

# 2 What are the Pillars of Fitchburg's growth?

▣ 2.A Housing

▣ 2.B Jobs & Education

▣ 2.C Recreation

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# 2.A Housing

This chapter sub-section of the Plan addresses State of Wisconsin statutory requirements for the housing and implementation elements of a comprehensive plan.



# Housing

This section includes:

## 1. Housing Data

- **Hard Data:** What is the current and future state of the City’s housing?
- **Community Input:** What are people saying about the City’s Housing?
- **City Plans and Policies:** What existing plans and policies impact the City’s Housing?

2. **Housing Themes:** How does the data inform the City’s housing goals?

3. **Housing Policy Framework:** What are the City’s housing goals and how will they be achieved?

## Definitions

- **Housing units:** A physical structure utilized as a residence by an individual or group of individuals
- **Households:** A housing unit that is occupied in some manner by an individual or group of individuals
- **Urban service area:** That area of the City served by public sewer and water service

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## Housing Data

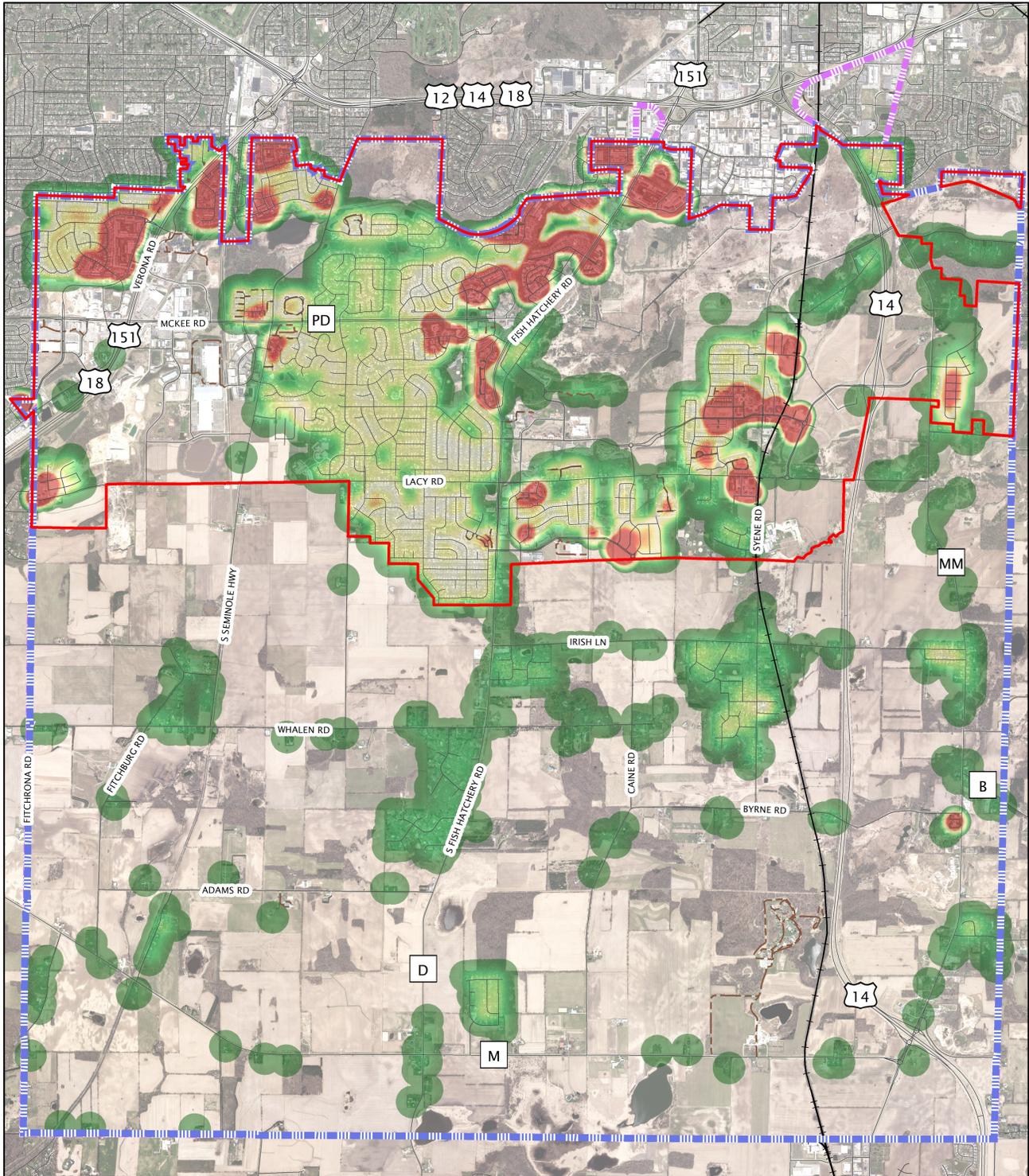
Housing data presented includes the following:

### 1. **Hard Data : Map and inventory of the following**

- Housing Density and Locations
  - Housing Stock: Value, tenure, type, and age
  - Household: Number, average size, and occupants
  - Housing Projections: Housing units and household
2. **Community Input:** Summary of input gathered from City residents via a public opinion survey and public meetings, as well as input from various City committees
3. **City Plans and Policies:** Inventory of existing City plans and policies (including ordinances and committees) that impact housing in the City

# Hard Data

Map 2.A.1: Housing Location and Density



**Housing Density**

- Highest
- Lowest

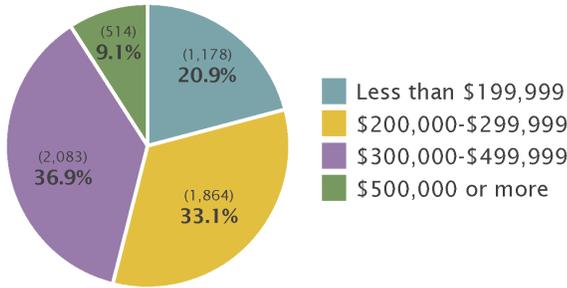
- City Boundary
- Town of Madison (Annexed to City by 2022)
- Urban Service Area
- Roads
- Private Roads
- Rail



Source: City of Fitchburg, Dane County LIO, US Census Bureau

## Housing Stock\*

**Figure 2.A.1: Housing Value**

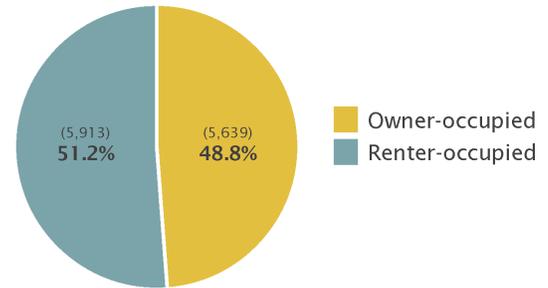


**Median Home Value**  
\$287,200

**Dane County Comparison**  
\$242,270

The City's median home value has increased approximately 40% since 2000.

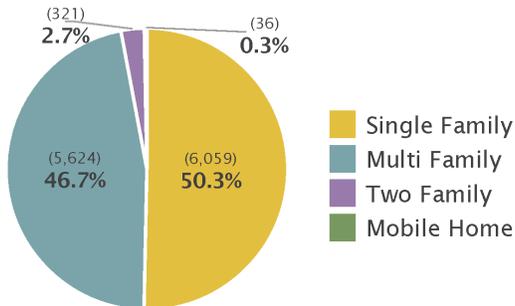
**Figure 2.A.2: Housing Tenure**



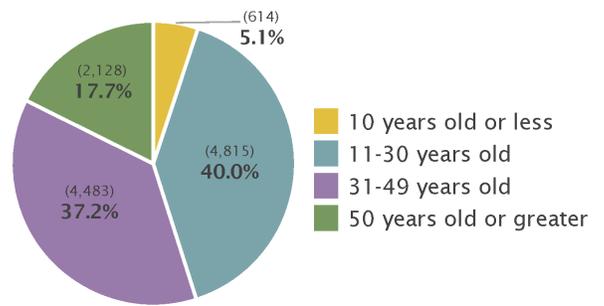
**Vacancy Rate**  
Owner - 1.9%  
Renter - 1.2%

