

Fitchburg's 2019 Comprehensive Plan Update



Presented by Sonja Kruesel, City Planner Spring 2019



Tonight's Presentation

Why Plan? What will this effort achieve?

Review Past Planning Efforts

Summary of Current Policies

Explore 2019 Update Scope of Work

What is Land Use Planning?

Management of **limited natural resources**, to ensure **available** land for desired uses, control land use **conflicts**, encourage **efficient** use of economic resources, and to promote a desired **quality of life**.

What a Comprehensive Plan?

Adopted statement that sets forth policies to **direct future development of the community**.

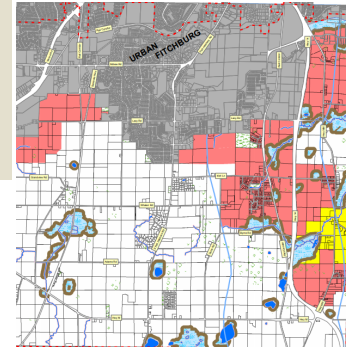
*Regulatory decisions must be consistent with the
Comprehensive Plan*

How do we get from Big Picture to Permits?

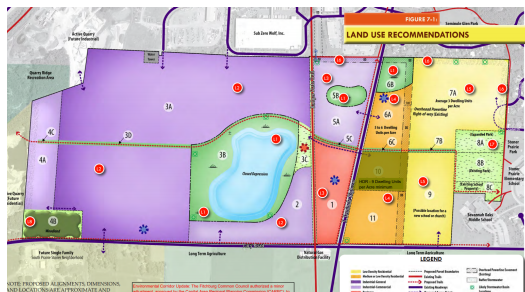
(1) Define Land Use Inventory and Demand



(2) Identify Areas for Future Growth & Pace of Growth



(3) Detailed Neighborhood Plan is Completed Prior Any Land Being Brought into U.S.A.



(4) U.S.A. Amendment Request to Council, Plan, CARPC, DNR

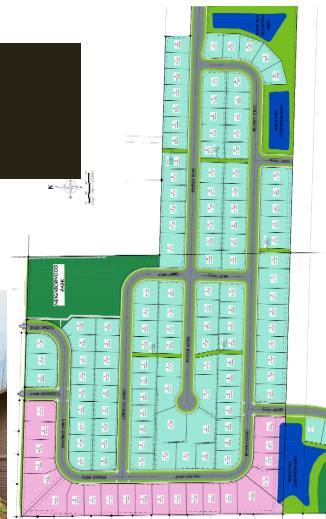
(5) Upon U.S.A. approval Land Use entitlements may begin.

Platting /
Subdivision

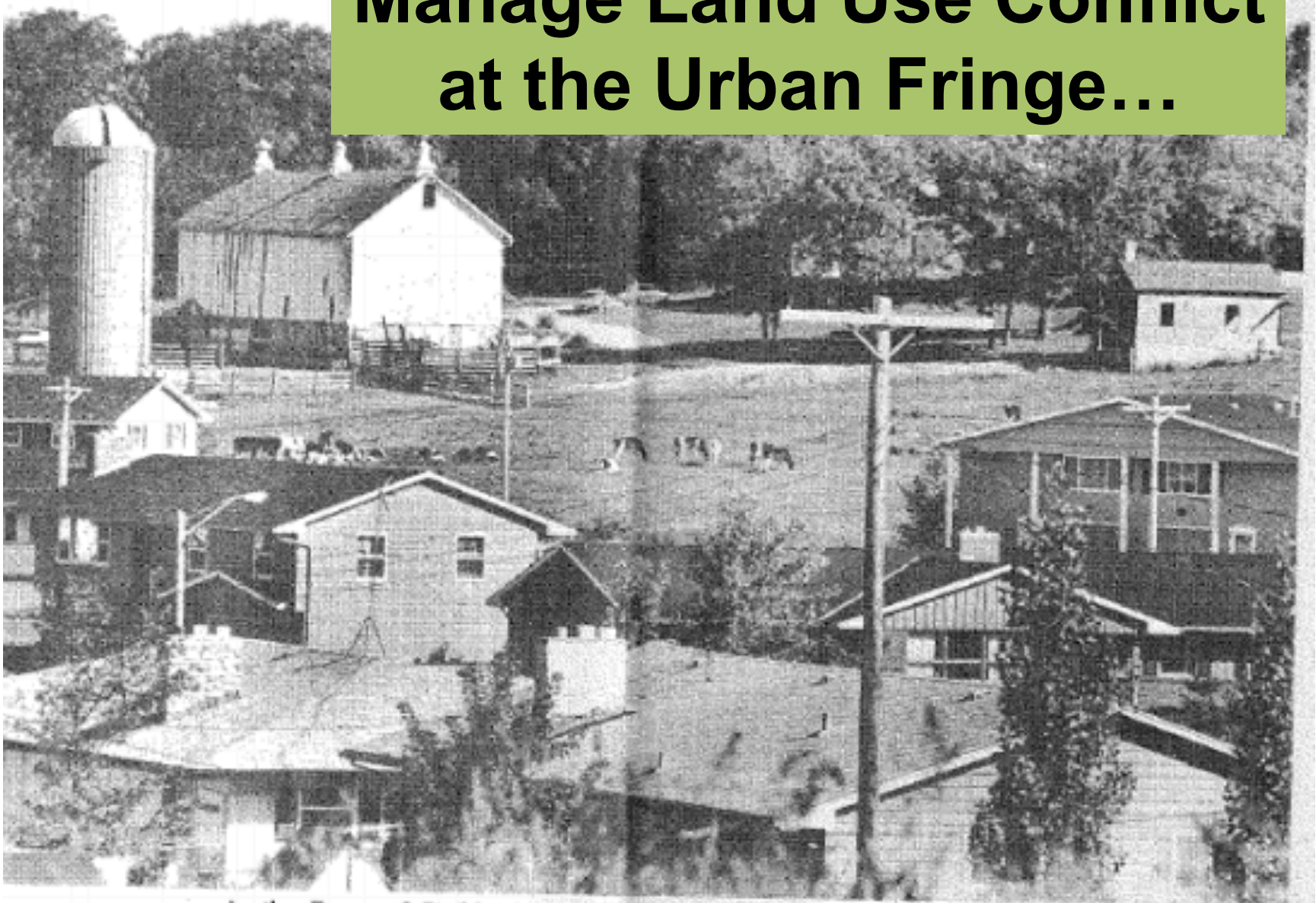
Zoning

Public
Improvements

Permits



Manage Land Use Conflict at the Urban Fringe...



In the Town of Fitchburg and elsewhere, the city invades farmland.

—State Journal photo by L. Roger Turner

Ensure Available Land for Desired Uses...

Employment Centers...

Quality Jobs and Tax Base...

Industrial Lands...

Housing...



Food and Fiber Production...

Rural Character...

Open Space...

