

# APPENDIX B

## RELEVANT PLAN SUMMARY

Relevant Plans Summary

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Recent Development Review

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## RELEVANT PLANS

The City of Fitchburg has a total population of 34,019 and 13,240 housing units, with a 51% owner and 49% renter split, which is the 3rd highest rate of renters in Dane County. The most common housing unit type is single-family detached (39%), followed by single-family attached (9%), multi-family 2-19 units (26%), and multi-family 20+ units (25%). The median home value is \$323,400, and the median sales price for 2021/w2022 is \$405,000.

### SUMMARY OF RELEVANT PLANS

The City has provided opportunities in new neighborhoods for affordable housing options and encourages affordable housing in new neighborhoods. Analyzing existing plans, has provided a road map for how Fitchburg wants to develop to provide a diversity of long-term housing options for low to moderate income households that also encourages clusters of denser transit-friendly

To achieve this, the City will develop and preserve long-term affordable housing for low to moderate-income residents, promote diverse housing options, and encourage transit-friendly neighborhood density.

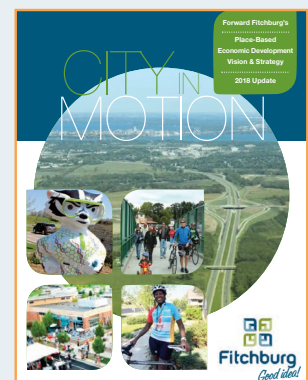
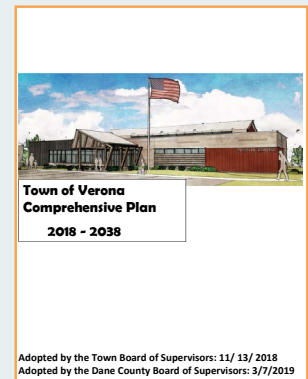
The City will also support rehabilitating existing housing while maintaining the City's historic and aesthetic values. The City plans to create a land trust fund for affordable workforce housing, review development fees for affordable homeownership opportunities, and promote opportunities for first-time buyers. Additionally, the City will provide smaller lots for affordable housing, focus on specific areas for redevelopment while maintaining affordability, and consider low-interest loans for energy conservation updates and low-income home purchases.

The City also aims to improve its park and open space system for recreation and ecological preservation. They plan to acquire suitable sites for parks, prioritize needs based on a plan, and create Community Parks on the west side.

**City of Fitchburg** | South Stoner Prairie Neighborhood Plan

### LIST OF RELEVANT DOCUMENTS:

1. Growing Fitchburg 2030 (City Of Fitchburg Comprehensive Plan)
2. Fitchburg Housing Plan (2019)
3. Fitchrona Road Stormwater Study
4. Dane County Comprehensive Plan
5. Carpc Regional Development Framework (July 2022)
6. 2022 Dane County Farmland Preservation Plan
7. Fitchburg Opportunities in Agriculture: 2017 – 2027)
8. Bicycle And Pedestrian Plan (2017)
9. Parks, Open Space, And Recreation Plan (2015 - 2020)
10. Fitchburg City In Motion (Place-Based Economic Development Vision & Strategy)
11. Town Of Verona Comprehensive Plan (2018 – 2038)
12. City Of Verona Comprehensive Plan (2010 - 2030)
13. North Stoner Prairie Neighborhood Plan



# 1. GROWING FITCHBURG 2030

(City of Fitchburg Comprehensive Plan)

## DEMOGRAPHICS OVERVIEW

- Total Population (WI DOA; 2023): 34,019
- Housing Units (ACS 5-Year Estimates; 2017-2021): 13,240
- Housing Tenure (ACS 5-Year Estimates; 2016-2020):
  - 51% Owners
  - 49% Renters
  - 3rd highest rate of renters in Dane County
- Housing Unit Type (ACS 5-Year Estimates; 2016-2020):
  - Single Family Detached: 39%
  - Single Family Attached: 9%
  - Multi-Family 2-19 Units: 26%
  - Multi-Family 20+ Units: 25%
  - Share of housing units that are not single family detached: 61% (2nd highest rate in Dane County)
- Housing Unit Age (ACS 5-Year Estimates; 2016-2020):
  - 2010 or later: 12%
  - 1990 – 2009: 43%
  - 1970 – 1989: 29%
  - 1950 – 1969: 12%
  - 1940s or earlier: 4%
- Vacancy Rate (ACS 5-Year Estimates; 2016-2020): 3.1%
- Median Home Value (ACS 5-Year Estimates; 2016-2020): \$323,400
  - Median Sales Price 2021/2022 (Redfin): \$405,000
- Median income (U.S. Census QuickFacts; 2021 dollars; 2017-2021 est.): \$78,218
  - Dane County: \$78,452
- Fitchburg has a median home value of \$287,200, higher than the Dane County average of \$242,270. The city has an equal distribution of single-family and multi-family housing, homeowners, and renters. More than 90% of the city's housing was built between the early 1960s and early 2000s, and it has a low rental vacancy rate.
- Housing units from 2020 to 2040 were projected to be 4,908 units, expected at an annual average of 245 based on the City's Housing Plan (2019), to add to the 12,040 existing units. Households for the same period were projected to increase by 4,655, calculated by applying a 5% vacancy rate to the projected housing units, except for households in the Town of Madison that the City will absorb in 2022 due to data limitations.
- The study area has a participant labor force of 83.6% aged 20-64, with 53% males and 47% females. The unemployment rate in Fitchburg is 5.4%, Dane County is 3.8%, and Wisconsin is 4.7%. White-collar jobs are at 86.7% in Fitchburg, 86.5% in Dane County, and 74.8% in Wisconsin. The median household income is \$66,110 in Fitchburg, \$67,631 in Dane County, and \$56,759 in Wisconsin.

## GOAL, OBJECTIVES, AND ACTIONS

- The City aims to provide all residents with affordable, decent living environments and encourage affordable housing in new neighborhoods. To achieve this, the City will develop and preserve long-term affordable housing for low to moderate-income residents, promote diverse housing options, and encourage transit-friendly neighborhood density. The City will also support rehabilitating existing housing while maintaining the City's historic and aesthetic values. To accomplish these objectives, we will create a land trust fund for affordable workforce housing, review

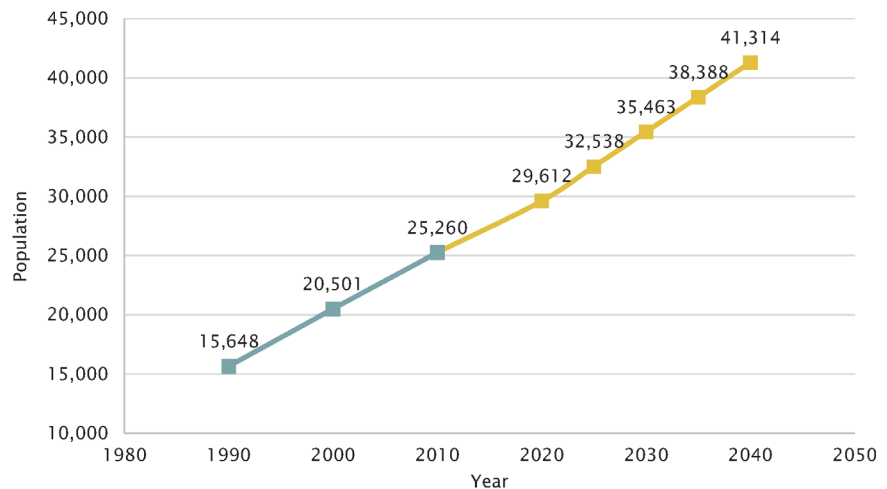
## EXISTING CONDITIONS

development fees for affordable homeownership opportunities, and promote opportunities for first-time buyers. Additionally, the City will provide smaller lots for affordable housing, focus on specific areas for redevelopment while maintaining affordability, and consider low-interest loans for energy conservation updates and low-income home purchases.

- **Healthy Neighborhoods:** The City should work towards developing and maintaining “healthy” neighborhoods that consist of quality, diverse housing, adequate gathering/social spaces, and horizontal and vertical land use “mixing” offering live/work/play options with multi-modal access and attractive streetscapes.
- Encourage the development of compact mixed-use activity centers that offer an alternative to low-density office and research parks in suburban areas. To achieve this, the City will encourage development of mixed-use centers, encourage taller buildings with structured parking, ensure accessibility to transit routes, provide commercial centers that meet city needs, avoid strip buildings, integrate commercial development

#### Population - 1990 to 2040\*

Source: Growing Fitchburg 2030 (City of Fitchburg Comprehensive Plan) (March 10,2020).



