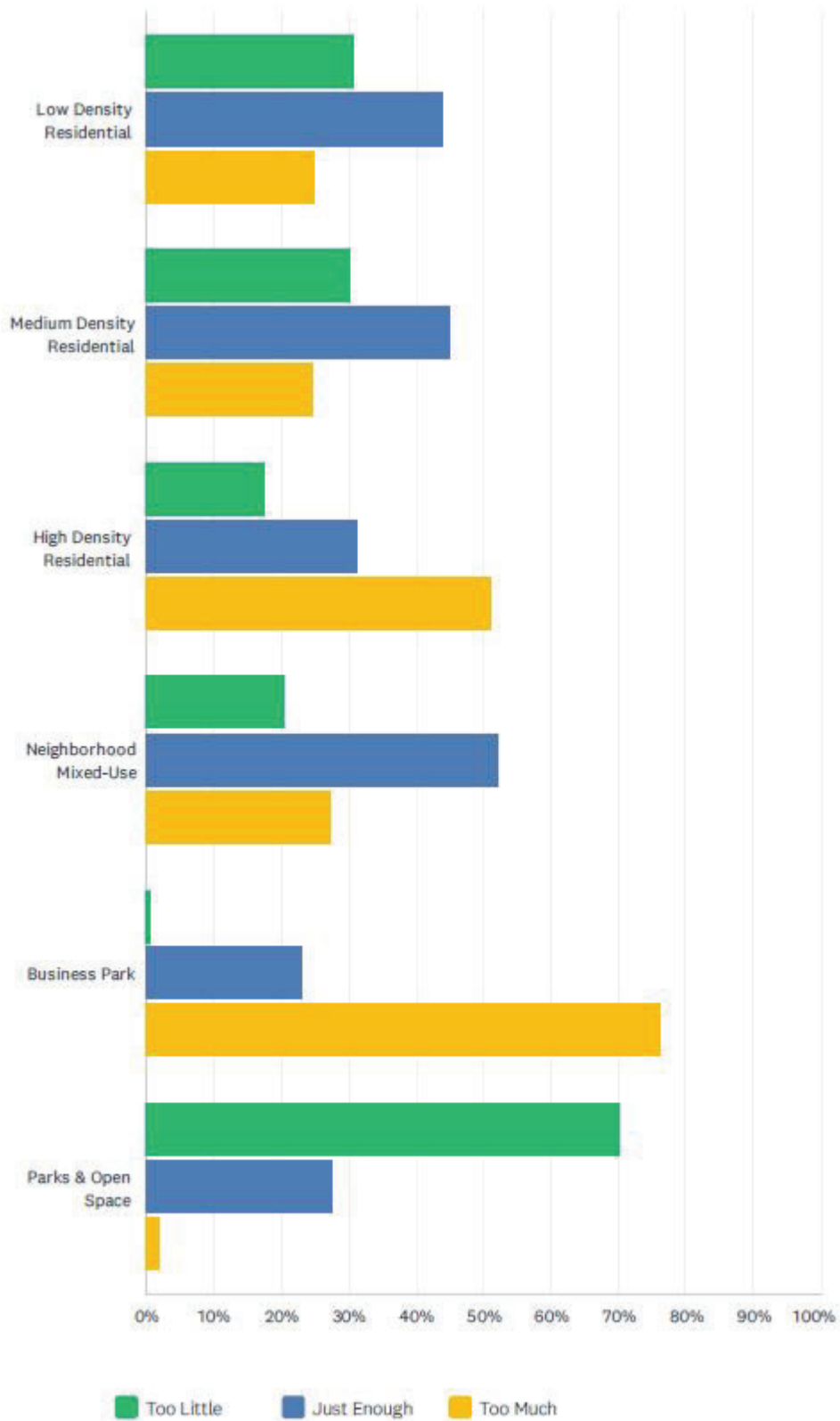
- 20% Low-density residential (yellow)
- 10% Medium-density residential (orange)
- 10% High-density residential (dark orange)
- 11% Neighborhood Mixed Use (red)
- 30% Business Park (purple)
- 18% Park & Open Space (greens)

Land Use Option "B"



Q17 Do you agree with the amount of _____ in the diagram above?

