COMMUNITY WEBINAR/WORKSHOP

December 8, 2020





INTRODUCTION

What We Will Cover Today

- Planning Process & Timeline
- Community Engagement
- Existing Conditions Analysis
- · Scenario Planning
- Next Steps



PROCESS & TIMELINE

Plan Process and Schedule

Phase 1-Analyze/Existing Conditions June - December 2020

Understand the existing community character, demographic, competitive marketplace, land use mix, and infrastructure systems.

Phase 2 - Visioning December - January 2021

Explore and test a range of ideas, strategies and policies for future physical improvements to the key target opportunity areas of the City of Burlington.

Phase 3 - Final Vision 2040 Plan January - April 2021

The compilation of all our engagement, studies, and plans will result in a draft and final Vision Plan to be vetted by the Community, Staff, Plan Commission, and eventually adopted by the City Council.

COMMUNITY ENGAGEMENT

Engagement Opportunities



Future of Burlington: RICH HISTORY Themes expressed... & SMALL TOWN CHARACTER GROWING WALKING & **HOSPITALITY** BIKING **DESTINATION** DIVERSE & **INCLUSIVE** THRIVING, CHARMING & ACTIVE & **VIBRANT** HEALTHY

www.BurlingtonWI2040Plan.com

ISSUES & OPPORTUNITIES

Issues

- City showing signs of wear and tear
- Lack of Housing Options
- Lack of Prime Development Land
- Stagnant Population Growth
- Population ageing, living alone
- · Lack of families
- Funding streams to maintain utilities



ISSUES & OPPORTUNITIES

Opportunities

- Historic Downtown
- Small town charm/character
- Safe/clean community
- Education system
- Strategic/regional location
- Fox River, Parks, Open Space
- South Pine Street Corridor



LAND USE FRAMEWORK

Land Use Framework

Breakdown of land use by percentage:

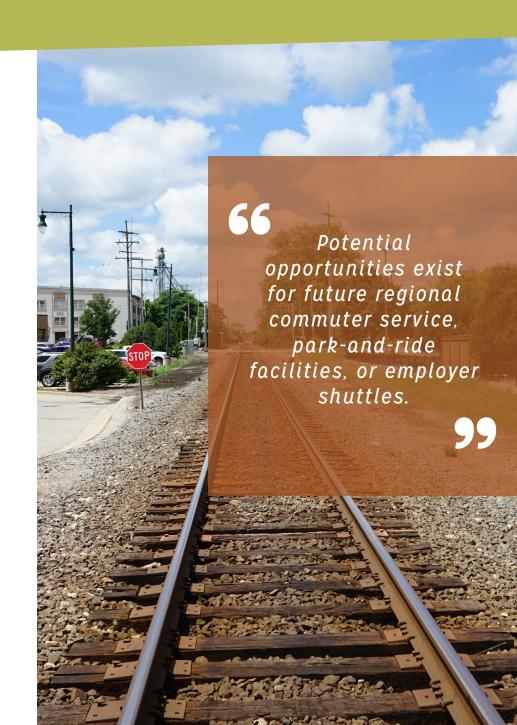


MOBILITY AND CONNECTIVITY

Mobility and Connectivity

All roads lead to downtown

- State Highways
- Local Street Network
- Railroads and Airport
- Bicycle and Pedestrian