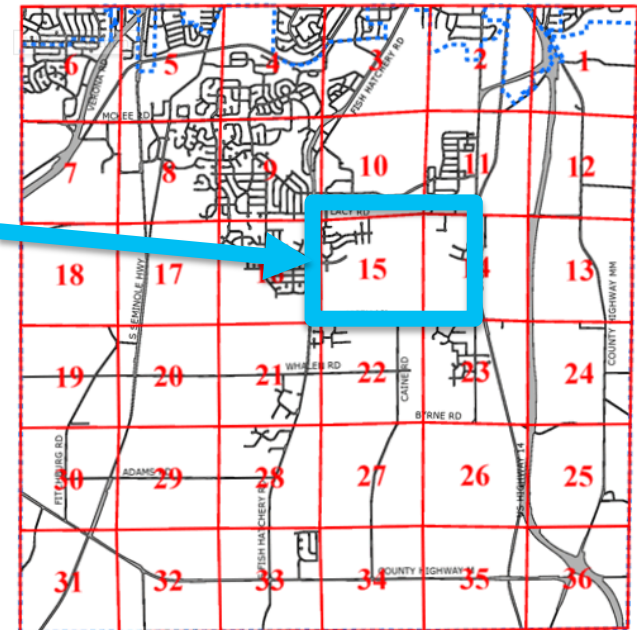


Encourage Efficient Use of Land... or a Desired Development Pattern

Residential Growth Example

1980s	496 Acres	1,362 Units	~3 du / ac
1990s	267 Acres	1,977 Units	~7 ½ du / ac

If the City had grown at the same density in the 90s, an additional **1,000 acres** of land have been consumed (gross density including streets, storm water, and parks).



Promote Efficient Use of Economic Resources and Taxpayer Dollars ...

7,264,174	3,742.52	93.09	29.38
3,032,174	83.80	175.07	14.48
9,429,128	135.37	4,029.60	4,029.60
9,558,454	3,523.35		340.66

Net Property Tax
10 STREETS

Full Payment Due On or Before January 31, 2017	\$4,370.26
Or First Installment Due On or Before January 31, 2017	\$2,267.93
And Second Installment Due On or Before July 31, 2017	\$2,102.33

FOR TREASURERS USE ONLY

PAYMENT _____
BALANCE _____
DATE _____

TOTAL DUE FOR FULL PAYMENT
Pay By January 31, 2017 **\$ 4,370.26**

Warning: If not paid by due dates, installment option is lost and total tax is delinquent subject to interest and, if applicable, penalty. Failure to pay on time. See reverse.

Total Additional Taxes Applied to Property _____
Year Increase Ends 2021

PLEASE RETURN LOWER WITH REMITTANCE

Facilitate Sense of Place... and Encourage Growth of Sectors



The 2009 Plan

7

*years to
adoption*

13

*open
houses*

5

*citizen advisory
committee
Mtg.*

70

*committee
Mtg.*

7

*public
Hearings*

3

charrettes

Planning Horizon – 50 Years

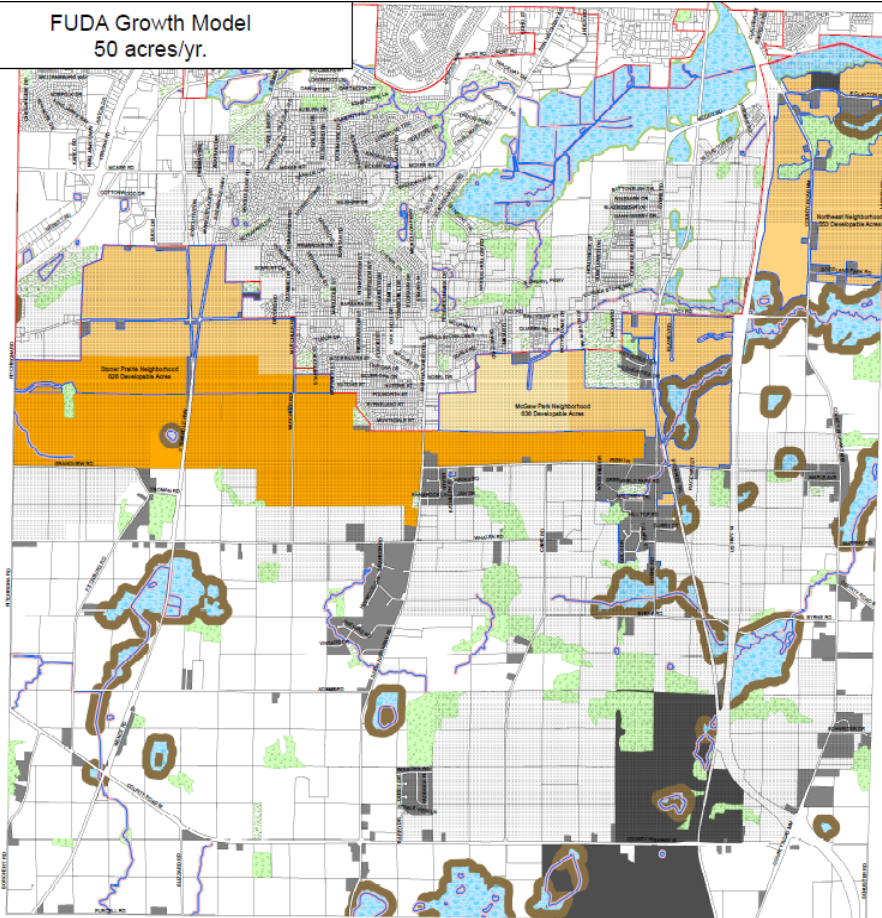
7 Growth Models

Step 1: Use Data to Identify Areas to Include in Urban Growth Boundary
Step 2: Create Boundary then Identify Phasing & Timing

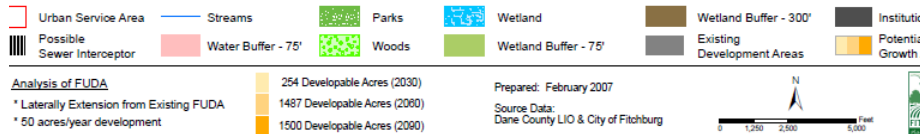
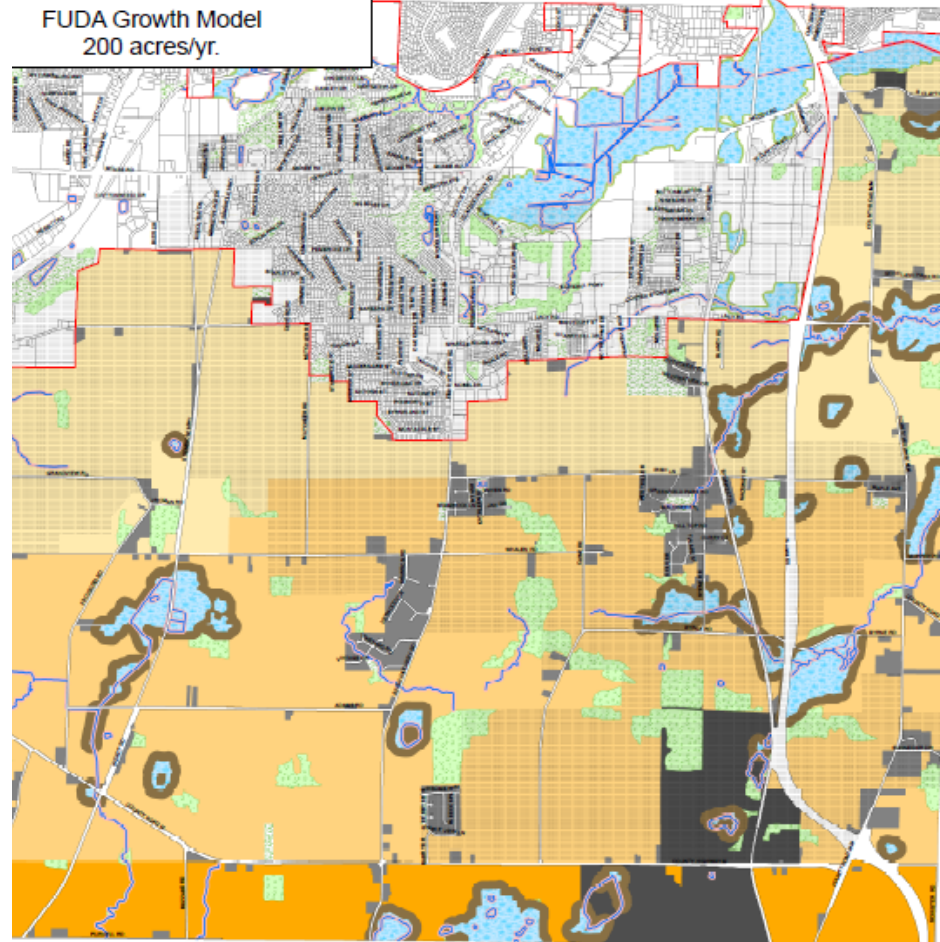
- ① Future Urban Development Area (FUDA)
- ② Concentric Growth
- ③ Corridor Growth
- ④ Utility Service
- ⑤ Agricultural Protection
- ⑥ Redevelopment / Infill
- ⑦ Resource Based

