



# CITY OF FITCHBURG - GREENFIELD NEIGHBORHOOD PLAN

July 31, 2024  
Open House



## Agenda

# MEETING AGENDA

## Presentation (6-6:30pm)

- Background to this Planning Process
- Purpose of the Plan and how will it be used?
- How has the plan changed?
- Plan Goals, Policies & Land Use Scenarios

## Open House Activities (6:30-7:10pm)

## Public Comment (7:10-7:30pm)



# BACKGROUND

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Background to this Planning Process

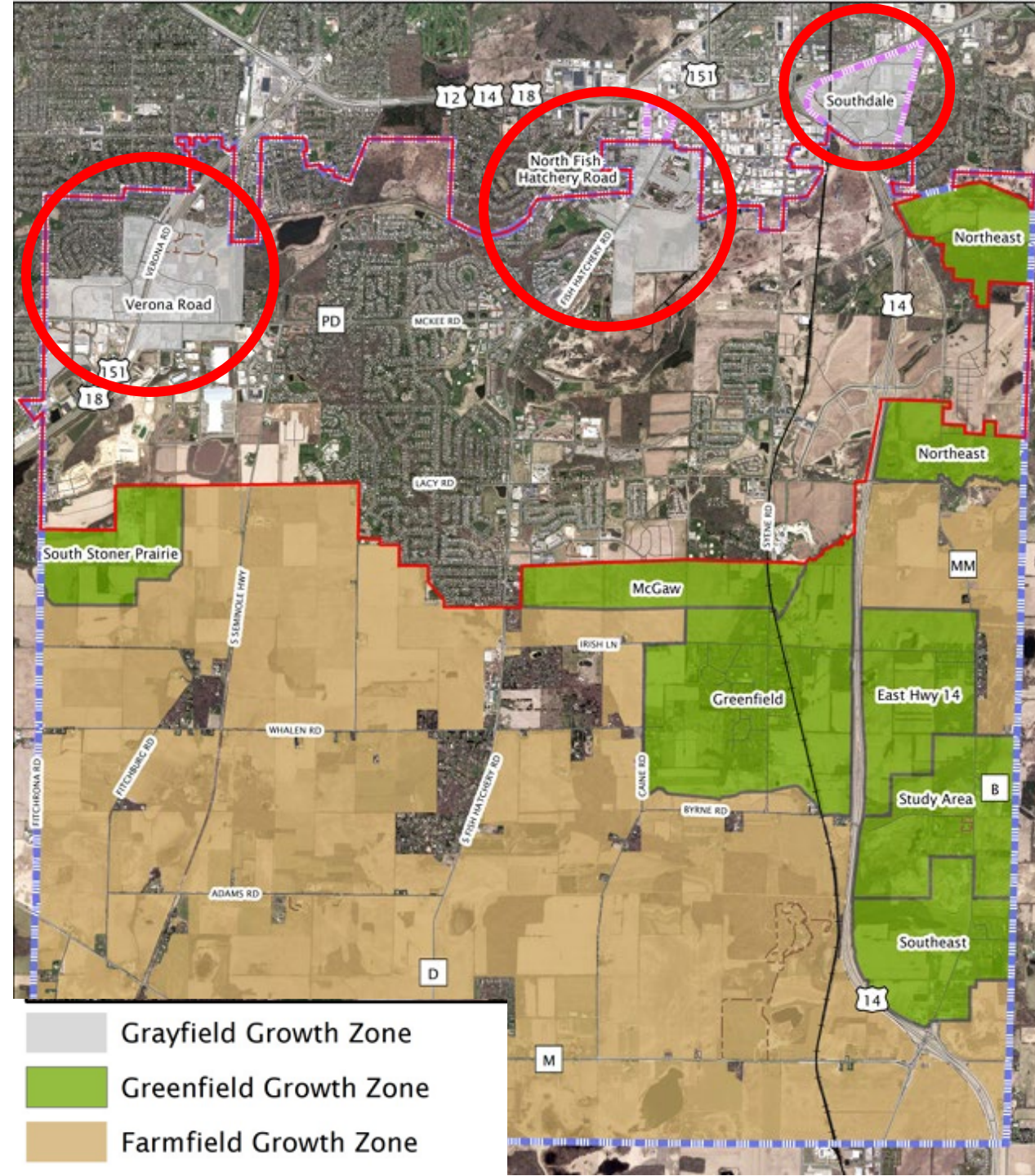
## BACKGROUND

# COMP PLAN: Growth Zones

City's 2009 Comprehensive Plan included a land-use modeling exercise, which formed the basis of the City's future growth map identifying **long-term Future Urban Development Areas (FUDAs)**

**3 Growth Zones identified to accommodate future development, as follows:**

- 1. Greenfield.** Undeveloped lands, often in agricultural use, located at the edge of the City's developed areas outside of the urban service area.
- 2. Grayfield.** Lands that are already developed, or lands that are vacant and surrounded by development, inside of the urban service area.
- 3. Farmfield.** Lands planned for agriculture outside of the urban service and not within a FUDA. This growth zone is intended to accommodate agriculture and associated development.