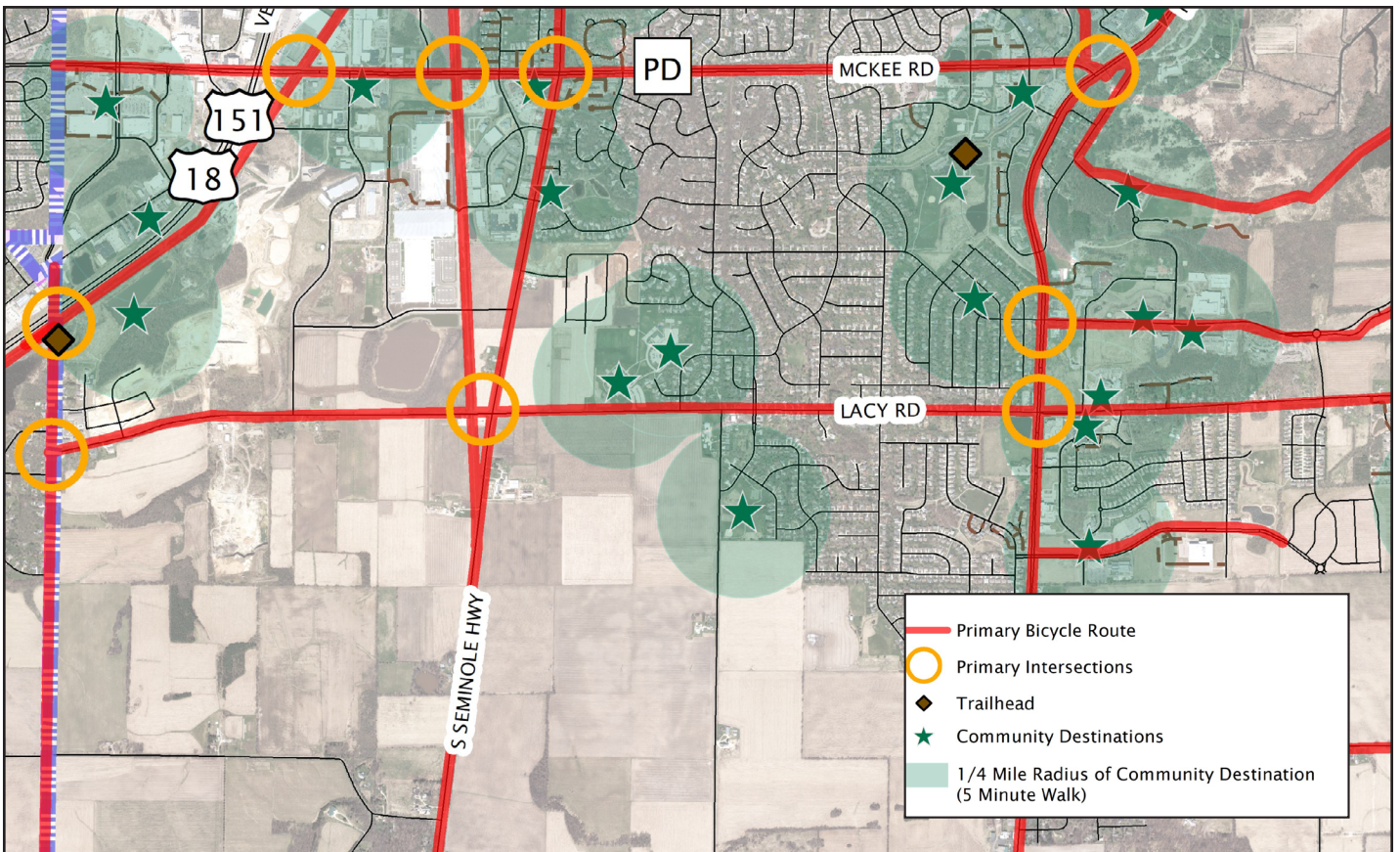
with residential areas, and consider financial assistance for structured parking.

- Promote appropriate retail and service areas with flexible design by supporting agriculture-based businesses. Evaluate business development for economic benefits, environmental impacts, and compatibility with adjacent land uses. Maintain a database of commercial and industrial sites and be responsive to development customers while recognizing the value of open public review.
- The City aims to improve its park and open space system for recreation and ecological preservation. They plan to acquire suitable sites for parks, prioritize

needs based on a plan, and create Community Parks on the west side. Maintenance and management are also priorities, including planting trees, managing invasive species, and controlling wildlife. Finally, they aim to connect linear parks and paths for walking and biking between neighborhoods and districts while preserving natural resources.

**Bike and Pedestrian Transportation Network**

Source: Growing Fitchburg 2030 (City of Fitchburg Comprehensive Plan) (March 10,2020).



**KEY TAKEAWAY**

The South Stoner Prairie Neighborhood is identified as a growth zone area—a sub-section of the City’s general land use policy. The City identified three types of growth zones capable of accommodating future development: grayfield, greenfield, and farmfield. SSPN is a greenfield growth zone, or Future Urban Development Area (FUDA), which typically consist of undeveloped lands (often currently agricultural) located at the edge of the City’s developed area and outside the urban service area. FUDAs are intended to accommodate a range of future land uses, from residential and commercial to industrial and institutional. Resolution R-30-07 establishes the City’s future urban development boundary (which includes SSPN) and states that future development should be guided by the following goals:

- Maintaining the coexistence of urban and rural areas.
- Creating highly intensive transit-oriented neighborhoods.
- Improving the quality of older areas through maintenance and redevelopment.
- Maintaining natural resources and the city’s historic high-quality farmland.

## 2. FITCHBURG HOUSING PLAN (2019)

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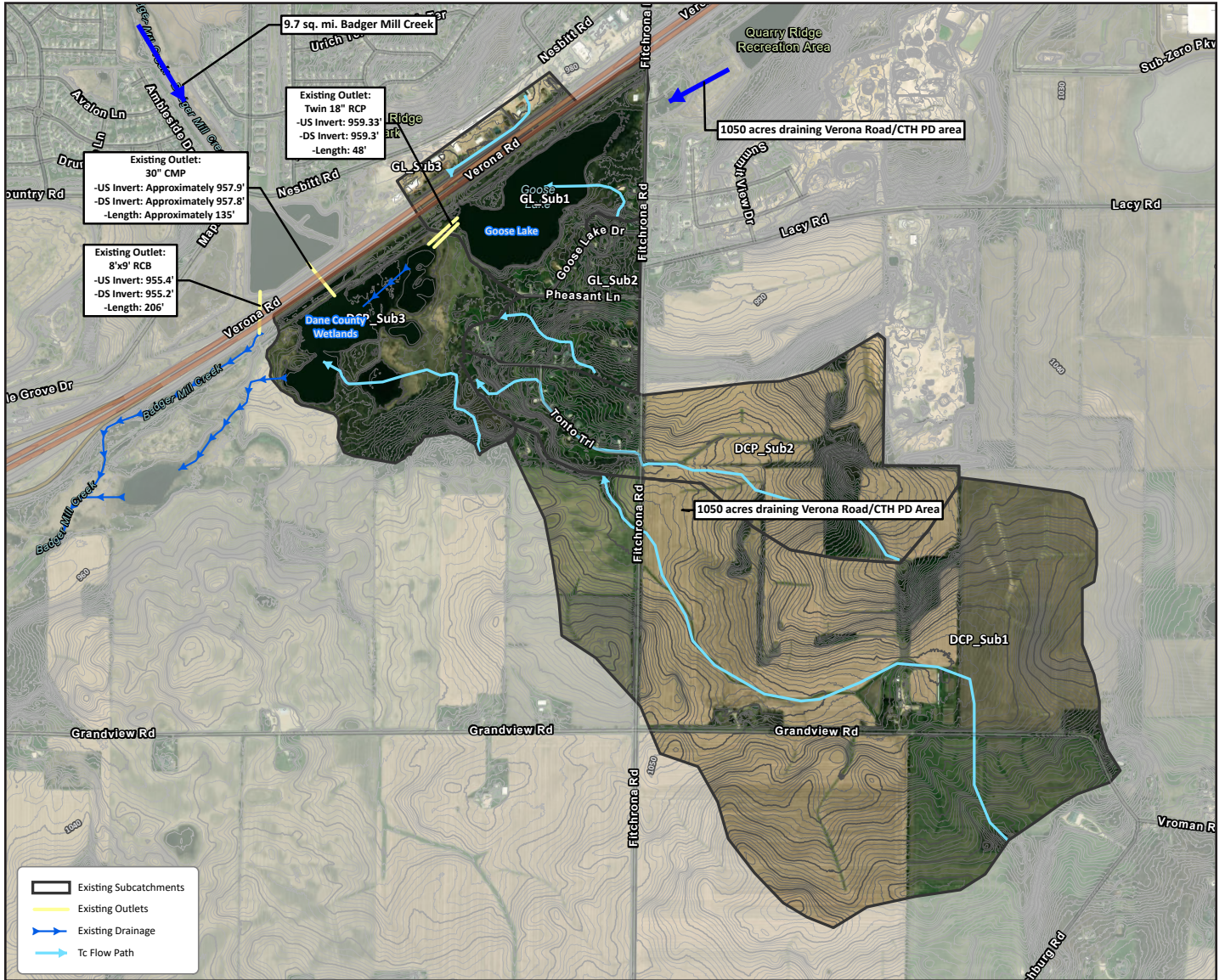
### KEY TAKEAWAY

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# 3. FITCHRONA ROAD STORMWATER STUDY

## Regional Stormwater Management Study

Sources: Fitchrona Road Stormwater Study (2021)



In 2020, the City of Fitchburg and Town of Verona worked together to determine options to improve flooding under Fitchrona Road. Proposed solutions may include a larger outlet structure on the downstream end of Goose Lake, as well as lowering the lake level to increase flood storage capacity.

A portion of South Stoner Prairie Neighborhood drains to the area of focus within this study (as shown below), so the neighborhood plan shall consider how it can mitigate long-term impacts downstream as it urbanizes.

## 4. DANE COUNTY COMPREHENSIVE PLAN

### EXISTING CONDITIONS

Housing construction in Dane County peaked in 2004 with 4,742 new units built and hit its lowest point in 2010 with only 1,070 new units. Since then, there has been a rebound in new housing starts, led by a significant increase in new multi-family units. Between 2004 and 2014, Dane County added 12,547 single-family homes, 1,252 two-family units, and 16,501 multi-family units. The population of Dane County grew by 51,521 residents during this time, with an average annual growth rate of 1.1%.

