



## MEMORANDUM

CITY OF FITCHBURG  
PLANNING DEPARTMENT  
5520 LACY ROAD  
FITCHBURG, WI 53711  
(608) 270-4200  
FAX: (608) 270-4275  
EMAIL: [planning@fitchburgwi.gov](mailto:planning@fitchburgwi.gov)

---

---

**TO:** Greenfield Neighborhood Plan Steering Committee  
**FROM:** Brad Sippel, City of Fitchburg  
Stephen Tremlett, MSA Professional Services  
**DATE:** September 16, 2024  
**SUBJECT:** Steering Committee Meeting 5 - Potential Land Use Scenario  
Development

The agenda for the fifth steering committee meeting is to review public input from the open house and survey, and work toward a preferred land use scenario. MSA and City staff developed a potential land use scenario that accounts for public and landowner feedback. This is intended as a starting point for the steering committee discussion, as we hope to arrive at a preferred land use scenario that MSA can use to further analyze traffic, stormwater management, and utilities.

What did we hear in public feedback?

- Further reduce densities with a preference to limited to no business
- Greater buffers are needed between the existing neighborhood and future development
- No new road connections into the neighborhood unless it's a route that does not lead to cut through traffic. Preference is only trail connections.
- Some support new north/south and east/west roadways that push current and future traffic from Syene and Irish.

The potential land use scenario is based on the following.

- Reduction in residential densities
  - Significantly reduced density west of the railroad.
  - Created more low-density residential buffers between existing residential and areas where higher density would be allowed.
  - Reduced the density of the SW quadrant.
  - Changed the parcels north of Irish near the Syene Road intersection to low density residential.

- Road connections to West Hill Drive and East Hill Drive were removed and replaced with multi-use path connections. A road connection is presented from Old Indian but does not directly connect to Caine Road.
- Roads were reconfigured in the western quadrant to add Collector B as another north/south collector along with Caine Road and Syene Road, and the eventual Blaney Road extension.
- Removed the specific location of a potential interchange. If one is considered in the future, it is still likely to be around Irish Lane, as there are too many issues to place it further south.
- Maintained Collector A (Irish Lane alternative) and shifted it north. This supports removal of future traffic on Irish should lands develop north of Irish. This is tied to future development to the north – not to a potential interchange.
- Increased open space preservation areas to include some potentially restorable wetlands adjacent to existing mapped wetlands.

Some questions for the steering committee to consider in advance of the meeting are below

