

PART I: INDIVIDUAL RESPONSES

ZONE 1

The city held a public vision workshop on October 21, 2019 to discuss Zone 1 area. Participants were asked to complete the following statements on an individual basis.

1. What do you like best about Fitchburg?

- The organized approach towards city and quietness. Housing proportion is also great.
- The community and environment
- Taxes have been lower; Verona schools; the library; recycle yard waste
- Taxes aren't burdensome; variety and decent quantity of parks; no worry about safety/crime
- Bike trails; parks near my house
- Diversity and green space
- Close to medical and transportation facilities. Close to churches. Good garbage pickup. Snow removal is good.
- Good schools, good snow removal (compared to Madison), and good parks
- Recreational areas
- The rural feel and ease of being in the countryside quickly
- I like that it's a growing community, but still feels small town. The close community feel is still going.
- Proximity to Madison
- We're nice to our neighbors
- Verona schools
- Proximity to Madison; school system; neighbors
- Location/ease of access to other parts of Dane County. Small feel, but with lots of amenities. Commitment to recycling.
- I like the access to Madison while having many services here in Fitchburg. I love the diversity.
- The tranquility
- The safety and respect
- Its calm and there's a few activities
- The community, recreational centers, parks
- Everything is beautiful, safe, and clean
- There are many greenspaces. Bike paths
- How big it is and the cleanliness in maintains

2. What could Fitchburg do better?

- Internal transportation
- More affordable housing
- Keep new building less dense – less units. Have more affordable smaller homes/condos in neighborhoods. Walkability to shopping.
- Transparency (i.e., simplified graphs/presentations) for the city receives revenue (from federal, state, county) and how it spends that revenue
- Build a sense of community around a common identity (I think the fact there isn't one school, but is divided that this makes this challenging)
- Have more things to do in or near the neighborhood. Especially, places to eat. Better apartments.
- Improve the enforcement of alternate side parking during the fall and winter. Lower the property taxes.

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- Leaf pickup via vacuum would be nice. School district remapping made little to no sense. Why are there pockets of Verona schools that now have to travel farther? Verona Road reconstruction does not serve the local community. Rather, it will create more thru-traffic in the long-term.
- Crime prevention
- Keep taxes down
- Probably finding ways to resource lower income sections. There are a lot of kids who need care/help and adults who need resources/help finding jobs, etc.
- Community outreach
- Road conditions, community relations, diversity. Put park on Nesbitt across from 10 Pin.
- Improve basic city services – snow plowing, police protection, waste removal – large items. Stop nitpicking new housing development. Open development in District 3 and 4.
- Reduce crime. Mid-range \$ housing stock
- Public transit, more bus routes. Diversify neighborhoods, north Fish Hatchery feels forgotten.
- I'd love to have more of a downtown area for the community to congregate. I know the street is used by Roman Candle for some events, and parks as well, but I have lived in other cities that had restaurants, shopping, parks, all in the same area.
- Walk
- Have parks and places where you can walk and spend time with your family
- More neighborhood engagement in activities so they get to know each other better
- Work on the main roadways to make traffic more flexible
- Have a college. Better street lighting
- Build more schools and improve transportation for certain areas in Fitchburg

3. What do you like best about your neighborhood?

- Amenities and transparency. Closeness to my work and Madison
- No crime and quiet
- The neighbors/walking to park and ice rink and snow hill; place to walk the dog; night lighting – especially when house lights are on.
- Quiet enough, lots of kids, friendly neighbors, park adjacent to my property
- Neighbors and friends
- The people – especially the variety. Neighbors close together.
- Quiet, except when gun shots are heard.
- Safe area and good neighbors
- No sidewalks; wide streets; quiet neighborhood; near country setting
- I'm actually a Madison resident who serves and works in Fitchburg
- Diversity and long term residency
- No crime! But I still do not see police around.
- Stability in ownership
- The neighbors; proximity to shopping; supports school/arts programs
- Quarry Hill – it is quiet, easy to get to, has close amenities, friendly and safe feel
- Our neighbors look out for each other and care for one another.
- Safety with my neighbors
- That rents are more affordable and that the Nakoma apartments are fixed up more and cleaned more
- The tranquility and that the police protect the neighborhood at all times

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- I've only lived here for one month. I need to get to know it better
- The safety and cleanliness
- The clean streets
- The cleanliness it maintains and in certain areas the racial diversity that exists

4. What does your neighborhood need?

- More security and connectivity
- Resources to transportation and job opportunities
- Better disposal of large items
- I have no commercial (food or shopping) within walking distance – that said, I picked the house. Practically, I don't think my neighborhood "needs" anything.
- Things to do – restaurants, places for kids to play, neighborhood center
- Sidewalk on east side of Smithfield Drive between Norfolk and Williamsburg Streets. This is a hazard area for people walking when vehicles are parked on both sides of the street. The sidewalk should be extended down to south on the north side of Norfolk.
- Less construction
- Perhaps more streetlights
- All good
- Less dense housing
- Better landlords; less crime
- Street repaving; bus stops
- A place to vote on the westside of Verona Road.
- More lighting for my safety
- More safety and more places to out in park and bicycle
- Public lighting in some neighborhoods
- I've been able to visit some streets and they need a lot of lighting
- More buses
- A college. Another schools for kids
- More safety like more police in apartment areas

5. The City could assist in providing more resources to your neighborhood, what should these resources focus on? Please rank your top 5 (1 being the highest ranking, 5 lowest):

1	2	3	4	5	Resource Focus
2	3	1	3		Childcare
1	1	2	2		Healthcare
1		3	1	4	Healthy food
4	1	4		4	Transportation to work and school
	2	1	7		Adult educational opportunities
1		1	2	1	Adult employment opportunities
1	1	2		1	Youth after-school educational programming
1	3	3	2		Youth after-school recreational programming

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1	1	2	1	2	Youth mentoring
2	1	3	1		Mental health support
	1	1	1	2	Events/festivals
2		3	2	2	Gathering/social spaces
2	2	1	1	2	Housing maintenance
4	3	2	3	2	Public safety
				1	Other <u>Affordable housing (workforce)</u>

6. If I were king/queen of Fitchburg for a day, I would:

- Like to connect the neighborhood to Madison and Verona.
- Host a festival to bring different neighborhoods together
- Somehow financially incentivize adult education. Provide classes that encourage critical thinking/analysis for both children and adult populations
- Get individuals from across demographics and cultures and listen to their respective perspective on Fitchburg.
- Have more opportunities for low income people. More jobs, better housing, more for kids to do.
- Focus on maintaining infrastructure, improving public safety – be tough on crime, and making sure transportation improvements include biking.
- Host a job fair at McKee Farms Park
- Build more community facilities for kids/adults to come and receive various forms of aid (education, food, health services, childcare) – open at all hours
- Raise taxes
- Make sure Fitchburg was open to business coming in and expanding the tax base. Make sure there was plans for more single family housing that is affordable.
- Develop better connections to Verona. Make recycle pickup every week. Create a post office and school district for Fitchburg. Work with Madison on Bus Rapid Transit.
- Throw a party for the entire city that would combine every ethnicity and socio-economic status so that we might learn more about each other and learn to enjoy each other.
- That someone takes care of my kids and a dinner with my husband
- More events to enjoy with the family in a new park
- The needs of real residents
- Have an activity where neighbors can get to know each other
- I would have a multicultural festival

7. Open comments:

- Too many poor people up here! Need more places for people of all income levels to live.
- We need to plan on the unexpected opportunities.
- We need more help for individuals with cancer that can't work and that their rent and food needs to be paid for and offer help with their children. My friend has cancer.