The county's transportation network is already experiencing significant congestion and traffic delays, while transit passengers have steadily increased since 1998. Commuting by bicycle has significantly increased, and the estimated daily vehicle miles traveled (VMT) continues to rise.

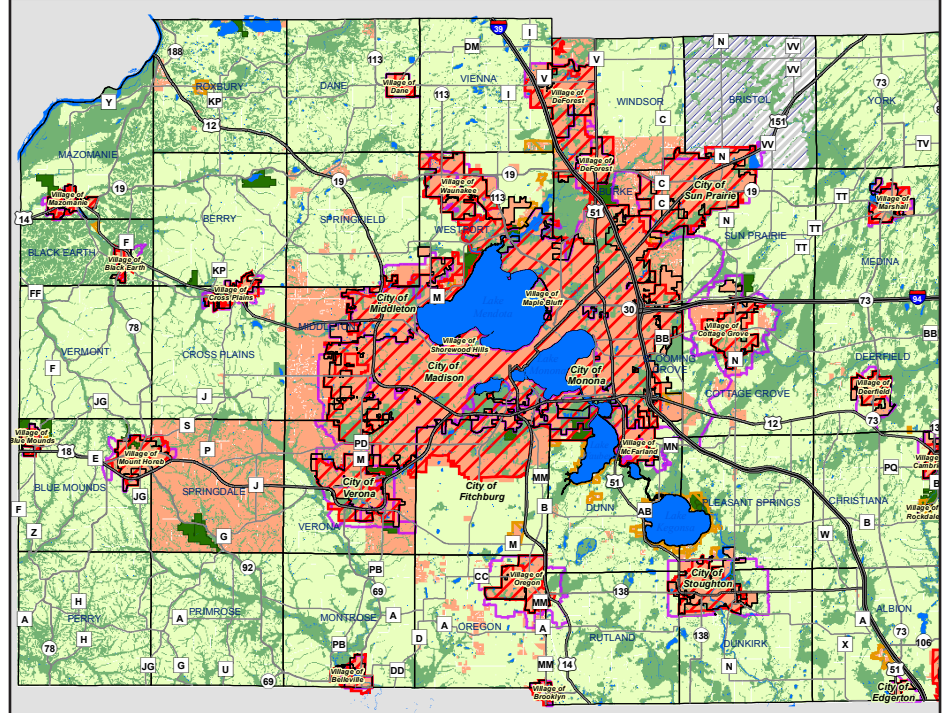
### GOAL

The plan aims to:

- Ensure enough housing for everyone, with good access to transportation and services.
- Offer housing options for all ages and incomes, while maintaining and improving current housing.
- Promote mixed-use and compact development.
- Provide land for low to moderate-income

### Planned Land Use Map

Source: Dane County Comprehensive Plan (Map revised September 2014)



housing, eliminate barriers, and encourage diverse communities.

- Provide reliable public utilities and community services in a safe and environmentally responsible manner.
- Maintain the Dane County community's health, safety, and well-being, while meeting its current and future needs.

### IMPLEMENTATION

When planning future development, consider access to services while protecting the environment and minimizing agricultural land conversion. Work with other units to prevent duplication and promote shared

facilities. Create "utility corridors" for new development. To protect agricultural, natural, and water resources, enforcing zoning regulations and encouraging development in already developed areas is important. Additionally, promoting recycling and renewable energy can help to preserve these resources. It's also important to avoid duplicating community services and ensure developers contribute to community facility costs.

# 5. CARPC REGIONAL DEVELOPMENT FRAMEWORK (JULY 2022)

The Framework is designed to serve as a guide for incorporating big picture goals into individual decisions about where and how to grow. The strategies outlined in the Framework will promote growth that:

- Reduces greenhouse gas emissions and fosters community resilience to climate change
- Increases access to jobs, housing and services for all people
- Conserves farmland, water resources, natural areas, and fiscal resources

### Objectives and Goals

Source: CARPC Regional Development Framework (July 2022)

Objectives	Goals		
	Climate	Opportunity	Conservation
Increase percent of development that is compact, mixed, walkable, and where feasible, transit supportive			
Increase the tree canopy			
Increase infiltration of precipitation and reduce stormwater runoff			
Decrease urban heat island effect			
Decrease racial disparities			
Generate housing supply to meet demand			
Grow business and jobs in targeted sectors			
Increase physical access of residents to jobs and services			
Enhance stewardship and natural resource areas			
Designate and protect regional farmland preservation areas			
Increase density and ensure good connectivity among developments			

### DEVELOPMENT PATTERN STRATEGIES

The Framework recommends focusing 40% of growth in centers and corridors. Centers provide living, working, shopping, and socializing opportunities, while corridors offer transportation options and mixed activities. Concentrating growth in this way makes it easier to access jobs, resources, and personal needs while reducing car travel and associated greenhouse gas emissions. Centers connected by transit corridors can reduce car travel even further. Mixing housing types within centers and along corridors improves housing choice, reduces energy

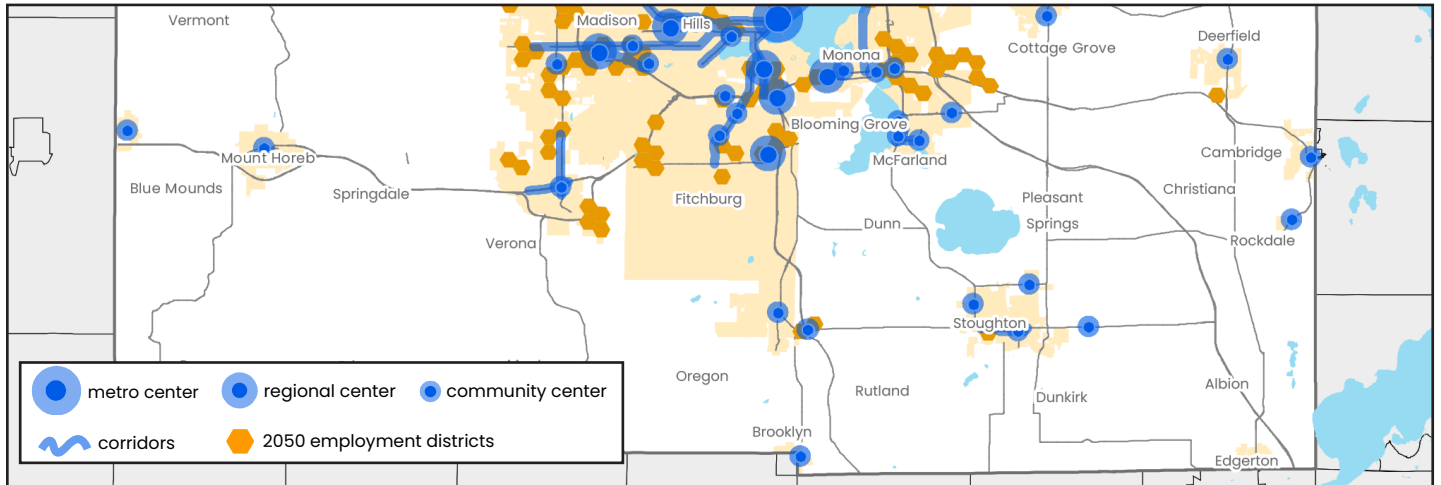
consumption, and can reduce people’s transportation and utility costs.

By 2050, we anticipate new centers developing in places like Cottage Grove, Fitchburg and Verona. Existing community centers on South Park Street and at East and West Towne Malls are expected to become regional centers. Focusing growth in centers and corridors will help us achieve the goals of reducing emissions, increasing climate resilience, and increasing access to opportunity. As the population grows, more good jobs and wealth-generating businesses will be needed, along with

suitable sites to accommodate them. The Framework’s third strategy is to plan areas for this business growth to occur. Certain industries concentrated in the greater Madison region offer higher wages and stronger career pathways in addition to importing dollars from outside the region that support other industries. Projected areas of concentrated growth in office, industrial, and medical jobs are shown in orange on the map for this strategy.

**Development Patterns: Plan areas for quality business growth**

Source: CARPC Regional Development Framework (July 2022)

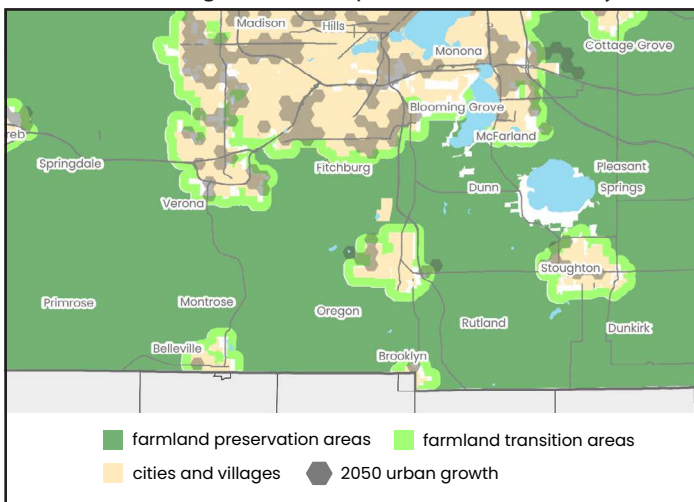


The Framework steers development away from protected natural areas and advocates for enhancing resource stewardship areas. Protection areas include bodies of water and wetlands, 100-year flood-plains, shoreland and riparian buffer strips, park land and savannahs and stormwater management facilities. Where the FUDA study suggested following low impact standards in stewardship areas, the Framework recommends that stewardship areas be considered for placement in Environmental Corridors.