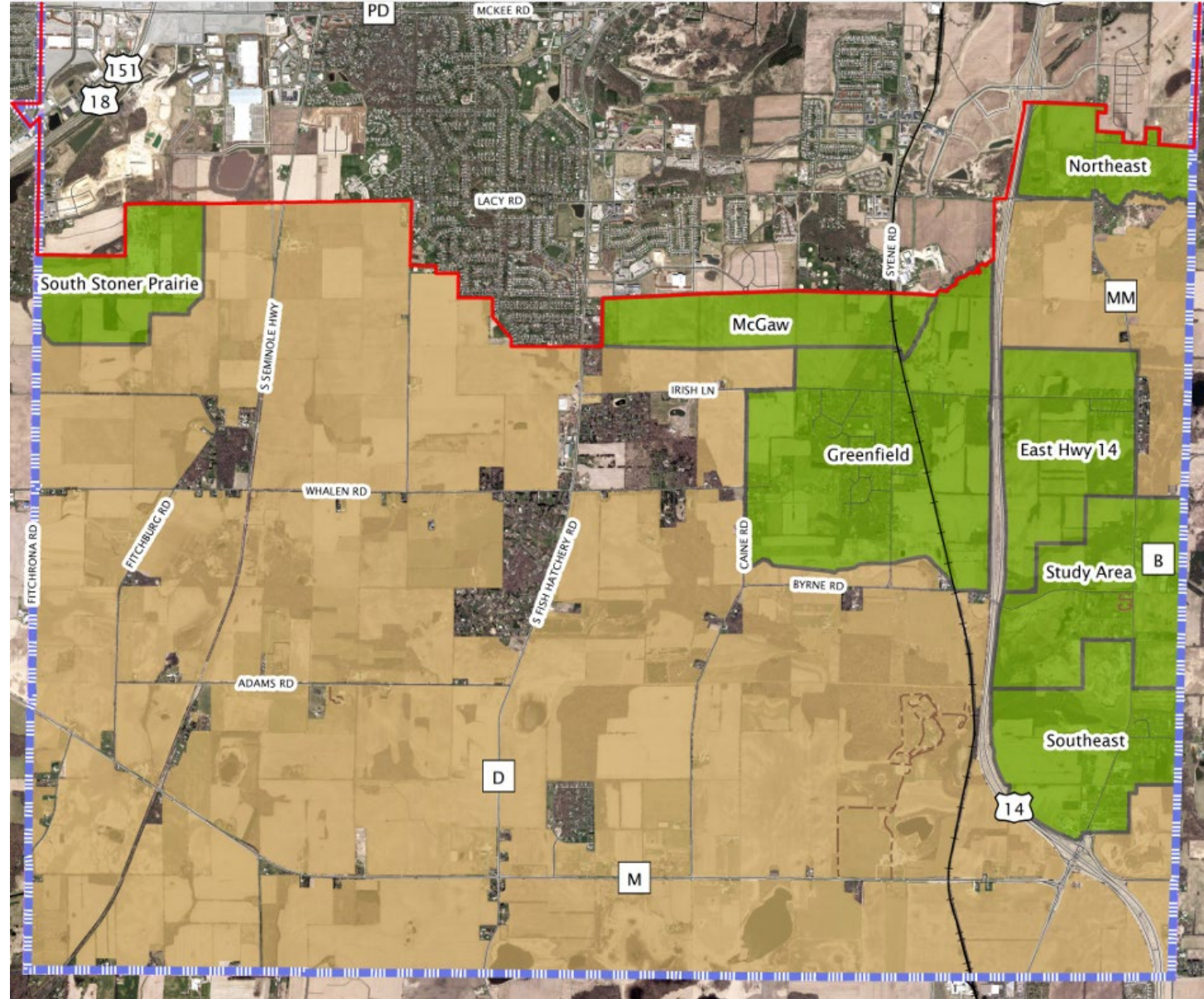


## COMP PLAN: Growth Zones

### Determination of Greenfield Growth Zones

- **Quality of the Agricultural Land.** *East side of the City does not have the productive soils that's on the west side.*
- **Transportation Routing.** *City's best North/South connections are USH 14, Rail line and CTH MM running in parallel.*
- **Utilities/Infrastructure (Sustainable Development Patterning).** *City saw the opportunity to develop along these corridors, and develop in a linear fashion south to the Village of Oregon. No leapfrog developments.*

**6 of 7 Greenfield Growth Zones are along these North/South Transportation Corridors.** **Greenfield Neighborhood** connects future growth areas east of USH 14.



## COMP PLAN: Staging of Urban Service Areas

### Staging Plan

Max. of 75 acre / year development rate along with a 5-year flexibility factor.

Even after completion, some neighborhood plans will take years to be brought into an urban service area; however, a neighborhood plan is important to understand the infrastructure, services and land use on a neighborhood scale.

Figure 4.3: Example of Urban Service Area Expansion Staging

Neighborhood	Acreage**	2010-2029	2015-2034	2020-2039	2025-2044	2030-2049	2035-2054
Northeast	612	500	112				
McGaw	525	388	137				
North Stoner Prairie	307	200	107				
Greenfield	596		19	200	274	103	
South Stoner Prairie	276			175	101		
Easy Hwy 14	353					272	81
Southeast	344						294
2010 available land in USA*	787	787					
<b>Total</b>	<b>3,800</b>	<b>1,875</b>	<b>375</b>	<b>375</b>	<b>375</b>	<b>375</b>	<b>375</b>

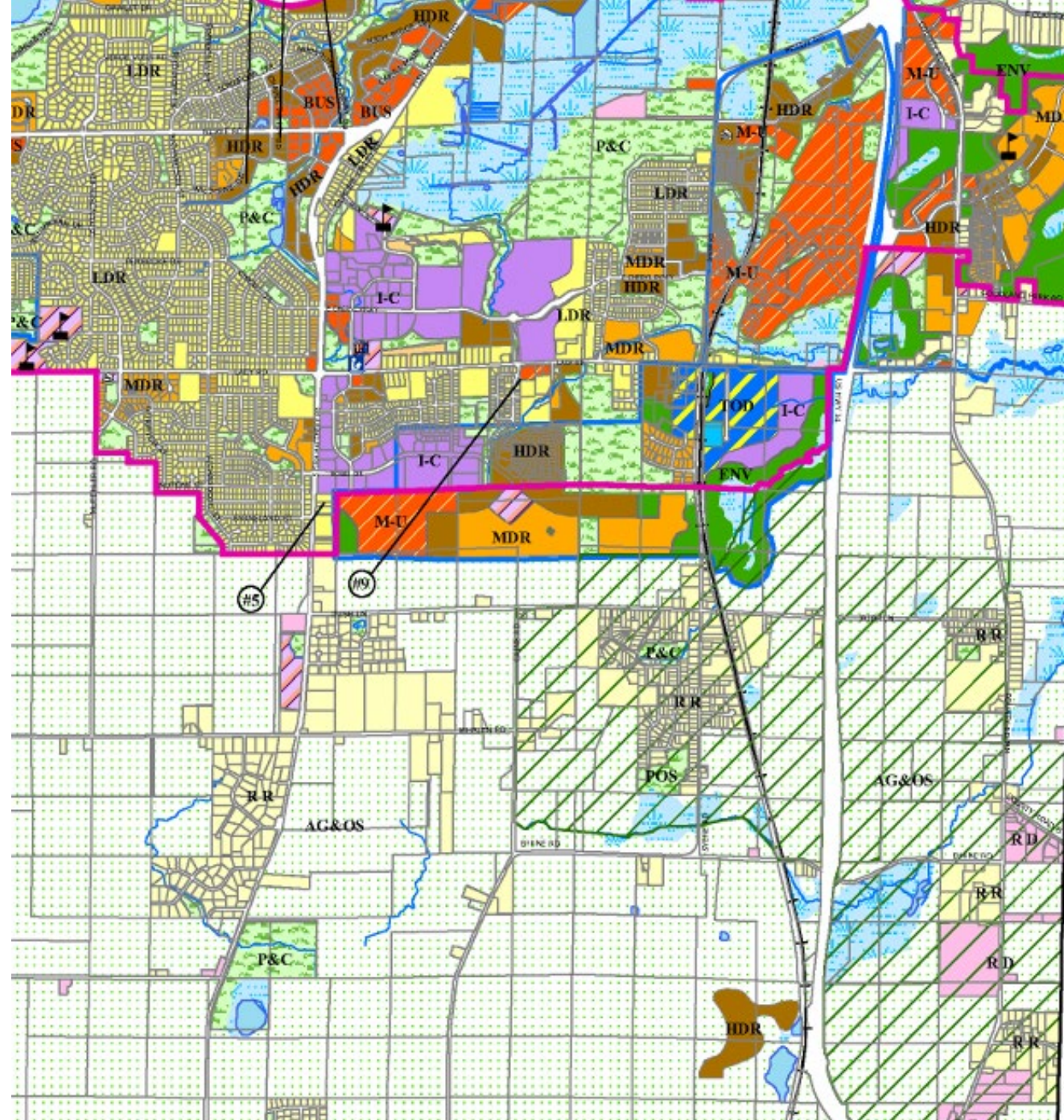
## BACKGROUND

# COMP PLAN: Future Land Use Map

**What's the purpose?** It is intended to reflect community desires, control land use conflicts, and serve as a guide for local officials to review future development requests.

**When is it used?** May occur if and upon requests for rezoning, land divisions, conditional use permits, or other development approvals.