ROADWAY NETWORKBurlington, WI

LEGEND

City of Burlington

Parcels

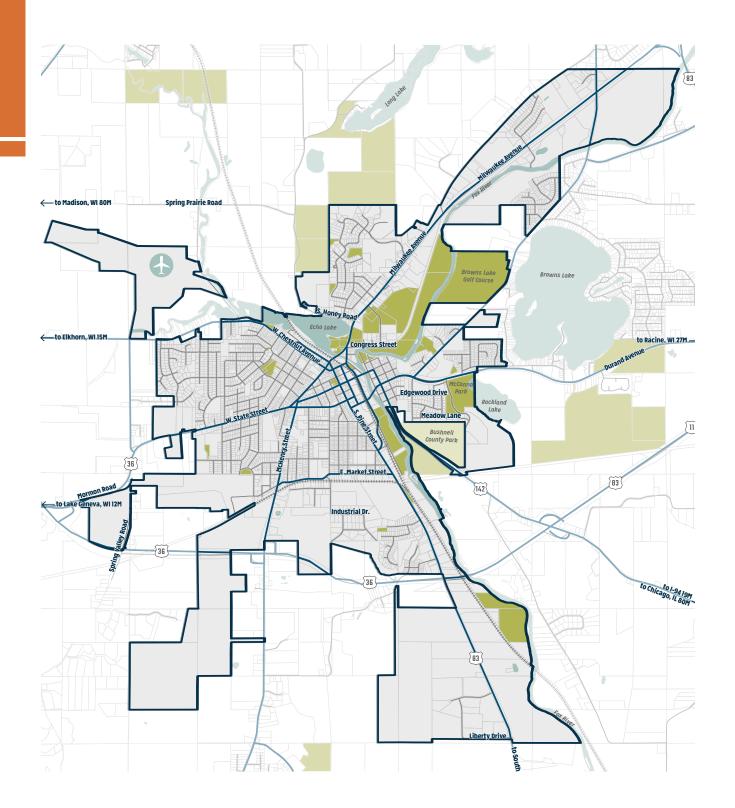
Railroad

Water Bodies

Parks

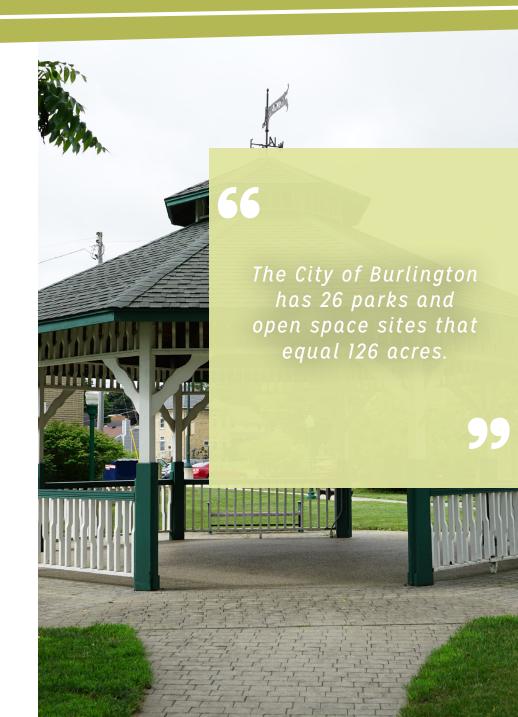
Arterial Roads

— Collector / Local Roads



Parks & Open Space

- City-wide recreation providers
- Acreage Level of Service Analysis
- Distribution Level of Service Analysis
- Open Space & Natural Features



PARK & OPEN SPACE Burlington, WI

LEGEND

City of Burlington

Parcels

Railroad

Water Bodies

Primary Environmental Area

Secondary Environmental Area

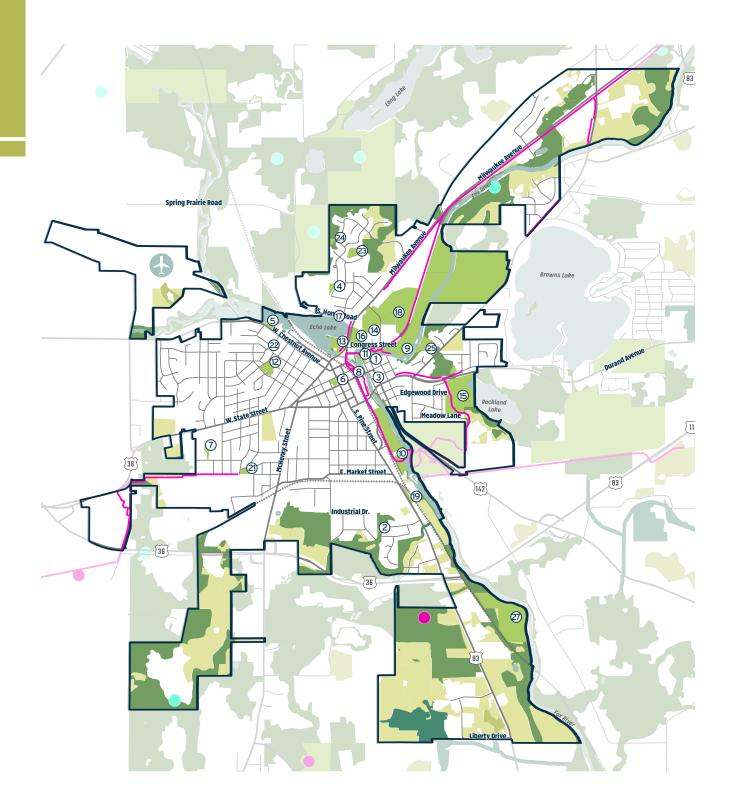
Isolated Natural Resource Area

Agriculture Lands

Natural Areas of Significance

Critical Species Habitat

Trails



Urban Design & Character

- Neighborhood Design & Character:
 - Downtown Burlington & Core
 - Traditional Neighborhoods
- Primary Corridors
- Streetscape & Public Space
- Historic Preservation



SCENARIO PLANNING

Scenario Planning Overview

What is Scenario Planning? - Using hypothetical growth forecasts and development scenarios to help a community think strategically about the future, aid in decision-making, and establish a vision.