Answered: 183 Skipped: 107

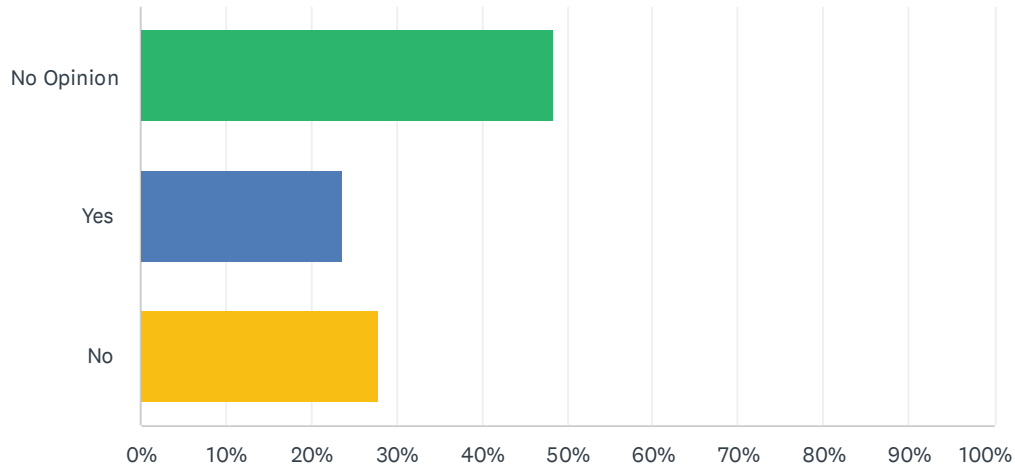


South Stoner Prairie Neighborhood Plan Survey

	TOO LITTLE	JUST ENOUGH	TOO MUCH	TOTAL	WEIGHTED AVERAGE
Low Density Residential	30.94% 56	44.20% 80	24.86% 45	181	1.63
Medium Density Residential	30.22% 55	45.05% 82	24.73% 45	182	1.64
High Density Residential	17.58% 32	31.32% 57	51.10% 93	182	2.16
Neighborhood Mixed-Use	20.56% 37	52.22% 94	27.22% 49	180	1.86
Business Park	0.55% 1	23.20% 42	76.24% 138	181	2.75
Parks & Open Space	70.17% 127	27.62% 50	2.21% 4	181	0.62

Q18 Do you like the road network presented in the diagram above? (Note: local roads will be incorporated in detailed concept)

Answered: 182 Skipped: 108



ANSWER CHOICES	RESPONSES	
No Opinion	48.35%	88
Yes	23.63%	43
No	28.02%	51
TOTAL		182

Q19 Describe elements you LIKE about the above concept.

Answered: 61 Skipped: 229

#	RESPONSES	DATE
1	HDR & NMU along transportation corridor	3/27/2024 8:55 PM
2	NMU at corner of Lacy and Fitchrona	3/27/2024 8:45 PM
3	This area needs at least some commercial/industrial beyond mixed use	3/21/2024 9:55 AM
4	The mixed use at the corner of Lacy and Fitchrona is an ideal spot. I like in this plan that the mixed use is located closer to the major thoroughfares so it's more visible from the roadway.	3/18/2024 1:05 PM
5	The low density residential surrounding the edge of the new neighborhood, bordered by open spaces	3/13/2024 1:36 PM
6	See my previous comment.	3/8/2024 5:22 PM
7	I'd prefer the city designate the entire property as a park.	2/29/2024 7:41 PM
8	Makes sense to have a business park adjacent to the other business park across the way	2/29/2024 12:27 AM
9	Nothing that I see.	2/29/2024 12:22 AM
10	Same as Option A: high density & mixed use surrounded by parks & open space.	2/28/2024 10:06 AM
11	The large business park area is not the highest and best use of this land.	2/27/2024 8:55 AM
12	Low density areas to the south and higher density and mixed use on the edges of the main artery roads makes sense.	2/26/2024 8:02 AM
13	I like the business park idea, but it's way too big. I like the mixed use at the corner of Lacy and Fitchrona (unless it's standalone gas station or drive-thru restaurant). Again, we should be developing for the future, not holding on to mid-20th century ideas of suburbia. Please make a walkable, high density neighborhood with amenities (school, park, 3rd spaces to build community) and stop catering to folks who want a huge lot with a single home on it. We should maximize opportunities for as many folks as possible to have decent, affordable housing in a neighborhood that has access to all their needs within walking/biking distance.	2/25/2024 8:10 AM
14	Fewer roads than in Option A. No road intersecting a path from Quarry Ridge into SSP	2/24/2024 2:12 PM
15	Keeping the LDR together at the south end.	2/24/2024 7:36 AM
16	We do not need more business parks especially in farm country. Commercial real estate vacancy rates are incredibly high. I am currently looking at a floorplan in my office in Madison with 70 empty cubicles.	2/23/2024 8:55 AM
17	I still think there maybe would be concerns with the amount of traffic and associated hazards for the Lacy intersection but think this may be less than option A with more residential traffic	2/22/2024 4:43 PM
18	We went through a plan for this property 3 years ago. Why are we revisiting this? I thought this was going to be a really nice residential neighborhood, now it looks like someone's graduate project in building a mini-city in a cornfield. This has to be a joke, right?	2/21/2024 4:23 PM
19	Low density	2/21/2024 3:18 PM
20	I'm confused. Why is this not just houses? Smells very developer driven.	2/21/2024 12:16 PM
21	This should be all low density residential.	2/21/2024 8:39 AM
22	Open space	2/20/2024 10:04 PM
23	NMU along main roads	2/20/2024 7:57 PM
24	Low density housing	2/20/2024 8:51 AM