**Why is Greenfield not showing future land uses?** The Comp Plan determined future growth areas that required a separate process (**This One**) to determine FLU for the area.



# PLAN PURPOSE

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Purpose of the Plan and how will it be used?

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

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

## Growth Factors + Implications

### Economic Development

- q Having Good/Services residents need/desire
- q Offering job opportunities to serve residents and greater Dane County
- q Preserving productive agricultural lands for food product

### Housing + Neighborhoods

- q Providing Housing for All
- q Maintaining Neighborhood Character
- q Providing parks, open space and recreation

### Sustainability

- q Protecting woodlands, wetlands and other water bodies
- q Protecting historic structures/places and other landmarks

### Utilities + Services

- q Maintaining reliable Emergency + Protective Services
- q Maintaining good schools (students/teacher ratio)
- q Providing quality utility service for all development types/areas
- q Managing stormwater to minimize flooding and improve water quality

### Fiscal Responsibility

- q Providing all the above, while managing tax implications to residents and businesses

## Why is there not a “No Build” Option?

- The “no build” option is what is out there today. There is nothing in this plan that requires changes, **but...**
- **Property owners shall have the right to consider developing their property sometime in the future.**
- **This plan should help guide those applications for development in the future.** “No Build” basically creates a plan without guidance.

*“This is the preferred process for a community to plan for growth. Much more preferred than if a landowner or developer proposes development adjacent to the neighborhood without a guiding plan.”*

*- Jason Valerius, CARPC*

## Preferred Land Use Scenario

*Development will only move forward **when the current property owners choose to sell or redevelop their properties.***

### What it is



- **Long-term vision** for what's allowable *(if applying for development approvals)*
- Support in **identifying character and design parameters** if a property were to redevelop
- Identify **infrastructure needs** to best serve the neighborhood and adjacent lands in a **fiscally responsible way**.



### What it is NOT

- **Suggesting properties shall redevelop or be sold for development**
- **Restricting** the landowners from using their property as they are currently using it
- **Limiting farming** or adding barriers to their current operation

# PROJECT INPUT

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How has the plan changed?

## 1<sup>st</sup> OPEN HOUSE FEEDBACK

12/04/23 – Approx. 80 people at presentation

- Concern for rapid urban growth into agriculture areas
- Strong support to maintain viable agriculture land use and address natural resource limitations
- Concern for higher volumes of traffic and narrow roadway along Irish Lane
- Desire to preserve connections to farming community and beautiful natural environment that *“sets Greenfield apart. Keep Greenfield green!”*
- Younger, newer residents love the community’s character and want to share the community with others through *“responsible urban growth that provides opportunities for younger families.”*

