



Questions and Answers January 22, 2010 Video Conference

Fitchburg Chamber of Commerce
Community & Economic Development Authority
City of Fitchburg
PlaceMakers LLC

Questions from the Chamber of Commerce

Question 1: This new code is a full commitment to New Urbanism, i.e., high density and walkable vs. low density and car oriented. It should be explained that way to the citizens, and the merits and issues of New Urbanism and density should be what are being debated. Citizens and businesses should understand the desired end result, which is social engineering. It may indeed be needed, but it should be the citizens who make that decision via extensive and intensive debate and perhaps vote, rather than a few city officials passing it through quickly via a zoning code change and justifying it through a few lightly attended meetings.

Answer from Mayor Jay Allen: The Comprehensive Plan calls for the city to move toward more compact and walkable neighborhoods, and this idea was clearly communicated through many, many public meetings and published documents. This form-based code is simply an implementation tool for the policies that we developed over an 8 year period, hundreds of public meetings, and thousands of comments. I am not an expert on New Urbanism, so I cannot address that, and I have no idea what social engineering is being alleged. I have never heard anyone talk about that, and I certainly am no social engineer. Whoever asked this question would need to provide more information about the basis of the question. As far as the policies, those have been developed through a very extensive 8-year public debate and input process. This code simply gives the ability to implement those policies.

Question 2: Why spend potentially hundreds of thousands of tax dollars (in consultant fees and staff time), as well as more than that in taxpayers' time, going through this extensive process in these difficult economic times? What is so broken? What is so drastically wrong with our current zoning that it can't be modified to allow New Urbanism alternatives? Hasn't the Plan Commission been moving in this direction for years already? Any New Urbanism form-based code should first be an option within the existing code in order to gain experience in the Fitchburg context. In other words, move forward step-wise rather than dramatically, so the strengths and weaknesses of ideas can be tested.

Answer from Mayor Allen: The zoning code rewrite was approved for funding in 2008, and we are already in the process. The city heard no objections to this during the budget debate, and there was no objection during the Comprehensive Plan debate. The Comprehensive Plan



actually references the need for a new zoning code in several different places. What is broken is the PDD process. It is remarkably cumbersome, expensive, and impractical. This new code will provide a vastly streamlined process, and give been moving in the direction of a more urban form, but that process has been seriously hampered by the current code. It is not really possible to implement large sections of the Comprehensive Plan with the current zoning code, so, to move forward at all, we need the new framework.

Question 3: The proposed code is highly prescriptive, which once approved, consolidates all of the review power for development at City Hall, rather than allowing public input into planning/zoning analysis and approval. Such input will be crucial in the future to determine if or how new social and technological opportunities/issues are incorporated into the development of Fitchburg (many New Urbanism elements might be a fad or devolve into massive social problems, rather than being a sustainable development model, for example). Is this administration so dubious of future citizens' ability to evaluate zoning issues that it is pushing to eliminate their future involvement in review? If so, that should be stated up front.

Answer from Mayor Allen: I am not sure what it means to say that the new code is highly "prescriptive." Please give some examples of what this means. The new code does not consolidate review power at City Hall. What it does do is front-load the public input at the beginning of the process, to provide for better predictability.

Question 4: Why, in a recent business "Before Nine" breakfast, is the mayor discouraging the public from actually reading the proposed zoning document? How are they to provide useful feedback if they don't understand it's details? He should be encouraging everyone to read it and understand it.

Answer from Mayor Allen: The reality is that very few people are going to read through the text of the code, no matter how much I encourage it. I am not even sure that reading through the code is the best way for most people to understand it. As I stated at that meeting, everyone should go to the design charrette, where they will be able to see visual representations of what the code will do. The visual representations are the best way for someone to understand what is being proposed.

Question 5: It has been discussed that this code has never been successfully implemented in a cold weather climate. Based on your experience is this true? What solutions do you provide for snow removal; walkable passages in icy weather, no drive through businesses etc. Please name some communities that have implemented this code.

Answer from PlaceMakers: List of cold-weather cities with FBCs: Dover, NH, Stratham, NH, Weymouth, MA, Jamestown, RI, Saratoga Springs, NY, Pittsfield, MA, Northampton, MA, Hamden, CT, Poughkeepsie, NY, Onondaga County, NY, Syracuse, NY, Freeport, NY, New Castle County, DE, Columbus, OH, East Lansing, MI, Grand Rapids, MI, Evanston, IL, Peoria, IL, Iowa City, IA.



Provision for snow storage during the charrette will include the discussion of terrace widths and parking configurations. The Transportation Engineer will work closely with Public Works as a part of the process that customizes the code for Fitchburg's specific needs. We call that process "calibration," a term you'll hear us use in this discussion and during the charrette.

Question 6: Changing this code projects a vision for Fitchburg developing in a certain way. Why are we moving forward with this new code before we have entered the process of Forward Fitchburg, a strategic planning process that collaborates with all the stakeholders in this community and takes a serious look at what our assets are and how we should position our self to develop as an economically healthy and vibrant community? This process will help us develop a clear vision for Fitchburg. Forward Fitchburg project has been approved and funded for years, it seems like an important step to take before changing our zoning code.

Answer from Mayor Allen: Forward Fitchburg is not a land use document. The land use document for the City is the Comprehensive Plan, which has established the vision for how the City will develop. Forward Fitchburg is an economic development and marketing plan. The Comprehensive Plan sets the future land use policies, and anything in Forward Fitchburg will have to be consistent with the Comprehensive Plan. As you will recall, the Comprehensive Plan process, over eight years, sought input from many, many stakeholders, residents, and business owners. There is really no connection between Forward Fitchburg and the zoning code. There is a direct connection between the Comprehensive Plan and the zoning code.

