

Now Presenting: The Results of a Week of Collaboration

Feb 12, 2010

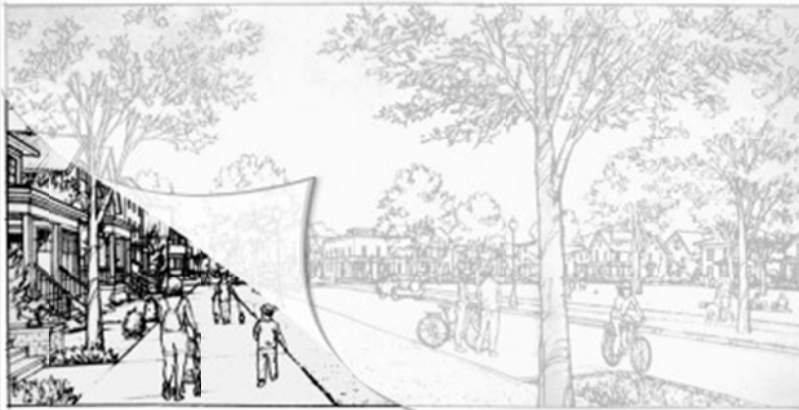
Just like the song: Tonight's the night.

After a week of sorting through ideas and testing them in collaboration with Fitchburg citizens, the **PlaceMakers project team** presents key components tonight of zoning approach that will add alternative options to future development and redevelopment.

The principal approach missing from the current choices of car-centric suburban, rural, and industrial/office park development is one that enables mixed-use, pedestrian-friendly neighborhoods like those found in the most popular sections of Madison and other historic cities. So much of the Friday night presentation will show ways in which property owners and developers can use the tools of a **SmartCode** to achieve those kinds of neighborhoods.

Here's how we got to where we are: Monday through Wednesday, the team toured Fitchburg and listened to citizens talk about their hopes and concerns in topic-focused meetings. You can see how the meetings were organized under the **Schedule**. And you can follow the progress of the week in our front-page posts arranged chronologically below this one.

On Wednesday night, the team posted ideas in a "**pin-up**" and invited citizens to critique work in progress. And on Thursday, designers and planners began refining the work that will be shown in the Friday presentation.



Completed renderings and illustrations will be unveiled to help residents visualize the character of development typical to SmartCode applications.

What will citizens see tonight?

Project manager Susan Henderson will present the basic whys and hows of a code customized for Fitchburg.

PlaceMakers designers have been working with four local developers, using their property as demonstration projects

to illustrate how the new code might look in real places. Attendees will also get a look at suggestions for a way to handle rural residential clusters in land now designated exclusively for agricultural use. The approach could allow farmers to realize some revenue from development rights without altering the character of the rural landscape and without threatening the productive capability of Fitchburg's rich agricultural assets.

So come on out tonight at 6:00pm and see what the week's work produced. If you can't attend in person, we'll publish the presentation and report on the event in these Web pages on Saturday.