

Growing Fitchburg

2020-2030 Comprehensive Plan

- 
1. Progress Update
 2. Preview of Draft Chapters
 3. Focus on Implementation Draft and Policy Questions
 4. Next Steps: Special Plan Commission Meeting Nov. 5

Progress Update Oct 2-22*

- Oct 2 Madison Area Builders Association Informational Presentation
 - Oct 3 Parks Commission
 - Oct 10 Committee on Aging Well
 - Oct 10 Capital Area Regional Planning Commission Informational Presentation
 - Oct 10 Leopold Elementary – Public Outreach Meeting
 - Oct 15 Bicycle Committee
 - Oct 15 Plan Commission
 - Oct 16 Ag and Rural Affairs
 - Oct 16 Suburban District 4 – Public Outreach Meeting
 - Oct 16 Rural District 4 – Public Outreach Meeting
 - Oct 21 Board of Public Works
 - Oct 21 Resource Conservation Commission
 - Oct 22 Council
 - Oct 24 Community and Economic Development Authority
 - Survey closes last week in October
-
- *Memo dated Oct 2, 2019 provides progress update through date of memo.

Preview of Draft Chapters

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Nine Elements		Growing Fitchburg
Introduction		Plan Primer
Issues & Opportunities	→	How will Fitchburg Grow?
Housing	→	Growth Pillars
Natural & Ag Resources	→	Growth Pillars
Economic Development	→	Growth Pillars
Transportation	→	Growth Tools
Utilities & Community Facilities	→	Growth Tools
Intergovernmental Cooperation	→	Growth Tools
Land Use	→	Where will Fitchburg Grow?
Implementation	→	Implementation
Appendices		Appendices

Plan Primer

- Currently 7 pages
- Intended to explain how to use and navigate the plan
- Explains what a Comp Plan is
- Identifies the process for developing and adopting the plan
- Explains how each chapter is organized
- Explains the relationship of the Comp Plan to other plans
 - No change from current policy
 - Neighborhood / intergovernmental agreements adopted into plan
 - Other plans inform, guide at more detailed level
 - Regulatory tools must be consistent with plan

GROWING FITCHBURG 2020-2030

DRAFT 10-11-2019

PLAN PRIMER

This Plan Primer is intended to assist City of Fitchburg residents, businesses, elected/appointed officials, staff, and other interested parties use and navigate the City of Fitchburg's Comprehensive Plan, entitled **GROWING FITCHBURG 2020-2030**.



WHAT IS THIS PLAN?

State of Wisconsin Statute 66.1001 mandates every city in the state adopt a comprehensive plan, with the plan's intent to serve as a "guide to the physical, social, and economic development" of a city. The City of Fitchburg adopted its first comprehensive plan in 2009, with this document entailing a 10-year amendment to that Plan, all in accordance with said Statute.

WHAT WAS THE PUBLIC PROCESS TO DEVELOP AND ADOPT THIS PLAN?

The process to develop this Plan entailed the following major public engagement steps:

1. City resident feedback gathered via survey: **September – October 2019**
2. City resident feedback gathered via public meetings held in five different strategic locations throughout the City: **October 2019**
3. City committee feedback gathered from __ different committees, via their regularly-scheduled meetings: **October 2019**
4. City resident feedback gathered via a City-wide open house: **November 2019**
5. City resident feedback gathered via a public hearing: _____ **2019**
6. Common Council adoption of the Plan via a public hearing: _____ **2020**

City staff notified all City residents and residential property owners (per City records) of steps 1., 2., and 3. above, via postcards. City staff noticed step 5. and 6. above in accordance with Statute 66.1001 (). Additionally, steps 1. – 6. were also noticed on the City's website, social media, and FACTV, in the Fitchburg Star newspaper, and through various other channels.

INSERT IMAGES

1

Preview of Draft Chapters

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Sec. 1: How Will Fitchburg Grow?

- Currently 4 pages
- Primarily identifies the growth principles we have discussed
- Will include “data snapshot” with key statistics



WHAT DOES GROWING FITCHBURG MEAN?

