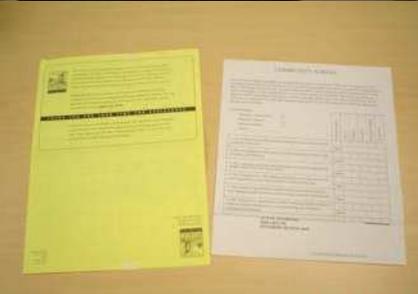




Goals, Objectives and Policies





Land Use

The land use challenge for Fitchburg will be to maintain the coexistence of the urban and rural areas, to create attractive highly intensive transit oriented neighborhoods and to improve the quality of older areas through maintenance and redevelopment, while maintaining the natural resources and high quality farmland that represents the history of the City.

Goal 1: Preserve and enhance the natural and agricultural resources and features of the City.

Objective 1: Follow a pattern for development consistent with the long term urban growth map and its related phasing plan.

Policy 1: Focus development along the Fitchburg—Oregon (east) rail corridor.

Purpose: Plan development along a mass-transit corridor.

Policy 2: Focus development in areas that can be serviced by gravity flow sanitary sewer.

Purpose: To reduce the costs of the City taxpayer from the maintenance of lift stations.

Policy 3: Focus development away from high quality agricultural lands, by following the urban growth boundary map.

Purpose: To maintain quality farmland for future agricultural use and as an infiltration area.

Policy 4: Preserve the rural character of land areas outside of the current urban service area, or the planned growth areas.

Purpose: To maintain the characteristics and quality of the rural community.

Policy 5: Retain the rural character within the planned growth areas until such time as a neighborhood plan is adopted and the land is added to an urban service area, at which time growth shall be consistent with the neighborhood plan.



Objective 2: Protect environmental resources from development by promoting sustainable development and revitalization.

Policy 1: Provide for a minimum 75 feet environmental corridor or buffer zone to protect manageable stream areas. Distance measurements will be consistent with Capital Area Regional Planning Commission policy. Neighborhood plans may provide for an environmental corridor width greater than 75 feet.

Goals, Objectives, and Policies - Land Use

Policy 2: To protect wetlands, and the biological components of wetlands and related water bodies, provide for a 75 foot environmental corridor or buffer zone within the current (2007) urban service area and a 300 foot environmental corridor or buffer zone outside of the current (2007) urban service area. The environmental corridor or buffer zone is measured out from the wetland edge. For wetlands outside the current (2007) urban service area the environmental corridor or buffer width may be altered by the Plan Commission and Resource Conservation Commission in accord with the guidelines set forth in section 4, Land Use, of this Comprehensive Plan.

Policy 3: Favor protection of groundwater recharge areas.

Policy 4: Examine hydric soils and hydric inclusions for situations in order to regenerate wetlands previously destroyed by human activity.

Policy 5: Examine the impact of development on existing wetlands and promote the re-establishment and re-generation of wetlands and related natural systems when and where appropriate.

Policy 6: Where appropriate, obtain private or public funding to upgrade and improve wetland quality.

Policy 7: Protect life and property by not allowing development near or in identified floodplains.

Policy 8: Implement a Plan for Open Spaces and Recreation consistent with this plan which will assist policy makers with future open space decisions.

Goal 2: Develop a compact urban community that is visually and functionally distinct from its rural and agricultural community.

Objective 1: Promote infill, reinvestment and redevelopment of land and uses.

Policy 1: Infill, reinvestment, or redevelopment areas should be in accord with a plan adopted by the City. One such plan currently in place is the “North Fish Hatchery Road Opportunity Analysis and Concept Planning”. Prior to offering any incentives for redevelopment, the City should have approved a plan, properly vetted through a public process, to guide policy makers in the decision making process.

Policy 2: Plans for infill, redevelopment or reinvestment shall, where appropriate transit service exists or is to be provided, be based on the principles of mixed-use transit oriented development.



Goals, Objectives and Policies - Land Use



Objective 2: Restore underutilized, blighted, or underdeveloped properties within current commercial and residential neighborhoods.

Policy 1: The City should engage in redevelopment studies within areas showing blight, economic despair, and commercial areas with low floor area ratios.

Policy 2: A plan for redevelopment is to be required prior to the use of any public funds in order to properly guide City resources.

Policy 3: Community Economic Development Authority and the Plan Commission will study revitalizing despairing neighborhoods and study funding options to assist in the refurbishment of the neighborhoods.

Objective 3: Preserve open space, natural areas, and rural and agricultural land by promoting compact development that contains a logical and sustainable mix of uses and building types.



Policy 1: Neighborhood Planning will generally provide for a land use arrangement that accommodates a range and mixture of housing and business options.

Policy 2: Neighborhood planning is to be sensitive to the context provided by existing environmental resources, and land uses.

Policy 3: Land uses within the neighborhood plans will be an integration of compatible uses to incorporate a neighborhood feeling in each development. Commercial and residential units will be mixed in higher density areas, to promote live-work areas and to offer day-to-day needs within a neighborhood. Industrial uses will be within the designated business areas and designed to limit impact to the livelihood of residential neighborhoods. Mixed use areas are to be promoted. Business uses should move toward such mixed use areas or be a high density balanced developments rather than land extensive business parks.



Policy 4: Retain the rural landscape of Fitchburg by limiting development outside of the urban service area to that which is consistent with the Rural Residential Development criteria.

Policy 5: Non-residential development outside the urban service area is to be limited to those in areas already appropriately zoned for the intended use. Structures existing as of August 2015 may have a permitted or conditional land use under zoning, provided the intended use is consistent with other aspects of the plan. Establishment or expansion of any non-residential uses, in areas appropriately zoned, provide the appropriate context for the use. If allowed, the use will need to provide proper storm water management and other impact mitigation measures.

Goals, Objectives, and Policies - Land Use

Objective 4: The City is to complete and adopt neighborhood plans based on established criteria, consistent with the phasing plan, as a basis for City judgments or activities for the relevant neighborhood area.

Policy 1: The neighborhood plans will analyze the natural resources, environmental situation, transportation connections, storm water management, and utilities to determine the potential as to where development should and should not occur within the boundary.

Policy 2: The neighborhood plan will evaluate and examine the effects of proposed development to the natural and environmental systems, as well as the social and cultural systems. From this, a land use pattern is to be created consistent with this comprehensive plan.

Policy 3: Development, on average, should not exceed 75 acres per year. Development as defined here is to include residential, business-commercial, industrial, institutional uses, streets, stormwater systems, and park land dedications.

Policy 4: The neighborhood plan shall cover an area large enough to be considered a logical unit for service provision and to determine compatibility and consistency of the proposed change with adjacent areas and existing plans. This area may be substantially larger than the area that is requested for inclusion in the Central Urban Service Area.

Policy 5: Neighborhood plans with urban service area expansion requests must include 5-year staging boundaries.

Objective 5: Extend utilities and infrastructure in a way that balances market demand with an average annual growth rate not to exceed 75 acres per year, and using existing and proposed infrastructure in an efficient manner.

Policy 1: Manage the outward growth of utilities, infrastructure, and land development by following the phasing of the Urban Development Boundary Map.

Policy 2: The City will seek expansion of the urban service area when there is demand for serviced land for housing and businesses, it is feasible to extend sewer and water lines to a new area and the action will be consistent with the phasing recommendations of this plan, and an expected average annual growth rate not to exceed 75 acres per year.

Policy 3: Plan land use along road corridors in a manner supportive of the functional classification of the road.

Objective 6: Promote development in areas that encourages options to alternative transit modes.



Goals, Objectives and Policies - Land Use



Policy 1: The City will seek to develop transit-oriented development along the eastern rail corridor, and existing bus routes, by planning high density mixed-uses around current or future transit stops.

Policy 2: Transit-oriented development will be focused within the SmartCode or other appropriate zoning districts and traditional neighborhood designs.

Policy 3: Provide for adequate connectivity of all mode choices among residential areas, employment centers and commercial areas.