Question 7: We want to make sure the process is open and that those who may be impacted by this new ordinance change are at the table (i.e. Land Owners, Developers, Business Owners, Residential Neighborhood Associations, Neighboring Agricultural Land Owners). How do you intend to solicit this information if turnout from certain sectors that should be providing input are absent, but whom who's input would be invaluable in making sure the new code really works as hoped?

Answer from Mayor Allen: We are actively seeking input from all the groups listed above, and there have been many input sessions already with representatives from those groups. We will continue with our efforts to bring people out. But, we cannot force people to participate. Again, however, this code is not that dramatic of a change. All it does is permit us to do the policies we established in the Comprehensive Plan. We have sent citywide mailings, published in the City newsletter, promoted on FACTv, used our website and sent emails. If there are people who choose not to participate, there is not a lot we can do. However, if there are specific individuals who are not participating that you would like me to contact, please let me know who they are. As of this time, I am not aware of any sector that is not participating.

Question 8: There is a general concern about why this process seems to be proceeding so fast (we have heard a nine-month process to implementation), when the city took several years to define its urban development plan. What is the reason for having such an aggressive timeline



for something that is as important as these new definitions for growth and that will have a significant impact on City development for the next 25 – 50 years?

Answer from PlaceMakers: This really is largely a city response, but the reality is if you ask citizens and business people to invest this much time and energy, we need to give them proof in a relatively short time period that their efforts produce meaningful results. It's really the only way to prove to people that you're listening. The charrette itself involves 40+ hours of meeting time. That's roughly 20 – 30 months worth of standard meetings we're compressing into a week. As a result, people remain engaged enough for this short duration that they can make intelligent, informed decisions rather than trying to recall what was decided and why the last time they met.

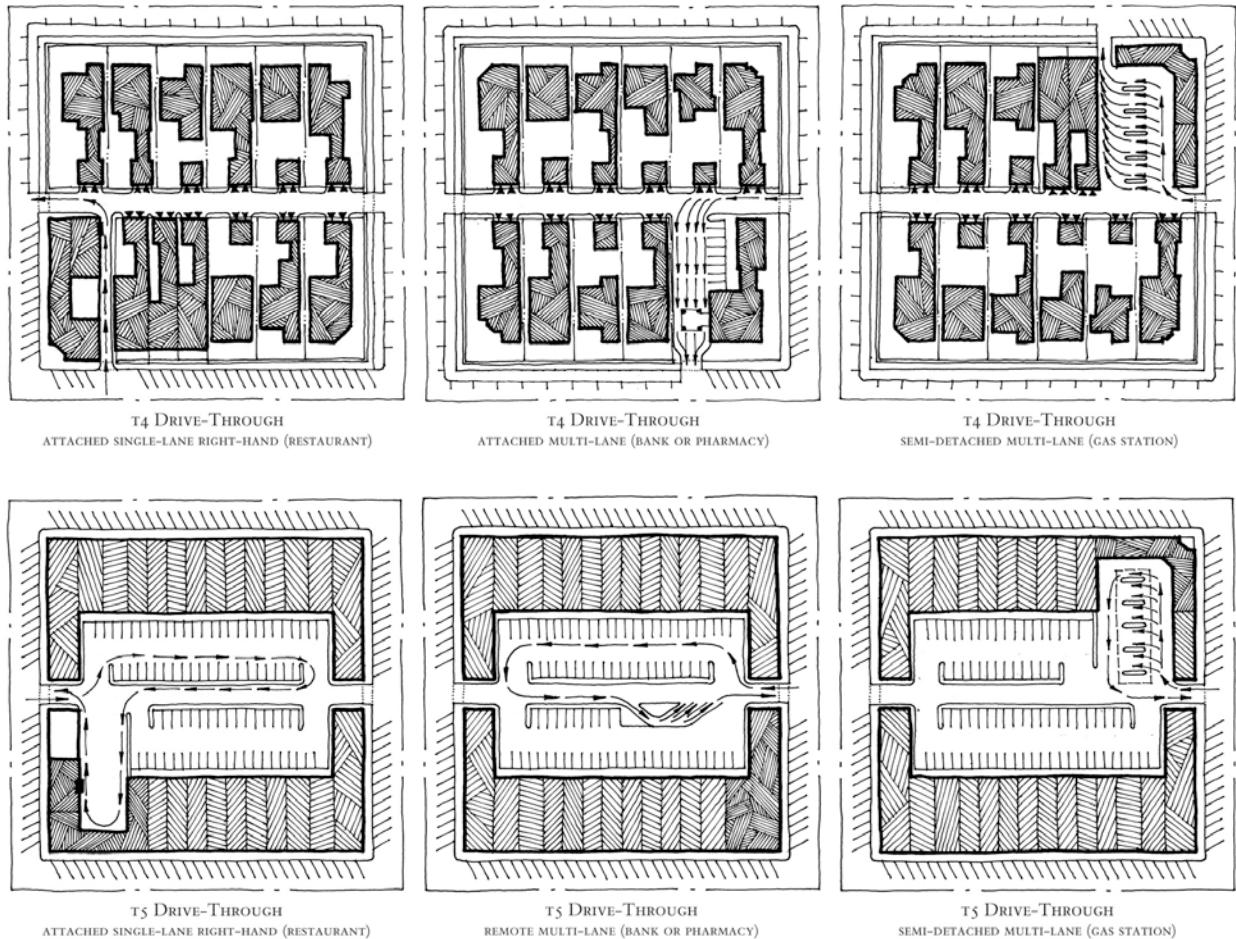
Question 9: The current code being circulated is a template only, and per the consulting firm it will need to be "calibrated" to fit Fitchburg as a unique city/entity. The calibration would include factors such as geography, climate, existing development sectors, planned development sectors currently underway, and future development initiatives, demographics, and overall community identity. How do we ensure these types of factors or considered and factored into the process so that we do not have a code that is dysfunctional or anti-progress?

