



CITY OF FITCHBURG

Planning Department

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WORKSHOP PROGRAM BUILDING BLOCKS TECHNICAL ASSISTANCE: LINKING LAND USE AND WATER QUALITY

How development can improve water quality and strategies for using the built environment as a stormwater management solution.

October 12 and 13, 2011

**See program details for specific times
Fitchburg City Hall, 5520 Lacy Road**

Objectives of Workshop

1. Demonstrate how to meet water quality goals and requirements through proven innovative approaches to land use and development that will also save money, help spur economic growth, and improve their community's quality of life.
2. Explain the advantages of the comprehensive approaches to stormwater management featured in the US EPA Water Quality Scorecard.
3. Underscore the economic and fiscal benefits, particularly the competitive benefits, of linking land use and water quality goals.
4. Create an understanding that many different local departments have a role to play in comprehensive stormwater management, particularly when it comes to new development. Help start conversations among these departments.
5. Offer implementation strategies and practical tips/advice.

Workshop Leaders:

Lynn Richards, Policy Director, Office of Sustainable Communities, US EPA, Washington, DC
Matt Goebel, Clarion Associates

(See page 2 for program details)

PROGRAM

October 12: Public Meeting – Fitchburg City Hall Council Chambers

6:00 pm Opening Presentation. Opening night presentation will discuss how innovative land development techniques can reduce stormwater and improve neighborhood character and quality.

October 13: Workshop—Fitchburg City Hall Council Chambers

8:30 – 9:00 Workshop Introductions

9:00 – 10:00 Aligning Fitchburg’s land use and water quality goals (Richards). Discuss land use, economics, water quality and green infrastructure goals for the City of Fitchburg.

Discussion: What development approaches are of most interest for Fitchburg?

10:00 - 10:15 Break

10:15 – 12:30 Implementation Strategies (Richards and Goebel). Overview of possible policies approaches and strategies, including redevelopment, higher density, mixed use, TOD, street design, green streets, reduced parking, tree protection, open space protection that can help a community align its water quality and development goals. .

Discussion: What are the strategies that are most compelling to you? Can we prioritize these strategies? Can we begin to identify the barriers to implementing these strategies?

12:30 to 1:30 Lunch on your own. Lunch locations in walking distance are Roman Candle (2685 Research Park Dr), BTC Bistro (5445 E Cheryl Pkwy), and The Continental (2784 S Fish Hatchery Rd).

1:30 to 3:30 Implementation workshop with local officials (Richards and Goebel). Narrow down priority list of strategies that was discussed before lunch to identify specific next steps Fitchburg could take to align water quality and development goals.

3:30 to 4:30 Collaboration discussion (Richards). Teamwork among local government departments is a key—many agencies have key roles to play in stormwater management, including planning, transportation, economic development, utilities/public works, and parks.

4:30 to 5:00 Next steps.

**Note: This workshop constitutes a meeting of the Plan Commission pursuant to State ex rel Badke v. Greendale Village Board, 173 Wis.2d 553 (1993) and must be noticed as such although the Plan Commission will not take any formal action, and all members may be unable to attend. This will allow the Plan Commission to gather information and be updated on matters, over which they have decision-making responsibilities.*

Note: It is possible that members of and possibly a quorum of members of other government bodies of the municipality may be in attendance at the above stated meeting to gather information. No action will be taken by any governmental body at the above stated meeting other than the governmental body specifically referred to above in this notice. Please note that, upon reasonable notice, efforts will be made to accommodate the needs of disabled individuals through appropriate aids and services. For additional information or to request this service, contact Fitchburg City Hall, 5520 Lacy Road, Fitchburg WI 53711, (608) 270-4200.