



CITY OF FITCHBURG - GREENFIELD NEIGHBORHOOD PLAN

June 24th, 2024
Steering Committee Meeting #4



MEETING ACTIVITIES

- Background
- Goals
- Land Use Considerations

- **Exercise**
- **Public Comments**

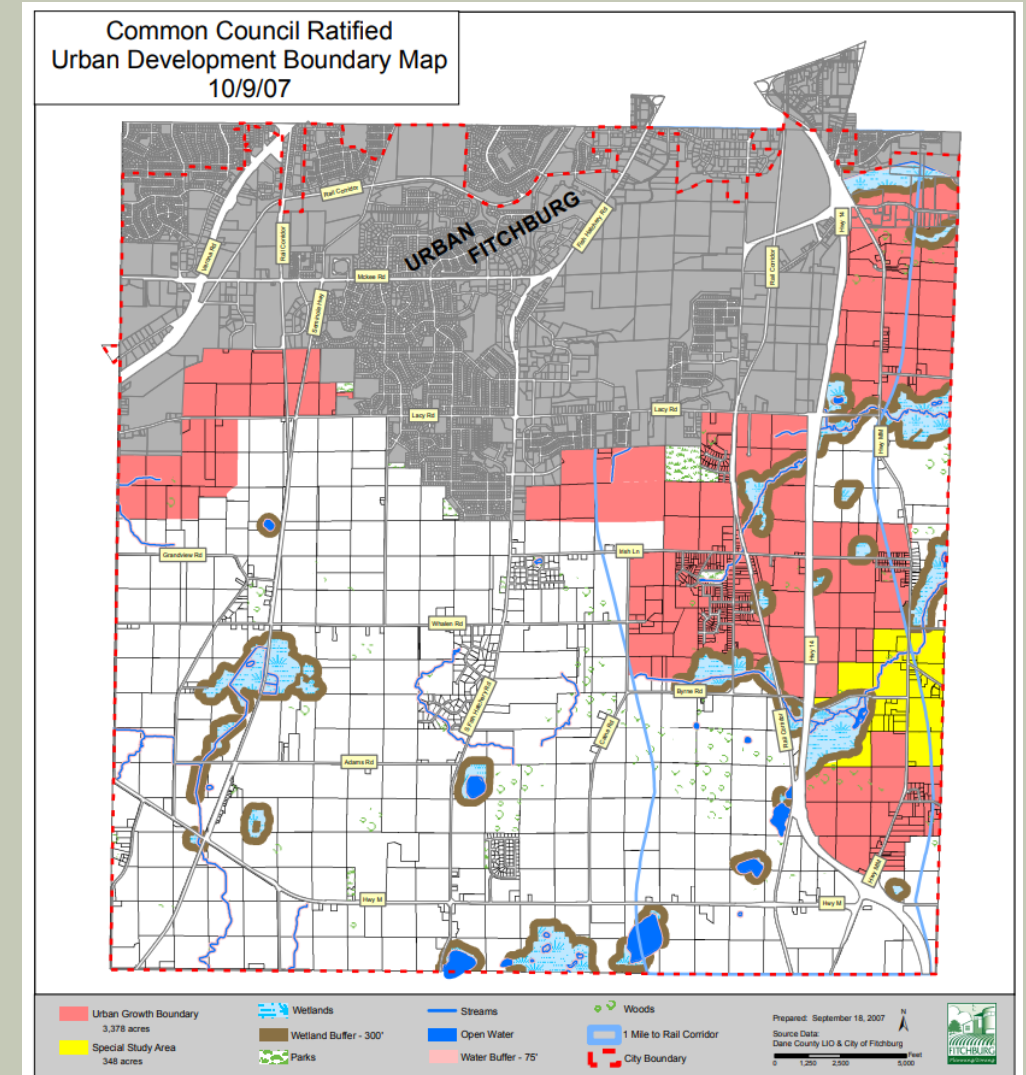


BACKGROUND

Why Greenfield?

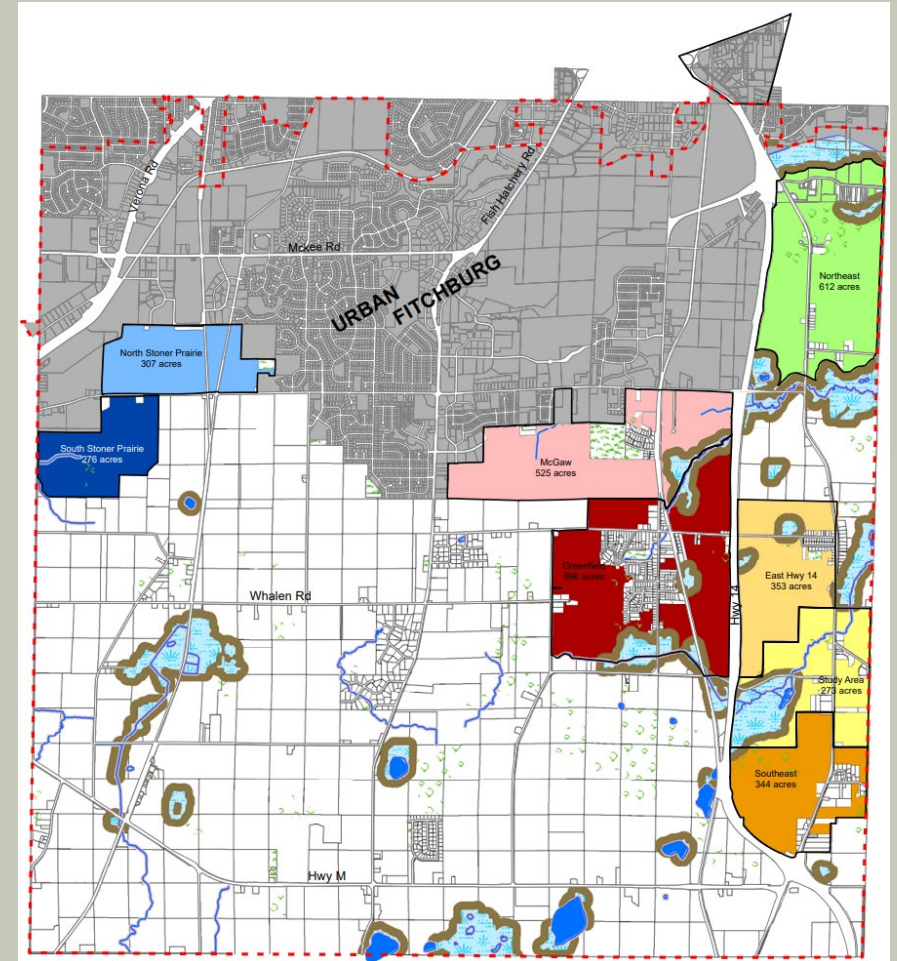
Fitchburg's Urban Development Growth Boundary 2007

- Protect natural areas and farmland
- Control the rate of urban growth
- Sustainable long-term provision of City services – sewer, water, police...
- Considered several methods to allow urban growth – Concentric, Corridor, & FUDAs.
- Comprehensive Plan specifies a maximum of 75 acres/year of urban service area expansion.
- Require the protection of environment corridors within new development areas.
- Encourages compact development to reduce conversion of agricultural land.



Fitchburg's Future Urban Development Areas (FUDAs)