Answer from PlaceMakers: It's what PlaceMakers does. See the variation in codes developed for very unique environments like Taos, New Mexico, Early County, Georgia, and the County of Hawai'i. The template saves significant time and expense by giving us an operating system. But we start the customization process with what's important to each community. The charrette process is the most efficient way to test assumptions and work in progress with the real experts on Fitchburg – the people who live and work here. That way we can correct mistakes and refine results together. The calibration process we talk about is very much a collaborative endeavor.

Question 10: How do manufacturing and industrial sectors fit into this new plan? Businesses may be very interested in access to the rail lines in the future. How much space will be allotted for these types of businesses, and will areas be defined for those types of businesses? How do businesses needing drive-through (i.e. financial institutions, foodservice, coffee, pharmacy) work with form-based codes?

Answer from PlaceMakers: The current recommendation is to implement the FBC portion of the rewrite via the PDD process. If this is done, the developer/landowner will request the rezoning as usual. Manufacturing and industrial firms will continue to operate as they currently do with a rezoning. Or they can locate where there's already appropriate zoning. It's unlikely the charrette will have to determine how much land will be allocated to these uses or exactly where such businesses locate.

Drive-through facilities are possible under the FBC with the proper format. Fitchburg-appropriate approaches will be calibrated during the charrette, and examples will be designed to illustrate how to use them properly in a FBC. See samples below for T4 and T5 situations:



Question 11: This is a template based on what has worked in the past and what would seem to be most efficient from a sustainability standpoint. What are the steps for revision/adaptation given changes in the marketplace and technology (i.e. changes in lifestyle, community dynamics, technology improvements) that make new avenues for commerce and ways of doing business?

Answer from PlaceMakers: Any revisions/updates go through your normal City Ordinance amendment procedure.

Question 12: How will signage be impacted with this new ordinance? What opportunities will there be for variations from the code to match certain districts/venues?

PlaceMakers: We will be advocating a revision to the auto-centric signage standards that allows them proper visibility. However, the standards in the FBC will be appropriate to the pedestrian scale. See 5.12 in the model code, which we will calibrate to make appropriate for Fitchburg.



Question 13: Is there another community in Southern Wisconsin that has adopted this type of code? Can you please give us example of where this code has been implemented?

Answer from Tom Hovel: Mike Slavney of Vandewalle & Associates has evaluated various zoning code in Dane County for Form Based Code elements and has commented that at least 8 Dane County Communities zoning codes have some FBC elements, including the Village of Cottage Grove, Village of DeForest, City of Edgerton, Village of Mt. Horeb, Village of Oregon, City of Stoughton, City of Sun Prairie and City of Verona.

Economic Development / CEDA Questions:

Question 1: Explain what Euclidean and form-based / SmartCode are?

Answer from PlaceMakers: We've prepared a detailed explainer we're posting on the website for easy downloads. It's called "The SmartCode Manual," and is created by a member of our project team, Jennifer Hurley of Hurley~Franks & Associates.

Question 2: Please give us an overview of Table 14: Smart Code summary.

Answer from PlaceMakers: This is the most critical part of the Fitchburg calibration. It determines what community types are permitted and the percentage of each transect found in the various communities. It is a summary of all the statistics and metrics that appear throughout the code, including those that appear on other tables. Table 14 is a kind of checklist, both for developers' design processes and for regulators responsible for permitting. Virtually all of the metrics may be considered for local calibration. If you adopted the template without calibration, you'd get a very high quality but generic American city.

Items a. through e. are the equivalent of the Land Division ordinance, and f. through i. are the equivalent of the Zoning Code ordinance. 14a. is applicable for greenfield (Article 3) plans only. The allocations for Infill Plans (Article 4) will depend on an analysis of existing conditions along with the community's intentions for the site. 14b. is set artificially low to incentivize TDRs. The density used for Fitchburg will be calibrated from the TDR line, not the By Right line, since we won't be implementing TDRs at this time.

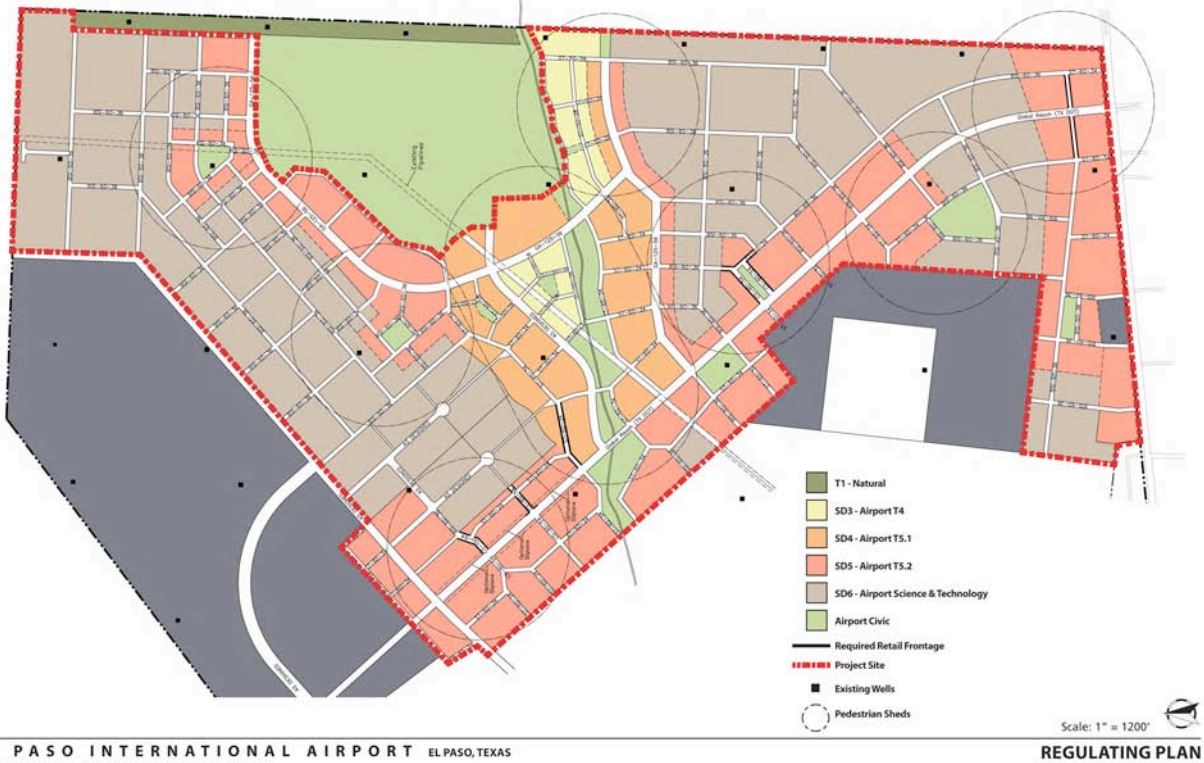
Question 3: How would a form-based code solve the following situation? A lounge would like to have an outdoor seating area but the neighborhood is against it.

