

## PART II: GROUP MAPPING & ISSUES

**PURPOSE:** The purpose of this exercise was to identify areas and issues in and around your neighborhood that participants find attractive and areas in need of attention. Each table was provided with a map of the area, green and red dots, black and red markers, and a flipchart. As directed below, participants placed corresponding dots on the maps and/or used corresponding markers to write a brief statement either on the map or flip chart describing the place or issue they identified.

**INSTRUCTIONS:** Start the discussion by going around the table and having each person identify something attractive about the area by placing a **green dot** on the map and/or using a **black marker** on the map to **briefly** (2-4 words) explain what it is. If the feature or characteristic is not place-specific or requires more explanation, record it on the flipchart page. Number the dot and the comment on the flipchart so we'll know they go together. Continue going around the table in this manner until the facilitator calls time for first round and then start the next round with the person you left off with using the **red dots** and **red markers**.

**WHAT ARE THE GREEN DOTS FOR:** The **green dots** are to indicate places, features, or characteristics that you **find particularly attractive** and/or think are important to the vitality of this part of Fitchburg and why. Think of those places and features that you would reference in describing the area positively to someone else or that you would want to show to someone from out of town. These could include, but are not limited to:

- Particular businesses or types of use
- Particular buildings
- Particular blocks
- Particular public spaces
- Particular public facilities (roads, parking areas, buildings, utilities, etc.)
- Events
- Natural features
- Overall mix of uses
- Public art or amenities
- General maintenance of streets/public space
- General maintenance of private property
- General comfort as a pedestrian
- Parking system

**WHAT ARE THE RED DOTS:** The **red dots** are to indicate the places or characteristics that you **find particularly problematic** and/or think detract from the vitality of the study area. Think of those place and features that you have always wanted someone to address and could make go away or improve if you had a magic wand. These also can include things that you think are missing from the area that should be added. These could include, but are not limited to:

- Particular types of uses/businesses
- Particular buildings
- Particular sites
- Particular blocks
- Particular public spaces
- Particular public facilities
- Potential Brownfield (polluted) sites
- Mix of uses
- General maintenance of streets/public
- General maintenance of private property
- General comfort as a pedestrian
- Types of events
- Parking system

# PART II: GROUP MAPPING & ISSUES

## Fitchburg Zone 1:

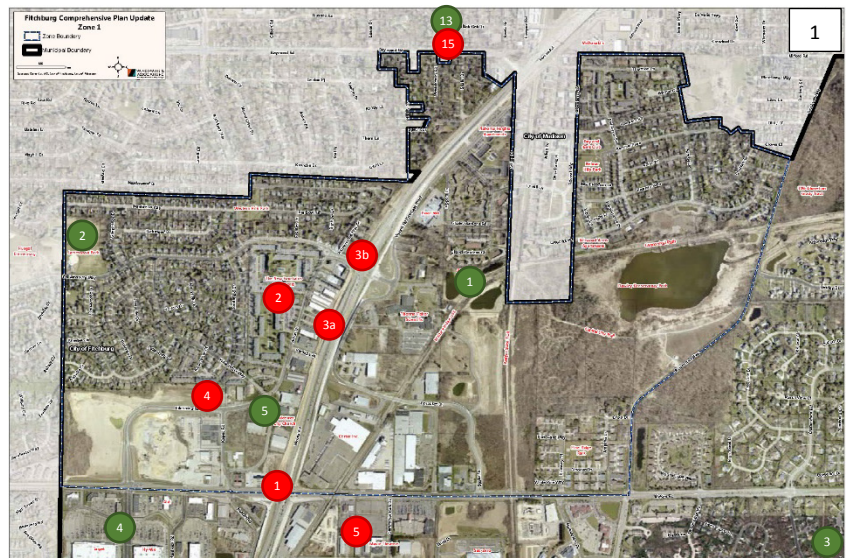
### Map 1:

#### Attractive/Important:

1. Bike paths and recreation
2. Church use of the park (chapel valley); updates to the park
3. Library is awesome
4. Shopping areas
5. Redeemer City – Positive edition to the neighborhood

#### Problematic or detract:

1. No communication/coordination between city and county roadwork
2. Poor management/ownership in Sec. 8 housing; too many units, we need smaller, affordable housing options
- 3a. Wrong way buildings due to Verona Rd. updates (economic redevelopment)
- 3b. Landlords raising prices @ Kwik Trip lots
4. Uncertainty of quarry, density/mixed use
5. Reconstruction needed



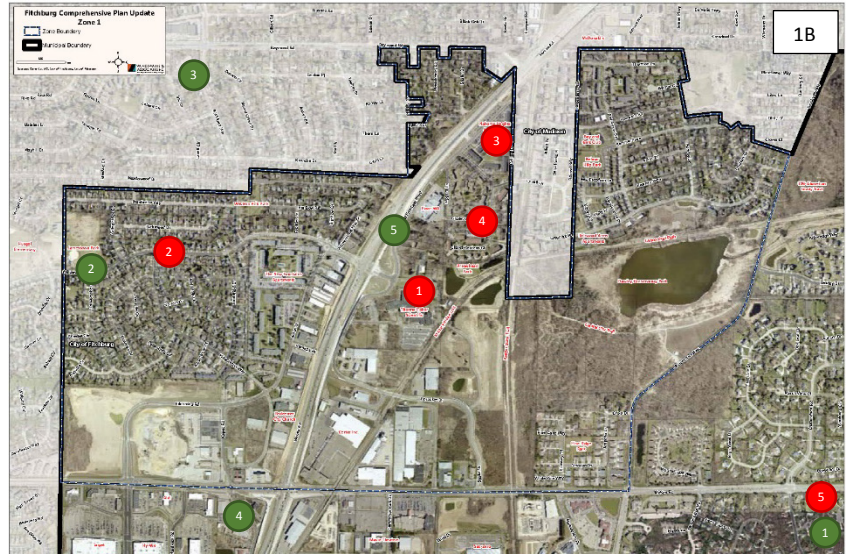
### Map 1b:

#### Attractive/Important:

1. Water park
2. Jamestown Park is a good park
3. Church shared with food pantry
4. Bar Monkey Shine has good food
5. New roadway under construction that will avoid traffic

#### Problematic or detract:

1. Lighting in the park located in Chalet Garden Rd
2. Light posts on Williamsburg Way and Smithfield Dr.
3. Free parking to the tenants of Chalet Gardens
4. Public street lighting in Chalet Gardens
5. Water park at McKee needs more gazebos
6. More waterparks
7. Event spaces you can rent to host social events (parties) at an affordable/reasonable price
8. Catholic church nearby
9. Public laundry mats in the area that are clean
10. Community center nearby



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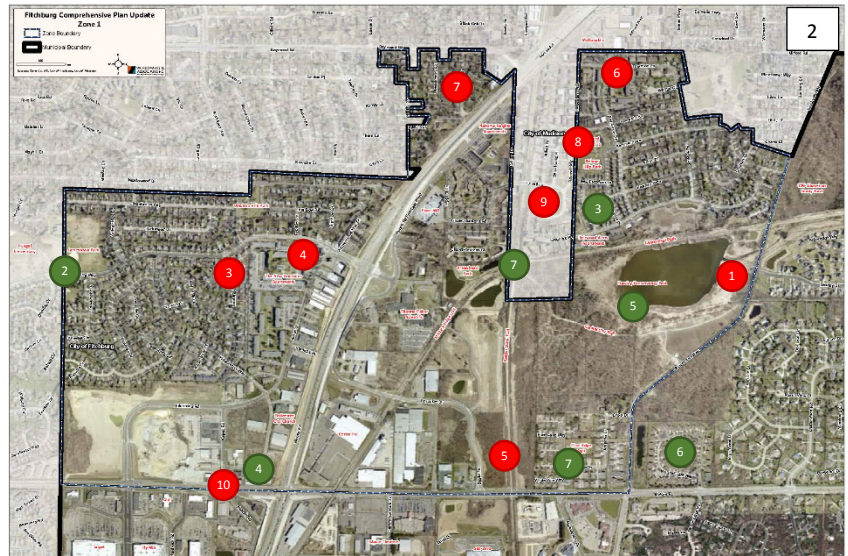
### Map 2:

#### Attractive/Important:

1. Biking opportunities
2. Great connectivity (transportation to different areas)
3. Habitat for Humanities
4. Class – A office building
5. Dunns Marsh highlight environmental feature
6. Dense single-family housing
7. Mixed housing types

#### Problematic or detract:

1. Dunn’s Marsh connector path
2. No bussing on McKee and Lacy Rd.
3. Hazard area for walkers (smithfield)
4. Concern of safety
5. Taxing Fitchburg residents so Madison residents can bike here. They pay nothing – we do
6. General apt. quality (both sides)
7. Isolated neighborhood
8. No true neighborhood center
9. Madison disrupting Fitchburg’s flow
10. no access to East PD.



