

# Growing Fitchburg 2030

## Comprehensive Plan

Open House

November 20, 2019

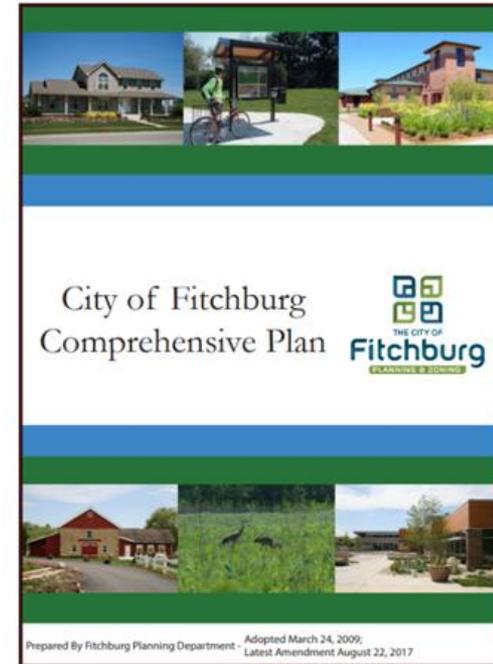


# Open House Purpose

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## *Update to the 2009 Comprehensive Plan*

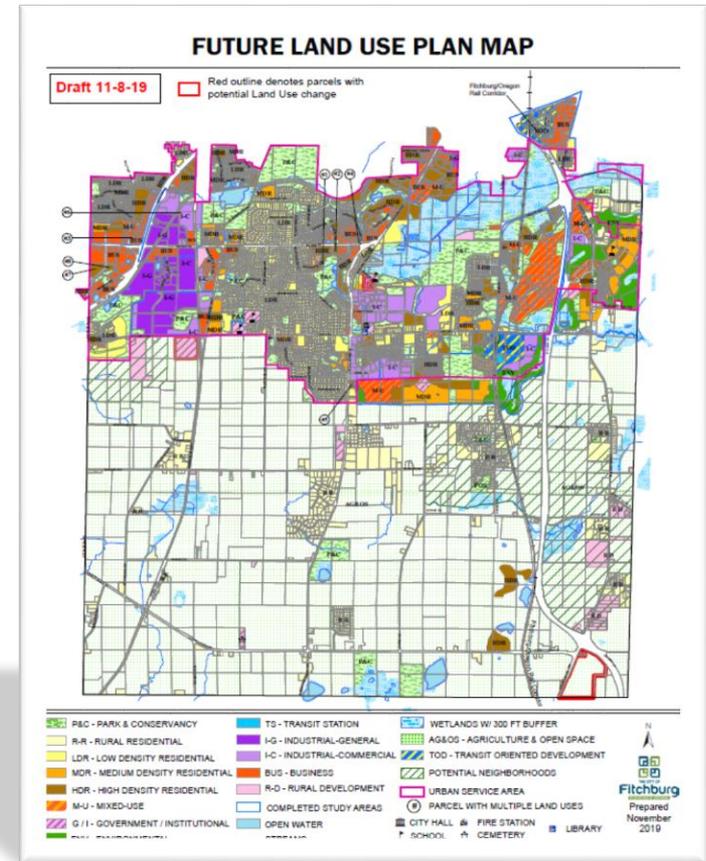
- Summarize the process to date
- Learn about the draft Plan & main revisions
- View Plan content via information boards
- Learn about next steps



# What is a Comp Plan?

Adopted document that sets forth policies (physical, economic, social) to **direct future development of the community...**

or **WHERE** and **HOW** we grow.



# Why Do We Plan?

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## State Law

Encourage Unified Vision

Predictable & Transparent  
Regulatory System

Efficient Use of Economic  
Resources

Natural Resource  
Management

Develop Community &  
Sense of Place

Manage Land Use  
Conflict

How to shape  
the City in motion?

Fitchburg has laid a foundation for success by cultivating a strong local economy, building carefully-planned neighborhoods, and achieving numerous high-quality development projects and initiatives. However, as a “City in motion” where new ideas are continually brought to the table, Fitchburg’s identity and economy are not fully-formed. Fitchburg needs a bold vision that unifies the City behind a common path while forging a strong identity and sense of community.

