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# How Will Fitchburg Grow?

This chapter of the Plan addresses State of Wisconsin statutory requirements for the issues and opportunities element of a comprehensive plan.

# How Will Fitchburg Grow?

This chapter includes:

- A definition of “**GROWING FITCHBURG**”, the central concept around which this Plan was developed
  - Identification, definitions and application of the City’s **GROWTH PRINCIPLES**, or growth “vision”, that will direct and inform how the City will grow from 2020 to 2030.
  - A City “snapshot”
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## Growing Fitchburg

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, businesses, elected/appointed officials, and staff.

This Plan is entitled **GROWING FITCHBURG 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.

### WHY GROW?

Generally speaking, a community that grows via reasonable population increases, and manages that growth in a responsible manner, will see an increase in quality of life as it relates to living, working, and playing options in that community. Additionally, managed, responsible growth often creates additional value in a community’s land base, which can be generally translated to increased efficiency and economy in delivering community services to residents, businesses, and visitors.

## Growth Principles

The City identified four growth principles to ensure growth, as previously described, occurs in a manner reflected in existing City plans, policies and priorities. The following identifies these growth principles, as well as examples of the “principles in practice”, highlighting the direct connection between recent City work and the growth principles.



### **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.

**Sustainable Principle in Practice** — 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 *renewable* 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. 410,000 kW is equivalent to the annual energy use of 35 single-family homes, as well as the energy produced by 300,000 pounds of coal. *Eliminating the greenhouse gas emissions* from 300,000 pounds of coal is equivalent to taking 62 passenger vehicles off the road.



### **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.

**Equitable Principle in Practice** —The City’s *Healthy Neighborhoods Initiative* (HNI) utilizes a strategic approach to ensure residents living in 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.

## Growth Principles



### **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.

**Vibrant Principle in Practice** — *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**

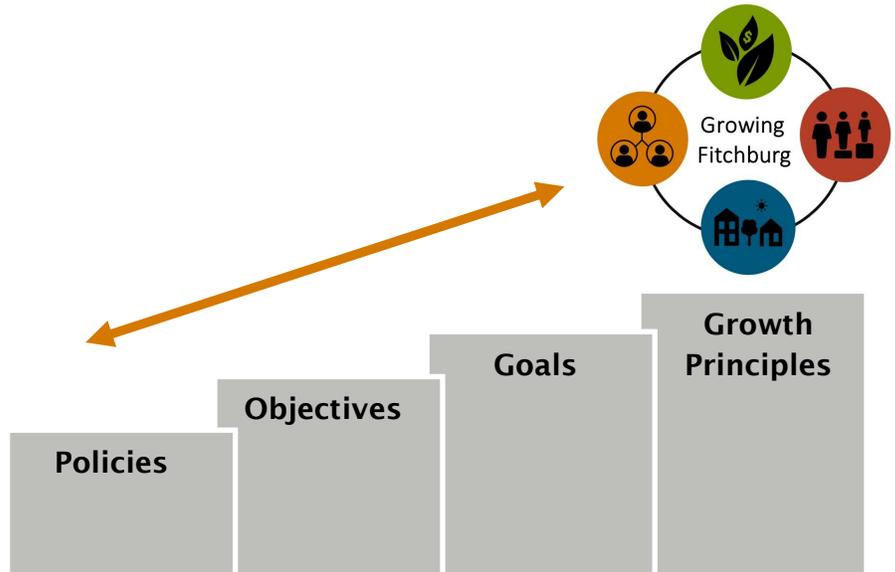
This means Fitchburg will grow by encouraging communication, collaboration, and transparency among all community stakeholders.

**Cooperative Principle in Practice** — 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. The McKee Farms Park splash pad is one of the City’s most popular attractions and the dog park has been a hit with the City’s furrier residents and their owners.

## Application of Growth Principles

### Policy Framework

The growth principles can also be viewed as a “vision” for the City’s growth, with the principles applied to the policy framework of Chapters 2, 3, and 4. Each policy framework is premised on a hierarchy of Goals, Objectives, and Policies. The policy framework in each of these chapters has been formulated to move the City in the direction of the growth principles.



### Geographic Scales

The growth principles will also be applied to two different geographic scales in the City, as follows:

- City Neighborhoods and Districts
- City as a Whole

Put simply, if the growth principles are adhered to as the City grows and develops its individual “parts”, or neighborhoods and districts, the sum of these parts will add up to a sustainable, equitable, vibrant, and cooperative City as a whole.

