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# APPENDIX B

## RELEVANT PLANS & DEVELOPMENTS

Relevant Plan Summary

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Recent Development Review

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# RELEVANT PLANS

The City of Fitchburg has a total population of 34,019 and 13,240 housing units, with a 51% owner and 49% renter split, which is the 3rd highest rate of renters in Dane County. The most common housing unit type is single-family detached (39%), followed by single-family attached (9%), multi-family 2-19 units (26%), and multi-family 20+ units (25%). The median home value is \$323,400, and the median sales price for 2021/w2022 is \$405,000.

## Summary of Relevant Plans

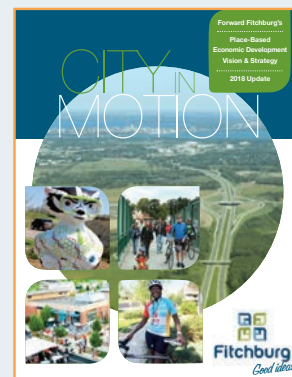
The City is encouraging and providing opportunities for affordable housing options in new neighborhoods. Analyzing existing plans, has provided a roadmap for how Fitchburg wants to develop to provide a diversity of long-term housing options for low to moderate income households. It also encourages clusters of denser and transit-friendly development. To achieve this, the City will develop and preserve long-term affordable housing for low to moderate-income residents, promote diverse housing options, and encourage transit-friendly neighborhood density.

The City will also support rehabilitating existing housing while maintaining the City’s historic and aesthetic values. The City is exploring plans to create a land trust fund for affordable workforce housing, review development fees for affordable homeownership opportunities, and promote opportunities for first-time buyers. Additionally, the City will provide smaller lots for affordable housing, focus on specific areas for redevelopment while maintaining affordability, and consider low-interest loans for energy conservation updates and low-income home purchases.

The City also aims to improve its park and open space system for recreation and ecological preservation. They aim to meet the present and future recreational needs of the community while protecting existing environmental resources.

## LIST OF REVIEWED DOCUMENTS:

1. Growing Fitchburg 2030 (City Of Fitchburg Comprehensive Plan)
2. Fitchburg Housing Plan (2019)
3. Dane County Comprehensive Plan
4. CARPC Regional Development Framework (July 2022)
5. 2022 Dane County Farmland Preservation Plan
6. Fitchburg Agriculture Plan: 2017 – 2027
7. Bicycle And Pedestrian Plan 2017
8. Parks, Open Space, And Recreation Plan 2015 - 2020
9. City In Motion: Economic Development Strategy
10. McGaw Neighborhood Plan
11. Conceptual Master Planning of Moraine Edge Park & Preserve



# 1. GROWING FITCHBURG 2030

(City of Fitchburg Comprehensive Plan)

## DEMOGRAPHICS OVERVIEW

- Total Population (WI DOA; 2023): 34,019
- Housing Units (ACS 5-Year Estimates; 2017-2021): 13,240
- Housing Tenure (ACS 5-Year Estimates; 2016-2020):
  - 51% Owners
  - 49% Renters
  - 3rd highest rate of renters in Dane County
- Housing Unit Type (ACS 5-Year Estimates; 2016-2020):
  - Single Family Detached: 39%
  - Single Family Attached: 9%
  - Multi-Family 2-19 Units: 26%
  - Multi-Family 20+ Units: 25%
  - Share of housing units that are not single family detached: 61% (2nd highest rate in Dane County)
- Housing Unit Age (ACS 5-Year Estimates; 2016-2020):
  - 2010 or later: 12%
  - 1990 – 2009: 43%
  - 1970 – 1989: 29%
  - 1950 – 1969: 12%
  - 1940s or earlier: 4%
- Vacancy Rate (ACS 5-Year Estimates; 2016-2020): 3.1%
- Median Home Value (ACS 5-Year Estimates; 2016-2020): \$323,400
  - Median Sales Price 2021/2022 (Redfin): \$405,000
- Median income (U.S. Census QuickFacts; 2021 dollars; 2017-2021 est.): \$78,218
  - Dane County: \$78,452

## EXISTING CONDITIONS

- Fitchburg has a median home value of \$287,200, higher than the Dane County average of \$242,270. The city has an equal distribution of single-family and multi-family housing, homeowners, and renters. More than 90% of the city's housing was built between the early 1960s and early 2000s, and it has a low rental vacancy rate.
- Housing units from 2020 to 2040 were projected to be 4,908 units, expected at an annual average of 245 based on the City's Housing Plan (2019), to add to the 12,040 existing units. Households for the same period were projected to increase by 4,655, calculated by applying a 5% vacancy rate to the projected housing units, except for households in the Town of Madison that the City will absorb in 2022 due to data limitations.
- The study area has a participant labor force of 83.6% aged 20-64, with 53% males and 47% females. The unemployment rate in Fitchburg is 5.4%, Dane County is 3.8%, and Wisconsin is 4.7%. White-collar jobs are at 86.7% in Fitchburg, 86.5% in Dane County, and 74.8% in Wisconsin. The minimum household income is \$66,110 in Fitchburg, \$67,631 in Dane County, and \$56,759 in Wisconsin.

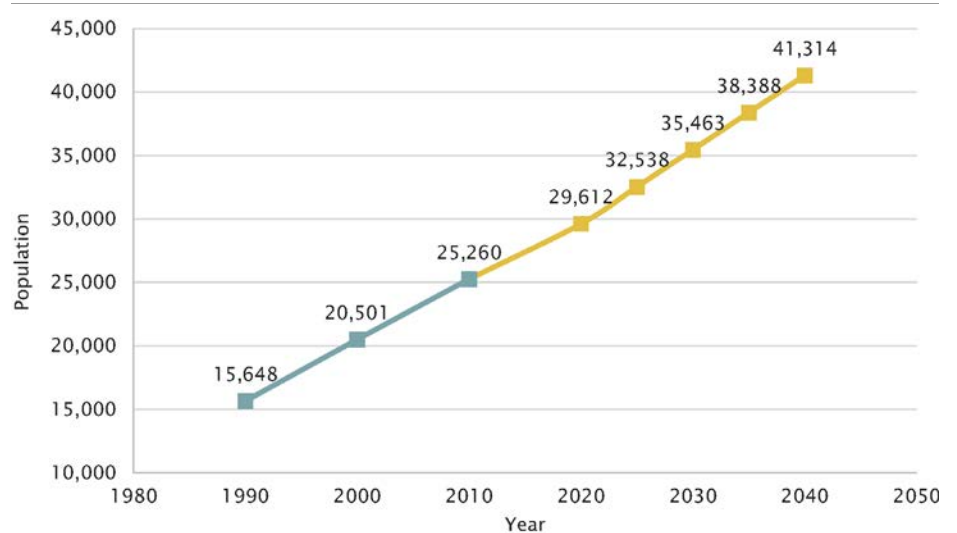
## GOAL, OBJECTIVES, AND ACTIONS

- The City aims to provide all residents with affordable, decent living environments and encourage affordable housing in new neighborhoods. To achieve this, the City will develop and preserve long-term affordable housing for low to moderate-income residents, promote diverse housing options, and encourage transit-friendly neighborhood

density. The City will also support rehabilitating existing housing while maintaining the City's historic and aesthetic values. To accomplish these objectives, Fitchburg proposes creating a land trust fund for affordable workforce housing, review development fees for affordable homeownership opportunities, and promote opportunities for first-time buyers. Additionally, the City will provide smaller lots for affordable housing, focus on specific areas for redevelopment while maintaining affordability, and consider low-interest loans for energy conservation updates and low-income home purchases.