South Stoner Prairie Neighborhood Plan Survey

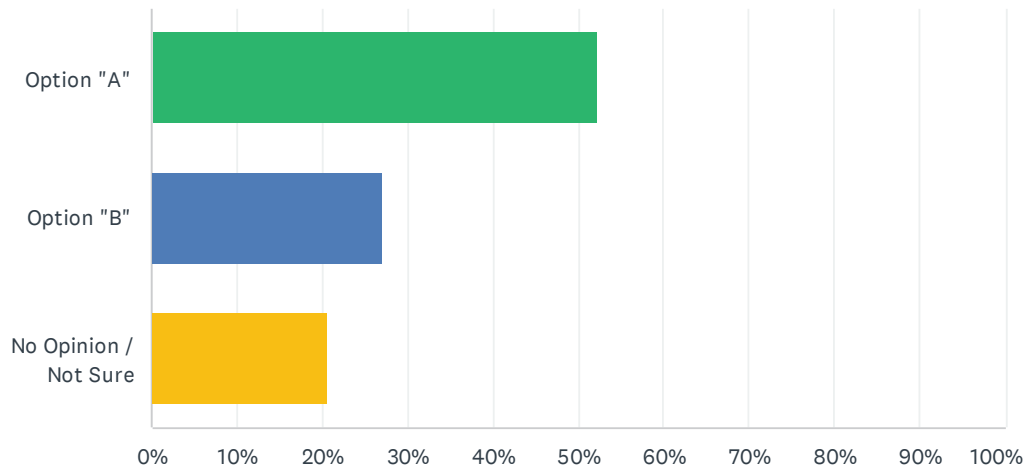
25	I can't wait for the City to allow Veridian to pay another parkland penalty and walk away with millions while leaving us to pick up the pieces. This plan does not fit into any long range plan for creating a better community in Fitchburg. The mixed use dream needs to die.	2/20/2024 7:44 AM
26	If you want that much business park space, bury it in the SW quadrant. It's not appropriate at the major location you are showing it. That location is better for HDR, green space, or retail.	2/19/2024 9:41 PM
27	Mixed use	2/19/2024 5:46 PM
28	This looks alright except the business park.	2/19/2024 3:22 PM
29	Not much. Increased low density.	2/19/2024 2:00 PM
30	Business on the corner instead of high density	2/19/2024 1:34 PM
31	Honestly there isn't much at all I like on this concept.	2/19/2024 11:19 AM
32	Once again, this was sold as a low density neighborhood and we are now being presented with something totally different. Typical Fitchburg development. Can't stick an actual plan. Can't create a real community because we allow unchecked greenfield development with no foresight.	2/19/2024 10:58 AM
33	Once again, the development of Stoner Prairie south was sold as small neighborhood of lots similar to Lacy Heights and now we're letting a developer make comprehensive plan amendments to craft the land to maximize profits the city will allow them to get away with. See the North Stoner Prairie fiasco with that Ehlers shepherded through. The city let him turn that into almost \$10M for himself. And they left building the park up to the city because the city didn't have the balls to say no.	2/19/2024 7:45 AM
34	Less main arteries for cutting thru if not from neighborhood	2/18/2024 6:27 PM
35	Do t like S much	2/17/2024 5:01 PM
36	Not much	2/17/2024 8:25 AM
37	Not much	2/16/2024 11:39 PM
38	I like this balance better than A	2/16/2024 3:23 PM
39	Mixed use on Lacy,.	2/16/2024 1:49 PM
40	Parks and that high density is low, greatly prefer business space over any high density housing. My vote is NO high density anywhere.	2/16/2024 1:41 PM
41	Business Park could bring economic development. Inclusion of HDR and park spaces	2/16/2024 1:41 PM
42	Housing being further from Lacy	2/16/2024 1:10 PM
43	A park being near the high density residential space seems like a good idea	2/16/2024 1:03 PM
44	Green space -- but could be more	2/14/2024 5:23 PM
45	I like all the things that aren't the massive swath of business park land.	2/14/2024 3:30 PM
46	Nothing. There is no need to fill agricultural land with buildings and concrete that negatively impact the environment and ultimately the climate.	2/14/2024 2:55 PM
47	Lots of low density housing, which I believe we need more of!!	2/14/2024 2:30 PM
48	Not too many roads	2/14/2024 2:19 PM
49	Low density housing and parks	2/14/2024 1:59 PM
50	Looks too much like suburban form. We need more urban areas in Fitchburg if the city will ever be able to make ends meet.	2/14/2024 1:40 PM
51	NMU at the intersection of Lacy Rd and Fitchrona Rd, although it seems too large	2/14/2024 1:39 PM
52	that the business park is kept separate from everything else.	2/14/2024 1:31 PM
53	I like how the low-density housing is grouped together in the south, separating it from the business part and medium- and high-density housing.	2/14/2024 1:27 PM