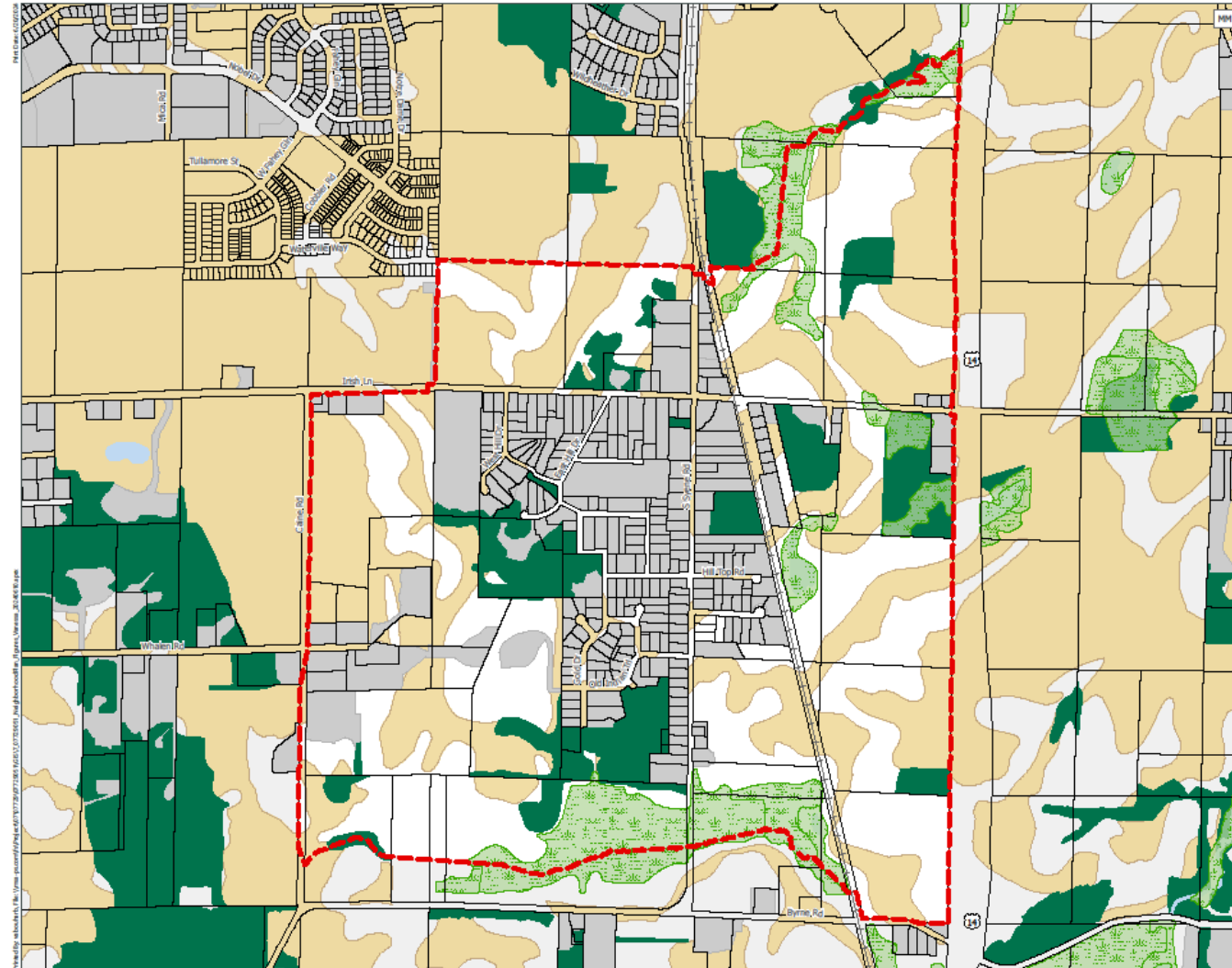
- Primary Goals:
 - Coexistence of urban and rural communities
 - Attractive, transit-oriented neighborhoods
 - Protecting natural resources and farmland
- Guidelines:
 - Fitchburg-Oregon rail corridor focus.
 - Protect high-quality agricultural lands.
 - Maintain ground-water recharge areas.
 - Encourage redevelopment and infill.
 - Sewered by gravity.
- Neighborhood plan for FUDA areas before the urban service area expansion



Prime Farmland and Developed Area

Comp Plan identified this **area for growth** due to:

- proximity to existing urban growth,
- visibility and potential connection to US-14, and
- less productive soils as compared to other growth areas in Fitchburg.



Prime Farmland vs. Developed Land

Greenfield Neighborhood Plan

City of Fitchburg
Dane County, Wisconsin

- Study Area
- Parcel Boundary
- Developed Areas
- Wetlands (WDNR)
- Prime Farmland
- Woodland
- Water

Data Sources:
Dane County GIS (2022) Dane County ELU (2020)
Dane County Aerial (2022)

NEIGHBORHOOD GOALS

What will Greenfield become?

1. Housing

PART 1: Additional **housing options** will be provided in the neighborhood, but will be strategically placed, designed and buffered to be **compatible with the existing Greenfield residents**.

PART 2: A range of housing options close to jobs is not only important for the developed area of the region but is also important to have safe, quality housing near farms for agricultural workers.

- **CARPC** – is there a need/concern for ag worker housing in this area? I would be more explicit about anticipated job growth in the neighborhood and a corresponding growth in demand for housing.

2. Economy / Job Growth

Employment and goods/services will be located and connected to **reduce the dependency on longer vehicle travel** and to provide **vibrancy along the edges of the neighborhood.**

3. Quality of Life / Social Equity

Provide and maintain open space that provides **recreation and tranquility** that supports **healthier and more equitable** environments in and around the Greenfield Neighborhood.

-OR-

CARPC Recommended Revision: Maintain open spaces accessible to all residents for recreation and neighborhood character preservation.

4. Sustainability

Promote the use of **diverse sustainable development practices**. Encourage the **preservation of existing natural features and habitats** as well as the **restoration of native plant communities**.

Ensure **preservation of most productive farming fields** and implementation of low-impact development techniques for infrastructure design.

5. Transportation

Avoid cutting off future regional transportation needs by ensuring the integration of future development within the existing transportation systems.

Promote a **transit-friendly neighborhood** by prioritizing **multi-modal** and **safe transportation** systems.

Mitigate the impacts of a potential interchange on the existing neighborhood.

LAND USE CONSIDERATIONS

Potential Interchange

Intent

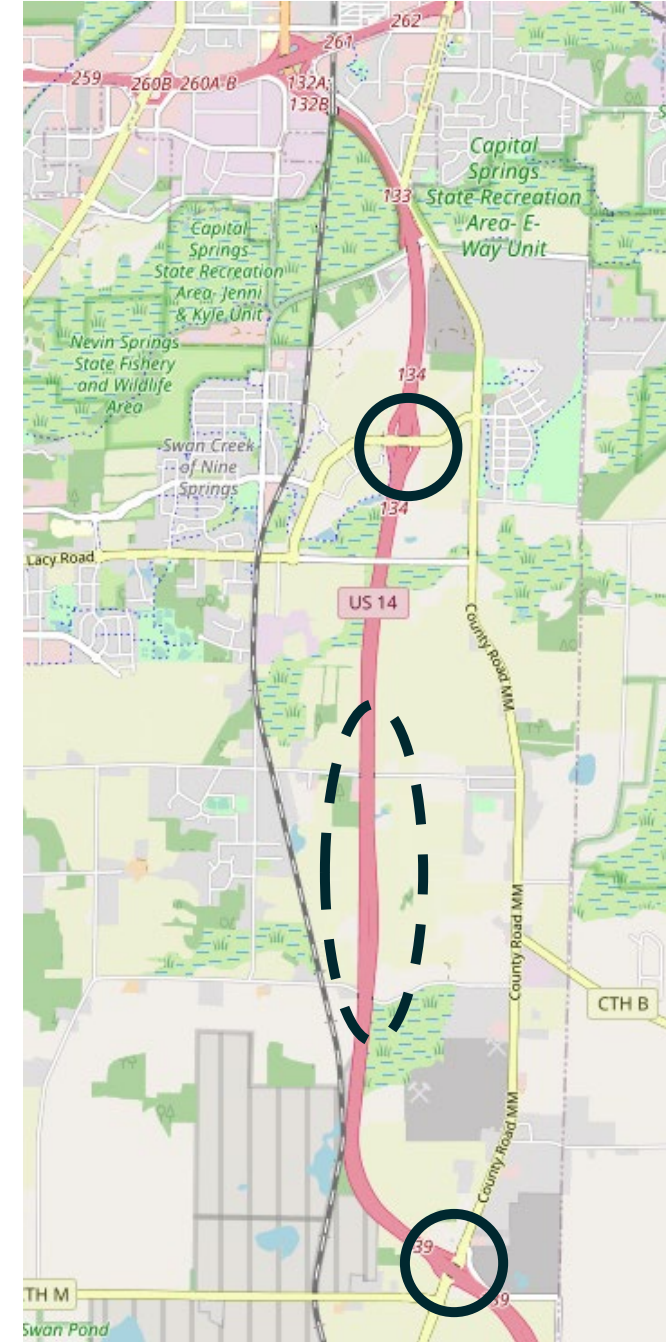
- Planning now for an improvement that would likely be considered in 15-25 years from now.
- How best to recommend land uses that mitigate future conditions due to an interchange (**proactive vs. reactive**)

Impacts of an Interchange

- Increase in traffic on Irish, unless a secondary East/West Street is developed
 - **Concept 2 provides a design that removes this regional traffic out of the existing neighborhood (pushing it to a new north E/W Road)**
- Increases development pressure around existing Greenfield neighborhood.