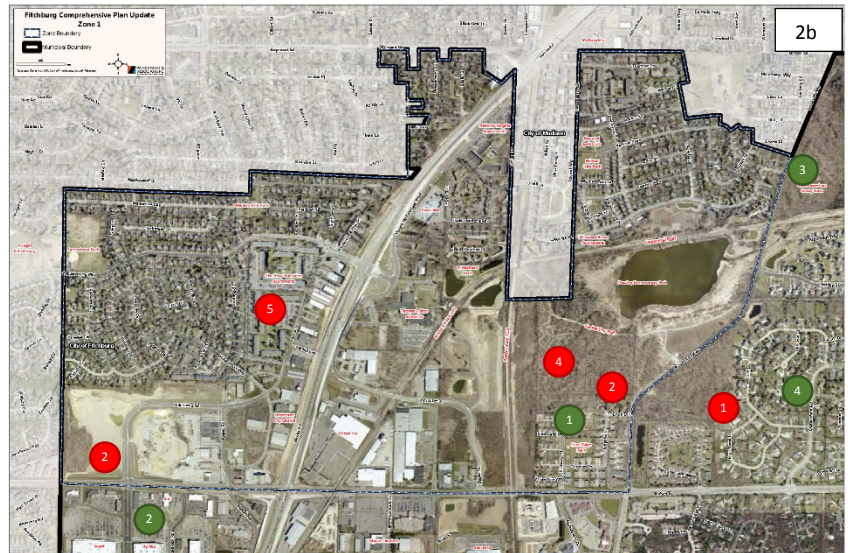
### Map 2b:

#### Attractive/Important:

1. Pine Ridge Park
2. Business are good
3. UW – arboretum
4. Nice neighborhood

#### Problematic or detract:

1. Lack of transportation to recreational areas
2. Lack of schools
3. Lack of hospitals/clinics
4. More sources of work
5. Community centers



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### Map A:

#### Attractive/Important:

1. Heugel Jamestown: great meeting space
2. Bike trails
3. Park on King James for kids
4. Polling place closer to community

#### Problematic or detract:

1. Better development. New stores and places for community (small co-op) Williamsburg
2. Park or new housing



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### Fitchburg Zone 2:

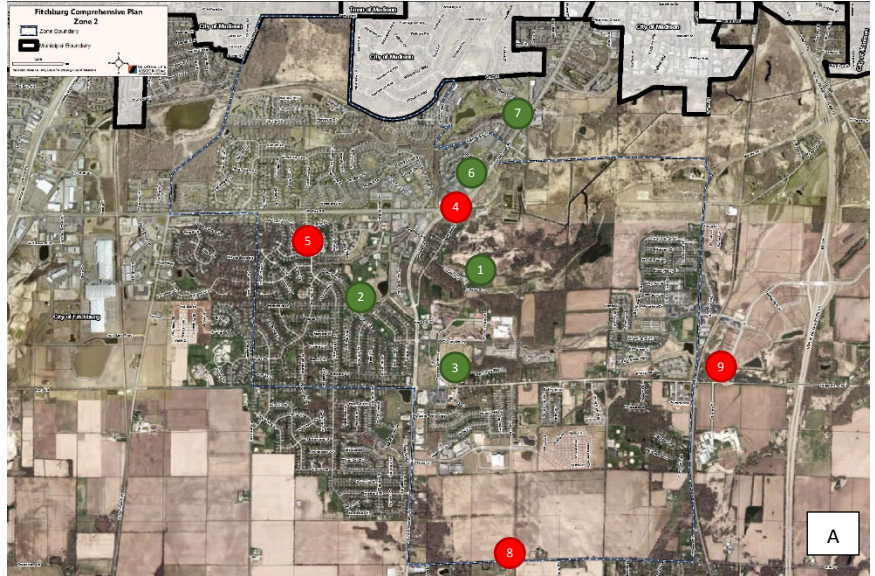
#### Map A:

##### Attractive/Important:

1. Bike trails and access to them
2. Parks (neighborhood and regional)
3. Municipal complex (including library)
6. Hatchery Hill shopping mall – good selection of commercial businesses
7. Need more affordable senior housing units

##### Problematic or detract:

4. PD and Fish Hatchery Roads (crossings, sidewalks)
5. Streets need to be integrated with new growth (e.g., traffic on Osmonson and Richardson)
8. Rural roads are deteriorating due to commuter traffic from other communities
9. Need to better manage property taxes



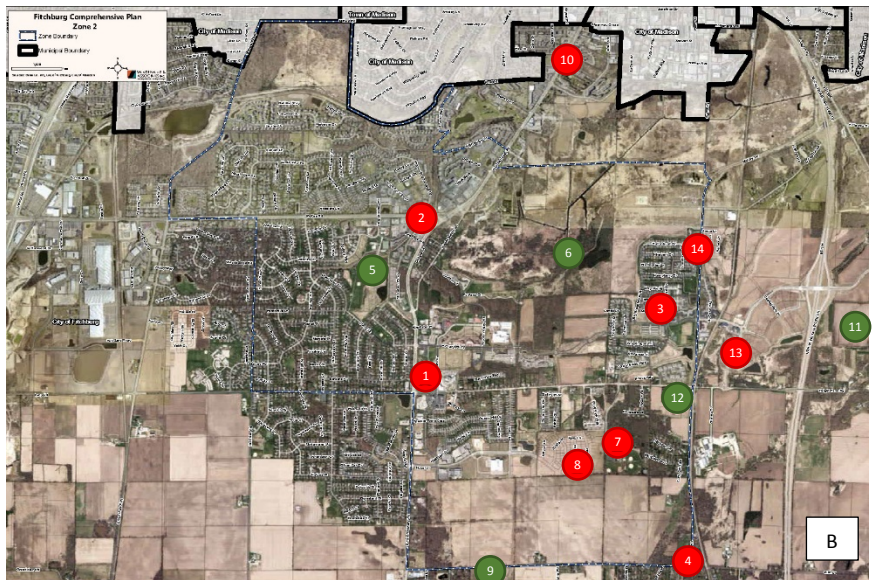
#### Map B:

##### Attractive/Important:

5. McKee – big draw for events and neighbors, need more parks like this. We like the variety (splash pad, etc.) need a band shell somewhere (not McKee).
6. Like these capital city trails – connect at more points
9. Like Moraine Edge corridor idea. Bring back this proposal
11. Like the new school in Terra Vessa
12. Like North Park and developer Ron Fedler

##### Problematic or detract:

1. Need separate right turn lane from East Lacy to north on Fish Hatchery Road – order Bill Balke to do this now. Even though he says “no” and doesn’t want to: Bill, do it anyway!
2. Fish Hatchery and McKee is a bad intersection, bad for pedestrians, cars, bikes. Auto traffic is too dominant
3. There is no commercial retail in Swan Creek. Needs some nearby
4. Bike lane on Irish and Syene – well travelled by bikes, but nowhere for them to go – no bike lanes (or not enough bike lanes)
7. Parks made a mess of west new part of McGaw Park. Took a fairly flat field and made it fields surrounded by moats.



