

# Progress Update Nov 5

- May Kick-Off                      Presentation on Plan update options, majority feedback for short timeline
- June / July                         Land use capacity information and growth trends presented. Resolution for timeline adopted.
- August                                Direction to proceed with planned public outreach
- September                         Direction to proceed with proposed framework  
Feedback to include “Edgewood Parcel” as “exception”  
Numerous policy discussions (Implementation Chapter)
- Sept – Oct                         2 Surveys
- October                              15 outreach meetings plus regular Plan Commission and Council meetings
- November 5                        Special meeting to review Outreach, Map, Chapters

# Next Steps\*

- November 5 Special meeting to review Outreach, Map, Chapters
- November 15 Staff completes draft of Plan at 80-90% complete (Approx.)
- November 19 Plan Commission meeting (content TBD)
- November 20 City Wide Open House – 6:30 City Hall
- November 26 Council meeting (content as needed / TBD)
- January 14 Possible publication of Class 1 notice for Public Hearing at Plan Commission (Feb 11 Alt. Date)
- January 21 Plan Commission Public Hearing and Recommendation on Adoption of the Plan
- TBD Class I Notice for Public Hearing at Common Council
- TBD / March 24 Public Hearing and Potential Council Adoption of Plan

\*Subject to change

# Tonight's Meeting

## Purpose:

1. Continue Comp Plan Discussion on a dedicated agenda to allow ample time for discussion
2. Review new information
  - Outreach Summary
  - Draft Land Use Map
    - 3 Changes:
      1. Edgewood (Per Council Resolution)
      2. Usona/Promega (Per Letter Provided to Council and Mayor's Direction – Feedback Requested)
      3. Identify Oregon School District Parcel (Per Request to Council and Mayor's Direction - Direction Needed)
3. Review (again) select draft chapters and provide feedback. Suggested focus:
  - Review goals / objectives / policies section of Housing Chapter
  - Implementation Chapter

# Summary – General & Visual Preference Survey

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- 2 Surveys Available for Approx. 1 Month
- Advertised widely with resources available
  - 14,000 postcards, newspaper, social media, numerous e-mailing blasts
- ~300 Responses (General Survey)
- ~200 Responses (Visual Preference Survey)

# Summary – General Survey

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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
- **Overall direction:** 50% are satisfied that Fitchburg is moving in the “right direction”

# Summary – Visual Preference Survey

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- **Single-family residential:** Suburban
- **Multi-family residential (Small-scale):** Urban
- **Multi-family residential (Large-scale):** Suburban
- **Small-scale commercial:** Urban
- **Large-scale commercial:** Urban
- **Mixed-use:** Suburban
- **Land use on busy corridors:** Urban

# Summary – Community Outreach Meetings

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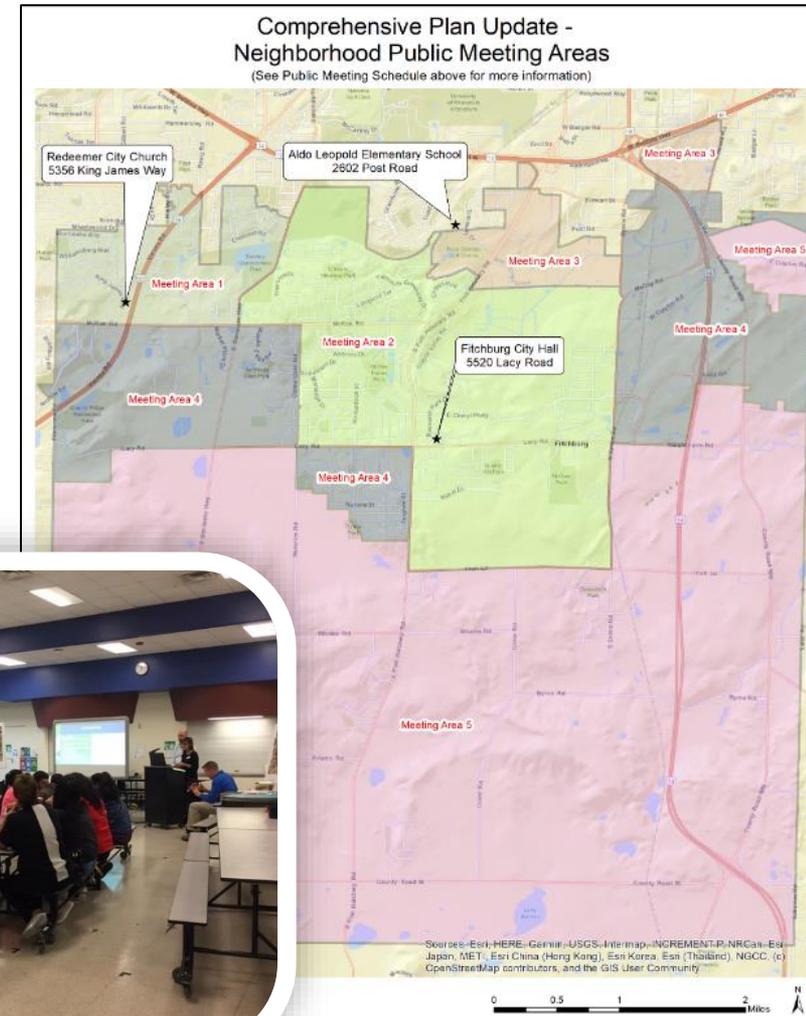
- **5 Community Outreach Meetings**
  - 2 with Spanish Translation at Community locations
  - 3 at City Hall
- Approximately **150 Total Attendees\***
  - Avg. attendance 30 people per meeting
- Advertised widely with resources available
  - 14,000 postcards, newspaper, social media, numerous e-mailing blasts

