



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.



PUBLIC ENGAGEMENT PROCESS

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

- City resident feedback gathered via survey: **September - October 2019**
- City resident feedback gathered via public meetings held in five different strategic locations throughout the City: **October 2019**
- City committee feedback gathered from 7 different committees, via their regularly-scheduled meetings: **October 2019**
- City resident feedback gathered via a City-wide open house: **November 2019**
- City resident feedback gathered via a public hearing: **January 2020 (est.)**
- Common Council adoption of the Plan via a public hearing: **March 2020 (est.)**

GROWING FITCHBURG 2030

- Chapter 1: **HOW** will Fitchburg grow?
- Chapter 2: **WHAT** are the **PILLARS** of Fitchburg’s growth?
 - Section 2a: Housing
 - Section 2b: Education and Jobs
 - Section 2c: Recreation
- Chapter 3: **WHAT** are the **TOOLS** of Fitchburg’s growth?
 - Section 3a: Transportation
 - Section 3b: Resources, Energy, and Communications
 - Section 3c: Government and Services
- Chapter 4: **WHERE** will Fitchburg grow?
- Chapter 5: **HOW** will this Plan be Implemented?
- Appendices

The City’s 2009 Plan was organized into 13 chapters, essentially matching “one-to-one” the nine elements required by the state for a comprehensive plan. With this Plan Update, the City took a more accessible, integrated, and holistic approach, recognizing the true and intended nature of a “comprehensive plan”, while concurrently addressing all required elements of a comprehensive plan as identified in Statute. As such, this Plan Update is organized into the following manner:



NINE ELEMENTS

GROWING FITCHBURG

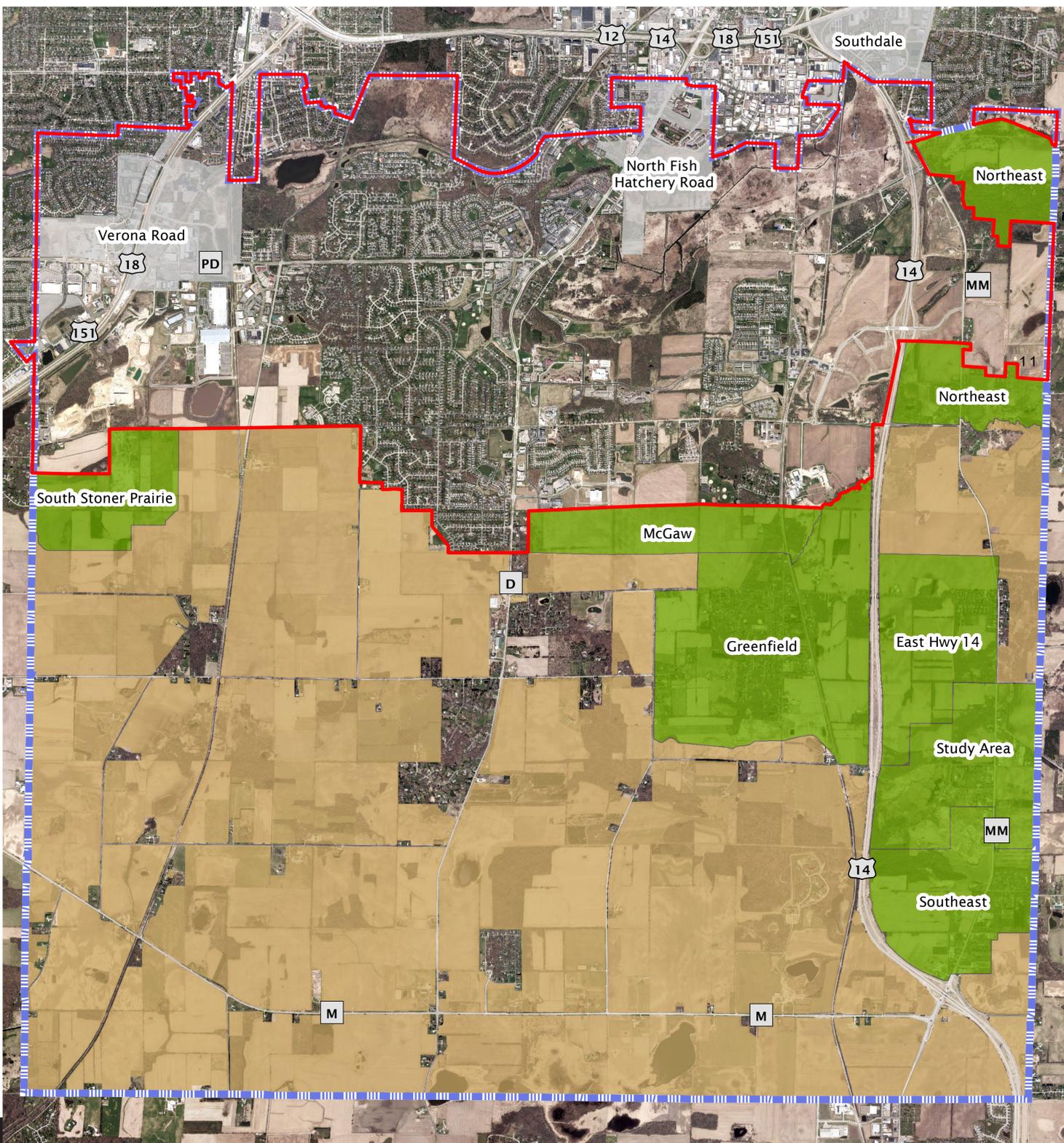
Introduction		Plan Primer
Issues & Opportunities	→	Chapter 1
Housing	→	Chapter 2
Economic Development	→	Chapter 2
Transportation	→	Chapter 3
Utilities & Community Facilities	→	Chapter 3
Natural, Agricultural, & Cultural Resources	→	Chapter 3
Land Use	→	Chapter 4
Intergovernmental Cooperation	→	Chapter 5
Implementation	→	Chapter 5
Appendices		Appendices