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8. There never should have been residential lots developed on the east side of Notre Dame Drive, intruding into McGaw Park. Take these lots back before they are sold privately.
10. Need Fish Hatchery improved ASAP. To quality level of Monona Drive. Need nice looking poles like Monona Drive – powder coat covering (not paint)
13. This part of Lacy should be named North Lacy Road – calling all of it as Lacy is confusing. Also emphasis east Lacy vs. west Lacy vs. north Lacy. It's a long road.
14. Don't like these houses on tiny lot, or that they face Syene Road. How will South Syene reconstruction be done here??

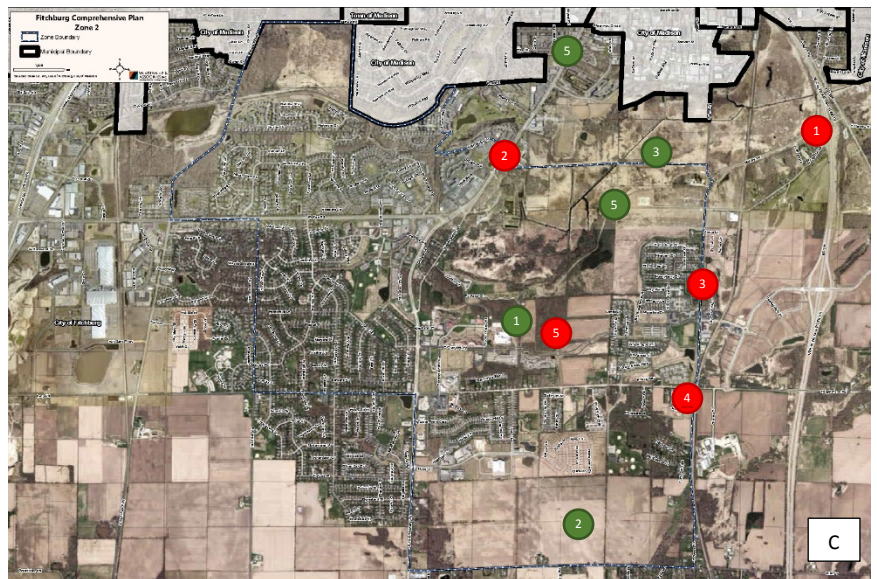
### Map C:

#### Attractive/Important:

1. Create a downtown
2. Preserve farmland
3. Protect E-way
4. What is the plan for senior/affordable housing; Maintenance and expansion of expansion of bike/walking/retail; Train – rapid bus connections
5. Grand entrance – sign, bridge, bike rep/trail

#### Problematic or detract:

1. Dangerous intersection
2. Fish Hatchery repair and retail within walking
3. Density too high on Syene
4. Need density restrictions – guidelines
5. No strip malls



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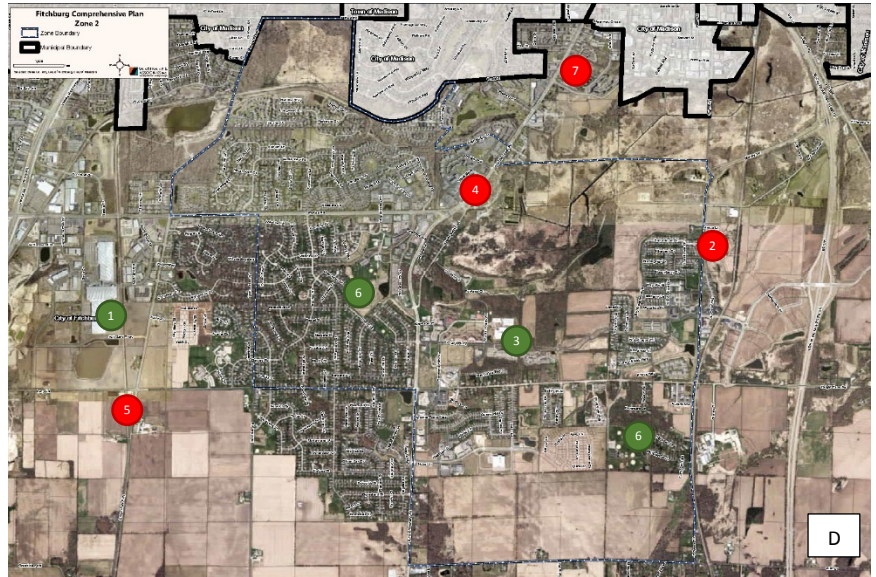
### Map D:

#### Attractive/Important:

1. Impressed with development
3. Promega – corporate citizenship, buildings and green space development
6. McKee and McGaw Park – nice, need continued care and improvement of naturalized areas

#### Problematic or detract:

2. Too close to road – dwellings and park
4. Fish Hatchery Road – continue to promote revitalization – plan road for future; Fish Hatchery south of Lacy poorly planned
5. Question – Will road right of way be?
7. Crime



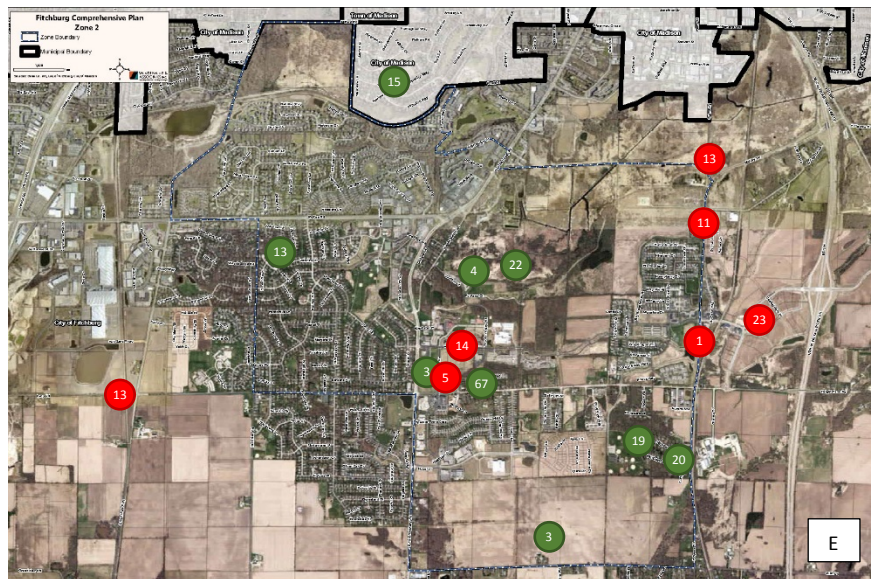
### Map E:

#### Attractive/Important:

3. Library
4. Access for biking/walking
13. Wide roads in some subdivisions
14. Access to farmland
15. Access to Madison/Verona
19. Parks
20. Neighborhoods without sidewalks
22. Greenspace/DNR
67. Diversity/school choice

#### Problematic or detract:

23. Built roads nothing happened (lack of development) – uptown, coffee shop, post office, grocery store
1. Gas station on Syene (activity) - safety
11. Development on Syene – too much traffic for 45 – new traffic pattern
13. Bike crossing at Lacy/Walen
14. Pedestrian crossing by Promega at Cheryl
15. Overall safety
22. Traffic – trucks on Verona Rd/Fish Hatchery/PD