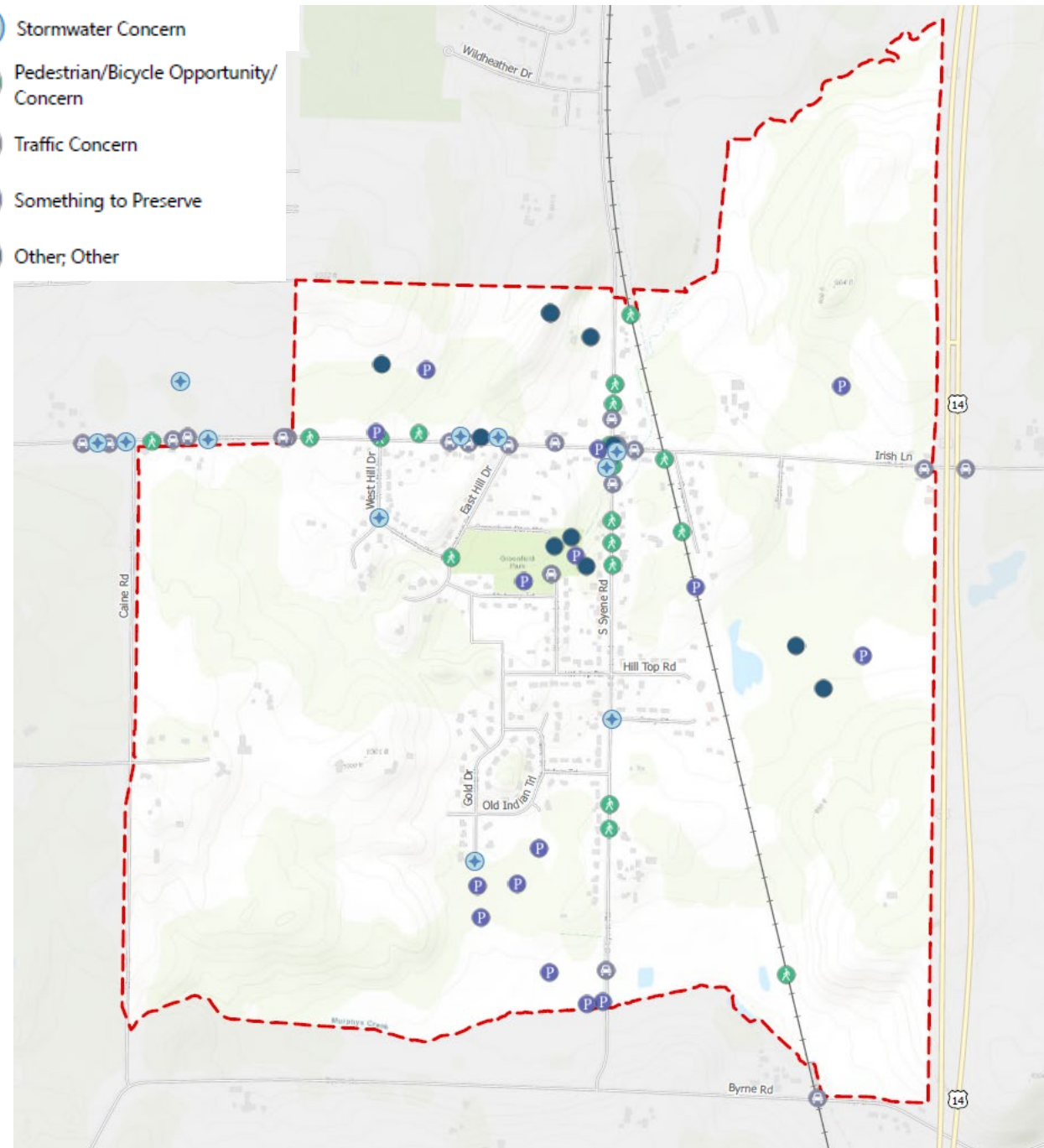


## PROJECT INPUT

# ONLINE MAPPING FEEDBACK

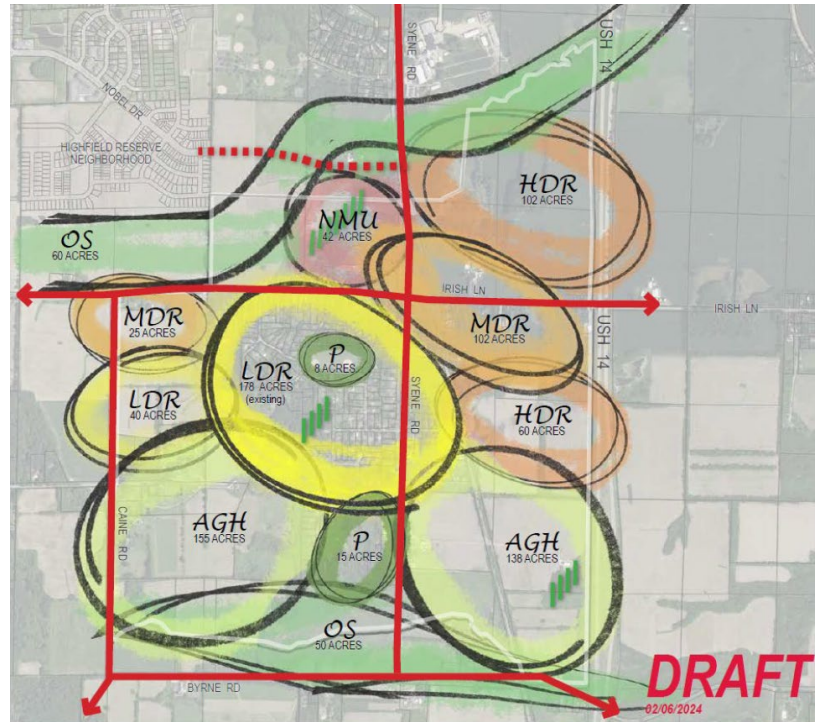
Late Nov '23 – Early Jan '24, 79 Responses

- Concerns about **traffic speeds**, especially on Irish Lane
- Need for **improved stormwater management**, especially from snow melt
- Desire to **preserve ecological health and wetlands and protect farmland**
- **Maintaining community character** and expand parks/recreation spaces
- Bike lanes and sidewalk safety are important, especially on Irish Lane
  - Overall need for more "room" for bicyclists and pedestrians in the ROW



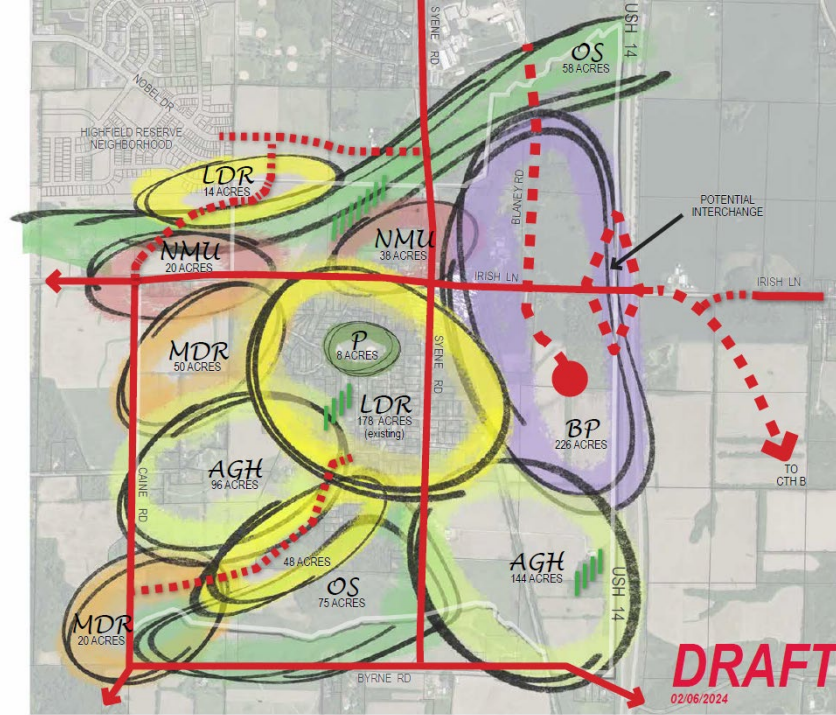


## Option “A”



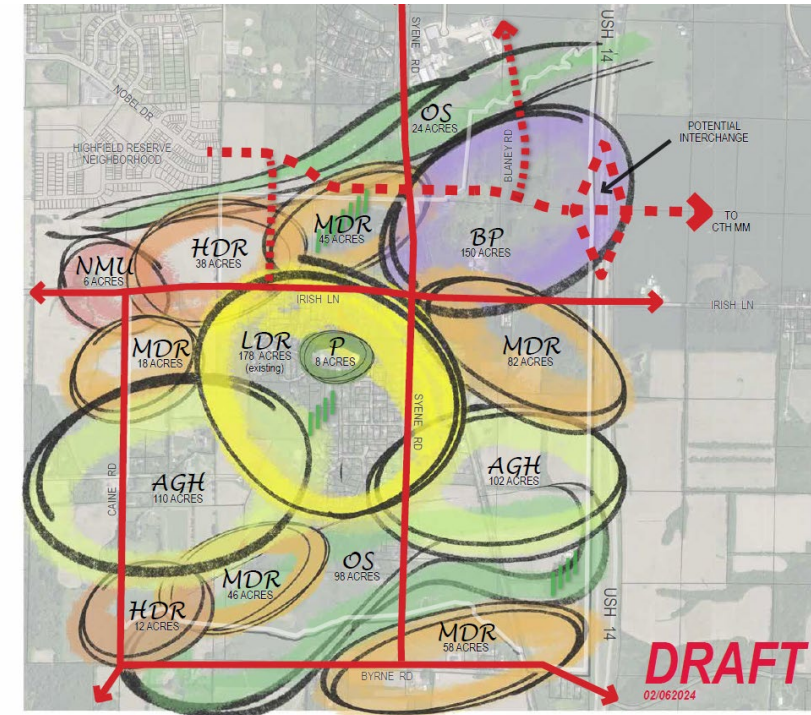
- No Interchange or New Collector
- No Business Park
- Majority of development to the north
- Agrihood/Open Space/Existing to the south
- Expansive Moraine Park Area

## Option “B”



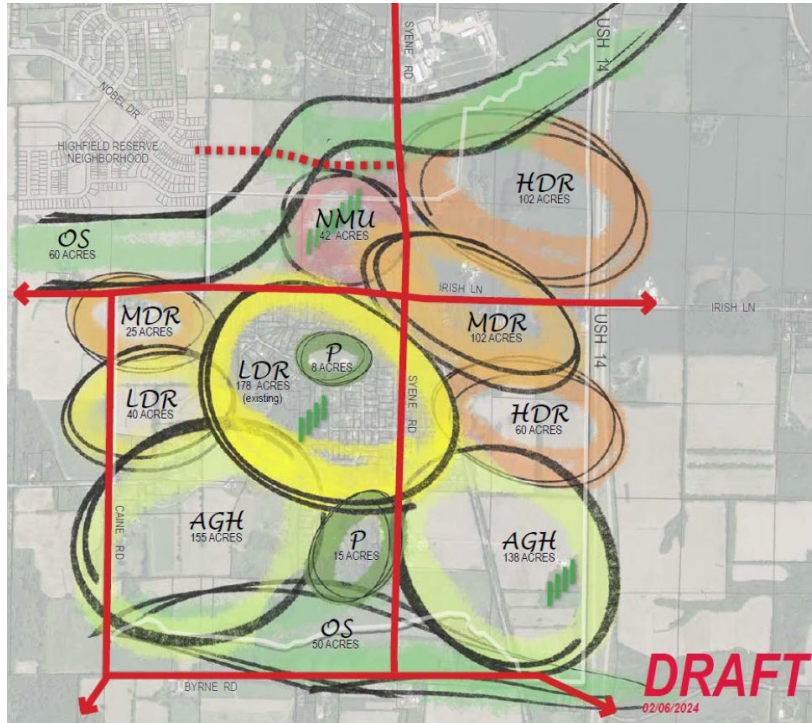
- Interchange at Irish Lane
- Business Park along the east
- Majority of development to the north w/ pocket in Southeast
- Agrihood/Open Space/Existing to the south
- Squeezed Moraine Park