- **Healthy Neighborhoods:** The City should work towards developing and maintaining "healthy" neighborhoods that consist of quality, diverse housing, adequate gathering/social spaces, and horizontal and vertical land use "mixing" offering live/work/play options with multi-modal access and attractive streetscapes.
- Encourage the development of compact mixed-use activity centers that offer an alternative to low-density office and research parks in

Population - 1990 to 2040\*



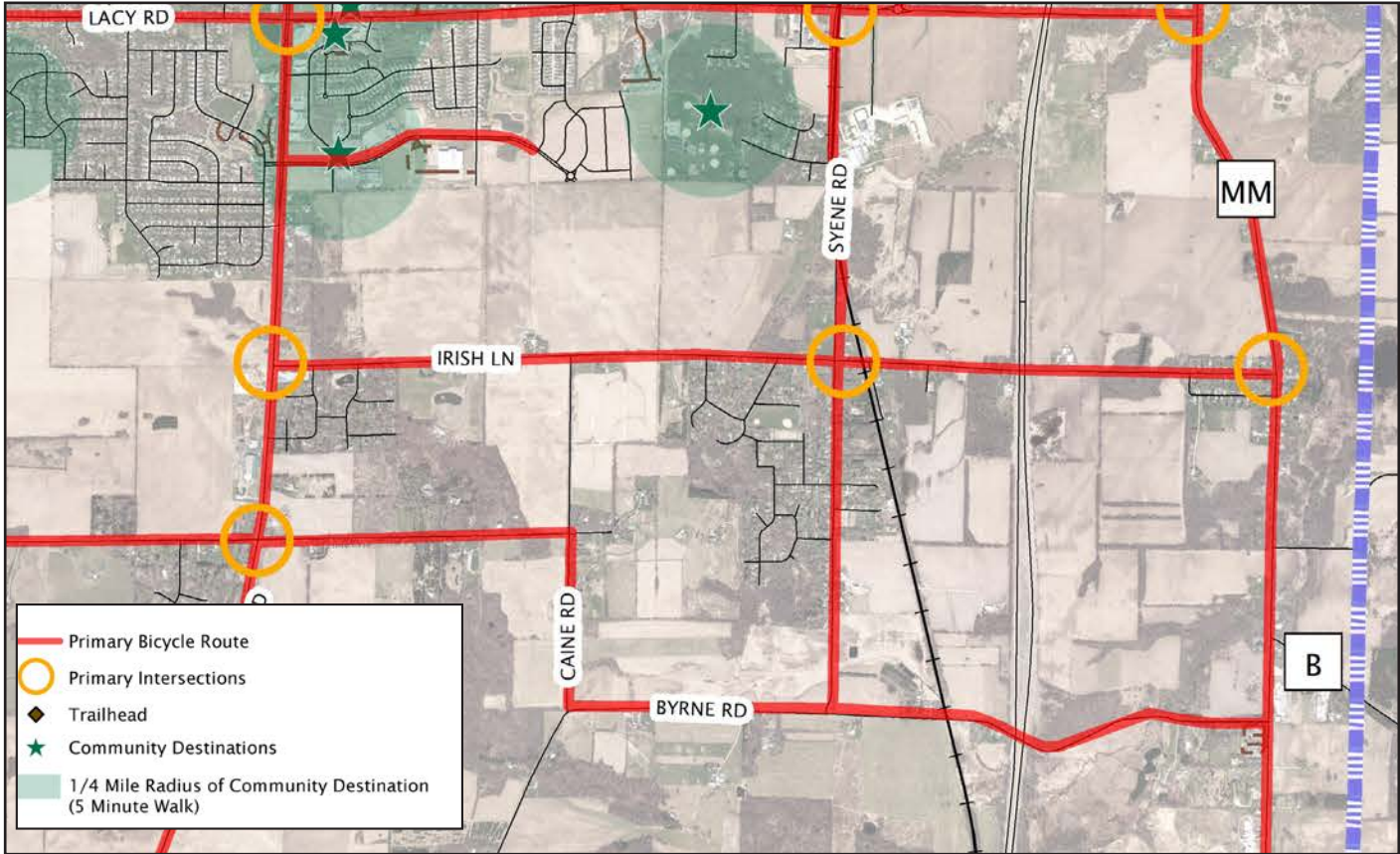
suburban areas. To achieve this, the City will encourage development of mixed-use centers, encourage taller buildings with structured parking, ensure accessibility to transit routes, provide commercial centers that meet city needs, avoid strip buildings, integrate commercial development with residential areas, and consider financial assistance for structured parking.

- Promote appropriate retail and service areas with flexible design by supporting agriculture-based businesses. Evaluate business development for economic benefits, environmental impacts, and compatibility with adjacent land uses. Maintain a database of commercial and industrial

sites and be responsive to development customers while recognizing the value of open public review.

- The City aims to improve its park and open space system for recreation and ecological preservation. They plan to acquire suitable sites for parks, prioritize needs based on a plan, and create Community Parks on the west side. Maintenance and management are also priorities, including planting trees, managing invasive species, and controlling wildlife. Finally, they aim to connect linear parks and paths for walking and biking between neighborhoods and districts while preserving natural resources.

Bike and Pedestrian Transportation Network



KEY TAKEAWAY

- The Greenfield Neighborhood (GFN) is identified as a growth zone area—a sub-section of the City’s general land use policy. The City identified three types of growth zones capable of accommodating future development: grayfield, greenfield, and farmfield. GFN is a greenfield growth zone, or Future Urban Development Area (FUDA), which typically consist of undeveloped lands (often currently agricultural) located at the edge of the City’s developed area and outside the urban service area. FUDAs are intended to accommodate a range of future land uses, from residential and commercial to industrial and institutional.
- Resolution R-30-07 establishes the City’s future urban development boundary (which includes GFN) and states that future development should be guided by the following goals:
  - Maintaining the coexistence of urban and rural areas.
  - Creating highly intensive transit-oriented neighborhoods.
  - Improving the quality of older areas through maintenance and redevelopment.
  - Maintaining natural resources and the city’s historic high-quality farmland.

## 2. FITCHBURG HOUSING PLAN (2019)

*Fitchburg grew quickly in the 60s and 70s with multifamily rental housing. Later, the community shifted development to single-family homes and now has an equal split of renters and owners, but with large differences in household income. The City aims to encourage the development of desirable, accessible, and affordable housing for people at all income levels and at every stage of life.*

### EXISTING CONDITIONS

- Fitchburg has economic and spatial segregation, with owner households earning on average \$30,000 more than the median income of \$66,000, while renter households earn on average \$30,000 less. Renter-occupied housing is mostly situated in a few neighborhoods close to the Beltline, and rental housing is scarce in other neighborhoods. In Fitchburg, only 5% of owner-occupied housing is affordable for families at 80% of the area median income (\$65,000). The average sale price in 2017 was \$325,000.
- The number of annual building permits for new homes in Fitchburg was below 50 between 2008-2017. However, in 2018, approved permits increased to at least 100. From 2002-2007, 100-150 homes were built in Fitchburg each year, and regional housing construction began growing again in 2013. This lack of new homes has resulted in high home prices in the City.
- The rental vacancy rate across the region has been persistently low, but it is now rising due to a construction surge catching up with the strong demand for housing units. As of fall 2018, the vacancy rate in Fitchburg was estimated to be between 3.7% and 5.2%, which could lead to a slowdown in new apartment construction in the coming years.
- Madison's metro population and housing growth remain strong, projected to grow by 6,000 people and 2,700 households annually

(1.4% annual increase) by 2030. With a 50/50 split between rental and owner housing and low vacancy rates, the need for new housing types continues, including 108 owner-occupied and 117 renter-occupied units annually.

### GOAL

The Plan outlines goals to address local housing needs. Prioritize neighborhood health, add more housing near North Fish Hatchery Road, build owner-occupied homes at various price points, and support senior citizens' housing needs.

### STRATEGIES

- The city should prioritize neighborhood health in all decisions related to housing. This includes a mix of housing types that will result in better neighborhoods. The city should aim to build 100- 150 units annually to return to pre-2008/09 recession construction levels.
- Build more affordable owner-occupied housing for households below median income. Fitchburg's housing market is top-heavy, with fewer units valued below \$200,000 and more valued higher than \$300,000. The plan proposes 30% of new ownership units priced between \$174,000 and \$217,000. Encourage more attached units where each unit sits on its own parcel with no shared property or condo association. Also, build more rental units at varying prices to meet the projected need for 1,400 units within the next 12 years.
- Increase 3+ bedroom rental units in Fitchburg, as it has the lowest number in the region and a high people-per-room ratio. Build 640 new or redeveloped units for senior citizens, with 80% affordable, between 2018 and 2030. Upgrade or replace old, affordable rental units.

### KEY TAKEAWAY

No potential residential parcels are identified within the Greenfield neighborhood.

