1. Agenda

   Documents: AGR_20150421_AG.PDF

2. Complete Packet

   Documents: AGR_20150421_PK.PDF

CITY OF FITCHBURG
Planning Department

5520 Lacy Road
Fitchburg, WI 53711-5318

*Phone: (608) 270-4256 ■ Fax: (608) 270-4275*

www.fitchburgwi.gov

AGENDA
Agriculture and Rural Affairs Committee
Tuesday, April 21, 2015
4:00 p.m.
Meeting Room

NOTICE IS HEREBY GIVEN that there will be a meeting of the Fitchburg Agriculture and Rural Affairs Committee at ***4:00 p.m. in the Meeting Room*** at City Hall, 5520 Lacy Road to consider and act on the following:

*(Note: Full coverage of this meeting is available through FACTv and Streaming Video, accessible on the city web site at http://www.fitchburgwi.gov/677/Government-Channel)*

1. Call to Order and Approval of Minutes
2. Public Appearances – Non-agenda Items
3. Planning for Fitchburg Agriculture Past and Present Bike Tour
4. City of Fitchburg Comprehensive Agriculture Plan Work Session
5. Staff Report
6. Announcements
    a. Next Meeting Date
7. Adjournment

*Note: It is possible that members of and possible a quorum of members of other government bodies of the municipality may be in attendance at the above stated meeting to gather information. No action will be taken by any governmental body at the above stated meeting other than the governmental body specifically referred to above in this notice. Please note that, upon reasonable notice, efforts will be made to accommodate the needs of disabled individuals through appropriate aids and services. For additional information or to request this service, contact Fitchburg City Hall, 5520 Lacy Road, Fitchburg WI 53711, (608) 270-4200.*

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**DRAFT MINUTES**


CITY OF FITCHBURG

Planning Department

5520 Lacy Road
Fitchburg, WI 53711-5318

Phone: (608) 270-4256 ■ Fax: (608) 270-4275

www.fitchburgwi.gov


# MINUTES

Agriculture and Rural Affairs Committee
Tuesday, March 24, 2015

Members Present: Becky Baumbach, Roger Cohee, Marc Jones, Tom O'Brien, and George Vroman (Excused absences: Ed Kinney and Bill Horns)

Staff Present: Wade Thompson – Resource/Project Planner

## 1. Call to Order and Approval of Minutes

Vice Chair Roger Cohee called the meeting to order at 4:02 p.m.

Motion by Tom O'Brien, second by Becky Baumbach, to approve the minutes of February 17, 2015, carried unanimously.

Vice Chair Cohee proposed flipping Items 3 and 4, as identified on the agenda, in order. Motion by O'Brien, second by Baumbach, carried unanimously.

## 2. Public Appearances – Non-agenda items

None.

## 3. Planning for Fitchburg Agriculture Past and Present Bike Tour

The Committee agreed to hold the bike tour again this year and directed Wade Thompson to begin planning for the tour on Saturday, May 16.

(Items 3 and 4, as identified on the agenda, were flipped in order.)

## 4. City of Fitchburg Comprehensive Agriculture Plan Work Session

The Committee reviewed agriculture types, and plan background, purpose and intent, process, structure and content, draft vision statement, and initial feedback from various City officials, as provided by Thompson. George Vroman stated that he thought it should be clear that the plan should provide agricultural opportunities for City agricultural landowners, and that as the plan is developed and implemented, cooperation should be sought with these landowners as well.

The Committee made minor text changes to the background and intent and purpose sections. Thompson explained the link between plan data/identification of existing conditions, plan issues, and plan goals, objectives, and policies.

The Committee discussed the draft vision statement in more detail, with discussion centering on potentially making the statement more concise and succinct. Vroman stated that continued

support of large agricultural producers should be identified in the plan. O'Brien identified the large size of machinery as an impediment to large scale producers farming smaller parcels, which provides opportunity for other farmers to farm smaller parcels not accessible by said equipment. The Committee also agreed to discuss various agriculture themes and issues and then come back and revisit the draft vision statement.

Thompson also introduced some major City agriculture issues or themes, including market demands, costs (land and operational), support services and infrastructure, urban/suburban development, generational (who are the next generation of farmers?), environmental, and other.

The Committee discussed the issue of market demand, including the current demand for regional local food production. Thompson stated that various regional research indicates that the supply of local food production is not meeting the demand, and that there is a new generation of potential farmers interested in producing food for local markets, but are inhibited for various reasons including land costs, availability, etc. The Committee identified trust, labor costs, lack of processing facilities, and risk as potential factors that inhibit local food production in the City. Jones stated that he thought the demand for local food production would continue in to the foreseeable future, and that community supported agriculture (CSA) entities offer some risk protection for local food producers. Jones also stated that the Oakhill Correctional Institute, in the City's southeast portion, has a program that trains inmates in basic agricultural practices.

The Committee agreed to continue the Agriculture Plan Work Session at the next Committee meeting.

**5. Staff Report**

None.

**7. Announcements**.

**a. Next Meeting Date**

The next meeting was scheduled for April 20, 2015 at 4:00 p.m.

**8. Adjournment**

Motion by O'Brien, second by Cohee, to adjourn at 5:39 p.m., carried unanimously.

Submitted by: Wade Thompson, Resource/Project Planner

Approved:

# *FITCHBURG AGRICULTURE PAST AND PRESENT BIKE TOUR*

**DO YOU ENJOY RIDING YOUR BIKE ON THE BADGER STATE TRAIL?**

**EVER WONDERED ABOUT FITCHBURG'S HISTORY OR WHAT HAPPENS ON THE LAND SURROUNDING THE TRAIL?**

**DOES THE THOUGHT OF ICE CREAM ON A WARM SPRING DAY MAKE YOUR MOUTH WATER?**

If so, the ***FITCHBURG AGRICULTURE PAST AND PRESENT BIKE TOUR*** is for you.
Get some exercise, learn about historic and present-day agriculture in Fitchburg, and enjoy some ice cream.

**WHEN: 10:00 a.m., Saturday, May 16.**
**WHERE: Meet at the intersection of Marketplace Drive and the Badger State Trail in Fitchburg at 9:45 a.m.**

**(Off-street parking available at 2908 Marketplace Drive – Rain date: 10:00 a.m., Sunday, May 17)**

**TO SIGN UP FOR THE TOUR, OR IF YOU NEED FURTHER INFORMATION, CONTACT:**
**608.270.4285 OR tony.king@fitchburgwi.gov, OR see www.fitchburgwi.gov (City News).**

## Details

**Time**: 10:00 a.m., Saturday, May 16
**Beginning and Ending Location**: Marketplace Drive and Badger State Trail, City of Fitchburg
**Length**: Approximately 2 - 2.5 hours
**Distance**: Approximately 7 miles
**Appropriate Ages:** All ages (Bikers 8 years old and up)

## Itinerary (See Map on Next Page)

1. **Mile 0.0:** Leave Marketplace Drive
2. **Mile 0.5:** Stoner Prairie, McKenna Barn, and Old Cheese Factory
3. **Mile 1.8:** Vroman Farmstead, Stoner Schoolhouse, and Old Lead Trail/Mine
4. **Mile 3.5:** Old Fitchburg and Horse Farms – Break
5. **Mile 5.0:** Community Gardens and Eplegaarden
6. **Mile 5.7:** Productive Agricultural Soils
7. **Mile 6.3:** Stoner Prairie Dairy
8. **Mile 7.0**: Arrive Marketplace Drive – ICE CREAM!!!

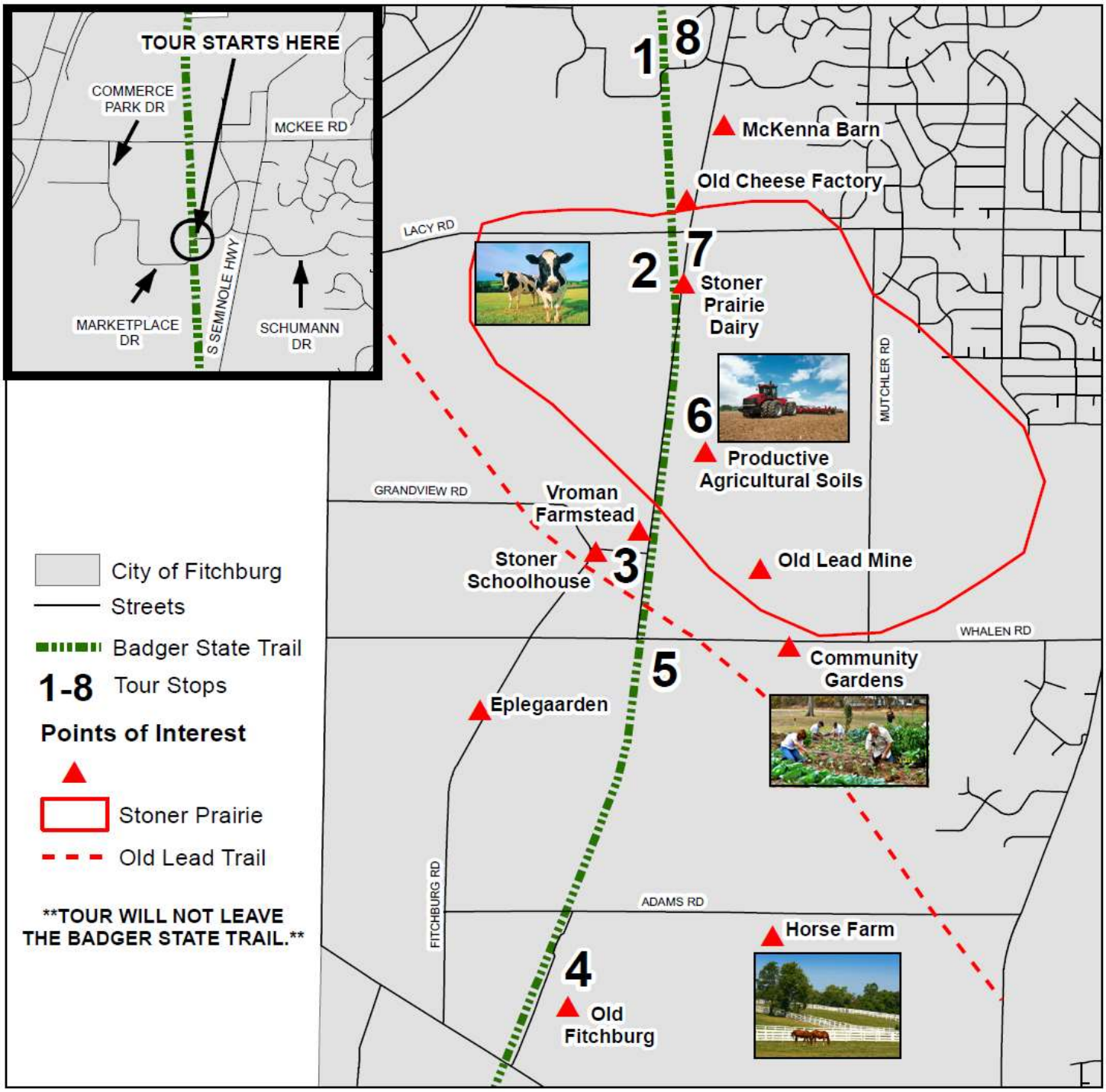
**Sponsor**

THE CITY OF Fitchburg
AG & RURAL AFFAIRS

**Partner**

FITCHBURG
DQ

****Bike helmets and drinking water recommended.****
****Bike trail passes ($4) required for bikers 16 years and older (Purchase in advance or the day of the tour).****
**** Restroom facilities will not be available on the tour.****




# Fitchburg
# Agriculture Past and Present Bike Tour

## Badger State Trail

N

0 0.25 0.5 1 Miles

CREATED BY: PLANNING & ZONING DEPARTMENT 04/2015
SOURCE: PLANNING & ZONING DEPARTMENT AND DANE COUNTY LIO

THE CITY OF Fitchburg PLANNING & ZONING

# *City of Fitchburg Agriculture Plan: 2014 - 2024*

## *Towards Preserving Resources And Sustaining and Enhancing Communities and Economies*

**Prepared by:**

**City of Fitchburg**
**Planning and Zoning Department**

**DRAFT: 12-30-2014**

The *City of Fitchburg Agriculture Plan: 2014 – 2024: Towards Preserving Resources and Sustaining and Enhancing Communities and Economies* was prepared by the City of Fitchburg Planning and Zoning Department, with guidance and oversight provided by the following:

## City of Fitchburg Agriculture and Rural Affairs Committee

**Ed Kinney** – Chair
**Roger Cohee** - Vice Chair

**Becky Baumbach**
**Bill Horns**
**Marc Jones**
**Tom O'Brien**
**George Vroman**

## City of Fitchburg Plan Commission

**Carol Poole** – Chair

**Jim Anderson**
**Becky Baumbach**
**Kathi Kilgore**
**Ed Kinney**
**Tony McGrath**
**Rachel Lee**

## City of Fitchburg Common Council

**Shawn Pfaff** – Mayor
**Richard Bloomquist** - Chair

**Steve Arnold**
**Becky Baumbach**
**Dan Carpenter**
**Jason Gonzalez**
**Dorothy Krause**
**Carol Poole**
**Patrick Stern**

The City of Fitchburg Planning and Zoning Department gratefully acknowledge and thank the aforementioned, as well as all other participating stakeholders, including elected/appointed officials, City residents, and all other interested parties, for their time and effort in development of the *City of Fitchburg Agriculture Plan: 2014 – 2024*.

## City of Fitchburg Planning and Zoning Department

Tom Hovel – City Planner/Zoning Administrator
Wade Thompson – Resource/Project Planner
Susan Badtke – Community Planner
Anna Brown - Intern

# *City of Fitchburg Agriculture Plan: 2014 - 2024*

## *Towards Preserving Resources And Sustaining and Enhancing Communities and Economies*

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## SECTION I – *PLAN* EXECUTIVE SUMMARY


I. *Plan* Intent and Purpose.....
II. *Plan* Development Process.....


## SECTION II – *PLAN* INTRODUCTION AND OVERVIEW


I. *Plan* Intent, Purpose, and Use .....
II. *Plan* Structure and Content .....
III. *Plan* Development Process.....
IV. *Plan* Future Directions .....


## SECTION III - A CITY PROFILE


I. Geography and History .....
II. Agriculture Community, Economy, and Resources .....
III. Growth and Development.....
IV. Agriculture Issues .....


## SECTION IV – *PLAN* IMPLEMENTATION


I. Implementation Planning .....
II. *Plan* Implementation Inventory .....


## SECTION V – *PLAN* GOALS, OBJECTIVES, POLICIES, TIMELINES, AND INDICATORS


I. Goal, Objective, Policy, Timeline, and Indicator Development .....
II. *Plan* Goals, Objectives, Policies, Timelines, and Indicators.....


## SECTION VI – APPENDICES


I. Appendix A: Adoption Resolution (#_____, 2014).....

## List of Maps

Map 1a and b: City of Fitchburg: Location and Vicinity .....

Map 2: City of Fitchburg: Agriculture Community, Economy, and Resources: 2014.....

Map 3: City of Fitchburg: Existing Land Use: 2014 .....

Map 4: City of Fitchburg: Future Land use: 2014.....

## List of Abbreviations

ACE – Agriculture Community and Enterprise

AEA – Wisconsin Department of Agriculture, Trade, and Consumer Protection Agricultural Enterprise Area

COCS – Cost of Community Studies

Committee – City of Fitchburg Agriculture and Rural Affairs Committee

Council – City of Fitchburg Common Council

DATCP – Wisconsin Department of Agriculture, Trade, and Consumer Protection

DNR – Wisconsin Department of Natural Resources

DOT – Wisconsin Department of Transportation

EPA – United States Environmental Protection Agency

FEMA – United States Federal Emergency Management Agency

FRPP – United States Farm and Ranchland Protection Program

FSA – United States Farm Service Agency

FUDA – City of Fitchburg Future Urban Development Area

HIA – Nine Springs Health Impact Assessment

HUD – United States Housing and Urban Development Agency

NRCS – United States Natural Resources Conservation Service

PAL – City of Fitchburg Protected Agricultural Lands

PAS – City of Fitchburg Priority Agricultural Soils

POWTS – Private Onsite Wastewater Treatment System

RRDC – City of Fitchburg Rural Residential Development Criteria

RC – City of Fitchburg Rural Cluster Zoning District

SSS – City of Fitchburg Soil Suitability Score

USDA – United States Department of Agriculture

USFW – United States Fish and Wildlife Service

# SECTION I -

# *PLAN* EXECUTIVE SUMMARY

# SECTION I – *PLAN* EXECUTIVE SUMMARY

## I. *Plan* Intent and Purpose

Agriculture is vital to the identity, and economic and ecosystem health, of the City of Fitchburg. Preserving the City's agricultural resources and sustaining and enhancing its agricultural community and economy ensures:

- The agricultural and agriculture-related industry will remain a vital component of the City's economy providing goods, services, and jobs;
- A healthier ecosystem in the City, providing for cleaner air and water, and sustaining valuable and unique plant and animal populations and their habitat;
- The City maintains and enhances its unique identity, continuing to create "places" out of "spaces";
- Opportunities for cooperation between the City and other local government units and non-profit organizations, advancing a regional agriculture vision for the benefit of all City residents;
- A stable, vibrant, and diverse City;

The City of Fitchburg is a growth community as Figures 18 and 20 in **Section III – A City of Fitchburg Profile** herein indicate approximately 10,000 new City residents and approximately 1,100 acres of agricultural land converted to other uses in the City from 2010 to 2029. Additionally, the City's geography, including proximity to various growing urban areas such as the Cities of Madison and Milwaukee, Wisconsin and Chicago, Illinois, has and will continue to contribute to growth.