# Fitchburg's Growth & Geography

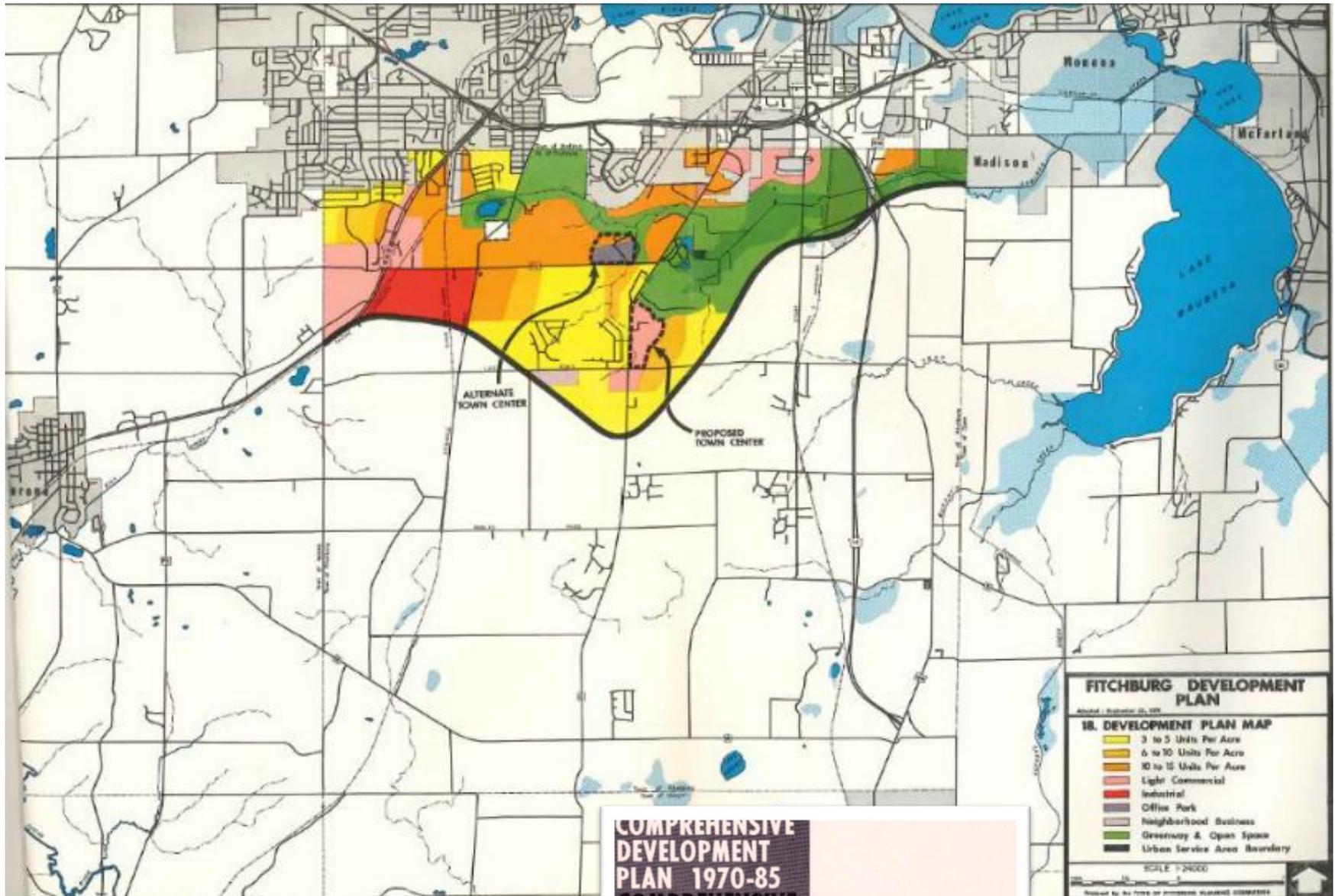
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➤ 1861 Plat Map