The final development pattern strategy is to minimize development in long-term farmland preservation areas and to coordinate development within farmland transition areas at the local level. Farmland preservation areas are designated in Town and County Farmland Preservation Plans. They may include Agricultural Enterprise Areas and are typically characterized by large tracts of contiguous farmland and/or high-quality soils. These areas are generally outside of the agricultural transition areas that have been identified for long term urban expansion.

**Development Patterns: Preserve Farming Areas**

Source: CARPC Regional Development Framework (July 2022)



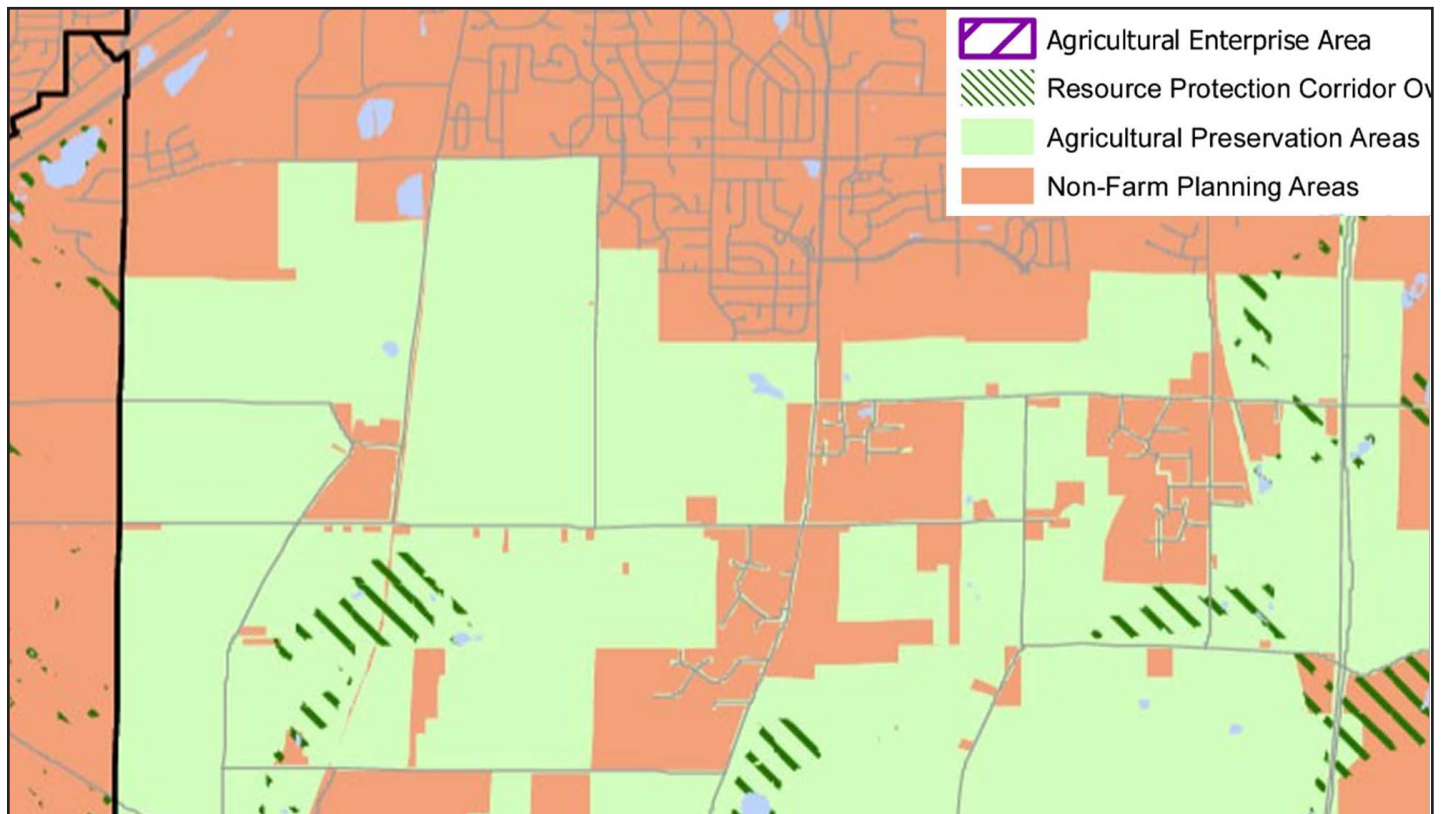
**KEY TAKEAWAY**

The SSPN is primarily located within a farmland transition area within CARPC’s regional development framework, implying it has been identified for long term urban expansion. This is aligned within the City of Fitchburg’s Comprehensive Plan and FUDA.

## 6. 2022 DANE COUNTY FARMLAND PRESERVATION PLAN

### Agriculture Preservation

Source: 2022 Dane County Farmland Preservation Plan



Dane County updated and certified its Farmland Preservation Plan in 2022, as required by the Wisconsin Department of Agriculture, Trade, and Consumer Protection (DATCP) every ten years. The City of Fitchburg adopted the updated 2022 Dane County Farmland Preservation Plan.

### GOALS

- Maintain Dane County's status as one of the nation's most productive and economically viable agricultural areas. Keep farming economically viable in Dane County through the 21st century. Determine locations in Dane County best suited for the long-term preservation and viability of various agricultural operations and resources.

- Maintain adequate farmland to support agricultural industries, limit non-farm development, cluster rural development, encourage compact urban development, help farmers adapt to climate change, reduce greenhouse gas emissions, and review comp plans for consistency.

### KEY TAKEAWAY

The SSPN is identified as an Agricultural Preservation Area within this plan.

# 7. FITCHBURG OPPORTUNITIES IN AGRICULTURE: 2017 – 2027

## City of Fitchburg Agriculture Plan

### VISION STATEMENT

Preservation of the City’s unique agricultural resources, through sound community development planning and implementation activities, and reliant on the expertise and contributions of all stakeholders, will ensure a continued high-quality of life, a collective community identity, and economic and ecosystem health and well-being throughout the City, for present and future generations.

### OPPORTUNITIES

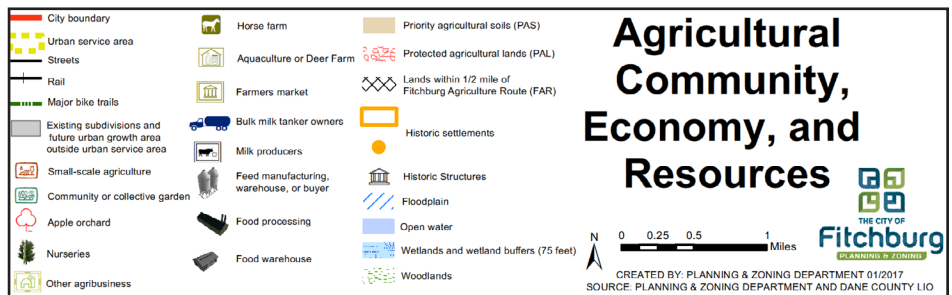
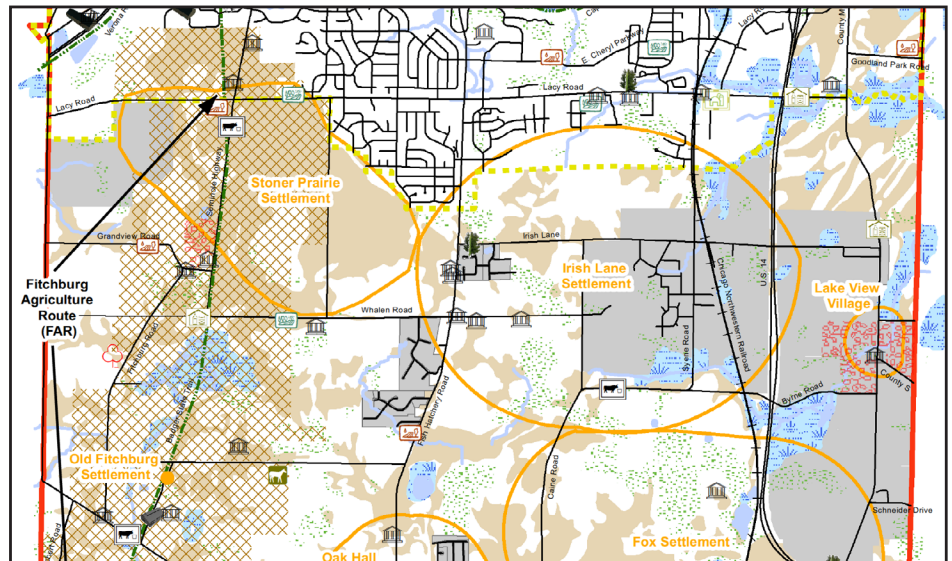
- Farming access to priority agricultural soils,
- Potential market demand for local produce,
- Opportunities for agri-tourism
- Potential for partnerships with local businesses and organizations.