Responsible growth and development, with agriculture serving as an integral component, is similarly vital to the City of Fitchburg. To ensure responsible growth and development, the City must be cognizant of ensuring the future sustainability of both its urban and rural sectors. This *Plan* serves as one of many guides in which to proceed towards this goal, focusing on preserving the City's agricultural resources and sustaining and enhancing its agricultural community and economy as a means to achieve this end.

This *Plan's* intent and purpose is to:

- Provide a holistic and integrated approach to agricultural planning and development, including promoting coordinated and consistent agricultural resources preservation and agricultural community and economy development activities in the City of Fitchburg, and to serve as _____ of the *City's Comprehensive Plan,* conforming to and consistent with that plan;
- Inventory and analyze existing, historical, and future conditions in the City of Fitchburg, and identify City agricultural resources preservation and agricultural community and economy development issues;
- State goals (including City of Fitchburg Agriculture Vision Statement), objectives, and policies to guide City agricultural resources preservation and agricultural community and economy development over a 10-year period, from 2014 to 2024, and identify tools, timelines, and indicators to implement policies and achieve goals and objectives;

## II. *Plan* Development Process

Agriculture is a vital component of the City of Fitchburg's history, identity, and economy, with approximately half the City's land base (11,000+ acres) in agricultural use. The City's Comprehensive Plan Future Land Use Plan Map (Figure 4-10 therein) has designated much of this land for agricultural use for the foreseeable future.

The City's Agriculture and Rural Affairs Committee (Committee), comprised of one City Alder and six other appointed individuals, oversees various agricultural issues in the City as well as other issues affecting the City's rural areas and its residents, including:

- Small-scale local food production and community gardens;
- Large-scale agricultural production;
- Agricultural land and resource preservation;
- Agricultural tourism and promotion;
- Responsible rural residential development;

Given the large agricultural land base in the City, and the importance of agriculture to the City's history, identity, and economy, the Committee proposed development of this *Plan* to provide a holistic and integrated approach to agriculture planning and development in the City.

This *Plan* was developed by the Committee over approximately ____ months (_____, 2014 to _____, 2014). The Committee formulated and reviewed *Plan* drafts and recommended a final draft *Plan* to the City's Plan Commission and Common Council for their review and approval, and adoption by said Council. The Committee met _____ times during the *Plan* development process.

Before the Committee recommended a draft *Plan* for review and approval to the City's Plan Commission and Common Council, the draft was presented for review and comment at a public open house. The Committee then recommended approval of the *Plan* to the Plan Commission and Common Council. The draft *Plan* was then reviewed by the Plan Commission, with the Commission recommending the draft *Plan* for approval to the City's Common Council. The draft *Plan* was then reviewed by the Common Council and presented for review and comment at a public hearing. The Common Council adopted the *Plan* through the Adoption Resolution (#_____, _____, 2014), finding the *Plan* consistent with City's Comprehensive Plan. All stakeholders, including elected/appointed City officials, City residents, and all other interested parties, were encouraged to attend and provide input at all *Plan* meetings and hearings.

*Plan* implementation will be coordinated by the City's Planning and Zoning Department, with oversight provided by the Committee. This *Plan* will be updated and re-adopted by the Common Council a minimum of every ten years, with the initial update and re-adoption to take place in 2024, in conjunction with an update to the City's Farmland Preservation Plan. (The City's Farmland Preservation Plan, as certified by the Wisconsin Department of Agriculture, Trade, and Consumer Protection, ensures that qualifying agricultural landowners in the City are eligible for the State of Wisconsin Farmland Preservation Tax Credit. The City's Farmland Preservation Plan shall be incorporated into this *Plan*.). This update and re-adoption ensures this *Plan* will continue to reflect the most accurate and current information, data, and City agriculture goals, objectives, and policies.

# SECTION II –

# *PLAN* INTRODUCTION AND OVERVIEW

# SECTION II – *PLAN* INTRODUCTION AND OVERVIEW

## I. *Plan* Intent, Purpose, and Use

This *Plan's* intent and purpose is to:

- Provide a holistic and integrated approach to agricultural planning and development, including promoting coordinated and consistent agricultural resources preservation and agricultural community and economy development activities in the City of Fitchburg, and to serve as ____ of the *City's Comprehensive Plan,* conforming to and consistent with that plan;

- Inventory and analyze existing, historical, and future conditions in the City of Fitchburg, and identify City agricultural resources preservation and agricultural community and economy development issues;

- State goals (including City of Fitchburg Agriculture Vision Statement), objectives, and policies to guide City agricultural resources preservation and agricultural community and economy development over a 10-year period, from 2014 to 2024, and identify tools, timelines, and indicators to implement policies and achieve goals and objectives;

This *Plan* is to be utilized:

- As a policy document, providing clear and consistent direction in which to specifically guide the City's agricultural resources preservation and agricultural community and economy development activities from 2014 to 2024;

- As a visionary document, providing clear and consistent direction in which to broadly guide the City's agricultural resources preservation and agricultural community and economy development activities from 2014 to 2024;

## II. *Plan* Structure and Content

This *Plan* contains six Sections as follows:

- *Section I – Plan Executive Summary*
  This Section provides a summary of the *Plan*.

- *Section II – Plan Introduction and Overview*
  This Section provides an introduction to and overview of the *Plan*, including *Plan* Purpose, Intent, and Use, Structure and Content, Development Process, and Future Directions.

- *Section III – A City of Fitchburg Profile*
  This Section provides a profile of existing, historical, and future conditions in the City of Fitchburg utilizing the following as profile categories:

  - Geography and History
  - Agriculture Community, Economy, and Resources
  - Growth and Development

  Analysis of this information allowed for formulation of City agriculture issues, also stated in this Section. Agriculture issues provide an answer to the question, "What are we planning for?". The agriculture issues presented in this Section were analyzed to develop

this *Plan's* goals, objectives, and policies, and policy timelines and indicators, as stated in **Section V – Goals, Objectives, Policies, Timelines, and Indicators**.

- *Section IV – Plan Implementation*
  This Section provides information on *Plan* implementation including an inventory of *Plan* policy tools, the means by which the *Plan's* policies will be implemented so as to ultimately achieve its goals and objectives. This Section groups *Plan* policy tools into three categories:

  - Existing Government Agencies/Departments, Programs, and Plans
  - Existing Government Regulations
  - Existing or Potential Government and Non-Government Partnerships

  This Section also provides information on policy timelines and indicators. Policy timelines delineate a specified time period in which a policy should be implemented, providing for an objective evaluation of *Plan* implementation. Policy indicators gauge progress towards policy implementation and achievement of goals and objectives.

- *Section V – Plan Goals, Objectives, Policies, Timelines, and Indicators*
  This Section states this *Plan's* goals (including City of Fitchburg Agriculture Vision Statement), objectives, and polices, along with corresponding policy timelines and indicators. Goals, objectives, policies, timelines, and indicators provide this *Plan* with its ultimate worth. This *Plan's* goals are ideas and values in the public interest that provide an end in which to direct the planning process. This *Plan's* objectives are more specific, providing detailed direction towards achievement of goals. This *Plan's* policies consist of rules or courses of action utilized to ensure *Plan* implementation and achievement of goals and objectives. As previously state, this *Plan's* timelines delineate a specified time period in which a policy should be implemented, providing for an objective evaluation of *Plan* implementation, whereas indicators gauge progress towards policy implementation and achievement of goals and objectives.

  It is important to note that all policy timelines and indicators presented herein are intended to serve as a guide, providing only an indication of progress towards, and possible future date of, policy implementation. These timelines and indicators cannot account for the myriad of future factors, including but not limited to additional workload, resource limitations, new and unforeseen issues, opportunities, trends, and concepts, and political and public sentiment, that will affect implementation of this *Plan's* policies.

  This *Plan's* goals, objectives, policies, and policy timelines and indicators were formulated to address the agriculture issues presented in **Section III – A City Profile** of this *Plan*.

- *Section VI – Appendices*
  This Section contains appendices to this *Plan,* including:

  - Appendix A: Adoption Resolution (#_____, 2014)

## III. *Plan* Development Process

Agriculture is a vital component of the City of Fitchburg's history, identity, and economy, with approximately half the City's land base (11,000+ acres) in agricultural use. The City's Comprehensive Plan Future Land Use Plan Map (Figure 4-10 therein) has designated much of this land for agricultural use for the foreseeable future.

The City's Agriculture and Rural Affairs Committee (Committee), comprised of one City Alder and six other appointed individuals, oversees various agricultural issues in the City as well as other issues affecting the City's rural areas and its residents, including:

- Small-scale local food production and community gardens
- Large-scale agricultural production
- Agricultural land preservation
- Agricultural tourism and promotion
- Responsible rural residential development

Given the large agricultural land base in the City, and the importance of agriculture to the City's history, identity, and economy, the Committee proposed development of this *Plan* to provide a holistic and integrated approach to agriculture planning and development in the City.

The Committee recognized that the quality and value of any plan is dependent on the input gathered throughout the plan development process. As this *Plan* is a blueprint for preservation of the City's agricultural resources and development of the City's agricultural community and economy, it is essential that the opinions of all stakeholders were voiced throughout the *Plan* development process and subsequently formulated in this *Plan*. Major components of the *Plan* development process are identified as follows:

- *Landowner Input and Involvement*

  **INSERT**

- *Committee Meetings/Workshops*
  Committees add to the productivity of the plan development process by offering an efficient method of ensuring a wide range of stakeholder and expert input and review, ultimately assuring the formulated plan reflects the desires of a broad and diverse constituency. Public meetings/workshops offer stakeholders an opportunity to review and comment on a plan in its formative stages, ultimately shaping the plan's content and structure.

  This *Plan* was developed by the Committee over approximately ____ months (_____, 2014 to _____, 2014). The Committee formulated and reviewed *Plan* drafts and recommended a final draft *Plan* to the City's Plan Commission and Common Council for their review and approval, and adoption by said Council. The Committee met _____ times during the *Plan* development process. The general public was invited and encouraged to attend all Committee meetings/workshops.

- *Open Houses*
  Open Houses are another method in which to educate the public, ensuring stakeholder input during the plan development process. The Committee held a *Plan* Open House (_____, 2014) at which the *Plan* draft and status was presented for public review and comment.

Before the Committee recommended a draft *Plan* for review and approval to the City's Plan Commission and Common Council, the draft was presented for review and comment at a public open house. The Committee then recommended approval of the *Plan* to the Plan Commission and Common Council. The draft *Plan* was then reviewed by the Plan Commission, with the

Commission recommending the draft *Plan* for approval to the City's Common Council. The draft *Plan* was then reviewed by the Common Council and presented for review and comment at a public hearing. The Common Council adopted the *Plan* through the Adoption Resolution (#_____, _____, 2014), finding the *Plan* consistent with City's Comprehensive Plan. All stakeholders, including elected/appointed City officials, City residents, and all other interested parties, were encouraged to attend and provide input at all *Plan* meetings and hearings.

## IV. *Plan* Future Directions

*Plan* implementation will be coordinated by the City's Planning and Zoning Department, with oversight provided by the Committee. This *Plan* will be updated and re-adopted by the Common Council a minimum of every ten years, with the initial update and re-adoption to take place in 2024, in conjunction with an update to the City's Farmland Preservation Plan. (The City's Farmland Preservation Plan, as certified by the Wisconsin Department of Agriculture, Trade, and Consumer Protection, ensures that qualifying agricultural landowners in the City are eligible for the State of Wisconsin Farmland Preservation Tax Credit. The City's Farmland Preservation Plan shall be incorporated into this *Plan*.) This update and re-adoption ensures this *Plan* will continue to reflect the most accurate and current information, data, and City agriculture goals, objectives, and policies.

# SECTION III –

# A CITY PROFILE

# SECTION III - A CITY PROFILE

## I. Geography and History

This part of the *Plan* contains information on the City's geography and history.

### *Geography*

The City is located in southern Dane County, approximately equidistant from Lake Michigan and the Mississippi River. The City covers approximately 36 square miles, with the northern half of the City consisting of urban/suburban land uses, including low, medium, and high-density residential, commercial, industrial, and park/open space land uses serviced by City sewer and water, with the southern half of the City consisting of rural land uses, including low-density residential development, agricultural, and open space. The City's population in 2010 was 25,260.

The City is surrounded by vibrant rural communities and burgeoning urban areas. The City is bordered to the north by the Town of Madison and the rapidly growing Wisconsin State capital, the City of Madison, with a population of over 233,000 people in 2010, to the west by the Town of Verona, to the east by the Towns of Dunn and Blooming Grove, and to the south by the Town and Village of Oregon. Similarly, the City of Verona lies approximately one mile west of the City. Wisconsin's largest city, Milwaukee, with a metropolitan area containing over 1,750,000 inhabitants in 2010, lies approximately 80 miles east of the City and Rockford, Illinois' third largest city with a population of over 152,000 residents in 2010 is 60 miles south of the City. Additionally, Chicago, Illinois, the country's third largest metropolitan area with a population of over 9.8 million inhabitants, is 110 miles to the City's southeast.

The City is connected to these urban areas and other regional, State, and national locations by an extensive road, rail, and bike/pedestrian trail network. Major roads in the City include U.S. Highways 14 and 151 (Verona Road), and County Highways D (Fish Hatchery Road) and PD (McKee Road). Similarly, U.S. Highway 12/18 (Beltline) lies less than one mile north of the City and U.S. Interstate 90/39 lies approximately 3.5 miles east of the City. The Wisconsin Southern Railroad owns a rail line, utilized by Wisconsin Southern, dissecting the City from north to south in the eastern portion of the City. This rail line has its southern terminus in the Village of Oregon, at the City's southern border, and its northern terminus at _____. Major components of the City's bike/pedestrian trail network include the Capital City Trail and the Military Ridge State Trail, running east to west across the northern portion of the City, and the Badger State Trail running north to south in the western portion of the City. These trails all intersect in the City just east of Verona Road and north of McKee Road. All of the aforementioned trails are owned and managed by the Wisconsin Department of Natural Resources.

The City's physical geography is varied. The City's urban/suburban areas are home to diverse and unique commercial and industrial sectors, historic and cultural attractions, natural resources, and public and residential areas. The City's rural areas are home to a wide variety of natural resources, historic and cultural attractions, and public and residential areas as well, with the City's rural land base and its rich soils predominately utilized for agriculture. As the City's urban area businesses and industries drive economic growth, so too does the City's rural agriculture production, providing diversification and balance. Various crops are cultivated in the City's rural areas, prominent crops include corn and soybeans. Milk cattle are predominant livestock types reared in the County.