Benefits of an Interchange

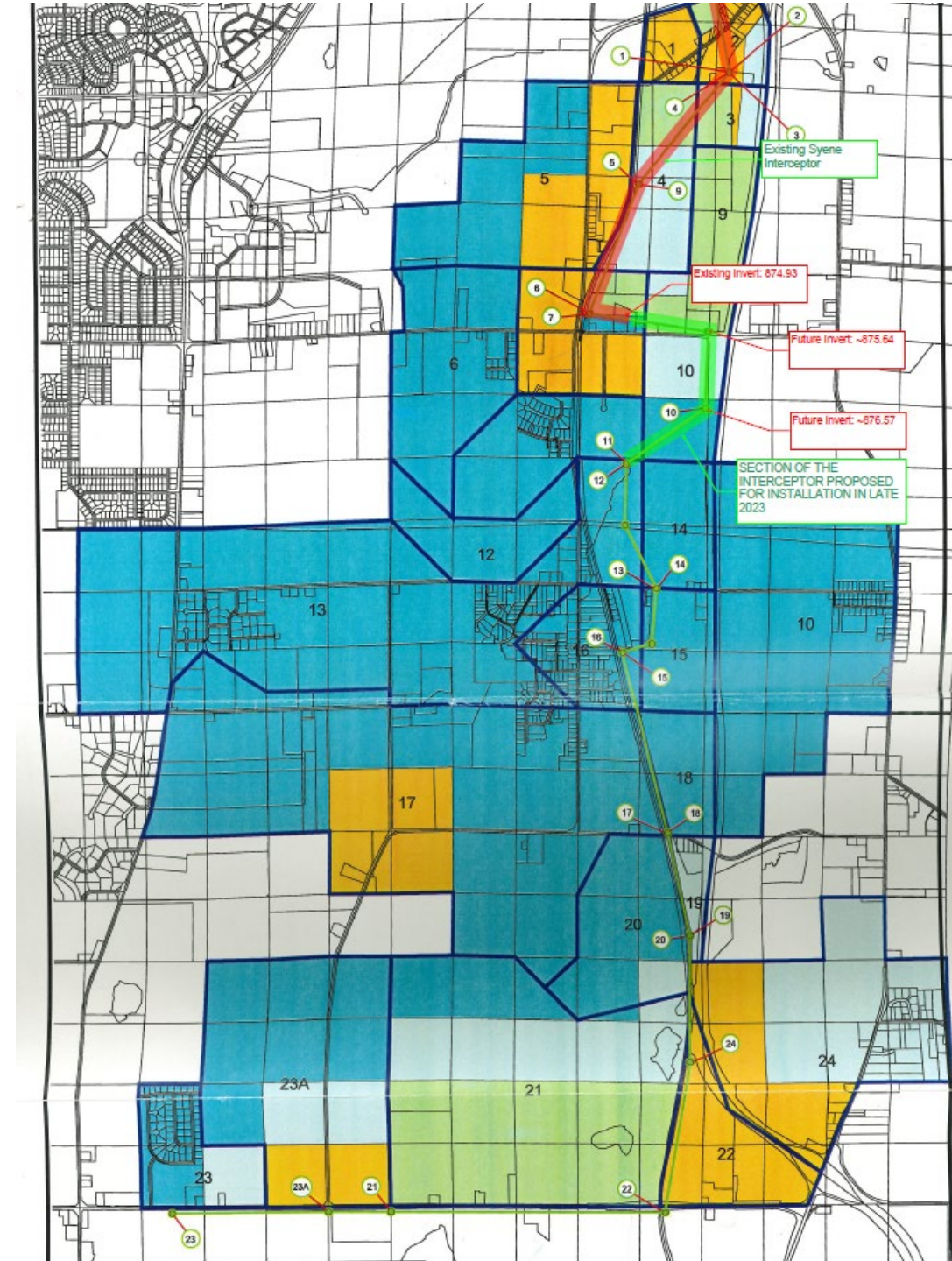
- Increase marketability around the interchange, **including east of interchange**
- Provides better mobility through the City
 - Connection to CTH B? Connect to Nobel?
- Can reduce traffic pressures through the neighborhood
- Can reduce future traffic concerns around Lacy interchange (at full buildout)



Potential Interchange

Intent

- Development pressures in Dane County will continue
- Syene Interceptor planned for development east and south of Greenfield
- Most sustainable and economical to taxpayers is to plan for development that provide tax base to offset infrastructure costs
- Leapfrogging areas to serve others is impactful to the tax base



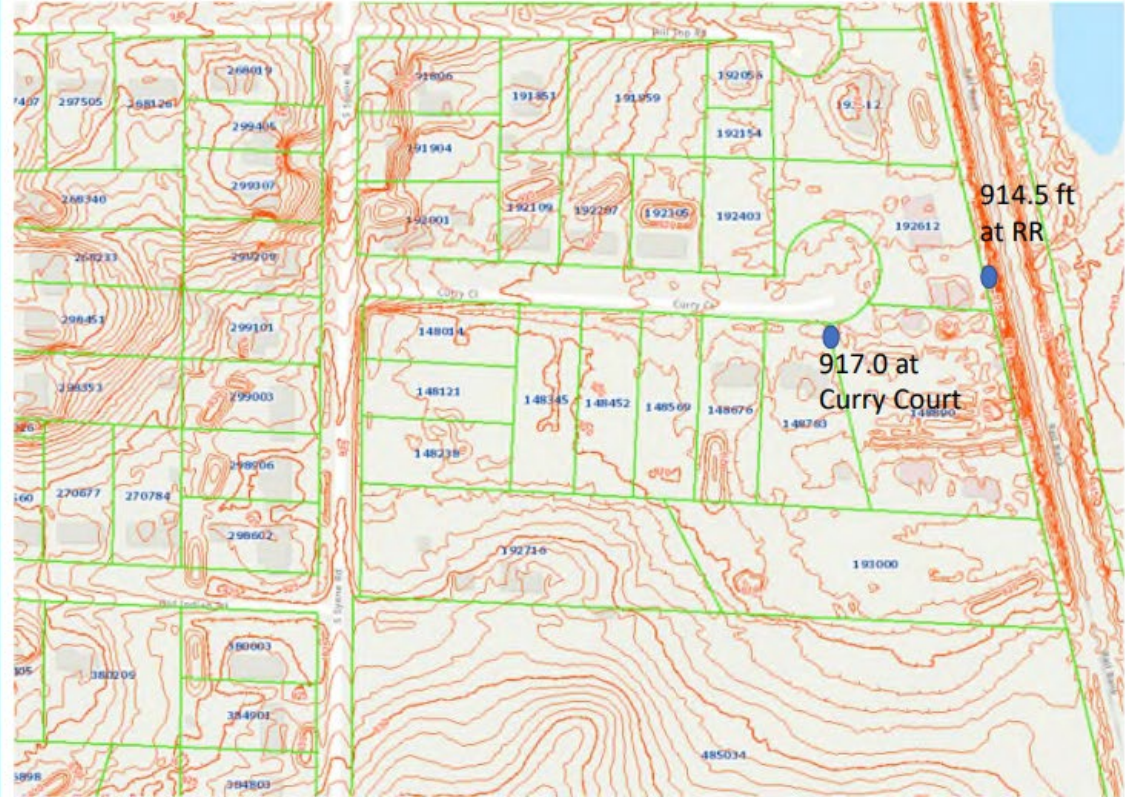
Natural Limitations

Curry Court and Other Locations

Heritage / Old Growth Trees (Irish Lane?)

Wetlands (300-ft buffer)

Grades are a Challenge



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.)