FUDA Model - Lateral

FUDA Growth Model
50 acres/yr.

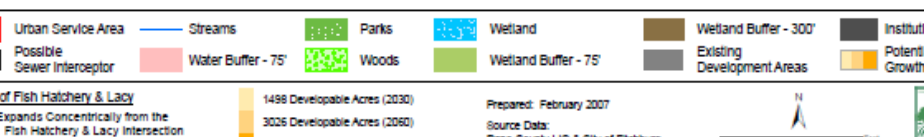
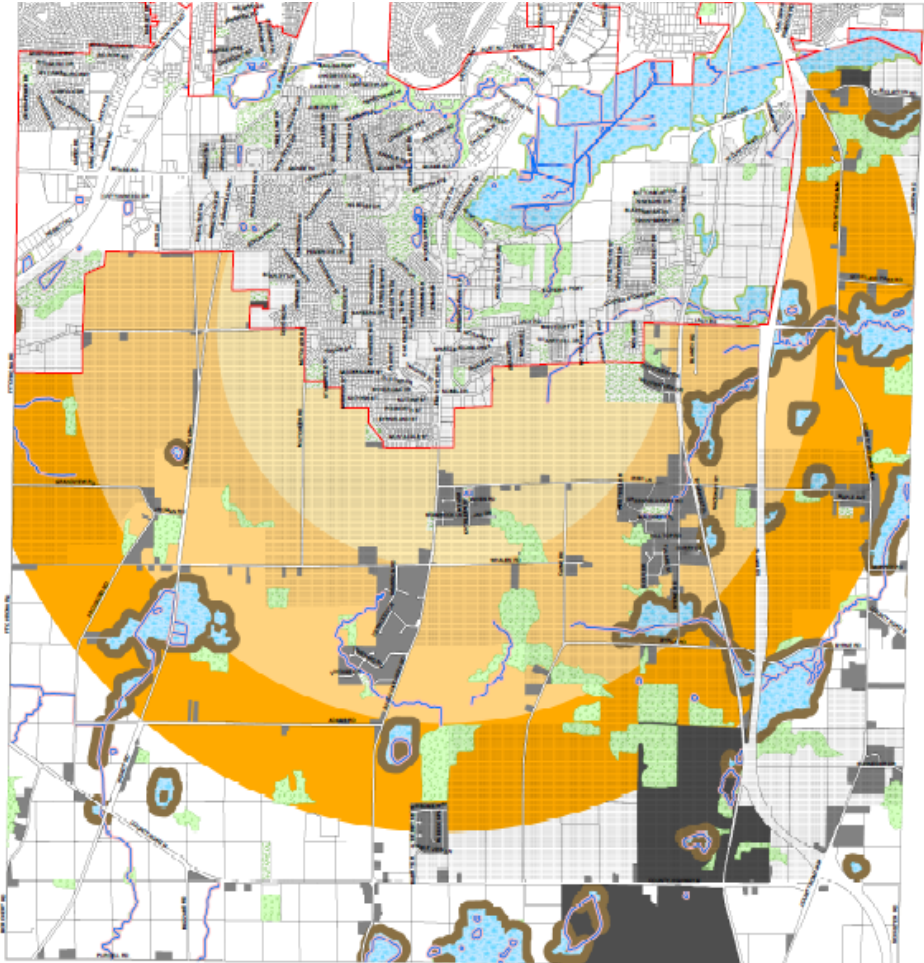
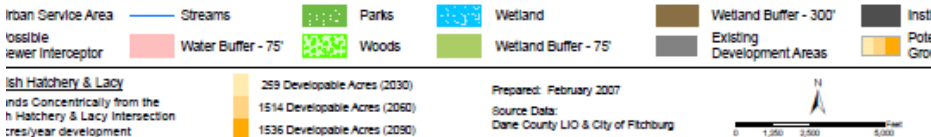
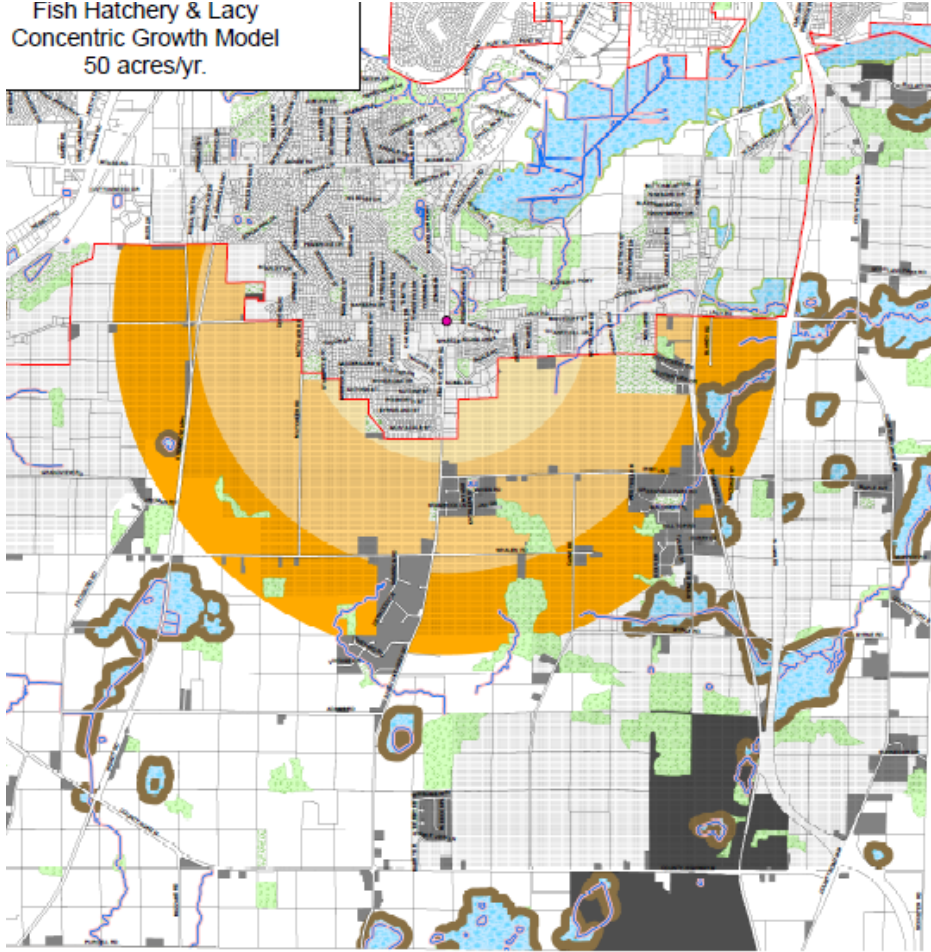