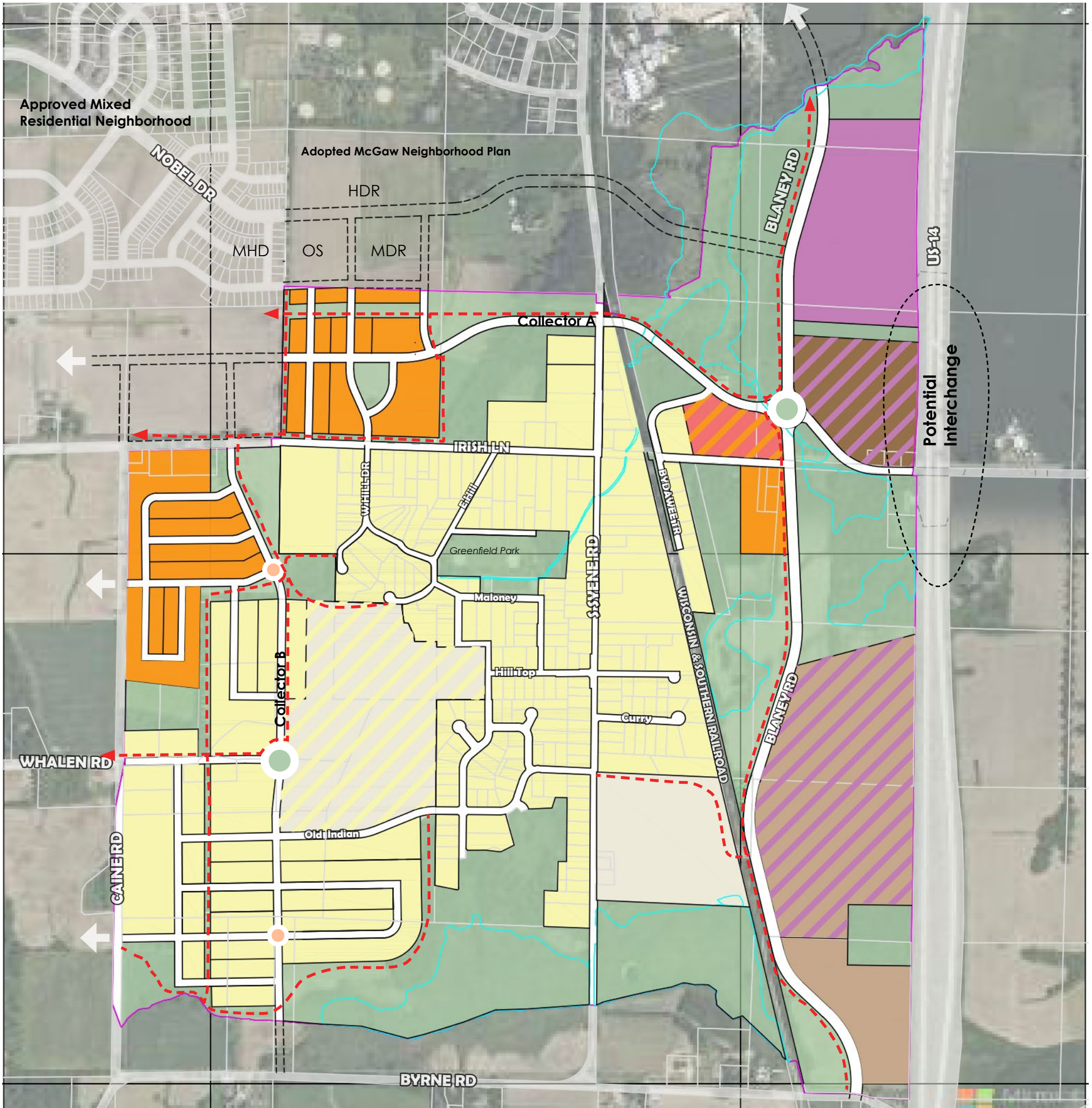
- **East of the Tracks (south of Irish).** Currently shown as an option for both business park and medium-high density residential. This allows for greater flexibility should the land become available for development. One provides housing option further from existing neighborhood, while the other supports a growing need for quality-job opportunities through business park development. Should these properties be shown as medium-high density residential, business park, or allow for both options?
- **East of the Tracks (north of Irish).** Should the NE quadrant northeast of Irish/Blanney be designated as business park or high-density residential? Same considerations as the above bullet, except potential allowance for one area with high-density development. Should it be business park, high-density residential, or flexible to both options? Is this the right area to allow for high-density residential? If not, is there an appropriate location in the neighborhood?
- **Neighborhood Mixed Use.** Should there be any neighborhood mixed use west of the railroad? If so, where should it be? Feedback as shown that there is at least some desire for more walkable neighborhood businesses/services among existing residents. However, in reducing the density west of the tracks, NMU has also been shifted to only be present east of the railroad.
- **Southcentral Agrihood.** Should the large parcels in the SW quadrant between Collector B and Syene be designated as agriculture/rural residential/agrihood or low density residential? Feedback about the agrihood concept has not been strongly in favor or opposed and there are some potential issues with implementation. If the rest of the western quadrant developed as shown it would

likely not be practical to maintain production farms surrounded by residential development. If/when sanitary sewer service is available in the SW quadrant it would make sense to allow development at densities appropriate for sanitary sewer service, which helps to spread out the cost of the infrastructure across more users. Again, showing it as low density does not compel any of the individual owners to develop the property, it merely allows it to be subdivided and developed if/when desired.

### **Additional Information**

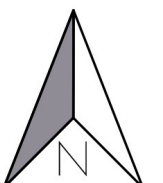
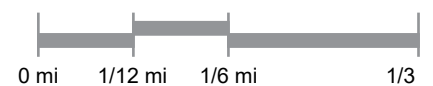
We are also sharing a draft Future Land Use (FLU) Map that takes the potential land use scenario and presents the official land use policy map. While the land use scenario we are reviewing is similar, there are key differences. The primary difference is the "collector" road connections are shown in the FLU Map, because these are the connections that will be required as part of land division (i.e., dedicated for right-of-way). For example, right-of-way for Collector "A" will need to be dedicated by the landowner(s) north of Irish Lane if a development is proposed. Prior to putting in the development the road would need to be constructed by that developer.