## 3. DANE COUNTY COMPREHENSIVE PLAN

### EXISTING CONDITIONS

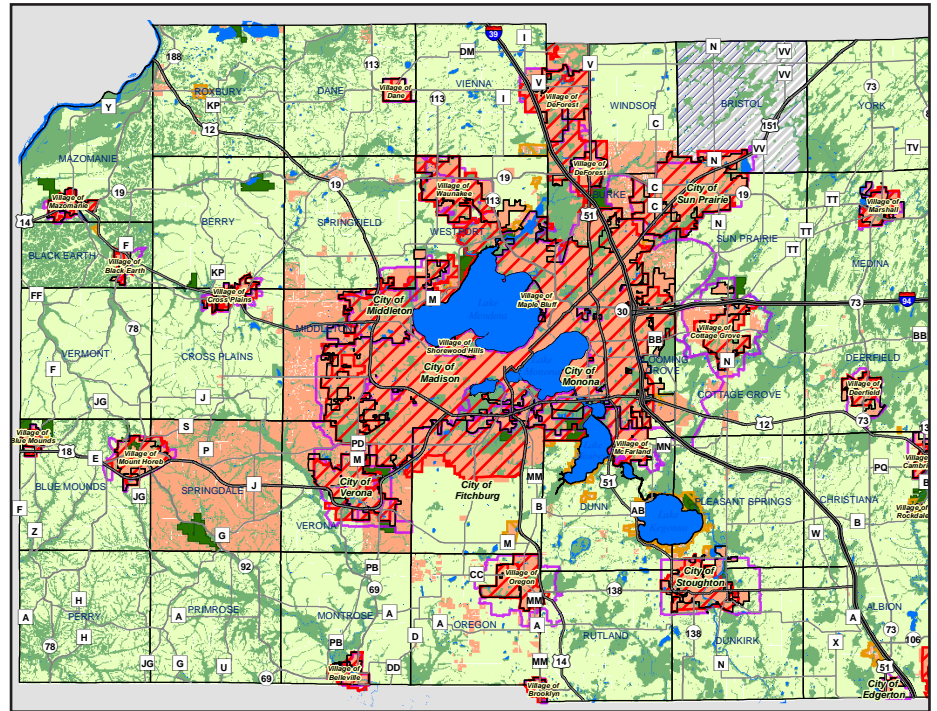
Housing in Dane County peaked in 2004 with 4,742 new units built and hit its lowest point in 2010 with only 1,070 new units. Since then, there has been a rebound in new housing starts, led by a significant increase in new multi-family units. Between 2004 and 2014, Dane County added 12,547 single-family homes, 1,252 two-family units, and 16,501 multi-family units. The population of Dane County grew by 51,521 residents during this time, with an average annual growth rate of 1.1%.

The county's transportation network is already experiencing significant congestion and traffic delays, while transit passengers have steadily increased since 1998. Commuting by bicycle has significantly increased, and the estimated daily vehicle miles traveled (VMT) continues to rise.

### GOAL

The plan aims to ensure enough housing for everyone, with good access to transportation and services. Offer options for all ages and incomes, maintain, and improve current housing, and promote mixed-use and compact areas. Provide land for low to moderate-income housing, eliminate barriers, and encourage diverse communities. It also conserves energy while meeting housing needs.

### Planned Land Use Map



To provide reliable public utilities and community services in a safe and environmentally responsible manner, maintain the Dane County community's health, safety, and well-being, and meet its current and future needs.

### IMPLEMENTATION

When planning future development, consider access to services while protecting the environment and minimizing agricultural land conversion. Work with other units to prevent duplication and promote shared facilities. Create "utility corridors" for new development. To protect agricultural, natural, and water resources, enforcing zoning regulations and encouraging

development in already developed areas is important. Additionally, promoting recycling and renewable energy can help to preserve these resources. It's also important to avoid duplicating community services and ensure developers contribute to community facility costs.

# 4. CARPC REGIONAL DEVELOPMENT FRAMEWORK (JULY 2022)

The Framework is designed to serve as a guide for incorporating big picture goals into individual decisions about where and how to grow. The strategies outlined in the Framework will promote growth that:

- Reduces greenhouse gas emissions and fosters community resilience to climate change
- Increases access to jobs, housing and services for all people
- Conserves farmland, water resources, natural areas, and fiscal resources

## DEVELOPMENT PATTERN STRATEGIES

The Framework recommends focusing 40% of growth in centers and along corridors. Centers provide living, working, shopping, and socializing opportunities, while corridors offer transportation options and a mix of activities. Concentrating growth in this way makes it easier to access jobs, resources, and personal needs while reducing car travel and associated greenhouse gas emissions. Centers connected by transit corridors can reduce car travel even further. Mixing housing types within centers and along corridors improves housing choice, reduces energy

### Objectives and Goals

Objectives	Goals		
	Climate	Opportunity	Conservation
Increase percent of development that is compact, mixed, walkable, and where feasible, transit supportive			
Increase the tree canopy			
Increase infiltration of precipitation and reduce stormwater runoff			
Decrease urban heat island effect			
Decrease racial disparities			
Generate housing supply to meet demand			
Grow business and jobs in targeted sectors			
Increase physical access of residents to jobs and services			
Enhance stewardship and natural resource areas			
Designate and protect regional farmland preservation areas			
Increase density and ensure good connectivity among developments			

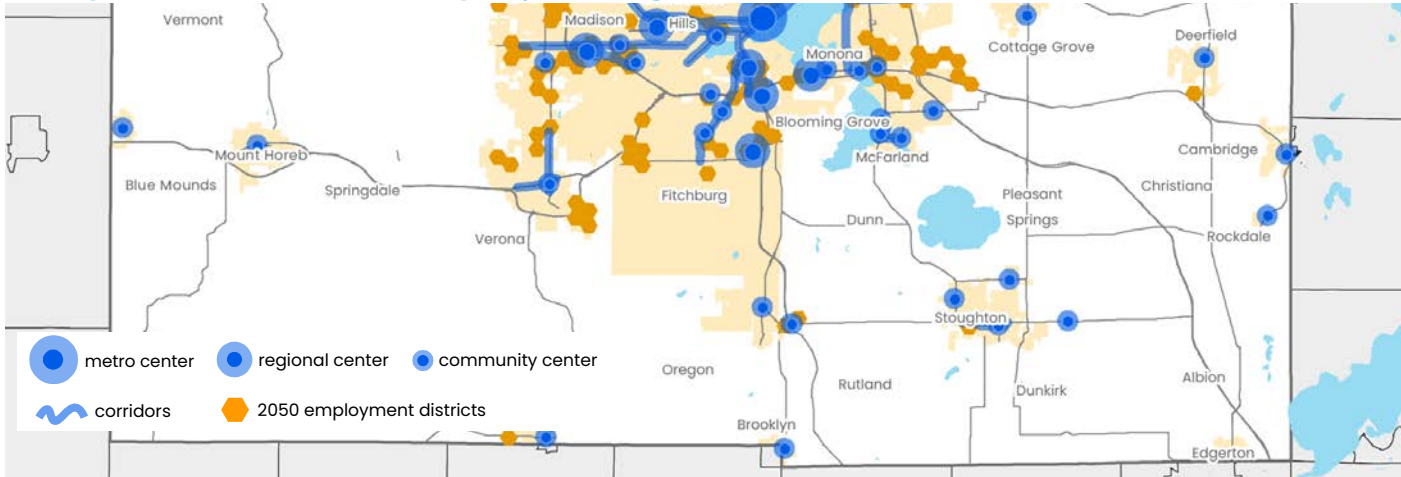
consumption, and can reduce people’s transportation and utility costs.

By 2050, we anticipate new centers developing in places like Cottage Grove, Fitchburg and Verona. Existing community centers on South Park Street and at East and West Towne Malls are expected to become regional centers. Focusing growth in centers and corridors will help us achieve the goals of reducing emissions, increasing climate resilience, and increasing access to opportunity. As the population grows, more good jobs and wealth-generating businesses will be needed,

along with suitable sites to accommodate them. The Framework’s third strategy is to plan areas for this business growth to occur. Certain industries concentrated in the greater Madison region offer higher wages and stronger career pathways in addition to importing dollars from outside the region that support other industries. Projected areas of concentrated growth in office, industrial, and medical jobs are shown in orange on the map for this strategy.