### FITCHBURG AGRICULTURE ROUTE (FAR)

FAR concept represents a unique opportunity for the City to drive social, economic, and agriculture growth by creating a kind of “Local Food Corridor/ Agricultural Main Street” along the FAR. The FAR concept centers on taking advantage

### Agriculture Community, Economy, and Resources: 2016

Source: Fitchburg Agriculture Plan: 2017 – 2027



of FAR characteristics and local/regional market demand, and re-envisioning the FAR area as an “agricultural cluster” containing interdependent, diverse local food production enterprises (orchards, community gardens, small-scale crop production and livestock rearing, etc.) and agriculture-related value-added production and retail (artisan cheese, winery/brewery, dairy, etc.), utilizing the Badger State

Trail as a “unifying corridor”. The South Stoner Prairie neighborhood is within the 1/2 mile buffer of the FAR. The City has recently installed interpretive signs on the Fitchburg Agriculture Route (FAR), a 4.5-mile portion of the Badger State Trail trail running from the North Stoner Prairie Neighborhood to the City’s southern border.

# 8. BICYCLE AND PEDESTRIAN PLAN 2017

## Bicycle and Pedestrian Facilities and Network Matrix

Pedestrian Network	Bicycle Network	Route Type	Shared Use Paths*	Neighbhd. Slow Street Traffic Calming	Bicycle Lanes	Buffered / Protected Bicycle Lanes / Cycletracks	Shared-Lane Markings	Paved Shoulders
	✓	Primary Bike Routes	S	C	R	S		R**
	✓	Neighborhood. Bike Routes	C	S	C		R	
✓	✓	Scenic Recreational Trails	S					

S = Strongly Recommended    R = Recommended    C = Considered

\* Not applicable to existing neighborhoods as identified in Figure 3.5 herein

\*\* Recommended only in rural areas of Fitchburg

***Fitchburg values its biking and walking community and aims to improve safety by closing network gaps and creating separation from motor vehicles. The city also prioritizes preserving existing trees and landscapes.***

### RECOMMENDATION

- Good sidewalks are important for pedestrians. They should be level and have curb ramps, lighting, and trees. Benches, trash cans, and art make them even better.
- Shared-use paths are recommended for areas where on-street bike facilities aren't

suitable or where a pedestrian and bike connection is needed. They are preferred for limited roadway crossings and scenic areas. Ten-foot-wide paths are preferred, but eight-foot widths are allowed for short distances. Asphalt is recommended for a smoother surface and lower cost.

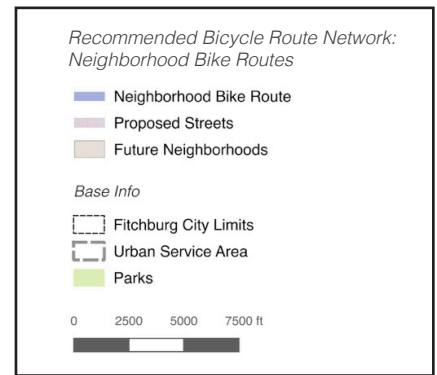
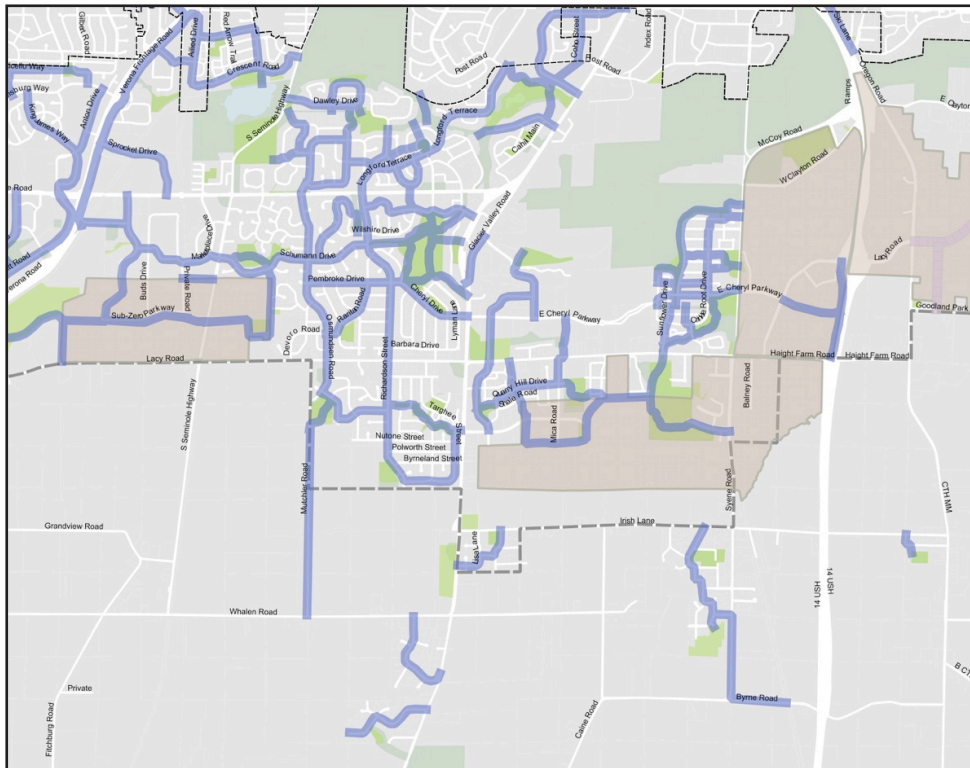
- A typical and recommended bicycle lane is 6 ft. wide, which includes a 2 ft. wide gutter pan. Where possible, bicycle lanes in Fitchburg are not adjacent to on-street parking. Where bicycle lanes are adjacent to on-street parking, bicycle lanes should be placed outside of the door zone to

prevent the risk of dooring incidents.

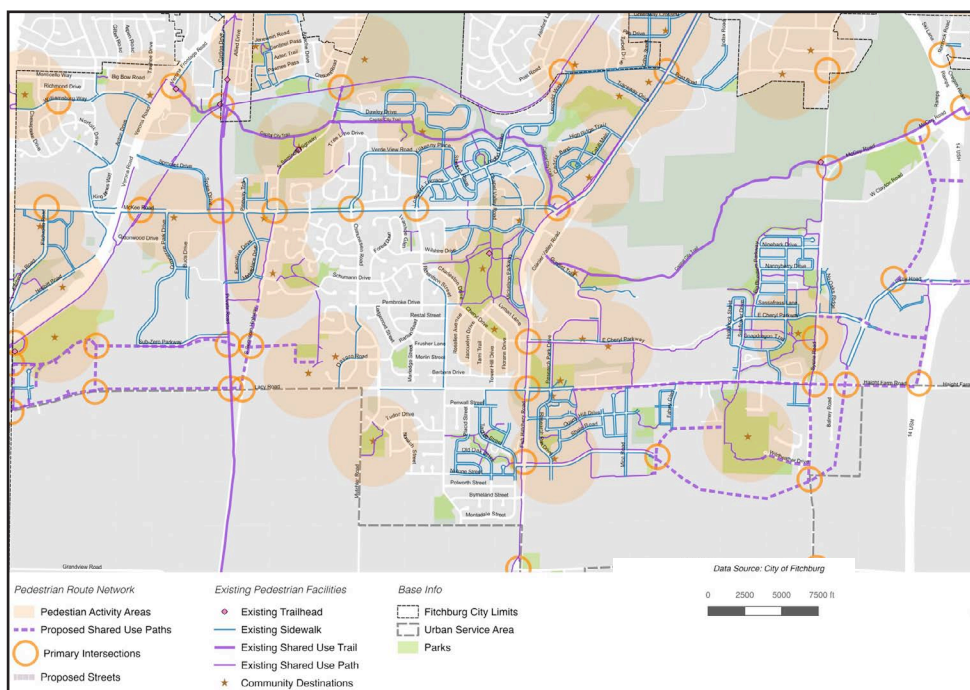
- Buffered bicycle lanes are conventional bicycle lanes that include a minimum of 2 ft wide painted buffer. Wider buffers with cross-hatching are recommended as space allows to further separate people bicycling from motor vehicle traffic, and to increase user comfort. If on-street parking is present and space allows, an additional painted buffer may be provided between the bicycle lane and on-street parking to reduce the risk of dooring incidents.