## Option “C”



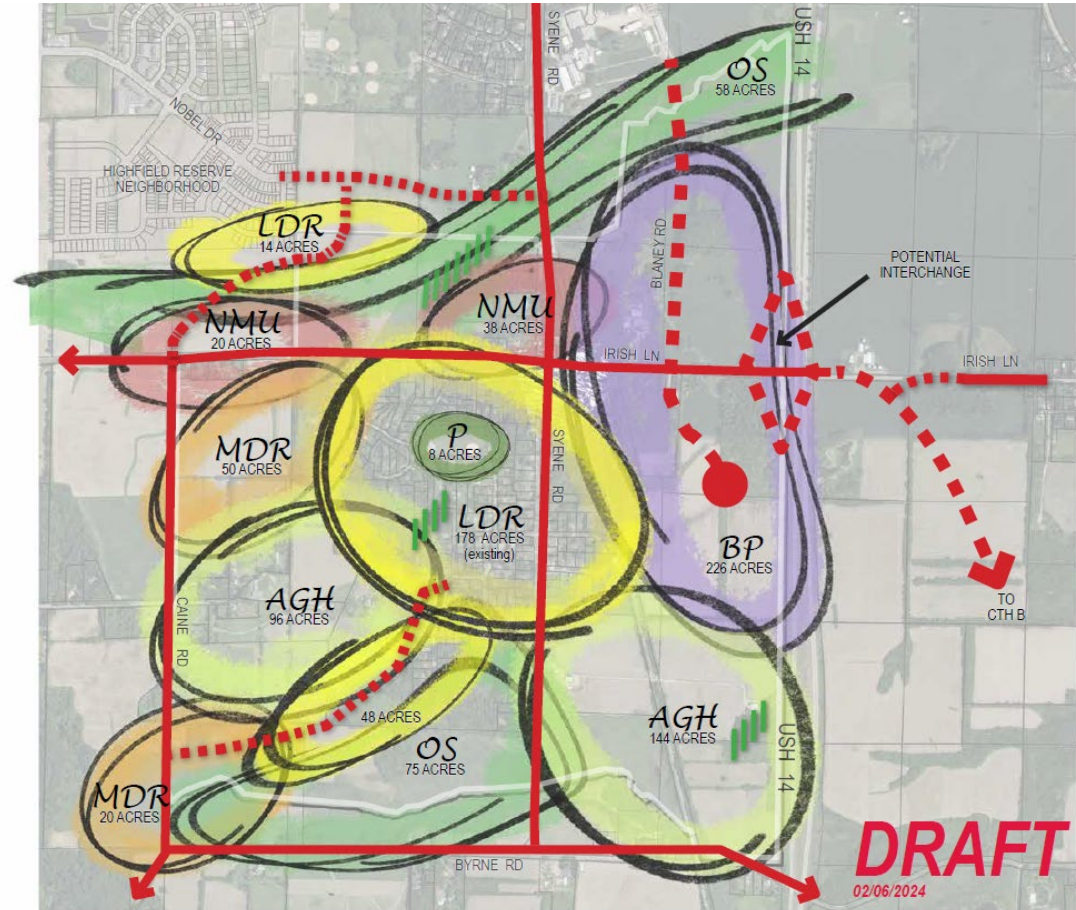
- Interchange north of Irish, connecting to Nobel Drive
- Business Park in the NE
- Development throughout
- Lowest area dedicated to Agrihood/Open Space
- Moraine Park narrow and pushed north

### Option “A” (some interest)



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

### Option “B” (*preferred*)



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

## What we learned from this process:

- **Keep Greenfield Green!**
- Preference for low-density residential and farming areas.
- Preference for maintaining the current character of the neighborhood and history of Fitchburg as farming community.
- Concerns with current traffic and stormwater management issues. More development will increase these issues.

## What we changed based on the feedback:

- Lowered some residential density
- Added additional “open space” buffering between existing and new development areas
- Preservation of significant open space
- Addition of “Agrihood” land use category
- Alternate configuration of Irish Lane to limit non-residential traffic
- Locating high density housing, mixed use and business park east of the tracks
- Limited interventions within the existing neighborhood

# PLAN GOALS & STRATEGIES

## Plan Goals

*Goals and policies will guide the development of Fitchburg's Greenfield Neighborhood.*

### Job Growth / Employment



**Housing**



**Quality of  
Life**

### Sustainability



**Transportation**

## Housing Goal

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.



### Strategies

- Establish compatibility standards to mitigate any potential conflicts in providing a mix of housing types.
- Encourage development with a mix of residential densities, locating the least dense housing next to existing residential lots.
- To maintain predominately single-family residential developments, require a minimum percentage of single-family lots per plat.

#### C. Compatibility Standards. All development subject to this section shall comply with the following standards:

1. **Use Intensity.** In developments with multiple buildings with varying intensities, the development shall locate buildings with the least intense character (e.g., lower heights, fewer units) nearest to the abutting low-intensity residential development.
2. **Building Height.**
  - i. To ensure that new buildings are compatible in scale with surrounding properties, building height is limited to four (4) stories above ground level.
  - ii. The height of the proposed structure(s) shall not exceed thirty-five (35) feet in height in the following locations:
    1. Within fifty (50) feet of a single-family or duplex lot.
    2. Within twenty-five (25) feet of any other low-intensity residential lot (i.e., structures with 3+ units).
3. **Bulk and Mass.** Primary facades abutting or across a street or alley from low-intensity residential development shall be in scale with that housing by employing the following strategies:
  - i. Varying the building plane setback a minimum of two (2) feet at an interval equal or less than the average lot width of the applicable low-intensity residential uses. *For example, if a block of single-family lots is across the street from the development with an average lot width of 50 feet, the applicable facade shall vary its building plane, at a minimum, every 50 feet.*
  - ii. Providing a gable, dormer, or other change in roof plane at an interval equal or less than the average lot width of the applicable low-intensity residential uses. *For example, if a block of single-family lots is across the street from the development with an average lot width of 50 feet, the applicable roofline shall vary, at a minimum, every 50 feet (measured at the roof eave).*
4. **Roof Pitch.** The roof pitch of new residential buildings shall range between 6:12 and 12:12. The roof pitch of porches shall not exceed that of the residential building to which it is attached.
5. **Architectural Features.** At least two (2) of the following categories of architectural features shall be incorporated into street-facing facades:
  - i. Porches or porticos
  - ii. Balconies
  - iii. Dormers
  - iv. Gables
  - v. Bay Windows
  - vi. Door and Window Ornamentation which may include surrounds, pediments, lintels and sills, hoods, and/or shutters.

## Economy/Job Growth Goal

Employment and goods/services will be strategically located and connected to reduce the dependency on longer vehicle travel and to provide local and convenient options near the neighborhood.