The Framework steers development away from protected natural areas and

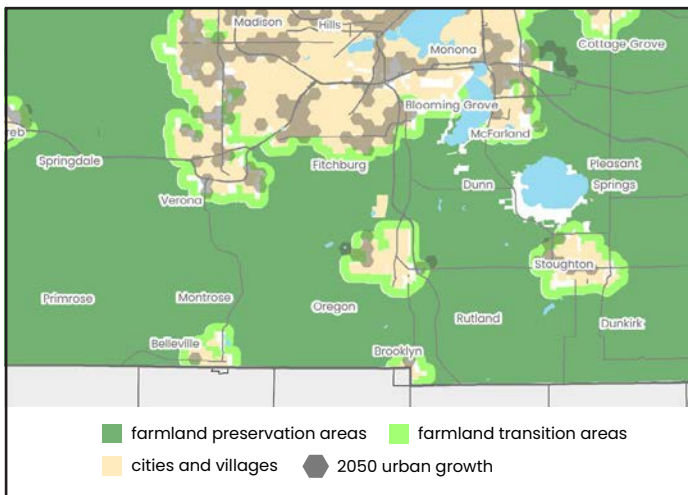
Development Patterns: Plan areas for quality business growth



advocates for enhancing resource stewardship areas. Protection areas include bodies of water and wetlands, 100-year floodplains, shoreland and riparian buffer strips, park land and savannahs and stormwater management facilities. Where the FUDA study suggested following low impact standards in stewardship areas, the Framework recommends that stewardship areas be considered for placement in Environmental Corridors. The final development pattern strategy is to minimize development in long-term farmland preservation areas and to coordinate development within farmland transition areas at the local level.

Farmland preservation areas are designated in Town and County Farmland Preservation Plans. They may include Agricultural Enterprise Areas and are typically characterized by large tracts of contiguous farmland and/or high-quality soils. These areas are generally outside of the agricultural transition areas that have been identified for long term urban expansion.

Development Patterns: Preserve Farming Areas



KEY TAKEAWAY

The Greenfield neighborhood is located within a Farmland Preservation Area within CARPC's regional development framework. The neighborhood aligns with CARPC's emphasis on centers along transit corridors.

## 5. 2022 DANE COUNTY FARMLAND PRESERVATION PLAN

### Agriculture Preservation



Dane County updated and certified its Farmland Preservation Plan in 2022, as required by the Wisconsin Department of Agriculture, Trade, and Consumer Protection (DATCP) every ten years. The City of Fitchburg adopted the updated 2022 Dane County Farmland Preservation Plan.

### GOALS

- Maintain Dane County's status as one of the nation's most productive and economically viable agricultural areas. Keep farming economically viable in Dane County through the 21st century. Determine locations in Dane County best suited for the long-term preservation and viability of various agricultural operations and resources.
- Maintain adequate farmland to support agricultural industries, limit non-farm development, cluster rural development, encourage compact urban development,

help farmers adapt to climate change, reduce greenhouse gas emissions, and review comp plans for consistency.

### KEY TAKEAWAY

The central part of the GFN is identified as a Non-Farm planning area, given its existing residential development pattern, and is surrounded by agricultural preservation land. Two resource protection corridors in the north and south of the GFN are also identified. Careful planning is required to protect existing natural resources within the GFN and balance the need for residential development expansion and farmland protection. Implementing these measures will help protect the neighborhood, knowing that it currently lacks stormwater management practices, stressing the need to balance residential and business development expansion.

# 6. FITCHBURG AGRICULTURE PLAN: 2017 – 2027

## Opportunities in Agriculture

### VISION STATEMENT

Preservation of the City’s unique agricultural resources, through sound community development planning and implementation activities, and reliant on the expertise and contributions of all stakeholders, will ensure a continued high-quality of life, a collective community identity, and economic and ecosystem health and well-being throughout the City, for present and future generations.

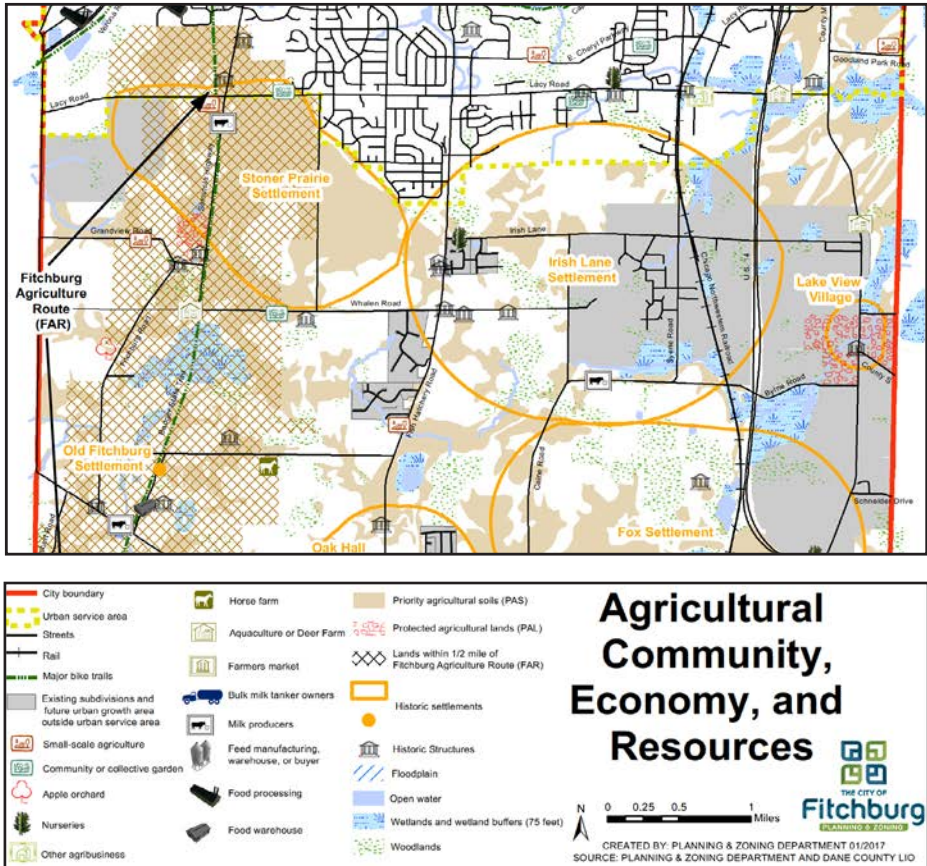
### OPPORTUNITIES

- Farming access to priority agricultural soils,
- Potential market demand for local produce,
- Opportunities for agri-tourism
- Potential for partnerships with local businesses and organizations.

### FITCHBURG AGRICULTURE ROUTE (FAR)

FAR concept represents a unique opportunity for the City to drive social, economic, and agriculture growth by creating a kind of “Local Food Corridor/ Agricultural Main Street” along the FAR. The FAR concept centers on taking advantage of FAR characteristics and local/

Agriculture Community, Economy, and Resources: 2016



regional market demand, and re- envisioning the FAR area as an “agricultural cluster” containing interdependent, diverse local food production enterprises (orchards, community gardens, small-scale crop production and livestock rearing, etc.) and agriculture-related value-added production and retail (artisan cheese, winery/brewery, dairy, etc.), utilizing the Badger State Trail as a “unifying corridor”.

The Greenfield neighborhood is identified as existing or future urban growth, meaning no identified priority agricultural lands are present.

### KEY TAKEAWAY

The Greenfield neighborhood is identified as existing or future urban growth, meaning no identified priority agricultural lands are present.

# 7. BICYCLE AND PEDESTRIAN PLAN 2017

## Bicycle and Pedestrian Facilities and Network Matrix

Pedestrian Network	Bicycle Network	Route Type	Shared Use Paths*	Neighbhd. Slow Street Traffic Calming	Bicycle Lanes	Buffered / Protected Bicycle Lanes / Cycletracks	Shared-Lane Markings	Paved Shoulders
	✓	Primary Bike Routes	S	C	R	S		R**
	✓	Neighborhood. Bike Routes	C	S	C		R	
✓	✓	Scenic Recreational Trails	S					

S = Strongly Recommended    R = Recommended    C = Considered

\* Not applicable to existing neighborhoods as identified in Figure 3.5 herein

\*\* Recommended only in rural areas of Fitchburg

Fitchburg values its biking and walking community and aims to improve safety by closing network gaps and creating separation from motor vehicles. The city also prioritizes preserving existing trees and landscapes.

