

COMMUNITY WEBINAR WORKSHOP SUMMARY

The City of Burlington hosted the first Community Workshop virtually on December 8th, 2020 from 5pm-7pm for the Burlington 2040 Vision and Comprehensive Plan. The Workshop presented valuable feedback for the future of Burlington, thanks to all who attended! If you were unable to attend, read below for a summary of the Q&A and a summary of the results from the workshop.

Q&A SUMMARY

Q: How many people are participating in the poll?

47 people registered, 31 attended and there were 24 panelists.

Q. Can we charge a toll for the train to go through the city?

Interesting question, but no, we cannot do that. But we will try to lessen the impact of the train.

Q: Would you be willing to share the deck after the presentation?

Of course, it is on the project website at www.BurlingtonWI2040Plan.com

Q: Does the land use breakdown compare to other cities of similar size, etc.? And/or does the final phase recommend a different breakdown or continuation of?

It is generally similar, but it is particularly high in open space land and low in commercial land. This is neither right nor wrong. Overall, it is about balance and character as all cities are different. We will provide a land use vision and plan moving forward that will be the right plan for Burlington.

Q: We have nothing to compare this scenario to, so how can we answer?

The baseline conditions for the scenarios represent the current population, employment and household figures from the Census. That information can be found in the scenario summaries located in the presentation on the project website.

Q: What kind of tax incentives do we give corporations to develop in Burlington?

The City offers a variety of economic and financing incentives, as well as grant and loan programs in partnership with the Racine County Economic Development Corporation and other organizations. Please contact the City or RCEDC for more information.

Q: Where along S Pine do you envision building?

There are multiple locations along the South Pine corridor that could accommodate redevelopment or new development. Immediately south of Downtown, south of Jefferson Street, as well as further south of the bypass.

Q: What population size is required for sustainable city services, supporting downtown businesses?

That is a good question but there is no right answer. The important consideration is to ensure the provision of city services keeps pace with population and business growth.

Q: Do you anticipate that our current school system could accommodate the increased households for scenario 2?

The District Superintendent attended one of our stakeholder meetings and indicated that the School District is well positioned to accommodate additional growth in Burlington. This is an important consideration and will be confirmed and discussed further with the District. The School District is an important community partner.

Q: It appears we're simply reshuffling the city's current cards, not planning for significant business growth or population growth. It looks like we need some bigger ideas to impact population and business growth.

Thank you for the comments. Once the preferred scenario is determined we will work towards the vision and idea creation in phase 2 to help establish the goals for the City and the Comprehensive Plan. We plan to discuss some big ideas and reach consensus on a visionary, yet realistic plan for Burlington.

Q: When the quarries along S Pine were established - didn't their plan state they would convert to residential & park when extraction ended?

Yes, those plans are being reviewed and a long-term vision for those areas will be incorporated into the comprehensive plan.

Q: Are we marketing the city as a vacation spot or industrial place to work? If we try to market it as a vacation spot, why wouldn't we expand the city toward Lake Geneva?

Thanks for the comments! That is something that will be discussed and determined through this process.

Q: I would be interested to see what needs to be in place for city policy and encouragement of commercial/ industrial development to enact a successful completion of Scenarios 1 & 2. In my opinion, without significant added industry/growth + commercial, to support added city services and provide additional income sources, we cannot expect NEW, more diverse families/people to join our community. Otherwise, we are in essence maintaining our same path. This is the appeal to me of Scenario 3 and beyond.

Thank you for comments. Yes, that is an important observation and distinction in the scenarios. Scenario 1&2 represent a relatively maintained level of growth and City operations with some improvements and increased efforts related to economic development to attract new business, industry, and jobs. However, economic development is important in all scenarios for the continued growth of the City and the Comprehensive Plan will establish this policy framework.

Q: You mention commercial/residential growth downtown. Will development south of downtown along South Pine take away from the downtown commercial/retail?

Another good question, that is an important consideration that commercial development in the city does not compete with one another but rather complement one another. Ultimately, market demand will decide but an important consideration can be the types of uses allowed to limit competition and offer complementary commercial, office, service, entertainment or recreation uses and concentrate retail and restaurant use in the downtown.

Q: Present 'conservation' subdivisions in Burlington town are rather upscale - can those be set up for more working-class housing?

Yes, any type of housing can be accommodated in a conservation style design, but it is more conducive to single-family development.

Q: In terms of employment growth, we should PLAN for attracting non-industrial businesses, ie. education, corporate HQ, etc.

Yes, that is a great comment, we agree with you. Business attraction can include a diverse range of economic sectors.

Q: How do you go about attracting vested developers.

The city can do this by being selective in review and support of projects but it really comes down to the creation of a vision, plan and policy framework for the City and following through. Once a clear and implementable vision is established, the right developers will come knocking on Burlington's door.

Q: The challenge of a professional living in Burlington is the challenge of accessing a \$100 - \$150K job within a 45-minute drive.

Thank you for the comments. Yes, that is a good point. Higher paying jobs are an essential component of the City's economic development and business attraction strategy.