**Ideal Vacancy Rate**  
Owner - 1%  
Renter - 5-7%

**Figure 2.A.3: Housing Type**



**Figure 2.A.4: Housing Age**



- Fitchburg's average home value is higher than the Dane County average.
- Fitchburg has an equal balance of homeowners and renters, as well as single-family and multi-family housing.
- Fitchburg's has a very low rental vacancy rate.
- More than 90% of Fitchburg's housing was built between the early 1960's and early 2000's.

\*Source: United States Census ACS -2017

## Household Characteristics\*

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### Households

11,552

### Average Household Size

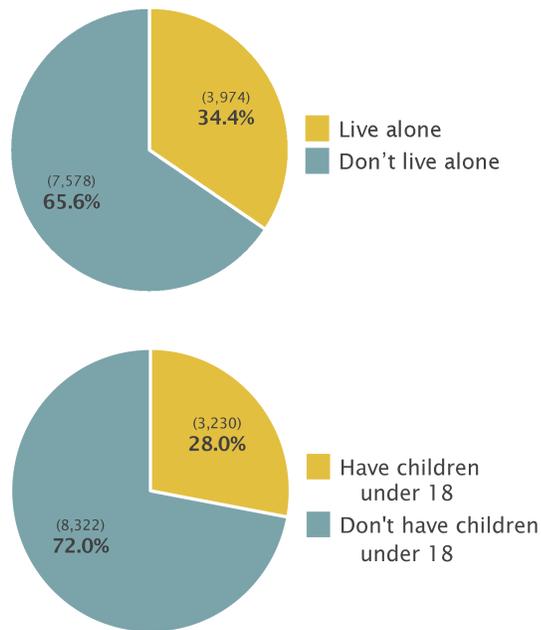
Owner - 2.46

Renter - 2.21

City and nation-wide trends indicate decreasing household sizes.

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**Figure 2.A.5: Household Occupants**



- Average household size in Fitchburg is decreasing.
- About 65% of households in Fitchburg have more than one occupant.
- Fitchburg is projected to add 4,900 new housing units and 4,655 new households, from 2020 to 2040.

## Housing Projections\*

Housing units from 2020 – 2040 were calculated utilizing the desired new housing units projection, per the City’s Housing Plan (2019).

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### New Housing Units 2020-2040

Annual Average

245 Units

Total

4,908 Units

### Existing Housing Units

12,040 Units

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Households from 2020 – 2040 were calculated by applying a 5% vacancy rate to the City’s projected housing units over this same period. This projection does not include existing households in the Town of Madison that the City will absorb in 2022, as an accurate household count could not be gathered in that portion of the Town, due to data limitations.

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### New Households 2020-2040

4,663 Households

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\*Source: United States Census ACS - 2017

## Community Input

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The following summarizes housing input gathered from the community, including City residents and committees, via a public opinion survey and public meetings:

- More affordable housing
- Less multi-family housing
- Maintenance of and re-investment in multi-family housing stock in northern neighborhoods while maintaining affordability
- Senior housing needed in close proximity to services (i.e. walkable)
- Less isolated residential neighborhoods

## City Plan & Policies

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The following identifies various existing City plans and policies (including ordinances and committees) that impact housing in the City:

Housing Plan (Adopted: 2019)

Healthy Neighborhoods Initiative (Adopted: 2018)

Community and Economic Development Authority

Housing Committee

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## Housing Themes

The following identifies common housing themes as gleaned from analysis of the various housing data pieces, including hard data, City resident and Committee feedback, and existing City plans and policies.

### Cost Diversity

Provide a variety of price points for existing and new housing in the City.

### Tenure Diversity

Provide a variety of households in the City, including those that own their homes and those that rent their homes.

### Type Diversity

Provide a variety of housing types in the City, including single-family and multi-family.

### Partnerships

The City should work collaboratively with its residents/businesses, other governmental units, and the private development sector to maintain existing and develop new housing in the City.