\*Based on keypad polling numbers

# Summary – Community Outreach Meetings

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- Meetings included:
  - Informational presentations by City representatives
  - Key pad polling surveys
  - Individual worksheet questionnaires
  - Small group mapping
- Compiled results provided by Vandewalle & Associates



# Summary – Community Outreach Meetings

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Discussion of feedback themes – **Likes?\***

- **Good parks / open space**
- **Good bike network / walking paths**
- **Regional proximity**
- **Rural and Urban Character / Rural Proximity**
- **Diversity**
- **Good schools**
- **Other: small town, good services, safety, library, etc.**

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

# Summary – Community Outreach Meetings

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Discussion of feedback themes – **Dislikes or Do Better?\***

- ❑ **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

# Summary – Committee Outreach Meetings

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- 10 total meetings attended
  - Including 2 Non-Committee Meetings
    - Madison Area Builders Association
    - Capital Area Regional Planning Commission
  - Committee on Aging Well
  - Bicycle Committee
  - Ag and Rural Affairs
  - Resources Conservation Commission
  - Parks Commission / Tree Advisory Committee
  - Community and Economic Development Authority (CEDA)
  - Board of Public Works

# Summary – Committee Outreach Meetings

- Discussion of feedback themes
  - MABA (2 minor amend, support housing plan, review process, explore park fees, support guidelines for amend. Review, future FUDA review)
  - CARPC (corridors, follow the plan, avoid wetland encroachment, emphasize ag preservation, consider regional transportation plans, avoid leap frog, density development more efficient land use)
  - Aging Well (transportation, proximity to services / senior, affordable senior, mixed use neighborhoods)
  - Bicycle (plan framework support, continue to defer and implement specific actions through Bike Plan, support network, increase connectivity, not just recreation)
  - Ag and Rural (PDR program, explore more ag. Accessory uses)

# Summary – Committee Outreach Meetings

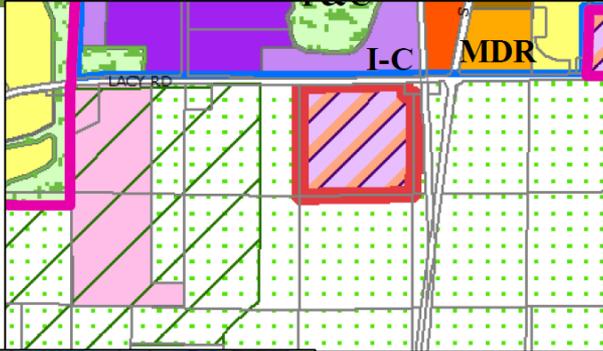
- Discussion of feedback themes
  - RCC (continue conservation practices, concerned with lack of walkable mixed use neighborhoods in isolated residential subdivisions, support policies that explore renewable energy, uphold high design standards, maintain bike network, continued neighborhood green space)
  - Parks / Tree (tree canopy goal, Vibrant Forest Plan, Native Oak protection Ordinance, public access to unique natural areas, control invasives on public land, encourage art / culture features in park system)

# Summary – Committee Outreach Meetings

- Discussion of feedback themes
  - CEDA (discussion of 269 acres of available zoned or planned industrial lands within USA, support more than one minor amendment annually, discussion of future growth areas that may include more industrial land, questions regarding 75 acres of development per year, encourage more plan flexibility, explore ag accessory uses)
  - Board of Public Works (understanding of service provision factors in current plan, support plan framework, questions about housing policy)

# Draft Future Land Use Map (3 Changes or Discussion Points)

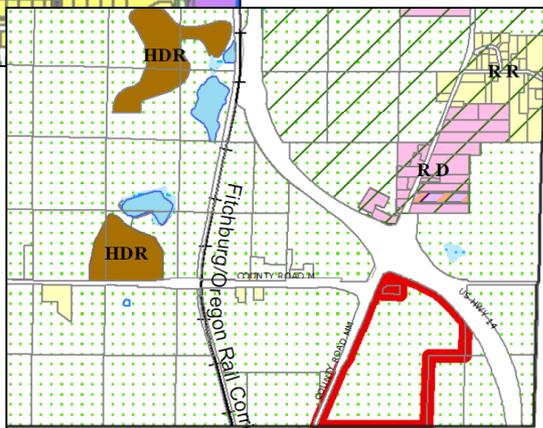
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1. Edgewood