The City’s land base is unique, consisting of “urban”, “suburban”, and “rural” land uses. As such, the City has identified **3 growth zones** to accommodate future development that recognize the uniqueness of its land base. These zones are distinct in their location and characteristics, and similarly have specific policies applicable to each of them.

- Greenfield:** This growth zone consists of undeveloped lands, often in agricultural use, located at the edge of the City’s developed areas outside of the urban service area. This growth zone is intended to accommodate future residential, commercial, industrial, institutional, and associated development.

- Grayfield:** This growth zone consists of lands that are already developed, or lands that are vacant and surrounded by development, inside of the urban service area. This growth zone is intended to accommodate future residential, commercial, industrial, institutional, and associated development.

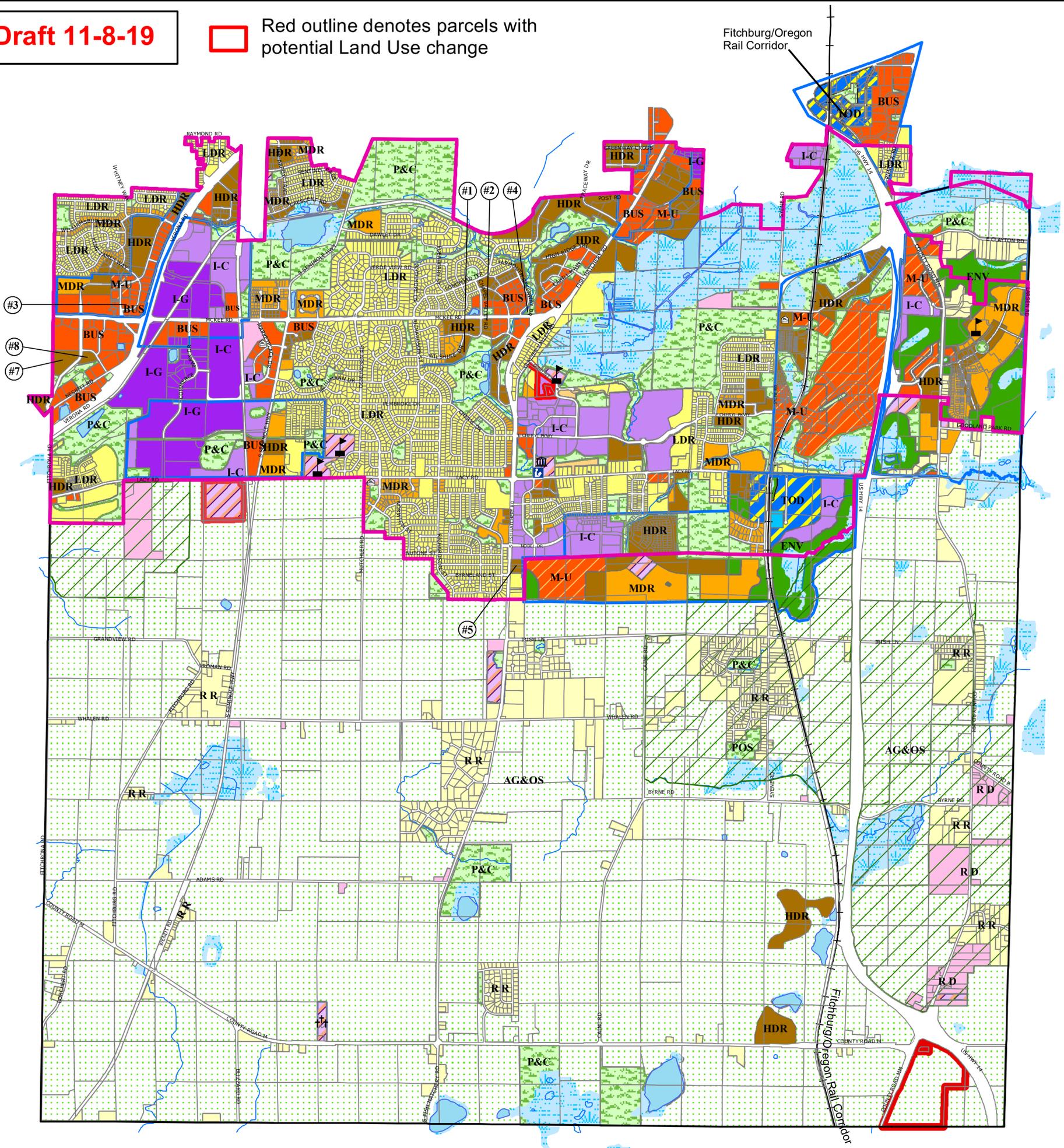
- Farmfield:** This growth zone consists of lands planned for agriculture outside of the urban service and not within a greenfield growth zone. This growth zone is intended to accommodate agriculture and associated development, including both cash crop production and production that enhances the local food system.



Draft 11-8-19

Red outline denotes parcels with potential Land Use change

Fitchburg/Oregon Rail Corridor



P&C - PARK & CONSERVANCY	TS - TRANSIT STATION	WETLANDS W/ 300 FT BUFFER
R-R - RURAL RESIDENTIAL	I-G - INDUSTRIAL-GENERAL	AG&OS - AGRICULTURE & OPEN SPACE
LDR - LOW DENSITY RESIDENTIAL	I-C - INDUSTRIAL-COMMERCIAL	TOD - TRANSIT ORIENTED DEVELOPMENT
MDR - MEDIUM DENSITY RESIDENTIAL	BUS - BUSINESS	POTENTIAL NEIGHBORHOODS
HDR - HIGH DENSITY RESIDENTIAL	R-D - RURAL DEVELOPMENT	URBAN SERVICE AREA
M-U - MIXED-USE	COMPLETED STUDY AREAS	PARCEL WITH MULTIPLE LAND USES
G / I - GOVERNMENT / INSTITUTIONAL	OPEN WATER	CITY HALL
ENV - ENVIRONMENTAL	STREAMS	FIRE STATION
		SCHOOL
		CEMETERY
		LIBRARY

N

THE CITY OF
Fitchburg
PLANNING & ZONING

Prepared
November
2019

GROWTH PRINCIPLES IN ACTION



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.

Principle in Action. The City installed solar panels on four of its building in 2017, expanding the City’s existing solar electricity generation capacity by more than 17 times. These panels generated over 410,000 kW of electricity in 2018, about 8% of total municipal electricity usage and 19% of total electricity usage from the four buildings on which panels were installed.