### Maintenance

The City should work collaboratively to maintain and improve the quality of existing housing in the City.

### Funding

The City should utilize various revenue streams, both internal and external, to maintain existing housing and develop new housing in the City.

### Appropriate Locations

The City should develop new housing in an efficient and economical manner that recognizes social trends and environmental/natural constraints.

## Housing Policy Framework

The following identifies a policy framework for Growing Fitchburg’s Housing from 2020 to 2030., including the following:

1. Growth Principles
2. Goals, Objectives, & Policies

### Growth Principles

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Sustainable



Vibrant



Equitable



Cooperative

### Goals, Objectives, & Policies

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**Goal 1: 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 1.1:** Promote development of housing to meet forecasted needs.

**Policy 1.1.1:** Encourage an overall net neighborhood density that is transit-friendly.

**Policy 1.1.2:** Promote a variety of housing options within neighborhoods, including those that provide for diversity in cost, tenure, and type.

**Policy 1.1.3:** Promote a higher level of owner occupied housing compared to renter - occupied units within new neighborhoods.

**Policy 1.1.4:** Provide housing consistent with the economic opportunities provided within the City.

**Objective 1.2:** Promote the development and preservation of long-term entry-level housing for low to moderate income residents.

**Policy 1.2.1:** Promote high-quality, sustainable construction and maintenance of existing housing stock.

## Goals, Objectives, & Policies

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**Policy 1.2.2:** Encourage use of private and public (TIF) programs to meet the housing needs of low-income persons. Consider extending the life of a Tax Incremental District (TID) by one year to the benefit of an affordable housing fund.

**Policy 1.2.3:** Provide smaller lots that encourage sustainable land use and which may assist in the provision of affordable/workforce housing for everyone.

**Policy 1.2.4 :** Form a community land trust fund that can develop long-term affordable workforce housing in Fitchburg.

**Policy 1.2.5:** Review various development fees and consider waivers or reductions to encourage affordable homeownership opportunities.

**Policy 1.2.6:** Promote opportunities for first time buyers through a housing fund.

**Objective 1.3:** 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 City

**Policy 1.3.1:** Promote maintenance and rehabilitation of existing aging housing stock using sustainable construction techniques, particularly for multi-family housing.

**Policy 1.3.2:** Undertake redevelopment plans to focus on specific areas of the City while maintaining affordability.

**Policy 1.3.3:** Create appropriate transitions between higher densities and existing lower density areas.

**Policy 1.3.4:** 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 residents or for down payments for low-income home purchases.

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

**Objective 2.1:** Encourage compact neighborhood and development patterns.

**Policy 2.1.1:** Promote Traditional Neighborhood Design (TND) developments to create compactness, efficiency, livability and multi-modal transportation.

## Goals, Objectives, & Policies

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**Policy 2.1.2:** Encourage the development of planned residential areas large enough to allow “mixed uses” with a variety of housing types, complementary commercial and open space uses., as well as the use of innovative design and cluster development.

**Policy 2.1.3:** Undertake housing development with respect to natural resources, environmental corridors, and open space.

**Policy 2.1.4:** Create plans for unused and underutilized land in the existing urban service area to promote in-fill development.

**Policy 2.1.5:** Recognize that development at higher but livable densities promotes wise use of the land resource and reduces land required to meet housing demand, thereby preserving agricultural and other open space land outside the urban service area.

**Policy 2.1.6:** Promote sound sustainable housing design through application of zoning, land division, and architectural review measures where possible.

**Objective 2.2:** Promote residential development in areas with existing infrastructure and sewer prior to promoting growth at the periphery where new utility and service expansion are needed.

**Policy 2.2.1:** Locate housing in areas that are served by full urban services, including sanitary sewers and public water, with convenient access to community facilities, employment centers and to arterial highways.

**Policy 2.2.2:** Do not allow unsewered subdivisions.

**Policy 2.2.3:** Limit rural residential development to dwellings sited in accord with the Rural Residential Siting Criteria (RRDC) or in select planned rural cluster areas. (RRDC is not created to allow subdivisions, but to limit rural housing to suitable areas.)