# ➤ 1974 Land Use Plan

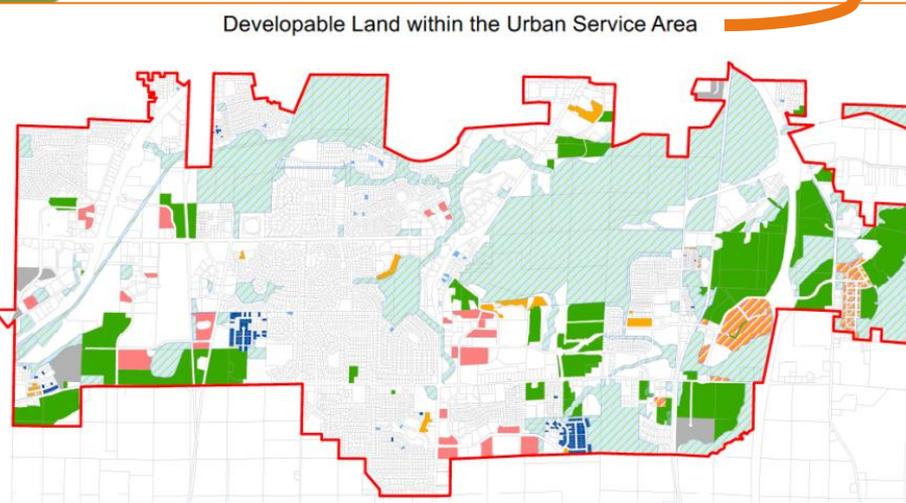




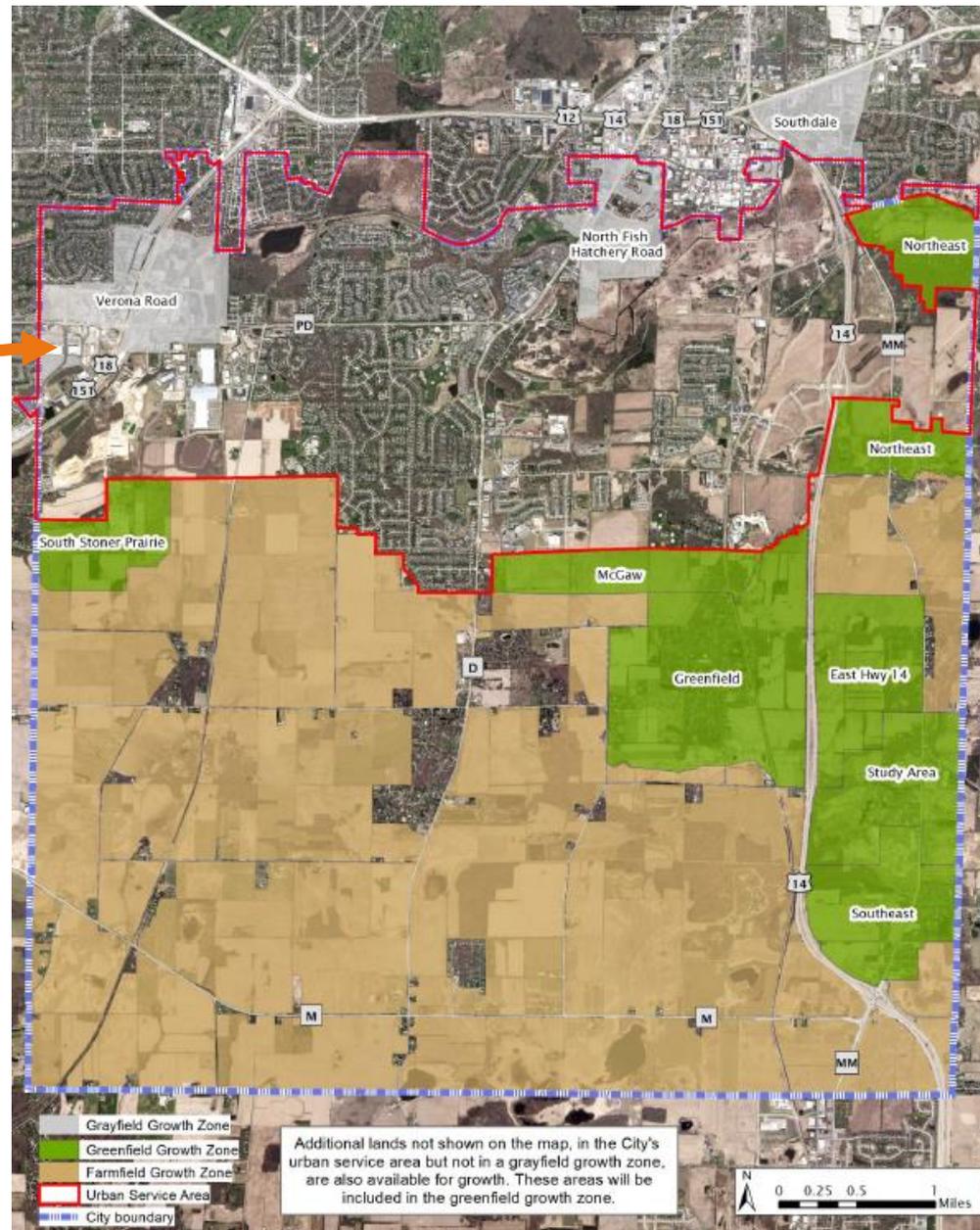


# Growth Zones

Developable Land within the Urban Service Area



~1,200 available acres within current USA (may increase with infill capacity)



# Planning Process Milestones

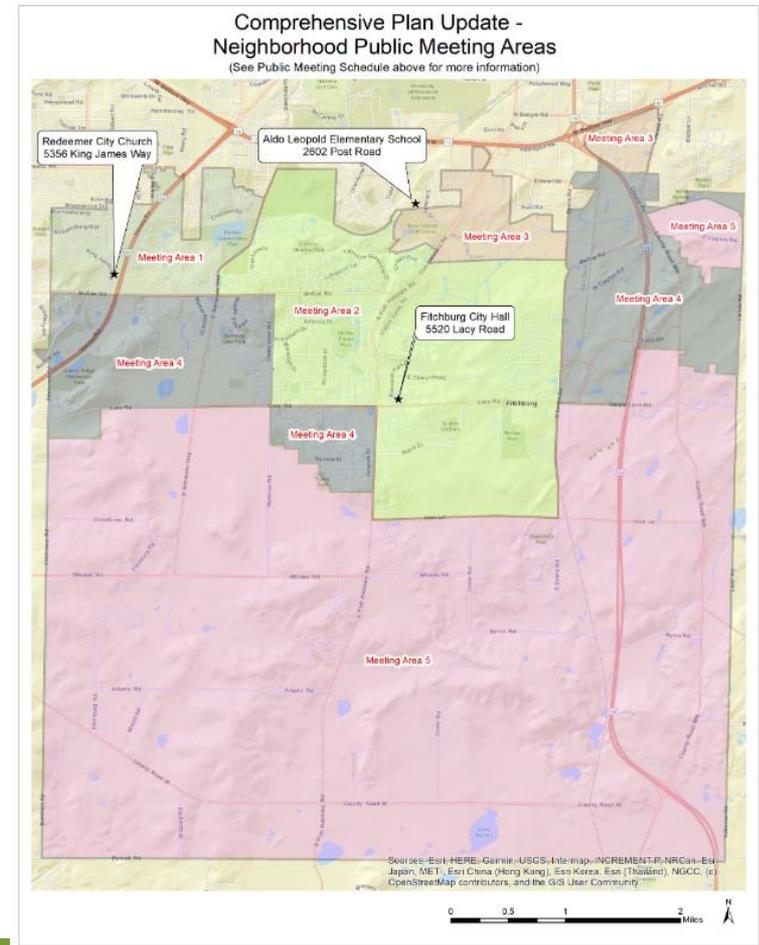
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- **June 2019**
  - Council direction to maintain planned growth areas and many of the policy directives of the current 2009 Plan
- **October 2019**
  - Robust outreach and engagement efforts, Plan drafting
- **November 2019**
  - Summary of engagement efforts and Plan drafting
- **December 2019**
  - Final Plan drafting
- **January 2020 – April 2020**
  - Anticipated public hearings and request for Plan adoption

# Outreach Summary

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- District Meetings (5)
  - 150 Total Attendees
- Committee Meetings (10)
  - Incl. 2 Non-City Committees
- Survey
  - General and Visual
- Open House