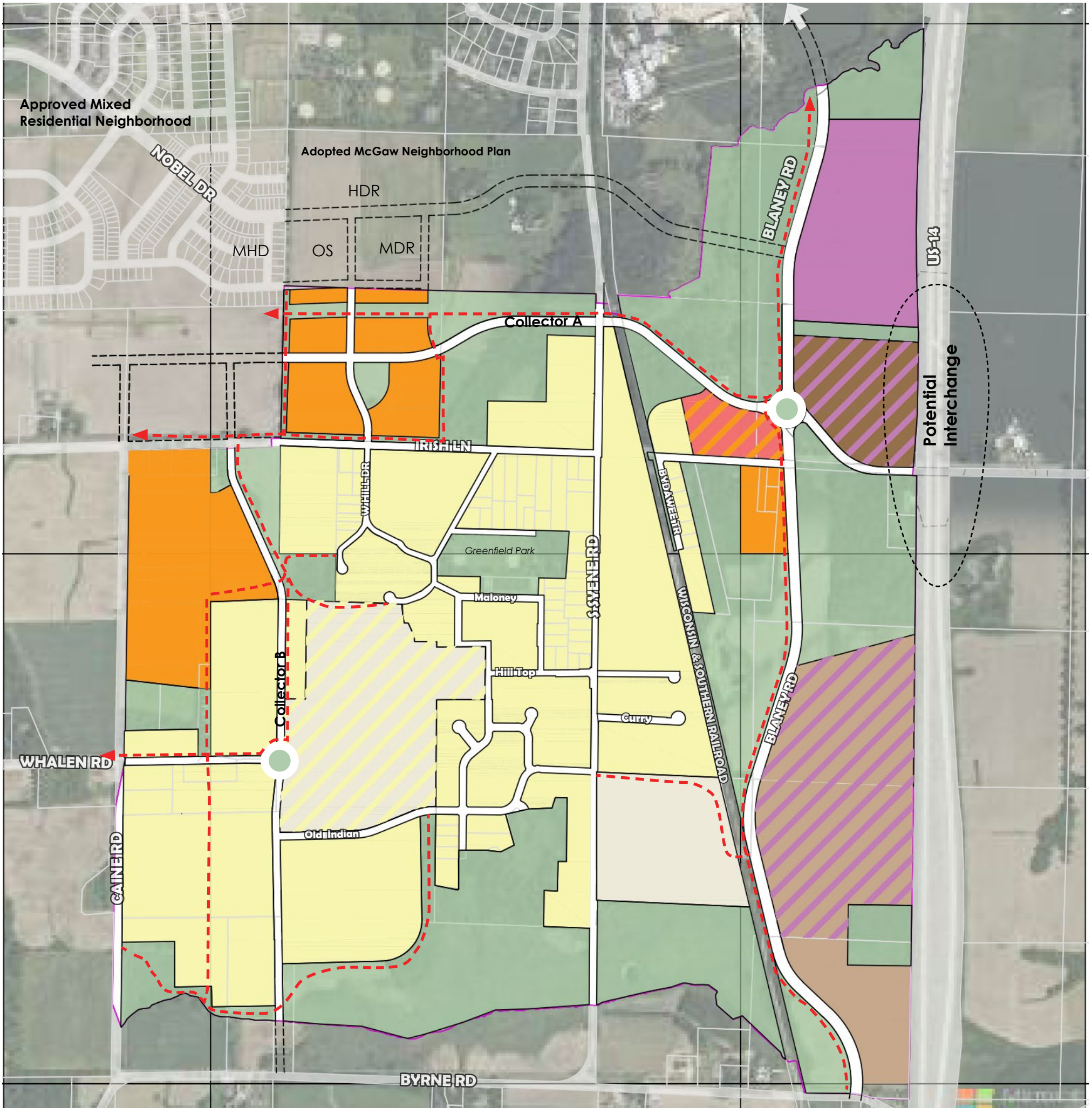
All other roads in the land use scenario present potential block configurations that gets to overall character, unit types and supports analyzing impacts to infrastructure. The layout and design shown for these "local" streets are not required of landowners looking to develop their land.



### LEGEND

- |  |  |
|--|--|
| <b>37 ACRES</b> Business Park                                      | <b>270 ACRES</b> Low Density Residential   |
| <b>22 ACRES</b> High Density Residential / Business Park           | <b>55 ACRES</b> Farming/Agrihood / Low Density Residential   |
| <b>64 ACRES</b> Medium-High Density Residential / Business Park    | <b>29 ACRES</b> Farming/Agrihood   |
| <b>17 ACRES</b> Medium-High Density Residential                    | <b>308 ACRES</b> Parks, Stormwater Management, & Open Space  |
| <b>59 ACRES</b> Medium Density Residential                         |  Potential Roundabout     |
| <b>7 ACRES</b> Neighborhood Mixed Use / Medium Density Residential |  Potential Traffic Circle |
|  |  Proposed Trails          |





#### LEGEND

- 37 ACRES Business Park
- 22 ACRES High Density Residential / Business Park
- 64 ACRES Medium-High Density Residential / Business Park
- 17 ACRES Medium-High Density Residential
- 59 ACRES Medium Density Residential
- 7 ACRES Neighborhood Mixed Use / Medium Density Residential
- 270 ACRES Low Density Residential
- 55 ACRES Farming/Agrihood / Low Density Residential
- 29 ACRES Farming/Agrihood
- 308 ACRES Parks, Stormwater Management, & Open Space
- Potential Roundabout
- Proposed Trails