### RECOMMENDATION

- Good sidewalks are important for pedestrians. They should be level and have curb ramps, lighting, and trees. Benches, trash cans, and art make them even better.
- Shared-use paths are recommended for areas where on-street bike

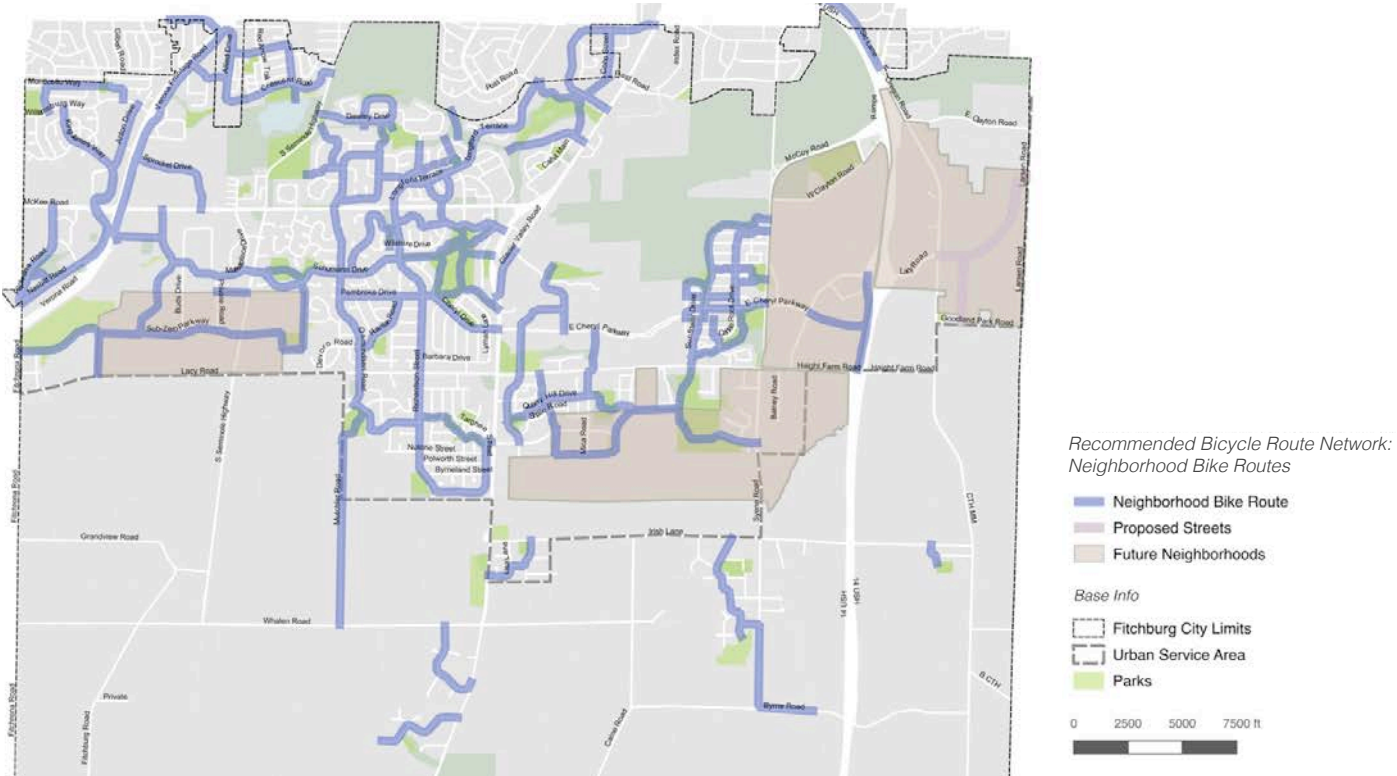
facilities aren't suitable or where a pedestrian and bike connection is needed. They are preferred for limited roadway crossings and scenic areas. Ten-foot-wide paths are preferred, but eight-foot widths are allowed for short distances. Asphalt is recommended for its smoother surface and lower cost.

- A typical and recommended bicycle lane is 6 ft. wide, which includes a 2 ft. wide gutter pan. Where possible, bicycle lanes in Fitchburg are not adjacent to on-street parking. Where bicycle lanes are adjacent to on-street

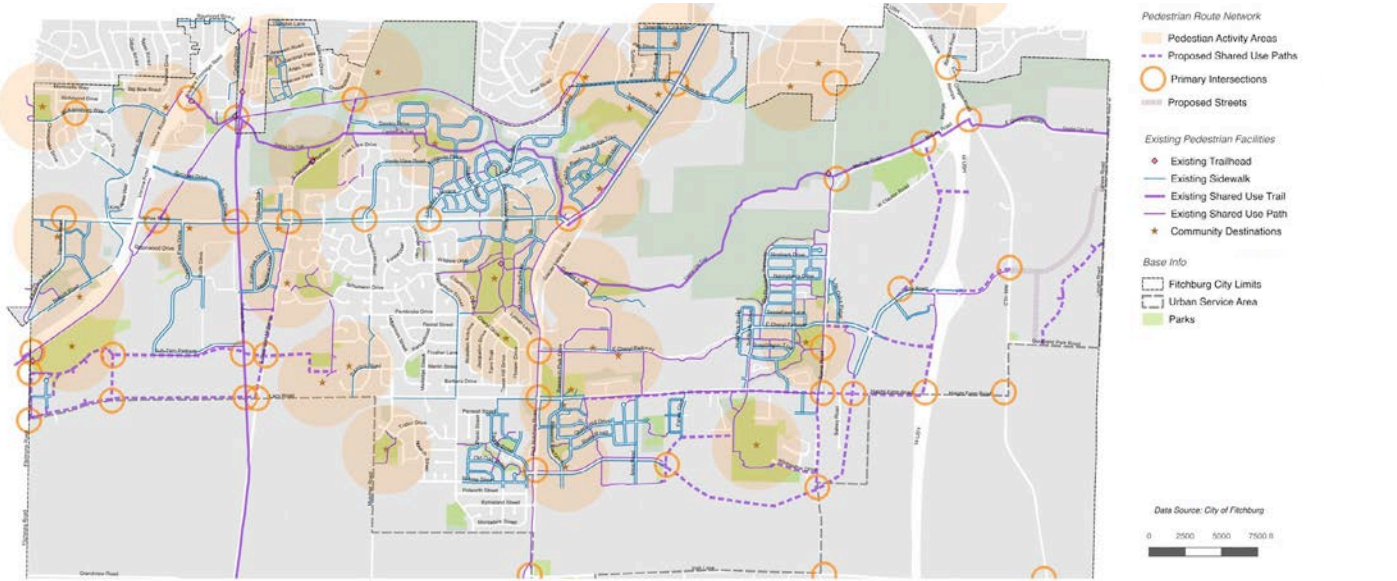
parking, bicycle lanes should be placed outside of the door zone to prevent the risk of dooring incidents.

- Buffered bicycle lanes are conventional bicycle lanes that include a minimum of 2 ft wide painted buffer. Wider buffers with cross-hatching are recommended as space allows to further separate people bicycling from motor vehicle traffic, and to increase user comfort. If on-street parking is present and space allows, an additional painted buffer may be provided between the bicycle lane and on-street parking to reduce the risk of dooring incidents.