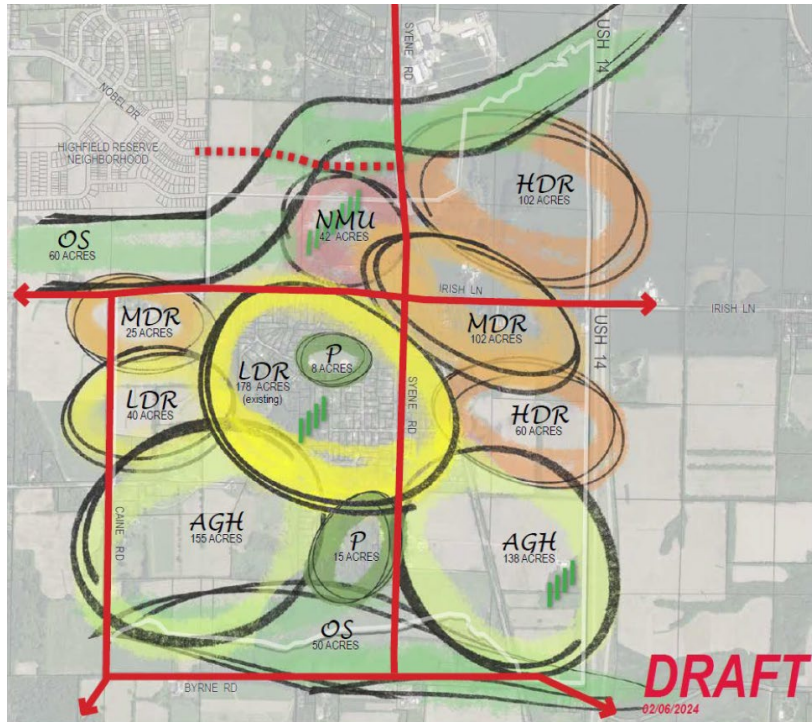
Business Park



Open Space, Park and SWM

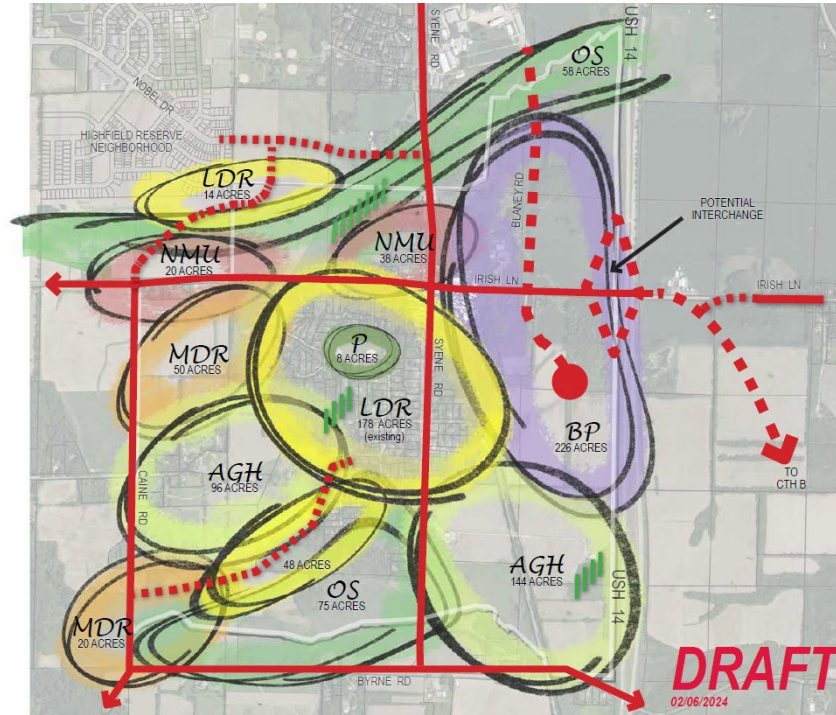


Option "A"



- 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

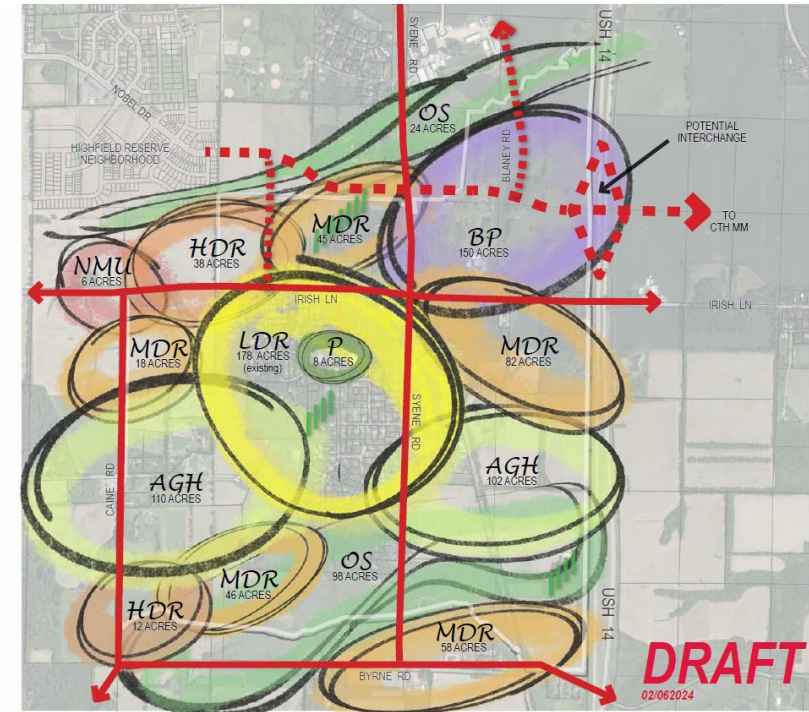
Option "B" (preferred)



- **Commercial (Mixed Use) less likely near Caine**
- Concerns with traffic on Irish Lane (*plus, tree impacts*)

Detailed concepts consider land use impacts with overhead powerlines and 300-ft wetland buffer (per Comp Plan)

Option "C"



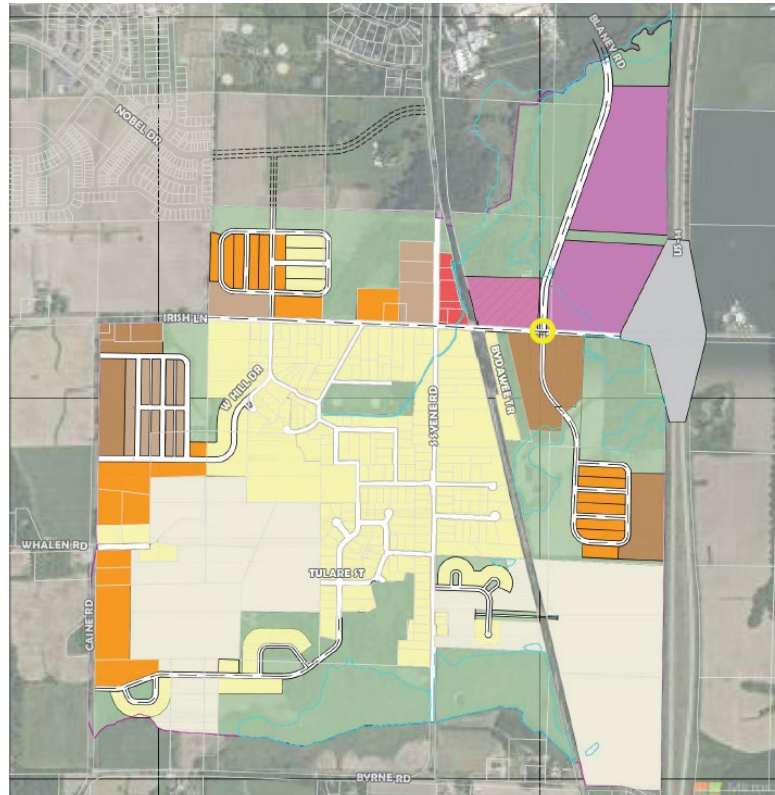
- Too dense, especially along the south end of the neighborhood
- **Some interest in a separate E/W road** (removing future traffic from Irish Lane)

Concept "1"