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ZONE 2

The city held a public vision workshop on October 24, 2019 to discuss Zone 2 area. Participants were asked to complete the following statements on an individual basis.

1. What do you like best about Fitchburg?

- Size, close to Madison, diversity, bike access
- Newer homes, close to Madison, wide roads
- Library, variety of neighborhoods in Fitchburg, being in Madison school district, natural areas
- Close to family and friends; open areas to walk and bike; close to Madison
- Neighborhood
- The walking paths; trees; ponds; attention to aesthetics
- Quiet neighborhoods; a lot of green space; nice shopping and restaurants
- Beautiful homes, good neighbors, beautiful parks, close to Madison, no flooding problems, lots of green space
- Open spaces, trees, ponds
- The skies, the bike paths (walking), the “mixed” neighborhoods. In addition, our government representatives are idealistic, welcome input but also use their own judgement.
- It’s semi-rural and close to an urban area.
- Close to Madison/opportunity, farmland, rural areas
- My neighborhood – Wildwood proximity to shopping essential; nice parks, city staff polite and accommodating
- The 5 acres around our home.
- My home
- Location to Madison and other cities. Close to major highways. Attract good employers. The local government does a pretty good job. Bike paths and safety.
- I like the neighborhood feel of this part of Fitchburg. I’m also very partial to its ease of access to downtown.
- Placement between work and downtown. Access to green space and walking paths.
- Open spaces
- Diversity of population, variety of housing styles, proximity to shops
- Not much now. Still some open places, but not the place I came to 35 years ago.
- Small enough to know people from all over the city, know all the council members, mayor, and many city staff. Not so large as to not know your elected representatives, or that they don’t recognize or know you.
- Close to Madison, however newer housing and significant natural areas in close proximity.
- I live in a nice neighborhood in a nice house with upper income households.
- Proximity to Madison with nice housing options.
- Mix of developed and undeveloped land, conservancy areas.
- The bike trail, location, diversity, many housing types – good mix, good parks
- Attractive neighborhoods, bike paths, proximity to services and attractions in Madison, good city services to residents, good commercial businesses.
- Convenience, near Madison, bike paths, parks, friendly people, library, lots of shopping opportunities, coffee shops and restaurants.
- Bike paths
- Good schools; access to good parks and recreation facilities; good neighbors overall; no sidewalks

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- Bike and pedestrian walks. Nice maintenance on parks, terraces, arbor work! Good recycling program. Hunting areas/wildlife
- Close to everything I need to get to. Enjoy my neighborhood.
- Close to city. Affordable – senior housing; need more truly affordable housing for seniors who will be transitioning from homes.
- Library, walking/bike trails
- Fitchburg is a great combination of being “out in the country” while being close to Madison.
- Bike paths, services – FPD, library, green spaces
- The rural nature of the city with single family home neighborhoods, numerous parks, bicycle paths and emphasis on recycling.

2. What could Fitchburg do better?

- Recent air safety; increase transparency in communication in comprehensive plan sector on school
- Have an area that looks more like a city center with shops, restaurants, so people can gather and meet each other
- Bus service; coordinate closed roads with other entities closing roads. Do we have good bus to city hall/library? Somewhere to walk to in Swan Creek
- I look forward to shopping being developed – groceries
- Not cater to developers – limit and developer (absent living in Fitchburg)
- We have only lived here three weeks – don’t know anything yet.
- Better transportation, more services and support for underserved populations, affordable housing, good mix of housing, attract people from Madison, better collaboration with the county and surrounding cities – support public services (city staff, fire and police)
- Improve traffic flow, reduce crime
- Bus service that is safe and takes those who don’t drive by the grocery store, bank, etc.
- Less meddling with owners of “undeveloped” lands
- Maintain current citizens, don’t worry about adding more.
- Less emphasis on large apartment complexes. Is it true that 51% of our dwellings are rental? Increased affordable housing for purchase.
- Stop apartment growth. Keep roads two lane and speed limits low. More parks and green space.
- Hold more referendums on competing development plans and substantive issues.
- Would be nice to have its own downtown area, more retail areas, traffic enforcement
- Fitchburg needs to address ongoing infrastructure needs to sustain the growth and development it has incurred. More thoughtful assessment and planning of construction projects and to slow down on apartment expansion.
- Build infrastructure before building more apartments. Make commercial retail spaces and restaurants that are walkable. Stagger road construction.
- Preserve farmland, promote infill
- Road improvements sooner for traffic flow through main thoroughfares
- Maintain the older areas of the city; not put all the money into new areas. Maintain roads awful. Maintain parks/conservancy area.
- Respect our taxpaying citizens. We are the owners and employers of Fitchburg and of our city staff. Staff have to stop saying not to residents and instead work to find ways to cooperatively get along with all residents, be agreeable, helpful, and solve issues.
- Require more sophisticated development/more choices in housing, shopping, and entertainment. Fewer franchises, strip malls, very large apartment complexes (4 story and garage).

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- There is absolutely nothing good or worthwhile to do here. Every restaurant or local small business is mediocre at best. We never stay in Fitchburg for activities. Improve safety and decrease crime.
- Need a city center to define our character. Need our own school district. Safety/crime is unacceptable and increasing. City construction plans are made in ways that ignore basic project management principles.
- Fitchburg needs to build a sense of community. Having to be part of three different school systems and neighborhoods that seem to have nothing in common and lack of recreational facilities.
- Easier to process development, growth, less politics. Support of rural community.
- Control pests, especially squirrels, rabbits, mosquitoes. Lower property taxes. The street paving is poor and looks poor – the worst feature in the city.
- Roads – most need repaving and it really detracts from homes and neighborhoods, weekly recycling pick up.
- Listen to the comments of citizens; road maintenance, repair, and keeping up with growth; police needs not keeping up with growth in crime; focus on city requirements more than discretionary items.
- Density too great, dwell less on growth and more on long term sustainability. Engage ethnic and young population in decision making. Better manage for future stormwater – better infiltration – less dense.
- Better roads – Fish Hatchery specifically.
- Plan – need a city center with retail and housing near library/senior center/community center. Connect bus service to city and small towns.
- Repair Fish Hatchery Road
- I am concerned about all the high density complexes and small number of single family homes being built. I also wonder about a huge emphasis in accommodating business but not always talking to Fitchburg residents.
- Less high density building projects – apartment complexes.
- Better planning of high density zones around roadways that can handle the increased traffic. Require larger setbacks for roadways to accommodate future expansions.