### Strategies

- Commercial uses and building forms will be compatible with general neighborhood context.
- Encourage lands that can support businesses that will meet the needs of local residents that currently are not being met.
- Enforce property maintenance ordinances to ensure aesthetically pleasing business park and commercial areas.

## Quality of Life Goal

Maintain open spaces accessible to all residents for recreation and neighborhood character preservation.



### Strategies

- Design new residential areas around community gathering places.
- A variety of park types and sizes should be planned to meet the needs of Greenfield residents.
- Design attractive streetscapes with street trees and/or landscaping clusters along major roadways.

## Sustainability Goals

Consider the historical significance of the neighborhood, especially opportunities to preserve farm fields and implementation of low-impact development techniques for infrastructure design.



## Strategies

- Strategically preserve natural lands and existing farmland that can complement neighboring housing developments.
- Provide adequate vegetated buffers between development and natural features.
- Integrate environmental corridors and open space into a comprehensive stormwater management system that provides key ecosystem services on a regional scale where appropriate.
- Ensure site development and infrastructure improvements occur in area with least possible impact to natural environments.

## Sustainability Goals

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.



## Strategies

- Encourage landscaping practices on public and private property that help to filter and infiltrate rainwater.
- Integrate environmental features into the neighborhood as common open spaces for active or passive recreation, public gathering spots, or flood protection and stormwater management.

## Transportation Goals

Support future regional transportation connections between Greenfield, the rest of Fitchburg, and surrounding communities. *This could potentially include east-west connections (e.g. County Highway B), and/or establishing access to USH 14 via an interchange.*



## Strategies

- Develop a contiguous bike network through the neighborhood, connecting to the rest of the City and to the greater Dane County trail system
- Discourage cul-de-sac streets in favor of connected streets that provide transportation flexibility and increased safety in case of an obstructed street.
- Encourage alternative north-south and east-west collector streets that shift traffic growth away from S. Syene and Irish Lane.
- Continue considerations of a USH 14 interchange between the Lacy Road and M/MM interchange to plan for regional transportation needs.

## Transportation Goals

Implement safe, convenient and attractive streets for everyone regardless of age, ability or mode of transportation (pedestrian, bike, vehicle, transit).



## Strategies

- Encourage proposed streets to connect to existing streets and intersections, wherever practical.
- Provide sidewalks and bike facilities (if necessary) along streets to promote walkability and connectivity.
- Promote narrower streets to increase pedestrian safety and to develop land more sustainably.
- Utilize traffic calming measures (e.g., bump-outs, traffic circles, speed tables, rectangular rapid flash beacons) where appropriate to create a better street environment for pedestrians and cyclists.

## Preferred Land Use Scenario

*Development will only move forward **when the current property owners choose to sell or redevelop their properties.***

### What it is



- **Long-term vision** for what's allowable *(if applying for development approvals)*
- Support in **identifying character and design parameters** if a property were to redevelop
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### What it is NOT

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- **Restricting** the landowners from using their property as they are currently using it
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**Med/High Density Residential** **NEW**  
9-20 U/A  
-Single-Family up to Low/Medium Multi-Unit Bldgs

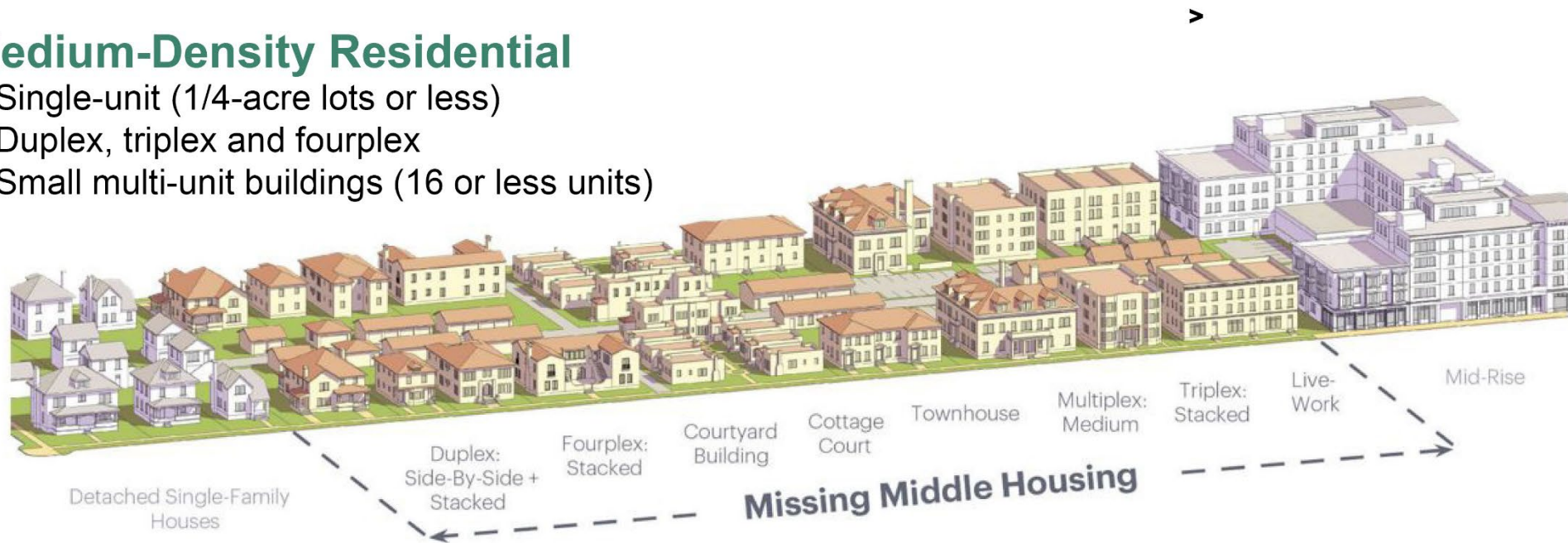
- 1-3 U/A**
- Agrihoods**
- Farmland/Open Space (60-70% of the land)
  - Remaining 30-40% of the Land:
    - Single-unit (1/8-acre lots or less)
    - Duplex, triplex and fourplex
    - Small multi-unit buildings (8 or less units)

- 2-5 U/A**
- Low-Density Residential**
- Single-unit (1/3-acre lots or larger)
  - Duplex, triplex and fourplex

- 5-9 U/A**
- Medium-Density Residential**
- Single-unit (1/4-acre lots or less)
  - Duplex, triplex and fourplex
  - Small multi-unit buildings (16 or less units)

- High-Density Residential**
- Single-unit (1/10-acre lots or less)
  - Duplex, triplex and fourplex
  - Med/Large multi-unit buildings
- More than 9 U/A**

- Mixed Use (High-Density Res. + Com.)**
- Med/Large multi-unit buildings
  - Mixed Use Buildings (upper residential)
  - Standalone Commercial (>25,000 sq.ft.)