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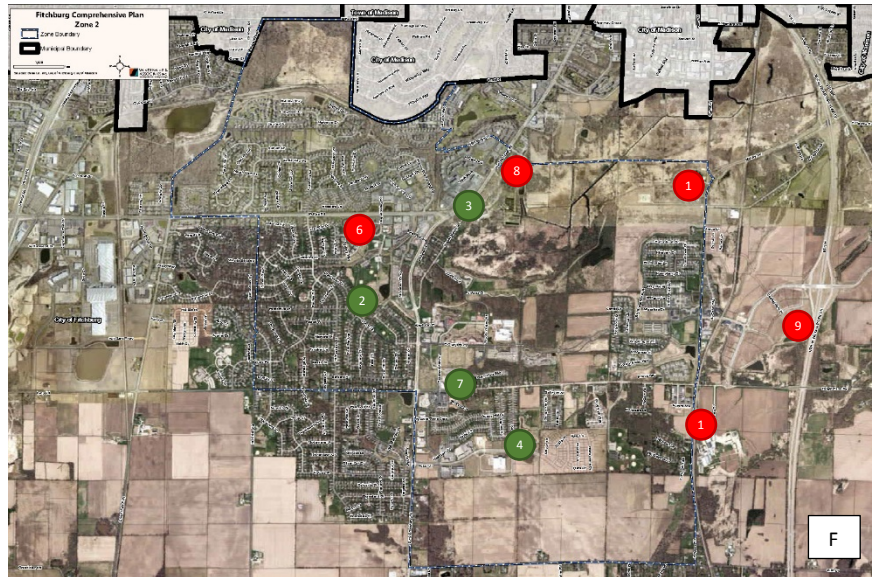
### Map F:

#### Attractive/Important:

2. McKee Farms Park, great stormwater runoff area to recharge groundwater
3. Fish Hatchery/McKee bridge – beautiful
4. All over – great walking paths/bike paths
5. All over – variety of ages and economic class, diversity of neighbors
7. Wonderful library and solar panels!
10. New solar project is great

#### Problematic or detract:

1. Speed indicator signs on fast roads near neighborhoods (electronic, show what speed is)
6. Transportation – public. More buses. Maybe local trolley to help get to main city areas (grocery, etc.)
8. Repair Fish Hatchery (know it's coming)
9. Connect bike paths to Oregon

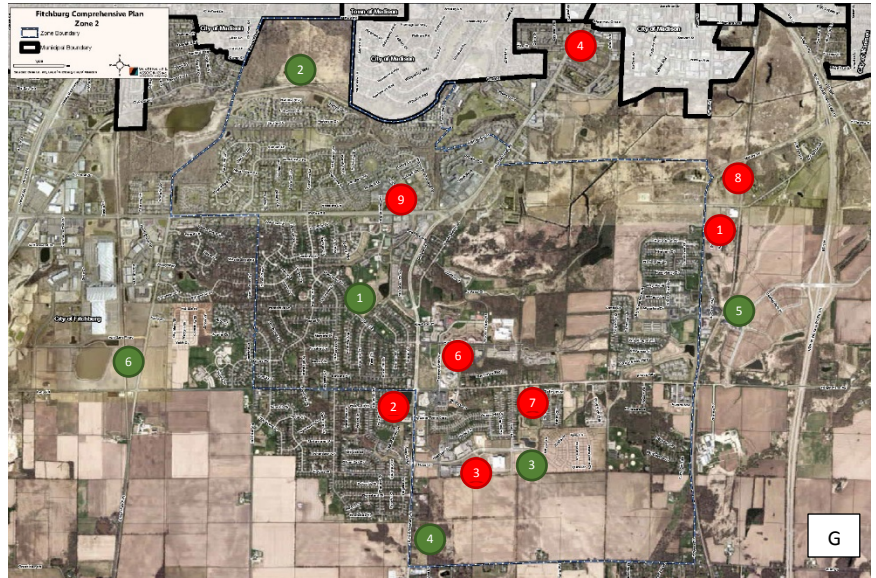


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### Map G:

#### Attractive/Important:

1. McKee Farms Park
  - Large with amenities
  - Open and nature
  - Recreation
2. UW Arboretum
  - Easy access
  - Nature and learning
  - Recreation
- 3a. Fahey Fields
  - High quality homes
  - Well laid out – good yard space without waste
- 3b. Bike paths/trails
4. Sunny Side dog park
  - Sense of community
  - Recreation
  - Usable service
5. Apartment density is centralized and not spread into single family home neighborhoods
6. Hop House – entertainment and Fitchburg destination



#### Problematic or detract:

1. New neighborhood
  - Poor quality homes
  - Lots too close to each other and roads
  - Limited walkability to actual services
2. EastWest routes cannot handle the volume of current traffic, let alone future growth. Residents work at Epic – it's the reality. Quality of roads
3. Biotech/business park has limited development – development would bring jobs and tax revenue
4. Crime – Fitchburg-wide
5. Density is too high for the infrastructure
6. Empty land near city hall is wasted, valuable space that could help define a city center
7. Roads not completed which cuts off neighborhoods and requires lot developers to build infrastructure
8. Poor intersection control – Syene & McCoy as well as McCoy and MM
9. Overall road infrastructure for volume

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### Fitchburg Zone 3:

#### Map 1:

##### Attractive/Important:

1. Spaces for events
2. Parks
3. More safety – cameras, lighting
4. Schools
5. Shelters at bus stops
6. Clinics for low-income people
7. Amphitheater
9. A place to express different
- \* Job fairs in Fitchburg

##### Problematic or detract:

11. Options for more affordable electric bills
7. “More lighting” in the streets
10. More police attention “no marijuana in the city”



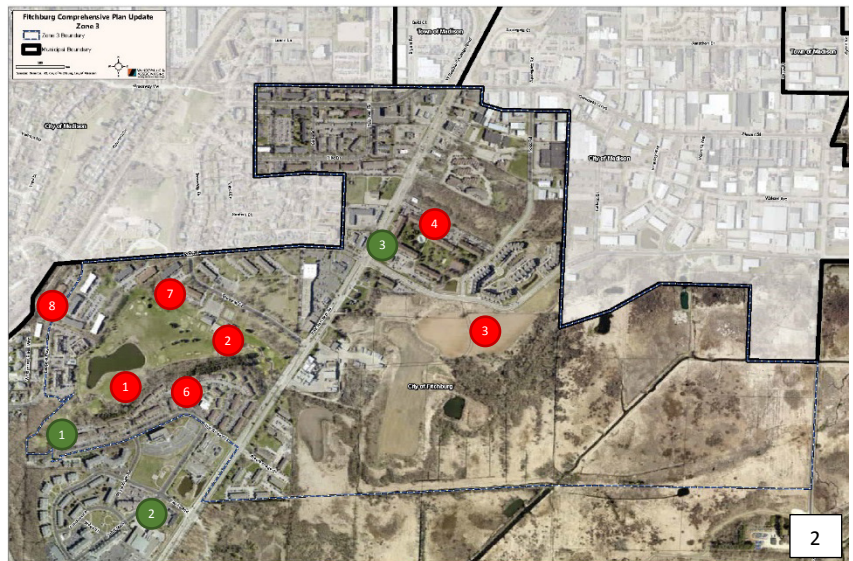
#### Map 2:

##### Attractive/Important:

1. A safe place for the children
2. Accessible commercial center
3. Access to Latino shops

##### Problematic or detract:

1. Community center
2. Need new park
3. Maintain greenspaces
4. Apartment owners should maintain their buildings in good state and rents
5. Public safety
6. If redevelopment occurs in this area, make sure people aren't displaced because of rental prices
7. Rental prices don't rise