3. What do you like best about your neighborhood?

- Little turnover; neighbors; close to dining, Madison, etc.
- Wide streets, newer homes, nice neighbors, bike paths, tennis court, parks
- Open space – bike path, near DNR and the cranes (who have disappeared since Veridian development on Syene)
- It is next to DNR land providing the areas for walking, including our bike and walking paths
- Quiet
- The walking paths; cleanliness; quiet; the rollingness
- Quiet, attractive, easy access to what I need
- Near park, good neighbors, by major roads (easy to get downtown), beautiful
- Open spaces, bike paths, neighbors
- We have a newborn living next door – young babies and toddlers in every block as well as elementary kids and teens. We are seniors.
- I'm not close to my neighbors on Glacier Valley Road.
- Woods/ag land
- Nice neighborhood – park, homes maintained, people friendly
- It used to be rural and quiet. The only place that I like to be is in our yard.
- Single family homes
- The neighbors, location – centrally located, easy to walk around it
- I appreciate the access to local parks and the relative calm, quiet, and peacefulness

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- Up until recently...it was quiet. Really like access to walking paths.
- Ease of access to amenities – library, trails, concerts
- Diversity of housing styles/designs, lot sizes, privacy, side by side setbacks, front setbacks
- Nice people (homeowners) – renters irresponsible. There is a baseball field/park nearby, but like a lot of parks it is geared to ballgames. Tennis, horseshoes, etc. get neglected.
- My neighbors, who like each other and help each other and look out for each other. My neighborhood in an older neighborhood, with older affordable houses – not those \$500,000 mansions being built today by greedy developers.
- Diversity, access to natural areas, convenient access to the isthmus.
- I don't have a giant ugly apartment building near me.
- Higher value homes that are well maintained. Having space for a yard also helps.
- I live in a neighborhood that preexists the community becoming a city. I enjoy the rural character and DNR conservancy along with the Capital City Trail.
- Location, diversity, mix of housing types, parks, bike trails, location to UW.
- Attractive homes, easy access to bike path network; good city services and consistency with them.
- Great neighbors, well-kept beautiful homes, diverse architecture, bike path nearby
- Wide roads and lots of bike paths
- McGaw Park: the woods, facilities, wildlife; no sidewalks; good neighbors
- Bike and walking trails, nature (limited)
- Close to things I need
- The woods – the closeness to the parks. The convenience to services/groceries/banks. The neighborhood is safe.
- Walk to shopping and restaurants, walking trails
- Our neighborhood is peaceful yet vibrant
- Access to recreational paths. Access to Madison – formerly work and downtown.
- It is small with limited access making it secluded yet close to Madison where we do all of our shopping and work.

4. If I were king/queen of Fitchburg for a day, I would?

- Allow a new plan with maximum flexibility for development
- Deny further housing development along Syene until a study on rush our traffic effects on Syene was done.
- Explore ways to stabilize tax increases. I worry I will be forced to move due to annual tax increases.
- Celebrate
- Slow down the comprehensive plan timeline. Allow for more public outreach around the plan. Especially, to bring in a diversity of voices and life experiences
- Set up better roads and intersections, better bus transportation (to Madison employment areas)
- Order up a bus so that should I not be able to drive, I would not be a prisoner in my neighborhood.
- Impose a moratorium on development, require developers to have larger lots, pay closer attention to architectural details, especially regarding multi-family structures.
- Create volunteer coordinator position to enlist residents to help care for parks and open spaces.
- Stop apartment growth and preserve green space.
- Open more land for development
- Develop a Fitchburg school district – all grades, K-12
- Invest in commerce and retail spaces such as markets, coffee shops, studios, etc.
- Actually make use of Agora for retail space like coffee shops, book stores, clothing.

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- Powder coat all the old yellow/green traffic signals – especially in lower income areas and streetlights for added beauty. Start there and expand out.
 - Stop the mad dash to building these new neighborhoods (maybe need to fire those involved). Reputation of Fitchburg is that it will bend over backwards to give them what they want (example: Stone Prairie – I think it’s basically unfair to make current residents pay for new construction through TIF when they won’t benefit till much later if ever (for seniors).
 - City staff, as our employees, need to respect and listen to citizens – their employers. Staff need to stop protecting each other (staff) from any criticism by residents. If they continue to protect each other, they should be fired. Pat Marsh is the worst. Pat needs to stop jumping in after a resident speaks at a meeting to shut down comments. Any staff who don’t work for city residents cooperatively should be fired.
 - Make sure future developments allow for integrated walkability in terms of daily life (home, work, school, shop). Make sure that the big idea of a natural buffer/loop does not get lost.
 - Actually development the biotech campus instead of leaving it empty and unable to bring in tax revenue. Exact Sciences would have been perfect here.
 - Hire more police officers. Focus the comprehensive plan on the urban service area and not the agricultural zones. We need to move toward the reality of what Fitchburg will be. Require science in decision making.
 - Create one school district. Integrate business parks better with other commercial users. Integrate street systems with other new growth to knit together one community and to not burden 1 or 2 streets with all the traffic.
 - Make taxes less
 - Eradicate pests; lower property taxes – this is the highest taxed area I’ve ever seen. Completely repave all streets to a good standard.
 - Repave all the roads, create more parks/nature areas
 - I would develop our downtown; ensure higher density growth
 - Fire Patrick Marsh because he is focused on wants of business and developers not the needs of residents of Fitchburg. Comprehensive Plan should focus on sustainable growth requirements (i.e., police, fire, and infrastructure) not on discretionary projects. Eliminate TIF financing because it is corporate welfare at the expense of current residents of Fitchburg. Growth result is often faster than infrastructure.
 - Make it more environmentally friendly (i.e., more solar, less impervious surfaces, more natural, mature woods, more shops in walking distance to high density apartments/condos)
 - Lower everyone’s property taxes!!
 - Create a downtown that was walkable – where is the City of Fitchburg: Designate a green belt.
 - Lower my taxes
 - Make sure to protect our park areas and wetlands. Sometimes Fitchburg seems to be in a race to develop.
 - Keep stoplights at intersection of McCoy Road and Cty MM. Even though a roundabout is planned. It may take years to actually complete. With the fatality this summer, this should be a priority for a dangerous intersection. The lights could be timed to accommodate high traffic times.
 - Decrease number of high density (apartment complexes) developments – all look lovely initially until decline in upkeep, increased crime. Example: Allied Drive apartments across from Memorial High School, Fish hatchery Road – north areas.
 - I would put a moratorium on building large apartment buildings and complexes. Less high density growth designated areas. The roadway system is not designed to handle the resulting traffic.
- 5. Open comments:**
- Road construction continues to be an issue; increase communication across many forums; City of Madison discussions