# General Survey Results

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- **Growth rate:** 45% of respondents think Fitchburg should grow at the same rate it has over the past 30 years, 36% think it should grow slower
- **Growth areas:**
  - 70% think growth should occur in areas carefully evaluated by the City
  - 64% think grayfield (infill) growth should be a priority, 26% think greenfield growth should be a priority
- **“City center”:** 63% think Fitchburg does not have a “city center”
- **Agriculture:** 75-80% think preserving ag land and development of local food system is important
- **Housing:** 62% are satisfied with amount and availability of single-family homes, 56% for multi-family rentals
- **Living and working:** 90% are satisfied with Fitchburg as a place to live, 41% are satisfied with Fitchburg as a place to work
- **Playing:** 85% have used City parks in the past year and 72% are satisfied with the City’s off-street path/trail system

# Community Outreach Meetings Results

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## What do you like about Fitchburg / Your Neighborhood?

### Feedback Themes:

- Parks / Open Space
- Bike Network / Walking Paths
- Regional Proximity
- Rural and Urban Character / Rural Proximity
- Diversity
- Schools
- Other: Small Town, Services, Safety, Library, etc.

\*Based on initial tally of similarly worded items / not representative of every comment

# Community Outreach Meetings Results

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## What could Fitchburg / Your Neighborhood Do Better?

### Feedback Themes:

- **Improve transportation / bus**
- **More affordable housing**
- **Less density / apartments**
- **Lack of identity / downtown / neighborhood centers**
- **Lack of schools**
- **Traffic problems**
- **Resources for low-income neighborhoods / reinvestment in older neighborhoods**
- **Transparency / critique of government**
- **Preserve farmland / rural character**
- **Flexibility in development review / developer friendly**

\*Based on initial tally of similarly worded items / not representative of every comment

# Committee Outreach Meetings Results

## ➤ Summary and Themes

- CARPC – Stick to the Plan, Avoid Leapfrog Development, Natural Resource Protection
- MABA – More than one amendment per year, support Housing Plan policies, review parkland dedication fees, streamline review processes
- Affordable housing (CEDA)
- Mixed-Use Neighborhoods (RCC, Aging Well)
- Transportation (Metro Service, East-West Connectivity, Alternative Modes of Transportation / Bicycle Network)
- Preserve Rural Land Base / Allow Agricultural Accessory Uses
- Ensure adequate land base for industrial development
- Explore more flexibility in regulatory approach including more than one minor amendment per year

# New Plan Framework

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## ➤ GROWING FITCHBURG:

1. **HOW** will Fitchburg grow?
2. **WHAT** are the **pillars** of Fitchburg's growth?
3. **WHAT** are the **tools** Fitchburg needs to maintain it's growth pillars?
4. **WHERE** will Fitchburg grow?

# New Plan Framework

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<b>Nine Elements</b>		<b>Growing Fitchburg</b>
Introduction		Plan Primer
Issues & Opportunities	→	Chapter 1
Housing	→	Chapter 2
Economic Development	→	Chapter 2
Transportation	→	Chapter 3
Utilities & Community Facilities	→	Chapter 3
Natural, Agricultural, & Cultural Resources	→	Chapter 3
Land Use	→	Chapter 4
Intergovernmental Cooperation	→	Chapter 5
Implementation	→	Chapter 5
Appendices		Appendices

# How will Fitchburg Grow?

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- **Sustainably**
- **Equitably**
- **Cooperatively**
- **Vibrantly**



# What are the Pillars & Tools of Fitchburg's Growth?

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## Growth Pillars

- Housing (Live)
- Education and Jobs (Work)
- Recreation (Play)