FUDA Growth Model
200 acres/yr.

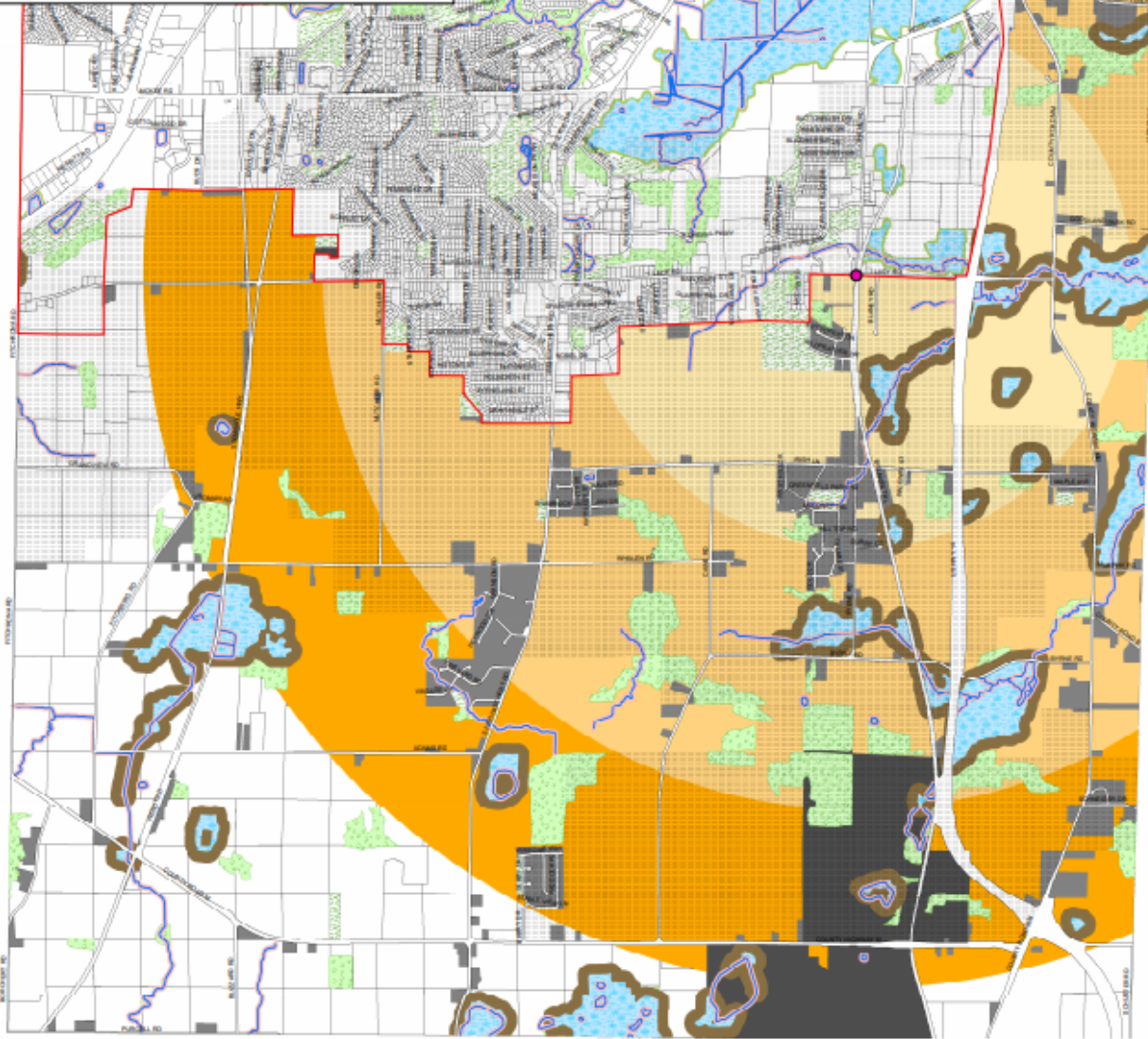


Concentric Growth

Fish Hatchery & Lacy
Concentric Growth Model
50 acres/yr.



**Lacy & Syene
Concentric Growth Model
100 acres/yr.**

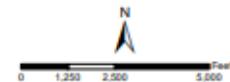


Analysis of Lacy & Syene

- * Expands Concentrically from the Lacy & Syene Intersection
- * 100 acres/year development

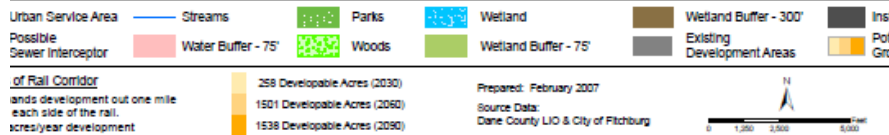
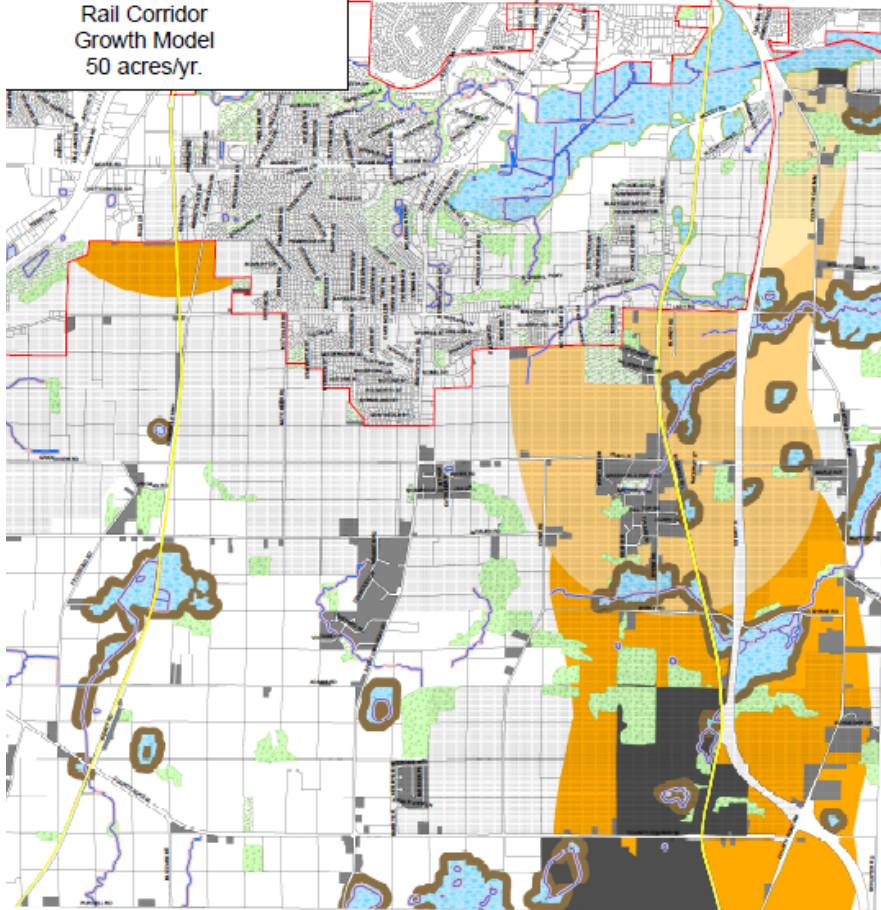
	1489 Developable Acres (2030)
	3036 Developable Acres (2060)
	3035 Developable Acres (2090)