Objective 7: Control the rate of new development outside the current urban service area.

Policy 1: A decision to precede with any new neighborhood plan needs to consider complications that may be presented to the overall growth policies (on average a max of 75 acres per year) in place.

Purpose: Best way to limit conflict and to assure the ability to service is to develop on a neighborhood basis and therefore it may be appropriate to limit the number of approved neighborhood plans at any one point.

Policy 2: Provide for a 20-year urban service boundary with a 5-year flexibility factor at a 75 acre per year development rate. This boundary will be reviewed every 5 years for adjustments.

Purpose: To guide planners, developers, and City officials as to where the City will be expanding services and developing in the future.

Policy 3: Limit new development to within the urban growth boundary and at an average 75 acre per year rate through an urban service adjustment process. As an example, growth should be no more than 375 acres in the 5 year review period.

Purpose: To control the phasing of neighborhoods and their related urban service area adjustments, this will help limit sprawl and help manage the City's ability to provide cost effective public service to the new developments.

Policy 4: Neighborhood Plans need to recognize anticipated phasing of other approved neighborhoods. To bypass conflict of phasing in Neighborhoods and to manage development on an average 75 acre per year rate, the Planning Commission and Common Council need to evaluate phasing proposal applications based on the following criteria:

1. Contiguity with existing urban development
2. Relative location to sanitary and water lines/hookups
3. Anticipated costs for major public infrastructure
4. Demand for specific land use
5. Ability to service (police, fire, EMS, etc.)

Purpose: To manage development on a 75 acre per year rate and to set parameters for establishing neighborhood phasing processes.

Goals, Objectives, and Policies - Land Use

Objective 8: Development or redevelopment of property will be consistent with the future land use map, a neighborhood plan if covered by a neighborhood plan in appendix A, or the sector plan map if using SmartCode zoning.

Policy 1: Future development or redevelopment of lands utilizing zoning associated with the City of Fitchburg Zoning Code, except the SmartCode District, will follow the future land use map, or if covered by a neighborhood plan identified in Appendix A then the land use section and map of the respective neighborhood plan.

Policy 2: It is not the intent of this plan to require an amendment to the Comprehensive Plan and its land use map, or Appendix A neighborhood plan land use sections or map, for alterations that may occur as a result of more detailed planning as provided in Chapter 4, or as provided within the neighborhood plan.

Policy 3: Development or redevelopment using SmartCode District zoning will use the Sector Plan map. The sector plan map may be modified without requiring a change to this Comprehensive Plan, as provided in Chapter 4.

Natural Resources



Goal 1: Protect and rehabilitate the natural environment.

Objective 1: Protect natural areas of pre-settlement natural environment, particularly endangered or threatened species.

Policy 1: Consult with the University of Wisconsin (UW) Arboretum, Wisconsin Department of Natural Resources (DNR), Dane County, The Fitchburg Historical Society, and other interested parties to determine if Fitchburg has any pre-settlement sites and if those sites are unique to Dane County and/or the State of Wisconsin.

Purpose: To know how unique a specific site is; whether on a local or greater scale.

Policy 2: Encourage where appropriate the protection and preservation of unique pre-settlement sites through methods of City of Fitchburg funds or other methods, such as Transfer of Development Rights (TDR), Dane County or DNR grants or funds, or like sources.

Purpose: Protection is important and utilize other government resources.

Policy 3: Where tied to other resource systems, combine unique pre-settlement areas into environmental corridors to help assure preservation.

Purpose: Provides site ability to be within an overall open space system.

Objective 2: Encourage the protection and enhancement of sensitive natural areas.



Policy 1: Map lands outside the Urban Service Area (USA) that would be part of the environmental corridor as if they were in the USA and designate them as a Rural Environmental Corridor, or resource system corridor.

Purpose: The natural environment does not end at the USA boundary and water quality planning and protection is important in rural areas as well.

Policy 2: Inventory the existing land uses within the Rural Environmental Corridor.

Purpose: Determine any inconsistencies between the Environmental Corridor and the Rural Environmental Corridor and grandfather any existing structures or related areas.

Policy 3: Develop guidelines for acceptable land uses within the Rural Environmental Corridor.

Purpose: Protect sensitive natural areas from unsuitable land uses.

Policy 4: Determine gaps in both the Environmental Corridor and the Rural Environmental Corridor and determine logical areas for parkland or public ownership to provide environmental, and wildlife connections.

Purpose: To make a true corridor that benefits wildlife and their habitat and movements.

Policy 5: Examine linkages between environmental corridors, woodlands, steep slopes, pre-settlement areas, and other natural areas to determine any patterns for preservation of a resource system, and wildlife system through broadly scooped corridors.

Purpose: To make a true corridor that benefits wildlife and their habitat and movements.

Policy 6: Promote the re-establishment and re-generation of wetlands and related natural systems when and where appropriate.

Purpose: Recognize the crucial role wetlands play for flood control and water quality.



Objective 3: Protect all Natural Resources

Policy 1: Continue to enforce Stormwater Control and adopt additional controls as policies and methods evolve.

Purpose: To prevent the movement of pollutants to Wisconsin's water resources by ways of runoff.

Policy 2: Continue to enforce Erosion Control and adopt additional controls as policies and methods evolve.

Purpose: To minimize the amount of sediment and other pollutants carried to lakes, streams, storm sewers, roads, adjacent properties, and wetlands.

Policy 3: Continue to enforce Floodplain and Wetland Ordinance(s).

Purpose: To further the maintenance of safe and healthful conditions; to prevent and control water pollution; to protect fish spawning grounds, aquatic life, bird and other wildlife habitat; to protect buildings and lands from flooding and accelerated erosion; to protect archaeological and historic resources; to protect commercial fishing and maritime industries; to protect freshwater and coastal wetlands; to control building sites, placement of structures and land uses; to conserve shore cover, and to anticipate and respond to the impacts of development in shoreland areas.

Policy 4: Continue to enforce Wellhead Protection.

Purpose: Protect aquifer recharge areas from risk of contamination.

Policy 5: Discourage Development on Private Septic, unless associated with Rural Cluster Development or Rural Residential Criteria.

Purpose: To prevent groundwater contamination from failing septic systems.

Goals, Objectives and Policies - Natural Resources



Policy 6: Develop a Tree Protection Ordinance.

Purpose: Tree Protection Ordinances allow for the preservation of existing trees, the most quantity of trees, or the largest trees. Development plans are designed around the type of tree preservation that is set forth in the ordinance and by proposed land use.

Policy 7: Protect good natural infiltration areas from development.

Purpose: To provide for groundwater recharge.

Goal 2: Provide public access to unique natural areas.

Objective 1: Continue to require new developments or subdivisions to dedicate sufficient land acreage for recreational purposes, or contribute funds for future recreation and open space land acquisition.

Policy 1: Provide accessible, well-maintained parks and playgrounds within convenient distance (1/4 mile) from all neighborhoods.

Purpose: Make both active and passive outdoor recreational opportunities accessible to the group or area which they are designed to serve, and develop these in a safe and aesthetically pleasing way which is integrated into the existing land use pattern.



Objective 2: To preserve and maintain selected wooded areas, vegetative cover, streams, ponds, natural drainage ways, steep slopes and other natural resources in and around the City.

Policy 1: Coordinate natural resource protection and enhancement efforts with appropriate local, state, and federal agencies.

Purpose: The natural environment does not end at government boundaries.

Policy 2: Maintain and protect mature trees on public property and along public streets to enhance the urban forest and urban wildlife habitat.

Purpose: Trees provide an important link for the environment and the City should continue to work to protect stands of trees under its ownership. A mature tree has a well-developed tree canopy (i.e. mature canopy) and one that will continue to age but has reached approximately 75% of its full canopy growth. Smaller trees are usually considered "mature" at 20 years and for larger trees, 25 years or more depending on species.

Policy 3: Natural public areas are to be maintained to retain their natural state and encourage appropriate public lands for hunting and fishing access, state parks, and other open space.