Bicycle Route Network: Neighborhood Bicycle Routes



Pedestrian Route Network

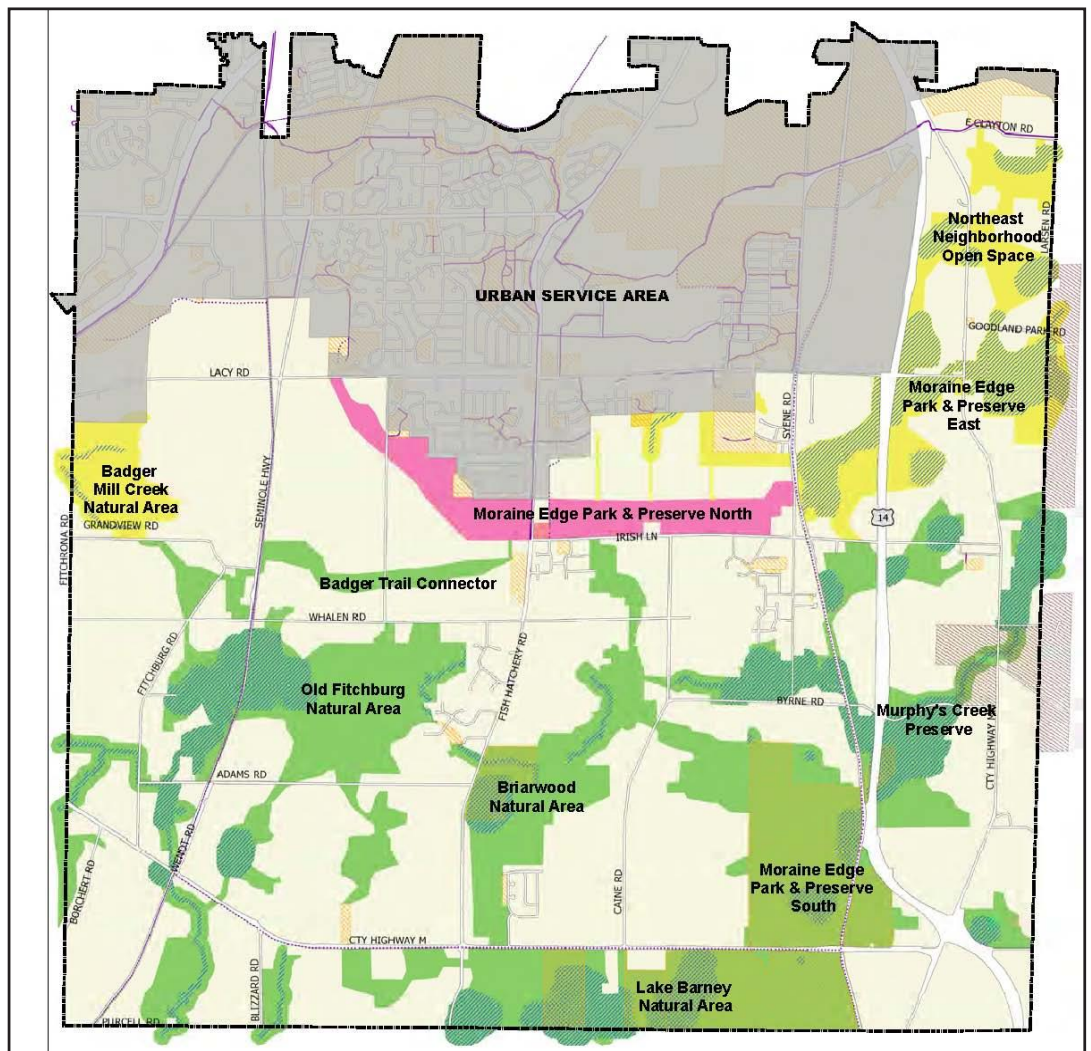


# 8. PARKS, OPEN SPACE, AND RECREATION PLAN 2015 - 2020

The Plan aims to distribute park and recreation facilities equally, protect natural and cultural resources, create economic opportunities, integrate with city-wide systems, provide accessible programs, manage efficiently, and serve the public.

- Fitchburg has a system of land and facilities including 2 community parks (each 60 acres or larger), 6 area parks, 23 neighborhood parks, 12 natural areas (marsh/wetland, prairie, and forested upland), 5 major bicycle/pedestrian trails/paths (including 3 State trails), 6 special-use areas, numerous ecosystem management features (including stormwater management facilities), and various recreation programs and services (classes, leagues, and outings).
- The City has 22 miles of bike and walking trails, some managed by the City and others by government entities.

Fitchburg Conceptual Park and Open Space Proposal



<p>Recommended Boundaries and Implementation Priorities</p>	<p>Proposed Park &amp; Open Space*</p> <ul style="list-style-type: none"> <li>Priority 1 (Pink)</li> <li>Priority 2 (Yellow)</li> <li>Priority 3 (Green)</li> </ul>	<ul style="list-style-type: none"> <li>Conservation Easement/The Nature Conservancy (Hatched)</li> <li>Public Land (Orange)</li> <li>Waterway &amp; 75' Buffer/Wetland &amp; 300' Buffer (Within proposed park &amp; open space boundary) (Blue wavy)</li> <li>Existing Trail (Purple dashed)</li> <li>Approved Trail (Red dashed)</li> <li>Proposed Trail (Blue dashed)</li> </ul>	<ul style="list-style-type: none"> <li>City Limits (Dotted line)</li> <li>Right of Way (Solid line)</li> </ul>	<p>0 0.125 0.25 0.5 0.75 Miles</p> <p>Note 1: Not all proposed park and open space has to be obtained as public-owned land.                  Note 2: Not all environmentally sensitive areas have been identified in this proposal and require additional consideration for protection through development planning.</p> <p>Map Prepared By: Parks, Rec &amp; Forestry Dept.                  Date: November 24, 2009                  Source Data: Town of Dunn, 2009                  NHLT, 2008.</p>
	<p>Map Prepared By: Parks, Rec &amp; Forestry Dept.                  Date: November 24, 2009                  Source Data: Town of Dunn, 2009                  NHLT, 2008.</p>			

# 9. CITY IN MOTION

## VISION

Enhance economic centers, build engaging places, strengthen neighborhoods, foster a unified community identity, cultivate inclusivity, improve access and opportunities, and leverage the City strategic location through innovation and collaboration.

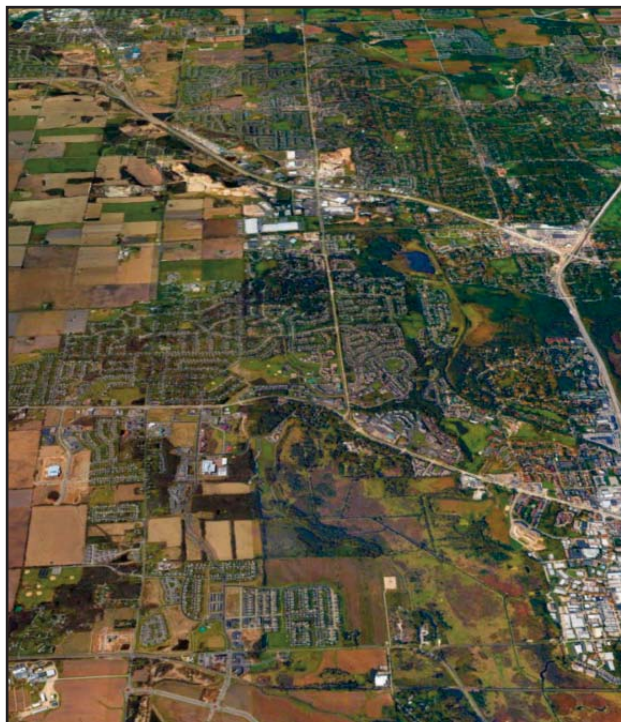
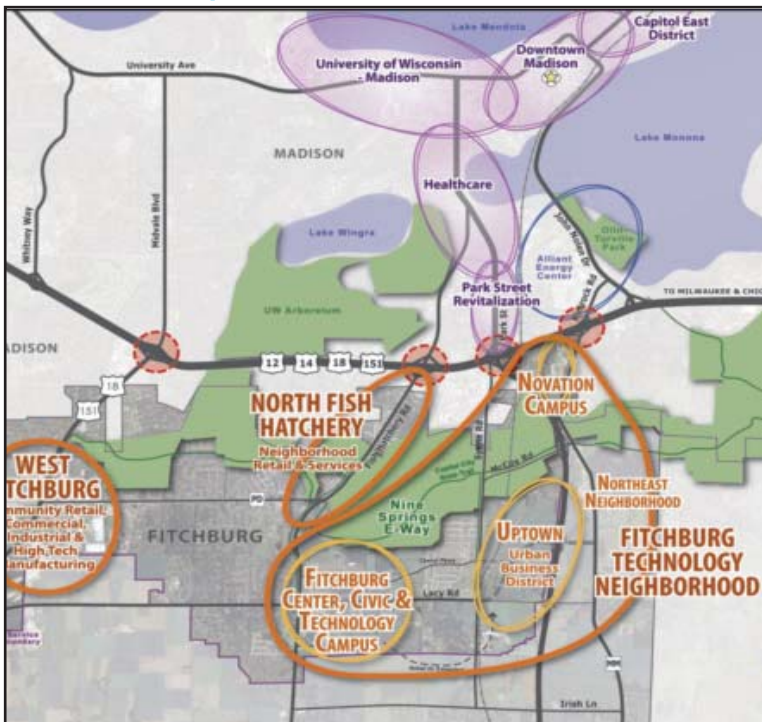
## INITIATIVES

- Boost the economy, create communal spaces, empower neighborhoods, foster inclusivity, and increase opportunities by utilizing location, innovation, and collaboration.
- Adopt and deploy proven tools for proactive redevelopment in key areas, craft a vision, and work the plan to improve blighted corridors and image, unlock the highest and best use, stimulate reinvestment, and meet local needs.
- Use urban technology, build partnerships for transportation and water quality, and

accelerate tech through the New Venture Center to take advantage of proximity to Downtown Madison for economic growth and a strong sense of identity.