Healthy communities grow. A community's "growth" can take many different forms. It can reference physical growth, evidenced in new residents, housing, businesses, streets, and parks. Furthermore, it can reference a growth in the efficiency and quality of services and processes that these new community elements require. Finally, it can indicate social growth, evidenced in development of cooperative, productive working relationships between a community's residents, elected officials, and staff.

This Plan is entitled **GROWING FITCHBURG: 2020-2030**. The title is intended to reflect all of the aforementioned types of growth in the City of Fitchburg over a 10-year period, from 2020 to 2030. The title also intends to reflect the literal action of "growing" the City, while also describing a defining characteristic of the City over this 10-year period.

WHAT ARE THE CITY'S GROWTH PRINCIPLES?

The City identified growth principles to ensure growth, as previously described, occurs in a manner reflected in existing City policies and priorities. As such, this Plan's growth principles are as follows:

- **SUSTAINABLE:** This means Fitchburg will grow by managing community resources to ensure the long-term provision of efficient, economical, and sufficient services to neighborhoods, residents, and businesses.
- **EQUITABLE:** This means Fitchburg will grow by creating an inclusive and engaged community that develops the capacity of its neighborhoods, residents, and businesses, providing them with equal access to opportunities by recognizing their unique needs.
- **VIBRANT:** This means Fitchburg will grow by developing and maintaining attractive and dynamic neighborhoods that have diverse housing options, a variety of businesses, and inviting gathering places.
- **COOPERATIVE:** This means Fitchburg will grow by encouraging communication, collaboration, and transparency among all community stakeholders.



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Sec. 2A: Pillars of Growth - Housing

Currently 8 pages

Pages 1-4 Census data and maps

Page 5 summary of survey feedback

Page 6 summary of other relevant plans (Housing Plan, Healthy Neighborhoods Initiatives, etc.)

Page 7 – What are the common themes in these housing plans?