Property development occurs when you have:

- 1) Willing property owner
- 2) Market demand
- 3) Appropriate policy and regulation

SCENARIO PLANNING

Questions to Consider

Does this scenario represent the Vision for Burlington's future?

What do I like or dislike about this scenario?

What is my Vision for Burlington's future?

SCENARIO PLANNING - GROWTH AREAS

Growth Areas

The potential growth areas were chosen because:

- Existing use
- Location
- Physical Condition
- Previous Study or Analysis
- Vacant or Underutilized

Factors affecting development could include:

- Ownership
- Access/Connectivity
- Size/Shape
- Potential Encumbrances and Development Limitations (utilities/wetlands)

GROWTH AREASBurlington, WI

LEGEND

City of Burlington

Parcels

+++++ Railroad

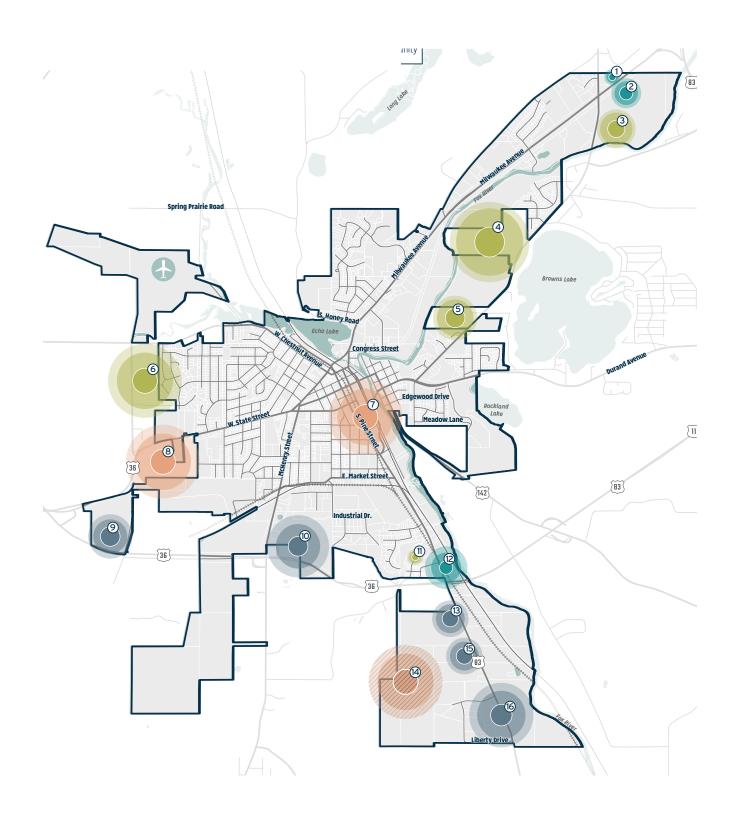
Water Bodies

Residential Growth Opportunity

Commercial Growth Opportunity

Commercial/Residential Growth Opportunity

 Industrial/Employment Growth Opportunity



1-VIBRANT AND ACTIVE SMALL CITY - Maintained Growth

• This scenario sees 2040 Burlington as an enhanced, vibrant community with only a slight increase in population, consistent with past trends.

SCENARIO 1:

DEVELOPMENT POTENTIAL BASED ON LAND CAPACITY





1-VIBRANT AND ACTIVE SMALL CITY - Maintained Growth

- Minimal residential and commercial development has occurred and new industrial growth has strengthened the southern industrial area of the City.
- Focus on Downtown and historic, small-town character
- New multi-family uses south of Downtown, along South Pine Street
- New single-family residential development
- New industrial development, added jobs

DEMOGRAPHIC FACTORS:







SCENARIO #1Burlington, WI

LEGEND

City of Burlington

Parcels

+++++ Railroad

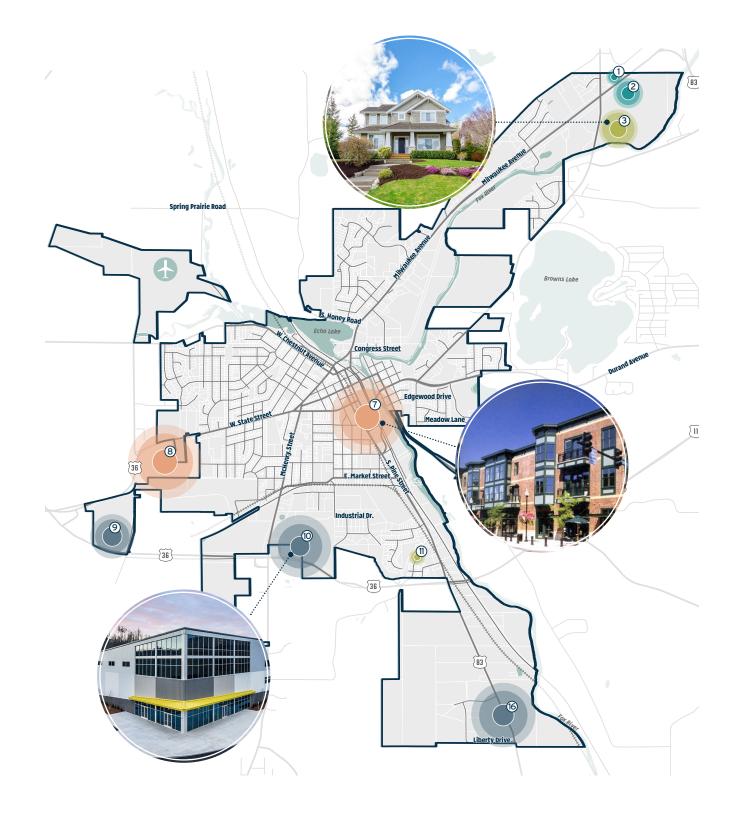
Water Bodies

Residential Growth Opportunity

Commercial Growth Opportunity

 Commercial/Residential Growth Opportunity

 Industrial/Employment Growth Opportunity



SCENARIO PLANNING

HOW DO YOU LIKE SCENARIO 1?

very satisfied --- satisfied --- neutral --- dissatisfied --- very dissatisfied



WHAT ELEMENTS OF SCENARIO 1 DO YOU LIKE? (choose all that apply)

- Slow population growth
- Retains small-town character
- New mixed use and multi-family uses south of Downtown, along South Pine Street
- New single-family homes
- New industrial development, added jobs

2-BEDROOM COMMUNITY - Managed Growth

• This scenario envisions Burlington in 2040 as a vibrant community with a slightly increased population due to job growth and a steadily growing housing market.

SCENARIO 2: DEVELOPMENT POTENTIAL BASED ON LAND CAPACITY





2-BEDROOM COMMUNITY - Managed Growth

- New mixed-use, residential and commercial development has occurred strengthening the Downtown and a new residential neighborhood has been developed in the south.
- Focus on Downtown and historic, small-town character
- New mixed-use development south of Downtown, along South Pine Street
- New commercial development along Milwaukee
- New residential growth in the south, west of South Pine Street
- New industrial development, added jobs

DEMOGRAPHIC FACTORS:







SCENARIO # 2 Burlington, WI

LEGEND

City of Burlington

Parcels

+++++ Railroad

Water Bodies

Residential Growth Opportunity

Commercial Growth Opportunity

 Commercial/Residential Growth Opportunity

Industrial/Employment Growth Opportunity



HOW DO YOU LIKE SCENARIO 2?

very satisfied --- satisfied --- neutral --- dissatisfied --- very dissatisfied



WHAT ELEMENTS OF SCENARIO 2 DO YOU LIKE? (choose all that apply)

- Retains small-town character
- New mixed-use development south of Downtown, along South Pine Street
- New commercial development along Milwaukee Avenue
- New residential growth in the south, west of South Pine Street
- New industrial development, added jobs

3-SUBREGIONAL CENTER-Progressive Growth

 This scenario sees 2040 Burlington as a city that has experienced greater than expected population and employment growth over the last twenty years.

SCENARIO 3: DEVELOPMENT POTENTIAL BASED ON LAND CAPACITY





3-SUBREGIONAL CENTER- Progressive Growth

- The City has experienced substantial growth with new residential development, industrial and job growth while maintaining the small town character and charm of the City.
- Most of the City's opportunity sites have been developed, Downtown/South Pine Street
- Accelerated population and employment growth
- New "conservation style" residential development
- Substantial industrial and job growth in south
- Burlington is a well-designed, vibrant community attracting families and new residents

DEMOGRAPHIC FACTORS:







SCENARIO #3Burlington, WI

LEGEND

City of Burlington

Parcels

+++++ Railroad

Water Bodies

Residential Growth Opportunity

Commercial Growth Opportunity

 Commercial/Residential Growth Opportunity

 Industrial/Employment Growth Opportunity



HOW DO YOU LIKE SCENARIO 3?

very satisfied --- satisfied --- neutral --- dissatisfied --- very dissatisfied



WHAT ELEMENTS OF SCENARIO 3 DO YOU LIKE? (choose all that apply)

- Burlington is largely developed
- Greater than projected population and employment growth
- New "conservation style" residential development
- Substantial industrial and job growth in south
- Burlington is a well-designed, vibrant community attracting families and new residents

4-REGIONAL CENTER-Exponential Growth

• This scenario sees 2040 Burlington as a city that has experienced significant and unexpected population and employment growth over the last twenty years.