According to America 2050 (a national coalition of regional planners, scholars, and policy-makers interested in developing a framework for the nation's future growth), the City is part of the Great Lakes megaregion, one of 10 such regions throughout the United States. Megaregions are large geographical areas encompassing multiple states and metropolitan areas linked by common transportation systems and containing integrated economic systems and shared natural resources and ecosystems. According to America 2050, most of the nation's population and economic growth is expected to occur within these megaregions. Megaregions are

defined by relationships based on common interests, which in turn provides a basis for policy decisions. According to America 2050, the five major relationship categories that define megaregions are:

- Environmental systems and topography
- Infrastructure systems
- Economic linkages
- Settlement patterns and land use
- Shared culture and history

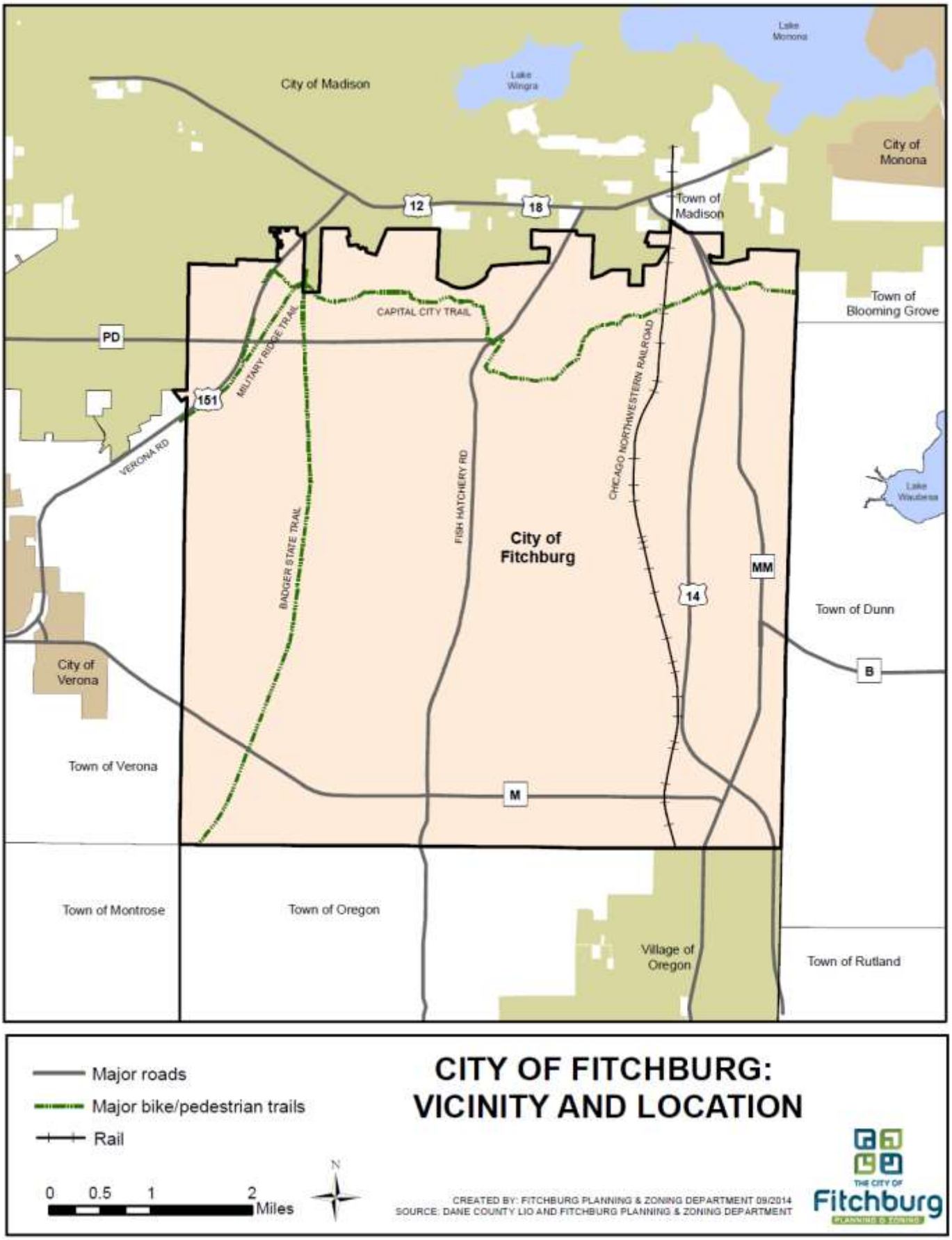
The Great Lakes megaregion contained a population of 55,525,296 in 2010, 18% of the United States population, with a population of 71,263,185 projected by 2050. The megaregion's GDP in 2005 was $2,072,869,000,000 or 17% of the nation's total.

Map 1a and b identifies the City's vicinity and location, including the Great Lakes megaregion.

**Map 1a and b: City of Fitchburg:**
**Vicinity and Location**

*Source: Regional Plan Association - 2008*

INSERT PICTURE




*Source: City of Fitchburg Planning and Zoning Department - 2014*

***History***

The City has a rich history. The archeological record of the area known as the "Four Lakes", the area around present-day Lakes Mendota, Monona, Waubesa, and Kegonsa, reveals over 12,000 years of nearly continuous habitation prior to the appearance of Europeans immigrants.

The Ho Chunk Native American tribe figured prominently in the history of the "Four Lakes" area and had various settlements throughout Dane County in the early 19th century in close proximity to what is now the City, including one on the ridge between Lake Waubesa and Lake Monona. The Ho-Chunk were hunter/gatherers, taking advantage of the many opportunities for hunting and fishing in the area. As a result of various treaties, all Native American land in Dane County was relinquished to the Federal Government in 1833, with all lands east of the Mississippi River in the State of Wisconsin relinquished in 1837. The Ho-Chunk remained in Dane County in considerable numbers until 1840, but after 1837 they did not inhabit their historical settlements.

In the years prior to Wisconsin Statehood in 1848, the area that is now the City of Fitchburg was part of the Town of Rome, also including parts of the present-day Towns of Oregon and Dunn. Fitchburg separated from the Town of Rome and became the Town of Greenfield in 1847. The name Greenfield was chosen to describe the lush rolling fields around the Town. However, the Town's name was changed to Fitchburg in 1853 as a town in Milwaukee County was also named Greenfield.

John Stoner was the first farmer in what is now the City. Stoner farmed the area near Seminole Highway and Lacy Road (known as Stoner Prairie) in 1837, becoming the third farm in all of Dane County. The first permanent settlers of Fitchburg were the Vroman's, a Dutch family from New York State who arrived in the Madison area in fall of 1836. Brothers Joseph and George were trained as carpenters and came to the area to work on construction of the State Capitol building, settling on approximately 300 acres in Stoner Prairie in 1839. Joseph was a prominent early Fitchburg resident serving as the Town's first chairman from 1847 to 1849.

The City's early settlers were greeted by a gently undulating landscape teeming with prairie grasses and wildflowers. Lorin Miller, a Federal Government Land Surveyor, stated the following about the City in 1833, "This is a good township of land, mostly gently rolling, with a good soil; is not well watered; otherwise holds out many inducements to the farmer. It has some springs and streams on the east side. On this township we saw many deer and prairie wolves." Early settlers too found these extremely productive agricultural soils and soon large swaths of the City were under cultivation.

The City (technically still a Town) continued to retain much of its agricultural character throughout the early 20th century. The shift of transportation from stagecoach to railroad in the mid 19th century led to a shift in settlement of Fitchburg as well, moving from the stagecoach stop at Oak Hall at the intersection of present-day Fish Hatchery Road and County Highway M to land along the Illinois Central line, just north of present-day County Highway M. Illinois Central established the Fitchburg railroad depot at this site in 18__, spurring development of the area. This settlement, now known as Old Fitchburg, was a hub of commercial activity for the surrounding area containing a grocery store, post office, feed mill, lumber and coal yard, implement dealer, stockyard, blacksmith shop, church, and cheese factory. The Fitchburg depot closed in 1926, with decline in settlement and development of the area evident soon after.

The City (technically still a Town), feeling the effects of growth from the City of Madison, developed residential, commercial, and industrial land uses along its northern portions, and was also subject to annexations by the City of Madison, in the mid to late 20th century. The City incorporated as a city in 1983.

The City's favorable geography, natural resources, and sound land use planning and economic diversification policies have ensured the City continues to grow and develop at a steady and sustainable rate, through the end of the 20th century and on into the 21st century.

## II. Agriculture Community, Economy, and Resources

This part of the *Plan* contains information on agriculture in the City of Fitchburg utilizing the following categories:

- Community
- Economy
- Resources

### *Community*

Agriculture provides an identity for the State of Wisconsin and many communities located within its borders. Commonly known as "America's Dairyland", the State is known internationally for its dairy industry and consistently ranks among the top producers of dairy products in the United States. The State is particularly well-known for its cheese industry, producing commodities on both a large and small-scale. Wisconsin's craft cheeses routinely win awards in national and international cheese competitions.

Similarly, the City of Fitchburg is one of many communities in the State that derive a substantial element of their identity from agriculture. The City's agriculture community is comprised of many unique components, integrating and fostering mutually beneficial relationships between the City's urban and rural sectors.

The City's agricultural community is comprised of various "signature" components. The City's Stoner Prairie, just south of Lacy Road on either side of Seminole Highway, has some of the most productive soils in Wisconsin and the United States. Four milk producing dairy farms, Stoner Prairie, Hageman, Caine, and the Oregon State Farm, housing approximately 750 head of cattle collectively, are present in the City. Various horse farms are also located in the southern portion of the City, along County Highway M, comprising a unique element of the City's agricultural identity. These farms board and train horses and host various equestrian-related events. Multiple components of local food systems are also located within the City, including a commercial apple orchard, Eplegaarden, located in the southeast portion of the City, and numerous community and collective gardens and small-scale agriculture operations scattered throughout the City. A weekly farmers market, located on East Cheryl Parkway in the City, is also held April through October.

The Madison metropolitan region, of which Fitchburg is a part, is known nationally for its demand for local food, and its commitment to meet this demand through development of a sustainable local food system, evidenced by the prominent seasonal Dane County Farmers Market, various other seasonal regional farmers markets, a proposed permanent public farmers market in the City of Madison, a multitude of successful community supported agriculture businesses, stable local food production-distributer relationships (i.e. local vegetable or livestock farms that sell to local grocery stores or restaurants), and various supportive non-profit organizations and groups. The aforementioned City's farmers market, Eplegaarden, and community/collective gardens and small-scale agriculture operations help to meet the regional demand for local food. Additional unfulfilled local food demand in the City does remain, however. The *Nine Springs Health Impact Assessment* (HIA), completed by Public Health – Dane County and Madison in 2014, identified the neighborhoods surrounding the City's Nine Springs Golf Course in the north central portion of the City as having the highest childhood obesity rates in Dane County. Similarly, the *Nine Springs Golf Course – Potential Park Use Option Master Plan*, adopted by the City in 2014, indicates the population in these neighborhoods is younger and of lower-income, on average, in comparison to the rest of the City. There is a commercial grocery store located approximately 0.5 miles from these neighborhoods, although both the HIA and the Park Master Plan recommended exploring options for creating additional access to fresh local food in these neighborhoods.

The Badger State Trail, a bike/pedestrian trail owned/managed by the Wisconsin Department of Natural Resources, dissects some of the City's most productive agricultural lands and is in close proximity to many of the aforementioned "signature" components of the City's agricultural community. The City is currently working on implementing "Agriculture Past and Present" interpretive signs on the Fitchburg Agriculture

Route (FAR), a 4-mile portion of the trail running from the North Stoner Prairie Neighborhood in the north to the City's southern border in the south. The FAR is part of the City's larger 19-mile Heritage Circle Route, a recreational trail/path encircling the City, and links "New" Fitchburg, an urbanized area in the northern half of the City developed in the latter half of the 20th century with "Old" Fitchburg, an area in the southwestern portion of the City first settled in the late 19th century. The FAR signs tell the story of Fitchburg's past and present along the FAR, a story in which agriculture plays a prominent role. The City also hosts an annual Agriculture Past and Present Bike Tour on the FAR, showcasing the City's prominent agricultural enterprises, and exposing City residents and others to the importance of agriculture to the City's history, identity, and economy.

Aspects of the City's agricultural past are still evident today, with some commemorated in the FAR signs and other related signage. The Old Fitchburg settlement was a hub of commercial activity for the surrounding agricultural area in the late 19th and early 20th century, containing a grocery store, post office, feed mill, lumber and coal yard, implement dealer, stockyard, blacksmith shop, church, and cheese factory. The Fitchburg Historical Society recently installed an interpretive sign at Old Fitchburg, retelling various aspects of the settlement's past. Numerous historical buildings vital to the City's agricultural past also remain, including schoolhouses that served to educate children living in rural areas of Fitchburg, and various mid to late 19th century homesteads and barns, including the Vroman Homestead and McKenna Barn, both located along Seminole Highway in the western portion of the City. Historical interpretive signs denote some of these buildings.

The City does have a few prominent agricultural or agriculture-related businesses. These include All-Juice Midwest, one of the top five independent fruit juice processors in the United States located on Fish Hatchery Road near the City's northern border, Certco, Inc., a whole sale distributor to independent supermarkets throughout the Upper Midwest and located on Verona Road in the City's northwest corner, and Hartung Brothers, with multiple offices throughout the United States and located on Haight Farm Road in the City's central western portion, offering agriculture contracts for vegetables and seed corn to both farmers and processors.

The City has limited agricultural support services and infrastructure. Sweeney Trucking, a bulk milk tanker owner, is located in the northwest corner of the City as is Aova Technologies, an agricultural biotechnology company feed and animal nutrition products.

The following Figures 1 – 12 identify other additional aspects of the City's agricultural community.

Figure 1 identifies geographical distribution of the City's population in 2010.

**Figure 1: City of Fitchburg:**
**Population: 2010**

| | Number | Percent |
|---|---|---|
| **Within Urban Service Area** | 21,600 | 85.5% |
| **Outside of Urban Service Area** | 3,660 | 14.5% |
| **TOTAL** | **25,260** | **100.0%** |

*Source: City of Fitchburg Planning and Zoning Department - 2014*

Figure 1 indicates a large majority of City residents, approximately 86%, lived within the City's urban service area in 2010, an area serviced by City sewer and water and exhibiting urban or suburban land uses. Approximately 15% of City residents lived outside of the urban service area in 2010 on lands predominately utilized for agriculture, or in close proximity to said lands.

For the purposes of this *Plan,* the City's existing land uses are classified into 10 general categories as follows:

1. Residential
2. Commercial
3. Industrial
4. Institutional
5. Recreation
6. Agriculture
7. Transportation (Other than Streets), Communications, and Utilities
8. Street Right of Way
9. Open Space or Vacant
10. Water

Figure 2 identifies the City's land use by the aforementioned categories in 2014.

**Figure 2: City of Fitchburg:**
**Land Use: 2014**

| Land Use Category | 2014 | |
|---|---|---|
| | Acres | Percent |
| Residential | 2,723.7 | 12.1% |
| Single-Family | 2,226.5 | 9.9% |
| Two-Family | 109.1 | 0.4% |
| Multi-family | 388.0 | 1.8% |
| Commercial | 498.2 | 2.2% |
| Industrial | 584.1 | 2.6% |
| Institutional | 297.2 | 1.3% |
| Recreational | 351.7 | 1.6% |
| Agriculture | 11,197.8 | 49.8% |
| Transportation (Other than Streets), Communications and Utilities | 234.8 | 1.0%% |
| Streets | 1,650.0 | 7.3% |
| Open Space or Vacant | 4,823.5 | 21.5% |
| Water | 144.9 | 0.6% |
| **TOTAL** | **22,505.9** | **100.0%** |

*Source: Dane County Regional Planning Commission and City of Fitchburg Planning and Zoning Department - 2014*

Figure 2 indicates agriculture was the most common land use in the City in 2014, encompassing approximately 11,200 acres and almost 50% of the City's total land base. Open space or vacant is the next most common land use at approximately 4,800 acres and 22%, followed by residential at approximately 2,724 acres and 12%.

INSERT PICTURE

Figure 3 identifies farms and farmland acres in the City in 2012.

**Figure 3: City of Fitchburg:**
**Farms and Farmland Acres: 2012**

| | Number |
|---|---|
| Farms* | 27 |
| Organic** | 0 |
| Farmland Acres | 11,197 |
| Organic** | 0 |

*Source: City of Fitchburg Agriculture and Rural Affairs Committee – 2014*

**Defined as any land in which agriculture is the primary use and main income source for the land owner or renter.*

***Defined in accordance with United States Department of Agriculture National Organic Standards Board (NOSB) definition, April 1995.*

Figure 3 indicates the City had 27 farms and over 11,000 acres in farmland use in 2012, and no organic farms or farmland.

Figure 4 identifies known community or collective gardens and small-scale agriculture land uses in the City in 2014.

**Figure 4: City of Fitchburg:**
**Community or Collective Gardens* and Small-Scale Agriculture **: 2014**

| Type | Garden Name/Operator or Landowner/Business |
|---|---|
| Garden | All Saints Lutheran Church |
| Garden | Drumlin Gardens |
| Garden | Gardens at Swan Creek |
| Garden | Fitchburg Fields |
| Garden | St. Vincent DePaul Food Pantry |
| Garden | Leopold Elementary School |
| Garden | Promega Cafe |
| Garden | Rimrock/Green |
| Garden | Savannah Oaks Middle School |
| Small-Scale Agriculture | Patrick and Tom O'Brien |
| Small-Scale Agriculture | Fitchburg Lands, L.L.C. |
| Small-Scale Agriculture | Eplegaarden |

*Source: City of Fitchburg Agriculture and Rural Affairs Committee – 2014*

**Defined as any land area less than 2 acres gardened by a group of people or organization.*

***Defined as any land area between 2 and 40 acres owned or managed by an individual, group of people, organization, or business in which food products are grown and available for immediate consumption or sale without requiring extensive processing.*

Figure 4 indicates 12 known community or collective gardens and small-scale agriculture land uses in the City in 2014.

Figure 5 identifies farm type by North American Industry Classification in the City in 2012.

**Figure 5: City of Fitchburg:**
**Farm Type By North American Industry Classification: 2012**

| Farm Type | Number | Percent |
|---|---|---|
| Beef cattle | 4 | 14.9% |
| Horse, aquaculture and other animal | 6 | 22.2% |
| Dairy cattle and milk | 4 | 14.9% |
| Greenhouse, nursery, and floriculture | 8 | 29.5% |
| Vegetable, melon, fruit, and tree nut | 5 | 18.5% |
| **TOTAL** | **27** | **100.0%** |

*Source: City of Fitchburg Agriculture and Rural Affairs Committee - 2014*

Figure 5 indicates greenhouse, nursery, and floriculture farms comprised the highest percent (29.5%) of farms in the City, with horse, aquaculture, and other animal farms comprising the second highest percent (22.2%), in 2012.