Prepared: February 2007
Source Data:
Dane County LIO & City of Fitchburg

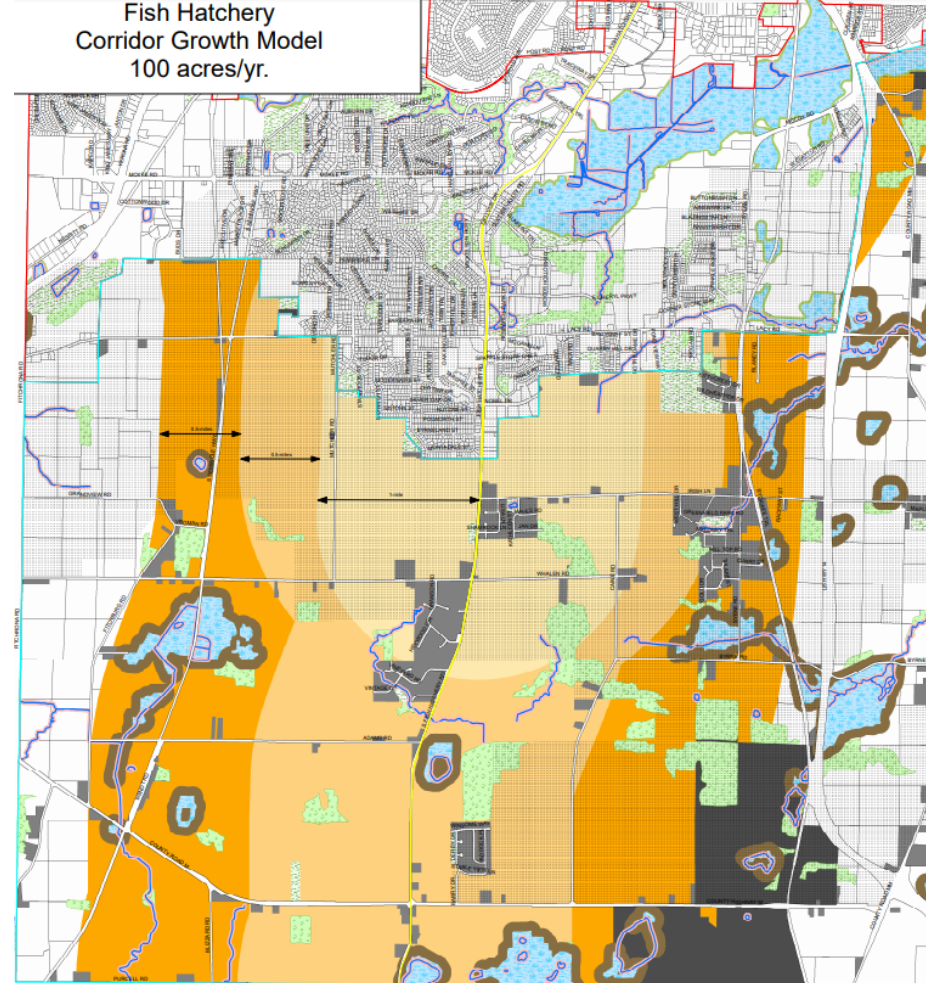


Corridor Growth

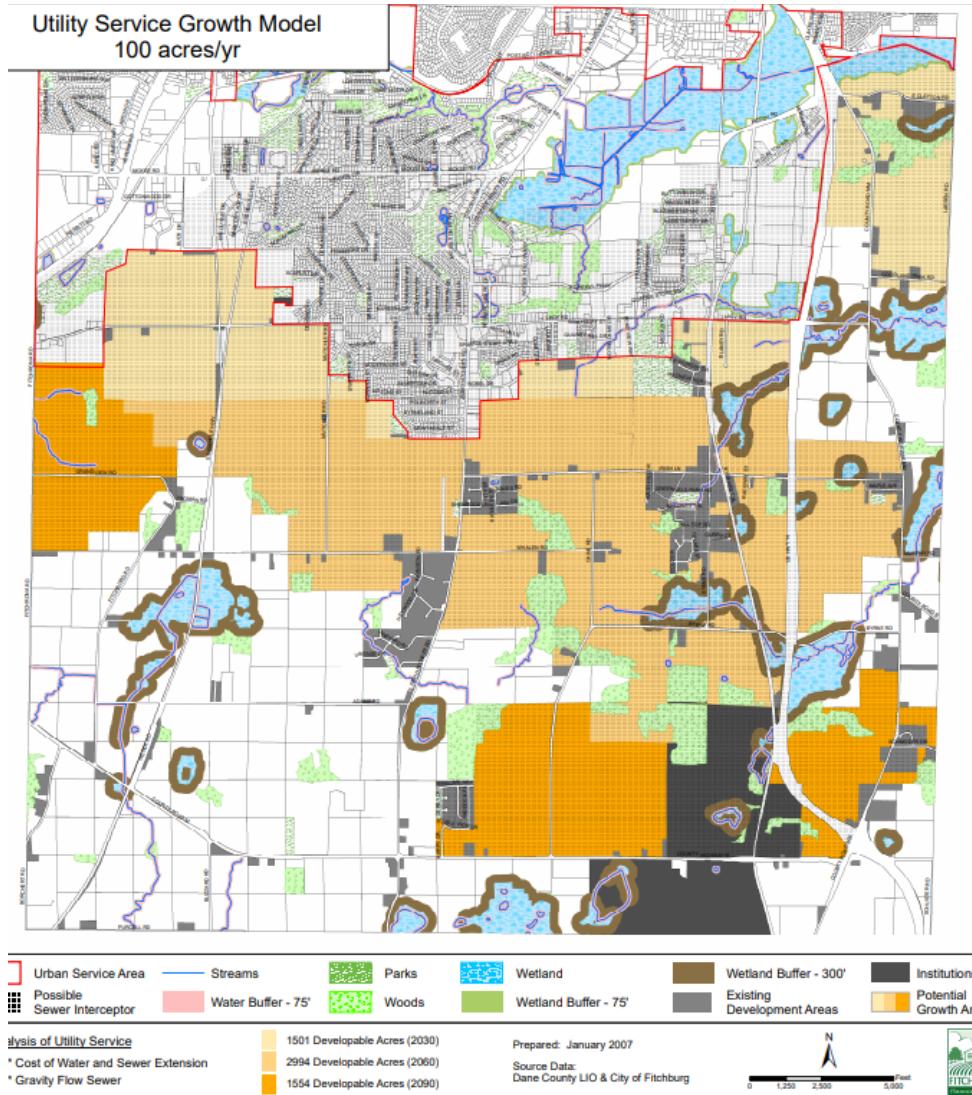
Rail Corridor
Growth Model
50 acres/yr.