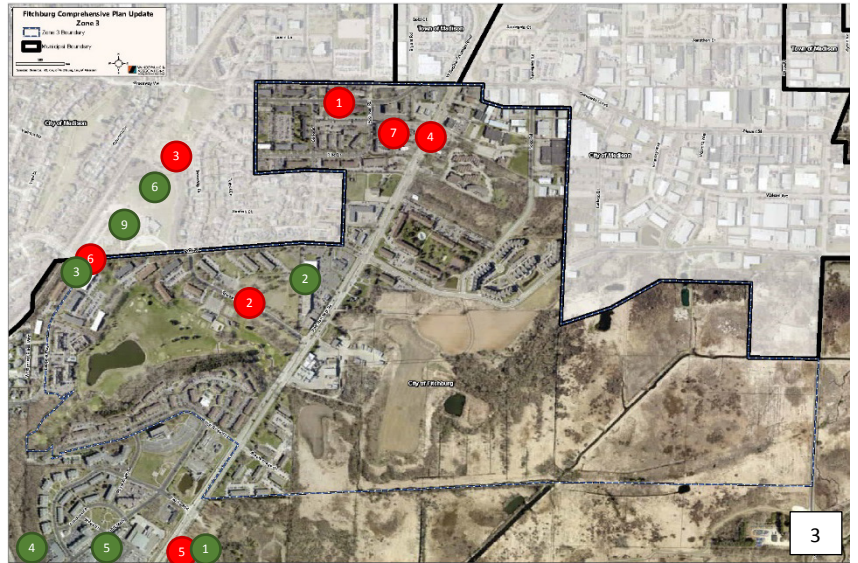


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### Map 3:

#### Attractive/Important:

1. The Fitchburg Library. Large structure and is accessible to families
2. The commercial area where La Concha grocery is located is very diverse
3. The location of JFF on Leopold and Post Rd. is in a strategic place
4. McKee Park is beautiful and large with variety of spaces to serve families
5. Pick N Save – grocery store, is located in a strategic place for the community
6. Leopold Park and its community garden is very helpful to visit with our kids
7. The bike paths are beautiful, green, and accessible
8. The fishing pond in the recreational park south of Post Rd.
9. Leopold School (bilingual)



#### Problematic or detract:

1. Emergency areas. More police security
2. More street lighting (Traceway, Post Rd)
3. Restrooms are needed (Leopold Park)
4. More street maintenance (Fish Hatchery Rd)
5. Fitchburg Library (needs larger parking lot)
6. Add more bicycle paths and add signals to the path that exist
7. Speedway gas station. A corner of it has turned into what seems like a smoking area and its dangerous and can cause a fire

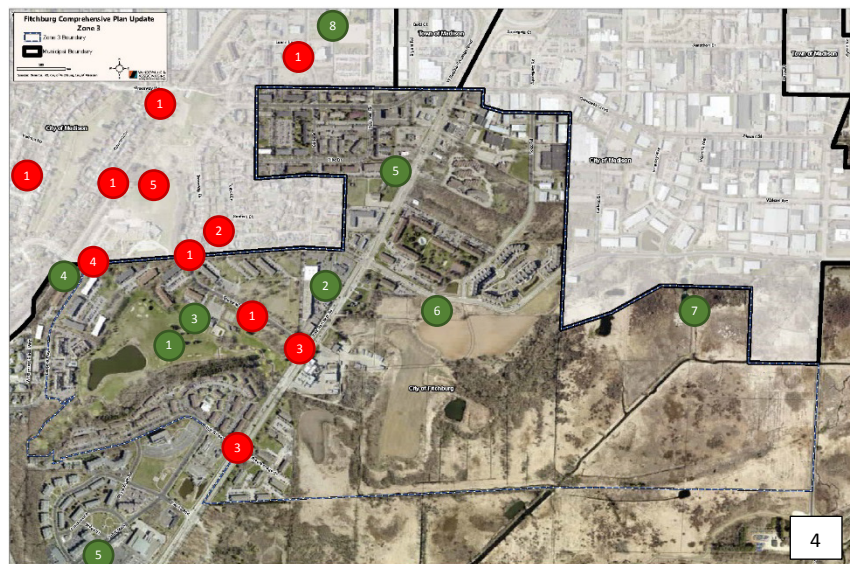
### Map 4:

#### Attractive/Important:

8. Access to the church
1. Golf club
2. Latino mall
3. Event space for family gatherings
4. Walking or running paths
5. Access to banks / commercial centers
- 6.
7. Fishing place “positive”

#### Problematic or detract:

1. More lighting
2. More security to be able to walk at night
3. Street light and pedestrian bridge
4. Stop sign is important
5. Fence behind the school for kids’ safety (forested area)



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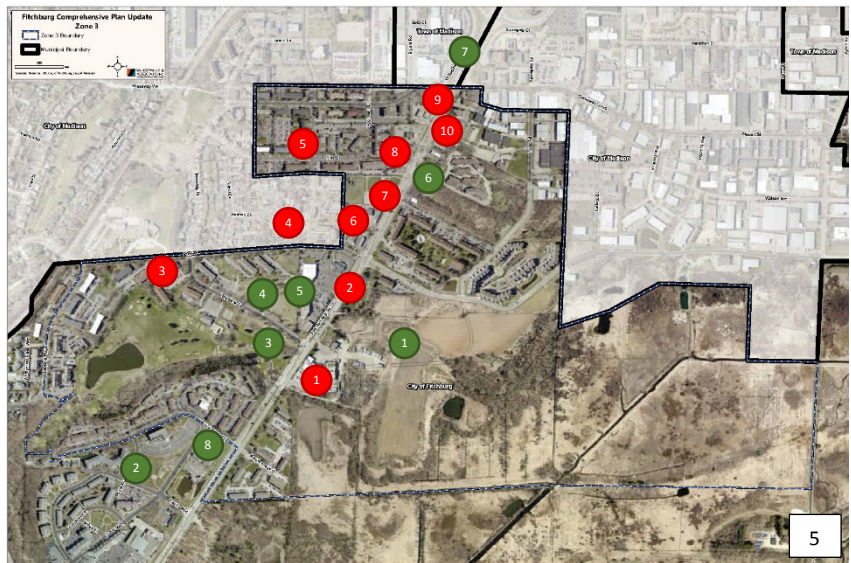
### Map 5:

#### Attractive/Important:

1. vacant land offers opportunities
2. convenient and walkable
3. new senior apartments
4. Park
5. Provides items that are needed without traveling
6. UW Credit – nice building
7. Fitch sign
8. Pharmacy

#### Problematic or detract:

1. Vacant and obsolete
2. repair (Fish Hatchery)
3. Need to be updated and youth center (provides lunches, breakfast, dinner, and wellness)
4. Better Access to Wi-Fi
5. Safety – multijurisdictional
- 6.
7. Underutilized
8. Fast food – healthy food option
9. All of Fish Hatch – poor ped access, no sidewalk on E. side of greenway, flooding when it rains
10. Traffic Hazard



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### Fitchburg Zone 4:

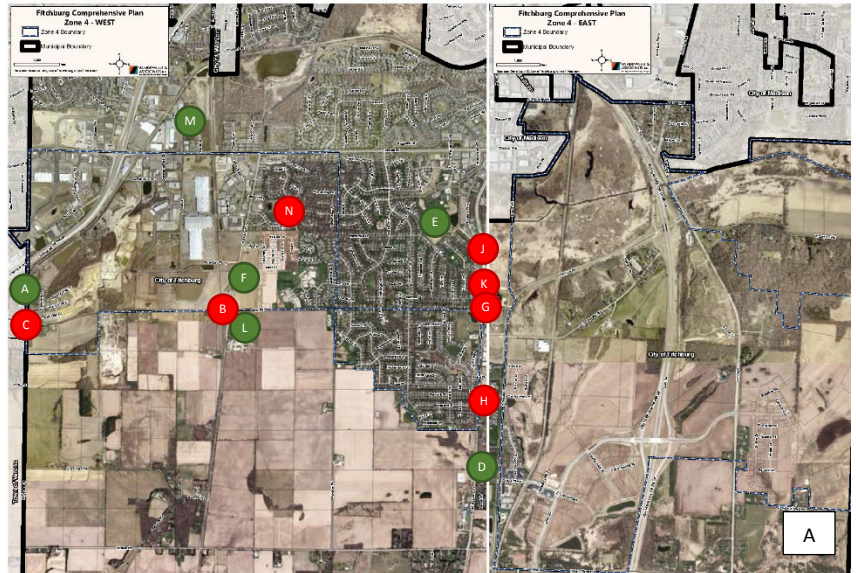
#### Map Plum (A):

