



MEMORANDUM

**City of Fitchburg
 Planning and Zoning Department**

TO: Plan Commission and Common Council VIA EMAIL
FROM: Mayor Aaron Richardson
 City Planner / Zoning Administrator Sonja Kruesel
 Wade Thompson, Community Development Planner
DATE: October 2, 2019
SUBJECT: **2019-2020 Comprehensive Plan Update – Progress Update**

The following provides an informational update regarding the Comprehensive Plan update project including meetings and direction to staff to date, other meeting updates, distribution and advertising of outreach updates, planned public outreach meeting format, and next steps.

Review of Meeting Topics to Date

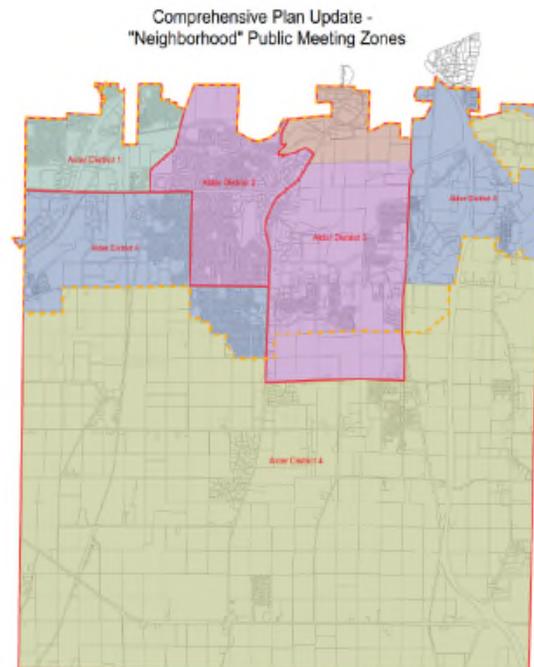
	Meeting & Topic	Materials Provided	Result
5/22/19	Kick-Off Presentation at Committee of the Whole (with Plan Commission).	Presentation provided definitions of Comprehensive Plans, the purpose of long-range planning, a review of the 2009 Growth Models and Plan, and options for the update scope of work (ranging from “Refresh to Rewrite”).	Majority feedback to staff: draft resolution with a shorter timeframe under a “Refresh” scope of work (no steering committee)
6/11/19 & 7/23/19	Plan Commission and Council review of Resolution R-122-19.	To provide guidance to decision makers, staff presented “ Memo #1 ” with data on available land within the USA and land use growth trends. General direction was that “refresh” scope of work would not include new Future Urban Development Areas	Council Adopts R-122-19
8/13/19	Council Meeting regarding Budget Amendment	Council approves Budget Amendment to reallocate approved Comp Plan funds for the Polco survey software, additional Intern hours for Fall 2019, and remaining dollars for consultant services.	Budget amendment approved.
8/20/19 & 8/27/19	Plan Commission and Council discuss detailed outreach strategy for public engagement.	Staff presented “ Memo #2 ” outlining the proposed principles and pieces of engagement. This included surveys, district meetings, committee meetings, and an open house.	Generally positive feedback from the Plan Commission & Council to proceed with the proposed outreach.

9/10/19	Alders Clauder and Schroeder schedule " <u>Discussion of Adding the Edgewood Athletic Complex in the Comp Plan</u> " for the Council Agenda	Discussion amongst Council members regarding development outside of planned growth areas.	Council expresses desire to refer the specific "Edgewood topic" to Plan Commission and Council for a vote or decision on the matter.
9/17/19	Discuss proposal to "Re-Frame" the Comp Plan, which would add "Growth Principles" and reorganize Plan Chapters within the "Refresh" scope of work.	Staff presented " Memo #3 " dated 9/12/19 which outlined the proposed framework.	Generally positive feedback from the Plan Commission to proceed with the proposed framework of the Plan.
9/25/19	Meeting of COW and Plan Commission included 2 Parts: (1) Review the Re-Frame presented on 9/17/19 and (2) Begin discussion of policies that Council and Plan Commission members have raised in prior meeting discussions.	PowerPoint information regarding the reframe and addressing policy questions per Council request (1) Major vs Minor Amendment Definition, (2) Frequency of Minor Amendments, (3) Criteria for Evaluating a Minor Amendment, (4) Criteria for Reviewing Major Amendments (FUDA Models), (5) Plan Commission vs Council Authority in Approving Amendments, (6) Gross Density vs Net Density, (7) Town of Madison, and (8) "Edgewood"	Positive feedback from both bodies to proceed with the proposed framework of the Plan. Discussion regarding policy questions, to be continued.