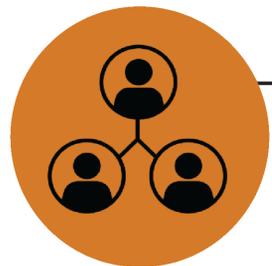
Equitable. This means Fitchburg will grow by creating an inclusive and engaged community that develops the capacity of its neighborhoods, residents, and businesses, providing them with equal access to opportunities by recognizing their unique needs.

Principle in Action. The City’s Healthy Neighborhoods Initiative (HNI) utilizes a strategic approach to ensure residents living in three northern City neighborhoods have equitable access to opportunities. The HNI uses various mechanisms to move towards this goal, including inter-governmental and non-profit partnerships, resident engagement, and re-development of the built environment.



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.

Principle in Action. City in Motion is the City’s place-based economic development strategy premised on four “directions,” one of which is building engaging places that attract talent and business. City in Motion recognizes the importance of re-development of major transportation corridors and nurturing of new development areas to create a vibrant City with various options for living, working, and playing.



Cooperative. This means Fitchburg will grow by encouraging communication, collaboration, and transparency among all community stakeholders.

Principle in Action. The City opened its first splash pad in 2014 at McKee Farms Park and its first dog park in 2018 at the intersection of S. Fish Hatchery Road and Irish Lane. Both of these efforts were the result of cooperation and collaboration, including planning and implementation, between City elected/appointed officials and staff, and interested residents and local community organizations.