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54	No school in the middle of the neighborhood. If a school needs to be part of the plan, it needs to be on the edge to keep school buses from running through the entire neighborhood at drop off and pick up times.	2/14/2024 12:56 PM
55	i like the inclusion of higher density housing and mixed use areas.	2/14/2024 12:28 PM
56	Mixed use, opportunity for increased density.	2/12/2024 8:38 PM
57	I don't like this concept.	2/12/2024 8:17 PM
58	Nothing	2/12/2024 8:12 PM
59	Not much to like	2/12/2024 7:35 PM
60	None, stop developing all of the agricultural land in the city.	2/12/2024 7:30 PM
61	NMU between residential and business park - serves both uses and improves potential viability of businesses. LDR takes advantage of views and is away from arterials/collectors so there aren't a bunch of new driveways. NMU could also serve existing quarry vista neighborhood and is located at high visibility intersection of Lacy and Fitchrona.	2/7/2024 10:07 PM

Q20 Which land use option do you prefer?

Answered: 184 Skipped: 106



ANSWER CHOICES	RESPONSES	
Option "A"	52.17%	96
Option "B"	27.17%	50
No Opinion / Not Sure	20.65%	38
TOTAL		184

South Stoner Prairie Neighborhood Plan Survey

	OPTION "A"	OPTION "B"	NO OPINION	TOTAL	WEIGHTED AVERAGE
Areas designated for Neighborhood Mixed Use (NMU)	41.24% 73	24.29% 43	34.46% 61	177	1.52
Areas designated for Residential (LDR, MDR, and HDR)	45.71% 80	32.57% 57	21.71% 38	175	1.30
Diversity of Uses (i.e., Option "A" school w/ no Business Park; Option "B" includes Business Park w/ no school)	61.80% 110	19.66% 35	18.54% 33	178	0.95
Arterial/Collector Road Network	33.33% 59	15.82% 28	50.85% 90	177	1.84
Parks & Open Space	65.34% 115	12.50% 22	22.16% 39	176	0.91

Q22 Do you have any additional comments about the two land use options?