POLLING RESULTS *(Bold=first result, italic=second result)*

Scenario #1

1. How do you like Scenario 1?

- Very Satisfied 8%
- Satisfied 39%*
- Neutral 45%**
- Dissatisfied 11%
- Very Dissatisfied 0%

2. What elements of Scenario 1 do you like?

- Slow population growth 13%
- Retains small town character 63%**
- New mixed use and multi-family uses south of Downtown, along South Pine Street 63%**
- New single-family homes 55%*
- New industrial development, added jobs 47%

SCENARIO 1 SUMMARY

Scenario 1 generally represents the status quo for Burlington. There was not much reaction to scenario 1 except nor did it gain much dissatisfaction. Retaining the small-town character of the City, mixed-use development south of downtown along South Pine and single-family home were all viewed favorably.

Scenario #2

1. How do you like Scenario 2?

- Very Satisfied 18%*
- Satisfied 61%**
- Neutral 15%
- Dissatisfied 6%
- Very Dissatisfied 0%

2. What elements of Scenario 2 do you like?

- Retains small town character 45%
- New mixed use and multi-family uses south of Downtown, along South Pine Street. 76%**
- New commercial development along Milwaukee Avenue 55%
- New residential growth in the south, west of South Pine Street 64%*
- New industrial development, added jobs 55%

SCENARIO 2 SUMMARY

Scenario 2 represents small, incremental growth for Burlington. Most people were satisfied with scenario 2, again little dissatisfaction. Mixed-use development south of downtown along Pine Street and new residential growth in the southern portion (far Pine Street) of the City were favored elements of scenario 2.

SCENARIO #3

1. How do you like Scenario 3?

Very Satisfied 29%

Satisfied 37%

Neutral 26%

Dissatisfied 9%

Very Dissatisfied 0%

2. What elements of Scenario 3 do you like?

Burlington is largely developed 40%

Greater than projected population and employment growth 54%

New “conservation style” residential development 71%

Substantial industrial and job growth in south 57%

Burlington is a well-designed, vibrant community attracting new families 60%

SCENARIO 3 SUMMARY

Scenario 3 represents a growth spurt for Burlington. A significant amount of people, 66%, or 2/3 were satisfied and very satisfied with scenario 3. The most popular element of scenario 3 is the conservation style residential development followed by Burlington being a well-designed, vibrant community with new families. Also receiving high interest is substantial industrial/job growth in the southern part of the City along and west of far south Pine Street. The irony of the results is that Burlington as largely developed was the least favorable element, although the other elements which contribute to Burlington being largely developed were all highly favorable.

SCENARIO #4

1. How do you like Scenario 4?

Very Satisfied 26%

Satisfied 16%

Neutral 34%

Dissatisfied 18%

Very Dissatisfied 5%

2. What elements of Scenario 4 do you like?

Burlington is a developed, thriving City, small areas of organized annexation 61%

Much greater than expected population and employment growth 29%

New mixed-use and multi-family development south of downtown 55%

Substantial new residential development along the far South Pine Street Corridor 61%

Substantial industrial and job growth, industrial parks fully occupied 53%

Burlington is a well-designed, vibrant community attracting new families 74%

SCENARIO 4 SUMMARY

Scenario 4 represents a very large growth spurt for Burlington. Although viewed somewhat favorably, satisfaction was reduced from scenario 3 to 42% with more neutral views. Notably, scenario 4 received the highest dissatisfied and very dissatisfied percentage with a combined 23%. The most popular elements of scenario 4 were Burlington as a vibrant community with new families, jobs, and bustling downtown and south of downtown area. The irony of the results is similar to scenario 3 in that greater than expected growth is not favorable but the factors that accompany that growth are viewed as favorable.

OVERALL

1. Which of the following 4 scenarios is your favorite?

Scenario 1 3%

Scenario 2 21%

Scenario 3 50%

Scenario 4 26%

OVERALL SUMMARY

Based on the final poll, the progressive growth scenario 3 was the most popular, followed by scenario 4 which suggests an openness and desire for growth and development of certain types in the identified areas of the City. Some elements were favored across all scenarios, even if the scenario, overall, was not the most desirable. Conservation style residential development, job/industrial growth and organized annexation all were popular elements and will help shape development policy on these topics.

Clearly the South Pine Street corridor, both just south of Jefferson Street in Downtown and further south beyond the Route 83 bypass, are important locations for new development and redevelopment. There is a desire for more multi-family residential and mixed-use development closer to downtown. The desire and type of development further south was mixed between single-family residential, industrial or job producing uses, or a combination thereof. Further study, input and direction for this area in particular is needed.

Growth or new development in other areas of the City, particularly along Milwaukee Avenue and some adjacent areas that are currently not incorporated, were also included in these scenarios, viewed favorably, and can be assumed as growth opportunities in the future. Clearly some growth throughout Burlington will be tolerated, expected, and even desired in certain cases or locations. The results of this workshop provided valuable information, about key elements and areas of interest, that will help formulate and inform the preferred scenario, vision and plan for Burlington.