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Neighborhoods + Districts = City as a Whole

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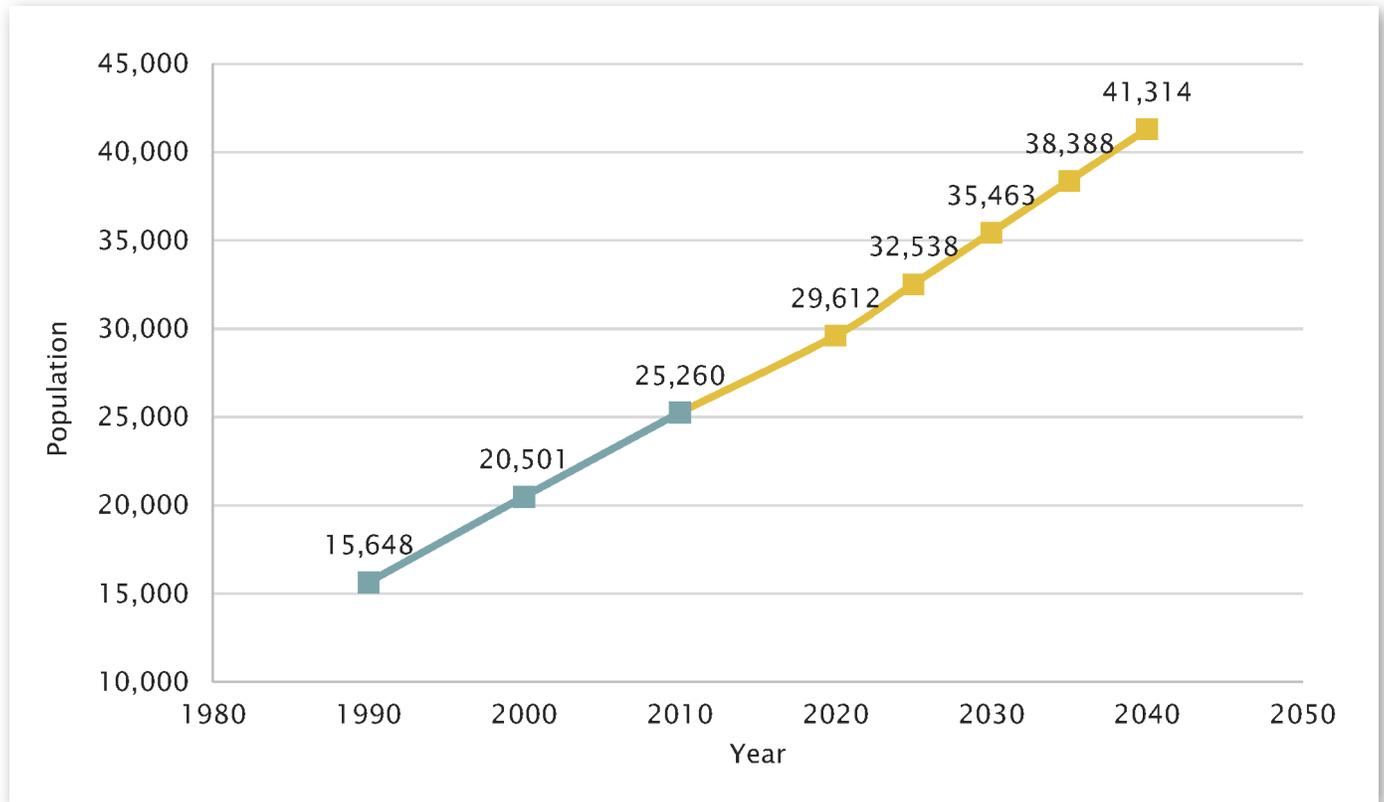
## City Snapshot

Fitchburg incorporated as a City in **1983**.

The City covers **36** square miles including **17** square miles of farmland.

The City has approximately **30,000** residents, adding about **5,000** new residents every **10** years.