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- Why doesn't MMSD have a junior or senior high school south of the beltline?
- I am concerned about safety and rising crime rates.
- Sustainable housing with good sized lot
- We just moved here from Indiana. Our daughter and her family live in Verona. Fitchburg looked attractive to us.
- The conversations at council meetings are very toxic, which is problematic. I also think this comprehensive plan timeline is rushed. Something like this needs the input of the entire community, which takes time and a concerted effort to engage with citizens that don't automatically show up to city meetings.
- Need to have more single family homes
- More of those electronic speed signs at the edge of neighborhoods to get speeders from high speed roads to slow down. I find them an excellent reminder also!
- Fitchburg has deteriorated since we moved here 30 years ago – too much traffic and development!
- This process is absurd. We here represent less than 1/2 of 1% of population. Need competing ideas and referendum on them. Questions are highly manipulative.
- The rate and quantity of apartments in Swan Creek is staggering and removing the feel of mixed housing options due to their density. The fact that no retail space opened with all of them (lower level) seems odd. It's making Fitchburg a sleeping city (I drive everywhere for good food/shopping).
- Don't be scared of renters. Weakness of neighborhood/what I like least: difficult to get to know neighbors.
- Continue to have neighborhood development with a variety of housing styles and options. With good proximity to parks and neighborhood amenities. Affordable options in the \$200-\$300K range.
- Staff have no special powers or privileges over residents. If they (staff) think they do have, we need better employees who work for us to resolve the city problems we bring forward to their attention. Staff should never discount or ignore or cutoff or disregard or throw out simplistic reasons (excuses) why they just can't do what residents want done. There are several more staff, in addition to Pat Marsh, who need to straighten out – or he gone.
- Fitchburg is too automobile oriented. Pedestrian activity is minimal. However, many of the bike paths offer a very good means to safely bike (go from point A to B).
- Your poll is biased towards assuming everyone has something to do in Fitchburg. Our group of 4 or 8% of the room would have selected none for what we do in Fitchburg. The restaurants, shops, services, etc. are all second rate. Consider younger demographics. They don't have the time for this because they have jobs. Feedback is skewed towards the retired and/or unemployed.
- Public input is appreciated, but too often focuses on vocal residents who are not experts. Let the true experts guide with data driven decisions.
- Fitchburg looks too much like every other suburban area and needs to better create a separate identity. It seems more difficult to create a central core much like more traditional cities/towns have done so perhaps we should have smaller commercial centers that area better connected. Need recreation center (see Verona) pool and diverse kinds of stores.
- Fahey Field is a great development, good mix of housing, many bike trails, location near parks
- Overall, Fitchburg best met our criteria for a place to live – we moved here 13 months ago from rural Virginia. We have not been disappointed.
- Been here one year – love the area. Thanks for giving us input opportunity.
- Please stop funding charitable tax-exempt organizations with Fitchburg taxpayer dollars.
- Engage minority and young voters
- Expand around the community center with retail/senior housing – expand with commercial around Lacy.
- Fitchburg is becoming an apartment housing development for Epic.

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Zone 3

The city held a public vision workshop on October 10, 2019 to discuss Zone 3 area. Participants were asked to complete the following statements on an individual basis.

1. What do you like best about Fitchburg?

- I believe the mix of rural and urban lifestyle is the best.
- Variety of people and housing (in the north).
- Green space
- City and country living location.
- A fun community with a great location.
- Bike/walk paths, current access to diverse shopping stores.
- Location
- Parks, it's clean, the library, access to bus transit, stores in close proximity, bike paths
- Security, street cleaning, parks
- I enjoy the family events and its activities in the summer. I like the information and assistance provided by community places
- Parks, greenspaces, water parks (splashpads)
- Parks and bike paths and nature
- Tranquility and respect
- Its tranquility
- Combination of urban and rural, the neighbors, 3 school districts
- Bike path to go out and walk
- Mi neighborhood has cultural diversity. The schools are really good and the work that school staff do is really good. Its nature is beautiful. I greatly appreciate the bike trails\
- The community. parks. The schools and environment
- That the neighborhoods are calm and accessible
- The tranquility, its bike paths, parks, specially the park on McKee Rd because it's close to my house, I also have grocery stores close to me. The city is very clean
- Recreation areas and the streets are always clean
- The parks and splashpads
- The parks, libraries, community events
-

2. What could Fitchburg do better?

- I believe they can look deeper into the smaller communities instead of a whole all in one need(s).
- Mix it up more – make more houses further south in the city where more people could afford to live.
- Traffic management on Fish Hatchery and McKee, fix roads
- Be more inclusive to all residents.
- More bus routes with more frequent service. Welcome and appreciate all residents of the city and the contributions they make.
- Affordable housing, more Latino/diverse activities/entertainment, community center
- Creating a more welcoming and inclusive environment for all residents.
- Mental health programs! Learn about finances, and assistance to low-income families with rent or electricity bill

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- More after school activities for kids such as swimming classes, kids dance classes and health and wellness for mom and daycare services
- For it would be helpful if there was a stop light at Beckenridge and Fish Hatchery
- More lighting at certain areas and stop sign or light in areas close to the schools *actually outside of Leopold, on the corner of Leopold and Post, a STOP sign would be good
- Street monitoring in the neighborhoods
- A law that prohibits marijuana smoke. Create more recreational spaces
- More parks and games for kids
- Shelter for kids who wait outside for the bus
- Be more of an inclusive city. There is no Latino or African American representation in the city's government, fire dept., etc.
- Improved safety in the zone
- Create a park with different programming so the youth/teenagers also so have fun activities
- Lower apartments rents
- I think safety needs to improve for our sons/daughters
- More recreational places for families and reconstruct streets
- Create a community center for the many Latinos that live here
- Promote restaurants and entertainment places
- An educational place where we can go learn and have classes such as English or Spanish classes. As well as when it's snowing, we can go there, and our kids can do activities and have fun while we are learning.
- A place where they have family resources

3. What do you like best about your neighborhood?

- I believe that they are very self-kept and no problem. They also are mostly welcoming.
- School, shopping, park (not golf course)
- Close to work, green spaces
- Walkable with amenities close by.
- Trees, diversity of residents.
- Accessible to beltline and shopping areas.
- Mixed use, access to services
- The school's programs for kids to take advantage of. There's parking for all, it became better with park (update) and bike path
- Events, support at schools
- The silence and tranquility with the neighbors, schools
- I like all the greenspaces
- That I can walk freely
- The tranquility and nature are well protected
- The green parks
- The neighbors and closeness to parks
- More lighting in solitary areas
- The cultural diversity. Mi neighborhood is surrounded by parks, community garden, bike paths that helps my family exercise and can relax at after a long day of work
- The ambiance and the neighbors are very calm

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- That its calm
- My neighborhood is calm, clean, access to walk and ride bikes- there's spaces for family recreation
- That its calm and police monitoring
- For now, nothing, I have 8 years living in Fitchburg and before I used to go out on walks at night but now, we can't because we don't have the same safety as before
- I like the transportation, its close