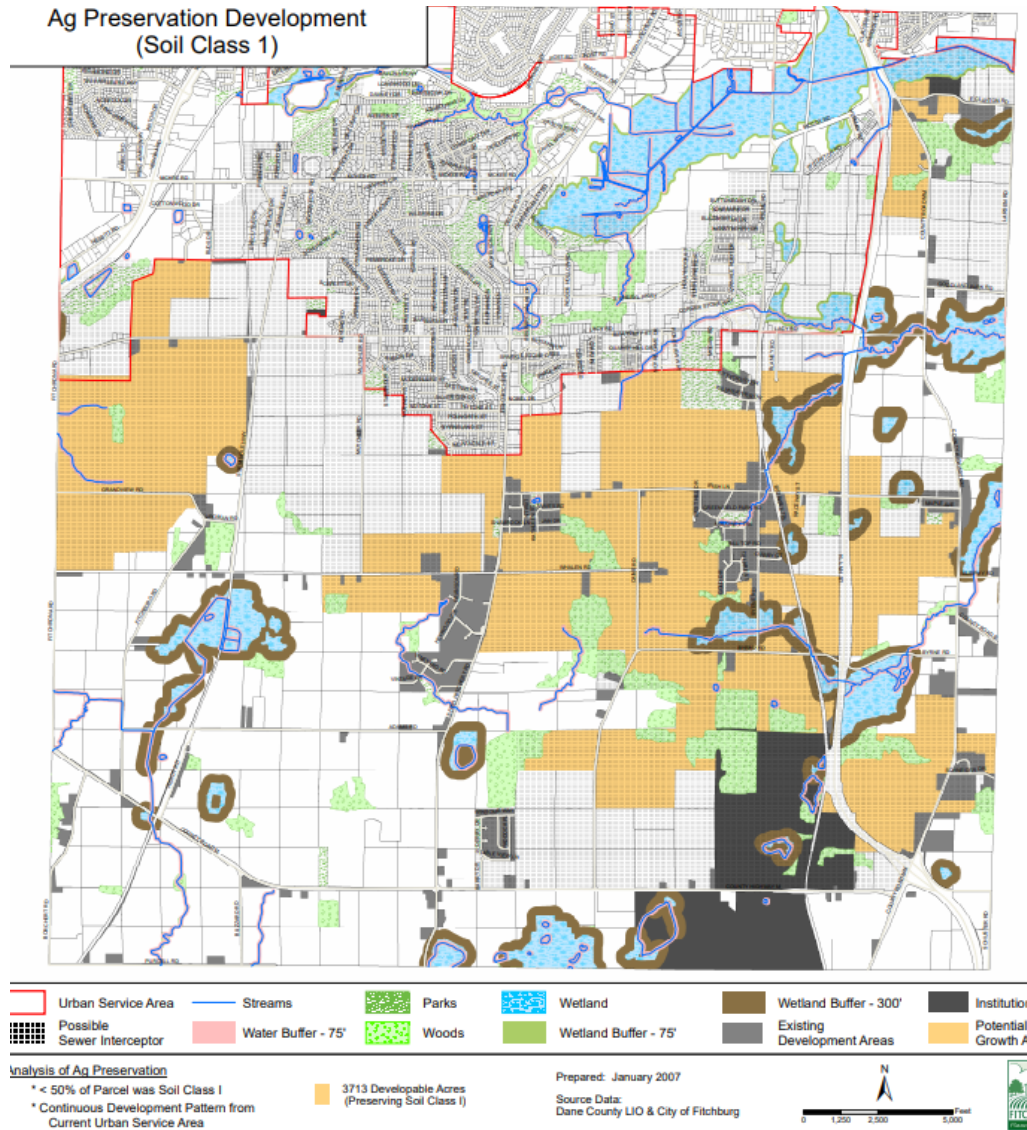
Fish Hatchery
Corridor Growth Model
100 acres/yr.