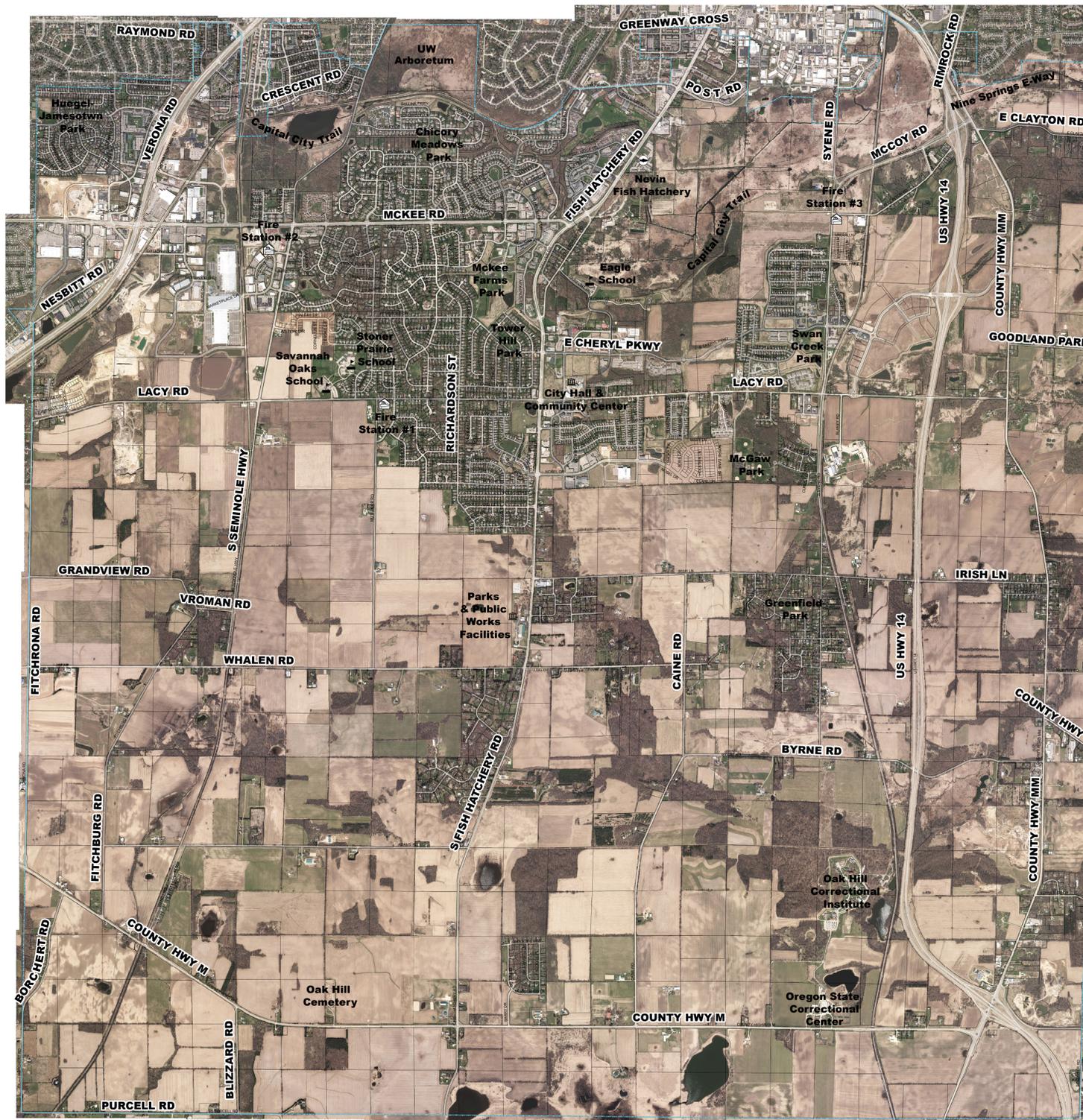
Healthy Neighborhoods Initiative

Years 1-5: 2019-2023
Building Community
Adopted: March 12, 2019

Prepared by: Healthy Neighborhoods Initiative Staff Workgroup

Economic Development
Vision & Strategy
2018 Update

CITYWIDE DEMOGRAPHICS



Total Population	25,260
Total Households	11,552
Median Household Size	2.3
Age	
Median Age	34
% Under 18	22.6%
% Over 65	11.9%
Median Income	\$71,847
Housing Units	10,790
Owner Occupied	53%
Rental	47%
Vacancy Rates	
Owner Occupied	1.9%
Rental	1.2%
Median Rent	\$943
Median Home Value	\$287,200
Race/Ethnicity	
White	72%
Black or African American	10%
Asian	5%
Hispanic or Latino (of any race)	17%
Other	13%

This chapter 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.

This chapter includes:

1. Plan Revision Procedures
2. Implementation Tools
3. Implementation Monitoring
4. Implementation Timeline



KEY CHANGES PROPOSED:

- Definitions provided to distinguish between **a minor amendment** (parcel specific land use change, proposed changes accepted twice per year) and **a major update** (change in long-term urban growth boundary and growth direction, expected to happen infrequently).
- Clarifies that the Common Council may only make **non-substantive technical changes** to a Plan Amendment recommended by the Plan Commission.
- **Minor amendments allowed twice per year**, rather than the policy of the last 10 years which only allows one minor amendment per year.
- Added guidelines for reviewing a minor amendment to **encourage objective review based on planning principles**.
- Added guidelines for major updates to **encourage comprehensive and objective review of land use data** (land use suitability evaluation, or land use modeling), coupled with **robust public input**. Purpose of adding guidelines is to **avoid parcel specific changes** directed by individual projects or property owners without objective review.