- Innovative redevelopment tools for proactive implementation in Fitchburg’s technology neighborhood at North Fitchburg/South Madison and Verona Road corridor.
- Focus on housing affordability, expanding identity as a tech hub, performing arts and cultural attractions, local food vision implementation, school and education vision, sports recreation role and destination, and expanding economic opportunities and work-based training for youth and young adults.
- Foster an inclusive culture, support diversity in entrepreneurship development, and improve transportation connections between underserved neighborhoods and adjacent job centers.

### Economic Development Vision



## 10. MCGAW NEIGHBORHOOD PLAN

### OVERVIEW

McGaw Park Neighborhood (MPN) study area includes approximately 700 acres of privately-owned, undeveloped land most of which is existing farmland and environmentally sensitive areas. The area is bounded by Lacy Rd to the north, southern branch of Swan Creek to the east, a utility easement approximately 1,000 feet north of Irish Ln to the south and Fish Hatchery Rd to the west. The neighborhood is bisected north/south by Syene Rd. The neighborhood contains two major natural resources within its bounds including Nine Springs Creek and associated wetlands in the north and Swan Creek and associated wetlands in the south.

### EXISTING CONDITIONS

- The MPN study area consists of 681 acres. In 2009, the area was 88% agricultural land (including 4.3% of Ag Processing facilities) and 8% park and open space – most of which is included in the neighborhood’s namesake 49-acre McGaw Park. Only 4.5% was dedicated to residential uses.
- Major businesses within the neighborhood include Hartung Brothers, a local agricultural seed supplier, Promega Kepler Center, a local biotechnology innovation hub, and a cluster of computer software and technology companies.

### GOALS AND KEYNOTES

The land use plan developed for MPN includes three distinct development sectors: 1) a higher-density, transit oriented node to the east, 2) a mixed-use, business park node to the west, and 3) a lower-density institutional and single-unit residential area in the neighborhood’s core.

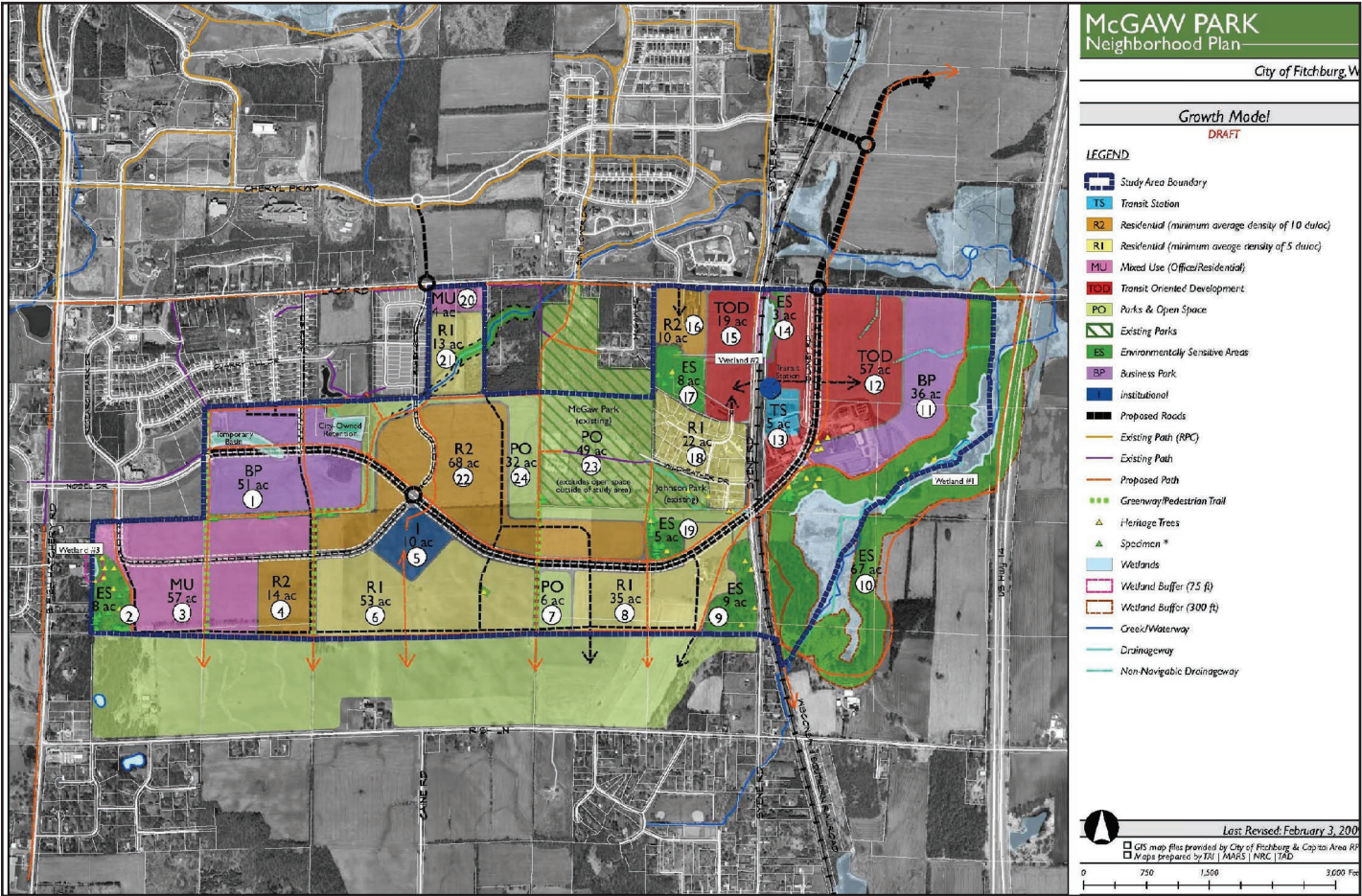
- The Transit-Oriented Development (TOD) in the neighborhood’s northeast corner creates a corridor of higher-intensity commercial activity

and higher-density residential development adjacent to US Hwy 14.

- Business Park land uses are divided into two distinct areas including those in the easternmost areas adjacent to the TOD and a technology hub just east of the existing Fitchburg Technology Campus. Both business park areas offer complementary uses to the surrounding development while offering a diversity of office and commercial opportunities.
- Mixed-use development is designated in two areas. A smaller area to the east is targeted for neighborhood uses such as small shops, personal service, restaurants, small grocers, and boutique retail. Another larger mixed-use area is located closer to the existing Fitchburg Technology Campus and should include a balance of employment and residential uses.
- Medium- and higher-density residential uses (minimum average of 5 to 10 units per acre, respectively) are strategically located within MPN’s development core. The higher-density residential areas can form a transitional zone between more intense commercial, business park, and transit-oriented uses and the medium- to lower-density residential areas.

Under the 2009 MPN plan, 127 acres of parks and open space is required as a dedication for the proposed number of residential units envisioned in the area. Additionally, approximately 100 acres of environmentally sensitive land is not developable due to the location of wetlands, limited soil conditions, or large concentrations of heritage and specimen trees. The Moraine Edge Park includes 175 acres just south of the neighborhood boundary.

Growth Model



DEVELOPMENT VISION

- Conservation and preservation of nature as integrated into neighborhood fabric
- Preference for higher-density development pattern to preserve environmentally sensitive areas and natural resources
- Utilize traditional neighborhood design techniques with simple gridded streets, shorter blocks, alleyway access, smaller lots/home footprints, and limited setbacks
- Include a variety of balanced commercial, retail, and housing opportunities that includes easy access to neighborhood-scaled retail within walking/biking distance
- Creating hubs of mixed-use and transit-oriented development
- Include a range of housing sizes, types, and styles to accommodate a broad range of diverse and affordable housing options for all income/age levels
- Dedicate large pockets of open space interconnected with paths and trails that preserve the McGaw Park legacy

# 11. CONCEPTUAL MASTER PLANNING OF MORAINE EDGE PARK & PRESERVE

A central feature of the Conceptual Parks and Open Space Proposal was the creation of a greenway buffer at Fitchburg's southern urban service area boundary known as the Moraine Edge Park and Preserve North. The proposed park would extend from Savannah Oaks Middle School near the intersection of Lacy Rd and S Seminole Hwy eastward to S Syene Rd. The area recognized by the Fitchburg Parks Commission was identified as the highest priority for parks and open space development. The overall purpose of the park is to meet the present and future recreational needs of the community while protecting existing environmental resources and providing agricultural education opportunities.