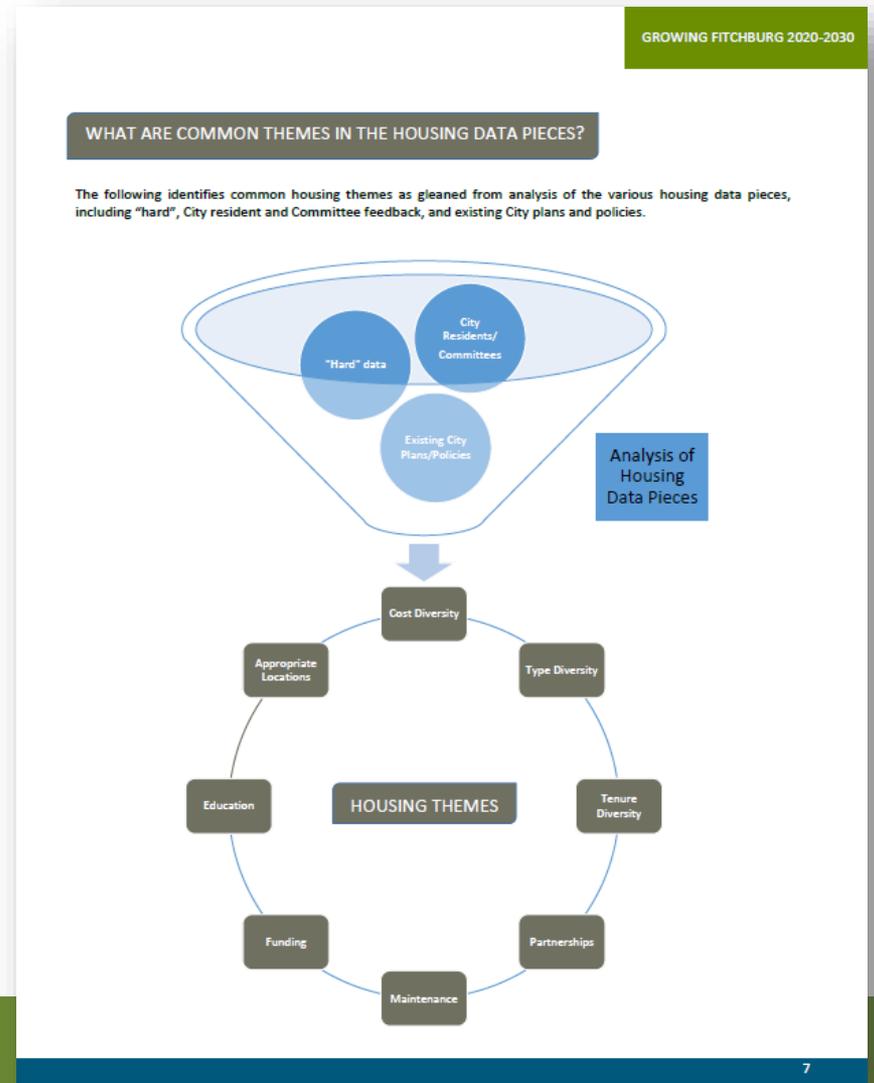
Page 8 +

Growth principles

General direction (goal)

Specific actions (policies)

Implementation mechanisms (other plans, regulatory tools)



Preview of Draft Chapters

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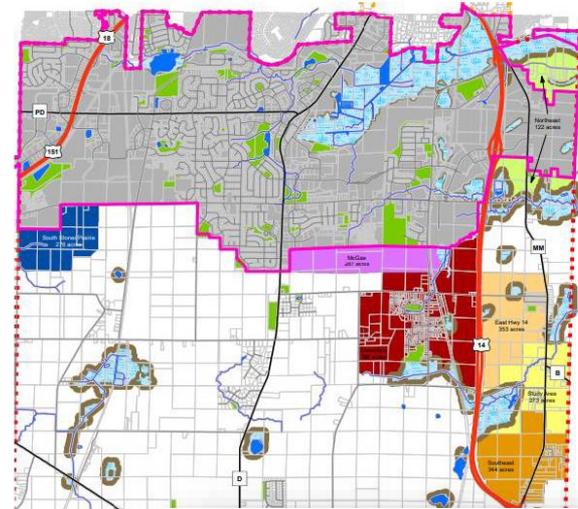
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Sec. 4: Where will Fitchburg Grow?

- Currently ~30 pages
- Review of existing data
 - Developable land supply
- Summary of input and other plans (Neighborhood Plans, Infill and Redevelopment Plans, Housing Plan, City in Motion, HNI, Ag Plan, Parks and Open Space Plan, Bike Plan, etc.)
- Growth Areas
 - Greenfield
 - Grayfield
 - Farmfield
- Specific Policies

Growth Areas

- Greenfield
 - ▣ Neighborhood planning principles
 - ▣ FUDA – describes different future neighborhoods
 - ▣ FUDA Map
- Grayfield
 - ▣ Identifies redevelopment and infill areas (North Fish Hatch, Verona Road West, Southdale)
- Farmfield
 - ▣ RRDC
 - ▣ Rural Cluster Zoning



GROWING FITCHBURG 2020-2050

neighborhood, the Nine Springs Creek and associated wetlands in the north and Swan Creek and associated wetlands in the south.

➤ **McGaw Park Neighborhood (525 acres)**

The McGaw Park Neighborhood is generally bounded by the January 2004 USA Boundary and Lacy Road to the north, the January 2004 USA Boundary to the west, Swan Creek and US Highway 14 to the east, and the center of the existing power line easement to the south. The major natural resources within this neighborhood are Swan Creek and associated wetlands located east of Syene Road.

➤ **South Stoner Prairie Neighborhood (276 acres)**

The South Stoner Prairie Neighborhood is generally bounded by the January 2004 USA and Lacy Road to the north, a line approximately 2,000 feet west of S. Seminole Hwy to the east, the Town of Verona to the west, and a line approximately 1,300 feet north of Grandview Road to the south. The South Stoner Prairie Neighborhood boundary may be moved to the east boundary of the north one-half of section 18 if it can be shown that this land area can obtain gravity sanitary sewer service by sewer lines serving the South Stoner Prairie area. When making a decision as to whether or not to include this area, the Plan Commission and Common Council are to also assure that the area poses no conflicts with other principles outlined in the Comprehensive Plan, especially R-30-07. There are two unnamed streams in the southern portion of this neighborhood.