Subsequent drafts of this Plan will likely entail modifications to the policy framework, including deletion of framework elements that have been completed since 2009 and/or are no longer relevant, as well as addition of new elements based on community input as identified herein.

<p>2A. HOUSING</p> <p>Goal 1: To provide for balance 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.</p> <p>Goal 2: Promote the efficient use of land for housing.</p>	<p>3A. TRANSPORTATION</p> <p>Goal 1: Develop and maintain a coordinated land use and transportation system.</p> <p>Goal 2: Provide a safe and efficient transportation system that allows for the convenient movement of people and goods.</p> <p>Goal 3: Develop and maintain a multi-modal transportation system that reduces automobile dependency and increases transportation choices.</p>
<p>2B. EDUCATION AND JOBS</p> <p>Goal 1: Encourage economic development opportunities appropriate to the resources, character, and service levels in the City.</p> <p>Goal 2: Business development projects should emphasize solid tax base, jobs that pay well, sensitivity to the environment, and a diversity of employment opportunities.</p>	<p>3B. RESOURCES, ENERGY, AND COMMUNICATIONS</p> <p>Goal 1: Provide and maintain high quality and energy/resource efficient public water supply, sanitary sewer and treatment, storm-water management, recycling and refuse.</p> <p>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.</p> <p>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.</p> <p>Goal 4: Protect and rehabilitate the natural environment.</p> <p>Goal 5: Provide public access to unique natural areas.</p>
<p>2C. RECREATION</p> <p>Goal 1: Promote and preserve the City’s cultural resource base.</p> <p>Goal 2: Actively seek to strengthen strong cultural and social history and community identity.</p> <p>Goal 3: To improve the Fitchburg park and open space system by enhancing outdoor recreation, enhancing the community’s natural resources and practicing ecological stewardship.</p>	