### Bicycle Route Network: Neighborhood Bicycle Routes

Source: Bicycle and Pedestrian Plan 2017



### Pedestrian Route Network



**KEY TAKEAWAY**

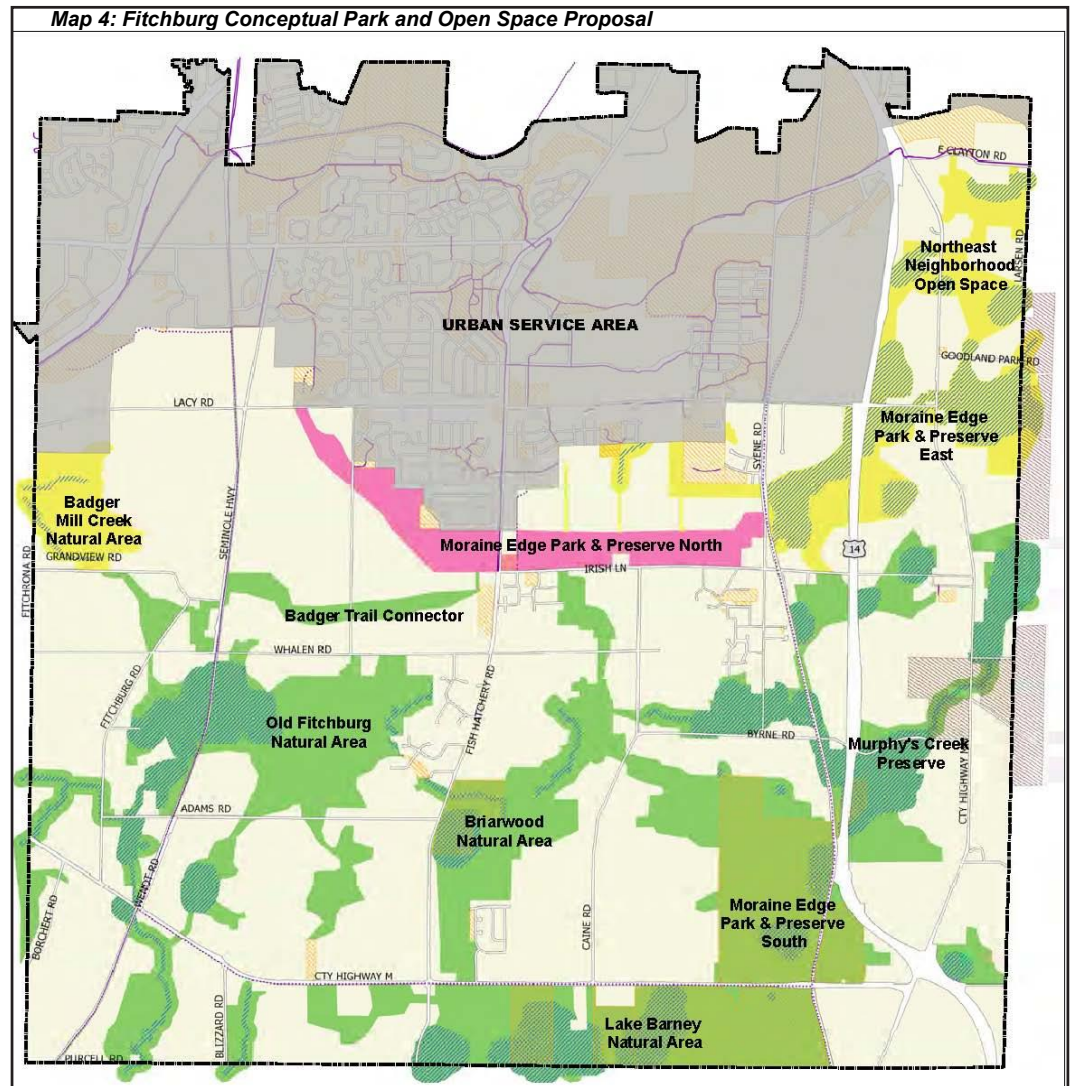
A proposed shared use path along Lacy Rd overlaps with the northern boundary of the SSPN. This path would connect to the existing Badger State Trail

# 9. PARKS, OPEN SPACE, AND RECREATION PLAN 2015 - 2020

The Plan aims to distribute park and recreation facilities equally, protect natural and cultural resources, create economic opportunities, integrate with city-wide systems, provide accessible programs, manage efficiently, and serve the public.

- Fitchburg has a system of land and facilities including 2 community parks (each 60 acres or larger), 6 area parks, 23 neighborhood parks, 12 natural areas (marsh/wetland, prairie, and forested upland), 5 major bicycle/pedestrian trails/paths (including 3 State trails), 6 special-use areas, numerous ecosystem management features (including stormwater management facilities), and various recreation programs and services (classes, leagues, and outings).
- The City has 22 miles of bike and walking trails, some managed by the City and others by government entities.

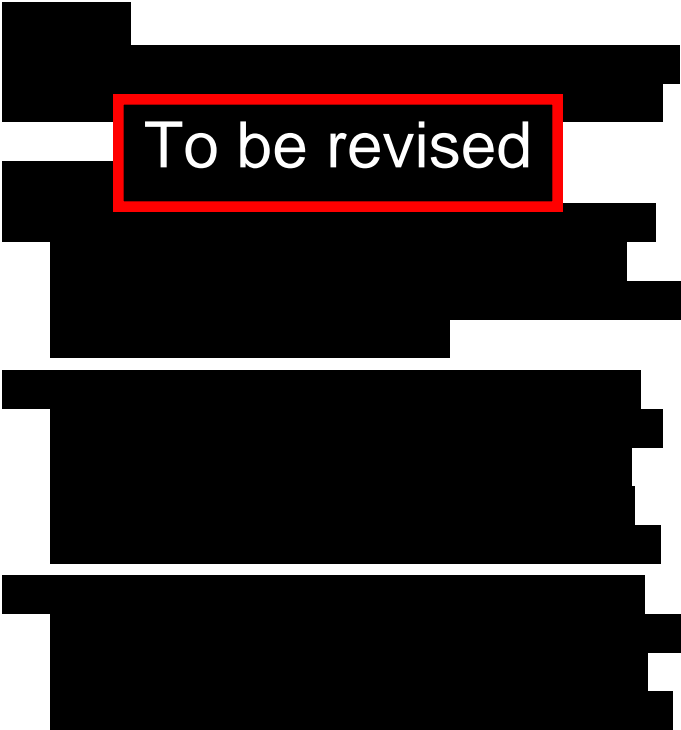
## Fitchburg Conceptual Park and Open Space Proposal



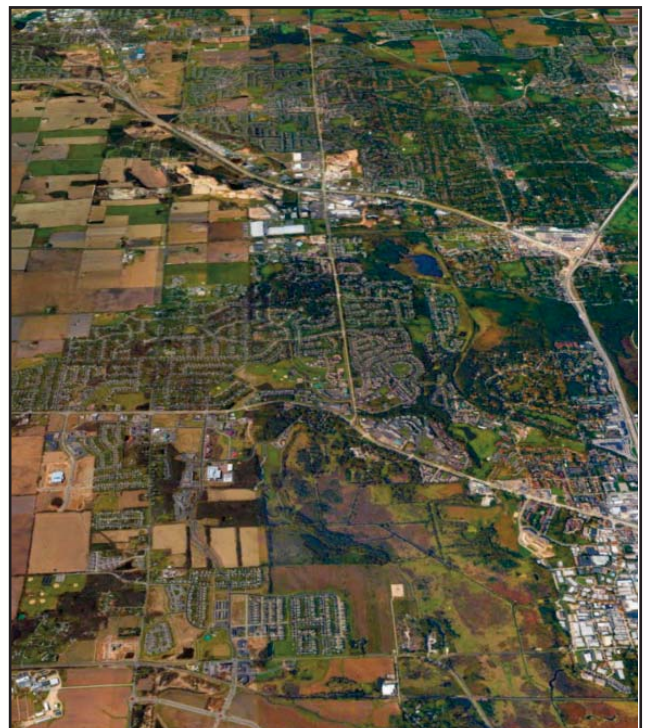
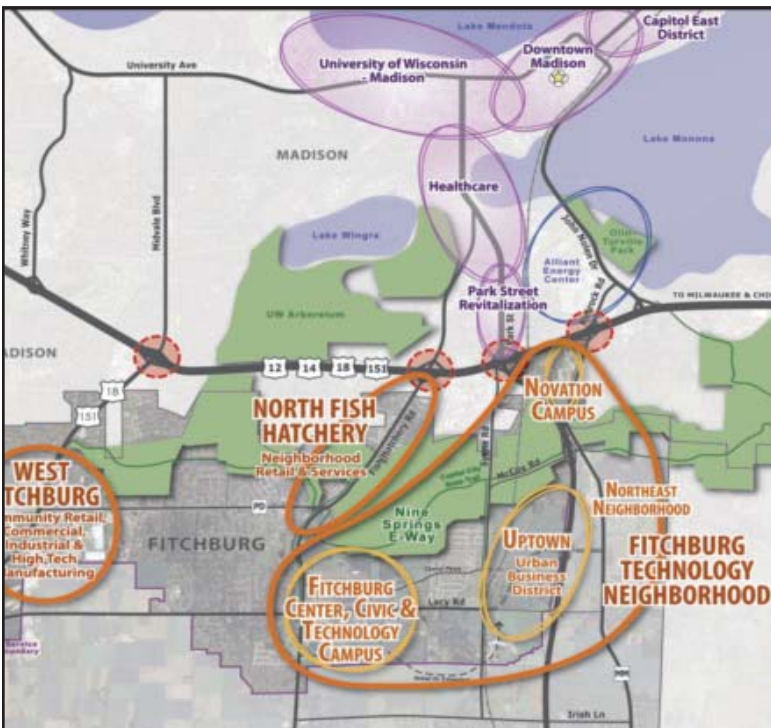
<p><b>Recommended Boundaries and Implementation Priorities</b></p>	<p>Proposed Park &amp; Open Space*</p> <ul style="list-style-type: none"> <li>Priority 1</li> <li>Priority 2</li> <li>Priority 3</li> </ul>	<ul style="list-style-type: none"> <li>Conservation Easement/The Nature Conservancy</li> <li>Public Land</li> <li>Waterway &amp; 75' Buffer/Wetland &amp; 300' Buffer (within proposed park &amp; open space boundary)</li> <li>Existing Trail</li> <li>Approved Trail</li> <li>Proposed Trail</li> </ul>	<ul style="list-style-type: none"> <li>City Limits</li> <li>Right of Way</li> </ul>	<p>Scale: 0 0.125 0.25 0.5 0.75 Miles</p> <p>Note 1: Not all proposed park and open space has to be obtained as public-owned land.                  Note 2: Not all environmentally sensitive areas have been identified in this proposal and require additional consideration for protection through development planning.</p> <p>Map Prepared By: Parks, Rec &amp; Forestry Dept.                  Date: November 04, 2009</p> <p>Source Data: Town of Dunn, 2009; NHLT, 2009.</p>
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# 10. CITY IN MOTION