Answered: 74 Skipped: 216

#	RESPONSES	DATE
1	I can picture Option A as a community. Option B feels like it is creating silos and could lead to the neighborhood becoming very segregated.	3/27/2024 9:40 PM
2	We have 280 acres and the absolute maximum number of dwelling units is only 4200? Cities in Europe build neighborhoods (https://t.ly/qhMHs) with 5500 housing units plus schools, offices, etc (20,000 jobs) on 85 acres that includes a 17 acre park. We need more (energy efficient) homes, in walkable neighborhoods, with more amenities and jobs, fewer roads, less car dependence, and more public transit. Healthier for the residents, the city's finances, and the planet.	3/27/2024 9:12 PM
3	Neither option is dense enough. No low-density residential should be included in this neighborhood. Need much more mixed-use. Vertical, not horizontal! In order to have enough green space and amenities, need to embrace higher buildings (5-7 stories) with retail on lower floors, residential above. Encourage a car-share program, and build high density along Lacy and Fitchrona, and provide transit options and bike infrastructure.	3/27/2024 8:51 PM
4	Needs housing options designated for residents 55+ ages.	3/21/2024 11:32 AM
5	A must to have some space for business park but would also be important to have a school site.	3/18/2024 1:07 PM
6	More walkable neighborhoods with amenities so people don't need to drive everywhere	3/13/2024 1:37 PM
7	See previous comment.	3/8/2024 5:23 PM
8	We are overloaded with High Density Residential, and being asked as a result to fund more staff, more infrastructure, and more police and fire protection. Strongly oppose both versions of high density residential!	3/8/2024 6:52 AM
9	I was just sent a video that showed Mayor Julia Arata-Fratta colluding with Veridian's Chris Ehlers to make a "simple" comprehensive plan amendment to expand the South Stoner Prairie neighborhood. Such behavior is very concerning. Not only is this a continuation of Fitchburg's inability to stand up to pushy developers, but showcases the corrupt influence of the realtor/developer money on the mayor. Unfortunately bringing this up in conversation will only lead to more "offline" discussions and backdoor deals between these corrupt officials and their puppet masters. Anyway, might want to address it before you get hit with another lawsuit. We can do better Fitchburg!	3/4/2024 7:07 PM
10	I am really struggling to understand your approach to developing this city. When will we start taking planning seriously. This is a poor attempt to lump in a previous designated and approved neighborhood on the corner of Lacy and Fitchrona to provide a gift to some developer. Is any of this what our city needs or wants? You'll find the answer is a resounding no unless you are a builder, commercial real estate owner, or real estate agent. We can't let them continue to define our future. This plan needs to be halted immediately.	2/29/2024 7:45 PM
11	Unsure about the need for a school vs a bigger business park in this area when there is that big area by Swan Creek that sits empty. I think it is important for residential, NMU and business areas to look aesthetically pleasing and be designed well and in keeping with the surrounding area. I don't like rows and rows of identical buildings and houses. Feels poorly planned and cheap. The area near Fitchburg's city hall is very beautiful and also has nice landscaping.	2/29/2024 12:35 AM
12	Build a dense/compact neighborhood served by transit. Design for walk, bike, & transit scores of at least 90. Be bold like Culdesac in Tempe AZ. TND/TOD means that people should be able to step out their front door, and within 5 minutes, walk past grocers, restaurants, various retail and professional services, and arrive at a lovely park or community garden or bus stop.	2/28/2024 10:58 AM

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No cars necessary. The only "roads" required are sidewalks, MUPs, and nature trails. It'll be healthier for the residents, easier on the city's budget, and better for the planet. This is the way to responsibly, efficiently, sustainably, and pleasantly grow a city.

