

COMMUNITY WORKSHOP #2 SUMMARY

The City of Burlington hosted its second virtual Community Workshop for the Burlington 2040 Vision and Comprehensive Plan on March 9th, 2021 from 5pm-7pm. The Workshop's purpose was to present a preferred growth scenario and vision for the future of Burlington. Thanks to all that attended! If you were unable to attend, please see below for a summary of the Q&A and results from the workshop.

Q&A SUMMARY

There were only three questions asked during the course of the workshop from the attendees. However, numerous questions were asked by the panelists and resulting discussion ensued on a number of topics including city-wide land use, employment growth, industrial development, and key aspects of the preferred scenario. The entire workshop video is available for review on the project website: www.burlingtonwi2040plan.com.

Q: How many people participated in the workshop?

27 people registered, 17 attended, and there were 15 panelists for a total 32 participants.

Q. How do Burlington's community engagement numbers compare with other communities you have worked with?

This question was answered live during the workshop, but essentially participation is very good in Burlington and compares favorably with other communities we've worked in. The previous response is also listed below:

Overall, we've had over 300 participants from the community engaged throughout the process, a lot of whom were involved over multiple phases. This includes our two stakeholder meetings, our December 8 Workshop, our three open houses in February and now, our March 9 workshop. These numbers exclude our consistent conversations with City staff and leaders, who are helping guide the planning team through the process.

Q: So what is going to make Burlington a place that people want to live, work and play?

This question was also answered live during the workshop. But this is a great question! And the answer is not one thing, but lies within the ability of Burlington to capitalize on its assets-- it's quaint and charming downtown; local parks, trails and the Fox River; the education system; it's strong industrial sector; and, its regional location and transportation resources. An important consideration for Burlington is to focus on quality-of life-objectives that are attractive to young couples and families. These are just two suggestions but a high quality of life and a range of housing types are two ways that will make Burlington a place that people will want to live, work and play.

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

It should be noted that only eight attendees participated in the first poll question. The remaining questions had 18+ responses.

1: What elements of the progressive growth scenario do you like? (choose all that apply)

Greater than projected population growth, new families and residents - 38% (3/8)

Burlington is largely developed and preserved - 38% (3/8)

New “conservation style” residential development - 13% (1/8)

New mixed use/commercial development south of downtown - 25% (2/8)

Additional industrial development and employment growth - 0%

Burlington is a well-designed, vibrant community attracting families and new residents - 88% (7/8)

All of the Above - 0%

None of the Above - 0%

There was low participation on this question for reasons unknown. However, the majority of responses did favor the preferred scenario for its concept of a well-designed, vibrant community attracting families and new residents. Other aspects of a largely developed community, with greater than projected population growth also received attention. New “conservation style” residential development only received one response, however, this concept has been popular in past discussions.

2: What type of uses are preferred for the south Pine/RT 83 Corridor? (choose all that apply)

Residential Growth - 72% (13/18)

Commercial Growth - 83% (15/18)

Industrial Growth - 44% (8/18)

No Growth - 0%

There is clear preference for growth along the far South Pine corridor. This is not surprising given the land availability in this area. There is a strong preference for a mix of commercial and residential growth. Industrial growth received less interest, although some industrial growth is warranted given the presence of the Burlington Manufacturing & Office Park and other industrial uses in the area.

3: What other topics should be addressed by the preferred scenario? (choose all that apply)

Preservation of Primary Environmental Corridors, Natural Resources, Farmland, Fox River - 67% (12/18)

Parks and Recreation Resources - 61% (11/18)

Quarry Reclamation - 22% (4/18)

Community Facilities, Organizations, Schools and Public Health - 50% (9/18)

Utilities and Infrastructure - 39% (7/18)

The Comprehensive Plan will address multiple aspects of growth and development related to land use, economic development, transportation, parks and open space and other important topics. There is a clear preference for inclusion of parks, recreation, environmental corridors, natural resources, farmland, open space and the Fox River. Half of the attendees think community facilities and health should be included and less so on utilities, infrastructure and quarry reclamation. The comprehensive plan will address all of these factors in some fashion with appropriate policy and implementation strategies.

4: Does the vision statement capture the future of Burlington?

Yes - 82% (18/22)

No - 18% (4/18)

The participants generally agreed that the proposed vision statement captures the essence and future direction for the City. There was discussion regarding the term “industrial” and if that is the appropriate term for the future economic growth of the City. The term “employment” and even employment targeted at the STEM sectors of Science, Technology, Engineering and Mathematics, were discussed. Appropriate revision will occur to the vision statement to capture this important consideration for employment growth rather and industrial growth.

5: How satisfied are you with the vision statement?

Very Satisfied - 27% (6/22)

Satisfied - 41% (9/22)

Neutral - 27% (6/22)

Dissatisfied - 5% (1/22)

Very Dissatisfied - 0%

The majority of participants are satisfied with the Vision Statement with almost all stating either satisfied or neutral. Only one participant stated they were dissatisfied. The revised and final vision statement is stated on the next page.

BURLINGTON'S VISION STATEMENT:

Burlington 2040 is a vibrant, welcoming, and safe community, known for its charming downtown, schools, and family-friendly quality of life. Burlington has strengthened its small-town character and sense of community while fostering inclusion and encouraging healthy and active lifestyles. Burlington has a prosperous local economy due to employment growth and supporting its diverse range of small and local businesses.