4. What does your neighborhood need?

- I believe that they need a place/club room for the community to meet regularly and discuss issues. They also need a place/club room for children/teenagers to come and do good for the community.
- Affordable recreation, better housing, buses that go to other parts of the city.
- More play areas for children
- Better transit.
- More lighting, more reinvestment in residential and commercial properties.
- Affordable housing
- Reinvestment in older housing stock, more diverse housing, employment opportunities.
- Free bookstand, the neighborhood cop is known by everyone
- Bus services, bus shelter for the kids, busses for kids, a police officer where the kids wait for the bus
- Add more stops lights at street crossing for kids
- More lighting in the streets and community events
- Lighting. Mainly event spaces for kid events
- Safety cameras
- More safety and lighting (bus shelter for all the kids that wait for the school's buses)
- Lighting – safety and affordable rents
- Safety and a community center
- Bathrooms behind Leopold school y water fountains and additional games
- Sporting areas, events, festivals, kid/youth activities
- Safety and cleanliness
- More places to buy groceries, and things like clothes, shoes, as well as daycare and place where you can learn for example music school
- A recreational park – there's a golf course that I think can move somewhere else and there we can have a park, educational workshops, and recreation for the family
- Public street lighting in some areas
- Safety, public street lighting, cameras, pedestrian bridge, bus shelter for the kids/youth that wait outside for the bus when it's snowing; more jobs within Fitchburg
- More parks and police. There are streets that need more lighting

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5. If the City could assist in providing more resources to your neighborhood, what should these resources focus on? Please rank your top 5:

1	2	3	4	5	Focus Area
	2		2		Childcare
1		2		1	Healthcare
					Healthy food
1	1		1		Transportation to work and school
	1	2	1	2	Adult educational opportunities
2		1		2	Adult employment opportunities
1	1				Youth after-school educational programming
1	1				Youth after-school recreational programming
1		3			Youth mentoring
	2		1		Mental health support
	2			2	Events/festivals
		2	2	1	Gathering/social spaces
	1	1	2	1	Housing maintenance
4			2	1	Public safety
				1	Other:

6. The City is planning for new park space in your neighborhood as well as a potential neighborhood center. What should the park space and neighborhood center have in them? Please rank your top 5 for each (1 being your highest ranking):

- Park space (outdoor)

1	2	3	4	5	Park Space Amenities
2	1	1	1	1	Playground
1	1	2		2	Basketball court
3		1	5		Splash pad
			1	1	Climbing wall
2	6			2	Shelter/picnic areas with grills
	1		1	3	Food and drink concessions
3	1		2	1	Amphitheatre/performing arts area
		2			Sledding hill
		4	1	1	Ice skating rink with skate rentals
	1	1			Other: Library branch

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- Neighborhood center (indoor)

1	2	3	4	5	Neighborhood Center Amenities
1	2	2		1	Classrooms (computers, etc.)
2	2	1	1	2	Meeting rooms for neighborhood/community events
1					Café/coffee/sandwich shop
		1	1	2	Performing arts area
1	1	1	2	1	City services (information, voter registration, library, senior center, etc.)
2	1	1	2	1	Social services (childcare, healthcare, mental health support, etc.)
1	1	1	1		Gymnasium
1				1	Arts/crafts/trades room
1	1	1		2	Youth/teen “rec” room
	1	1			Reading room/quiet space
	1	1	3		Food/household essentials pantry
					Other (list) _____

7. If I were king/queen of Fitchburg for a day, I would:

- Create community and youth rec center in every small community. I would also help people with the resources I had to improve or help on housing.
- Wave my magic wand and improve all the apartments.
- Have a big play area for kids with free ice cream.
- Change our political climate.
- Build a library branch in North Fitchburg.
- Community center
- Have Fitchburg embrace being a city and the opportunities available to realize its full potential.
- Community center to be able to invite parents and children and form a support group and teachings
- Free food for kids and the elderly
- Event places for family events at reasonable prices and more jobs in the area
- Community center, more street lighting in dark areas, and event places for family reunions
- Fun things
- I would create a safety monitoring center, there’s nothing better than to be able to prevent bad moments to happen
- A regional festival for all the different cultures from all countries and “house for all”
- Build a community center in this area
- Construct a housing for all
- More housing for families at reasonable costs, schools, hospitals, employment
- I would make possible a community center for minority communities – where it’s possible to listen and make provide the essential needs for families
- I would do the best I can
- If I could decide, I would create an event where local businesses can donate and at the same time have publicity

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8. Open comment:

- I would say that the youth centers would be a great addition in the Leopold community specifically.
 - Concerned about how much traffic is on North Fish Hatchery Road and recent shootings in neighborhood.
 - Stay alert and prevent rent increases with new development.
 - Keep and grow green areas, bike/walk paths
 - Entertainment/arts/diverse events
 - Community events
 - Latino business/events
 - Fitchburg schools
 - Youth summer program
 - Safety in District 2 – more safety
 - Affordable and maintenance of housing resources
 - Apartments
 - Diverse, bilingual, cultural competent instructors
 - Be aware of housing displacement/redevelopment
 - Make community part of new development
 - I would like to participate and help in whatever I can
- They are stealing a lot of cars, we need more 24-hour security cameras
 - It would be really important that there's shelter where kids/youth are waiting for school buses
 - Safety in our neighborhood, there's been a lot of cars stolen, more security cameras
 - That they support us with public restrooms behind Leopold that sometimes you stop there and have nowhere to go
 - That cultural festivals are realized because Fitchburg is diverse
 - Access to habitat for humanity for families that have lived in Fitchburg for more than 2 years
 - There has been a lot of cars stolen in Fitchburg. There should be cameras monitoring the neighborhood
 - My family and I have been living in Fitchburg close to ten years and everything was calm, and the parks and the community. Very good schools but lately in the past few years, safety has been bad, especially for our kids

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ZONE 4

The city held a public vision workshop on October 16, 2019 to discuss Zone 4 area. Participants were asked to complete the following statements on an individual basis.

1. What do you like best about Fitchburg?

- Still has the ability to plan for future growth.
- Proximity to Madison; inclusive in planning, growing community
- Biking/walking; dining options
- The well-planned areas, good transportation routes, friendly people, good restaurants
- Urban/rural combination; diversity of people; tranquility
- Convenient to Madison
- Verona School, recreation, on the edge of Madison. It still feels “out in the country,” which we love.
- Dining options
- Good neighbor, good diversity
- The amount of bike paths and parks.
- People
- Farmland and people
- Close to farmland. Lower taxes than Madison. Close to work. Close to major road arteries for travel.
- Proximity to work, shopping, bike trails.
- Senior center, relative safety, library, food stores/variety of stores, growing number of housing options, clean air and water
- General location – away from Madison, lower taxes, we bought only house that fit our needs in a year when inventory was at all-time low.
- My neighborhood
- The bikeability of places – the bike paths are great.
- Open spaces, ag land, farms, horses, cows
- Neighborhood, closeness to open space, city website
- The parks, trails, and library
- Senior center, library
- I liked that it was small and away from Madison, but also close – like “down the road.” All the housing development has ruined the small town feel.