13	Strongly against the location of the business park in Option"B"	2/27/2024 8:57 AM
14	Don't think another business park is needed especially with the already existing large business park just North of this area that extends all the way to McKee. Commercial is good, but should be more mixed use attracting small businesses offering services/retail that are more integrated to the nearby residential areas.	2/26/2024 8:06 AM
15	In question 21, all my "No opinion" responses are actually NEITHER option. (The survey is poorly designed, or designed to force a specific outcome -- You can do better!). It doesn't seem you gave people an opportunity to truly express their opinions unless they were willing to do a lot of typing. Neither design is a plan for the future. The city long ago claimed they'd work to develop transit-oriented development along the rail line. Why are we building here, and why aren't we at least making this development as green/sustainable/healthy as possible for the inhabitants and the planet? Maximize affordable housing, walkable neighborhoods with amenities and third spaces, and build actual communities please.	2/25/2024 8:21 AM
16	Neither seems ideal. The entirety of Lacy and Fitchrona should be high density mixed use walkable (think 15 minute city) and business park. Those roads should be served by transit. The interior should have a school and parks/open space. Any new road built should be along the south and east side and should be served by transit and surrounded with more walkable areas. Single family detached homes should not be built. They are the least spatially and energy efficient type of home and require the most per-capita infrastructure.	2/24/2024 2:23 PM
17	Don't really like the LDR near the intersection of Lacy and Fitchrona in option A. Otherwise I like it much better than B.	2/24/2024 7:39 AM
18	Why does the City of Fitchburg keep pushing for every piece of land in town to be developed?	2/23/2024 9:54 PM
19	This is all really poorly thought out. To get to these areas one drives past acres of unused land to the north and east. There are miles of low density housing between here and the beltline. Please redevelop the areas closer to the city and transit first to be denser, and develop this area with large lots.	2/23/2024 8:58 AM
20	I think with Lacy becoming a more heavily trafficked area, especially as a route between south cities and Madison that having a commercial facility and gas will certainly bring a lot of revenue to the city. But I do think that spacing those road outlets, as far away from the corner of Fitchrona and Lacy as possible would be better for safety	2/22/2024 4:48 PM
21	I was sent the video from your 1/18/24 meeting and I now realize that Mr. Ehlers is going to do exactly what he did with Stoner Prairie. Sell the citizens one thing and then amend it to his benefit. Always be reminded that he doesn't have the best community goal in mind, he is biased toward approval of a maximum housing unit number so he can hit a quota. He is going to advocate hard to include all land down to Grandview (remaining Fitchburg Minerals, Wolf Farm and Basha) in this. I was involved in Fitchburg's original comprehensive plan and I heard him say in the video that the future neighborhood used to extend further south. I can confirm it did not and don't let him bully you into thinking different. Go back and look at the plan. The South Stoner Prairie property is very complicated due to terrain and drainage paths, so perhaps it deserves a different look. Additionally, the "good" developments shown at the 1/18 meeting are internally looking, almost in a stand-alone way. I question the projected household growth numbers shown as well. Economic Development professionals are always focused on greenfield growth and never focus enough improving existing infill opportunities and shovel ready land. My suggestion is to create a true plan for the city and then consider the land and space needed for it and not do these pocket plans in isolated property fragments. Where is the community continuity in these plans for today and future? Also, I served on the Rural and Ag committee for years and I share a lot of the concerns that community members expressed in the December meeting about preserving ag. If we don't start making real commitments to land preservation, these developers will gobble it up 80 acres at a time and leave us with no functional heart to the community. We can blame past leadership, but inevitably, someone has to take charge and drive forward. I encourage you to continue to engage community members in this conversation.	2/22/2024 8:18 AM
22	More parks and open spaces	2/21/2024 9:56 PM
23	Disappointed that we are being forced into letting developers run the show. These plans are not	2/21/2024 4:52 PM

South Stoner Prairie Neighborhood Plan Survey

acceptable nor do they make any sense for our community. Go back to the drawing board.

24	I don't like either plan. I am still recovering from the fight we had with the North Stoner Prairie developer a few years back, so I'm not going to get involved, but I'm surprised the city has done such a poor job notifying neighbors of these plans for city within Fitchburg that might house more than 2,000 people. I remember when the developer said he met with neighbors, but the only "neighbor" that was notified was the property owner within 300 feet which was, wait for it.....himself. The city hasn't learned their lesson about notifications, but I bet they are watching the 30 day notices since they got sued by the Strassman's. At least we have that. Also, presenting a school in Plan A seems completely out of context. We have 2 great schools nearby and the Verona district just purchased another plot for future growth. Placing a school in a proposal is irresponsible, misleading, and a guaranteed sleeper property for a developer to sneak in as a another apartment building because we have an affordable housing shortage in Fitchburg. I'd bet a lot of money on it.	2/21/2024 4:31 PM
25	Prefer B with way less business park.	2/21/2024 3:20 PM
26	Why isn't the city reflecting on the survey results from the comprehensive plan update in 2020? There are many comments that could be helpful in creating a thoughtful future vision for Fitchburg. We keep letting builders and land prospectors run our city and I'm tired of it!	2/21/2024 12:18 PM
27	I work in residential real estate, and I'm concerned that there isn't a demand for a Business Park. Vacancy rates are soaring. We have plenty of designated business park property in Fitchburg that hasn't been built yet, why layer it in with low density residential? This is a very strange proposal to me.	2/21/2024 8:40 AM
28	We need housing, not 1 acre lots. Would love to see potential for consumer-focused businesses (shopping, restaurants, etc) as opposed to industrial park/office use.	2/20/2024 7:59 PM
29	Would hope the design of roads in/out of development would discourage speeding.	2/20/2024 6:28 PM
30	Housing and mixed use is a bigger priority than another business park.	2/20/2024 1:52 PM
31	Fitchburg has enough "business parks" with too many vacancies already. Adding more would take away valuable housing options for those that need it.	2/20/2024 10:30 AM
32	need more open space and more low density single family housing. High density housing and lack of open space/undeveloped areas reduces quality of life.	2/20/2024 10:00 AM
33	No	2/20/2024 9:48 AM
34	Lacy Road is going to need upgrades...	2/20/2024 9:14 AM
35	I am so disappointed in Fitchburg's fawning over Ehlers plan. I guess this is what we get for allowing developers and realtors to run our city and buy the mayorship. The fact that the city just rubber stamps every project completely baffles me. Mixed use is not community building, but it is every developers wet dream. We should've seen it coming. Now the city will allow them to make alterations to the original plans under a Utopian community living concept - insert bike commuter and mass rapid transit reference here. As soon as Edgewood started sniffing around, I knew Veridian would try to pull this crap. And the. I see their new president's name on your steering committee. I wouldn't trust that guy with a houseplant - he'd probably divide the root stock and take it to City Hall with a plan and proclamation to make Fitchburg "Plant City USA". The only catch is the \$30M TID needed to get the project off the ground. Honestly, it's not far from the truth. So where do we go from here? I'll predict today that the city will ask for meaningful input and yet we'll end up with something that looks like 2024 option 1 or 2 rather than a plan that has already been approved by neighbors. Ehlers will hide behind some excuse about changes in the housing market and then use his magic phrase - AFFORDABLE HOUSING. We all know it's a fallacy that city leaders drool over, but in reality it's just boondoggling on the fringe of the prairie. In the end, the reason we get this patchwork of random development is because our process isn't led by a development vision, but rather a "what can I get away with" approach from developers. And we get what we get because the city allows it. It would be interesting to go back and look at Ehlers projects and other project and do an accounting of the evolution of those projects. It would reveal a lot. And yet the city is quick to forgive dishonesty. Remember when Ehlers lied about needing to add density to make up for the church that was included the original plans for North Stoner Prairie? Remember when he lied about meeting with the neighbors? Remember when he lied about units being owner-occupied in his plan? Why should we believe him now? Man don't hate liars. Watch this video for reference - https://youtu.be/kThevvhR-TY	2/20/2024 8:30 AM