Purpose: Open space is a common preferred element among residents, and promotion of open space is critical to a strong community.

Goals, Objectives, and Policies- Natural Resources

Policy 4: Provide environmental corridors of sufficient width to protect wildlife, water quality and biological components of wetland and stream corridors.

Purpose: To have sufficient protection of wetlands, streams, and their related eco-systems.

Goal 3: Provide an opportunity for the use and harvest of significant commercial natural resources.

Objective 1: To protect mineral deposits where practical from urban encroachment.

Policy 1: Establish effective planning policies and ordinances that allow for the possible removal of aggregate resources before development of land.

Purpose: To wisely use the natural resources before development would preclude their use.

Policy 2: Protect existing residential concentrations by assuring that mineral extraction areas are properly buffered.

Purpose: Prevent subdivisions near current or future extraction areas to avoid use conflicts. Where a subdivision is located near a site, berms or other like measures should be used as a buffer. The City's blasting regulation has significantly reduced negative effect of blasting on existing residential areas.

Objective 2: To ensure that all extraction of resources takes place under conditions which foster compatibility with existing surrounding land uses.

Policy 1: Make note of key sand and gravel and timber sites that may exist in the City and plan for compatible land uses adjacent to key sites.

Purpose: Map to avoid conflicts with other planned land uses.

Objective 3: To provide for the restoration of extraction sites for future agriculture, open space, recreational or other appropriate uses.

Policy 1: Provide educational material summarizing the costs and benefits of sand and gravel utilization and timber harvests.

Purpose: Wise resource use is important to a growing community.

Policy 2: When approving mineral extraction operations, reclamation plans and future land use should be established.

Purpose: To assure that land can be used to the best use available.

Objective 4: To provide for the use of wind, solar, geothermal and other "green" resources for energy efficiency.

Policy 1: Develop a wind power ordinance.

Purpose: To provide for and encourage the installation of wind power facilities, where appropriate.



Policy 2: Develop a solar power ordinance that supersedes architectural control committee influences.

Purpose: To provide for and encourage the installation of photovoltaic, solar thermal and other solar facilities, where appropriate.

Policy 3: Encourage the use of geothermal resources.

Purpose: To provide for and encourage the use of geothermal installations.

Agricultural Resources

Goal 1: To protect and maintain agriculture as a significant resource within Fitchburg.

Objective 1: Adopt a long-term growth area.

Definition: A long-term growth area defines where future development will occur and helps preserve and protect agricultural land, wood lots, and other natural areas from development. If development occurs outside of the long-term growth area it is to be limited to agricultural development and necessary ancillary or accessory uses allowed within agricultural zoning districts of the City.

Policy 1: Consider the creation or variations of either a Transfer or Purchase of Development Rights program to be used to compensate rural landowners who may be outside the long-term growth area.

Purpose: Landowners outside of a long-term growth area may have inaccessible assets in land, and the transfer of development rights may assist landowners to access part of that value. The income they receive from the TDR or PDR program can be used to invest in their farm operation or to compensate them when they sell their land at a rate that is affordable to new or expanding farmers.

Policy 2: Continue to provide exclusive agricultural zoning that qualifies farmers to claim Farmland Tax Credits.

Purpose: Farmland Tax Credits allow farmers to reduce their income tax payments. This savings can be used to invest in their farm operations or to make a farm that is experiencing tough times profitable.

Policy 3: Encourage the State of Wisconsin to continue the use of Agricultural Use Value assessment on farm and pasture land.

Purpose: Agricultural Use Value assessment allows farm and pasture land to be assessed on the value of their crops instead of on the market value of their land, which reduces their property tax payment.

Objective 2: Encourage farmers to invest in improvements to their farm operations, or to diversify their agricultural operations to address the changing farm economy.

Policy 1: Encourage and consider supporting Farmers Markets, Dairy Breakfasts, and similar events and festivals.

Purpose: These events provide interaction between urban residents and farmers and present opportunities for the two groups to communicate and educate each other on the impacts that each land use has on the other.

Policy 2: For current or future agricultural operations, discourage the location of incompatible land use near farms or agricultural land to avoid adverse impacts to farm operations or agricultural lands.

Purpose: To prevent negative impacts from conflicting land uses.



Goals, Objectives and Policies - Agricultural Resources



Policy 3: The City of Fitchburg should create its own reasonable right to farm ordinances and also encourage the State of Wisconsin to continue its Right to Farm Legislation.

Purpose: The Right to Farm Statutes protect farmers from being sued through nuisance lawsuits from urban residents who purchase or build their housing knowing that there are active farm operations near by.

Policy 4: Examine how the City of Fitchburg can help switch farm operations to more economically viable operations.

Purpose: A number of farms within the state are being depleted due to high operating costs. Just as the City helps other businesses fiscally and educationally, the same could be applied to farm businesses.

Policy 5: Maintain and promote agriculture infrastructure to enhance and sustain agriculture operations.

Purpose: In order for the agriculture community to be viable within the City of Fitchburg, economic development of agricultural businesses and other resources will need to be enhanced within the surrounding area.

Goal 2: Preserve agricultural land as a resource for the use and benefit of current and future generations.

Objective 1: To protect agricultural land and limit development of agricultural land to those areas adjacent to the existing urban service area and where not in conflict with the overall land use plan.

Policy 1: Direct urban development away from prime or other highly productive agricultural lands except where such lands are adjacent to existing development and can be cost-effectively served by urban services.

Purpose: Urban land use often impact and conflict with farm operations. Expanding septic systems and private well increase the possibility of septic system failures and well contaminations that can cause public health hazards.

Policy 2: Follow the long-term growth boundary established in 2007 to protect the City's agricultural base.

Purpose: Urban land use often impact and conflict with farm operations. Preservation of high quality agricultural lands was one area that was incorporated in the growth boundary.

Policy 3: Developments outside the urban service area are to be limited to those that meet the rural development criteria. Rural development criteria are intended to prevent development in conflict with goals 1 and 2.

Purpose: Suburban sprawl often impacts and conflicts with farm operations. The criteria are designed to limit these impacts, as well as protect and preserve open space and agricultural and natural resources.

Objective 2: Protect the scenic character of the agricultural area and promote efficiency and compactness of growth.

Policy 1: Use the City's zoning control to discourage development in designated agricultural preservation areas.

Purpose: Urban land use often impact and conflict with farm operations.

Policy 2: Prohibit creation of rural subdivisions or establishment of new non-agricultural business developments outside the urban service area unless allowed in a planned rural development. Individual or small cluster rural home sites shall be limited to those meeting the rural residential development criteria.

Purpose: To protect rural area and to maintain compact, more easily serviceable developments.

Policy 3: Understand that privately held agricultural lands are a large part of the rural character of the community and that measures such as transfer of development rights or purchase of development rights should be used to maintain this resource.

Purpose: The entire community derives a benefit from open space farmland, and measures to assure preservation are important to community character.

Objective 3: Recommend that no policy should be adopted or implemented which would substantially impair or diminish the present uses, values, or enjoyment of agricultural land.

Purpose: Promote the long term future of agriculture in Fitchburg.

Policy 1: Pursue development or boundary agreements with surrounding communities that would preserve agricultural land in those areas.

Policy 2: The City should be prepared to utilize extra-territorial plat review, and zoning jurisdiction to preserve adjacent agricultural lands and prevent potentially conflicting development.

Purpose: To assure that Fitchburg agriculture does not face urbanization pressures from surrounding communities, and to assist in the provision of larger blocks of open space.

Objective 4: Protect existing community gardens in the City and establish additional areas for new community gardens.

Policy 1: Explore the option to provide publicly owned community gardens.

Policy 2: Expand community gardens in the City as demand increases.

Policy 3: Attempt to create an "area" community garden in residential neighborhoods, similar to the hierarchy of parks, intended to serve persons within bicycle distance (1/2 mile).



Cultural Resources



Goal 1: Promote and preserve the City's cultural resource base.

Objective 1: Encourage the preservation of significant natural, cultural, and historical features.