Figure 6 identifies farm or rural landholding size in the City in 2012.

**Figure 6: City of Fitchburg:**
**Farm or Rural Landholding Size (Acres): 2012**

| Farm or Rural Landholding* Size (Acres) | Number | Percent |
|---|---|---|
| 10 or less | 47 | 32.6% |
| 11 or more | 97 | 67.4% |
| **TOTAL** | **144** | **100.0%** |
| | | |
| **Average Farm Size (Acres)** | ? | |

*Source: City of Fitchburg Agriculture and Rural Affairs Committee - 2014*

**Defined as any tax parcel located outside of the City's urban service area and zoned Exclusive Agriculture (A-E), Transitional Agriculture (A-T), or Small Lot Agriculture (A-S).*

Figure 6 indicates the majority (67.4%) of farms or rural landholdings in the City were 11 acres or greater in 2012, with the average farm or rural landholding size _____ acres.

Figure 7 identifies farm ownership in the City in 2012.

**Figure 7: City of Fitchburg:**
**Farm Ownership: 2012**

| Farm Ownership | Number | Percent |
|---|---|---|
| Individuals or families | ? | ? |
| Family partnerships | ? | ? |
| Family corporations | ? | ? |
| Non-family corporations and other | ? | ? |
| **TOTAL** | **27** | **100.0%** |

*Source: City of Fitchburg Agriculture and Rural Affairs Committee - 2014*

Figure 7 indicates _____ in 2012.

Figure 8 identifies farm operator years on the farm in the City in 2012.

**Figure 8: City of Fitchburg:**
**Farm Operator Years On Farm: 2012**

| Years on Farm | Number | Percent |
|---|---|---|
| 2 or less | ? | ? |
| 3 to 4 | ? | ? |
| 5 to 9 | ? | ? |
| 10 or more | ? | ? |
| Not reported | ? | ? |
| **TOTAL** | **27** | **100.0%** |
| | | |
| **Average Years On Farm** | **?** | |

*Source: City of Fitchburg Agriculture and Rural Affairs Committee - 2014*

Figure 8 indicates _____ in 2012.

Figure 9 identifies farm operator age in the City in 2012.

**Figure 9: City of Fitchburg:**
**Farm Operator Age: 2012**

| Age | Number | Percent |
|---|---|---|
| Under 25 | ? | ? |
| 25 to 34 | ? | ? |
| 35 to 44 | ? | ? |
| 45 to 54 | ? | ? |
| 55 to 64 | ? | ? |
| 65 and over | ? | ? |
| **TOTAL** | **27** | **100.0%** |
| | | |
| **Average Age** | **?** | |

*Source: City of Fitchburg Agriculture and Rural Affairs Committee - 2014*

Figure 9 indicates _____ in 2012.

Figures 10 and 11 identify prominent crop types grown in the City in 2012.

**Figure 10: City of Fitchburg:**
**Prominent Crop Type By Acres Harvested: 2012**

| Crop Type | Number | Percent |
|---|---|---|
| Corn (Grain) | 5,141 | 51.0% |
| Soybean | 3,025 | 30.0% |
| Hay | 1,411 | 14.0% |
| Wheat | 302 | 3.0% |
| Other | 201 | 2.0% |
| **TOTAL** | **10,080** | **100.0%** |

*Source: City of Fitchburg Agriculture and Rural Affairs Committee - 2014*

**Figure 11: City of Fitchburg:**
**Prominent Crop Type By Bushel Harvested: 2012**

| Crop | Bushels |
|---|---|
| Corn (Grain) | 925,380 |
| Soybean | 151,200 |
| Hay | 7,055 (tons) |
| Wheat | 15,100 |
| Other | NA |

*Source: City of Fitchburg Agriculture and Rural Affairs Committee - 2014*

Figures 10 and 11 indicate corn was the most prominent of all crops raised in the City in 2012, both in acres harvested (5,141 and 51.0%) and bushels (925,380), with soybeans the second most prominent both in acres harvested (3,025 and 30.0%) and bushels (151,200).

Figure 12 identifies prominent livestock types reared in the City in 2012.

**Figure 12: City of Fitchburg:**
**Prominent Livestock: 2012**

| Livestock Type | Number |
|---|---|
| Cattle and calves | 750 |
| Hogs and pigs | ? |
| Sheep and lambs | ? |

*Source: City of Fitchburg Agriculture and Rural Affairs Committee - 2014*

Figure 12 indicates _____ in 2012.

***Economy***

According to DATCP, agriculture is a $60 billion a year industry in the State of Wisconsin, providing goods, services, and jobs. Agriculture is an integral part of the City's economy as well. For the purposes of this *Plan*, the City's agriculture economy consists of employment, business sales, and tax revenues.

The following Figures 13 - 17 identify various aspects of the City's agricultural economy.

Figure 13 identifies agriculture-related and farm employment in the City in 2012.

**Figure 13: City of Fitchburg:**
**Agriculture-Related and Farm Employment: 2012**

| Employment | Number | Percent of Total City Employment |
|---|---|---|
| Agriculture-related | ? | ? |
| Farm | ? | ? |
| **TOTAL** | ? | ?% |

*Source: University of Wisconsin Cooperative Extension - Dane County - 2014*

Figure 13 indicates _____ in 2012.

Figure 14 identifies prominent agriculture-related employers in the City in 2012.

**Figure 14: City of Fitchburg:**
**Prominent Agriculture-Related Employers By Persons Employed: 2012**

| Employer | Type | Persons Employed |
|---|---|---|
| ? | ? | ? |
| ? | ? | ? |
| ? | ? | ? |
| ? | ? | ? |
| ? | ? | ? |

*Source: City of Fitchburg Agriculture and Rural Affairs Committee - 2014*

Figure 14 indicates _____ in 2012.

Figure 15 identifies agriculture business sales in the City in 2012.

**Figure 15: City of Fitchburg:**
**Agriculture Business Sales: 2012**

| Dollars | Percent of Total City Business Sales | Dollars Generated In Other Parts of City Economy |
|---|---|---|
| $14,001,600 | ? | ? |

*Source: University of Wisconsin Cooperative Extension - Dane County - 2014*

Figure 15 indicates _____ in 2012.

Figure 16 identifies prominent agricultural commodities in the City in 2012.

**Figure 16: City of Fitchburg:**
**Prominent Agriculture Commodities By Business Sales: 2012**

| Agriculture Commodity | Business Sales (Millions) |
|---|---|
| **All crops** | |
| Corn (Grain) | $6,940,350 |
| Soybean | $2,268,000 |
| Nursery and greenhouse | $? |
| Wheat | $113,250 |
| Other | $402,000 |
| **All livestock** | |
| Milk and dairy | $2,717,000 |
| Cattle and calves | $150,000 |
| Hogs and pigs | $? |
| | |
| Organic | $0 |
| **Other** | $? |
| | |
| **Average Per Farm** | ? |

*Source: City of Fitchburg Agriculture and Rural Affairs Committee - 2014*

Figure 16 indicates _____ in 2012.

Figure 17 identifies agriculture tax revenue in the City in 2012.

**Figure 17: City of Fitchburg:**
**Agriculture Tax Revenue: 2012**

| Agriculture Tax Revenue Type | Revenue (Millions) |
|---|---|
| Income tax | ? |
| Sales tax | ? |
| Property tax (Excluding those paid to local schools) | ? |
| Other fees and charges | ? |
| **TOTAL** | **$?** |

*Source: University of Wisconsin Cooperative Extension - Dane County - 2014*

Figure 17 indicates _____ in 2012.

***Resources***

The State of Wisconsin has substantial valuable agricultural resources, including productive agricultural lands and soils, and an abundant supply of water and other natural resource features conducive to agriculture. The City contains these same agricultural resources. The City's agricultural resources include Protected Agricultural Lands (PAL), Priority Agricultural Soils (PAS), and Hydrological Features and Woodlands.

The City has approximately 229 acres of agriculture lands protected through agricultural conservation easement or deed restriction. These lands, termed Protected Agricultural Lands (PAL), are subject to the easement or deed restriction terms which state the land shall remain in agriculture use into perpetuity. PAL are dispersed in three contiguous blocks throughout the City.

The City of Fitchburg contains highly productive agricultural soils as well. For the purposes of this *Plan*, the City's priority agricultural soils (PAS)* were identified utilizing a Soil Suitability Score (SSS). A soil type's SSS identifies its potential for total yield/gross economic return of suitable crops and the approximate economic and environmental cost of producing a crop on that soil type.

SSS were developed utilizing Natural Resources Conservation Service (NRCS) land evaluation scores for State of Wisconsin soil types, normalized to the City. NRCS formulated a land evaluation score for all soil types located in the City utilizing the following criteria and formula:

- *Prime Farmland*: A soil type's major physical and chemical properties affecting agriculture utilization
- *Land Capability*: A soil type's risk of environmental damage (e.g. erosion, etc.), the degree of management concerns, and its limitations for agriculture utilization
- *Productivity*: A soil type's potential yield of agricultural crops

(Prime farmland score (0-10) x 0.15)
+
(Land capability score (0-10) x 0.30)
+
(Productivity score (0-10) x 0.55)
SSS score

For the purposes of this *Plan,* soil types in the City receiving a SSS of 90 or higher are designated as PAS.

* *It is important to note there are agricultural soils suitable for productive agricultural use in the City that may not have been identified as PAS in this Pla, utilizing the methodology described herein.*

***Hydrological Features and Woodlands****

Hydrological features include all of the following:

- Floodplain – Lands identified as floodplain by the Federal Emergency Management Agency (FEMA), as delineated in accordance with the most current FEMA floodplain maps adopted by the Council;
- Open water – Areas identified as navigable lakes, ponds, and streams by the WDNR;
- Shorelands – Lands identified within seventy-five (75) feet of the ordinary high water mark of a surface water feature, as delineated in accordance with *Chapter 22 - Zoning, Code of Ordinances, City of Fitchburg;*
- Wetland – Lands identified as wetland, as delineated by the WDNR or another qualified entity;
- Wetland buffers – Lands identified within seventy five (75) feet of wetlands, as delineated by the City;

Surface water and groundwater, serving as components of the aforementioned hydrological features, are particularly vital to agriculture in the City.

Anna – Water info

Woodlands are lands comprising ____ acres or more of contiguous deciduous and/or coniferous vegetation.

Map 2 identifies major components of the City's agricultural community, economy, and resources.

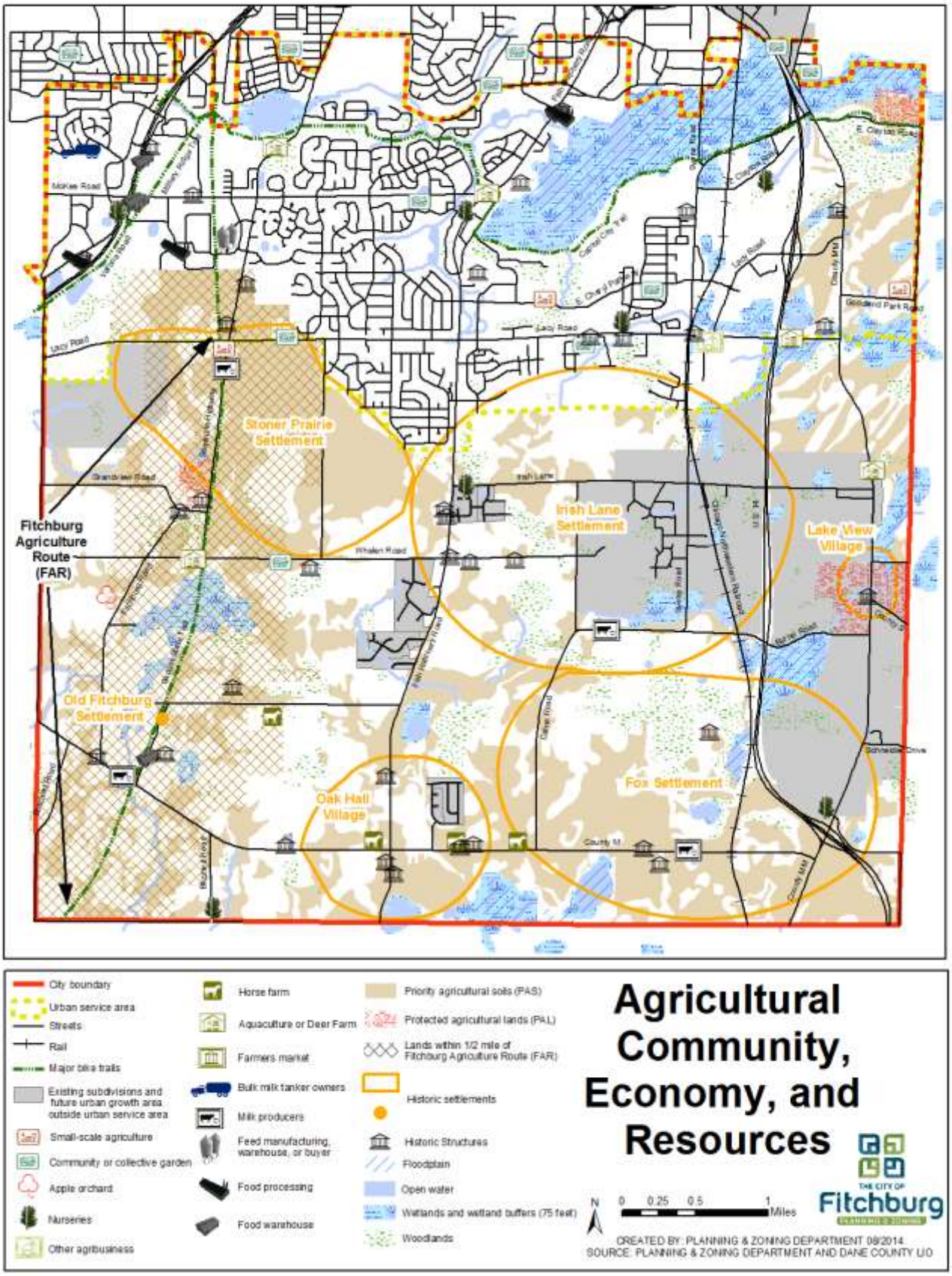
## III. Growth and Development

This part of the *Plan* inventories the City's growth and development projections**, including residents, residential units, and land use.

***** *The location of hydrological features and woodlands shall reflect the most current and best data and information available to the City.*

***All projections presented herein are intended to serve as a guide for planning purposes, providing only an indication of possible future City population, housing, and land use, and cannot account for the myriad of future factors that may influence future City population, housing, and land use. For a detailed explanation regarding population and housing projection methodologies, please see _____.*

**Map 2: City of Fitchburg:**
**Agriculture Community, Economy, and Resources: 2014**




*Source: City of Fitchburg Planning and Zoning Department - 2014*

Figure 18 identifies a projection of population in the City from 2015 – 2029.

**Figure 18: City of Fitchburg:**
**Additional Residents: 2010 – 2029**

| | Years | | |
|---|---|---|---|
| | 2010-2019 | 2020-2029 | Total: 2010 - 2029 |
| **Additional Residents** | 5,171 | 4,955 | 10,126 |

*Source: Dane County Regional Planning Commission and City of Fitchburg Planning and Zoning Department - 2014*

Figure 18 projects approximately 10,000 additional residents in the City from 2010 – 2029.

Figure 19 identifies a projection of residential units in the City from 2015 – 2029.

**Figure 19: City of Fitchburg:**
**Additional Residential Units: 2015 – 2029**

| | Years | | | |
|---|---|---|---|---|
| | 2015-2019 | 2020-2024 | 2025-2029 | Total: 2010-2029 |
| **Additional Residential Units** | 1,138 | 959 | 951 | 3,048 |

*Source: Dane County Regional Planning Commission and City of Fitchburg Planning and Zoning Department - 2014*

Figure 19 projects approximately 3,048 additional residential units in the City from 2015 – 2029.

Figure 20 identifies a projection of acres gained or lost by land use category in the City from 2015 – 2029.