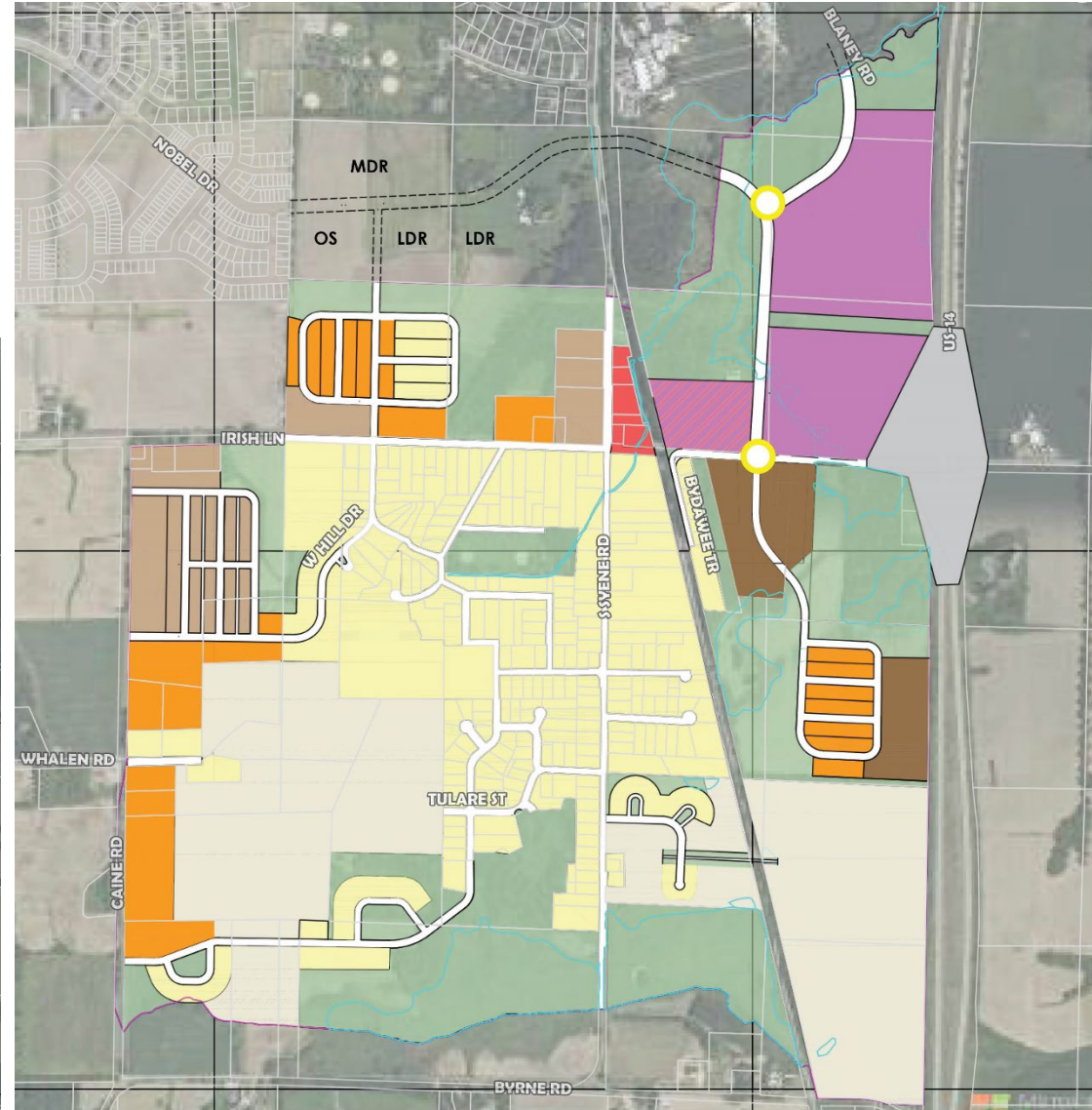
MAIN CHANGES

- Change High-Density south of Irish Ln to Medium/High-Density
- Provide an East/West connection to the extension of Nobel Rd
- Close off the Irish Lane intersection with the railway track, east of S. Syene Rd

Neighborhood Meeting 04.22.2024



Updated Concept. 06.24.2024

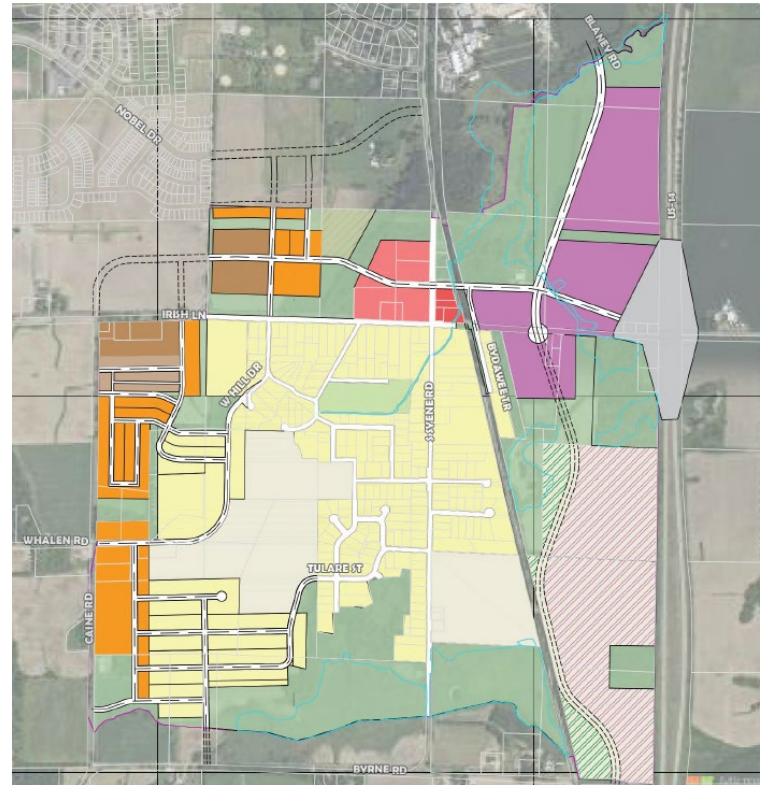


Concept “2”

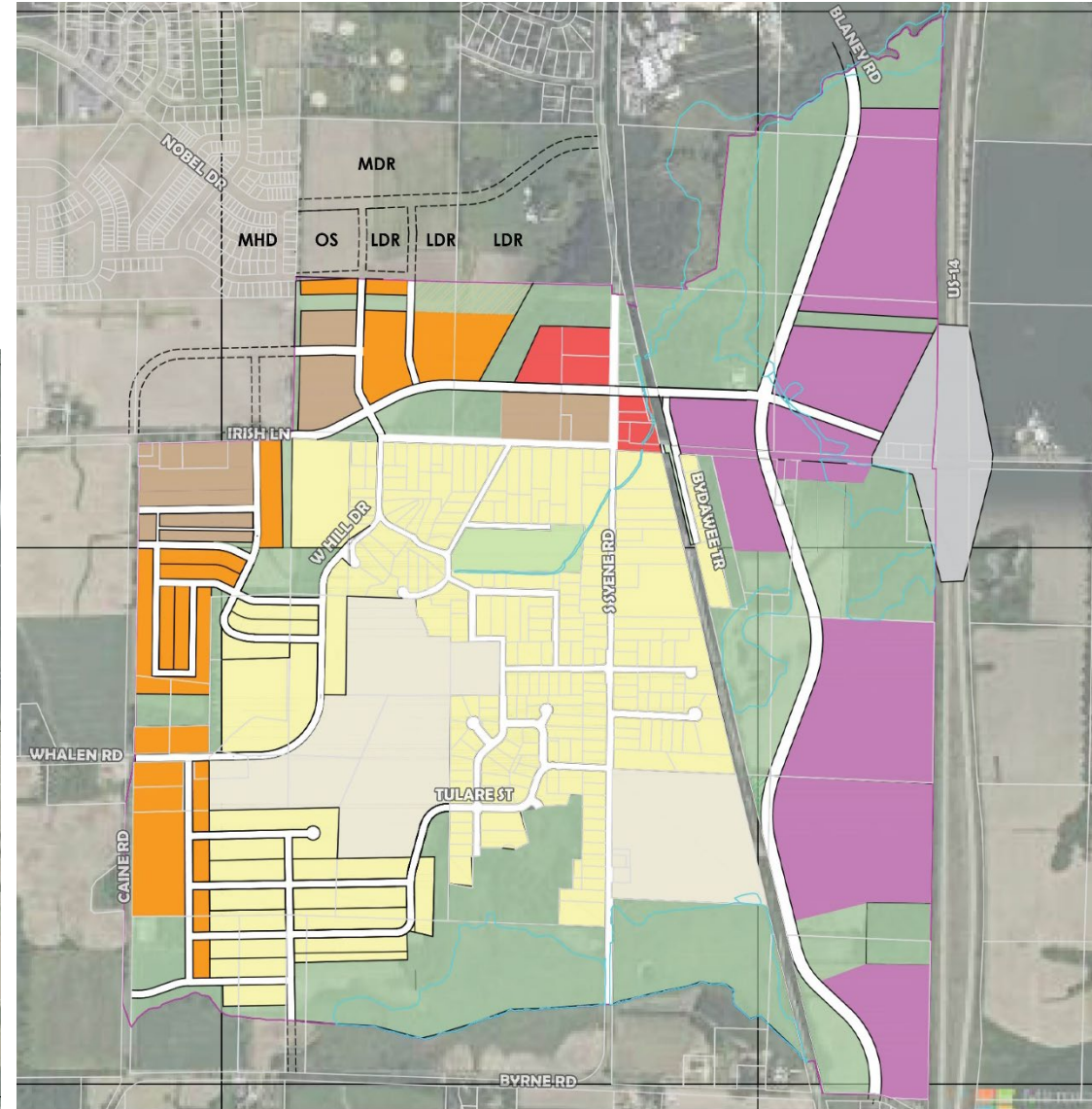
MAIN CHANGES

- Move the main road south and create development around it
- Preserve the green buffer between the main road and Irish Ln
- Change Neighborhood Mixed Use to Commercial north of main road
- Change High-Density to Medium/High-Density in the NW sections of study area
- Add Agri-Business Park use east of the tracks (previously as alternative)