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36	If you want the Business Park, find a better place for it. It's dominating the main high value land. Nobody will want that except maybe business park people. The rest of the people will not want to devote the valuable locations to the least popular land use.	2/19/2024 9:43 PM
37	There is a lot of unused business park property already in Fitchburg, especially near here between Seminole highway, Lacy, and McKee. I don't think we need more.	2/19/2024 5:49 PM
38	I don't want business's back there. There is no point and with the Edgewood fields going over in that area too there will be too much traffic to additional businesses. We purchased our first home in crescent crossing because of being on the edge of the city. We hope to move into this new development once houses start being added but not if I access my neighborhood through businesses. Crescent crossing at least has the close together town home duplex options. Do not add more of those. Being out in the area people are looking for more open space.	2/19/2024 4:48 PM
39	There is a huge desire for NMU space. High density doesn't really belong in this part of Fitchburg, but medium density with a lot more NMU would be ideal. There is plenty of business park space in other parts of Fitchburg, including just north of Lacy. I don't foresee a huge need for that here. Housing and NMU, however, would be very well received.	2/19/2024 3:24 PM
40	I don't particularly like either. Are business parks in demand right now? Aren't these buildings outside the urban service area? What impact does each design have on traffic flow? Have you driven on Grandview? Maybe try to create some nice walkable areas? Indication of bus lines on this map? These both look like a random hodge podge to maximize developer profit, no indication of looking at the needs of the area.	2/19/2024 2:04 PM
41	Option B is clearly better. Putting high density on the corner would be problematic - commercial on that corner makes a lot more sense.	2/19/2024 1:36 PM
42	Is the developer creating these plans or the city? If we are paying for the plan, we should be dictating the design. Please stop trying to cram "mixed use" down our throats. This area is rural and should only be low density.	2/19/2024 1:20 PM
43	An additional answer option needs to be included in this survey, i.e don't like either one.	2/19/2024 1:15 PM
44	Interesting there are two options. What impact on water and on traffic? This seems very different from what was talked about when discussing the Edgewood complex.	2/19/2024 12:57 PM
45	I believe both concepts are lacking on the amount of low density residential. Fitchburg has added plenty of medium/high density residential in the last few years and this neighborhood is well situation to be a low density residential neighborhood mirroring the newer north Stoner Prairie neighborhood to the NE corner of Lacy and Seminole Highway. A business park in this neighborhood with the limited street access and close residential already is not appropriate. Small limited retail such as a gas station, neighborhood store, or 2-3 restaurants would be appropriate, but nothing significantly adding to the traffic volume for the area. The curved street layouts need to be straightened out to more of a standardized grid layout for simple navigation. I appreciate the varied sized and dispersed parks/open space in option A.	2/19/2024 11:30 AM
46	100% not what was sold to us. I am offended you would even let a developer pull the wool over your eyes to put this out for public viewing.	2/19/2024 10:59 AM
47	School? Clearly these people aren't in discussions with Verona Schools. This is another sell them one thing and then "slightly alter" it to "make the numbers make sense" kind of developments. Please don't cave to greedy greenfield developers any longer. It is designated for low density. Don't compromise.	2/19/2024 7:48 AM
48	Why is there a need for a business park?	2/18/2024 7:51 PM
49	We don't need more high rises. This is currently rural and undeveloped land...keep as much green space and open space as possible.	2/18/2024 8:41 AM
50	No	2/17/2024 5:02 PM
51	There are already a lot of MDR/HDR facing the major arteries on Lacy Road. I think it'd be nice to give the space more of an LDR, light business look by the road with the MDR and HDR mixed into the middle. The area feels more home-y this way.	2/17/2024 8:29 AM
52	No business Park	2/16/2024 11:41 PM
53	A is a nonstart.....too much high density, unacceptable for this area	2/16/2024 3:24 PM