2. What could Fitchburg do better?

- Long term planning use tax on dump trucks using our roads.
- Safety; bridge school systems better – kids in school together pull families together in neighborhoods. Better development planning.
- Encourage DNR/CARPC to allow more development.
- Allow more development in close areas; perhaps offer a purchase-of-development rights program for others. Obtain more natural areas (not parks!), such as arboretums.
- More inclusive city - reach out to all the different neighborhoods. More diversity of housing stocks – “condos.” Build smaller houses/condos. Create a sense of community.
- Nothing in particular
- Improve roads and add bike/walking paths. I would like more communication about how the Quarry will be developed. We love the quarry, but know it is slated to be developed. Your website has so much

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information on it that it is very challenging to get questions answered without calling. It would be helpful to have a better guide or info session about navigating to sight.

- Schools – need a school district.
- Focus on manufacturing
- Invest more into developing neighborhoods with people of color and work to create a better busing system for more accessibility into Madison.
- Information – especially on agendas. Listen to citizens. Can't often get information on agendas.
- City website
- Road repair before housing building. Snow removal on main roads. Widen congested roads – Seminole South, Lacy, Syene, PD. Communicate with residents – website hard to navigate.
- Be more transparent and inclusive
- Support/increase police resources. Connection of areas of Fitchburg.
- Centralize – quit sprawling and dividing city into bits separated by major highways. Improve shopping choices, improve appearance, offer neighborhood schools; own mass transit
- Better communication between government and residents, but also government and city staff listening to residents, instead of staff decisions.
- Traffic management – there seems to be very little in my area. Plan for community building – no retail or walkability for amenities has come with any of the development east of Fish Hatchery Road/South Syene Road.
- More farmland, preserving farmland for the next 100 years.
- Elected officials be responsive to citizens and seek outside legal advice when appropriate. Improve transparency of meetings.
- Increase public transit
- Control development! Being a long-time resident, it's awful to see all the new developments like apartments and condos that reach sky high. Many people I've talked to dislike this immensely! Communicate better with constituents that will be impacted by new development.

3. What do you like best about your neighborhood?

- Quiet, low traffic.
- Property values
- I do not currently live in Fitchburg.
- Quick access to other areas of Fitchburg and the county.
- Safety; neighborhood is walkable/plenty of trees.
- Bike trail and easy access to Hwy 14.
- It is quiet, has parks and trees. I feel safe. I am close to schools and work.
- Community feel
- Friendly environment, cooperation
- The serenity of being surrounded by nature.
- People
- Quiet. Single-family housing. Near farmland.
- Vibrant and engaged families
- Quiet, renewal of older homes
- Quiet, safe, good neighbors, the people at this meeting do not reflect wide diversity of people living in our district 4 neighborhood. We have wide diversity and numerous families with children.
- I know all my neighbors and walk around and talk with many.
- Greenspace – there is a lot of it.

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- I live in the rural area, the open space, farmland, and animals
- Neighbors, lots of “elbow room”
- Friendly and family-oriented
- Good snow removal, good garbage/refuse (recycle, brush, etc.) collection, feel safe.
- It’s small and quiet. However, new development threatens our whole neighborhood and way of life. It will especially negatively impact general homes.

4. If I were king/queen of Fitchburg for a day, I would?

- Buy up land along Whalen Road for future Beltline. Create a city center.
- Stay focused on vision. More strongly direct type of development. Build partnerships with development to achieve vision. Streamline city process and reduce costs to developers not aligned with neighbors (e.g., Verona)
- Expand urban service area, encourage development, allow churches outside urban service area.
- Allow more land to be developed. Buy more open space for natural areas.
- Approve the building of a community center north of Fish Hatchery Road.
- Have a parade!
- Improve roads, add biking and walking paths to all roads to connect home to shops and services.
- Figure out school system
- Not rush to finish comprehensive plan
- Redraw the school lines and invest more into quality of education for particularly youth of color.
- Find a way to inform people. Limit power of Plan Commission. Council is elected, not them.
- Slow down growth and have Common Council be the final say.
- Clean up crime.
- Have a more open and transparent government.
- Promote connections among areas – not so disparate. Reduce congestion – traffic issues and safety.
- Create a central city center; create a greenbelt around existing city; acquire land for future beltline south of existing city – plan ahead.
- Instruct city staff to recognize that residents pay their salaries and are their (staff’s) boss. Some staff don’t respect residents and I’d fire them.
- Reduce the speed limit on South Syene and McCoy Roads. Put in roundabouts or stoplights at MM and McCoy and also at Syene/South Syene intersections.
- Save the farmland in Fitchburg permanently
- Not allow developers to pay money instead of putting parks in. Revise comprehensive plan to prevent Plan Commission from vetoing Council comprehensive plan amendments. Improve streets before development occurs.
- Create a Fitchburg school district
- Like to see storm drains regularly cleaned from leaf debris.

5. Open comments (continue on back of sheet if needed):

- Buy land now for bigger roads.
- Current plan scatters small (1-2 acre) business/mixed use around in residential areas. This is not self-sustaining – need business “areas”
- Thanks for hosting these meetings. Thanks for listening to input. Thanks for all your work.
- Build athletic facilities, soccer fields, more flexible zoning
- I think I’d make government’s vision of Fitchburg’s future, easier to find online and simpler to understand.