COMMUNITY SURVEY

Growth rate: 45% of respondents think Fitchburg should grow at the same rate it has over the past 30 years, 36% think it should grow slower

Growth areas:

- 70% think growth should occur in areas carefully evaluated by the City
- 64% think grayfield(infill) growth should be a priority, 26% think greenfield growth should be a priority

“City center”: 63% think Fitchburg does not have a “city center”

Agriculture: 75-80% think preserving ag land and development of local food system is important

Housing: 62% are satisfied with amount and availability of single-family homes, 56% for multi-family rentals

Living and working: 90% are satisfied with Fitchburg as a place to live, 41% are satisfied with Fitchburg as a place to work

Playing: 85% have used City parks in the past year and 72% are satisfied with the City’s off-street path/trail system

Overall direction: 50% are satisfied that Fitchburg is moving in the “right direction”



VISUAL PREFERENCE SURVEY

The majority of survey respondents preferred **Image Set B**, entailing higher density/value land uses on busy corridors.

A



B



COMMUNITY MEETINGS

- **5 Community Outreach Meetings**
 - 2 with Spanish translation at community locations
 - 3 at City Hall
- Approximately 150 Total Attendees*
 - Avg. attendance 30 people per meeting
- Advertised widely with resources available
 - 14,000 postcards, newspaper, social media, numerous e-mailing blasts

Meetings included:

- Informational presentations by City representatives
- Keypad polling surveys
- Individual worksheet questionnaires
- Small group mapping

COMMITTEE MEETINGS

- **9 total meetings attended**
 - Including 2 Non-Committee Meetings:
 - Madison Area Builders Association
 - Capital Area Regional Planning Commission
 - Committee on Aging Well
 - Bicycle Committee
 - Ag and Rural Affairs
 - Resources Conservation Commission
 - Parks Commission / Tree Advisory Committee
 - Community and Economic Development Authority
 - Board of Public Works

COMMUNITY MEETINGS

Likes:

- Good parks / open space
- Good bike network / walking paths
- Regional proximity
- Rural and urban character / Rural proximity
- Diversity
- Good schools
- Other: small town, good services, safety, library, etc.

Dislikes or City can Improve:

- Improve transportation / bus
- More affordable housing
- Less density / apartments
- Lack of identity / downtown / neighborhood centers
- Lack of schools
- Traffic problems
- Resources for low-income neighborhoods / reinvestment in older neighborhoods
- Transparency / critique of government
- Preserve farmland / rural character
- Flexibility in development review / developer friendly

COMMITTEE MEETINGS

MABA: 2 minor amend, support housing plan, review process, explore park fees, support guidelines for amend. Review, future FUDA review.

CARPC: Corridors, follow the plan, avoid wetland encroachment, emphasize ag preservation, consider regional transportation plans, avoid leap frog, density development more efficient land use.

Aging Well: Transportation, proximity to services / senior, affordable senior, mixed use neighborhoods.

Bicycle: Plan framework support, continue to defer and implement specific actions through Bike Plan, support network, increase connectivity, not just recreation.

Ag and Rural: PDR program, explore more ag. Accessory uses.

RCC: Continue conservation practices, concerned with lack of walkable mixed use neighborhoods in isolated residential subdivisions, support policies that explore renewable energy, uphold high design standards, maintain bike network, continued neighborhood green space.

Parks / Tree: Tree canopy goal, Vibrant Forest Plan, Native Oak protection Ordinance, public access to unique natural areas, control invasives on public land, encourage art / culture features in park system.

CEDA: Discussion of 269 acres of available zoned or planned industrial lands within USA, support more than one minor amendment annually, discussion of future growth areas that may include more industrial land, questions regarding 75 acres of development per year, encourage more plan flexibility, explore ag accessory uses.

Board of Public Works: Understanding of service provision factors in current plan, support plan framework, questions about housing policy.