➤ **Greenfield Neighborhood (596 acres)**

The Greenfield Neighborhood is generally bounded by the North McGaw Neighborhood and Swan Creek to the north, Claire Road to the west, State Highway 14 to the east, and Murphy Creek to the south. There are two major natural resources within this neighborhood, the Swan Creek and associated wetlands in the north, Murphy Creek and associated wetlands in the south and an isolated wetland in the center.

➤ **East Hwy 14 Neighborhood (353 acres)**

The East Hwy 14 Neighborhood is generally bounded by State Highway 14 to the west, a line approximately 1,300 feet north of Irish Lane to the north, Highway MM to the east and the separation of gravity flow sewer to the south. Major natural resources within the neighborhood include two isolated wetlands along with Murphy Creek and associated wetlands to the far south and east.

➤ **Southeast Neighborhood (344 acres)**

The Southeast Neighborhood is generally bounded by State Highway 14 to the west, the separation of gravity flow sewer to the north, the Town of Dunn to the east, and State Hwy 14 and the separation of gravity flow sewer to the south. There are no major resources in this neighborhood; however, a major wetland lies to the northwest of the neighborhood.

➤ **Study Area Neighborhood (273 acres)**

The Study Area Neighborhood falls within an area that currently cannot be serviced by gravity flow sewer. The neighborhood is generally bounded by State Highway 14 to the west, East Hwy 14 Neighborhood to the north, the Town of Dunn to the east and the separation of gravity flow sewer to the south. The major natural resource is Murphy Creek and associated wetlands in the west and north. Because of one natural resource, existing transportation corridors (County Roads MM & B) and its location between two future development areas, this location needs to be further planned to determine how it should be handled in the future. Planning of this area will occur with either or both East Hwy 14 or Southeast Neighborhoods.

Policy Section – Specific Actions

- Future Land Use Map (Traditional Zoning)
- Summarizes into 6 pages including General Map Notes, Land Use Categories, Environmental Corridors, etc.

GROWING FITCHBURG 2020-2030

3. SPECIFIC ACTIONS:

a. Future Land Use (Euclidean Zoning)

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GROWING FITCHBURG 2020-2030

Map Notes – General

- This Map is a general illustration of Comprehensive Plan policies not intended to reflect every policy direction. It is to be used as a guide for future development for lands utilizing Fitchburg Zoning (except the SmartCode District). It is intended to reflect community desires, control land use conflicts, and serve as a guide for local officials to coordinate and manage future development of the City.
- Changes from the existing land use map to realize the future land use pattern may occur if and upon requests for rezoning, land divisions, conditional use permits, or other development approvals in accordance with appropriate phases as determined by the City.
- Currently land uses that differ from the Map, and which are under administrative review for expansions or alterations will be reviewed in regards to the following applicable policies of to determine the precise land use potential of any site. In addition, certain proposed uses as shown may see their location, size and/or configuration altered as additional development plans are accomplished, such as neighborhood plans, infill and redevelopment studies, comprehensive development plans, special study areas, and land divisions. It is not the intent to require an amended to the comprehensive plan and the Map for any alterations that may occur as a result of more detailed planning or mapping errors.
- As needs arise, certain facilities are required to service the community. These facilities are generally streets, utility facilities, stormwater management systems, and park, open space and recreation, but may include other governmental facilities such as public safety, library or municipal administrative services. It is not the intent of the Map to completely identify each of these facilities therefore, they may occur in most any land use category described by this chapter.

Map Notes – Specific

- Lot 53 & 54 Chapel Valley, High Density Residential (HDR), may be considered appropriate for Medium Density Residential (MDR).
- Lot 1 CSM 4905, High Density Residential (HDR), may see land uses more appropriate with the Business (BUS) classification, if any businesses allowed at the site are compatible in scale and nature of operation with the residential character of the land area south of McKee Road.
- Lot 1 CSM 6539 (existing Fire Station #2), designated Government / Institutional (G/I), may be considered for use consistent with the Business classification upon vacation of the fire/EMS use.
- The existing single-family house on Lot 16 Forsythe Downs, currently designated Park & Conservancy, may be suitable for Professional Office (B-P) zoning provided an agreement between the city and property owner is reached regarding use and development restrictions to ensure low traffic impact users.
- The four tax parcels addressed as 2546 and 2556 S Fish Hatchery Road, currently designated High Density Residential, may at the discretion of the Plan Commission and Council, be suitable for Industrial-Commercial (I-C)
- Some areas designated as I-C in the Arrowhead Plan, may, by approval of the Plan Commission, change to the I-G designation provided that no negative effects are anticipated to nearby land uses.
- Lot 12 Orchard Pointe