Policy 1: Maintain and update, where and when appropriate, the inventory of cultural resources within the City of Fitchburg.
Purpose: Maintain all cultural resources. Second, so that we know where cultural resources are that may be affected by land use changes.

Policy 2: Encourage the preservation or avoidance of significant cultural, historical, and natural features in development proposals. Where preservation and avoidance of such features is not practical, the City encourages the integration of such features into the design of projects to the extent practical.
Purpose: To allow creative and alternative design options for preservation of cultural, historical, and natural features.

Policy 3: Examine funding opportunities to undertake comprehensive historic and cultural resource inventory.

Policy 4: Utilize state and federal programs, or grants, when available and appropriate to educate, enhance and protect historical properties.

Objective 2: Encourage compliance with applicable federal, state, and local environmental, cultural resource, and historical preservation laws and ordinances.



Policy 1: Continue to use the Historic Landmark Preservation Ordinance to designate locally significant historical buildings and sites.
Purpose: To accomplish the protection, enhancement, and perpetration of such improvements which represent or reflect elements of Fitchburg's cultural, social, economic, political, engineering, and architectural history; safeguard Fitchburg's historic and cultural heritage, as embodied and reflected in such historic structures and sites; foster civic pride in the beauty and noble accomplishments of the past; protect and enhance the City's attractions to residents and visitors and serve as a support and stimulus to business and industry; strengthen the economy of the City; and promote the use of historic districts and landmarks for the education, pleasure, and welfare of the people of the City.

Goals, Objectives and Policies - Cultural Resources

Policy 2: Encourage applicants who must obtain permits pursuant to federal, state, and local environmental, cultural resource, and historical preservation laws and ordinances to share with the City such permits and related background information at the time of application submittal.

Purpose: Build database of all available information, and the ability to share knowledge and experiences with later applicants.

Policy 3: Maintain contact with the local and/or state Historical Society representatives to better understand programs and opportunities.

Purpose: City should continue to pursue use of non-local resources to the greatest extent possible.

Policy 4: Work with local, regional, and state tourism promotional groups such as the State Heritage Tourism Council and the WI Department of Tourism to promote and protect local cultural resources.

Purpose: City should continue to pursue use of non-local resources to the greatest extent possible.



Goal 2: Actively seek to strengthen strong cultural and social history and community identity.

Objective 1: Retain, enhance, and promote the inviting atmosphere of the City of Fitchburg.

Policy 1: Encourage the development of unique community themes.

Purpose: Promote unique Fitchburg identity.

Policy 2: Encourage social activities and gatherings, such as Fitchburg Days, and other local events that strengthen local traditions.

Purpose: Events promote a sense of community and encourage a wide variety of citizens to become involved.



Policy 3: The City will use the Comprehensive Plan, Zoning Ordinance, and Subdivision Ordinance as tools to encourage locally appropriate development and to maintain the integrity of undeveloped open space and agricultural areas.

Purpose: Provide consistent decisions for each application.

Policy 4: Provide educational material regarding the City's unique historic sites to encourage their protection.

Purpose: Provides a sense of local history and encourages private owners to protect their cultural resources.



Policy 5: Recognize the value of existing housing and established subdivision enclaves where rural enclaves will abut new subdivisions. The existing enclaves should be integrated where possible as part of the larger community.

Purpose: While recognizing the importance of individual subdivisions, integration forms a stronger, cohesive community.

Policy 6: Continue to value the City's ethnic diversity by actively seeking to involve all groups in activities and governance.

Purpose: The ethnic diversity of the City should be used to bring about positive interaction of the various community groups.

Housing

Goal 1: To provide for balanced residential growth in the City with a variety of housing types, to promote decent housing and a suitable living environment for all residents, regardless of age, income or family size, and to encourage an adequate supply of affordable housing in each new urban neighborhood.



Objective 1: Promote development of housing to meet forecasted needs.

Policy 1: Encourage an overall net neighborhood density that is transit friendly.

Purpose: To promote efficient use of land in the urban service area and to provide for multi-modal friendly densities.

Policy 2: Promote a variety of housing options within neighborhoods.

Purpose: To maintain a diverse and healthy community by providing for a blend of housing.

Policy 3: Promote a higher level of owner occupied housing compared to renter occupied units within new neighborhoods.

Purpose: Home ownership provides for stronger and less transient neighborhoods, and provides growth in equity to home owners. Promote condominium form of ownership in higher density situations.

Policy 4: Provide housing consistent with the economic opportunities provided within the community.

Purpose: Jobs/Housing opportunities should be equal to provide a balanced community.

Objective 2: Promote the development and preservation of long-term entry level housing for low-moderate income residents.

Policy 1: Promote high level and quality sustainable construction, and maintenance of existing housing stock.

Purpose: Provide for quality construction and to ensure livable conditions for older housing units; older housing often is the more affordable housing stock in the City.

Policy 2: Encourage use of private and public programs to meet the housing needs of low income persons.

Purpose: City should continue to pursue the use of non-local resources to the greatest extent possible.

Policy 3: Provide smaller lots to assist in the provision of affordable housing for low income persons.

Purpose: Planned Development District zoning allows the City to state specific objectives, such as affordable housing, during the development stage. (Low income is defined as a person at or below 65% of the County median income.)





Objective 3: Recognize the value of existing housing and established neighborhoods, and support rehabilitation efforts, both public and private, while maintaining the historic, cultural and aesthetic values of the community.

Policy 1: Promote maintenance and rehabilitation of existing aging housing stock using sustainable construction techniques, particularly for multi-family housing.

Purpose: To ensure livable conditions for older housing units; older housing is often the more affordable housing stock in the City.

Policy 2: Undertake redevelopment plans to focus on specific areas of the City.

Purpose: Re-examine past land use arrangements and determine alterations that may better promote larger City goals, such as balanced neighborhood designs.

Policy 3: Transition between higher densities and existing lower density areas.

Purpose: Transition areas allow the change in density to occur gradually.

Policy 4: Consider the creation of a City fund to lend money at low interest rates, in the form of a second mortgage, to assist in energy conservation updates for low income individuals.

Goal 2: Promote the efficient use of land for housing.

Objective 1: Encourage compact neighborhood and development patterns.

Policy 1: Promote Traditional Neighborhood Design (TND) developments to create compactness, efficiency, livability and multi-modal transportation.

Purpose: Provide development patterns that are efficient to serve and preserve rural land resources.

Policy 2: Encourage the development of planned residential areas large enough to allow “mixed use” with a variety of housing types, complementary commercial and open space uses. Encourage use of innovative design and cluster development.

Purpose: Balanced neighborhoods promote diversity and the potential for reduced trip lengths and varied methods of transportation.

Policy 3: Housing development shall be undertaken with respect to the natural resources, environmental corridors and promotion of open space.

Purpose: Respect environmental settings.

Policy 4: Create plans for unused and underutilized land in the existing urban service area to promote in-fill development.

Purpose: Promote wise use of land in current urban service area, where service provisions already occur.

Policy 5: Recognize that development at higher but livable densities promotes wise use of the land resource and reduces land required to meet housing demand. This helps to preserve agricultural and other open space land outside the urban service area.

Purpose: Provide for efficient use of land to help preserve agricultural uses, yet meet City's share of population growth.



Policy 6: Promote sound sustainable housing design through application of zoning, land division, and architectural review measures where possible.

Objective 2: Promote residential development to occur in areas with existing infrastructure and sewer prior to promoting growth at the periphery where new utility and service expansion are needed.

Policy 1: Locate housing in areas that are served by full urban services, including sanitary sewers and public water within convenient access to community facilities, employment centers and to arterial highways.

Purpose: A main function of government is to provide services to its citizens, and make the provision of these services more cost effective.

Policy 2: Do not allow unsewered subdivisions.

Purpose: To prevent groundwater contamination; provide for a compact community and one that is efficient to service.

Policy 3: Rural residential development should be limited to dwelling sited in accord with rural residential siting criteria or in select planned rural cluster areas. The rural residential criteria is not created to allow subdivisions, but to limit rural housing to suitable areas.