Neighborhood Meeting 04.22.2024



Updated Concept. 06.24.2024



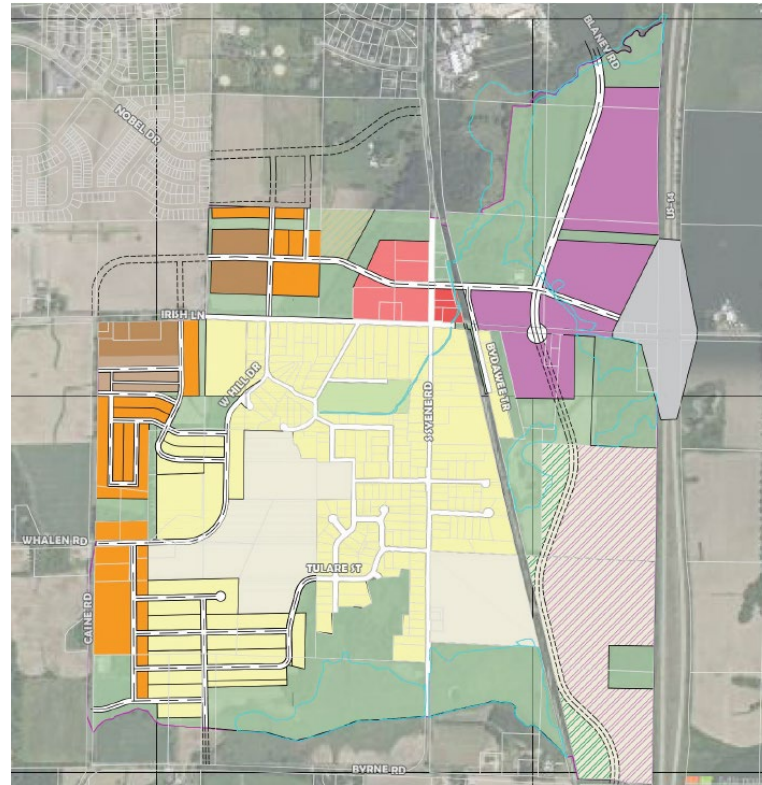
Concept "2"

Alternative

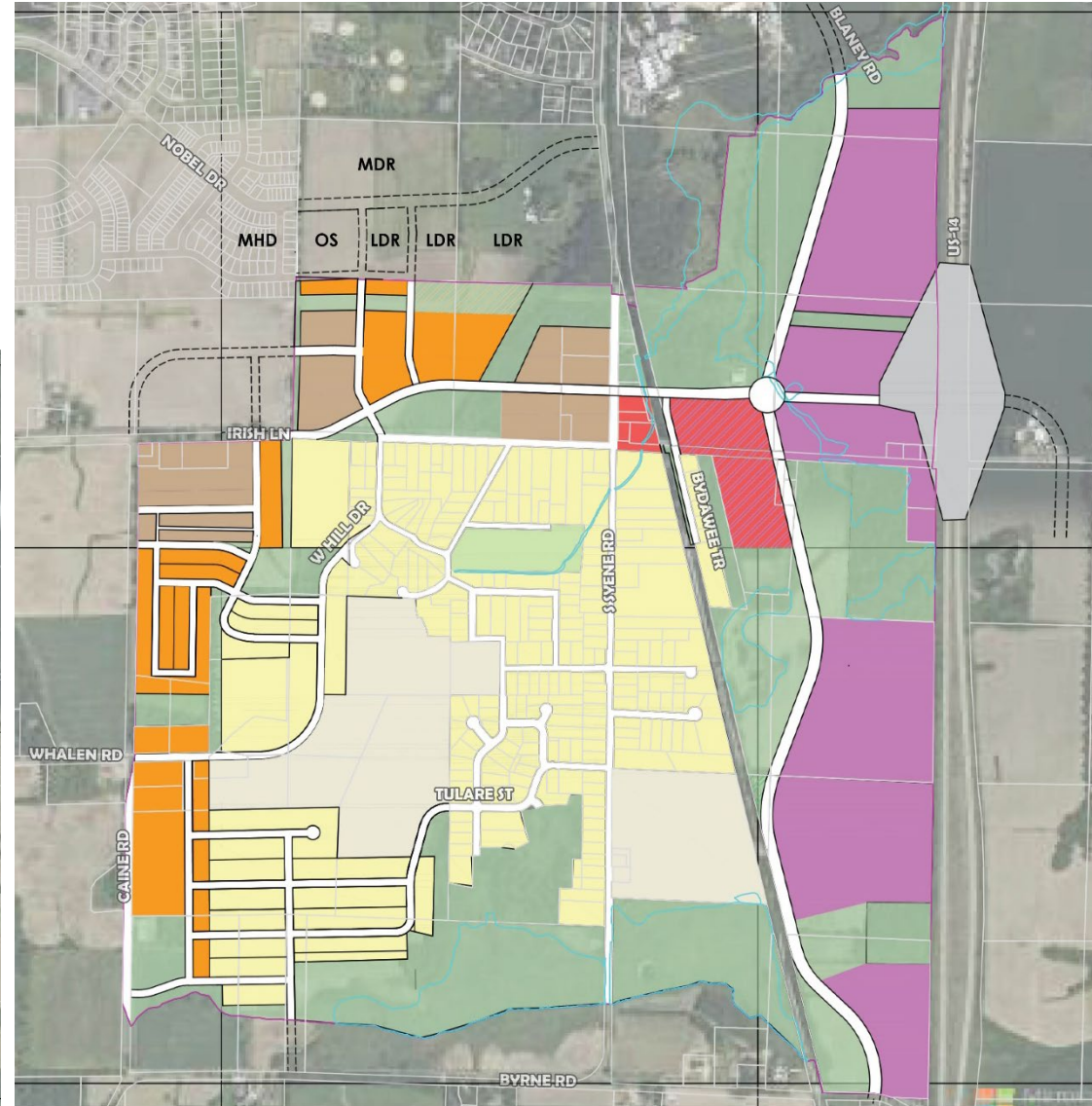
MAIN CHANGES

- Moved the Interchange north to better align with the new E/W road
- Change use in the SW corner of Blaney/New Road intersection
- Change the NW corner of Syene/New Road intersection to M/H-Density Residential

Neighborhood Meeting 04.22.2024



New Concept. 06.24.2024



EXERCISE

Exercise

- What are the strengths of the current plans, i.e. the strategies that you feel would bring positive impacts to your community?
- What are your main concerns with the current proposed concepts?
- What's the best strategy for managing traffic increases in and around the neighborhood?
- How to allow for enough development to manage tax base?
- Do you want to see some nearby commercial and/or job opportunities?

NEXT STEPS

Upcoming Steps

Tonight

- Greenfield Neighborhood Meeting – review/revise detailed concepts

Next Steps

- Online Survey
- Public Input Meeting
- **Steering Committee Meeting #5** – Preferred concept and infrastructure systems analysis

THANKS!