Meeting and Outreach Update

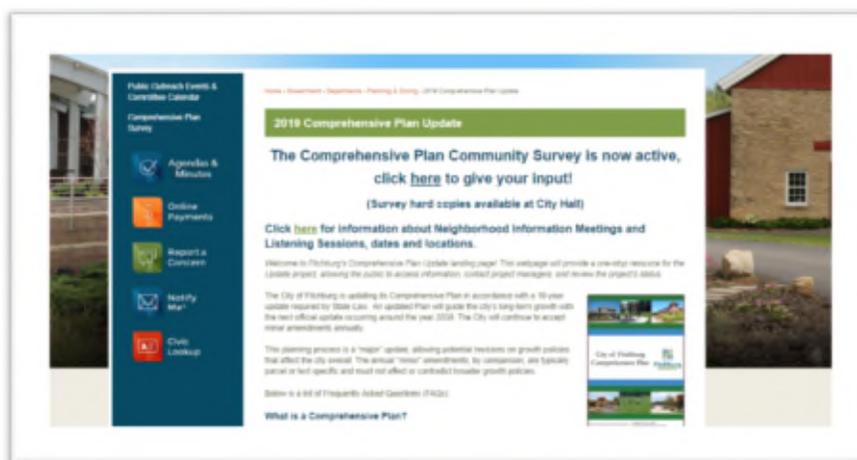
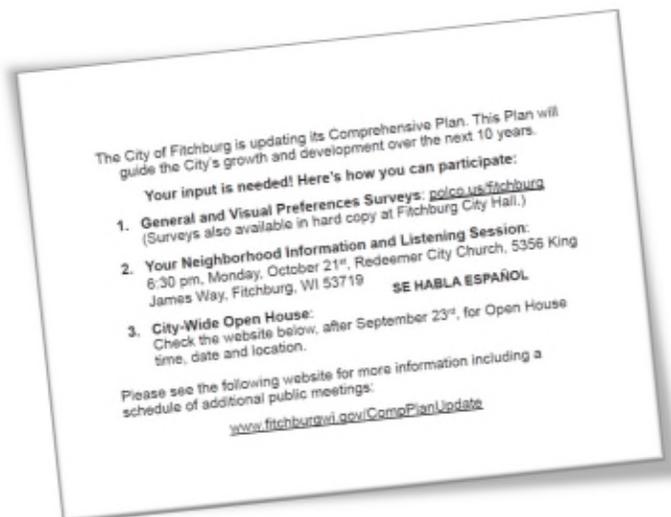
To date, **24 meetings** and discussions have occurred or are scheduled for the near future. These include:

- **8 meetings** with the Plan Commission and Council or Committee of the Whole
- **10 scheduled committee or agency meetings** (HNI Committee, Parks Commission, Committee on Aging Well, Resource Conservation Commission, Board of Public Works, Bicycle Committee, CEDA, Tree Advisory Committee members, Capital Area Regional Planning Commission, Madison Area Builders Association)
- **5 district meetings** planned for public outreach
- **1 open house** planned for public outreach