## Place Based Economic Development Vision and Strategy



Source: City in Motion, City of Fitchburg 2018



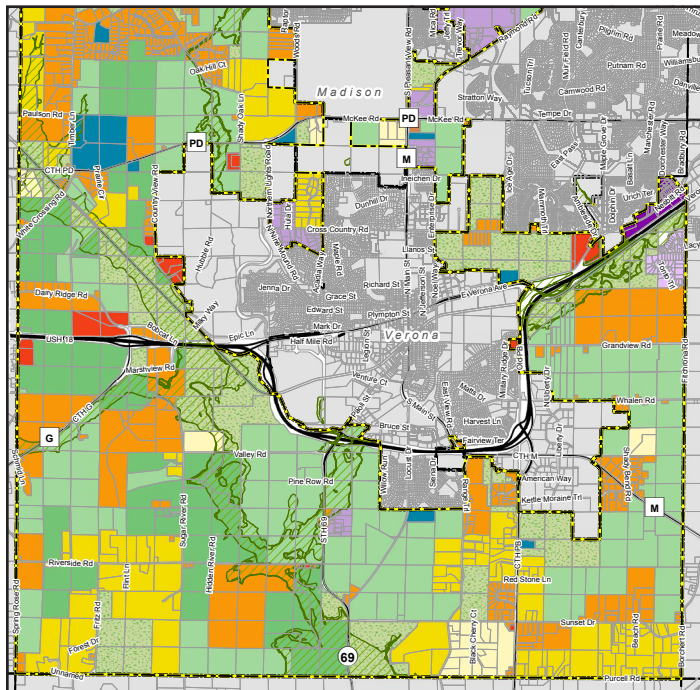
# 11. TOWN OF VERONA COMPREHENSIVE PLAN 2018 – 2038

## OVERVIEW

The Town of Verona is a small community of about 1,900 residents located southwest of Madison. It occupies about 15,000 acres and has a variety of landscapes, including wooded areas, two rivers, scenic valleys, and ridges. Most of the land is farmed, contributing to the town’s rural character. The town also has an urban area in the northeastern corner. Most town residents commute to work outside the town, and non-residents primarily use the town roads. Therefore, road maintenance is an essential responsibility of the town.

## Future Land Use

Source: Town of Verona Comprehensive Plan 2018-2038



**Map 9.6: Future Land Use**  
Town of Verona

Trail	Urban Residential: SFR Neighborhoods Public Septic
Farmland Preservation	Urban Residential: SFR Neighborhoods Private Septic
Transitional Agricultural	Urban Mixed Use Neighborhood
Natural/Recreational Resources	Institutional
Rural Residential, 8+ acres	Commercial
Rural Residential, 4-8 acres	Utilities
Rural Residential, 2-4 acres	Environmental Respires Protection Corridor

Town of Verona  
 Date Created: 8/20/2018  
 Date Amended: 11/16/2019  
 Scale: 1" = 1/2 Miles  
 Notes: see Cities authorities on the subject Town of Verona lands

**TOWN OF VERONA**  
 vierbicher  
 planners | engineers | advisors  
 REEDSBURG - MADISON - FRAIRIE DU CHEN - ARLINGTON  
 999 Fourer Drive, Suite 201, Madison, WI  
 Phone: (608) 833-6200 Fax: (608) 833-6201

## KEY TAKEAWAY

- The Plan Commission balances residential growth and preserves the Town’s rural character.
  - The Town is affected by Madison, Fitchburg, and Verona’s jurisdiction.
  - The town aims to preserve farmland and complete the Ice Age Trail and will explore joint planning with nearby cities while maintaining roads and budgeting accordingly.
  - Collaboration with the Cities of Fitchburg, Madison, and Verona is crucial for the Town’s success.
  - A boundary agreement with Verona allows the Town to decide on 3,000 developable acres, restricting development in visually impactful areas. This preserves the Sugar River Vision corridor, wooded areas, and farmland. The Town and City of Verona must have a positive working relationship involving joint planning.
  - Collaboration with Dane County is necessary as the Town and Dane County share responsibility for planning, zoning, and land division review authority. The continued strong involvement of Town residents in Town government is essential for the future wellbeing of the Town.
- Given that the western edge of the SSPN shares a border with the Town of Verona, it is necessary for the City of Fitchburg to collaborate with the Town and Dane County in planning for the neighborhood’s future development and land uses.

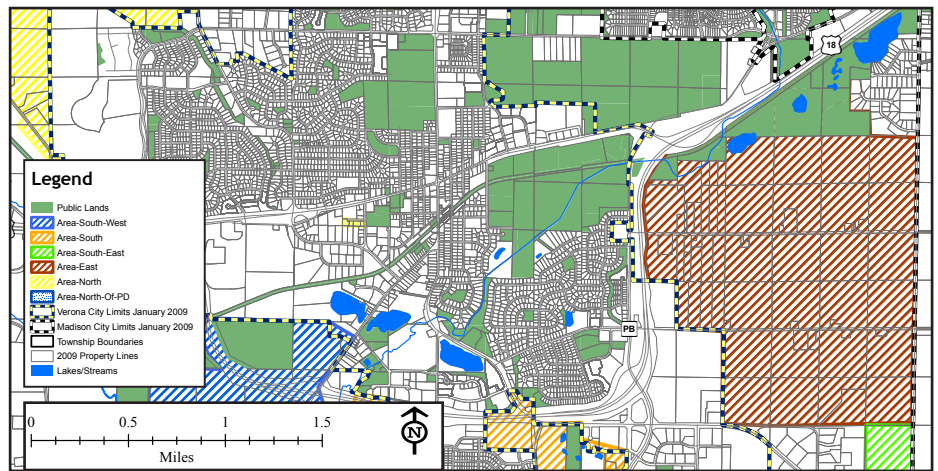
# 12. CITY OF VERONA COMPREHENSIVE PLAN, 2010 - 2030

## POLICIES

- Preserving the City of Verona’s hometown feel and manage its urban growth and development.
- Provide quality parks, recreational and cultural facilities for the City and rural areas.
- Control residential growth and encourage non-residential growth for economic diversification.
- The City of Verona aims to maintain existing housing stock through property maintenance ordinances, manage population growth by limiting development of single-family, duplex, and multi-family housing, encourage a variety of new housing options, and promote housing supportive of mass-transit by promoting higher density housing in the city center.
- Verona wants to improve transportation by adding capacity to C.T.H. ‘M’ and exploring new routes to Madison. They plan to provide mass transit, consider alternative transportation, and protect residential areas by discouraging cut-through traffic.

### Verona Future Urban Growth Areas Plan

Source: City of Verona Comprehensive Plan (2009)



### EAST GROWTH AREA

The City of Verona includes growth areas outside of the current City limits with the area adjacent to the South Stoner Prairie Neighborhood is within the “East” Growth Area. Existing agricultural lands within the ‘East’ Future Urban Growth area are planned for two land-uses. First—lands closest to the U.S.H.18-151 by-pass (in the western-most portion of the planning area) are planned for non-residential land-uses such as office and business parks, corporate campuses, industrial parks, and similar uses. Moving east—lands further from the U.S.H.18-151 by-pass are planned for residential land-uses. The western portion of this Future Urban Growth area has such high visibility along 18-151 (and to help minimize

noise impacts on residential development planned further east...)—high-profile office-type uses along the highway—similar to what exists along U.S.14 in Middleton—are planned for this area. Existing wetlands in the northern-most portion of the ‘East’ Future Urban Growth area present both opportunities and challenges. Residential development should be designed so that such wetlands are both protected and so they become residential development amenities.

As with the City of Madison, the City of Verona may wish to establish some type of ‘area of separation’ with the City of Fitchburg to the east.

# 13. NORTH STONER PRAIRIE NEIGHBORHOOD PLAN

## OVERVIEW

*North Stoner Prairie Neighborhood (NSPN) is a 365-acre tract of mostly privately owned, undeveloped land north of Lacy Road, both east and west of Seminole Highway. The City of Fitchburg Comprehensive Plan designates NSPN as a “Future Neighborhood” and directs the city to prepare a detailed plan for future growth, addressing land use, transportation, parks, utilities, and stormwater management.*

*The study area is accessed primarily by Lacy Road and South Seminole Highway and is surrounded by distinct land uses.*

**NOTE:** *At the time of writing this South Stoner Prairie Neighborhood Plan, most—if not all—of the east side of Seminole Highway has been developed.*

## EXISTING CONDITIONS

- The study area covers 365 acres and is predominantly used for agriculture, accounting for 84.5% of the area. Other land uses include parks and open spaces (3.5%), quarry (6.2%), woodland (3.1%), scattered rural residential (1.6%), and utility and parking (1.1%).
- The North Stoner Prairie Neighborhood in Fitchburg has over 4,000 residents within a one-mile radius and almost 62,000 within a three-mile radius. The population growth within the one-mile radius between 1990 and 2000 was 71% but has only grown 3% since then. The racial diversity within the one-mile radius is comparable to the three-mile and citywide diversity, and post-secondary educational attainment within the one-mile area mirrors the citywide figure at 48%.
- The median household income within one mile is \$57,282 and households are predominantly occupied by married couples. The character of housing is diverse, with 54% of all units within one mile being owner-occupied and the median value of owner-occupied housing being \$257,995.
- The NSPN is surrounded by a diverse community of well-educated residents with high housing ownership and rental costs. However, the businesses and employment within a one-mile radius are mostly blue-collar.
- Industrial users in the neighborhood include Payne and Dolan’s quarry and asphalt plant on the west edge, the Sub Zero Freezer Company manufacturing plant, and other industrial users on the north edge.
- There are 19 manufacturers and six wholesale trade employers, employing over 1,500 workers within 1 mile of the site. Interviews with industrial property owners, brokers and input from CEDA report strong demand for industrial space. The plan calls for up to 1.9 million sq ft of Industrial General building square footage on 100 acres of land, with land prices ranging from \$130,000 to \$640,000 per acre.
- The housing market in Fitchburg has been stable despite the recession, with resale prices averaging around \$250,000 and year-on-year sales increasing by 7.7% from July 2012 to July 2013. The number of sales has also been steady at around 100 units per year.