PlaceMakers: The calibration can add criteria for buffers adjacent to T3 or existing subdivisions if desired by those neighborhoods. However, outdoor seating would be permitted within T5 in the FBC. Most developers would not design T3 adjacent to T5 due to light and noise.

Question 4: How would a form-base code view manufacturing and warehousing? Since the exercise that we did at the December meeting focused on what you would like to see across

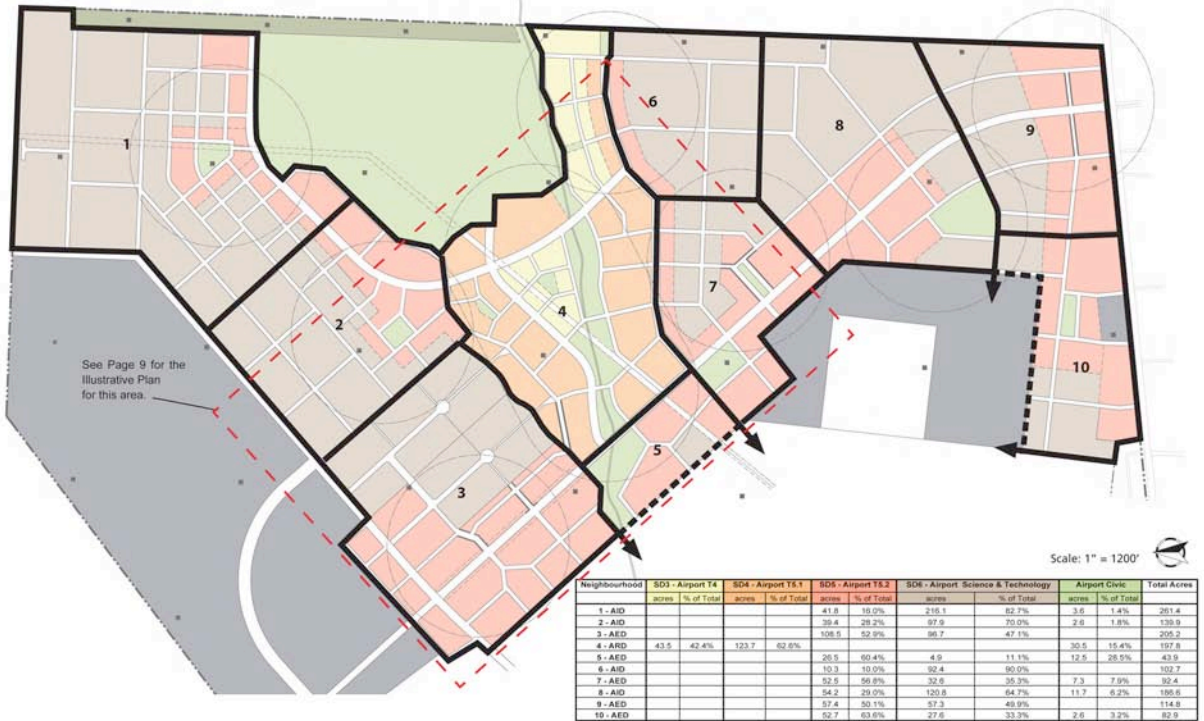
classes of use versus among classes. How do we ensure that we accommodate manufacturing and warehouse uses?

Answer from PlaceMakers: These uses are accommodated in special districts or under your