Purpose: Provide for limited rural housing opportunities where there will be compatibility with other land used. Urban services should not subsidize services to non-urban service developments which are more costly to serve.



Economic Development

Goal 1: Encourage economic development opportunities appropriate to the resources, character, and service levels in the City.

Objective 1: Encourage the creation of compact mixed-use activity centers as an alternative to suburban style, single use, low density office and research parks.

Policy 1: Mixed use centers should contain a strategic mix of uses, taking into account market demand and economic analysis, including residential, retail, office, service and civic, and open space.

Purpose: Foster compact, attractive, economically viable, and walkable developments.

Policy 2: Encourage greater floor area ratios and taller buildings with provision of underground or structured parking.

Purpose: Promote more compact business areas.

Policy 3: Mixed use and employment centers are to be visible and easily accessible to existing or planned transit routes.

Purpose: Increased visibility and access helps improve commercial opportunities.

Policy 4: Focus on providing neighborhood or community commercial activities, including soft goods destination shopping, that meets the needs of Fitchburg residents and businesses. Recognize that retail anchors that are well designed and sited in appropriate areas, generate customers that strengthen the trade area providing a more economically viable market for the locally owned shops and restaurants, while recognizing the market role played by existing retail activities. Mixed use center retail/services activities shall relate to the planned retail hierarchy within the City.

Purpose: Promote local shopping that meets the needs of Fitchburg residents and businesses.

Policy 5: Avoid strip commercial buildings. Encourage the clustering of commercial uses in planned centers or other compact commercial areas in order to maximize consumer safety and convenience, improve traffic safety and flow, and enhance economic viability.

Purpose: Reduce infrastructure costs and sprawl along highway frontages.

Policy 6: Carefully integrate commercial development and mixed use developments with predominately residential areas.

Purpose: Residential is served by commercial, but careful planning are required to limit impacts of commercial centers on residential neighborhoods while recognizing the operational needs of these businesses.

Policy 7: Some areas of the community will be more appropriate for mixed use centers and in these locations such centers should be more than simply encouraged.

Purpose: To assure that the land is being used for best possible uses.

Policy 8: Consider the creation of financial assistance programs or a parking utility to improve the fiscal viability of structured parking within a mixed-use compact development scenario.

Purpose: Compact development requires parking in a configuration other than surface lots; however, the cost of providing structured or underground parking is many times more per stall than surface lots. To meet other goals of the Plan, the City may need to consider funding mechanisms to increase financial feasibility.



Objective 2: Provide that retail and service areas are adequately sized and appropriately placed within neighborhoods and the community.

Policy 1: Retail and service developments are to be adequately sized and timed and located so as to meet the demands of the targeted service population.

Purpose: Avoid an overabundance of retail and promotes proper timing with the population base while recognizing market voids, demand, and trade ring analysis.

Policy 2: Promote flexibility in design of retail/service centers to promote re-use.

Purpose: Required to allow alteration in uses as retail centers purpose changes over time.

Policy 3: Avoid over-establishment of retail centers that only serve to weaken existing retail areas, and underutilization of the land resource. Market research and demand should be the basis for determining the appropriate square footage of mixed use/retail components of neighborhood plans to ensure that they are economically viable and sustainable.

Purpose: Avoids leap-frogging.

Objective 3: Recognize and support the changing needs and preserve agricultural based businesses as an economic opportunity.

Policy 1: Support the economic health of agriculture production in the City.

Purpose: To protect and maintain agriculture as a significant resource in Fitchburg.

Policy 2: Support home-based farm businesses in agricultural areas where there will be minimal impact on surrounding properties.

Purpose: Urban land uses impact and conflict with farming. Encourage uses to locate where negative impacts and conflicts will not occur.



Policy 3: Avoid establishment of non-agriculturally related

Goals, Objectives, and Policies - Economic Development



commercial and business development outside urban service area.

Purpose: Urban land uses impact and conflict with farming and the rural nature of an area.

Policy 4: Promote agricultural-research , development and technology businesses in planned urban areas, adjacent to ag land if it is important for the business to be located close to crops and fields.

Purpose: Agricultural technology may have benefits to the agricultural community.

Policy 5: Consider the creation of a financial assistance program to assist family farms in expansion, improvements or transitions to future agricultural operations.

Objective 4: Grow Fitchburg's economy while preserving the City's quality of life and protecting the environmental, natural and cultural resources.

Policy 1: Evaluate business development in terms of short- and/or long-term economic benefits, environmental impacts and compatibility with adjacent land uses.

Purpose: Plan for short- and/or long-term environmental impacts to address concerns before problems occur, while recognizing economic opportunities.

Policy 2: Require the disclosure of any soil or groundwater contamination on sites before approving development proposals.

Purpose: Allow for remediation of the site before further development occurs. DNR funds may be available for qualifying sites.

Policy 3: Strive for a jobs/housing balance within the community.

Purpose: A balanced community uses infrastructure more efficiently.

Policy 4: Promote and encourage sustainable design through the development of guidelines and incentives that meet sustainable design criteria (e.g LEED's, Green Globes, BREEM, Minnesota Sustainable Design Guidelines or other sustainable practices).

Purpose: Sustainable design promotes preservation or conservation of valued resources.

Policy 5: Require a high level of architectural design for commercial and business projects that provide for a meaningful work-recreation environment and have a focus to certain themes that complement the neighborhood and surrounding properties, but avoids monotonous patterns.

Purpose: Good architecture and design promotes interest, but themes should not be similar as to be monotonous.

Policy 6: Assist in the development of a reliable power and high technology infrastructure.

Purpose: Electric power stability and high technology linkages are important to developing a strong economy.

Goals, Objectives and Policies - Economic Development

Objective 5: Foster entrepreneurship, job growth, businesses retention, expansion and recruitment.

Policy 1: Maintain a database of improved and available commercial and industrial sites.

Policy 2: Be responsive, supportive and continue a positive environment for our business and development customers.

Policy 3: Examine ways to accelerate the development review process while recognizing the purpose of open public review.

Purpose: Balance the needs of the public and the investments made by the applicant.



Goal 2: Business development projects should emphasize solid tax base, jobs that pay well, sensitivity to the environment, and a diversity of employment opportunities.

Objective 1: Use business and industrial land and related infrastructure efficiently to achieve strong commercial/industrial/manufacturing tax base.

Policy 1: Establish design and density standards for business and industrial sites that foster strong tax base density, while recognizing the operational needs of those users.

Purpose: Promote higher values per acre and efficient use of land resources.

Policy 2: Develop financial incentives/guidelines that promote goals of efficiency and density for business and industrial zoning.

Purpose: Promote land efficiency by offering incentives.

Policy 3: Emphasize research/technology and office commercial, but also recognize the requirements for a diverse local economy and workforce.

Purpose: Community survey results supported research/technology and office/business park uses.



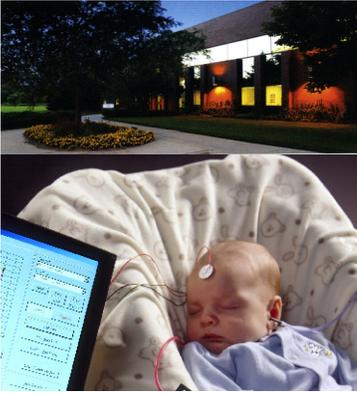
Objective 2: Use business and industrial land and related infrastructure efficiently to reduce negative impacts on the environment.

Policy 1: Locate employment areas where multi-modal transportation is, or will be made available, and encourage businesses to promote alternative means of transportation.

Purpose: Foster a safe and efficient design of streets to be used by walkers, bikers, drivers, and transit riders.

Policy 2: Encourage the clustering of industrial/manufacturing uses in planned industrial/manufacturing areas, in or adjacent to existing centers of development, so that they are readily accessible from residential areas but are visually and functionally compatible with them.

Purpose: Protect the environment through reduced land consumption.