## KEYNOTES

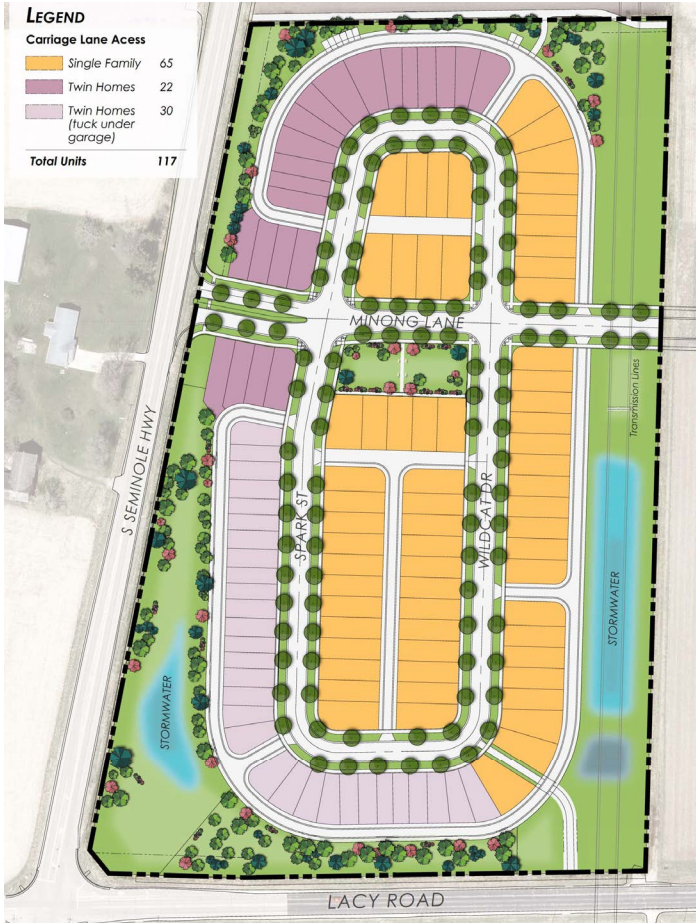
- Sub-Zero Wolf, Inc. owns a large industrial facility providing 2,500 jobs north of the study area with potential for expansion. There are also numerous employers and jobs within a 3-mile radius. Expanding industrial uses to the north could add more blue-collar jobs.
- The housing market demands a mix of housing types, particularly for young professionals, young families, and empty-nesters, with a need for additional institutional uses like churches. Increasing residential uses within the study area will generate a need for some retail uses, and agri-tourism opportunities should be considered.
- Limited traffic counts on Seminole and Lacy Road may be challenging for many retailers, but higher traffic counts on McKee Road will attract greater retail uses.
- Improving walking and bicycling in Fitchburg requires physical upgrades and programming strategies, including education, encouragement, policy changes, and facility maintenance. Education and encouragement programs increase walking and biking by teaching road users' safe interactions and promoting non-motorized transportation options.
- Various law enforcement methods can improve pedestrian and cycling safety in Fitchburg. Consistency and follow-up are necessary for effectiveness. To measure the effectiveness, observe behaviors before and after enforcement efforts, such as using speed trailers and active speed monitors, progressive ticketing, and strict enforcement in school zones.
- A quarry in the west will become a business park. More industrial and business park expansion is possible, but concerns about noise, pollution, and truck traffic from the active quarry. Sensitivity to surrounding residential and farmland uses is needed. Buffer areas are needed between new development and residential neighborhoods. Western parcels owned by Sub-Zero Wolf, Inc. and Payne & Dolan are an active quarry planned for the next 20 years. Afterward, it will convert into a business park. The existing berm can fill excavated portions.
- Verona School District is facing an enrollment decrease and concerns over safe walking routes, particularly on the eastern boundary. There are gaps in sidewalks, trails, and walking paths that need to be fixed, and existing parent drop-off/pickup areas cause congestion and safety issues. The circulation pattern at Stoner Prairie School also creates congestion on public streets. However, the district plans to meet its needs on the existing campus and will not build a new high school.

## RECOMMENDATION

Protect wetlands from development and encourage public use. Support employment areas west of Badger State Trail that complement existing industrial uses. Follow the I-G zoning ordinance and limit retail and service uses that don't support industrial uses. Extend existing office and business services between Seminole Highway and Badger State Trail, and minimize retail uses. Promote medium-density residential development on the east side of Seminole Highway and low-density residential uses in the eastern portion of the neighborhood. Use stormwater management buffer at the northeastern neighborhood boundary to mitigate runoff and flooding on adjoining properties. Expand Stoner Prairie Park.

# RECENT DEVELOPMENT REVIEW

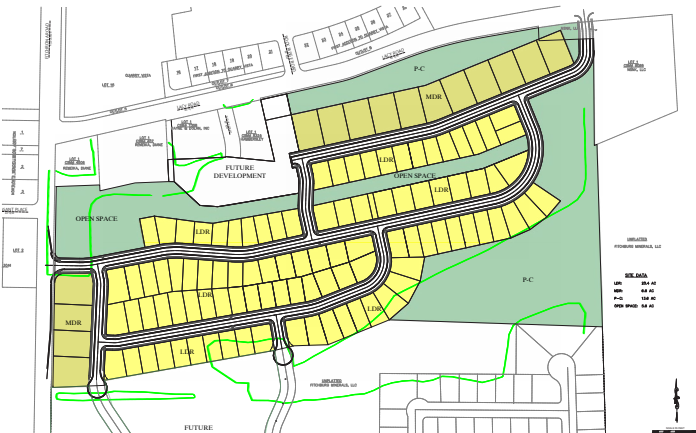
## Crescent Crossing



## CRESCENT CROSSING

This project sits on over 20.96 acres of land. It encourages varied setbacks for a more organic streetscape. It has an architectural review committee and designs stormwater management as a public amenity. It has 117 dwelling units (with 5.58 du/acre), divided as follows: 65 Carriage Lane Accessed Single Family Homes, 22 Twin Home Units (carriage lane accessed garage), and 30 Twin Home Units (carriage lane accessed tuck under garage). It provides 7 acres of open space divided between stormwater management and private open space.

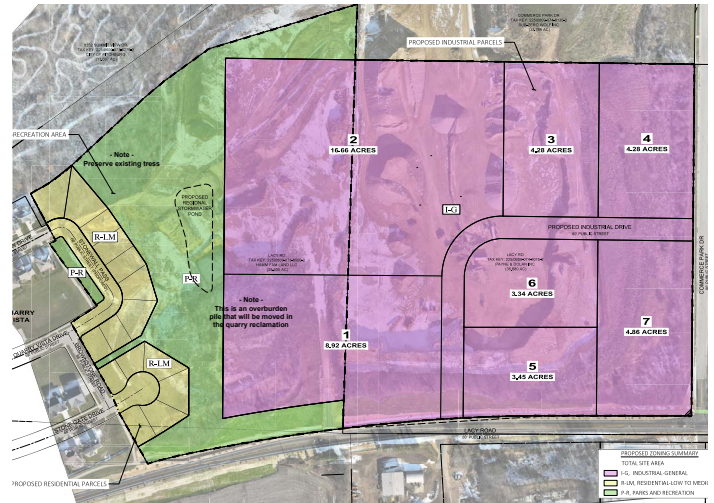
## Fitchburg Minerals - Payne & Dolan



## QUARRY VISTA

The Quarry Vista is a low-density development that sits on 72.4 acres of land. What is unique about this project is that it re-purposed 1.2 acres of former landfill into private green spaces. Furthermore, the total site is planned as follows: 29.6% as open space, 49.6% as residential, and 20.7% as streets. The development features 4 types of housing: 124 SF-A units, 12 SF condo (SF-B) units, 30 duplex units, and 156 mutli-family units. Finally, the project presents a gross density of 4.5 du/acre, and a net density of 8.9 du/acre. City staff reports that they receive comments about the lack of variety in housing units and colors in this development.

## Quarry Vista



## RECENT DEVELOPMENTS - TRENDS & COMMON THEMES

The recent development plans adopt common strategies and trends to address the different housing and employment needs, preserve the local natural and environmental resources, and maintain the local character. These trends highlight the market trends and reflect the local demand. Below is a summary of the common trends and development patterns:

### Housing Diversity

Many projects integrate various types, densities, and sizes of housing units, such as single-family homes, multi-family apartments, and mixed-use development.

### Open Space and Green Areas

All projects emphasize the importance of open spaces, parks, and green areas. Some projects highlight the importance of preserving and complementing the existing topography.

### Stormwater Management

Several projects incorporate stormwater management as a key element, often integrating it with public amenities.

### Community and Character

Most projects focus on creating a unique community character through pleasant streetscaping as well as varied architectural styles and design elements.