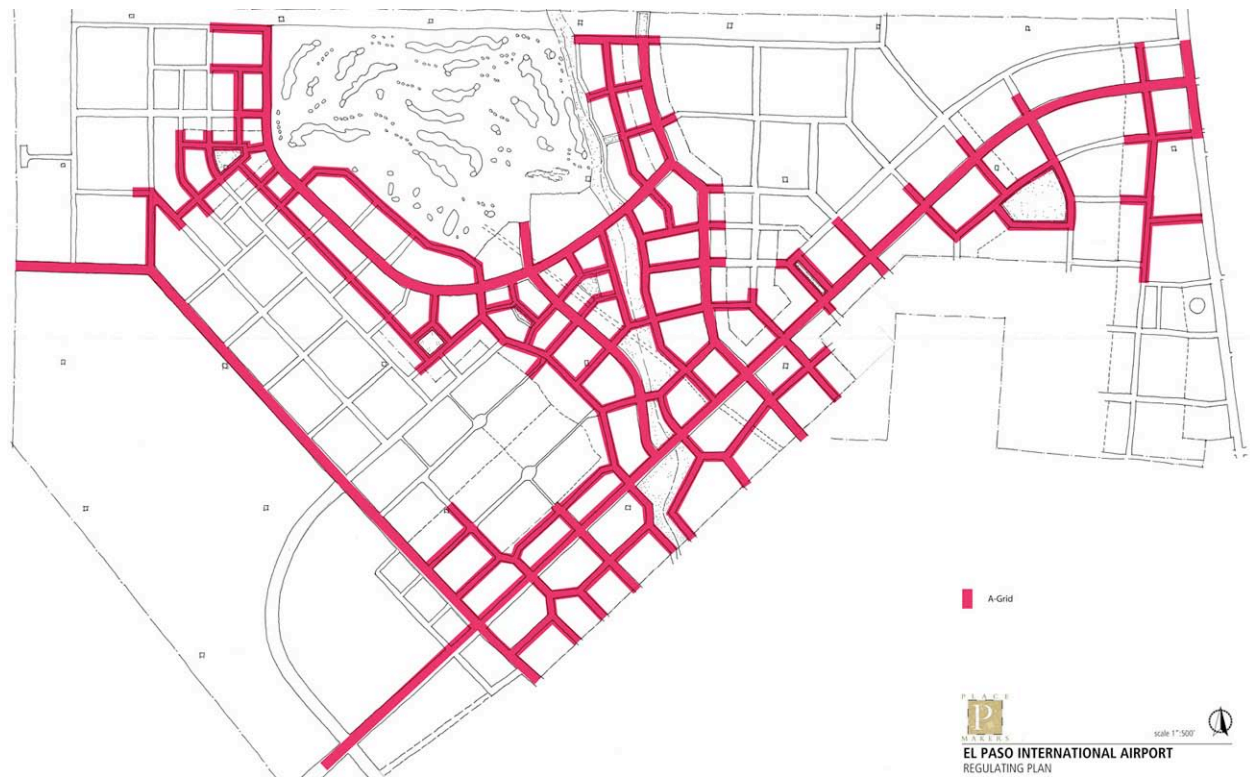
EL PASO INTERNATIONAL AIRPORT EL PASO, TEXAS
 SMARTCODE DEVELOPMENT STUDY
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 REGULATING PLAN

existing districts. See the attached images from the El Paso, TX International Airport as an illustration of Special District implementation. These districts were designed because of the FAA limitation on residential uses within flight patters, and the desire of the City to embed their Tech Park within a mixed use, walkable urbanism.Regulating Plan for 4 new Special Districts: 3,000 acres



Detail Illustrative Plan: Phase 1





Question 5: With development design elements with form-based codes such as parking ramps, architectural design control, LEED requirements and parkland dedication, how does one compete with our neighbors in business recruiting and retention?

Answer from PlaceMakers: Adding the FBC to the Zoning Code is increasing your options, and thus making Fitchburg more competitive rather than less competitive. If this is the PDD replacement rather than a mandatory mapping, Fitchburg has added a tool, and you now have an option your neighbors don't. We recommend the parkland dedication reduce as density increases. Finally, there are no LEED requirements in the model code.

Question 6: What are your thoughts on LEED certified buildings? Are they required in a SmartCode? Are there other "green" building concepts that are acceptable?

Answer from PlaceMakers: LEED certification is not a part of the SmartCode. We would suggest that a more affordable first step toward sustainability would be to pursue passive solutions. See <http://originalgreen.org/OG/Home.html>



Question 7: How would a form-based code help in the following situation? We have a company who would like to buy some land from a farmer to place a building on for testing agricultural research and development adjacent to the farm field.

Answer from PlaceMakers: At the moment, the FBC wouldn't affect this, as the current strategy does not include Ag due to the WI WLI issues and Ag Exclusive issues. However, if T2 were included, there is the option to calibrate so that there can be Ag-compatible mixed use. One thing to consider is how close this R&D is to an industrial use. There is the possibility that it would require a rezoning in any situation.

Question 8: How would a form-based code help in the following situation? An industrial/manufacturing facility would like to add a day care in their building for their employee's children and also children from outside the company?

Answer from PlaceMakers: We plan to calibrate a Mixed Use Industrial Special District that would permit it by right. Additionally, we can consider changing your existing I-S to permit it as an ancillary use.

Question 9: Is a form-based code being used in the state of Wisconsin? If so, where and how is it working?

Answer from Tom Hovel: Mike Slavney of Vandewalle & Associates has evaluated various zoning code in Dane County for Form Based Code elements and has commented that at least 8 Dane County Communities zoning codes have some FBC elements, including the Village of Cottage Grove, Village of DeForest, City of Edgerton, Village of Mt. Horeb, Village of Oregon, City of Stoughton, City of Sun Prairie and City of Verona.

Question 10: Fitchburg has been known to consider it's self rural, suburban and urban. Will the form-based code require all new developments into an urban environment even if the market offers alternative opportunities?

Question from PlaceMakers: The current adoption strategy is for the code to replace the PDD; therefore some new developments may occur under the existing zoning. Additionally, every neighborhood requires a diversity of urbanism whether the neighborhood is sub-urban, general neighborhood, or town center. The FBC approach increases options.

Question 11: How do you meet the needs of citizens who want neighborhoods similar to the ones we currently have if all new and redevelopment areas are required to use SmartCode?

Answer from PlaceMakers: Again, the SmartCode is calibrated to the character of Fitchburg, making it more likely that, in appropriate places, future neighborhoods will look and feel like the most beloved neighborhoods already in the community. And because elements of the new code



add options, as opposed to reducing them, developers can be responsive to their customers' desires, regardless of the degree of urbanism customers prefer.

Question 12: Based on your experience, what role does the Community Economic Development Authority play in this process?

Answer from PlaceMakers: The activity level varies from city to city. Understanding connections between economic development and land use planning is an important step. So this meeting and the effort you've made to understand the code bodes well for the charrette and the calibration.