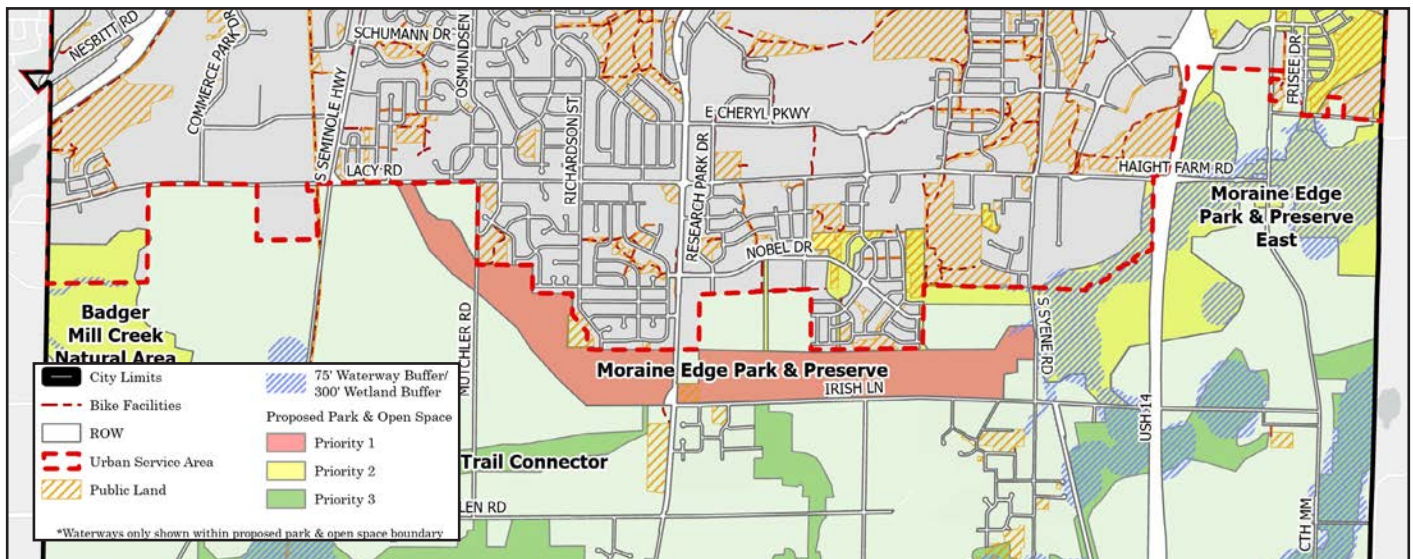
Much like the nearby Nine Springs E-Way, the Moraine Edge Park greenway will provide both active and passive recreation experiences such as bike paths, nature trails, picnic areas, and informal open space for general plan and social gatherings. The park also allows the City to preserve significant

geologic and natural features. It also preserves existing and creates additional wildlife corridors, helps protect sensitive groundwater recharge areas and conserves important local historical and cultural features. The proposed greenway system will eventually include multi-use recreational facilities, interconnected pedestrian and bicycle trails, prairie-oak savannah restoration areas and preserved historic farmsteads.

Park elements considered in the original concept include:

- Playfield Expansion (adjacent to school)
- Prairie Restoration (Wildwood South Prairie)
- Oak Savannah Opening Restoration
- Historic Farmstead Preservation (Fahey Farms)
- Connections to McGaw Farms Park and a local dog park
- Trails along Swan Creek's tributary and wetlands

## Conceptual Parks and Open Space Proposal



# RECENT DEVELOPMENT REVIEW

## Highfield Reserve



## HIGHFIELD RESERVE

This project attracts different types of users by offering a wide array of housing units. It integrates single-family housing, attached single-family housing, neighborhood supporting institutional uses, and neighborhood scale rental multi-family housing. It also provides different types of open spaces, like public park space, private open spaces, and trails. The units are divided as follows: 257 single family houses, 12 attached single family apartments (Gross Density: 4.4 du/acre), 228 multi-family apartments (Gross Density: 17.7 du/acre), and 5 acres of institutional use.

## Irish Fields SIP



## IRISH FIELDS

This project is a Mixed-Use neighborhood including multiple density types. It has a unique character by presenting a diversity of styles of units which could appeal to a broad range of household types. It constructed 228 dwelling units (22du/acre), divided as follows: 24 Townhome units, 32 Walk Up Apartment units, 172 Garden Apartment units. Lot 270 included 70 dwelling units (18.8 du/acre), while lot 271 included 158 dwelling units (with 23.8 du/acre). The project provided a variety of unit types: 30 studios, 113 one-bedroom units, 23 one-bedroom +den units, 51 two-bedroom units, and 11 three-bedroom units.

## Hartung Fields



## HARTUNG FIELDS

The Hartung Fields features a transit-oriented development, including a potential future transit station, existing employment location in the Hartung Facility, and a focus on generating employment opportunities. It sits on a 159.09 acres of land and provides 565 units with a residential density of 6.29 du/acre divided as follows: 44 townhome units (with 10.1 du/acre) and 520 multi-family units (with 46.47 du/acre). Furthermore, it dedicates between 500,000 to 600,000 sqft for employment facilities, and around 15,000 to 20,000 sqft for retail.

**Crescent Crossing**



**CRESCENT CROSSING**

This project sits over 20.96 acres of land. It encourages varied setbacks for a more organic streetscape. Additionally, it supports a variety of architectural styles for character. It has an architectural review committee and designs stormwater management as a public amenity. It has 117 dwelling units (5.58 du/acre), divided as follows: 65 Carriage Lane Accessed Single Family Homes, 22 Twin Home Units (carriage lane accessed garage), and 30 Twin Home Units (carriage lane accessed tuck under garage). It provides seven acres of open space divided between stormwater management and private open space.

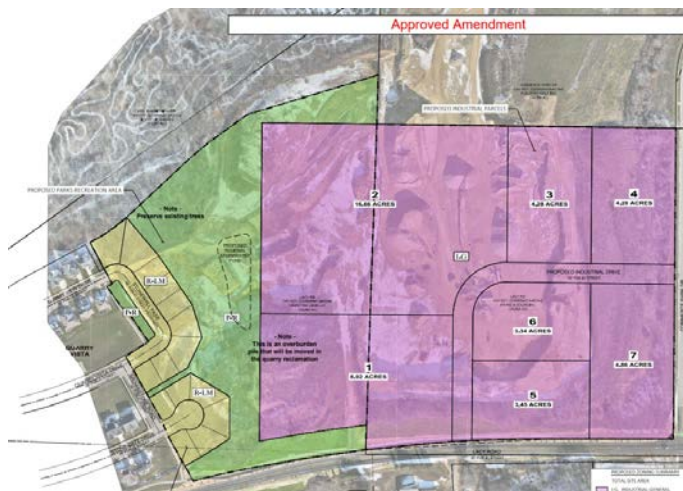
**Fitchburg Minerals - Payne & Dolan**



**FITCHBURG MINERALS – PAYNE & DOLAN**

This project sits on 60 acres of land. It features a mixed residential neighborhood while complementing the existing topography. It aims to create 30 two-family residential lots (6.6 acres), 98 of single-family residential lots (26 acres), and preserve 19 acres of greenspace and steep slopes. It also houses stormwater facilities.

**Quarry Vista**



**QUARRY VISTA**

The Quarry Vista is characterized by low-density development that sits on 72.4 acres of land. What is unique about this project is that it repurposed 1.2 acres of former landfill into private green spaces. Furthermore, the total site is planned as follows: 29.6% as open space, 49.6% as residential, and 20.7% as streets. The development features 4 types of housing: 124 SF-A units, 12 SF condo (SF-B) units, 30 duplex units, and 156 mutli-family units. Finally, the project presents a gross density of 4.5 du/acre, and a net density of 8.9 du/acre.

## RECENT DEVELOPMENTS - TRENDS & COMMON THEMES

The recent development plans adopt common strategies to address housing needs, preserve natural resources, and maintain local character. Below is a summary of the common trends and development patterns from the case studies:

- **Housing Diversity:** Many projects integrate various types, densities, and sizes of housing units, such as single-family homes, multi-family apartments, and mixed-use development.
- **Open Space and Green Areas:** All projects emphasize the importance of open spaces, parks, and green areas. Some projects highlight the importance of preserving and complementing the existing topography.
- **Stormwater Management:** Several projects incorporate stormwater management as a key element, often integrating it with public amenities.
- **Community and Character:** Most projects focus on creating a unique community character through pleasant streetscaping as well as varied architectural styles and design elements.
- **Transit-Oriented Development:** Several projects incorporate potential future transit stations, trails, and attractive streetscapes. This approach highlights a trend towards minimizing car dependency.