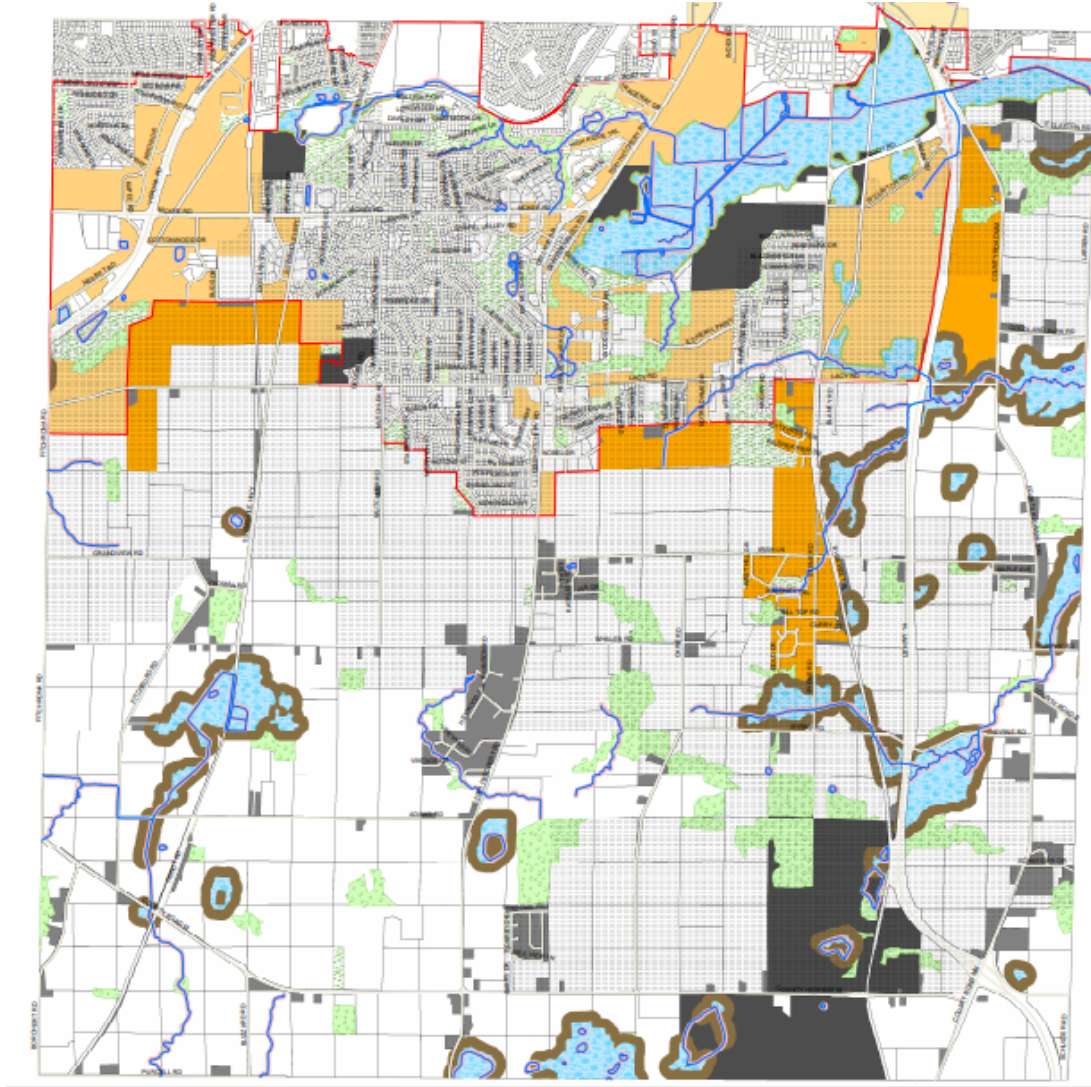
Utility Service



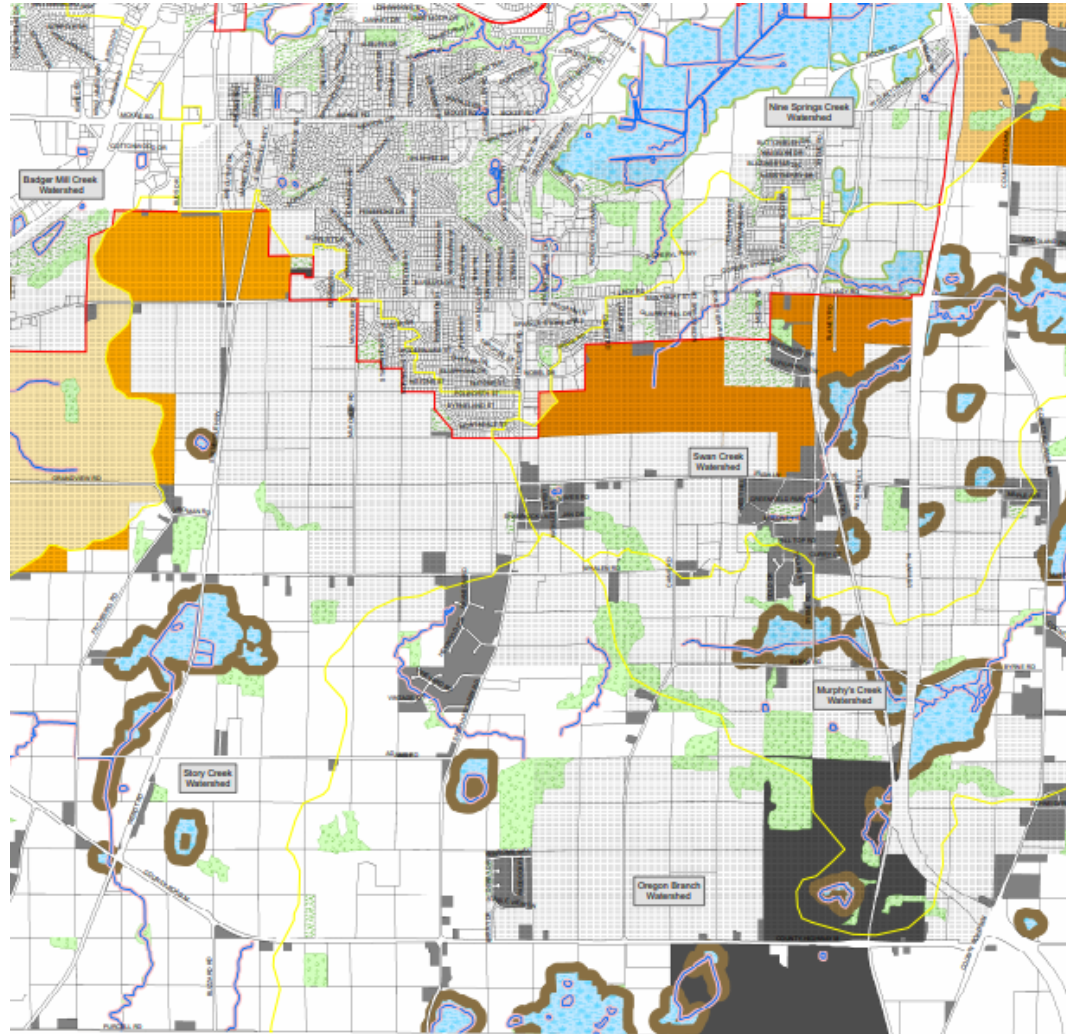
Agricultural Production



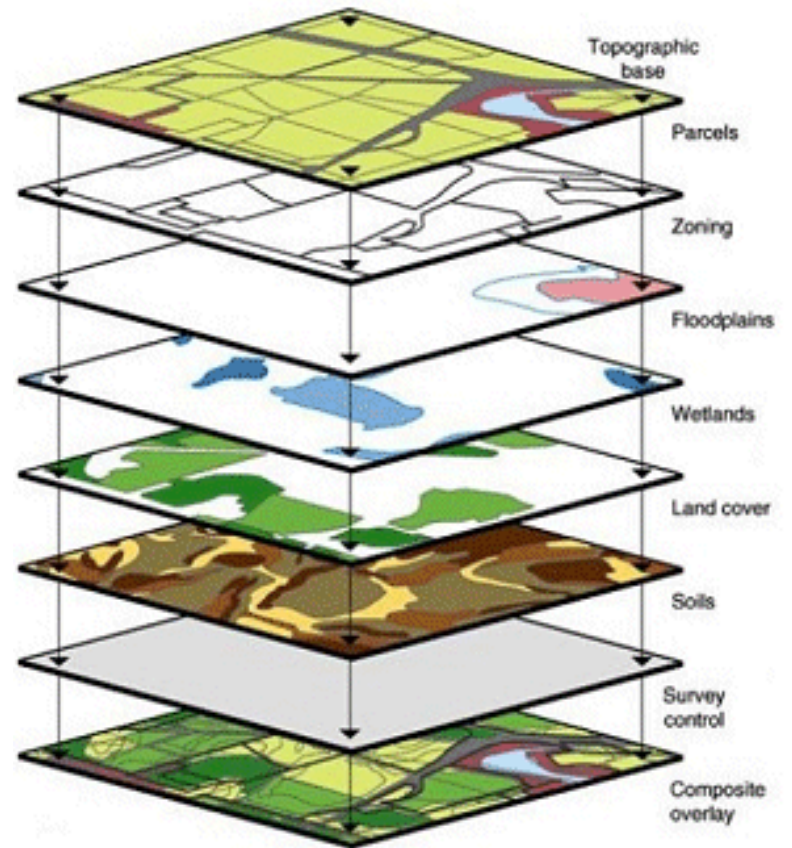
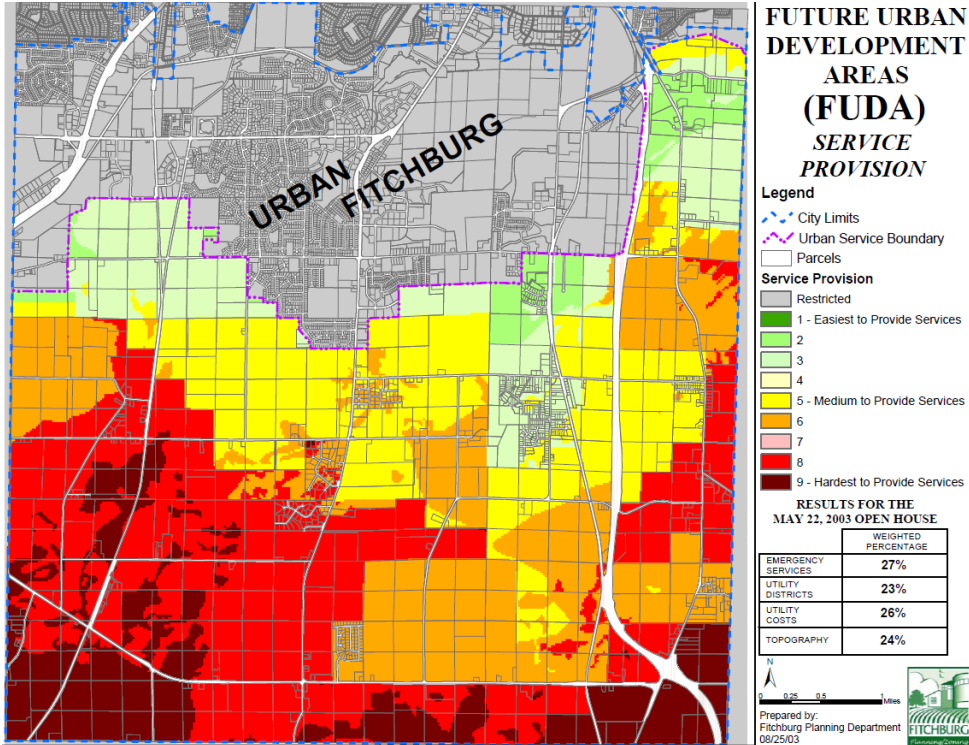
Redevelopment / Infill



Resource Based



Information Maps



Adopted Model

- Growth rate not to exceed 75 acres per year
- Assured streams are protected by 75' wide buffer, wetlands within USA by 75' buffer, and wetlands outside USA by 300' buffer.
- Favor development along rail corridor
- Favor groundwater recharge areas
- Favor high quality agricultural
- Favor areas served by gravity sewer

2019 Update

REFRESH

RECONSIDER

REWRITE

Time Commitment, Level of Detail, Growth Model Alterations, Public Input Activities, and Anticipated Amendments Increases Across Options

LOW

HIGH

Why do we pick this option?

No change in major policies. Council may reconsider a small number of policy tweaks, new data, and review of tasks accomplished.

The overall policy and FUDA direction is still appropriate for Fitchburg, but there are some key issues that require focus or procedures that have been clunky.

The City wants to change or revisit development models and potentially make broader changes. Could involve major reformatting of the Plan and extensive input and research resulting in possible new policies.

What do we get?

Minimum public participation, update data, check off accomplishments. Will meet minimum statutory requirements.

More public participation and outreach including potential survey and scenario planning models for input. Address some practices. Update data. Steering committee. Inventory and demand analysis.

Survey, focus groups, steering committee, GIS, modeling, policy research and development.

Planning Efforts Since 2009

Note on Stormwater CDPSC approval of the urban service adjustment all stormwater rate and design performance standards that are more restrictive than those identified in this plan. See CDPSC resolution 2009-15 for their standards. The most restrictive standards will apply.