Question 13: Why the rush to push this through?

Answer from Mayor Jay Allen: As far as I can tell, there is no rush. We are following the normal approval process for a change like this, and, in fact, our process will end up being a little longer than most form-based code approval processes around the country.

Question 14: If a neighborhood plan takes several years to be approved, shouldn't we be spending that same amount of time on this plan if it is going to direct the next 50 years development of the City?

Answer from Mayor Allen: Neighborhood plans are significantly different than zoning code changes. The last neighborhood plan we did took one year. That will be our typical model moving forward. The only reason it takes a year is because of the amount of environmental field data that needs to be collected. The examination of plants, soil borings, animal surveys, and other things take a significant amount of time. There is really no field data to be collected for a zoning code change. The Comprehensive Plan, which took eight years to create, is what is directing the next 50 years of development. The form-based code is simply a tool to implement what was already approved in the Comprehensive Plan. This process will take roughly nine months.

Question 15. Are the green text areas in SmartCode 9.2 always considered for calibration or were these selected specific to Fitchburg? If so, who selected these areas?

Answer from PlaceMakers: These are what should be considered at a minimum in any city. The author of the SmartCode, DPZ & Co. identified these items for the model.

Question 16: Do large scale businesses always fall under special districts? Such as clean manufacturing and light industrial. Example: we get a request from a manufacturer who needs 10 acres for a 20-30 million dollar operation that is going to bring in 50 + jobs, How can we



accommodate their request under SmartCode or Euclidean. Example: Fitchburg Commerce Park expansion. If so, what is the process?

Answer from PlaceMakers: It depends on the circumstance, but likely these applications will fall under the existing zoning because of the requirements for large floor plates, large parking fields, and semi deliveries. They are usually not compatible with residential, and thus with mixed use. However, we do intend to build a MUI because of how important they are for employment. See the El Paso example above.

Question 17: Article 1.1.3, why isn't the economy, jobs and employment listed as one of the goals?

Answer from PlaceMakers: Economic development goals aren't usually among the explicit topics addressed in a zoning code. Rather, a zoning code is one of a number of tools a community uses to support long-range goals that include economic development. Having said that, the SmartCode is flexible enough to allow for including at least some economic development components in a calibration, provided the effort doesn't conflict with the overall intent of the code.

Question 18: Who will serve on the Consolidated Review Committee?

Answer from PlaceMakers: The CRC is usually composed of a staff person from every department that has to sign off on a development application. Usually this consists of someone from Planning, Public Works, Fire, etc. Sometimes it includes a member of the Plan Commission.

Question 19: Who serves on the Board of Zoning Adjustment?

Answer from PlaceMakers: This is one of the things to be locally calibrated. In Fitchburg, the Board of Zoning Adjustment will be replaced with the Board of Appeals.

Question 20: Article 1.6.1 Will single-family neighborhoods automatically be rezoned to the next higher transect zone?

Answer from PlaceMakers: This is another item requiring local calibration. If it seems problematic, we don't include this requirement. We know it makes homeowners uneasy.

Question 21: Article 2.2.7. Why is the Transfer of Development Rights included when we have already spent a considerable amount of time and money on this issue and it was determined that it is not a program for Fitchburg?



Answer from PlaceMakers: Again, that's an element offered for consideration in the SmartCode template. In our professional opinion Fitchburg doesn't currently have the land values or the lack of developable space to make TDRs fiscally reasonable. However, there is the possibility of using them within an area of single ownership. For example, if there is a large area under single ownership, but significant slope issues or wetlands, there's the possibility of setting up internal TDRs so the landowner could increase their densities in another part of the property and remove them from the undevelopable areas.

Question 22: Article 2.9.2. Would this cover Business Parks?

Answer from PlaceMakers: Potentially.

Question 23: Article 3.1.6. Would the Business Park in the Northeast Neighborhood be classified as a special district?

Answer from PlaceMakers: Possibly. There is also the possibility that it could be built as T5.

Question 24: Article 3.3.2 e. Please clarify.

Answer from PlaceMakers: The intent of this article is to ensure diversity. However we almost always remove this requirement because it's so difficult to administer, particularly in a development with multiple builders. The last block or two to develop has to make up for early deficiencies, and it's very onerous to control.

Question 25: Article 3.5.1.c. Could we use this for a YMCA?

Answer from PlaceMakers: Absolutely.

Question 26: Article 3.5.4.a. Who is the owner this facility, is it the Developer or the City?

Answer from PlaceMakers: The developer or a separate entity that purchases the parcel is the owner. An Ancora qualifies as a Third Place. The intent is to have a community-gathering place that isn't home or work.

Question 27: Article 3.7.2.b. What are sharrows?

Answer from PlaceMakers: <http://www.livablestreets.com/streetswiki/sharrow>

Question 28: Article 3.7.3.e.ii. Give an example in Fitchburg.



Answer from PlaceMakers: These are very, very urban conditions and are unlikely to occur in Fitchburg. Think City Center Philadelphia, or Boston’s Back Bay.

Question 29: What is the definition of Affordable Housing? Is it by type: single family vs. multi or overall?

Question from PlaceMakers: See definitions. However, it’s an item that is frequently removed. It will need local calibration.

Question 30: Article 3.9.1.a.b. Would you provide a visual example?

Answer from PlaceMakers: See El Paso International Airport illustration of A-grid above.

Question 31: Article 3.9.1h Does this supersede our Historical Preservation Ordinance?

Answer from Chad Emerson (SmartCode legal counsel): The SmartCode will likely not preempt the vast majority of Chapter 29, Historic Preservation Ordinance. However, there are a few provisions of the Historic Ordinance that do need to be synthesized to determine which code governs which issues. Counsel has stated that if the intent is to have Chapter 29 regulation govern an issue because of the structure’s historic designation, then it needs to be expressly stated in the SmartCode to avoid confusion and conflicting regulations.