## Growth Tools

- Transportation
- Utilities
- Government

# Where will Fitchburg Grow?

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## ➤ Greenfield

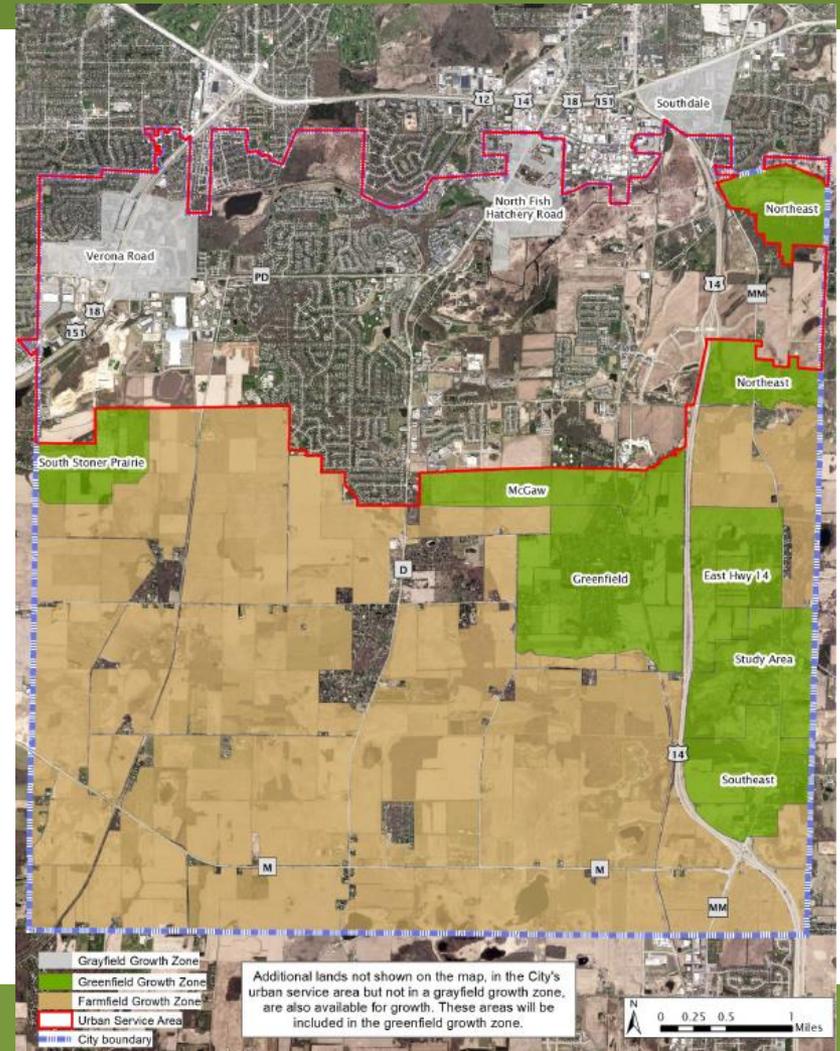
- New land development on the urban fringes

## ➤ Grayfield

- Re-development and infill in existing developed areas.

## ➤ Farmfield

- Supporting and enhancing the City's agricultural industry in its rural areas.



# Main Themes & Changes

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- Continue major policies of last 10 years for **physical growth locations**
- Focus on **healthy, balanced neighborhoods**
- Maintain **rural** character
- Promote **redevelopment** and improvement of existing neighborhoods and commercial nodes
- Increase **flexibility** by allowing more opportunities for amendments in the USA per year
- Added **Growth Principles**
- Added **Growth Zones**
- **Re-Organized** the Plan

# Policy Changes (Procedural)

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- Clarifies a **minor amendment** as “parcel specific land use change within the Urban Service Area”
  - Changes to future urban areas outside of the urban service area may not follow the minor amendment process
- Allow **two** minor amendment processes per year
- Added **guidelines** to encourage objective review of minor amendments
- Clarified minor amendment procedures, which require that the **Council and Plan Commission agree** on the amendment