Policy 3: Promote “clean” industrial/manufacturing uses.

Purpose: Protect the environment by encouraging industries to meet performance standards that reduce noise, smoke, particulate matter, etc.

Policy 4: Encourage business uses to plan for ultimate build-out scenarios at their current sites, so as to avoid relocation with the understanding that greater density and floor area ratios will be realized over time.

Purpose: Promote the reinvestment in existing developed areas with infrastructure.

Policy 5: Work with businesses in commercial and industrial areas to promote retention and expansion.

Purpose: Promote the reinvestment in existing developed areas with infrastructure.

Objective 3: Expand and promote business revitalization efforts.

Policy 1: Support long-term planning for commercial and business areas to identify future needs and potential for revitalization.

Purpose: Promote sustainable development that meets the needs of the present without compromising the ability of future development to meet their needs.

Policy 2: Promote business opportunities that tie to Fitchburg’s resources, such as the prevalence of recreation trails and the Nine Springs E-Way.

Policy 3: Develop guidelines and implementation strategies to affect the planning and redevelopment of underdeveloped or in-fill properties in the current urban service area, with an eye toward diversity of land use.

Purpose: Clarify the City’s interest in addressing development impacts with a focus on seamlessly integrating new development with existing development.

Policy 4: Develop and implement an economic development positioning and architecture analysis.

Utilities and Community Facilities



Goal 1: Provide and maintain high quality and energy/resource efficient public water supply, sanitary sewer and treatment, stormwater management, recycling and refuse.

Objective 1: Provide and maintain an adequate supply of safe water for drinking and fire protection needs at a reasonable price.

Policy 1: Meet all requirements of the Safe Drinking Water Act.

Policy 2: Encourage all water users to practice water conservation techniques to reduce demand for water wherever practices are feasible. This can be accomplished through conservation programs or incentives or by implementing a more restrictive ban on lawn sprinkling.

Policy 3: Continue to monitor the Wellhead Protection Plan to address possible contamination of the drinking water.

Policy 4: Continue the study of well capacity analysis to assure adequate service under drought, well contamination, or other conditions.

Policy 5: Evaluate the option to examine the feasibility of infiltrating treated MMSD effluent to recharge the groundwater.

Policy 6: Evaluate the feasibility of establishing or enhancing groundwater preservation areas, including potential land owner compensation.

Objective 2: Maintain the stormwater drainage and infiltration systems to meet or exceed legally required standards.

Policy 1: Update the City's Erosion Control & Stormwater Management ordinance to maintain the highest possible standards based on the latest innovative practices and current information.

Policy 2: Provide educational sessions and information to residents regarding stormwater programs and mitigation practices.

Policy 3: Encourage all residents to implement on-site stormwater management practices.

Objective 3: Provide programs and options to meet the city resident recycling and refuse collection needs.





Policy 1: Ensure a high quality of service from recycling and refuse collection contractors and evaluate the latest innovations in technology.

Policy 2: The Resource Conservation Commission will continue to give advice and offer programs for residents and businesses to reduce, reuse, and recycle.

Goal 2: To maintain the existing public and private utility system and extend urban services within urban development boundary areas defined in a neighborhood plan, while minimizing the impacts to the environment.

Objective 1: Maintain and improve the condition of the existing sanitary sewer and water infrastructure.

Policy 1: Inventory the condition of existing sewer services, trunks, structures, pumps and water mains and implement an improvements schedule based on the condition.

Policy 2: Coordinate the street reconstruction and resurfacing program with the replacement and repair of public utilities.

Policy 3: Work with cooperative and investor-owned utility companies in order to coordinate their replacement of utilities with the street reconstruction and resurfacing program.

Policy 4: The City will favor gravity flow sewer growth, in accord with the long-term growth boundary and phasing policies.



Objective 2: The City will expand public utilities to areas without urban services only after a neighborhood plan has been approved and subsequent urban service adjustment requests have been approved by the local Regional Planning Commission (RPC) and Department of Natural Resources (DNR). Public utility extensions will be staged in a contiguous manner from the existing infrastructure with minimal disruption to the environment and in accord with any staging plans provided by the neighborhood plan.

Policy 1: Discourage utility extensions across substantial vacant land.

Policy 2: Construct water and sewer extensions concurrently with new streets.

Policy 3: Avoid utility placement in wetlands and other environmentally sensitive areas.

Objective 3: Ensure that utility services are provided throughout the City.

Policy 1: Guarantee equitable access for cooperatives and investor-owned utility service providers in reaching their customers.

Policy 2: Ensure that cooperatives and investor-owned utilities are extended as the City develops and promote the underground installation of these lines.

Policy 3: Encourage cooperatives and investor-owned utility providers to develop an assertive funded program to bury facilities in established neighborhoods.

Policy 4: Support renewable energy and conservation techniques to reduce energy demands.

Policy 5: Ensure that the utility service providers or City provides state of the art broadband with the highest level of connectivity at any given time.

Policy 6: Work with utility service providers to provide new or replace existing broadband with the highest level of connectivity to existing residents.



Goal 3: To locate and maintain public facilities and services so as to support the goals of compact growth, neighborhood revitalization, promote active lifestyles, conservation of energy and sustainable neighborhood design.

Objective 1: Provide public facilities in a cost-effective manner and build them to a high standard of architectural quality and energy efficiency.

Policy 1: When feasible and space is available, the City and related agencies will build facilities that can serve more than one purpose.

Policy 2: The City will construct and maintain facilities to the highest efficient and economical level of quality possible to demonstrate to the private sector the expressed desire for an improved developed environment.

Policy 3: Provide facilities and services with the intention of promoting compact, orderly urban growth and neighborhood revitalization.

Policy 4: Provide facilities designed and built to the latest green building standards with an emphasis on conservation of energy.

Policy 5: Formulate and adopt minimum green building design standards for new public facilities.

Policy 6: Continue the five-year capital improvements program that sets priorities for competing public needs and which can be funded from available fiscal resources.

Objective 2: Provide on-going discussions with all three school districts

Goals, Objectives, and Policies - Utilities

regarding population, development trends, and the plans for a school within the City.



Policy 1: The City and school districts will continue to cooperate for mutual benefit in locating schools and parks adjacent to one another within a residential neighborhood.

Objective 3: Work to meet the library materials need of the citizens of the City of Fitchburg.

Policy 1: Work with the Library Board to meet the local library service needs of the citizens.

Policy 2: Work with the South Central Library System on promotion of area libraries and bookmobile service.

Objective 4: Continue to provide a high level of police and fire services.

Policy 1: Continue the training and practices of officers and firefighters to enhance both departments' needs in meeting a high level of service.

Policy 2: The City of Fitchburg Police Department will analyze the need of neighborhood precincts and community policing as the urban areas expand.

Policy 3: When considering extension of the urban service area, the City will evaluate the cost of providing additional police fire, and EMS protection against the benefit of development pressure.

Objective 5: Provide and maintain facilities and services to support the senior population in the City.

Policy 1: Work with the Commission on Aging to meet the service needs of the Senior Citizens.

Policy 2: Provide facilities and services with the intention of promoting and maintaining a reasonable independent quality of life for the senior population within the City.

Policy 3: Conduct a Program Needs Feasibility Study to be used as a guide for planning new facilities or renovating existing facilities that accommodates shortage of space needs.

Objective 6: To provide a communications vehicle for the city and its residents that is an open invitation to share information for purposes of educating, entertaining and creating a more cohesive community through locally produced television programming.

Policy 1: : Incorporate upstream and downstream video signals and

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production capabilities in appropriate city buildings and structures for viewing and documenting meetings and events and allowing building users and local residents to benefit from locally produced programming.

Policy 2: Create needed studio facilities within appropriate structures to allow a more professional setting and better quality sound, video, and related functions.

Policy 3: Enhance government and public open communication and involvement through advancements of broadcasting on public educational and governmental (PEG) channels.

Goal 4: To improve the Fitchburg park and open space system by enhancing outdoor recreation, enhancing the community's natural resources and practicing ecological stewardship.