Question 32: Article 4.1.1 Why not the developer or landowner? What about the market feasibility and economic viability?

Question from PlaceMakers: This is done as a community planning process because the great majority of the time it involves multiple landowners in an infill situation. If a single owner has a large parcel they can proceed with 4.1.5 or 4.1.6.

Question 33: What determines a development area?

Answer from PlaceMakers: Under Article 4, a plan may be initiated by the City or by a particular land owner/developer. There are cases where the owner pays the cost in whole or in part for the preparation of the Regulating Plan even if the Planning Office does the work. It is to the owner’s advantage that the future of the surrounding area is predictable.

Question 34: Article 4.1.4 Why not offer a choice of Euclidean or Infill Regulatory Plan?



Answer from PlaceMakers: That is an option, but not within the new PDD. If a landowner is R-H and wants to redevelop as such, they can. This is just dealing with the new PDD standards.

Question 35: Article 4.2.4 Could the former Ridgewood be a TOD?

Answer from PlaceMakers: That would be possible if Fish Hatchery develops a transit line. Otherwise, it would qualify as a RCD or TND.

Question 36: Article 4.3 Where is there a public hearing in the SmartCode approval process for this?

Answer from PlaceMakers: The charrette, of course, is a multiday public hearing that not only accommodates public comment but integrates it into the works in progress. Proposals that emerge from the charrette will go through the usual public process in order to be adopted.

Question 37: Article 5.1.3b What are standards? What are the sound standards? Visitability standards?

Answer from PlaceMakers: Again, these are modules offered in the template for potential local calibration, In Fitchburg, the only one we'll likely use is Architecture, although that's open for discussion.

Question 38: Article 5.2.2 Please clarify.

Answer from PlaceMakers: This isn't an option in Fitchburg. The intent is to keep historic downtowns intact by not requiring updates that would make buildings impossible to use.

Question 39: Article 5.7.1. Please provide an example. For an industrial/manufacturing building, does this story height allow enough for racking?

Answer from PlaceMakers: This isn't referring to story height. It's referring to Private Frontages. Industrial/manufacturing will likely be covered under the existing code.

Question 40: Article 5.7.2 How was the 440 square feet determined?

Answer from PlaceMakers: As you can see, that's to be calibrated. It's the size of a two-car garage, thus the accessory unit can't be larger than the upstairs of the garage, although it's not required that it's located over a garage. If unit size is unlimited, it becomes very hard to predict the requirements for infrastructure, i.e. water, sewer and schools.



Question 41: Article 5.7.5.g. Why is it raised?

Answer from PlaceMakers: Raising lodging or residential in T5 is done to provide privacy. With a zero setback, privacy is provided by elevation.

Question 42: Article 5.10.5.c. Why is this required?

Answer from PlaceMakers: To keep the streets activated. If entries only occur at the rear, the pedestrian can't get into the store or office.

Question 43: Article 5.11.3d & 5.11.4c Why warrant in T3 and by right in T4?

Answer from PlaceMakers: Frequently we remove this. It's dealing with turf grass and water consumption. The theory is the larger the lot, the less turf they should have because of the high water use. This isn't much of an issue in the Midwest.

Question 44: Article 5.12.2 What about residential subdivision signs or apartment sign or condo buildings?

Answer from PlaceMakers: Apartments and condos don't occur in T3. The majority of neighbors in these types of developments prioritize dark sky over identity.

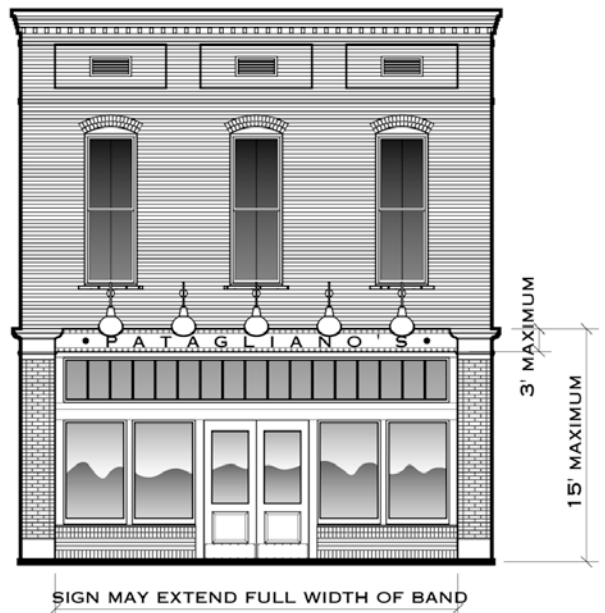
Question 45: Article 5.12.4 Are we reducing the square footage? Please provide a visual example of a blade sign.

Answer from PlaceMakers: This is for a largely residential area. It's permitting a café or coffee shop in a neighborhood to have a sign, when usually you're not permitted to even have a café or a coffee shop. Note the transect zone. See Blade sign images below:



Question 46: Article 5.12.5b Does the sign band run the length of the building?

Answer from PlaceMakers: The sign band may run the length of the building. See images below:





Question 47: Do the circle within Table 2 represent the pedestrian sheds? Please define pedestrian sheds.

Answer from PlaceMakers: Yes. See Definitions. The area is roughly a 5-minute walk or 1,320 feet.

Question 48: Table 3B. What does it mean when the arrows are pointing in both directions? Is this a right/left turn lane?

Answer from PlaceMakers: Yes.

Question 49: Table 5. Will Public Works be okay with multiple styles of lighting?

Answer from PlaceMakers: Yes. They were fine when we met with them. They understand the need for different scales of lighting for vehicles and pedestrians.