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GROWING FITCHBURG 2020-2030

Map – Land Use Categories

Land use categories are not zoning districts and do not have the authority of zoning. The FLUM shall be used as a guide when considering rezoning requests, land divisions, or development plans [other than SmartCode districts – See Sector Plan]. Current or future overlay zoning districts may provide additional land use regulations in these land use categories. The following descriptions are not all inclusive of all permitted or conditional uses allowed through the zoning code. A conditional use may or may not be acceptable for the respective classification.

- **RURAL RESIDENTIAL (R-R)**

The Rural Residential category includes existing single-family detached dwelling unit structures located outside the current urban service area in rural subdivisions. Minimum lot sizes for these unsewered lots are one acre per single-family unit. Rural Residential falls in the Rural Density Zoning District (R-R) and the Low Density Zoning District (R-L).

- **LOW DENSITY RESIDENTIAL (LDR)**

This category includes single-family detached dwelling unit structures located inside the current urban service area along with churches, educational facilities, utilities, governmental facilities and other uses as approved on a conditional use basis. Allowable densities range from two to five housing units per acre. Low Density Residential falls in the Low Density Zoning District (R-L), Low to Medium Density Zoning District (R-LM), Planned Development Zoning District – General Implementation Plan (PDD-GIP) and Planned Development Zoning District-Specific Implementation Plan (PDD-SIP).

- **MEDIUM DENSITY RESIDENTIAL (MDR)**

This category includes two-family housing and limited single-family housing along with churches, educational facilities, utilities, governmental facilities and other uses as approved on a conditional use basis. Allowable densities range from five to nine housing units per acre. Medium Density Residential falls in the Medium Density Zoning District (R-M), the High Density Zoning (R-H), Planned Development Zoning District – General Implementation Plan (PDD-GIP) and Planned Development Zoning District-Specific Implementation Plan (PDD-SIP).

- **HIGH DENSITY RESIDENTIAL (HDR)**

All townhouses, buildings greater than 2 units with individual exterior entrances, and all forms of apartment buildings are included in this category along with churches, educational facilities, utilities, governmental facilities, correctional facilities and other uses as approved on a conditional use basis. The density is expected to be over 9 housing units/acre. High Density Residential falls in the High Density Zoning District (R-H and R-Ha), Planned Development Zoning District – General Implementation Plan (PDD-GIP) and Planned Development Zoning District-Specific Implementation Plan (PDD-SIP).