2. Promega

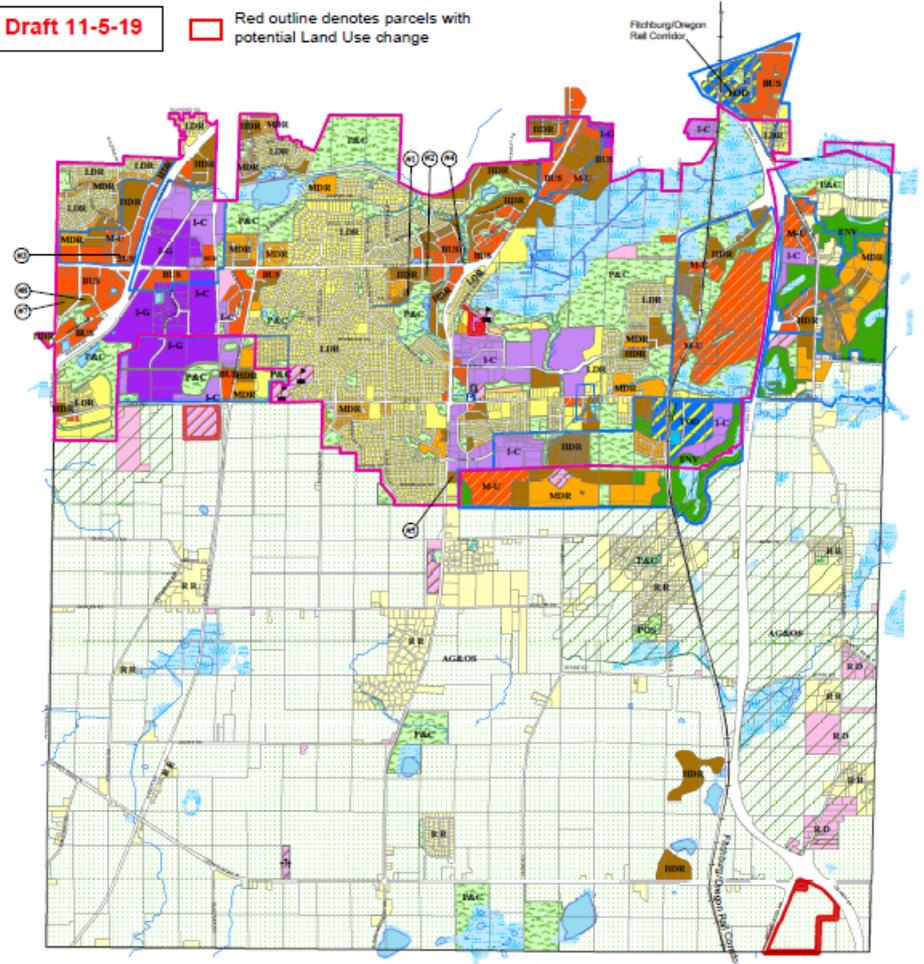


3. School Site

# FUTURE LAND USE PLAN MAP

Draft 11-5-19

Red outline denotes parcels with potential Land Use change



P&C - PARK & CONSERVANCY	TS - 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

# Draft Land Use Changes

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1. Edgewood Parcel changed per Resolution R-179-19 adopted by Plan Commission & Council
  - Changed from non-development area to Institutional, subject to many conditions including USA amendment
2. Usona/Promega 9.5 acre tract at 5453 Gunflint Trail
  - Draft shows change from LDR/MDR to I-C to pursue development consistent with adjoining parcels for future development by Bill Linton (Promega CEO)
3. Oregon School District Proposal (106 acres)
  - Identified on map per Mayor's direction for discussion

# Plan Primer Summary

- Plan overview including purpose, development process, organization, chapter summaries

# “How will Fitchburg Grow” Summary

- Defines growing Fitchburg concept and growth principles
- Identifies how growth principles will be applied
- Fitchburg “snapshot”

# “Housing Chapter” Summary

- Data
  - “Hard data” (U.S. Census, etc.)
  - Community input
  - Existing City plans and policies
- Themes: how does the data inform the city’s housing goals?
- Housing policy framework: what are the city’s housing goals and how will they be achieved?
- Goals, Objectives, Policies: copied from current plan

# Implementation Chapter Changes & Summary

- Added language defining the consistency requirement per State Law
- Defined Minor vs Major
- Minor Amendment Procedures – “Non-substantive technical changes”
- Minor Review Guidelines
- Frequency of Minor Amendments – 2 per year
- Major Update Review Guidelines