Question 50: Table 9.c. Currently, Hatchery Hill Townhouses has some yard in the front, would this be allowed?

Answer from PlaceMakers: Rowhouses don't have to be zero in the front. This is something we can calibrate for local conditions.

Question 51: Table 9 e Is this category for clean manufacturing and light industrial?

Answer from PlaceMakers: Those are likely a. Edgeyard, if they don't use the existing zoning.

Question 52: Table 10 and 11 T2/T3d Retail/ Restricted Retail Why would you limit the number of food service seats? Example: Ancora and Starbucks wouldn't be allowed?

Answer from PlaceMakers: Because these transect zones are Agriculture and Sub-urban. It's all about there being an appropriate place for everything. If we don't limit the retail in large-lot single-family, the developer will have a very difficult time marketing the lots.

Question 53: Table 10 and 11 Please clarify how restaurant parking is calculated? Example of the shared parking factor.

Answer from PlaceMakers: In T5, where retail is most often found, a restaurant would calculate its parking under Retail, so the basic requirement is 3.0 spaces per 1,000 s.f. of area. These spaces may be on site + on the street directly in front of the space. Additionally if they are in a mixed-use block they may reduce the amount by a factor of 1.2 if sharing with residential or 1.4 if sharing with office. See Parking Calculation discussion on page 20.



Question 54: Table 12b Lodging: Why are no room limit hotels not allowed in T3 and T4?

Answer from PlaceMakers: These uses aren't compatible with dominantly residential areas. Do you allow hotels in R-L or R-M? It's the same sort of combination of use.

Question 55: Table 12d Why aren't retail buildings allowed in T3?

Answer from PlaceMakers: See 54. This issue here is to protect T3's integrity as vigorously as we protect T5's diversity. The majority of commercial activity occurs in T5, with T4 being transitional and T3 being very sub-urban.

Question 56: Table 12d Are bowling centers, brew pubs and nightclubs included within establishments that serve liquor?

Answer from PlaceMakers: Yes.

Question 57: Table 12f Why aren't labs allowed in other transects like T3, T4 and T5?

Answer from PlaceMakers: Largely for the same reason Industrial isn't allowed with residential under the current code. There is an issue of very large floor plates, parking fields, and the need of truck deliveries that aren't possible to accommodate in a walkable, mixed use neighborhood. Thus they are provided for under Special Districts or the existing zoning.

Question 58: Table 12f Other Automotive: Why are C-stores, not permitted in T3 or T4?

Answer from PlaceMakers: Are they currently allowed in R-L and R-M? There is the possibility of including them in T4, but it's largely about the configuration or the form. If they take the form of a corner store, they can be used. As you can see in the images here, the same brand, selling the same product can be welcome or unwelcome in a neighborhood, based solely on the form:



Convenience Store:



Corner Store:



Question 59: Table 12f Other Automotive: Why not included in T3 or T4? Examples: Drive thru banks, coffee shops, dry cleaners, etc.

Answer from PlaceMakers: See 58. It's all about what works with residential, particularly large-lot single-family. See potential T4 solutions under Chamber Question #10. This will need to be calibrated for Fitchburg.

Question 60: Table 13cd. Could we have a splash park in that location?

Answer from PlaceMakers: Definitely.

Question 61: Table 15B How do we balance lot coverage and storm water objectives?

Answer from PlaceMakers: Frequently we'll do it based on the neighborhood or the block rather than parcel-by- parcel.

Question 62: How does the net site area calculation compare with our current code?

Answer from PlaceMakers: It's hard to compare because the PDD is all about negotiation. Defer to Staff.

Attachment: Shared Parking/Parking Calculations:

Recent Smart Growth polices have addressed the issues of the destruction of urbanity with excessive surface parking in the last few years. An equally important issue is the expense parking contributes to housing, especially in these times when affordability is critical. Euclidian zoning ordinances specify parking minimums that ensure adequate parking on the few peak days of the year, resulting in cities having more parking spaces than they would if the matter was left up to free market. Fortunately, some reform is being pursued worldwide, for example Great Britain enacted the Planning Policy Guidance 13: Transport, in March of 2001. It states "Local authorities should....not require developers to provide more spaces than they themselves wish...." Since it's understood development is based upon financial viability, many cities remove parking requirements for their downtowns entirely.

The requirements for parking in the SmartCode are based upon use but allow for parking reductions relative to the site's degree of urbanity. The lowest requirements are in town center areas because of the opportunities to park once for multiple destinations as well as the ability to live, work and shop in the same area with possible transit connectivity. In T5 the code calls for 1 space per unit of residential, 2 spaces per 1,000 square feet of office, and 3 spaces per 1,000 square feet of retail. Additionally commercial spaces under 1,500 square feet are exempt from parking requirements. Finally, for town center locations, parking may be counted as the sum of the spaces provided on-site, along the parking lane corresponding to the lot frontage, and by purchase or lease within ¼ mile of the site. There is also a parking reduction factor for mixed use that comes into play both for mixed use within a building and even within a block. This provides for a specific reduction for live/work units.

So in the case of T5 live/work units, they would be calculated by providing 1 space per unit for the residential. If they have a commercial area of 1,000 square feet per unit, they qualify for the parking exemption for the commercial and the total requirement for each live/work would be 1 space per unit.

There are a number of other Smart Growth ordinances that give similar results. For example the American Planning Association has a model live/work ordinance that has the following requirements: For a live/work unit of less than 2,500 square feet, one parking space is required for each unit. If the unit is larger than 2,500 square feet, parking is based upon the parking standard for the non-residential use only; the residential use is eliminated from the requirements. A number of implemented ordinances are even more lenient. For example Lawrence, MA only requires one on-site space per live/work, with no additional for retail and office, and Riverside, CA requires the standard City parking for the residential and none for the retail. It is assumed the retail parking will be accommodated by public on-street spaces.