- **MIXED USE (M-U)**

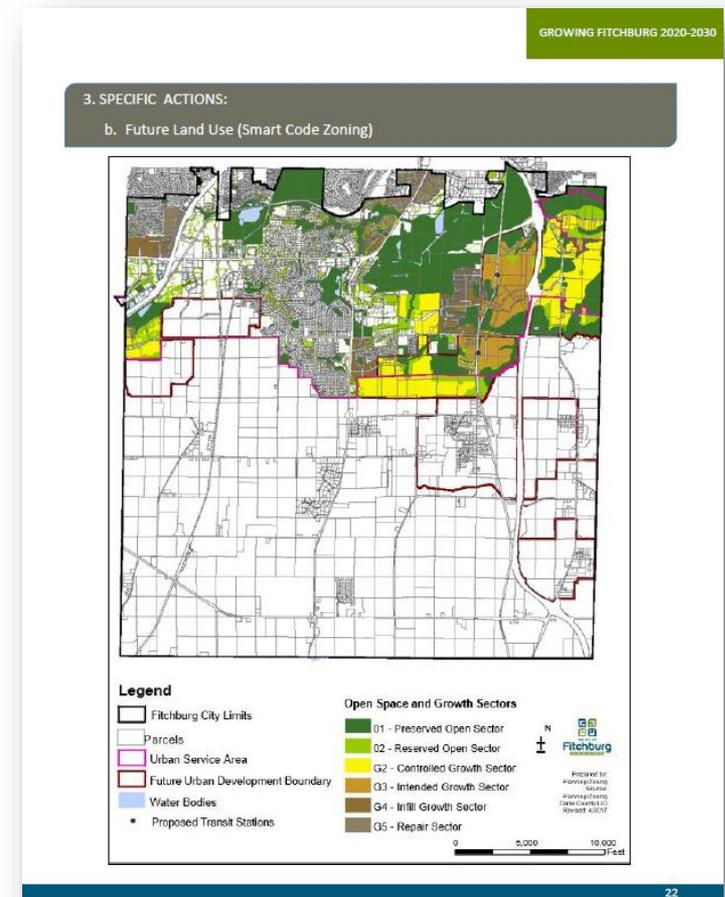
This category includes a variety of housing units, types and densities along with neighborhood scale retail businesses and offices, sometimes all located in mixed-use buildings. All buildings are set close to the sidewalk with doors and windows facing the street with parking located behind the building. In some instances, based on the Plan Commission's discretion, stand-alone buildings may be permitted within a mixed use category depending on the comprehensive development plan for the area. Mixed Use falls primarily in the Planned Development Zoning District – General Implementation Plan (PDD-GIP) and Planned Development Zoning District-Specific Implementation Plan (PDD-SIP), although in some instances a General Business Zoning District (B-G) may serve some of the anticipated purposes.

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Policy Section – Specific Actions

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- Sector Map (SmartCode Zoning)
- Similar Summary – 4 Pages



Policy Section – Specific Actions

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- Other sections
 - Urban Service Area Expansion
 - Consider need for neighborhood, maintain average growth rate of 75 acres per year, etc.
 - Multi-Jurisdictional Planning Areas
 - Extra Territorial Jurisdiction
 - Conflict Areas

Preview of Draft Chapters

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Implementation

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- Currently 6 pages
- Contains policy language recently discussed
- New additions which require feedback from the Council
- Ultimately will vote on these as part of the formal procedures Jan - April

“Consistent With”

5. IMPLEMENTATION

DRAFT 10-11-2019

This section of the Plan provides guidance on implementation. Implementation measures may include proposed changes to city ordinances, maps, regulations, and codes as well as future studies and procedures for amending and updating the plan.



Implementation decisions in accordance with those listed or future ordinances and resolutions shall be consistent with this Plan. Wisconsin Statutes defines “consistent with” to mean: “furthers or does not contradict the objectives, goals, and policies contained in the comprehensive plan” (Wis. Stats. 66.1001(1)(am)).

State Statute 66.1001 requires that the implementation element “describe how each of the elements of the comprehensive plan will be integrated and made consistent with other elements of the comprehensive plan.” This Plan was formulated by the Planning Department, city staff and committees and was reviewed by the Plan Commission and Common Council for inconsistencies. There are no known inconsistencies between the elements of this Comprehensive Plan.

Define Minor and Major

From time to time, the Common Council may enact an Ordinance amending or updating this Plan in accordance with the procedures listed in this Chapter and pursuant to Wisconsin Statute 66.1001. This Chapter distinguishes between minor amendments and major updates and provides procedural requirements and review criteria for each.

Minor Amendment	Major Update
Minor amendments are generally defined as minor changes to the maps or text of the Comprehensive Plan such as a parcel specific land use amendment within planned growth areas, or revision to a specific action items that do not affect general citywide growth policies. Minor amendments shall follow the bi-annual procedures identified in this Plan.	Major updates include Plan amendments that are not defined as minor in nature. An example of a major update is the revision to any future urban growth boundary. A major update may also entail a holistic review of the Plan’s data and goals without revisions to the future urban growth boundary. Major updates to the Plan shall occur at least once every ten years.