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- Please add bike and walking path to connect the Quarry Vista neighborhood to Target, HyVee, etc. It is not safe to be walking on this road and yet it is so close to everything.
- More community meetings and interactions are needed. Regular meetings with neighboring places like Oregon. Interaction with state agencies to attract investments, maintain diversity and educational programs on diversity and inclusion.
- Better communication/transparent. Support police and effort to make Fitchburg safer. Stop taking farmland when not needed. Respect and listen to citizens. Agendas do not identify where things are – this is not transparent. Require developers to be honest – they are in business to make a profit, but not at citizens' expense.
- Fitchburg has too many departments. Traffic is not good – sometimes hard to get around, also safety with so much traffic is a concern. Don't want Fitchburg to be a smaller Madison.
- Require users of parks to not drive or park cars on the footpaths in the park. Listen to residents and not go back on things agreed to (e.g., no retroactive installation of sidewalks in areas that were agreed to for not installing sidewalks). Ex. Stoner Prairie zoning debacle. Keep to what was agreed to with area residents. Need a Woodmans – existing grocery stores are too expensive. Communication with residents is insufficient and not timely enough. Survey is not anonymous as claimed online – my survey did not count because I did not want to use a profile online. City cannot be trusted, sadly. No transparency – please don't bully or deceive the residents. Working farm as model farm for training, research, maintaining agriculture.
- Fitchburg needs to honor the City of Madison – City of Fitchburg – Town of Madison cooperative plan to the timelines and boundaries set forth in the agreement.
- Growth needs more support for city services. More options for senior housing – condos, co-housing
- Enforce reasonable/safe setbacks from highway – new houses on Syene Road are too close to road. What will happen when road is widened? No new development should be allowed without first assessing mass transit.
- Fitchburg will never be a cohesive community until (at the least) schools are Fitchburg schools.
- I don't like “staff recommendations” at city meetings on issues. This gives staff too much input, too much weight, too much sway, too much overwhelming decision on issues, over resident opinion.
- We have seen a 10x increase in housing development since we have moved to Fitchburg. Getting my mail at the road has become dangerous because people are speeding, angry, and distracted. I cannot safely pull into or out of my driveway. Accidents on McCoy and South Syene Roads are frequent, serious, and often fatal. There have been no changes made to handle increased traffic on a rural road and traffic should be funneled to higher capacity roads. Decreasing the speed limit would be a good start.
- We need to develop a purchase of development rights program to protect our farmland from developers and city staff who support development. If we continue to develop, traffic is going to continue to be a huge problem! We must stop and look at the problems that come with development. Lets save the open space for the future development.
- Fitchburg local is great – 10 minutes from most things – 20 minutes from the rest.
- Trim heavy oak branches from over the roads – heavy snow could result in breakage and falling on cars.
- I understand that progress is a fact of life, however, the development so far has been poorly planned and it seems like we have no say whatsoever in what will eventually be done! We need better transparency!

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ZONE 5

The city held a public vision workshop on October 16, 2019 to discuss Zone 3 area. Participants were asked to complete the following statements on an individual basis.

1. What do you like best about Fitchburg?

- Ag land, recreational options, and access to work (easy transportation)
- Proximity to rural areas. Close to anywhere in the Madison area.
- Opportunity to choose growth. New exciting things. Neighborhood (greenfield) that can update and improve. Friendly neighbors. Nice night sky.
- The space we have (approximately 1/3 acre). Location/proximity to Madison, our kids, and places we want to travel to.
- Green spaces, trees (Mickelson Woods), good city services (trash collection, plowing), and parks
- Being a rural community.
- Quality of living – rural area
- The rural areas and beautiful country/farmland
- I farm here. I like to be close and still have open farmland.
- Mature lot neighborhoods, easy access to downtown Madison, library.
- A friendly community sharing home, education, family, agriculture, and city values.
- Close to family, Madison, library
- Geographic location – easy access to other areas of Dane County.
- Green space, convenience while still rural
- Diversity in the various areas in the city of Fitchburg
- Community rural areas yet close to city.
- Mix of rural and business and home, recreation, dining options, not corporate America and still feels small town.
- Location, my neighbors, schools (kids are gone now)
- Mix of rural and urban/suburban areas, schools, neighbors, and proximity to Madison
- Easy of moving around. Library/city hall/senior center. Feeling of community
- Green spaces/walking paths
- Low population, senior center
- Rural life
- History, soil, neighborhood
- Been home for family for over 100 years
- Location and proximity to Madison
- Proximity to Madison, yet close to rural areas.
- The area – to Madison, airport, UW
- Growing community; friendly city staff; bike/walking trails
- Quality of life. Nice areas to develop and very close to urban areas. City staff is friendly, responsive, and helpful.
- Having a rural area so close to Madison.
- Being able to live on a farm so close to Madison
- Rural, but near enough to Madison for needed amenities
- Safe, green, rural

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2. What could Fitchburg do better?

- Be even greener! Stimulate clean energy for all. Be sustainable. More affordable and subsidized housing.
- Keep up the roads
- Inform people of what is happening regarding zoning and amendments.
- Be open to more diversity. Not say, “we used to...” or “we always...”. Instead say, “let’s see/try to be open to new and younger ideas.
- I’m quite satisfied with it.
- Stop/slow down development
- More developer friendly
- Less development of high rise apartment buildings. Preserve farmland.
- Protect farmland.
- Notifications!!!! Less high density housing. Listen to residents!! Setbacks from roads for apartment buildings is too close.
- Have its own post office.
- I wish it were more walkable/bikeable
- Look at zoning ordinances for residential areas and update to meet current issues. Specifically, for my neighborhood address – Airbnb’s
- Preserve green space. Increase attention to environment impact of development
- Fix Irish Lane – repave
- Support the rural area by maintaining roads
- Continue to listen and have flexibility.
- Honestly be more business-friendly, easier to work with. For business please don’t force city ideas onto the landowner/business. City “staff” seems to make too many preconceived ideas pushed upon business owner/develop before listening. Reputation is too arrogant frankly. Be open-minded. Then once agreed upon plan, be easier to work with.
- Extend bike trail/walking trail down Whalen Rd. Put a bridge over Fish Hatchery up closer to the Beltline for folks crossing from apartments to gas station, etc. Get a better grocery store – Pick-N-Save sucks.
- Develop an urban center or several urban centers. Add bike/multipurpose all the way to Country Heights
- Slow for rapid growth. Additional ways to educate citizens as to “What’s going on in town” kind of information.
- Bring businesses to offer destinations for residents
- Trash collection (rather minor)
- Rural services
- Safety as Madison encroaches
- Roads; traffic control
- Be more business and development friendly
- More facilities for socializing, like a wedding reception venue
- Lower taxes
- Expand urban service area
- Allow more quality developments. Allow more religious facilities in the rural areas. Need more city-owned natural areas like wetlands and forests.
- Improve bicycle access. Reduce speed limits on rural roads
- Slow down drivers on the roads. Make bigger/better shoulders on the rural roads to promote safer biking and walking. Create turn lanes on Hwy M and other major roads. Keep creating a “downtown” identity
- Attentive to long-term residents and taxpayers

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- Be attentive to constituents in moderate property values.
- 3. RURAL RESIDENTS: What do you like best about your neighborhood?
AGRICULTURAL LANDOWNERS: What can the City do to better support current and future farming in the city?**
- Elbow room (in rural areas). Higher density options.
 - Safe neighborhood. Lots of green space.
 - Open skies, night stars. Friendly neighbors.
 - The size lot in relation to our house size and our freedom to build on it.
 - Quiet, peaceful, safe, woodsy
 - The closeness of everyone. Get rid of water problems.
 - Easy access to stores, etc. Assist in agricultural education to non rural residents.
 - Sale of land development rights to keep our farmland – farmland for years to come. Preserve this way of life.
 - Purchase of development rights to control development from developers and city staff who support development.
 - Let the farmers work and control their land as they wish without stringent controls.
 - Friendly neighborhood. I like being near a park.
 - Green space
 - Minimize the pressures, on rural landowners, to develop or sell residential lots.
 - Big property, neighbors.
 - Biking access, friends and family. Work with farmers and ask them what they need. Large private lots, privacy
 - Rural life – agricultural opportunities; rural services – roads, police & fire, traffic; speed limits, etc.
 - Continue rural input
 - Open space; provide hardware store
 - Permit land development – partner in planning – not be adversarial
 - Allow new ag-related uses
 - The area and good neighbors. A street that does not have a lot of traffic
 - Perhaps offer a development rights program for areas that cannot develop due to distance from USAs.
 - Rural feel is what I like best. Permit new zoning areas that allow multiple families to share a farm – cohousing?
 - Being closer to nature, being on the bike trail, having clean water, having city services like curbside recycling
 - Well established; nice, bigger yards
- 4. Should the City allow new agricultural-related uses, such as wedding barns, dairy stores, wineries, and farm cafes, on agricultural lands?**
- Yes (14)
 - Yes, as long as they support/enhance agriculture in Fitchburg.
 - Yes, can you consider a track for a park to include wetlands continuously (like Cleveland) – this would be on the southern part of map. Preserve wetlands and proper use and plan for water issues.
 - Maybe, but does this mean big paved parking lots? Bright lights? Athletic fields?
 - No
 - Yes, to all above (3)
 - Yes – with input from those of us in the area.