SCENARIO 4: DEVELOPMENT POTENTIAL BASED ON LAND CAPACITY





4-REGIONAL CENTER - Exponential Growth

- Burlington has experienced unforeseen growth with increased density, new residential development, and job growth while maintaining the vibrancy of the City.
- Burlington is a developed, thriving City, small areas of organized annexation
- Accelerated population and employment growth
- Substantial new residential development along South Pine Street Corridor
- Substantial industrial and job growth, industrial parks fully occupied
- Burlington is a well-designed, vibrant community attracting families and new residents

DEMOGRAPHIC FACTORS:







SCENARIO # 4Burlington, WI

LEGEND

City of Burlington

Parcels

+++++ Railroad

Water Bodies

Residential Growth Opportunity

Commercial Growth Opportunity

 Commercial/Residential Growth Opportunity

Industrial/Employment Growth Opportunity



HOW DO YOU LIKE SCENARIO 4?

very satisfied --- satisfied --- neutral --- dissatisfied --- very dissatisfied



WHAT ELEMENTS OF SCENARIO 4 DO YOU LIKE? (choose all that apply)

- Burlington is a developed, thriving City, small areas of organized annexation
- Much greater than expected population and employment growth
- New mixed-use and multi-family development south of downtown
- Substantial new residential development along South Pine Street Corridor (south of 83)
- Substantial industrial and job growth, industrial parks fully occupied
- Burlington is a well-designed, vibrant community attracting families and new residents

SCENARIO PLANNING DISCUSSION/QUESTIONS?

NEXT STEPS

BASE MAPBurlington, WI

LEGEND

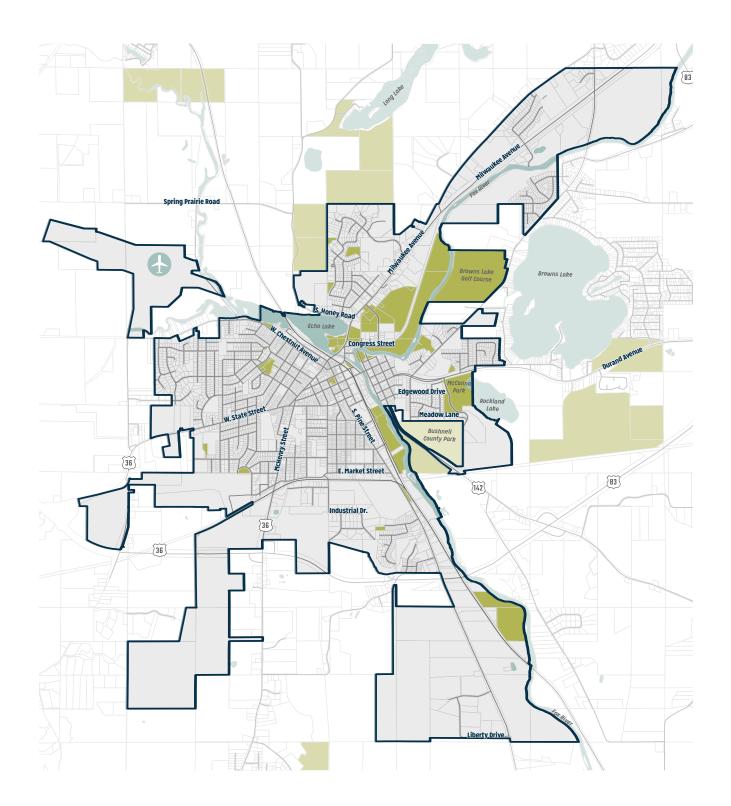
City of Burlington

Parcels
Streets

+++++ Railroad

Water Bodies

Parks



ZONING MAPBurlington, WI

LEGEND

City of Burlington

Parcels

Streets

+++++ Railroad

Water Bodies

Parks

Agricultural/Holding

Conservancy/PUD

Single-Family Res.

Two-Family Res.

Multiple-Family Res.

Neighborhood Business

Professional Office

Central Business District

Government./Institutional

Light Manufacturing

Manufacturing/Office Park

General Manufacturing

Quarrying/Extractive

Floodplain/Floodway