Objective 1: Plan, acquire and develop additional parks to help meet the outdoor recreation needs of the community's population and protect environmentally sensitive areas.

Policy 1: The City will identify park classification needs during the neighborhood planning process. This approach will ensure that the City plans and acquires sites with proper location and size.

Policy 2: The City will continue to meet citizen needs based on the hierarchy of parks, outlined in the Comprehensive Park, Open Space and Recreation Plan.

Policy 3: The City will continue the requirement of dedication of park land or park fees.

Policy 4: Consider an update to the City's park dedication requirements to provide appropriate small parks and contributions to regional park facilities for urban neighborhoods.

Policy 5: Consider an update to the park dedication requirement that recognizes the contribution of larger environmental corridors to the total open space provided, and create a management plan that lists potential recreational uses within the larger environmental corridors, provided it is not contrary to resource protection measures or other relevant recommendations of a neighborhood plan, area or special study.

Purpose: The City may consider whether some of the environmental corridor area could be used to fulfill the dedication requirements.

Objective 2: The City will continue its process of improvements to existing parks in order to meet current recreational needs and park renovations.

Policy 1: The Parks Department will maintain an inventory of



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existing parks and document a routine maintenance schedule of facilities.

Policy 2: Encourage the planting and maintenance of trees within the park and open space system in order to ensure the health of the City's urban forest.

Policy 3: Recognize that as demographics and social characteristics of current park uses change that the type and level of necessary park facilities may also change.

Objective 3: Plan and design parks and open space to sustain environmentally sensitive features and reduce negative environmental effects.

Policy 1: Ensure that the environmental and aesthetic qualities of the community are preserved and enhanced.

Policy 2: Preserve and maintain selected wooded areas, vegetative cover, streams, ponds, natural drainage ways, and other natural resources in and around the City.

Policy 3: Maintain or improve the quality of the water resources in the City.

Policy 4: Adopt a long-term Parks and Open Space Proposal for future parks/recreation facilities and protected open space.

Policy 5: Amend and refer to the 5-year Comprehensive Park, Open Space and Recreation Plan for further guidelines and recommendations.

Objective 4: Connect linear parks and paths for walking and bicycling between neighborhoods, major parks, to connect environmental corridors and provide for wildlife movement.

Policy 1: Use resource based open space planning to allow for human interaction and connectivity and environmental protection and enhancement.

Policy 2: Work in accord with the City's Bicycle Plan and Pedestrian in planning for linear parks and paths.

Objective 5: Examine the creation of a central park and open space system.

Policy 1: Integrate environmentally sensitive areas, active recreation, and resource protection into a parks and open space network.

Policy 2: Encourage the refinement of a central park and open space proposal in the Comprehensive Park, Open Space and Recreation Plan.

Transportation



Goal 1: Develop and maintain a coordinated land use and transportation system

Objective 1: Plan transportation infrastructure, in redevelopment projects and new developments, to encourage compact, urban development patterns.

Policy 1: Encourage Traditional Neighborhood Developments (TND's) that include mixed-uses, buildings located adjacent to sidewalks, less private and more public open space, smaller blocks, narrow streets with wide sidewalks, street trees, pedestrian-scale and street lighting, plantings and public art, lower parking ratios, shared parking, structured parking, and parking behind buildings.

Policy 2: Encourage Transit Oriented Developments (TOD's) that include a train station and intermodal transfer points as the prominent feature of town centers with high-density, high-quality development within a 10 minute walk circle surrounding the train station and all qualities of a TND as described in Policy 1 above.

Policy 3: Use official mapping as a tool to ensure the proper development of future roadways.

Purpose: Arterial and collector roads should be mapped to maintain street connections throughout the City. Local streets should be mapped to maintain the opportunity for good connectivity within and between neighborhoods.

Objective 2: Preserve and maintain rural roads for agricultural uses, local traffic, and recreational uses.

Policy 1: Discourage the development of new limited access highways in rural areas to lessen the demand for potential development at the interchanges.

Policy 2: Enhance the recreational use of rural roads by providing and maintaining suitable biking conditions.

Policy 3: Direct community traffic and commuter traffic to major arterials to discourage their use of rural roadways.

Objective 3: Coordinate land use and transportation plans with other agencies to assure that regional projects affecting the city are consistent with City plans, policies, and priorities.

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Policy 1: Work closely with the Wisconsin Department of Transportation (WisDOT), Madison Area Transportation Planning Board (TPB), Capital Area Regional Planning Commission (CARPC), Dane County Highway, and neighboring communities to ensure that regional transportation plans follow a coherent regional design.

Policy 2: Preserve sufficient rights-of-way for all modes of travel through official mapping or other appropriate means.

Policy 3: Coordinate transportation planning efforts with school districts.

Policy 4: Ensure that the City's transportation system connects with the transportation facilities of neighboring communities as well as regional and state facilities.

Goal 2: Provide a safe and efficient transportation system that allows for the convenient movement of people and goods.

Objective 1: Improve transportation safety through design, operation and maintenance, and system improvements to minimize the risk of harm to persons and property and to allow users to feel confident and secure in and around all modes of travel.



Policy 1: Provide routine maintenance of the public streets to extend the lifetime of existing roads and ensure safe driving conditions.

Policy 2: Develop a data driven program, including crash data, which identifies intersections with the highest potential for safety improvements.

Policy 3: Develop a process for conducting Road Safety Audits.

Policy 4: Establish truck routes.

Purpose: To allow for proper road maintenance and to aid planning efforts for street design and traffic calming measures.

Policy 5: Follow the City of Fitchburg Neighborhood Traffic Management Process to address safety concerns of the residents.

Objective 2: Maintain a transportation system that allows for proper traffic management and travel time reliability.



Policy 1: Improve existing roads, as needed and feasible, to provide sufficient travel capacity. The addition of travel lanes should only be considered after all other alternatives have been examined.

Goals, Objectives, and Policies - Transportation

Policy 2: In new neighborhoods, plan a pattern of streets, sidewalks, bicycle facilities, and public transit facilities that maximizes the connectivity of land uses within the neighborhood and to areas outside the neighborhood.

Policy 3: Within the urban service area, encourage an efficient urban style grid street network.

Purpose: To provide small blocks and straight roads, primarily following a north-south or east-west orientation where feasible.

Policy 4: Provide a continuous interconnected roadway system to preserve mobility and avoid travel delays.

Policy 5: Promote street designs that are sensitive to the land use context and placement in the street hierarchy.

Policy 6: Utilize street and roadway access control measures where appropriate to aid in preserving travel capacity along major streets and roadways. Maintain bike and pedestrian connectivity when road access is limited.

Purpose: Limiting roadway access can cause a loss of access and convenience to pedestrians and bikes. Efficient pedestrian and bike transportation relies heavily on minimizing distance and providing direct routes. When roadway access control is required, measures should be taken to minimize the associated impacts to pedestrian and bicycle travel.

Policy 7: Control driveway access of housing developments along arterial and major collector roadways.

Objective 3: Maximize the use of existing transportation investments.

Policy 1: Utilize the existing transportation facilities and services to the most efficient extent possible.

Policy 2: Prioritize investments to support Fitchburg residents, employers, and visitors over through travelers.

Policy 3: Encourage employers to develop Transportation Demand Management Programs to reduce the number of single-occupancy vehicle trips.

Policy 4: Encourage developers to develop in ways to reduce single occupancy vehicle trips (transit, bike parking, showers, etc.).

Policy 5: Encourage freight and passenger use of the Fitchburg-Oregon rail line to maximize the rail upgrades and investments of the line.

Goal 3: Develop and maintain a multi-modal transportation system that reduces automobile dependency and increases transportation choices.

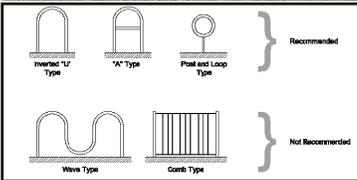


Goals, Objectives and Policies - Transportation

Objective 1: Plan for and consider the needs of all road users within the existing transportation system and in new developments including roadway surfaces, safety, intersection design, and roadway width.