##### Attractive/Important:

- A. Nesbit roundabout is good!
- D. We like dog park
- E. McKee Farms Park is great
- F. Reinstatement of medium density
- L. Solar farm
- M. Spoke Drive for congestion issues

##### Problematic or detract:

- B. Need roundabout at Lacy/Seminole
- C. Need bike and/or walking path to shops
- G. Need public transit
- H. Reinstate low density
- I. Widen Fish Hatchery south of Nobel
- J. Separate left turn on Cheryl Pkwy and Fish Hatchery
- K. Lacy and Fish Hatchery dedicated straight for Lacy Road
- N. Seminole Glenn Kettle flooding



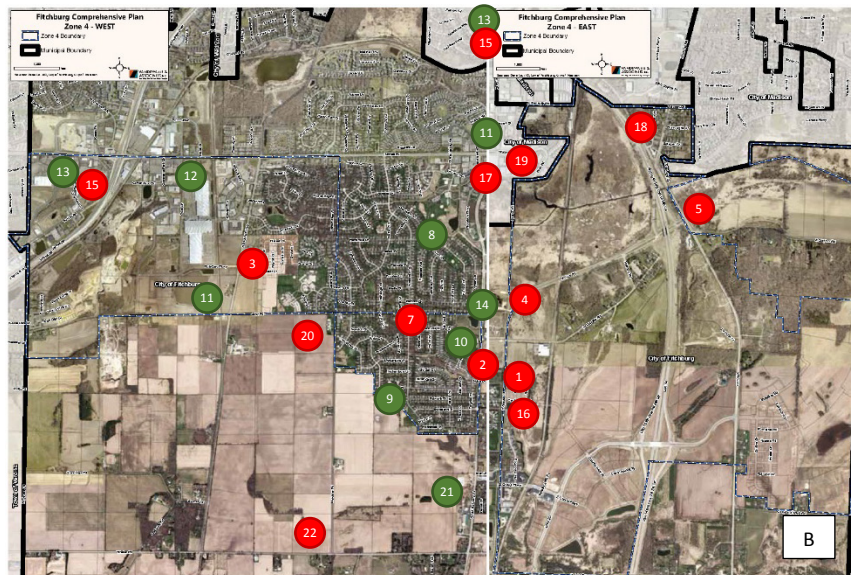
#### Map Pear (B):

##### Attractive/Important:

- 8. McKee Park (diversity of activities)
- 9. Byrnewood Park (good)
- 10. Park near Sawtooth (good)
- 11. Bike trails everywhere (good)
- 12. Movie theater (good)
- 13. Hyvee/Target (shopping)
- 14. Library/senior center
- 21. Recycle center

##### Problematic or detract:

- 1. Syene – too close to road
- 2. Fish Hatchery Road
- 3. Mega church blocks view (Blackhawk)
- 4. Safety at McCoy/Syene Road
- 5. High volume traffic – MM/McCoy
- 6. Byrnewood – exit onto Fish Hatchery Road difficult
- 7. Lacy at Richardson – exit onto Lacy difficult
- 15. No hardware or smaller local store
- 16. Single level senior condo desired
- 17. Lack of public transportation – should be citywide, city owned, small ADA buses
- 18. Do not take town (financial loss)
- 19. Lack of identity or city center
- 20. Lack of Fitchburg schools (causes lack of sense of place)
- 22. Acquire land for green belt/bolt line



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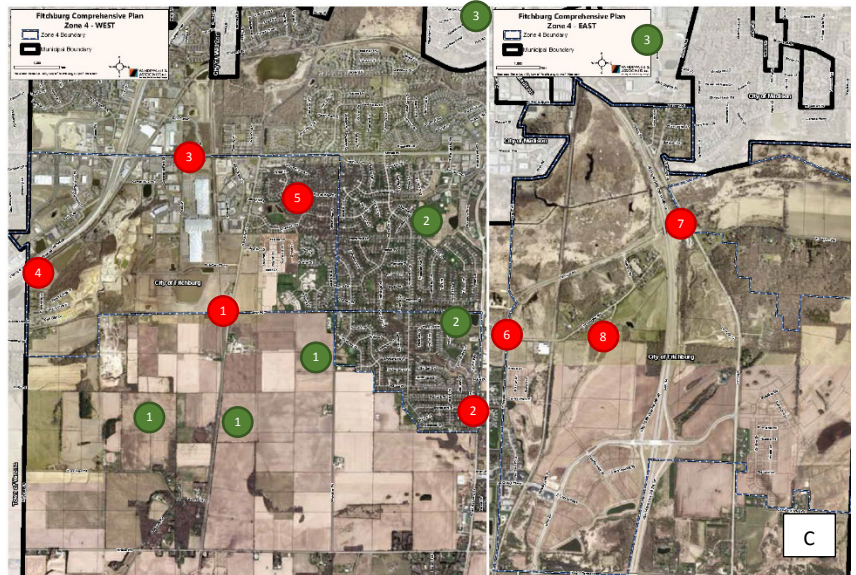
### Map Banana (C):

#### Attractive/Important:

1. Farmland
2. Parks
3. Town of Madison potential

#### Problematic or detract:

1. Traffic at Seminole and Lacy Roads
2. Traffic at South Fish Hatchery and Byreland
3. Bike crossing at McKee and Spoke
4. Flooding Fitchburg
5. Flooding of Kettle
6. Intersection at McCoy and Syene Road
7. Intersection at McCoy and Cty MM
8. Question proposed road between two residents (Herman Rd realignment)



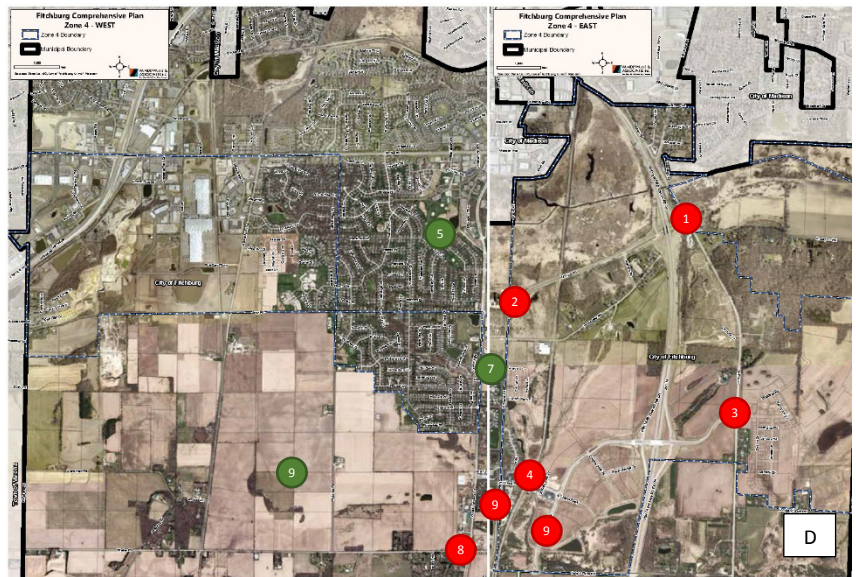
### Map Orange (D):

#### Attractive/Important:

5. Thumbs up to McKee Farms Park
7. Thumbs up to Nevin Springs natural area
9. Mutchler and thumbs up for farmland and open space – purchase of development rights
11. Library – we love it

#### Problematic or detract:

1. MM & McCoy intersection – no traffic management
2. Syene and S. Syene intersection – no traffic management
3. MM and Lacy – no traffic management
4. Increased high density housing – concern with number of apartments
6. Confusing – question name change to North Lacy – DOT mandated
8. Fish Hatchery and Whalen intersection – poor visibility
10. Standardize railroad crossings – some with gates, some with lights, some only with signs