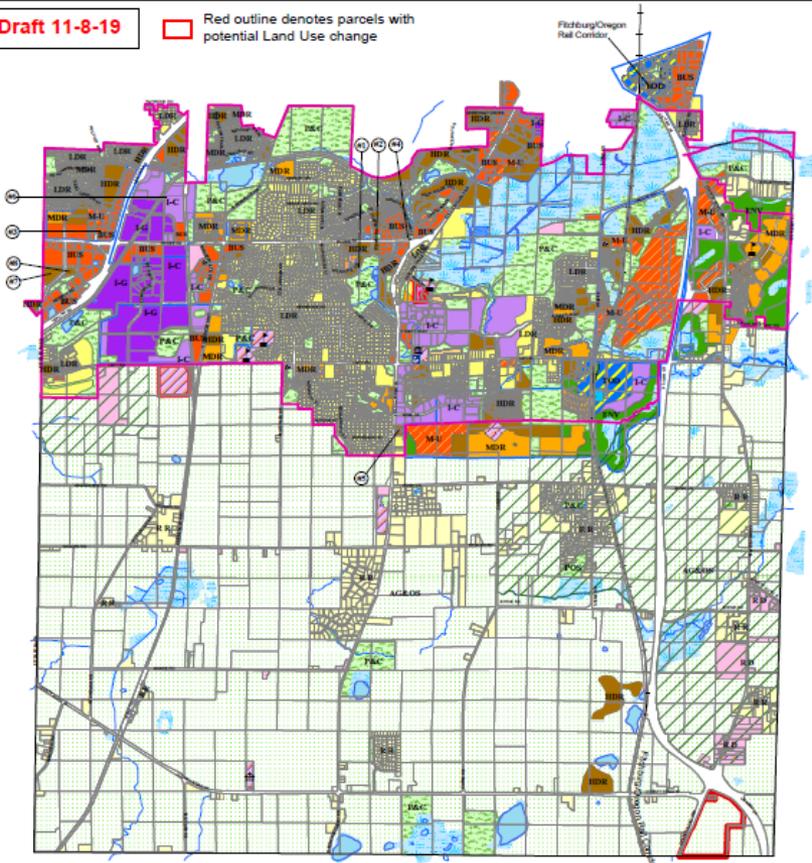
# Draft Map

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## FUTURE LAND USE PLAN MAP

Draft 11-8-19

Red outline denotes parcels with potential Land Use change



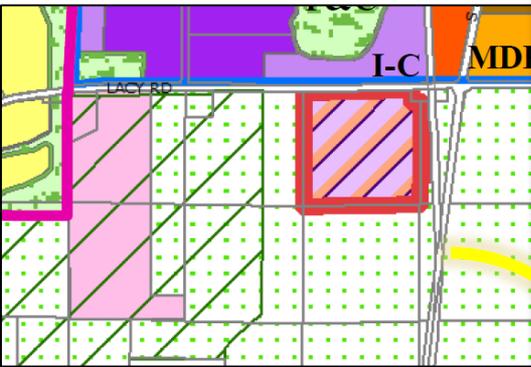
P&C - PARK & CONSERVANCY	TG - TRANSIT STATION	WETLANDS W/ 300 FT BUFFER
R-R - RURAL RESIDENTIAL	I-G - INDUSTRIAL-GENERAL	AG&OS - AGRICULTURE & OPEN SPACE
LDR - LOW DENSITY RESIDENTIAL	I-C - INDUSTRIAL-COMMERCIAL	TOD - TRANSIT ORIENTED DEVELOPMENT
MDR - MEDIUM DENSITY RESIDENTIAL	BUS - BUSINESS	POTENTIAL NEIGHBORHOODS
HDR - HIGH DENSITY RESIDENTIAL	R-D - RURAL DEVELOPMENT	URBAN SERVICE AREA
M-U - MIXED-USE	COMPLETED STUDY AREAS	PARCEL WITH MULTIPLE LAND USES
G / I - GOVERNMENT / INSTITUTIONAL	OPEN WATER	CITY HALL
ENV - ENVIRONMENTAL	STREAMS	FIRE STATION
		SCHOOL
		CEMETERY
		LIBRARY