Policy 1: Establish and follow a “Complete Streets” policy that is equally sensitive to the needs of motorists, pedestrians, bicyclists, and transit users.

Policy 2: Develop context-sensitive street cross section standards, using minimum pavement widths, based on the use of the right of way and the varied needs including, but not limited to, transit routes, parking, bicycle routes, pedestrian use, and expected type, volume and speed of vehicular traffic.



Objective 2: Improve the pedestrian and bicycle transportation system to support a continuous, safe, and desirable walking and biking environment.

Policy 1: Identify major generators and destinations for potential bicycle and pedestrian trips, such as public buildings, parks, commercial districts, places of employment, transit stops, and other attractions and plan for pedestrian and bike connections among them.

Policy 2: Sidewalks shall be added to both sides of the street in all new developments and considered on streets without sidewalks in the urban service area, except cul-de-sacs, when major reconstruction (curb and gutter and/or base course) occurs.

Policy 3: Design neighborhoods to provide for multiple, safe, and direct bike and pedestrian connections in all directions.

Policy 4: On most two lane streets and highways having a rural cross-section, a striped paved shoulder with a minimum width of four feet (preferably five feet) should be provided on both sides when a road is reconstructed.

Policy 5: Design new bridges and street underpasses to include pedestrian and bicycle facilities for both directions of travel.

Policy 6: Design new developments to enhance pedestrian comfort and create a pedestrian-oriented environment by providing pedestrian facilities and amenities such as trees, planters, street furniture, awnings, and building windows.

Policy 7: Maintain sidewalks, shared-use paths, bike lanes, transit boarding pads, and areas connecting to and within transit shelters for year-round use, including appropriate snow removal. Designate commuter routes for the bicycle and pedestrian facilities and place a higher priority for snow removal on those routes over recreational.

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Policy 8: Adopt and refer to the City of Fitchburg's Bicycle and Pedestrian Plan for additional guidelines and recommendations.

Objective 3: Create an environment in Fitchburg that establishes a climate of respect and cooperation among pedestrians, bicyclists, motorists, and transit users through education, public awareness programs, and community outreach.

Policy 1: Develop and implement educational programs that promote bicycle and pedestrian safety.

Policy 2: Develop and implement programs that encourage walking and bicycling and educate the public about the many benefits of walking and bicycling, including health, financial and environmental benefits.

E.g. Participate in the Car Free Challenge and Bike to Work Week

Policy 3: Educate the users on the rules of the road and their rights as a user of the transportation system, as well as the benefits of a multi-modal transportation system.

Objective 4: Promote an efficient and reliable transit system that offers convenient alternatives to private vehicle travel.

Policy 1: Continue to work with Madison Metro Transit (Metro), or its successor, to develop more efficient bus service and increase ridership.

Policy 2: Where demand exists, improve existing bus stop conditions with the addition of amenities such as bus shelters, trash receptacles, sidewalks, and accessible concrete bus pads.

Policy 3: Annually develop a 5-yr transit improvement plan that designates and maps potential future bus routes and transfer points.

Policy 4: Preserve, where feasible, rail corridors in Fitchburg, in coordination with neighboring communities, for future transportation needs including rail.

Policy 5: Coordinate potential rail with existing and future transit routes.

Policy 6: Support the development of a regional transit authority to plan and implement opportunities for regional transit service.

Policy 7: Identify and promote paratransit services to meet the needs of the seniors and persons with disabilities.

Policy 8: Provide transportation options which will be available to the seniors of the City in the most cost effective manner.



Goals, Objectives and Policies - Transportation

Policy 9: Examine dedicated bus ways if rail-based options are not fully feasible.



Objective 5: Manage the parking supply to provide efficient parking choices and opportunities to minimize parking needs.

Policy 1: Develop new parking requirements to reconsider minimum limits and consider the use of maximum limits.

Purpose: To further the Plan's goal of reducing single-occupancy vehicles, consider the use of public transit, carpools, walking, and bicycles as alternatives when setting parking requirements for both single-occupant vehicles and their alternatives. Maximum limits are most applicable in developments that are mixed-use or provide increased pedestrian, bicycle, and transit accessibility.

Policy 2: Develop a parking management plan as a means to help improve the viability and effectiveness of public transit services and encourage high-density development.

Purpose: Consider parking management policies for on- and off-street parking as well as the creation of a parking utility.

Policy 3: Explore the development of park-and-ride lots or ramps to minimize pass-through traffic, reduce single-occupancy vehicle travel, and increase the use of efficient public transit service.

Policy 4: Promote shared parking agreements for compatible uses (high demand during weekdays with high demand during evenings and weekends) to make more efficient use of parking facilities.

Policy 5: Consider the establishment of a parking-utility to operate City-owned parking structures, lots, and street parking.



Objective 6: Initiate passenger rail-based service along the Fitchburg-Oregon rail line.

Policy 1: Promote and support the Transport 2020 initiative and the extension of the start-up system to provide commuter rail service to the City of Fitchburg along the Fitchburg-Oregon rail line.

Policy 2: Adopt and implement transit-oriented developments to support rail-based passenger transit along the Fitchburg-Oregon rail corridor.

Policy 3: Coordinate transit stops within a reasonable distance to maximize the convenience of the service.

Intergovernmental Cooperation

The intergovernmental cooperation section is designed to suggest actions that Fitchburg could take to improve communication and relationships with its neighbors, improve regional planning, provide efficient and effective public services and avoid or resolve conflicts.



Goal 1: Engage in mutually beneficial intergovernmental relations with local and overlapping governments or agencies to reduce or resolve conflicts.

Objective 1: Continue the exchange of information about regional issues and build interpersonal relationships that promote communication.

Policy 1: Re-establish monthly or bi-monthly meetings with the Capital Area Regional Planning Commission and planners and zoning administrators from the regional cities, villages, and towns to discuss a predetermined subject.

Policy 2: Provide a copy of this Comprehensive Plan to all surrounding local and regional governments.

Policy 3: Continue to work with the Federal, State and Regional Agencies in implementing policy.

Policy 4: Continue discussions with the school districts regarding future development, population projections, and potential locations for new schools.

Policy 5: Work with the local higher educational facilities in matching workforce needs.

Objective 2: Share some public resources and regional planning that have cross-jurisdictional use.

Policy 1: Work with Dane County and the surrounding towns, cities, and villages on the implementation of regional transportation and land use plans.

Policy 2: Continue to assist Dane County on surface and ground water management plans.

Policy 3: Assist Dane County to refine the shared geographic information system data.

Policy 4: Continue to participate in intergovernmental agreements for mutual response by fire and police.

Policy 5: Continue to open opportunities for providing public facilities and services between two or more local units of government.



Objective 3: Encourage land use and transportation plans in the adjacent Towns, Cities and Villages that are consistent with the objectives of the Fitchburg plan.

Policy 1: Encourage the Towns of Dunn, Oregon and Verona to plan for agriculture and open space preservation adjoining similarly planned agriculture and open space preservation land use in Fitchburg.

Policy 2: Use the City's extraterritorial jurisdiction to guide the site design, land use, and appearance of development within the City's ETJ in a manner that forwards the recommendations of this Plan.

Policy 3: Be cognizant of agriculture and open space uses planned by towns near Fitchburg's planned development areas by mitigating impacts of development on those adjoining agriculture and open space areas.

Policy 4: Communicate with nearby cities and villages to establish areas of community separation.

Objective 4: Practice methods of resolving intergovernmental disputes that are efficient, friendly and mutually beneficial.

Policy 1: Maintain open relationships with neighboring jurisdictions to build trust among staff and elected and appointed officials, share information, cooperate on issues of mutual interest or concern, and identify and resolve potential conflicts at an early stage.

Policy 2: Use cooperative planning, negotiation, and mediation to resolve intergovernmental disputes prior to using legal action.