INITIAL BUBBLE DIAGRAMS



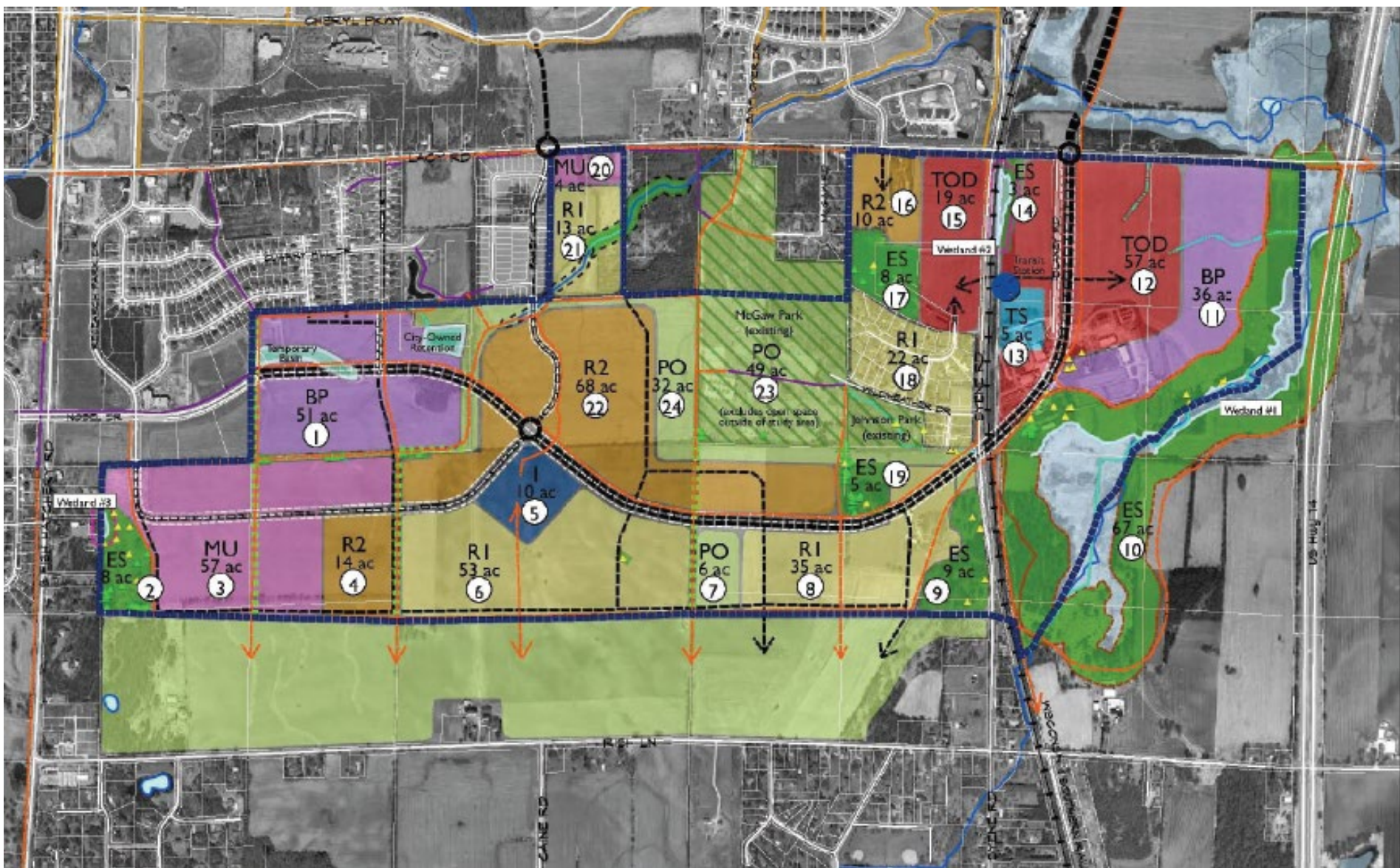
McGraw Park Neighborhood Plan (2009)

Growth Model

DRAFT

LEGEND

- Study Area Boundary
- Transit Station
- R2 Residential (minimum average density of 10 du/ac)
- R1 Residential (minimum average density of 5 du/ac)
- MU Mixed Use (Office/Residential)
- TOD Transit Oriented Development
- PO Parks & Open Space
- Existing Parks
- ES Environmentally Sensitive Areas
- BP Business Park
- 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