Neighborhood Plans, Intergovernmental Agreements and other Plans and Studies adopted by the City are not limited to the minor or major amendment procedures. Adoption of new neighborhood plans will become part of Appendix A at the time of the adoption of that neighborhood plan. These adopted neighborhood plans will represent a baseline upon which any regulatory decision is to be evaluated. Amendments to neighborhood plans that are part of the Appendix A will be considered an amendment to the comprehensive plan with all other amendments during the bi-annual amendment process each year.

“Technical Changes” Plan Comm. & Common Council

Minor Amendment – Procedures

To provide a predictable, manageable, and cost effective process for amendments to this Plan, minor amendments will be processed no more frequently than two times per year as outlined below. The Planning Department, Mayor, or three members of the Common Council are the only ones that may recommend modifications to be considered as a minor amendment to the plan under the collective process. Only minor amendments may be considered under the bi-annual process defined below.

Wisconsin Statute 66.1001(4) requires the City follow certain procedures to amend this Plan. Specifically, the City should use the following procedure for Plan amendment:

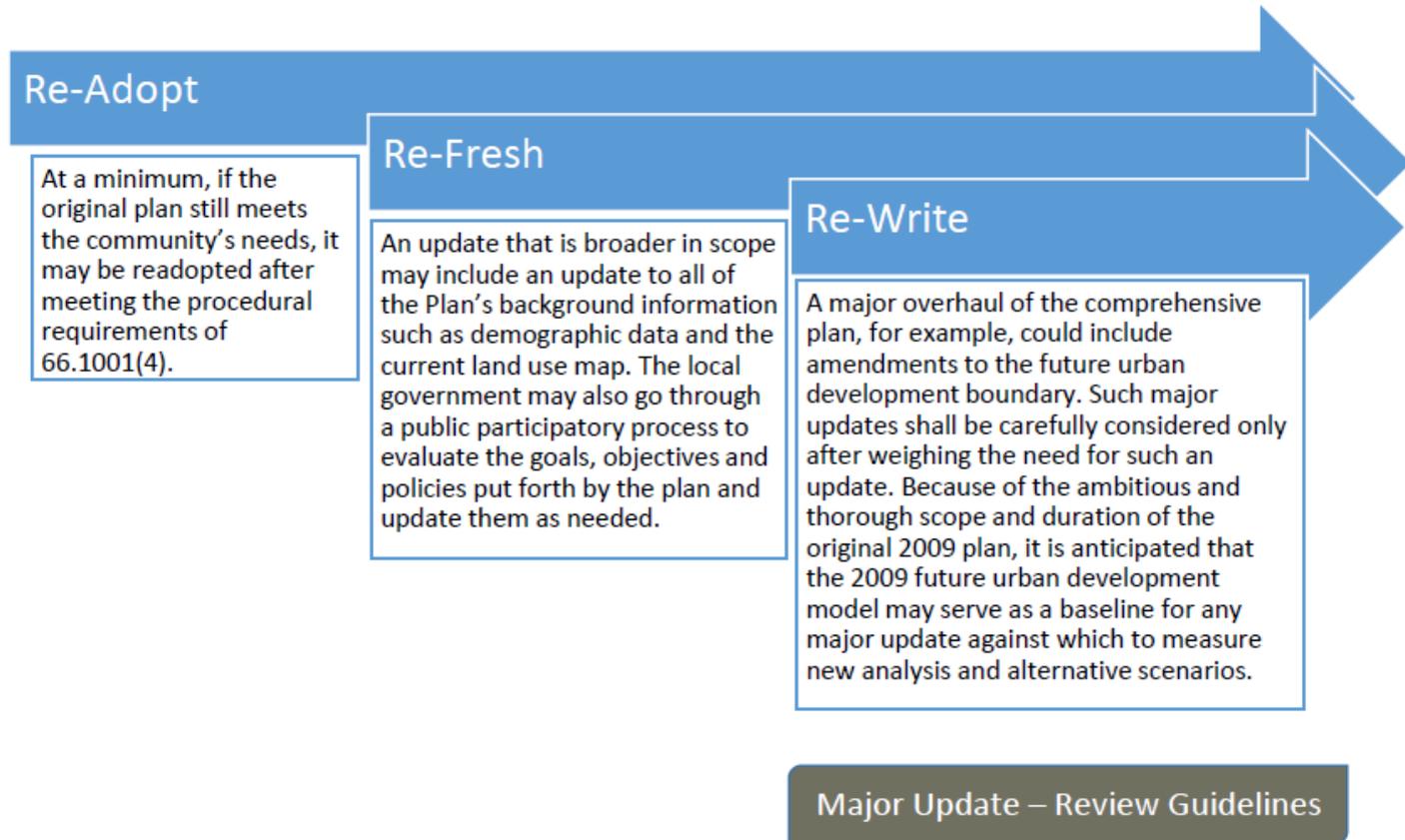
- Following the public hearing, the Common Council votes to approve or deny the ordinance adopting the proposed Plan Amendment by majority vote of the Council. The Common Council
- ➔ may make non-substantive technical changes to the recommended Plan Commission version of the amendment. A substantive change affects the use of land or makes a qualitative change in the Plan.