**Figure 20: City of Fitchburg:**
**Land Use Category Acres Gained or Lost: 2015 – 2029**

| | Years and Acres Gained or Lost | | | |
|---|---|---|---|---|
| Land Use Category | 2015-2019 | 2020-2024 | 2025-2029 | Total: 2015-2029 |
| Residential | 163 | 137 | 136 | 436 |
| Commercial and Industrial | 70 | 79 | 79 | 228 |
| Communications, Utilities, and Institutional | 12 | 12 | 12 | 36 |
| Streets | 51 | 58 | 57 | 166 |
| Stormwater | 11 | 13 | 12 | 36 |
| Recreational | 68 | 76 | 79 | 223 |
| Agriculture, Open Space, or Vacant | -375 | -375 | -375 | -1,125 |
| **TOTAL*** | **0** | **0** | **0** | **0** |

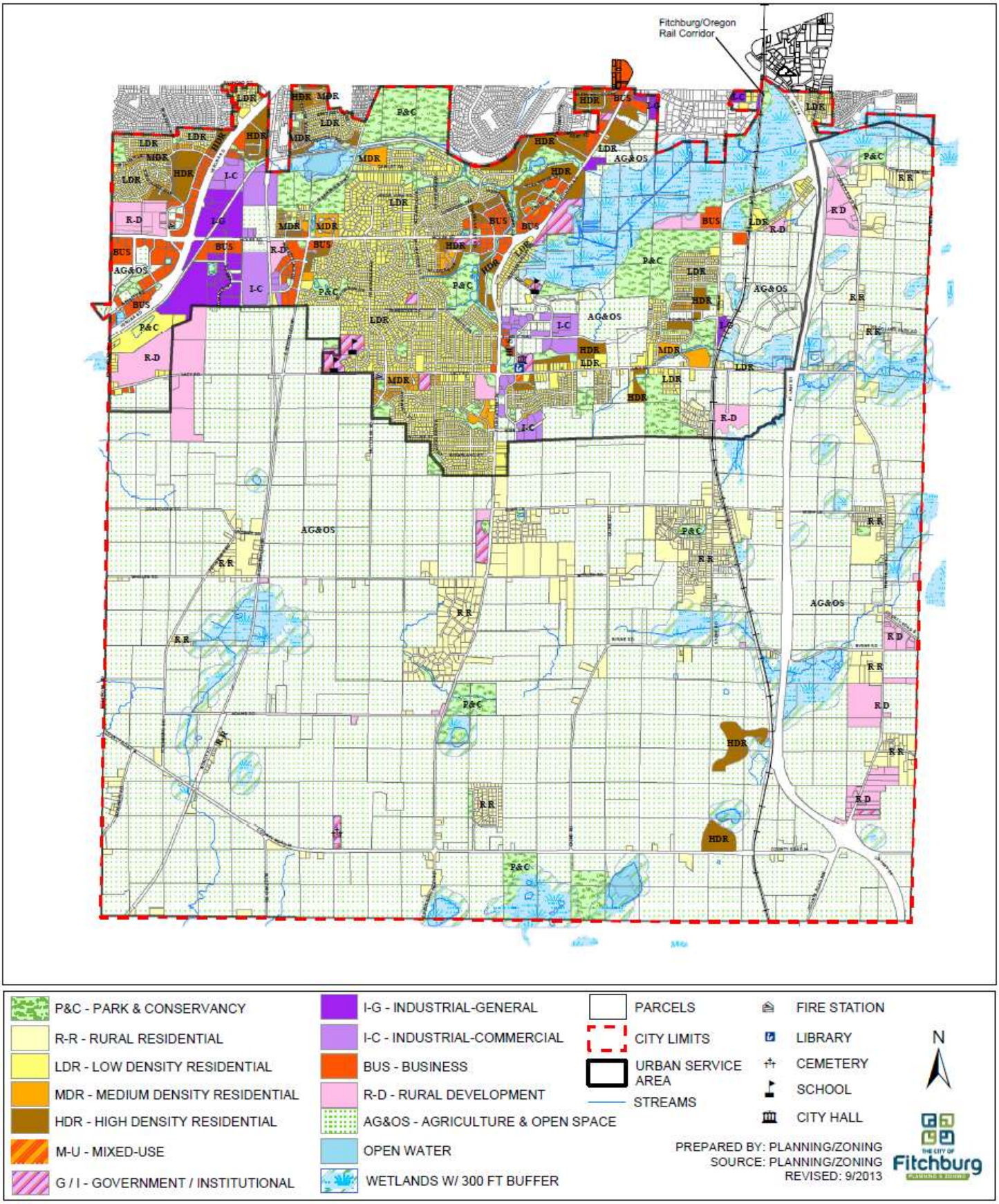
*Source: Dane County Regional Planning Commission and City of Fitchburg Planning and Zoning Department - 2014*

**All "development" in the land use categories identified in Figure 20 is projected to come out of the Agriculture, Open Space, or Vacant land use category.*

Figure 20 indicates a loss of approximately 1,100 acres of agriculture, open space, or vacant land to accommodate other land uses in the City from 2015 – 2029.

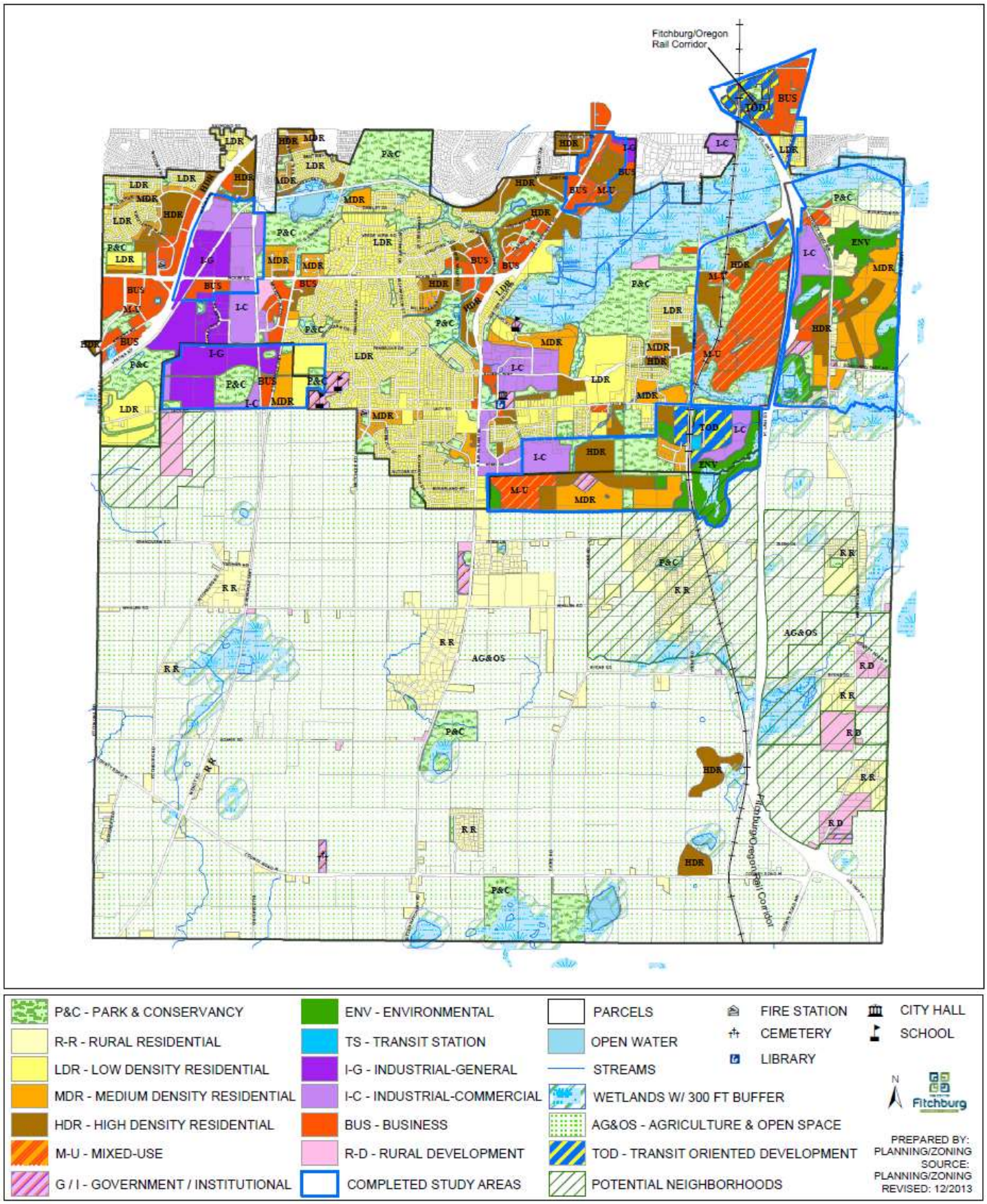
Map 3 identifies existing land use in the City in 2014 and Map 4 identifies future land use in the City in 2014.

## Map 3: City of Fitchburg:
## Existing Land Use: 2014




*Source: City of Fitchburg Planning and Zoning Department - 2014*

## Map 4: City of Fitchburg:
## Future Land Use: 2014




*Source: City of Fitchburg Planning and Zoning Department – 2014*

## IV. Agriculture Issues

Identifying issues provides a planning context, offering an answer to the essential question of "What are we planning for?". The following identifies the City of Fitchburg's agriculture issues derived from analysis of **I. Geography and History**, **II. Agriculture Community, Economy, and Resources**, and **III. Growth and Development** of this *Plan*.

- **AGRICULTURE IS INTEGRAL TO THE IDENTITIES OF THE CITY'S RURAL AND URBAN COMPONENTS, AND A VIABLE COMPONENT OF THE CITY'S ECONOMY.**

    - The City's Comprehensive Plan states goals, objectives, and policies to guide specified aspects (land use, resources, transportation, housing, utilities and community facilities, economic development, and intergovernmental cooperation) of City community planning and development until 2030. The Plan outlines a vision for "sustainable and regenerative growth" in the City, balancing development with preservation of natural resources. This Plan contains various agricultural goals, objectives, and polices, including Rural Residential Development Criteria (RRDC) in its Appendix B, outlining specific criteria for rural residential allowances ("claims") and siting.

      The City's Farmland Preservation Plan exhibits the City's general commitment to protection of its agricultural resources, maintenance and enhancement of the County's agricultural communities and economies, and responsible and stable City growth and development. The Farmland Preservation Plan also contains various agricultural goals, objectives, and polices.

      This *Plan* (City of Fitchburg Agriculture Plan) shall be consistent with goals, objectives, and polices identified in the City's Comprehensive Plan and Farmland Preservation Plan.

    - Although the majority of the City's land base is in agricultural use, the large majority of its residents live in the City's urbanized area. Some of these residents are unaware of the large amounts of agricultural lands within the City, nor of the importance of agriculture to the City's history, identity, and economy. The City hosts or has various agriculture-related events within its borders, including a seasonal weekly farmers market and the annual *Agriculture Past and Present Bike Tour*. **There is opportunity for additional agriculture-related events in the City, given the city's agricultural community, economy, and resources.**

    - The City has various agricultural and rural areas vital to Fitchburg's history, as well as various existing enterprises that promote, sustain, and enhance agriculture in the City. These areas and enterprises collectively serve as a vital component of the City's history, identity, and economy. **Many of these areas and enterprises are located in close proximity to the Badger State Trail – Fitchburg Agriculture Route (FAR).**

      Agriculture community and enterprise (ACE) areas are designated agricultural areas identified and planned for agriculture in a manner that limits conversion of these areas to non-agricultural uses, enhances the agricultural community and economy, and protects agricultural resources. **The City has various areas that could be designated as ACE areas.**

    - Fitchburg is located within a metropolitan region in which there is a high demand for sustainable local food production, with a farmers market and 12 community or collective gardens and small-scale agriculture land uses located in the City. However, there is a sizeable number of individuals and groups throughout the region seeking to rent or buy small agricultural land holdings (under 10 acres) to utilize for community or collective gardens or small-scale agriculture activities, but **a limited amount of agricultural land in the City is used for said individual or groups. Additionally, the City has no organic farms or farmland acres.**

- The neighborhoods surrounding the City's Nine Springs Golf Course **exhibit the highest childhood obesity rates in Dane County and have potential obstacles to accessing fresh, local food.** The HIA and *Nine Springs Golf Course - Park Use Option Master Plan* recommended exploring **development of additional fresh, local food options in these neighborhoods.**

  **Community food centers**, such as Growing Power of Milwaukee, support communities and neighborhoods by providing fresh, high-quality, safe, healthy, and affordable food for residents through training, active demonstration, outreach and technical assistance.

- The City's transportation network offers sufficient options in connecting the various components of the City's agriculture community, both within and outside of the City, though **rail transportation infrastructure has not seen significant improvements or upgrades in recent years.** The City has an **extensive bike/pedestrian trail network**, including the Badger State Trail and the Capital City Trail, **running through its agricultural and rural lands.**

- **Grain (corn and wheat) and other crop (soybean) farming are the predominant farm types** in the City accounting for approximately 81% of all farmland use in the City. **Livestock rearing is not a significant agricultural activity in the City**, and cattle are the predominant livestock type reared in the City.

- **Horse farms and greenhouse/nurseries comprise a significant number**, approximately 52%, of total farms in the City.

- The **majority of farms and rural landholdings** in the City, approximately 67%, **are over 11 acres.**

- The majority of farms in the City, approximately ___%, are **owned by families or individuals**.

- A majority of farm operators in the City, approximately __%, **have operated their farm for over __ years**. Approximately_____ of the farm operators in the City are **55 years or older**. Similarly, the **average age** of these operators is _____.

- The City's agriculture economy is increasingly **dependent on larger economies**, subject to their broader trends of both growth and decline, supply and demand, in the **global marketplace**. The agriculture industry in general is **subject to rapid technological advances and fluctuating market demands.**

- Michael Porter of Harvard University has defined **economic clusters** as "geographic concentrations of interconnected companies, specialized suppliers, service providers, and associated institutions in a particular field that are present in a nation or region." Porter states clusters arise because they increase the productivity with which companies can compete.

  The City has an **established agriculture-related "cluster"** consisting of a number of **horse farms** located in the southern portion of the City, and a landscaping "cluster" consisting of a number of **greenhouse/landscaping** businesses located throughout the City. Additionally, the **potential for an agriculture-related "cluster" exists in close proximity to the Badger State Trail – Fitchburg Agriculture Route (FAR),** given the area's characteristics and attributes.

- Agriculture and agriculture-related industries are not a substantial employer in the City, although **the City does have a handful of prominent agriculture-related employers**. Similarly, the City has limited agricultural support infrastructure and services.

- Agriculture business sales account for a **relatively small amount of total business sales** in the City, approximately __%. The agricultural commodities of **corn, soybeans, and milk and dairy** account for approximately __% of total agricultural business sales in the City, with **corn** accounting for __%.

- **"Value-added"** agricultural products are defined by the U.S. Department of Agriculture as follows:

  - A change in the physical state or form of the product (such as milling wheat into flour or making strawberries into jam);

  - The production of a product in a manner that enhances its value, as demonstrated through a business plan (such as organically produced products);

  - The physical segregation of an agricultural commodity or product in a manner that results in the enhancement of the value of that commodity or product (such as an identity preserved marketing system); As a result of the change in physical state or the manner in which the agricultural commodity or product is produced and segregated, the customer base for the commodity or product is expanded and a greater portion of revenue derived from the marketing, processing or physical segregation is made available to the producer of the commodity or product.

  **Value-added agricultural products do not comprise a significant portion of the City's agricultural economy.**

- **THE CITY HAS VALUABLE AGRICULTURE RESOURCES AND THESE RESOURCES NEED TO BE PROTECTED AND PRESERVED IN ORDER TO SUSTAIN AND ENHANCE THE CITY'S AGRICULTURE COMMUNITY AND ECONOMY.**

  - **Agriculture is a significant land use in the City** (approximately 11,000+ acres), given the City's productive agricultural soils and lands, and an abundant supply of water and other natural resource features conducive to agriculture. The City has developed an orderly growth plan to ensure suitable lands are identified for both development and preservation. Furthermore, per the City's Comprehensive Plan, As such, **agricultural land is being converted to other uses**, including residential, commercial, industrial, and transportation, to accommodate growth and development in the City. Farmland acres in the City are projected to **decrease at a moderately steady rate** (approximately 1,100 acres) over the next 15 years, through 2030.

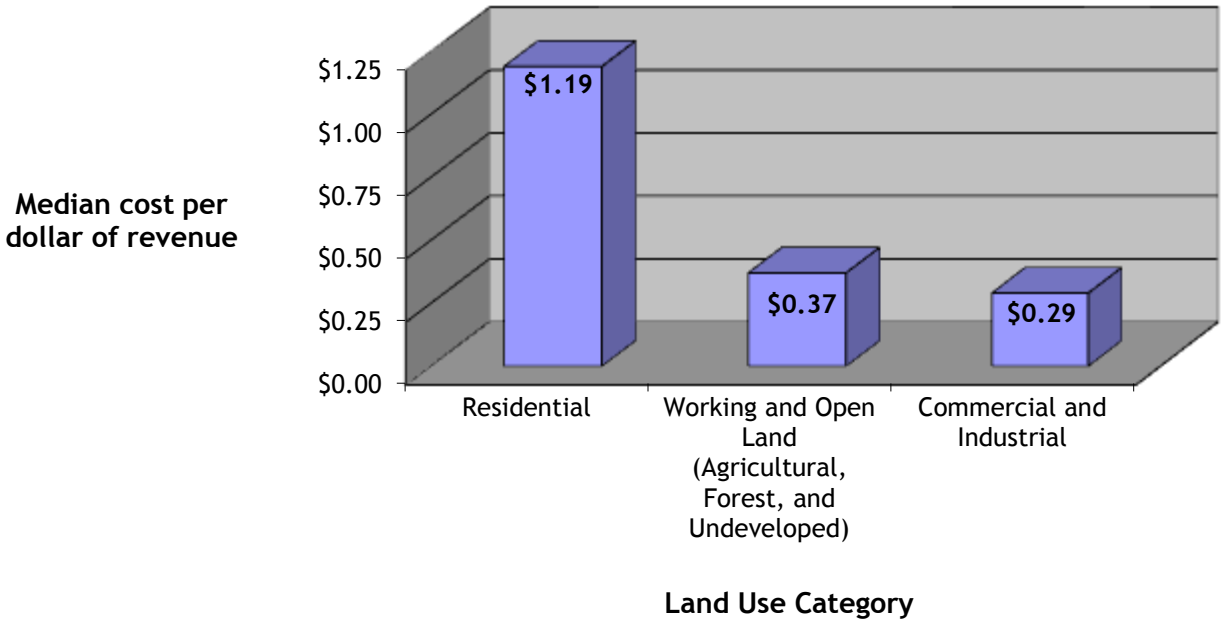
  - Specific valuable agricultural resources have been identified in this *Plan* as **Protected Agriculture Lands (PAL), Priority Agricultural Soils (PAS), and Hydrological Features and Woodlands**.