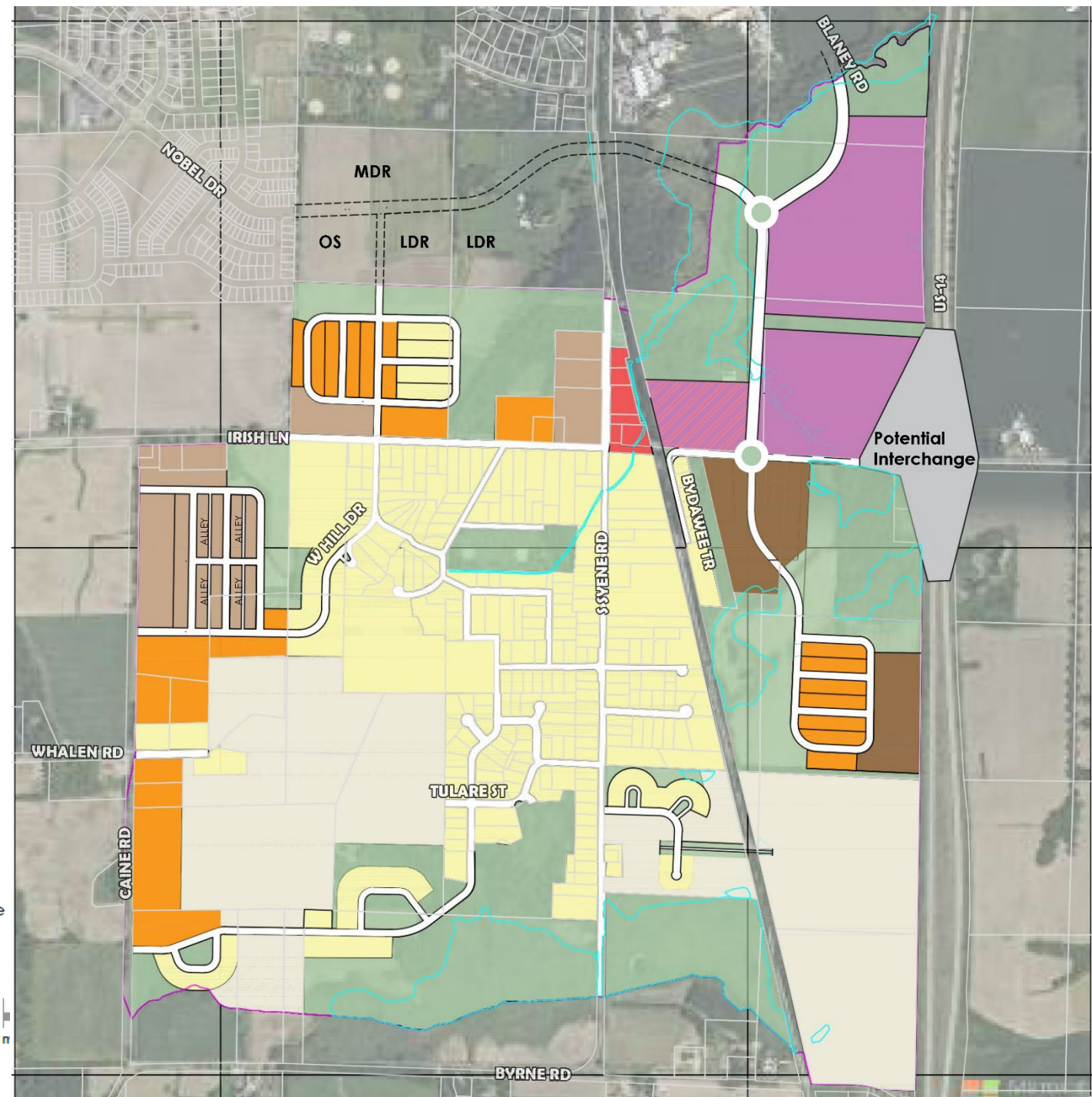
## PLAN GOALS & STRATEGIES

### SCENARIO A: KEY ELEMENTS

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

#### LEGEND

70 ACRES	Business Park	189 ACRES	Farm/Rural Residential
5 ACRES	Commercial	204 ACRES	Parks, Recreation, & Open Space
26 ACRES	High Density Residential	11 ACRES	Business Park or Neighborhood Mixed Use
41 ACRES	Medium-High Density Residential		Potential Roundabout
59 ACRES	Medium Density Residential		
215 ACRES	Low Density Residential		




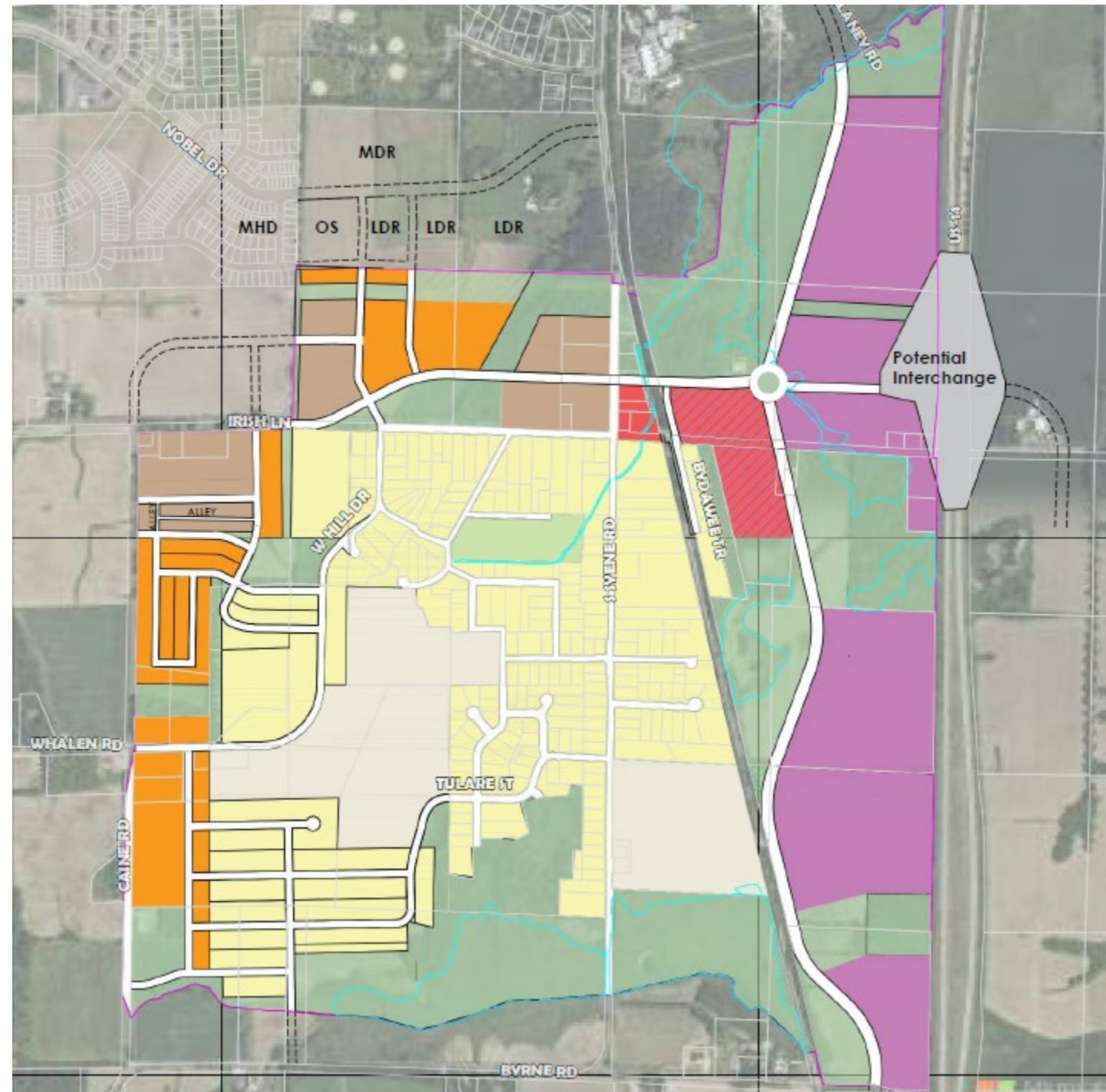
## PLAN GOALS & STRATEGIES

### SCENARIO B: KEY ELEMENTS

- New E/W street to Interchange (closure of Irish at tracks)
- Business Park east of the tracks
- NMU / COM node at roundabout near the potential interchange
- Preservation of farming in the middle
- Mix of Residential along the western and north of Irish Ln