**Figure 1.1: Population—1990 to 2040\***

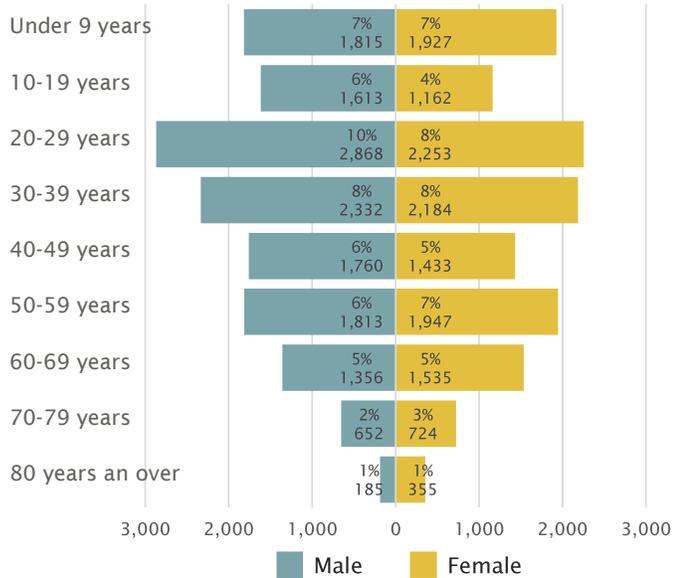


Population from 2020 – 2040 was calculated utilizing the 2019 Wisconsin Department of Administration population estimate for the City, applied to the City’s historical growth rate trend, and includes Town of Madison current/future population to be absorbed by the City in 2022.

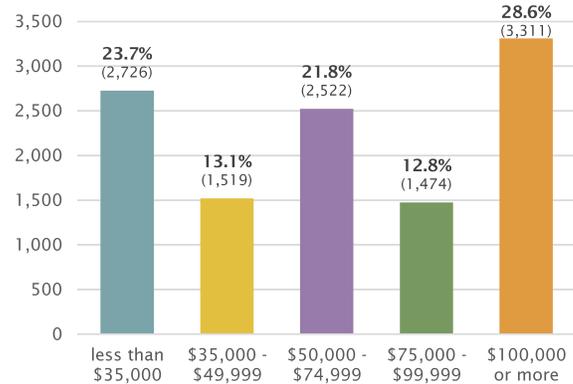
\*Source: United States Census and Wisconsin Department of Administration

## City Snapshot

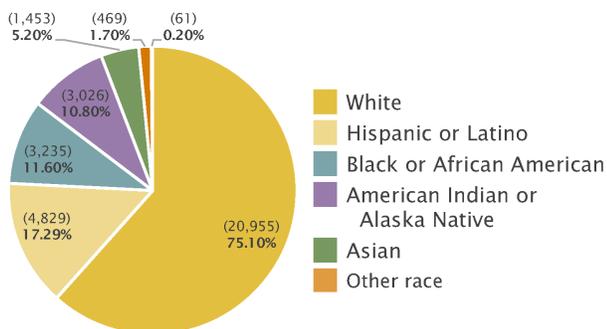
### Age Distribution\*



### Household Income\*

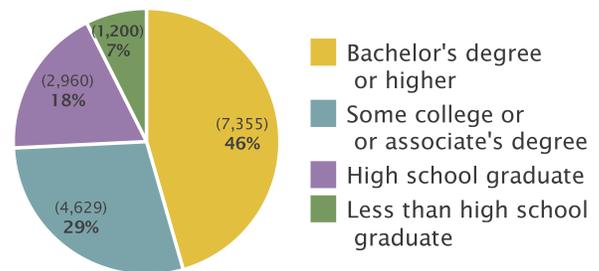


### Race\*



Hispanic or Latino comprise 17% of the City's population and are categorized by the U.S. Census Bureau as "White".

### Education\*



- 75% of City residents have attended college, or have an associate's or bachelor's degree.
- A third of City's residents are between the ages 20 and 39, a quarter are under age 19.
- 29% of City households make over \$100,000 annually, and 24% make less than \$35,000 annually.

\*Source: United States Census ACS—2017

## City Snapshot

**School Districts:** Madison Metropolitan, Verona Area, Oregon

**Largest Employers:** Promega, Sub-Zero/Wolf, Agrace Hospice Care

**Entertainment, Employment and Commercial Centers/Districts:** West Fitchburg (Orchard Point and McKee Road), North Fish Hatchery, and Fitchburg Technology Neighborhood (Novation Campus, Northeast Neighborhood, Uptown, and Fitchburg Center)

**Housing Mix:** Concentrations of single-family in north-central portion of City, and multi-family in northern and eastern portion of City

**Major biking/walking trails:** Capital City Trail, Badger State Trail, Southwest Commuter Trail, and Cannonball Path

### **Major road corridors:**

- North-South: Verona Road, Seminole Highway, Fish Hatchery Road, U.S. Highway 14, and County Highway MM
- East-West: McKee Road, Lacy Road, Irish Lane/Whalen Road, and County Highway M

### **Municipal neighbors:**

- Shares a northern border with City of Madison, capital of state of Wisconsin and home to the state's flagship university
- Shares a southern border with Village of Oregon, with the City of Verona just to the west of the City's western border
- Shares various borders with six Towns, including Madison (urban) and Blooming Grove (urban) to the north, Verona (rural) to the west, Dunn (rural) to the east, and Oregon (rural) and Montrose (rural) to the south



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