  - The City's surface waters and groundwater _____.

  - **Rural residential development is often viewed as an opportunity to increase a community's tax revenue**. Cost of community services (COCS) studies examine cost (public services) incurred versus revenue (taxes) generated for various land uses. Figure 21 displays the median cost incurred per dollar of revenue generated for various land uses of 121 COCS studies conducted for municipalities located throughout the United States (including four Towns in Dane County), from 1989 to 2006.

    **The Comprehensive Plan contains the Rural Residential Development Criteria (RRDC) in its Appendix B,** outlining specific criteria for rural residential allowances ("claims") and siting.

**Figure 21:**
**Cost of Community Services: 1989 - 2006**




*Source: Fact Sheet Cost of Community Studies - American Farmland Trust 2006*

- Agriculture generates **millions of dollars in tax revenue annually** in the City.
- Agriculture community and enterprise (ACE) areas are designated agricultural areas identified and planned for agriculture in a manner that limits conversion of these areas to non-agricultural uses, enhances the agricultural community and economy, and protects agricultural resources. **The City has various areas that could be designated as ACE areas.**

- **THE CITY IS A GROWTH COMMUNITY AND GROWTH AND DEVELOPMENT WILL HAVE VARIOUS IMPLICATIONS FOR THE CITY.**
  - **The City's geography**, including proximity to U.S. Highways 12/18 (Beltline) and 14 and U.S. Interstate 90/39 and various growing urban areas such as the Cities of Madison, Milwaukee, and Rockford and Chicago, Illinois **has and will continue to contribute to growth** and provide opportunities for development in the City.
  - City population projections indicate steady growth over the next 15 years, through 2030, including approximately **10,000 new residents and 3,000 new housing units**.
  - **The City has identified Future Urban Development Areas (FUDA),** areas most suitable for development and efficient City water/sewer service.
  - **Comprehensive Plan policy states development, on average, shall not exceed 75 acres per year within the CUSA.** (Development is defined as: *Any residential, business, commercial, industrial, or institutional land uses and associated required transportation networks, storm water management systems, and parks/open space.*). City Planning and Zoning Department staff calculates the average 75 acres per year of development on a rolling five-year average based on City-approved land divisions, rezonings, building permits, and future development phasing plans. Over a five-year period, the policy requires the average development rate not to exceed 75 acres per year, taking into account that in some years development may exceed that amount and in other years development may be less than that amount.

**Comprehensive Plan policy also limits the amount of available developable land within the CUSA to 1,875 acres** (20 years plus 5-year flexibility factor each at a rate of 75 acres per year). This "5-year flexibility factor" is taken into account for those landowners within the CUSA that may not want to develop their land during a given time period, due to various conditions. Finally, additions to the CUSA may exceed the 375 acres per 5 year average, **but in no case shall there be more than 1,875 acres of available developable land in the CUSA.**

Portions of the City's **agricultural land base will need to be converted to other uses** to accommodate development in the City. **Approximately 1,100 acres of farmland acres in the City may be converted to land uses other than agriculture** over the next 15 years, through 2030.

- Agriculture in the City is integrated into the broader region's agriculture community and economy. **Multi-jurisdictional communication, cooperation, and agricultural planning should be undertaken by the City** to address agriculture issues that cross political boundaries.

- The City has **not tracked specific agriculture resource, community, and economy data over time,** but it is likely that these elements have evidenced noticeable changes in recent history.

# SECTION IV –

# PLAN IMPLEMENTATION

# SECTION IV – *PLAN* IMPLEMENTATION

## I. Implementation Planning

A plan must be implemented for it to have an effect. Simply stated, an unimplemented plan is an unused plan. In addition to various other factors, plan implementation often falters due to the plan's failure to clearly delineate a framework for implementation. Plan development often becomes the end of the planning process, rather than achievement of the plan goals and objectives through policy implementation. Planning for policy implementation is a key to ensure achievement of a plan's goals and objectives.

Identification of policy tools, timelines, and indicators offers a path towards developing an implementation framework, ultimately ensuring full, timely, and efficient plan implementation. Policy tools, in the form of government agencies/departments, plans, and programs, government regulations, and government/non-government partnerships, are the means by which a plan's policies can be implemented. Policy timelines delineate a specified time period in which a policy should be implemented, providing for an objective evaluation of plan implementation. Policy indicators gauge progress towards policy implementation and achievement of goals and objectives.

## II. *Plan* Implementation Inventory

An implementation inventory identifies the mechanisms and procedures that provide a framework and path towards full, timely, and efficient implementation of a plan. The following inventories information vital to ensure this *Plan's* implementation utilizing the following categories:

- **Policy Tools**
- **Policy Timelines and Indicators**

***Policy Tools****

Policy tools are grouped into three categories, as follows:

1. Existing Government Agencies/Departments, Programs, and Plans
2. Existing Government Regulations
3. Existing and Potential Government and Non-Government Partnerships

### 1. <u>Existing Government Agencies/Departments, Programs, and Plans</u>

1. City of Fitchburg

A. *Planning and Zoning Department: Planning and Zoning Department:* This Department provides technical assistance and oversight on various planning and development activities in the City. The Department formulates or assists in the formulation of, and administers and enforces, plans, programs, policies, and ordinances to ensure orderly and sustainable City development. The Comprehensive Plan and the City's Zoning Ordinance and Land Division Ordinance are administered and enforced by this Department.

B. *Economic Development Department*: This Department provides services that position and prepare the City for economic development opportunities. The City of Fitchburg's *City in Motion – Forward Fitchburg's Place-Based Economic Development Vision and Strategy* (_____) provides a comprehensive framework in which to guide the County's economic development in the near-term.

******This policy tool inventory is not intended to be exhaustive nor reflective of every tool that could potentially be utilized to implement this Plan's policies. Rather, this inventory reflects those tools identified most relevant in ensuring implementation of this Plan's polices.*

C. *Public Works Department*: This Department oversees the management of various services and infrastructure vital to City residents, including sanitary sewer, water, stormwater management, and erosion control services. The City utilizes a Sanitary Sewer, Water, and Stormwater Utility to assist in administering these respective services. This Department also develops and maintains an integrated transportation system including street design layout, street snow removal, and refuse/recycling collection.

*D. Parks, Recreation, and Forestry Department*: This Department manages all City park properties and open space lands and facilities, ensuring adequate and diverse outdoor recreational opportunities for City residents and visitors. This Division manages these properties, lands, and facilities in accordance with the Parks Plan.

E. *City of Fitchburg Comprehensive Plan*: This Plan, adopted in 2009 and updated every ten years, states goals, objectives, and policies to guide specified aspects (land use, resources, transportation, housing, utilities and community facilities, economic development, and intergovernmental cooperation) of City community planning and development until 2030. The Plan outlines a vision for "sustainable and regenerative growth" in the City, balancing development with preservation of natural resources. This Plan contains Rural Residential Development Criteria (RRDC) in its Appendix B, outlining specific criteria for rural residential allowances ("claims") and siting. Per State Statute, all zoning and land use decision in the City must be consistent with this Plan.

F. *City of Fitchburg Farmland Preservation Plan – 2013 Update*: Agriculture is vital to the identity of the City. Adoption of this *Plan* by the City, exhibits commitment to protection of the City's agricultural resources, and maintenance and enhancement of the County's agricultural communities and economies, thereby ensuring stability and responsible City growth and development.

G. *City of Fitchburg Comprehensive Park, Open Space, and Recreation Plan: 2010-2015:* This Plan, adopted in 2010 and updated every five years, outlines goals, objectives, and policies to ensure the effective and efficient management of the City's park properties, open space lands, and natural, cultural, and historical resources, ensuring diverse outdoor recreational opportunities for City residents and visitors.

2. Dane County

A. *Land Conservation Department*: This Department works to conserve the County's soil and wildlife habitat, ensure a quality water supply, and provide invasive species abatement and hazardous chemical collection. This Department achieves these ends by administering and enforcing various ordinances and Federal and State regulations, and by providing technical assistance, education, and outreach.

B. *Dane County Farmland Preservation Plan – 2013 Update*: Agriculture is vital to the identity of Dane County's rural and urban communities. Adoption of this *Plan* by the County, and all applicable Towns and Cities, exhibits their commitment to protection of the County's agricultural resources, and maintenance and enhancement of the County's agricultural communities and economies, thereby ensuring stability and responsible growth and development regionally and within their respective communities.

C. *Dane County Water Quality Plan*: This Plan identifies areas in which municipal sewer service is feasible given topography and landscape conditions, development trends and projections, and existing and potential infrastructure. In addition to identifying municipal sewer service areas, this Plan also contains goals, objectives, and policies to ensure water quality throughout the sewer service areas and broader Dane County region.

3. Other Cities, Villages, Towns, and County

A. *Comprehensive Plans*: All Towns, Cities, and Villages in the State of Wisconsin are required to have comprehensive plans that inventory and provide recommendations on all aspects of community planning and development, including land use, resources, transportation, housing, utilities and community facilities, economic development and intergovernmental cooperation.

B. *Madison Area Transportation Planning Board*: This Organization, comprising various Cities, Villages, and Towns throughout the region, including the City of Fitchburg, is the federally designated Metropolitan Planning Organization (MPO) for the Madison Urban Area responsible for cooperative, comprehensive regional transportation planning and decision making in the region. Plans prepared by this Organization include the following:

a. *2035 Regional Transportation Plan Update* - This Plan is an integrated, multi-modal system plan that provides the overall framework for transportation planning and investment decision-making in the region, identifying transportation projects and strategies or actions to be implemented. The Plan is further refined and detailed through area or corridor studies, mode-specific plans such the bicycle transportation plan and transit development plan, and other short to mid-range planning efforts such as the MPO's new congestion management process.

b. *2000 Bicycle Transportation Plan* –This Plan follows the recommended comprehensive approach to bicycle transportation planning, covering facility improvements, education, encouragement, and enforcement. The plan identifies on-street bicycle facility (generally bike lane/paved shoulder) needs and recommends off-street paths/trails and bicycle routes for the Madison urban area and Dane County.

c. *Transportation Improvement Program* –This Program, updated annually, is a coordinated listing of short-range transportation improvement projects anticipated to be undertaken in a five-year period. This Program is the mechanism by which the long-range transportation plan is implemented, and represents the transportation improvement priorities of the region.

C. *Capital Area Regional Planning Commission*: This Commission (CARPC) serves as the regional planning and areawide water quality management planning entity for the Dane County region. CARPC prepares and adopts a master plan for the physical development of the region, and maintains a continuing areawide water quality management planning process in order to manage, protect, and enhance the water resources of the region, including consideration of the relationship of water quality to land and water resources and uses. CARPC reviews and recommends approval or denial of municipal amendments to urban service areas to the DNR. Documents prepared by CARPC include *Farmland Loss in Dane County (January, 2010) and Farmlands and Farm Operations in Dane County (November, 2012).*

3. State

A. *Wisconsin Department of Agriculture, Trade, and Consumer Protection (DATCP)*: This Department is responsible for protecting water and soil, and animal and plant health, ensuring the viability of the State of Wisconsin's agriculture industry both domestically and internationally.

a. *Farmland Preservation Program:* This Program administers the State of Wisconsin Farmland Preservation Tax Credit. Landowners who meet various qualifying criteria are eligible for the tax credit, subject to additional land use planning, zoning, and soil and water conservation standards and regulations identified by the Program.

b. *Conservation Reserve Enhancement Program*: This Program protects and enhances lands adjacent to waterways through voluntary easement agreements between DATCP and qualifying landowners. These agreements are administered by the Dane County Land Conservation Department and place term or permanent conservation easements on cropland or pastureland adjacent to rivers, streams or farm drainage ditches. These agreements provide landowners with payments and cost-share on qualifying projects on their lands, including wetland restoration and development of grass waterways, grass filter strips, and wooden buffer strips.

c. *Grant/Loan/Technical Assistance Programs*: DATCP provides a myriad of programs designed to aid local governments and individuals in preserving agricultural lands and bolstering the State's agricultural industry.

B. Wisconsin *Department of Natural Resources (DNR)*: This Department is dedicated to the preservation, protection, effective management, and maintenance of the State of Wisconsin's natural resources.

a. *Managed Forest Law Program*: This Program is designed to encourage sustainable forestry on private lands by providing property tax incentives to forest landowners. Lands entered in this Program are required to have a written management plan, prepared by a certified plan writer or DNR forester.

b. *Wisconsin Forest Landowner Grant Program*: This Program protects and enhances forests, prairies, and waterways through voluntary agreements between the DNR and qualifying landowners. These agreements provide landowners with technical assistance and cost-share on qualifying projects on their lands.

a. *Remediation and Redevelopment Program*: This Program, and the State of Wisconsin's Economic Development Corporation's Blight Elimination and Redevelopment Program, both have a wide range of financial and liability tools available to assist local governments or private entities in the redevelopment of brownfields, often consisting of a mixture of higher-density residential, commercial, and public uses.

b. *Wisconsin State Trails Network Plan*: This Plan, completed in 2001, provides a long-term, big-picture vision for establishing a comprehensive state trail network. This Plan identifies existing and proposed trails and connections that would serve as the main corridors for a Statewide system, focusing on abandoned rail corridors, utility corridors, critical road connections, and natural feature corridors such as the Ice Age National and State Scenic Trail.

c. *Land and Water Conservation Fund, Federal Recreation Trails, and Stewardship Local Assistance Grant Program*: These Programs, administered jointly by the National Parks Service and DNR, offer up to 50% match grants to State and local governments to acquire land for State and local recreation areas, trails, urban green space, river and stream corridors, flowages and lakeshores, and to develop and improve visitor amenities at State and local parks and recreation areas.

d. *State Natural Areas Program*: This Program protects outstanding examples of the State's native landscape of natural communities, and significant geological formations and archeological sites. Areas are included in the Program by several methods, including land acquisition, donations, conservation easements, and cooperative agreements. Areas owned by other government agencies, educational institutions, and private conservation organizations are brought into the Program by formal agreements between the DNR and the landowner.

e. *Natural Heritage Inventory Program*: This Program conducts field surveys for rare species and natural communities throughout the State that provide, or potentially provide, critical landscape functions including movement corridors, undisturbed habitat, and ecosystem support. This Program initially inventories sites to determine their ecological significance. Some sites determined to be ecologically significant are designated as State Natural Areas while others are purchased by private land trusts or conserved through State and local government planning efforts.

C. Wisconsin Department of Revenue: This Department administers state tax laws, manages the state's lottery system, and provides economic and tax policy research.

a. *Use Value Assessment Law (Statute 70.32)*: This Statute (a component of the 1995 Wisconsin Act 27, the 1995-97 Biennial Budget Act) states the assessment of agricultural land for property tax purposes shall be based on the land's ability to produce farm income as opposed to its full market value (estimated sales price at full market value). This assessment practice is intended to provide property tax relief for agricultural landowners.