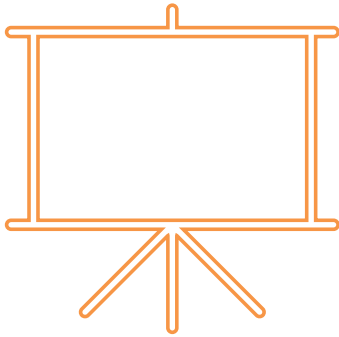
#### LEGEND

144 ACRES	Business Park	88 ACRES	Farm/Rural Residential/Agrihood
3 ACRES	Commercial/Neighborhood Mixed Use	289 ACRES	Parks, Recreation, & Open Space
0 ACRES	High Density Residential	17 ACRES	Business Park/ Commercial
41 ACRES	Medium-High Density Residential		Potential Roundabout
61 ACRES	Medium Density Residential		
225 ACRES	Low Density Residential		



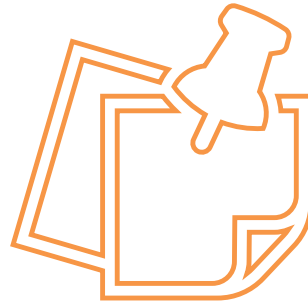
# TONIGHT'S ACTIVITIES

## TONIGHT'S ENGAGEMENT ACTIVITIES



### 1. Existing Conditions and Scenario Boards

Discuss with City staff and MSA



### 2. Adding comments/feedback

Sticky dots on boards  
Drawing/Trace Station



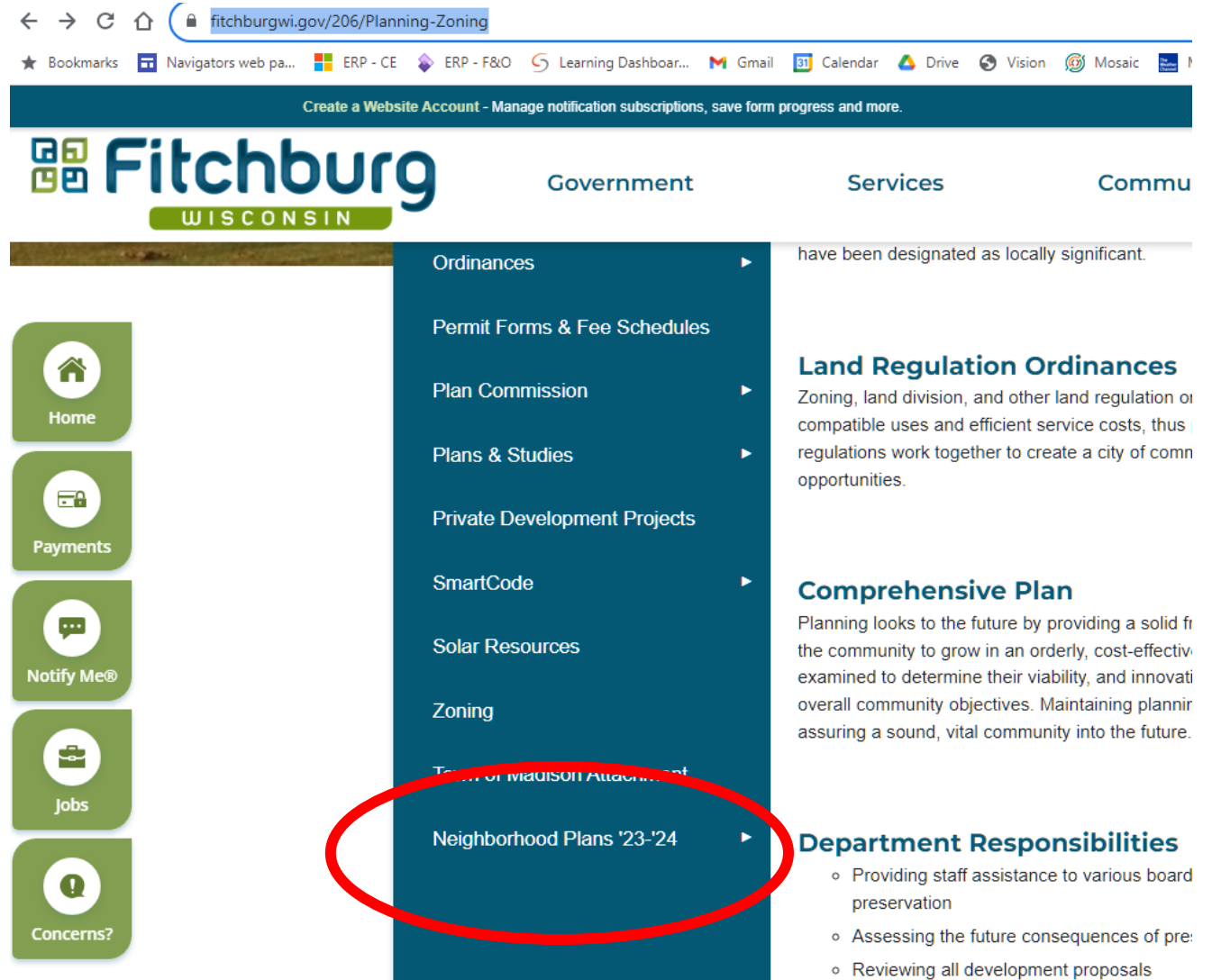
### 3. Handout

Fill out the handout  
Take the survey

**PROJECT WEBSITE**

# Background Information, Project Updates + Feedback Opportunity

- City Website under “Planning & Zoning”



The screenshot shows the Fitchburg Wisconsin website at the URL [fitchburgwi.gov/206/Planning-Zoning](https://www.fitchburgwi.gov/206/Planning-Zoning). The website features a navigation menu with the following items: Home, Payments, Notify Me®, Jobs, Concerns?, Ordinances, Permit Forms & Fee Schedules, Plan Commission, Plans & Studies, Private Development Projects, SmartCode, Solar Resources, Zoning, and Neighborhood Plans '23-'24. The 'Neighborhood Plans '23-'24' item is circled in red. To the right of the menu, there is a sidebar with sections: Land Regulation Ordinances, Comprehensive Plan, and Department Responsibilities.

**OPEN SURVEY available through August 11<sup>th</sup>, 2024**

<https://www.fitchburgwi.gov/2894/Greenfield-Neighborhood-Plan>