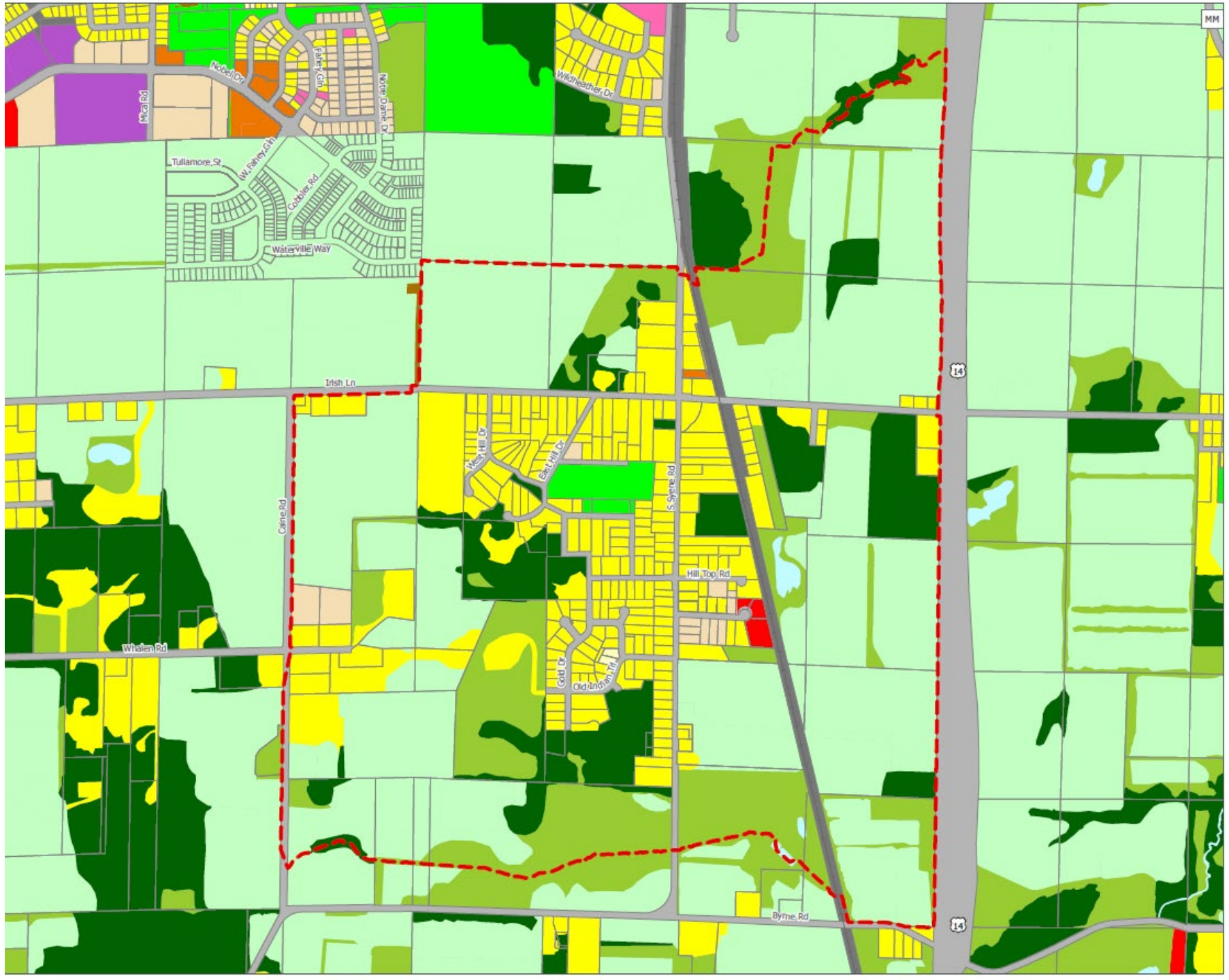


Existing Land Use

Greenfield Neighborhood Plan

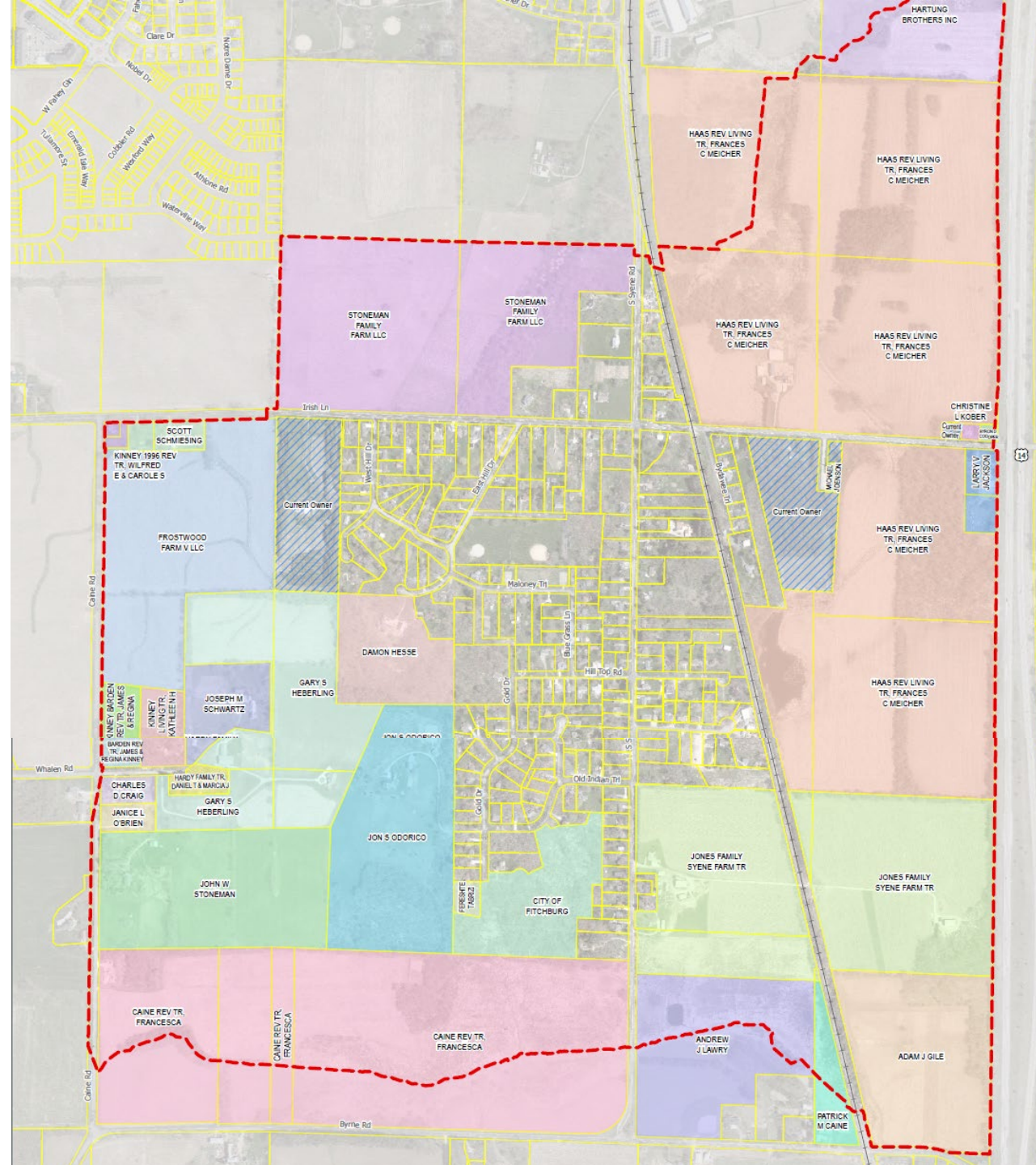
City of Fitchburg
Dane County, Wisconsin

-  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

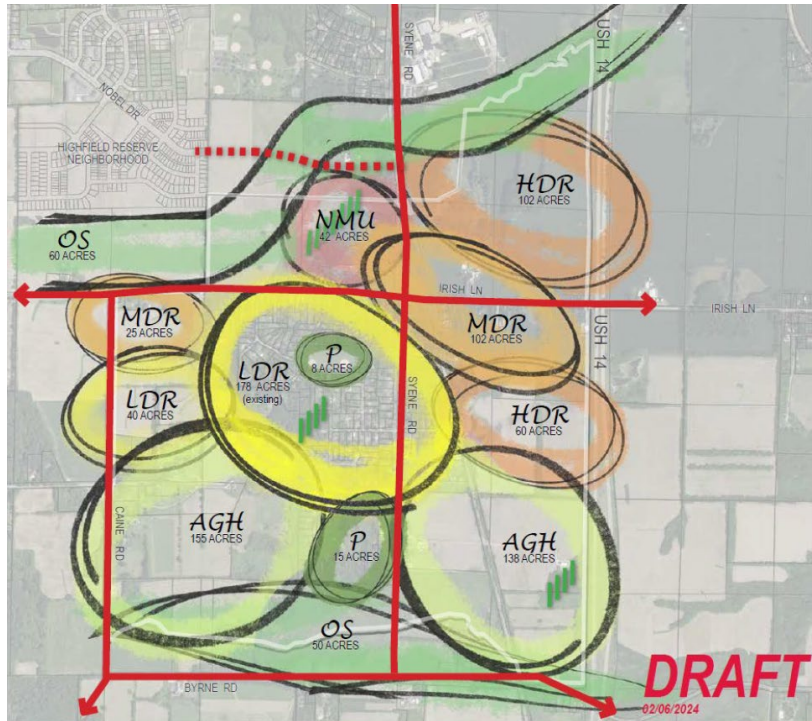


PROPERTY OWNERS

- Individual Owners w/in the neighborhood
- 4 entities own **60%** of the study area (*potential growth area*)
- Small groupings of homes along the western edge of the study area

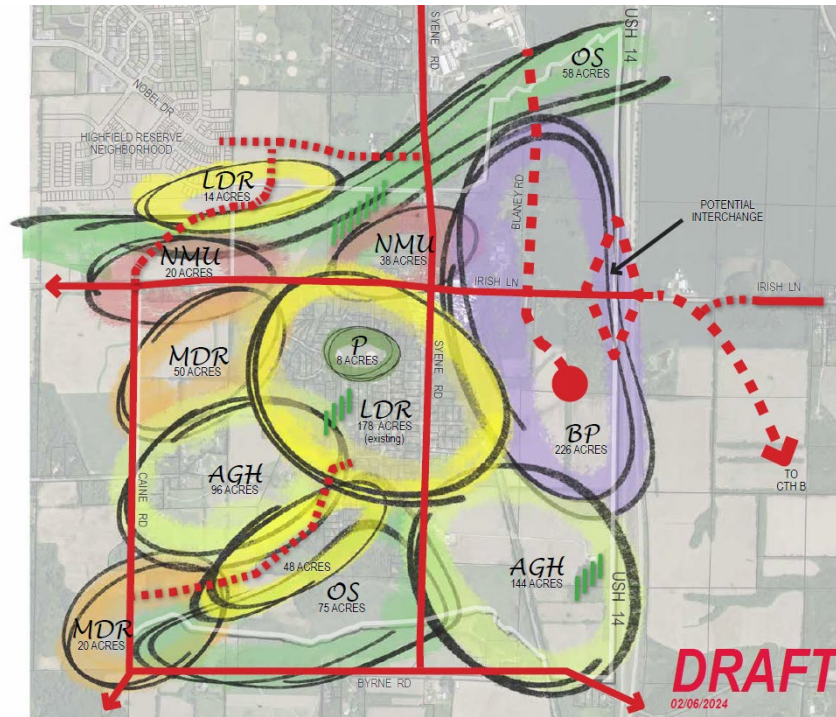


Option "A"



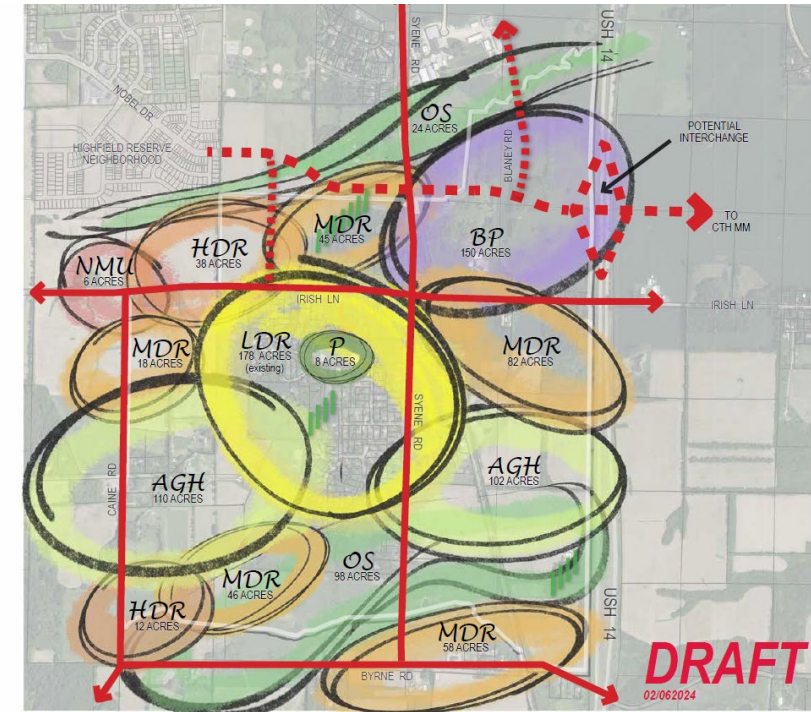
- No Interchange or New Collector
- No Business Park
- Majority of development to the north
- Agrihood/Open Space/Existing to the south
- Expansive Moraine Park Area

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

NEIGHBORHOOD DESIGN

Balanced Neighborhoods

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*

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

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**



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)