D. Wisconsin *Department of Transportation (DOT)*: This Department promotes and financially supports auto, air, rail, and water transportation, as well as bicycle and pedestrian facilities, in the State of Wisconsin including planning, building, and maintaining the State's highways and Interstate highway system, and sharing the costs of building and operating County and local government transportation systems. DOT plans and programs relevant to the *Plan* include, but are not limited to, the following:

a. *Connections 2030 Plan (A Multi-Modal Transportation Plan)*: This Plan, adopted in 2009, is a multi-modal policy plan addressing long-range transportation issues, including highways, local roads, and air, water, rail, bicycle/pedestrian, and public transit options. This Plan's policies pertain to specific transportation corridors throughout the State, one of which is the Blackhawk Corridor – Madison to Chicago via Beloit. U.S. Highway 14, running north-south through the City, is included in the Blackhawk Corridor.

b. *Wisconsin State Highway Plan 2020*: This Plan, completed in 1999, focuses on State-managed highways and bridges, developing policies for improvement over the next 20 years. This Plan identifies U.S. Interstate 90/39 as a "Corridors 2020 Backbone route," classifying it as a connector of major population and economic centers, providing economic links to national and international markets.

c. *Rustic Roads Program*: This Program, created by the State of Wisconsin Legislature in 1973, aids citizens and local governments in preserving the State's scenic, lightly-traveled country roads. These roads allow for vehicular, bicycle, and pedestrian travel in a leisurely manner. Rustic roads have a scenic, aesthetic appeal, and can be linked with off-road bicycling/pedestrian trails to create a regional trail network to stimulate economic development from homebuyers, auto tourists, and outdoor recreational users.

d. *Wisconsin Rail Issues and Opportunities Report*: This Plan, completed in 2004, inventories State rail infrastructure and identifies rail transportation issues and opportunities. This Plan is intended to direct the rail element of the *Connections 2030 Plan*.

e. *Wisconsin Bicycle Transportation Plan 2020*: This Plan, completed in 1998, aims to "establish bicycling as a viable, convenient, and safe transportation choice throughout Wisconsin". A map identifying existing Dane County bicycling conditions is a component of this Plan.

f. *Wisconsin Pedestrian Policy Plan 2020*: This Plan, completed in 2002, outlines State and local government measures to increase walking as a viable transportation mode, including promoting pedestrian safety.

g. *Wisconsin Information System for Local Roads*: This Internet-accessible System aids local governments and DOT in managing local road data, ultimately improving decision-making and meeting State statute requirements. This System combines local road data with interactive mapping functionality, allowing users to produce maps and tables specifying the location of road-related data to identify trends in road use and volume.

h. *Local Government Programs*: DOT provides a myriad of programs designed to aid local governments in maintaining and developing their transportation systems. The programs are grouped into five categories, and include Highways and Bridges, Public Transportation, Specialized Transit, Transportation Coordination, and Other Aid. Additionally, the Local Roads and Streets Council, an advisory body of local officials, is tasked with addressing the continuing impact of Federal and State policy changes on local government transportation.

E. *Wisconsin Economic Development Corporation*: This entity promotes safe and healthy communities by ensuring the State of Wisconsin is a viable place in which to live and do business. This entity strives to retain and create quality jobs in the State by providing development assistance in areas such as marketing, business and community finance, exporting, small business advocacy, and manufacturing assessments. Department programs relevant to this *Plan* include, but are not limited to, the following:

a. *Grant/Loan/Technical Assistance Programs*: This Department provides a myriad of programs designed to aid local governments in encouraging and promoting economic development, Blight Elimination and Redevelopment Program.

F. *University of Wisconsin System*: This System, including the flagship University of Wisconsin – Madison, is one of the largest public higher education systems in the United States, serving approximately 181,000 students annually and employing more than 39,000 faculty and staff Statewide. The System is made up of 13 four-year universities, 13 freshman-sophomore UW Colleges campuses, and Statewide UW-Extension.

a. *University of Wisconsin Extension – Dane County*: This Agency extends the knowledge and resources of the University of Wisconsin to people where they live and work, developing practical educational programs tailored to local needs and based on university knowledge and research. Extension personnel are University of Wisconsin employees with expertise in the areas of agriculture, agribusiness, and natural resources.

b. *University of Wisconsin – Madison Urban and Regional Planning Department*: This Department has a core mission of teaching, researching, and providing outreach in the realm of community development planning. This Department actively engages in the *Wisconsin Idea* through professional planning activities and service to communities throughout the state.

c. *University of Wisconsin Farm and Industry Short Course Program*: This Program is a 15-week educational and certification program uniquely designed to prepare students for careers in agriculture. The Program offers over 50 courses in the areas of soils, crops, dairy, meat animals, agricultural engineering, farm business planning, agribusiness, human relations, and communications. The Program also offers a Master Cheesemakers course in conjunction with the Wisconsin Center for Dairy Research, UW-Extension, and the Wisconsin Milk Marketing Board. The course's goal is to further development of the "value-added" cheese industry in the State.

4. Federal

A. *United States Department of Agriculture* (USDA): This Department manages the Nation's agricultural resources by expanding markets both domestically and internationally for agricultural products, providing financing to expand rural housing, utilities, infrastructure, and job opportunities, reducing foodborne hazards, improving health through food assistance and nutrition education, and managing agricultural lands cooperatively with other levels of government and the private sector. USDA programs relevant to this *Plan* include, but are not limited to, the following:

a. *Farm and Ranch Land Protection Program*: This Program provides matching funds to local government units or land conservation organizations to aid in the purchase of development rights, via conservation easements, on productive agriculture and ranch land by these government units/organizations.

b. *Environmental Quality Incentives Program*: This Program protects and enhances soil and water quality through voluntary agreements between the USDA and qualifying landowners. These agreements are administered by the Natural Resources Conservation Service and provide landowners with technical assistance and cost share on qualifying projects that protect and enhance soil and water quality on their lands.

c. *Wetland Reserve Program*: This Program restores and protects drained wetlands through voluntary easement agreements between the USDA and qualifying landowners. These agreements are administered by the NRCS and place term or permanent conservation easements on restored wetlands. These agreements provide landowners with payments, technical assistance, and wetland restoration project cost-share, as well as allowing for easement management and monitoring by the NRCS.

d. *Wildlife Habitat Incentives Program*: This Program develops or enhances fish and/or wildlife habitat through voluntary agreements between the USDA and qualifying landowners. These agreements are administered by the NRCS and provide landowners with technical assistance and cost-share on qualifying projects that enhance fish and/or wildlife habitat on their lands.

e. *Conservation Reserve Program*: This Program establishes and enhances vegetation through voluntary contract agreements between the USDA and qualifying landowners. These agreements are administered by the Farm Service Agency and provide landowners with technical assistance and cost-share on qualifying vegetation projects that minimize erosion, provide windbreaks, enhance water quality, and/or provide wildlife habitat on their lands.

f. *Forestry Incentives Program*: This Program develops and enhances forestlands through voluntary agreements between the USDA and qualifying landowners. These agreements are administered by the NRCS and provide landowners with technical assistance and cost-share on qualifying projects on their lands, including tree planting, timber stand improvements, and site preparation for natural regeneration of non-industrial forestlands.

B. *Housing and Urban Development Agency (HUD)*: This Agency is responsible for policy and programs that address the Nation's housing needs, thereby improving and developing the Nation's communities. HUD programs relevant to this *Plan* include, but are not limited to, the following:

a. *Grant/Loan/Technical Assistance Programs*: HUD provides a myriad of programs, including Community Development Block Grants (CDBG), designed to aid local governments in maintaining existing and developing new housing.

C. *Environmental Protection Agency (EPA)*: This Agency implements Federal regulatory laws through enforcement and by setting national standards that States enforce through their own regulations

to protect human health and the environment. Almost half of this Agency's budget goes towards grants to State environmental programs, various non-profits organizations, and other entities. Additionally, this Agency works with various partners, including State and local governments, to conserve water and energy, minimize greenhouse gases, and re-use solid waste. EPA programs relevant to this *Plan* include, but are not limited to, the following:

a. *Grant/Loan/Technical Assistance Programs*: EPA provides a myriad of programs designed to aid local governments in maintaining and improving environmental health.

D. *United States Fish and Wildlife Service (USFW)*: This Service conserves, protects, and enhances the Nation's fish and wildlife resources, by enforcing Federal wildlife laws, conserving and restoring wildlife habitat such as wetlands and fisheries, providing educational and outreach opportunities, and distributing aid to State fish and wildlife agencies. USFW programs relevant to this *Plan* include, but are not limited to, the following:

a. *Grant/Loan/Technical Assistance Programs*: USFW provides a myriad of programs designed to aid local governments in maintaining and improving fish and wildlife resources.

E. *United States Economic Development Administration (EDA)*: This Administration works to promote innovation and competitiveness in the Nation's economic development, preparing it for growth and success in the worldwide economy. This Administration works to generate jobs, retain existing jobs, and stimulate industrial and commercial growth in economically distressed areas experiencing high unemployment, low income, or other severe economic distress. This Administration works in partnership with state and local governments, regional economic development districts, and public and private nonprofit organizations, empowering them to develop and implement economic development and revitalization strategies. EDA programs relevant to this *Plan* include, but are not limited to, the following:

a. *Grant/Loan/Technical Assistance Programs*: EDA provides a myriad of programs designed to aid local governments in encouraging and promoting economic development.

**3. <u>Existing Government Regulations</u>**

1. City of Fitchburg

A. *Zoning Ordinance*: This Ordinance is administered by the City of Fitchburg Planning and Zoning Department and regulates land use in the City. This Ordinance includes a Farmland Preservation zoning district (Exclusive Agriculture (A-X)) certified by DATCP, offering the State of Wisconsin Farmland Preservation Tax Credit to qualifying agricultural landowners, and a Rural Cluster (RC) zoning district designed to promote and encourage responsible rural residential development by allowing "clustering" of rural residences on the landscape, and the ability to transfer rural residential development claims.

B. *Land Division Ordinance:* This Ordinance, administered by the City's Planning and Zoning Department, regulates any land division and associated development activities in the City. This Ordinance requires 2,900 square feet of parkland to be dedicated for each residential unit to be developed under traditional/standard zoning and a variable amount under Smart Code zoning.

2. Dane County

A. *Non-Metallic Mining Reclamation Ordinance (Chapter 74 – Municipal Code of the County of Dane)*: This Ordinance, administered by the Dane County Planning and Development Department, regulates all active non-metallic mine sites in the County, requiring compliance with standards relating to re-grading, re-vegetating, and post-mining land use conversion.

B. *Manure Management, Erosion Control and Stormwater Management Ordinance (Chapter 14 - Municipal Code of the County of Dane)*: This Ordinance, administered by the Dane County Land Conservation Department regulates the location, design, construction, installation and alteration of animal waste storage facilities, and the use of waste from these facilities.

This Ordinance also manages erosion on construction sites in the County's unincorporated areas by establishing requirements entailing best management practices to minimize the runoff of sediment and other pollutants, resulting from land disturbing activities, to waterways or adjacent properties.

2. Other Cities, Villages, Towns, and County

A. *Zoning Ordinances*: These ordinances identify zoning districts, stipulating allowable uses on lands in local government units, including agricultural, residential, business/commercial, industrial, special and unique, and environmentally sensitive/open space area preservation. Some of these ordinances utilize various methods to increase housing densities in appropriate locations and preserve agricultural lands and natural resources.

Most towns in Dane County have Farmland Preservation zoning ordinances certified by DATCP as of the date this *Plan* was adopted. Although the level of activity varies across the Towns, generally Towns vigorously support farmland preservation goals and strategies through the use of their Farmland Preservation zoning ordinances. Some Towns go above and beyond statutory requirements to include their own innovations to preserve farmland.

B. *Land Division Ordinances*: These ordinances are applicable to land divisions creating new parcels of land and often require a preliminary application and an approved certified survey map, subdivision or condominium plat.

C. *Extraterritorial Jurisdiction:* This jurisdiction, authorized by Sec. 236.02 (5) Wisconsin Statutes, allows a city or village to review and approve or object to land divisions within a specified area, provided each have enacted an official map or sub-division control ordinance. This jurisdiction extends to any lands within one and one half (1 ½) miles of the boundary of a village or fourth-class city, or within three (3) miles of the boundary of a first, second, or third-class city, in accordance with Sec. 62.05 (1) and 236.02 (5), Wisconsin Statutes. The City of Fitchburg holds this authority over lands in specified areas in the Towns of Verona and Madison.

**4. <u>Existing or Potential Government and Non-Government Partnerships</u>**

1. *Capital Region Planning Roundtable*: This roundtable consists of a voluntary group of community development planning professionals and other interested parties from throughout the Capital region that meet to present/discuss various projects/proposals taking place in their communities that advance or could advance a "regional" planning vision. The roundtable meets and presents on/discusses topics related to the following themes:

- Vibrant, mixed-use, walkable centers
- Multi-modal, interconnected regional transportation systems linking vibrant centers
- Equitable access to opportunities for a healthy and satisfying standard of living
- Land use patterns and practices that sustain regional ecosystem services
- Preserve land for food production and processing

2. *Southern Capital Region Agriculture Consortium*: This consortium of County, Town, and City staff and elected/appointed officials, non-profit conservation and development interests, agriculture business leaders, and other interested County residents could form a structured organization with a mission of advancing agriculture interests in the southern Capital region.

3. *Fitchburg Days Festival*: This community festival, held annually on the third weekend of May, celebrates the City's Irish heritage with music, food/drink, carnival, fireworks, run/walk, auction, and various other related community events.

4. *Fitchburg Chamber Visitor and Business Bureau*: This non-profit organization is dedicated to uniting and engaging its business members to ensure the ongoing prosperity of the City as a whole. The organization works with City businesses to advance their profile, provide access to marketing and networking programs, and assistance regarding local and regional issues that affect the City's business climate.

5. *Verona Area and Madison Metropolitan School Districts*: These public school districts have their boundaries within the City, and also have schools in, or in extremely close proximity to the City, including Verona's Stoner Prairie Elementary and Savannah Oaks Middle Schools, and Madison's Aldo Leopold Elementary School.

6. *Fitchburg Historical Society:* This Society is a non-profit organization dedicated to preserving and commemorating the heritage of early pioneers and those who followed in the area that is now the City of Fitchburg. The Society consists of a Board of Directors and has coordinated various historical interpretive signage efforts in the City's rural areas.

***Policy Timelines and Indicators***

Policy timelines and indicators are also a vital component of successful *Plan* implementation. Timelines delineate a specified time period in which a policy should be implemented, whereas indicators gauge progress towards policy implementation and achievement of goals and objectives. This *Plan's* policy timelines vary, dependent on each individual policy. All policies in this *Plan* contain one of two timelines:

- *Ongoing, 2014-2024*
  Implementation to be completed throughout the life of this *Plan*, through collective actions and interactions with City customers on a daily basis;

- *2014-2019*
  Implementation to be completed by December 31, 2019;

A five-year timeline (2014-2019) has been developed for those policies that do not have an Ongoing, 2014-2024 timeline. The Agriculture and Rural Affairs Committee will prioritize implementation of those policies with a 2014-2019 timeline through formulation of a Committee workplan, ensuring incremental and consistent implementation of these policies throughout the five-year period. The Committee has set a benchmark of implementation of ___% of those policies with a 2014-2019 timeline by December 31, 2019.

Again, it is important to note that all policy timelines and indicators presented herein are intended to serve as a guide, providing only an indication of progress towards, or the possible future date of, policy implementation. These timelines and indicators cannot account for the myriad of future factors, including but not limited to, additional workload, resource limitations, new and unforeseen planning issues, opportunities, trends, and concepts, and political and public sentiment, that will affect implementation of this *Plan's* policies.

# SECTION V -

# *PLAN* GOALS, OBJECTIVES, TIMELINES, AND INDICATORS

# SECTION V – *PLAN* GOALS, OBJECTIVES, POLICIES, TIMELINES, AND INDICATORS

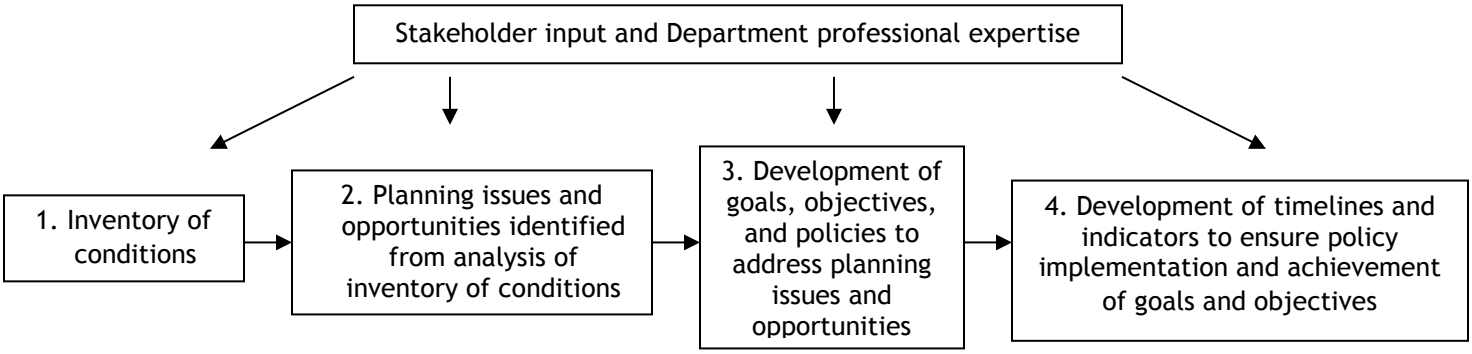
## I. *Plan* Goal, Objective, Policy, Timeline, and Indicator Development

Development of goals, objectives, policies, timelines, and indicators is vital in both providing a plan with direction and focus, and ensuring plan implementation. The following provides information on *Plan* goal, objective, policy, timeline, and indicator development.

Goals, objectives, policies, timelines, and indicators provide a plan with its ultimate worth. Goals address major, essential issues and are ideas and values in the public interest that provide an end in which to direct the planning process. Objectives are more specific, providing detailed direction towards achievement of goals. Policies consist of rules or courses of action utilized to ensure plan implementation through achievement of goals and objectives.

Figure 22 displays the process utilized to develop this *Plan's* goals, objectives, polices, timelines, and indicators. This process utilized input gathered from stakeholders, including City residents and elected/appointed officials, and other interested parties, in addition to the professional expertise of City Planning and Zoning Department (Department) staff.