THE CITY OF  
**Fitchburg**  
OREGON  
Prepared  
November  
2019

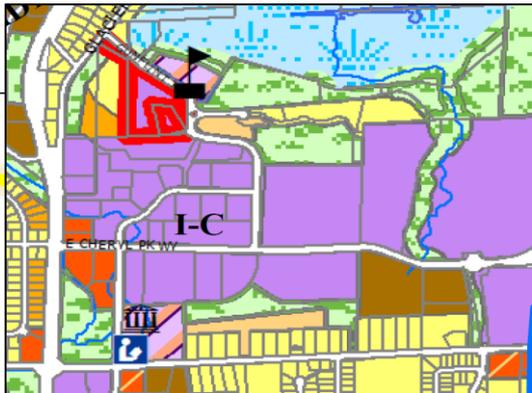
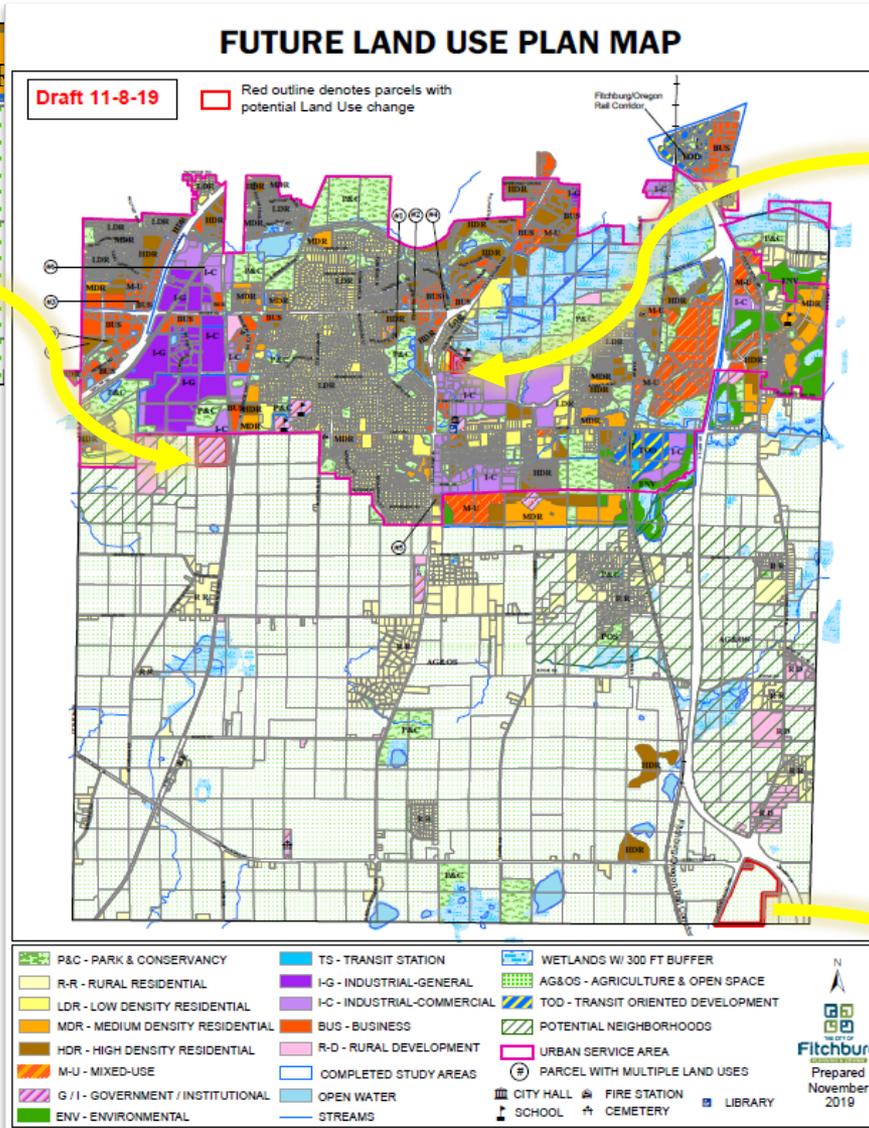
➤ Largely consistent with existing future land use map, but with three main changes

1. Edgewood College
2. Oregon School District
3. Promega

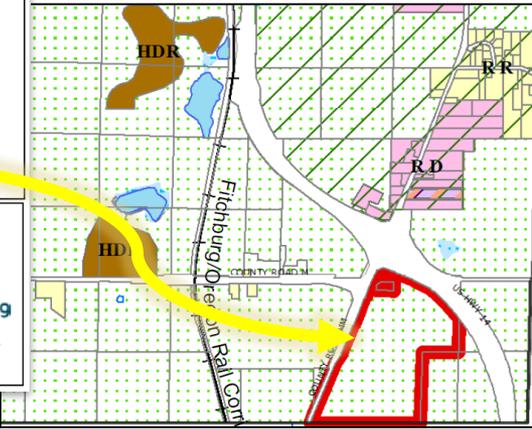
# Let's take a closer look...



1. Edgewood



3. Promega



2. School Site

# Next Steps

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## ➤ December 2019

- Continued refinement of Draft Plan

## ➤ January 2020

- Plan Commission Public Hearing
- Recommendation Regarding Adoption of the Plan

## ➤ March / April 2020

- Common Council Public Hearing
- Potential Adoption of the Plan