In reviewing minor amendments under the **bi-annual process**, the city should evaluate how a proposed change would meet the criteria described below. These criteria are intended to be used, along with public input received on the amendment, as a guide to encourage objective analysis and decision-making.

Minor Amendment Review Guidelines

- The change is consistent with the overall goals and objectives of the Comprehensive Plan.
- The change does not create an adverse impact on public facilities and services.
- Development resulting should be consistent with the physical character of the surrounding neighborhood.
- The change allows a more viable transition to the planned uses on adjacent properties than the current land use.
- The changes does not have a significant adverse impact on the natural environment including trees, slopes, and groundwater.
- There is a change in City actions or neighborhood characteristics that would justify a change.
- The change corrects an error made in the original plan.
- There is a community or regional need identified in the Comprehensive Plan for the proposed land use or service.
- The change helps the City meet its life-cycle and affordable housing goals.
- The change does not adversely impact any landmarks or other historically significant structures or properties unless mitigated through relocation commemoration or dedication.

Statute 66.1001 requires the update of this Plan at least once every ten years. The governing body may determine the scope of the major updates. The following graphic provides examples of three different types of Plan updates that could meet this requirement. The general complexity, cost, and data analysis may be expected to increase across the options from left to right.



Before undertaking a major update to the Future Urban Growth Boundary the Plan Commission and Common Council should consider the criteria and suggested procedures below.

TEXT TO BE INSERTED

Summary of Changes to Implementation Chapter

22

- “Consistent with”
- Defines major update vs minor amendment
- Plan Commission & Council procedures for amending Plan
- Minor amendment review guidelines
- Major update guidelines
 - When to consider
 - How frequently
 - Best practices methodology & process

Next Steps – Nov 5 Special Meeting

23

- Outreach Summary
 - 5 district meetings
 - Committee meetings
 - Survey
- Presentation of the Goals & Policies in each chapter
- Continued refinement of “policy questions” in Implementation Chapter
 - Added language defining the consistency requirement per State Law
 - Defined Minor vs Major
 - Minor Amendment Procedures – “Non-substantive technical changes”
 - Minor Review Guidelines
 - Frequency of Minor Amendments – 2 per year
 - Major Update Review Guidelines
- Presentation of Draft Land Use Map
- Nov 20 Open House 6:30 pm City Hall

Edgewood R-179-19



DEPOT AND TRAIN
FITCHBURG, WIS.

Considerations

- Planning staff has provided information on “best planning practices”
- Council desires to consider exception for this specific proposed use on this specific parcel
- Resolution drafted accordingly
- Plan Commission discussion included review of “4 options”
- Plan Commission amended resolution

“4 Options”

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1. Existing Policy

- ▣ Direct this specific project to the 1,200 acres of developable area within Urban Service Area
- ▣ Uphold current framework of decision making

2. Undertake **new FUDA modeling process** that changes future growth areas, which may or may not include “subject parcel”

3. Exception to **amend South Stoner Prairie FUDA “now”, complete neighborhood plan**, CAPRC & DNR, then detailed site plans

4. Exception to amend **North Stoner Prairie neighborhood “now”**, CARPC & DNR, then detailed site plans