**Figure 22:**
***Plan* Goal, Objective, Policy, Timeline, and Indicator Development**



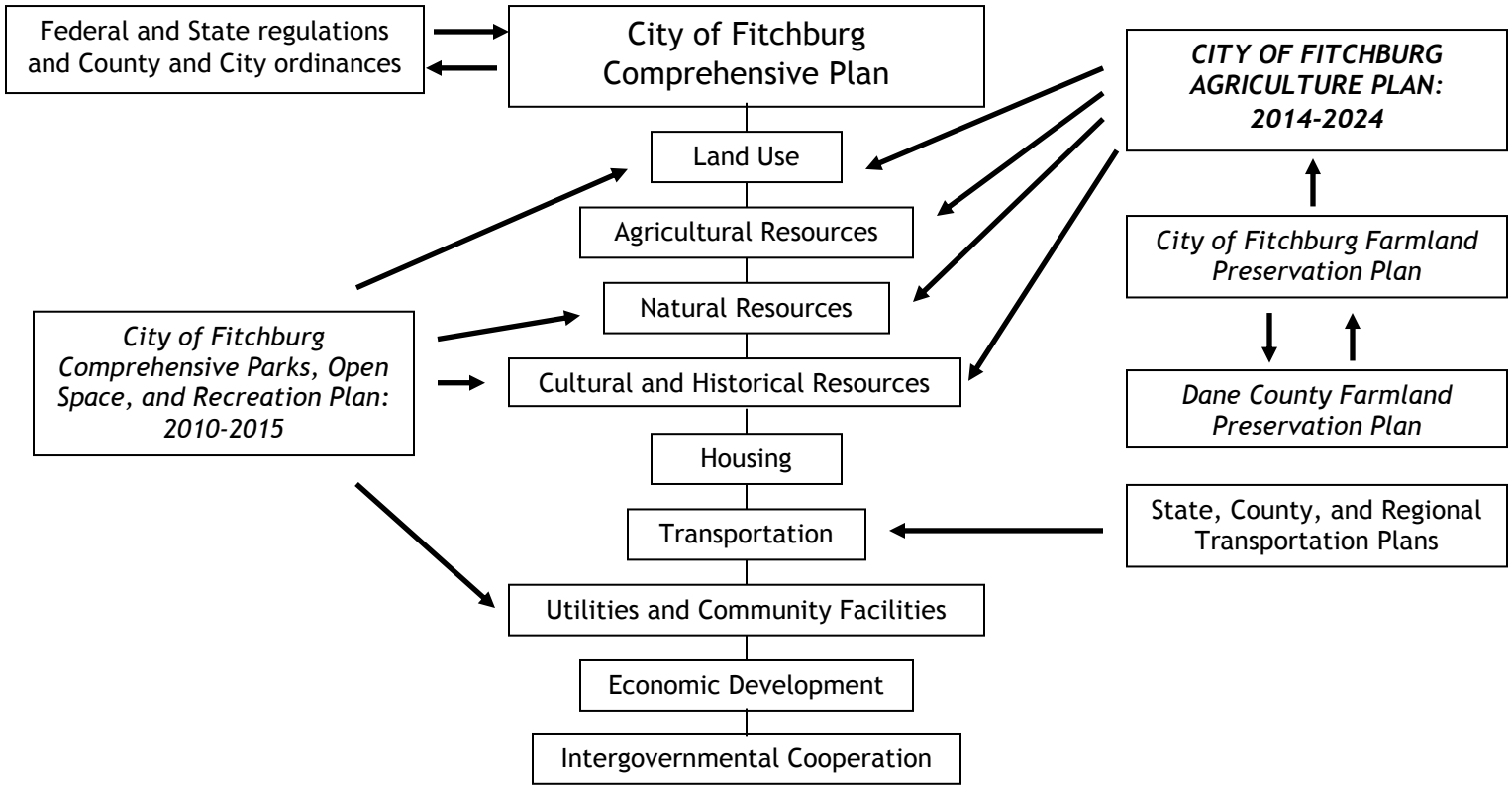

The goals, objectives, and policies stated in this *Plan* are consistent with goals, objectives, and polices stated in various other planning documents and regulatory measures at the Federal, State, County, and City level. Additionally, the goals, objectives, and policies of certain planning documents and regulatory measures are restated herein and thus identified as goals, objectives, and polices of this *Plan*. Figure 23 provides a conceptual overview of the integration of this *Plan*'s goals, objectives, and policies with these various other planning documents and regulatory measures.

## II. *Plan* Goals, Objectives, Policies, Timelines, and Indicators

The following states this *Plan's* goals, objectives, policies, timelines, and indicators. This Plan has one goal, the City of Fitchburg Agriculture Vision Statement, and one objective, supported by five extensive and integrated policies.

Again, it is important to note that all policy timelines and indicators presented herein are intended to serve as a guide, providing only an indication of progress towards, or the possible future date of, policy implementation. These timelines and indicators cannot account for the myriad of future factors, including but not limited to, additional workload, resource limitations, new and unforeseen planning issues, opportunities, trends, and concepts, and political and public sentiment, that will affect implementation of this *Plan's* policies.

**Figure 23:**
**Goal, Objective, and Policy Integration**




INSERT PICTURE

## ***GOAL (CITY OF FITCHBURG AGRICULTURE VISION STATEMENT)***

*The City of Fitchburg's unique agricultural resources, its productive agricultural soils and lands, bolster the City's economy and have provided an identity to the City for generations. Agriculture in the City is further fortified by proximity to large urban markets and a multi-modal transportation system. Various farm types producing diverse commodities, innovative agricultural research facilities, agri-tourism and education, and agricultural support and food processing industries and facilities are all vital components of agriculture in the City.*

*Preservation of the City's unique agricultural resources, through sound community development planning and implementation activities, and reliant on the expertise and contributions of all stakeholders, will ensure a continued high-quality of life, a collective community identity, and economic and ecosystem health and well-being throughout the City, for present and future generations.*

**INSERT PICTURE**

## GOAL - CITY OF FITCHBURG AGRICULTURE VISION STATEMENT

| OBJECTIVE | POLICY | TIMELINE | INDICATOR |
|---|---|---|---|
| 1. Promote and encourage communication and cooperation between various government units and departments, and business, non-profit, and agricultural landowner interests, to maintain, enhance, and utilize EXISTING and NEW agriculture and agriculture-related regulations, programs, projects, and initiatives. | | | |
| | 1. Explore and/or develop various agricultural regulations, programs, projects, and initiatives, including but not limited to the following, a. – f.: | 1. See a. – f. | 1. See a. – f. |
| | a. City of Fitchburg Small-Scale Agriculture and Community Gardens Program, to include the following, 1. – 4.; | a. 2014-2019; | a. See 1., 2., 3., and 4.: |
| | 1. Landowner-Grower Link; | | 1. Identify three landowners interested in renting land to small-scale agricultural growers – **December 31, 2015;** |
| | 2. Small-Scale Agriculture and Community Gardens on City Lands; | | 2. Assist in coordinating development of small-scale agriculture or gardens on different City parkland and other properties and identify start-up and maintenance funding within annual Parks operating budget, in accordance with the *City of Fitchburg Comprehensive Park, Open Space, and Recreation Plan* – **June 1, 2017**; |
| | 3. Small-Scale Agriculture and Community Garden Technical Information and Assistance Clearinghouse; | | 3. Develop small-scale agriculture and garden webpage and associated outreach efforts – **December 31, 2016;** |
| | 4. Nine Springs Community Food Center to include growing/processing facilities, farmers market, and fresh food carts/vending; | | 4. Explore development of a Nine Springs Community Food Center in any discussion or study regarding development of a Nine Springs neighborhood center – **December 31, 2017**; |
| | b. City of Fitchburg Agriculture Census (5-Year); | b. 2014-2019; | b. Develop Agriculture Census questionnaire for review by Agricultural and Rural Affairs Committee – **December 31, 2016**; |
| | c. City of Fitchburg Local Agricultural Products Buying Program; | c. 2014-2019; | c. Initiate contact with the City's Finance Department regarding interest and feasibility in developing a Program – **December 31, 2017**; |
| | d. City of Fitchburg Small Lot (A-S) district as DATCP certified Farmland Preservation zoning district; | d. Ongoing, 2014-2024; | d. Consider DATCP certification of A-S zoning district as a Farmland Preservation zoning district in next update of City's Farmland Preservation Plan and zoning ordinance in 2024; |
| | e. Increase organic production and farm diversity? | ? | e. ? |
| | f. Increase supportive services – Implement, seed, research, etc.? | ? | f. ? |

## GOAL - CITY OF FITCHBURG AGRICULTURE VISION STATEMENT

| OBJECTIVE | POLICY | TIMELINE | INDICATOR |
|---|---|---|---|
| 1. Promote and encourage communication and cooperation between various government units and departments, and business, non-profit, and agricultural landowner interests, to maintain, enhance, and utilize EXISTING and NEW agriculture and agriculture-related regulations, programs, projects, and initiatives. | | | |
| | 2. Promote, encourage, and maintain responsible planning and development of rural and agricultural lands by utilizing, developing, or exploring the following, a. – f.; | 2. See a. – f. | 2. See a. – f. |
| | a. City of Fitchburg Rural Residential Development Criteria (RRDC) – Appendix B, City of Fitchburg Comprehensive Plan; | a. Ongoing, 2014-2024; | a. Continue to utilize RRDC in accordance with the Comprehensive Plan and Zoning Ordinance, and track agricultural land converted to Rural Residential development – **June 1, 2015**; |
| | b. City of Fitchburg Rural Cluster (RC) Zoning District; | b. Ongoing, 2014-2024; | b. Continue to utilize RC zoning in accordance with the City's Comprehensive Plan and Zoning Ordinance, and track agricultural land converted to Rural Residential development – **June 1, 2015**; |
| | c. City of Fitchburg Agriculture and Community Enterprise (ACE) Areas - | c. 2014-2019; | c. Hold workshop with the Agricultural and Rural Affairs Committee to explore possibility of identifying ACE areas – **June 1, 2016**; |
| | d. Fitchburg Agriculture Route (FAR) on the Badger State Trail, to include the following, 1. – 3.: | d. 2014-2019; | d. See 1., 2., and 3.: |
| | 1. Agriculture Past and Present Signage; | | 1. Coordinate with graphic designer, sign equipment manufacturer, and City Public Works Department to design, order, and install signs – **December 31, 2014;** |
| | 2. Enhancement and Development Feasibility Study; | | 2. Identify funding and coordinate with the University of Wisconsin Department of Urban and Regional Planning to initiate and complete the Study – **December 31, 2015**; |
| | 3. Enhancement and Development Feasibility Study implementation; | | 3. Identify two grant sources for Study implementation – **June 1, 2015**; |
| | e. Capital Region Planners Roundtable; | e. Ongoing, 2014-2024; | e. Continue to participate in the Capital Region Planning Roundtable quarterly sessions; |
| | f. Southern Capital Region Agriculture Consortium; | f. 2014-2019; | f. Initiate contact with the Capital Area Regional Planning Commission and other potentially interested parties regarding interest in formation of a Consortium – **June 1, 2015**; |

## GOAL - CITY OF FITCHBURG AGRICULTURE VISION STATEMENT

| OBJECTIVE | POLICY | TIMELINE | INDICATOR |
|---|---|---|---|
| 1. Promote and encourage communication and cooperation between various government units and departments, and business, non-profit, and agricultural landowner interests, to maintain, enhance, and utilize EXISTING and NEW agriculture and agriculture-related regulations, programs, projects, and initiatives. | | | |
| | 3. Develop, coordinate, and/or host various rural or agricultural promotional and educational events, including but not limited to the following, a. – e.: | 3. See a. – e. | 3. See a. – e. |
| | a. *Agriculture Past and Present Bike Tour* on the Badger State Trail; | a. Ongoing, 2014-2024; | a. Continue to hold bike tour annually on Fitchburg Days weekend; |
| | b. Madison Metropolitan School District Aldo Leopold Elementary School and Verona Area School District Stoner Prairie Elementary and Savannah Oaks Middle Schools Agricultural Day, to include the *Agriculture Past and Present Bike Tour* on the Badger State Trail; | b. 2014-2019; | b. Initiate contact with the Madison Metropolitan School District and Verona Area School District to gauge interest in developing a school Agricultural Day – **June 1, 2016**; |
| | c. Other Fitchburg Days Events – Dairy Lunch and Agricultural Entrepreneurial Fair; | c. 2014-2019; | c. Initiate contact with the Fitchburg Days Organizing Committee, Fitchburg Chamber Visitor and Business Bureau, and other interested parties to gauge interest in developing other Fitchburg Days Events – **December 31, 2016**; |
| | d. Dane County Food Summit and other related regional food events; | d. Ongoing, 2014-2024; | d. Continue to provide City staff to serve on the Food Summit Planning Committee; |
| | e. Any held in coordination with the following: | e. Ongoing, 2014-2024; | e. See 1., 2., 3., and 4.: |
| | 1. University of Wisconsin Department of Urban and Regional Planning; | | 1. Coordinate or participate in events as needed; |
| | 2. University of Wisconsin – Dane County Extension; | | 2. Coordinate or participate in events as needed; |
| | 3. University of Wisconsin Farm and Industry Short Course Program; | | 3. Coordinate or participate in events as needed; |
| | 4. Relevant non-profit organizations; | | 4. Coordinate or participate in events as needed; |

## GOAL - CITY OF FITCHBURG AGRICULTURE VISION STATEMENT

| OBJECTIVE | POLICY | TIMELINE | INDICATOR |
|---|---|---|---|
| 1. Promote and encourage communication and cooperation between various government units and departments, and business, non-profit, and agricultural landowner interests, to maintain, enhance, and utilize EXISTING and NEW agriculture and agriculture-related regulations, programs, projects, and initiatives. | | | |
| | 4. Undertake and complete various plans, studies, and reports that serve to advance the aforementioned polices, 1. – 3., in conjunction with the following, a. – f.: | 4. See a. – f. | 4. See a. – f. |
| | a. University of Wisconsin Department of Urban and Regional Planning; | a. Ongoing, 2014-2024; | a. Identify funding and coordinate with the University of Wisconsin Department of Urban and Regional Planning to initiate and complete the Fitchburg Agriculture Route (FAR) – Enhancement and Development Study – **December 31, 2015**; |
| | b. University of Wisconsin – Dane County Extension; | b. Ongoing, 2014-2024; | b. Initiate contact with the University of Wisconsin – Dane County Extension regarding small-scale agriculture and community gardens on public land and operational funding – **December 31, 2015**; |
| | c. University of Wisconsin Farm and Industry Short Course Program; | c. Ongoing, 2014-2024; | c. ? |
| | d. Capital Region Planning Roundtable; | d. Ongoing, 2014-2024; | d. Continue to participate in the Capital Region Planning Roundtable quarterly sessions; |
| | e. Southern Capital Region Agriculture Consortium; | e. Ongoing, 2014-2024; | e. Initiate contact with the Capital Area Regional Planning Commission and other potentially interested parties regarding interest in formation of a Consortium – **June 1, 2015;** |
| | f. Fitchburg Historical Society; | f. Ongoing, 2014-2024; | f. Initiate contact with the Society to Identify potential common goals as identified in the Fitchburg Agriculture Route (FAR) – Enhancement and Development Feasibility Study – **June 1, 2016**; |
| | 5. Stay current with various agricultural trends, concepts, and organizations, including but not limited to the following, a. – c.: | 5. See a. – c. | 5. See a. – c. |
| | a. Manure digesters and related technologies; | a. Ongoing, 2014-2024; | a. Attend various workshops, informational meetings, and related events, as needed; |
| | b. Southern Wisconsin Agricultural Group: | b. Ongoing, 2014-2024; | b. Attend various workshops, informational meetings, and related events, as needed; |
| | c. Madison Metropolitan Sewerage District Yahara WINs and related phosphorus management projects; | c. Ongoing, 2014-2024; | c. Attend various workshops, informational meetings, and related events, as needed; |

# SECTION VI -

# APPENDICES

## APPENDIX A

## Adoption Resolution (#_____, 2014)

**INSERT**

# Agriculture Types

**(a) Row crop production;**

a. Export market;

i. Food;

ii. Feed;

b. Local market;

i. Food;

ii. Feed;

**(b) Orchards;**

**(c) Livestock rearing;**

a. Small-scale;

b. Large-scale;

**(d) Nursery (Including sod and/or Christmas tree production);**

**(e) Beekeeping;**

**(f) Floriculture (Ornamental plants, flowers, etc.);**

**(g) Aquaculture (Fish);**

**(h) Fur farming;**

# Agriculture Issues

- Market demands

- Costs (Land and operational)

- Support services and infrastructure

- Urban/suburban development

- Generational (Who are the next generation of farmers?)

- Environmental

- Others?

# Agriculture Questions

- What makes agriculture unique in Fitchburg?

- Where will agriculture be located in Fitchburg?

- Twenty years from now, what could agriculture look like in Fitchburg?

- What will “drive” achievement of this “vision”?

- What will “restrain” achievement this “vision”?