Distribution and Advertising of Outreach

- Direct mailing of postcard to over **14,000** households include owners and renters of properties, including Town of Madison residents that are within areas planned for attachment to the City of Fitchburg in 2022.
- Two different input **surveys** have been prepared and are publicly accessible via a survey software called Polco, including a general questionnaire and a visual preference survey.
- Efforts for **Spanish-speaking accessibility** include translation of survey into hard-copy form in Spanish. Postcards advertised Spanish speaking accessibility for two of the five district meetings. Consultant services will include translating staff presentations from English to Spanish for these two meetings. Spanish speaker from consultant agency will attend two district meetings. Paper copies in Spanish and English to be distributed in community.
- **Public website** maintained including **"Notify Me"** list serve with update emails.



- Updates provided at most recent Plan Commission and Council meetings regarding the website.
- Staff invited **Alder** feedback on scheduling meeting dates in their districts. Staff also invited **Department Heads** to schedule Comp Plan discussion at their committee meetings.
- Staff has enlisted support from **community partners** including Latino Academy of Workforce Development, Leopold School, Chapel Valley Church, and Redeemer City Church for the district meetings. Staff has worked with consultant **Vandewalle** under approved budget funds to provide support for meeting facilitation. Staff is coordinating meeting logistics and meeting format with feedback from the Work Group.
- Two articles in the **Fitchburg Star** in September and October regarding input opportunities
- Direct email blasts to the following groups:
 - **City Staff**
 - **City Council**
 - **Three School Districts (Madison, Verona, Oregon)**
 - **Fitchburg Chamber, Visitor and Business Bureau for Newsletter**
 - **Latino Chamber of Commerce**
 - **Senior Center Newsletter**
 - **Parks and Recreation List-Serve**
 - **Neighborhood Association Contacts**
 - **Factv and City Administration for Distribution and Social Media Posts**
 - **Fitchburg Faith Leaders group**
 - **Economic Development Department Business Distribution List**

Public Meeting Format

Five district meetings will occur throughout the month of October. The goal of the district meetings is to provide an opportunity for public input and sharing of information. This will include defining a Comprehensive Plan, the purpose of the update project, and general information about planning for growth in the City of Fitchburg. An outline of the format is provided below. Please note that technical considerations such as detailed policy discussion and review of draft plan language will occur largely at meetings of our elected and appointed officials, which are always open to the public for attending, viewing, and commenting.

Meetings will last between 1.5 and 2 hours, and proceed generally as follows:

- **Welcome** and Introduction by Mayor or Elected Official – 5 minutes
- **Video Introduction** by City Staff with Spanish Subtitles – 5 minutes
- **Keypad Polling** (an interactive software that allows attendees to answer questions which are summarized and displayed in real time) facilitated by Vandewalle – 15 minutes
- **Feedback Sessions** – 1 hour
 - **Individual Worksheet Questions** facilitated by Vandewalle and Staff
 - i. What do you like best about Fitchburg?
 - ii. What could Fitchburg do better?
 - iii. What do you like best about your neighborhood?
 - iv. What does your neighborhood need? (Districts 2, 4, 5) and If the City could provide more resources to your neighborhood, what should these resources focus on? Provide list of topics, have respondents rank topics (City staff to work on). (Districts 1 and 3 – HNI Neighborhoods)
 - v. If I were king/queen of Fitchburg for a day, I would _____.
 - **Small Group Exercise** facilitated by Vandewalle and Staff
- **Summary and Next Steps** presented by Vandewalle

Vandewalle to provide real-time Spanish translation at Meeting Zones 1 and 3. Latino Academy of Workforce Development to provide Spanish translation of feedback sessions in Zones 1 and 3.

Next Steps

Please watch for communication and scheduling of meetings throughout the month of October. The next Plan Commission discussion will occur on October 15. Per Council direction, staff will hold the outreach meetings, conduct and summarize the survey, and begin drafting the plan under the proposed framework.

Please do not hesitate to contact the Mayor or City Planning Staff to ask questions, provide comments, or to request clarification of any of the information contained in this memo.