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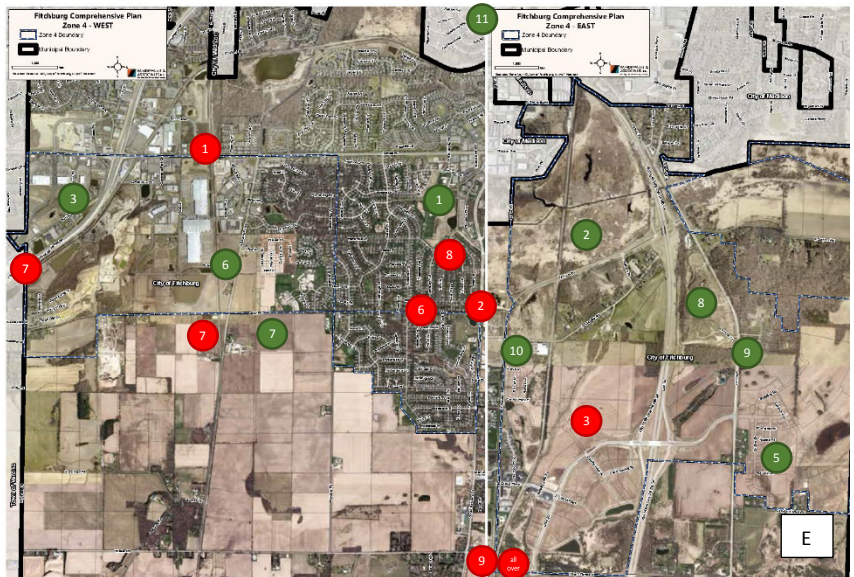
### Map Apple (E):

#### Attractive/Important:

1. McKee Park
2. Nine Springs Park area
3. Target/Hyvee area
4. Great Alders – District 2
5. Terr Vessa – elementary school
6. Sub-Zero Parkway area – businesses/housing
7. Solar Power
8. Clean fill – potential development
9. Bike paths
10. New eastside fire station
11. Multi-use golf course – off map

#### Problematic or detract:

1. Dangerous bike crossings
2. Scattered shopping area (in gap)
3. Food desert
4. School district boundaries – no community
5. Lack of athletic fields – like Reddan soccer (not on map, McGaw Park area)
6. Community safety – crime moving south
7. Stormwater/drainage issues
8. Tower Hill Park – needs more amenities
9. Limited development land/expensive requirements, discourage development – spread over entire area



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### Fitchburg Zone 5:

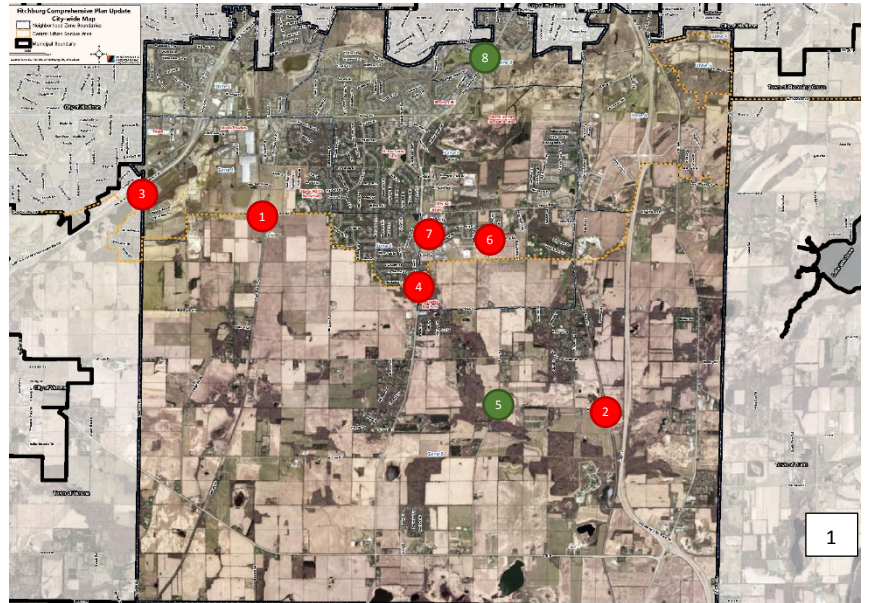
#### Map 1:

##### Attractive/Important:

- 5. We love the farmland and farming area
- 8. Responsible use of space with senior housing

##### Problematic or detract:

- 1. Intersection of Lacy and Seminole Hwy – dangerous!
- 2. Dangerous ungated train tracks on Byrne Road
- 3. Flooding on Nesbit Road/Fitchrona
- 4. Traffic dangerous
- 6. Traffic safety issues
- 7. Parking issue



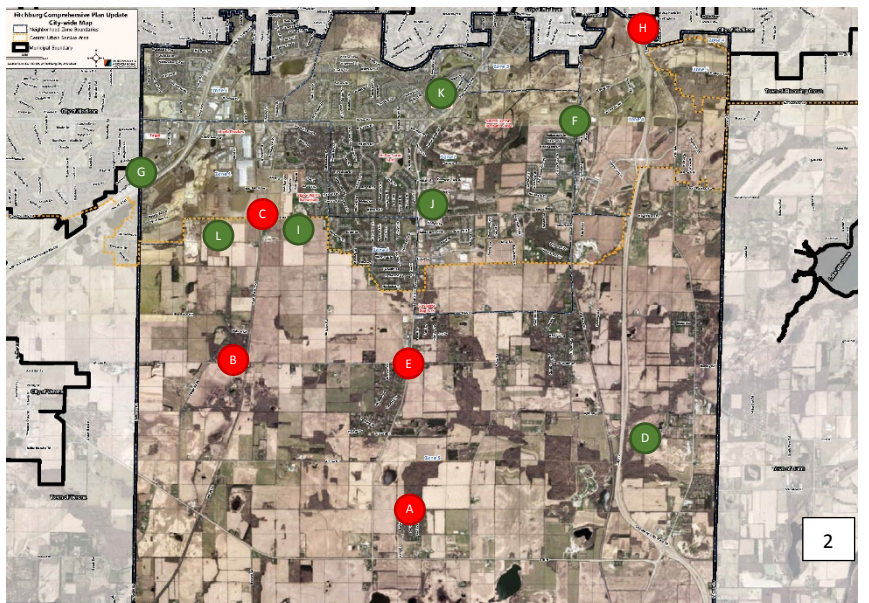
#### Map 2:

##### Attractive/Important:

- D. Preserve wetlands
- F. New fire station location
- G. Like new roundabout
- I. Love solar farm idea
- J. Love solar power on top of all public buildings
- K. Like health clinic in neighborhood, also naturally occurring NORC
- L. Support Edgewood playing field

##### Problematic or detract:

- A. Repair roads
- B. Lower speed limits
- C. Lights or roundabout
- E. Roundabout
- H. Neighborhood better served in Madison



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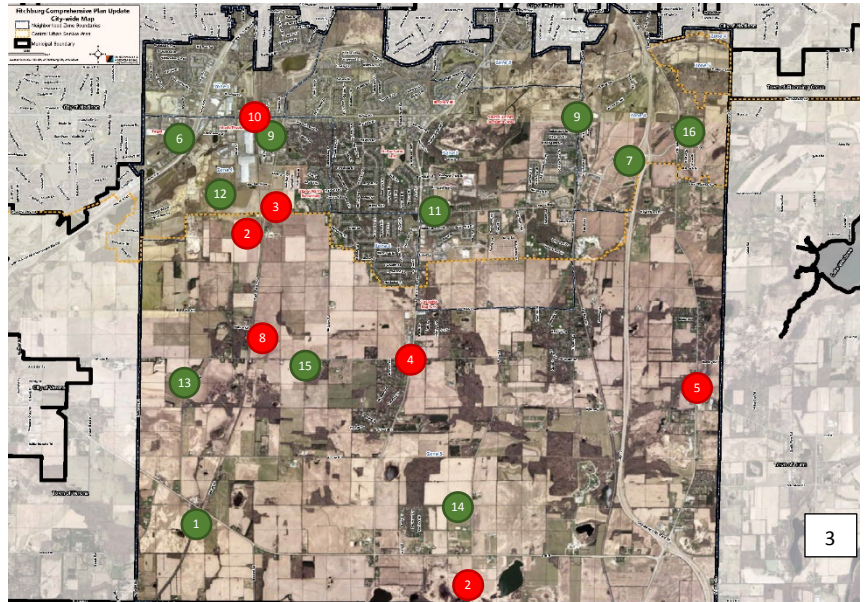
### Map 3:

#### Attractive/Important:

1. Bike trail
6. New roundabout
7. UW/Hwy 14
9. Fire station (new)
11. Library
12. New industrial area
13. Epplegarten
14. Frostwood Farms
15. Lacy Gardens
16. New school

#### Problematic or detract:

2. Stormwater
3. Lacy/Seminole
4. Whalen/Fish Hatchery
5. MM/Hwy B
8. Traffic concerns
10. Bike overpass



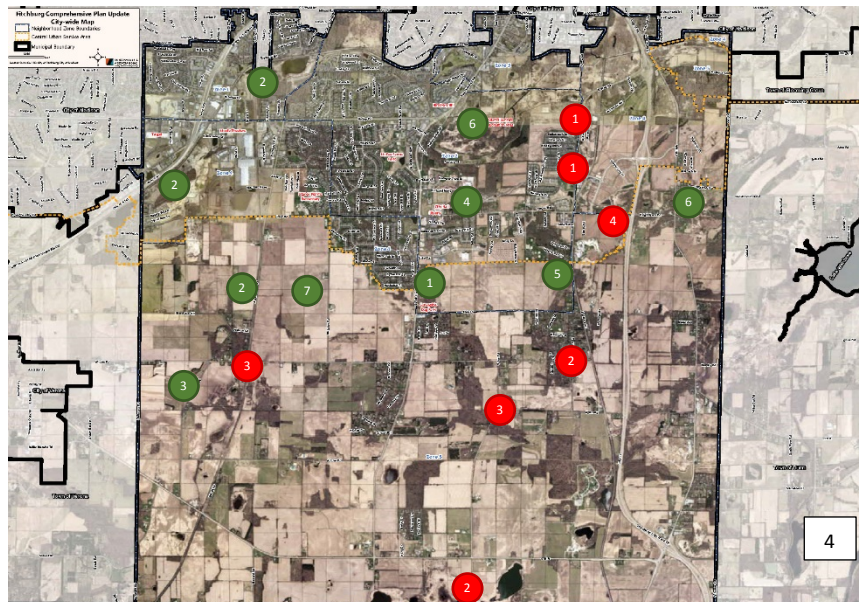
### Map 4:

#### Attractive/Important:

1. Dog park
2. Dunn's Marsh/bike trails
3. Rural venues (ag related uses)
4. Businesses that are great partners – Promega
5. Stoneman Sweet Corn
6. Green spaces/hiking
7. Ag land

#### Problematic or detract:

1. Apartments/houses that do not have a setback yard (Syene Rd/Firehouse)
2. Flooding/stormwater mitigation
3. TRAFFIC!
4. Missing destinations



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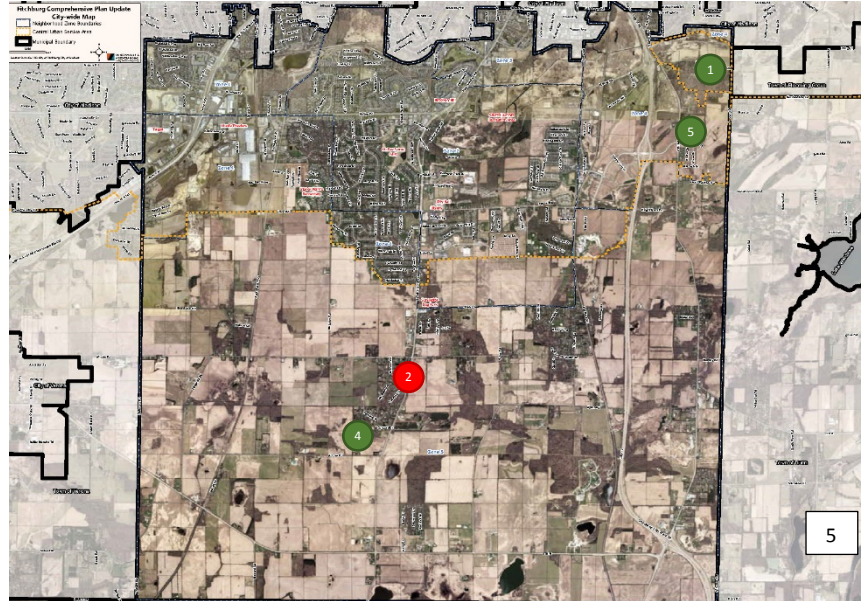
### Map 5:

#### Attractive/Important:

1. Preserve Clayton Road area as rural!
3. Broadband in rural
4. I like my view of no houses, but I'd be ok if I had time to plant trees
5. New school! Yay!

#### Problematic or detract:

2. Bike lane south of Whalen and on Whalen?



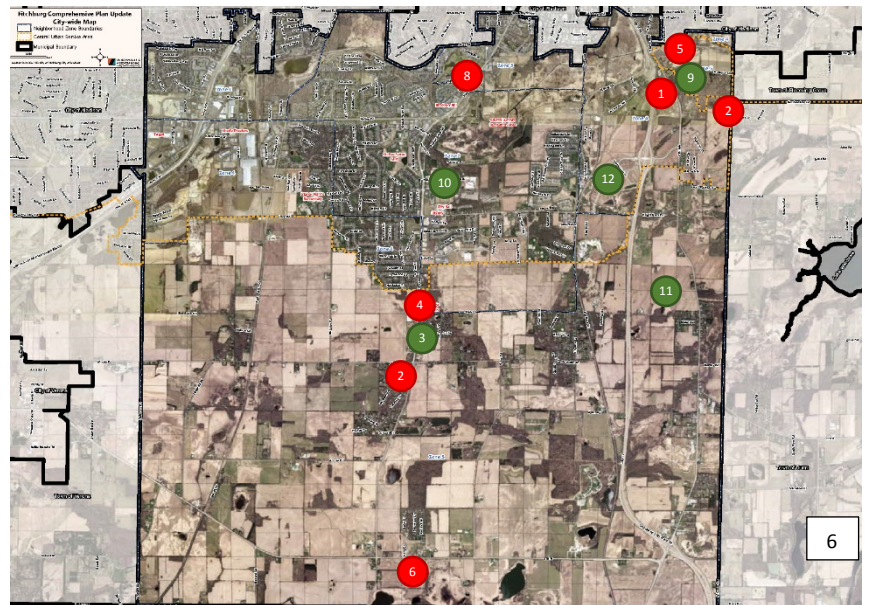
### Map 6:

#### Attractive/Important:

3. Walking/biking path expansion
9. Develop Nine Springs motel area
10. Market and open space
11. Exclusive ag areas
12. Opportunity for future business

#### Problematic or detract:

1. Waste management site needs planned development
2. Busy and dangerous intersection
4. Stormwater issues – field and pedestrian path flooding
5. Trail access parking
6. Regional stormwater problem
7. Stormwater management
8. Limited grocery options



## PART II: GROUP MAPPING & ISSUES

### Map 7:

#### Attractive/Important:

1. Fish Hatchery
5. New roundabout
6. McGaw softball!
7. Bike trails in general
8. Dog park – Irish Lane
9. Swan Creek development
10. New elementary school at Terr Vessa
12. Fitchburg historical sites
13. Shopping areas
14. Smart code areas
15. Park land (bike paths)
16. Epplegarden
17. Robin Hill farm (horse farm)

#### Problematic or detract:

2. McCoy/MM intersection
3. Bike crossing at Dunn's Marsh and Seminole
4. Bike crossing at Badger State Trail
11. Land use; long-term city services (sewer/water)
18. Water issues