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- Yes, depending on traffic and neighbor consensus. Don't want many drunk wedding guests driving down our roads.
- I would want more information before saying yes/no
- No strong feelings
- Yes, creating opportunities for rural landowners to use their properties in other manners will empower them and encourage investments.
- As long as they don't interfere or limit activities that are currently going on.
- No! Really depends upon scope of what is taken out of production. Growth needs to be contiguous first. Save larger clusters of Ag land, protect wildlife. Also, for safety any projects should be sprinklered. Follow normally expected protection components.
- Yes, I would support all of those options. City should be careful not to include agriculture options that are not compatible with rural neighborhoods (i.e., pig/livestock farming, etc.)
- Not a rural resident, but would not have a problem with the initiative.
- Yes, absolutely – ag related business's educational places for ag/farming
- Supply/demand example: too many Dane County wedding barns
- Yes, but question the support
- Yes, more flexibility should be allowed to create opportunities to bring interesting agricultural products to the Madison area.
- Maybe

5. What do you like best about your neighborhood?

- Trees, clean air, bike paths and road shoulders
- Safe neighborhood. Lots of green space.
- Central to Madison. Can get anywhere off main roads downtown in 12.
- 6.2 miles from the square.
- Woodsy, peaceful, safe, quiet
- Small and wonderful, closeness
- Friendly
- I have great farmers for neighbors, they are reliable and just a phone call away.
- I farm so my farm is my neighborhood and I love it.
- Individual freedom and sharing communities
- Friendly neighborhood. I like being near a park.
- Green space, low traffic volume
- I live in rural area
- I live in a very rural area and like the low density housing. Farmland should be used for farming.
- Rural setting
- Rural, country feel
- My neighbors! Quiet, wildlife
- The friends we have made, large lots, privacy
- Convenient to what services I need most
- Park, walkability to restaurants and library
- Neighbors are generally not close to us
- Homestead farm – rural life
- History, soil, rural neighbors, agriculture
- How open the area is and the neighbors
- Rural feel

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- Proximity to shopping and other services. Bike trails
- Not that big; quiet area
- Closeness to other neighborhoods. Closeness to Madison and Fitchburg open areas. Good transportation routes.
- Access to the Badger State Trail, nice neighbors
- Living on a farm, but close to services. Having considerate neighbors.
- Comfortable, established
- Friendly neighbors; people care about their properties

6. If I were king/queen of Fitchburg for a day, I would?

- Give everyone access to clean energy, healthcare, and another person's shoes.
- Create a Fitchburg High School for the whole city.
- Find a way to inform citizens about what is happening in the city.
- Put in commuter rail on top of lower tracks.
- Decree a mono-rail be put in over the top of the rail line that parallels Syene Road.
- Stop development. Find a way to communicate with residents beyond press releases. Stop naming developments "Quarry whatever." Stop putting things in McKee Park.
- Have a block party for everyone.
- Fix roads. Improve stormwater problem. Change Comprehensive Plan boundaries
- Celebrate agriculture and farming with a focus in the rural area!
- Stop development
- Let people control where and how they want to live
- I guess I'd put in dedicated bike lanes and infrastructure and sidewalks, or a rapid transit option to downtown Madison.
- Get rid of the Northeast Neighborhood development!
- Change Urban Service District – expand south Fish Hatchery Road to Whalen Road.
- Fix the rural roads and find a way to minimize the commuter traffic racing through Fitchburg.
- Listen first to business, developers, landowners. Don't force only your ideas please.
- Add a walking trail that extends along Whalen Road. Put a park in Country Heights for kids.
- Throw a citywide party that celebrates everyone in Fitchburg.
- Create more open space protections.
- If money weren't an issue, I would love to have events to go to – more restaurants, shops, venues, hiking trails, etc.
- Work on roads, bus availability
- Less traffic; less population
- Solicit public feedback that best supports development. Manage finances to mitigate and reduce taxes. Eliminate stormwater taxes.
- Make Fish Hatchery Road four lanes further south
- Allow church to be built. Expand urban service area on eastside
- Buy wetlands and forest areas for public use, education, and so forth.
- Add bike lanes to all roads
- Ban pesticides on residential lawns; reduce speed limits; preserve more open space; create bigger bike lanes on roads

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7. Open comments:

- We need to get the perspective of the rest of the world. We live in a vacuum. Too insulated, bring new progressive solutions.
- Maintain Fitchburg's rural and agricultural areas permanently. Establish a permanent urban growth boundary.
- Listen to citizens. Don't allow developers to lie without consequences.
- Think big. Possible more voucher schools here.
- I want to see Fitchburg leadership that sees us as an integral part of the Madison Metropolitan Area, and works with all the city/towns of Dane County.
- Look at a way to purchase development rights to protect rural land. I appreciate the semi-annual shred days and electronic recycling.
- Fitchburg needs to improve our image (guidelines) for developers to come to Fitchburg. Our city guidelines are too ridged – thus driving off future developers.
- Purchase development rights program which would lock in agricultural land forever.
- Fitchburg should not act like Madison in thinking they are a large metropolitan city. Keep it family and friendly oriented.
- I don't know how/whether it's possible, but I kind of wish there were more small restaurants/bars further south.
- The Comprehensive Plan is pretty thorough and a lot of thought has been used. Continue to build upon what we have.
- Appreciate the opportunity
- Whalen Road is crazy busy right now. Intersection of Whalen and Fish Hatchery is dangerous.
- Whalen Road at Fish Hatchery is nuts. It's dangerous. Add bike/multipurpose path. Don't add lights, build roundabouts.
- Partner with neighboring communities (Oregon) to bring in services (i.e., water/sewer)
- Thanks for hosting these meetings. Thanks for listening to input. Our church is looking to add a new location in Fitchburg. Conversations with city staff and alders have been very positive. We appreciate continued support, especially at "crunch time." Thanks for supporting growth and being a welcoming community!