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54	Ways to mitigate the already congested commute to downtown Madison from this region need to be considered for both options.	2/16/2024 2:58 PM
55	Option B would be more compelling with slightly less business park space and increased HDR/MDR space. Option A could be improved with a different road pattern to reduce traffic congestion between the school and HDR area during peak hours. Both options could benefit from more park spaces.	2/16/2024 1:58 PM
56	Please designate a more significant area for mixed use! This area would highly benefit from more restaurants and businesses nearby.	2/16/2024 1:51 PM
57	Priorities should be 1. Park / green spaces 2. Low density housing 3. School or business NO high or medium density housing.	2/16/2024 1:45 PM
58	strongly prefer option A. I foresee needing a new school in that area more than a business park - Stoner Prairie already has 400 students, Savannah Oaks must have lots too, especially with the William Ryan / Veridian developments right there. Adding more of all types of housing seems like a new school will become necessary sooner.	2/16/2024 1:05 PM
59	If I was building a low density house I wouldn't want to be that close to a business park as in option b	2/14/2024 6:43 PM
60	There needs to be more affordable housing options in this part of the city.	2/14/2024 5:24 PM
61	I strongly dislike option B.	2/14/2024 3:30 PM
62	Development has negative environmental and climate impact. It's time to stop ignoring that. City services seemed to be strained with the constant increase in population, and tax payers cannot continue to foot the bill for infrastructure and services so that developers can reap outrageous profits.	2/14/2024 2:58 PM
63	Fitchburg has enough high density housing. The development at Seminole Hiway and Lacy rd is an eyesore. Looks like army barracks	2/14/2024 2:02 PM
64	No single family areas. Housing is too expensive and the city loses money on them!	2/14/2024 1:43 PM
65	Option B seems to fit better with the existing development west of Fitchrona Rd.	2/14/2024 1:42 PM
66	I can't judge between business park and school but love the idea of that side of town having a school and mixed use- kind of like terravessa. Can we reflect that development over there?	2/14/2024 1:32 PM
67	There should be better fewer intersections with arterials and remove the low density housing for higher density and parks.	2/14/2024 12:30 PM
68	More parks and green space.	2/13/2024 9:57 PM
69	I purchased my home because of the open field view across from Lacy, I'd prefer to keep that country feel on this side of Lacy & Seminole. Both options feel like you are trying to jam too much into the area. Please no Veridian neighborhood, Quarry Vista has personality and I'd hate for our property values to drop.	2/13/2024 9:49 PM
70	I don't feel we need more business park expansion in this area.	2/13/2024 9:57 AM
71	You have to have another plan. A is not one that I like, B is close to.	2/12/2024 8:24 PM
72	I'd like to highlight the importance of having complete streets with trails and connectivity to other communities. I'd prefer seeing mixed use buildings than single commercial like a gas station.	2/12/2024 8:19 PM
73	Leave it as farm land	2/12/2024 8:13 PM
74	Stop developing all of the agricultural land in the city.	2/12/2024 7:32 PM