McGaw Park Neighborhood Plan

City of Fitchburg, WI

June 9, 2009
Amended August 26, 2014



Prepared by the Consultant Team

City of Fitchburg Northeast Neighborhood Plan

Prepared by Ruckert-Melke
Plan Commission approved March 16, 2010
Common Council approved April 27, 2010
Latest Amendment August 22, 2017

CITY OF FITCHBURG Arrowhead Redevelopment Plan

Prepared by:
MSA Professional Services, Inc.
ADOPTED on January 10, 2012, Latest Amendment on August 25, 2015

NORTH STONER PRAIRIE NEIGHBORHOOD PLAN

City of Fitchburg, Wisconsin
November 2012
Amended August 22, 2017

SAA Design Group, Inc.
Teskis Associates, Inc.
Montgomery Associates Resource Solutions

Environmental Corridor Update: The Fitchburg Common Council Authorized a trust indenture, approved by the Capital Area Regional Planning Commission (CARPC), to reduce the environmental corridor for the closest depression west of the Badger State Trail. See City Resolution 16-151-16 for details on this adjustment.

PARKS, OPEN SPACE, AND RECREATION PLAN 2015 - 2020

Section 1 - Executive Summary

Adopted May 10, 2016

ANTON DRIVE REDEVELOPMENT PLAN

PLAN COMMISSION ADOPTION: JANUARY 17, 2017 (PCR-01-17)
COUNCIL ADOPTION: MARCH 28, 2017 (C16-0-20)

BU|LD Better Urban Built Development BARE COUNTY
MSA

City of Fitchburg Bicycle and Pedestrian Plan 2017

Adopted: March 28, 2017

Opportunities in Agriculture

City of Fitchburg Agriculture Plan: 2017 - 2027

Section I - Summary of Opportunity

Adopted: September 26, 2017

PREPARED BY: CITY OF FITCHBURG PLANNING AND ZONING DEPARTMENT

CITY IN MOTION

Forward Fitchburg's
Place-Based
Economic Development
Vision & Strategy
2018 Update

Fitchburg
Good idea!

Housing Initiative Update

Fitchburg Housing Plan

Goals, Strategies, and Implementation Toolkit

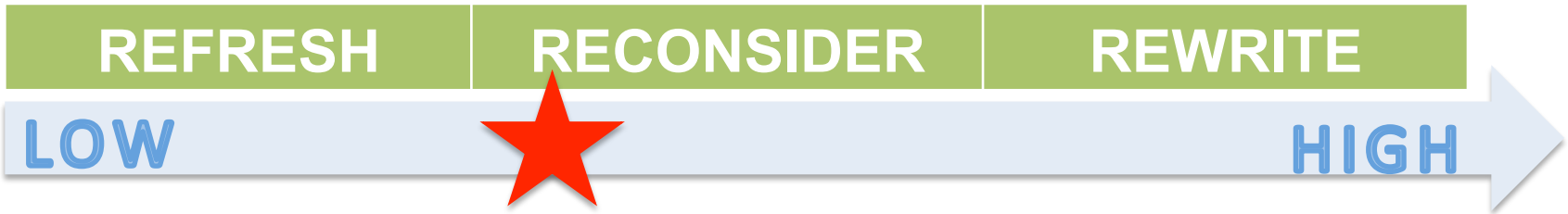
Prepared by MSA Professional Services and Urban Assets
April 2018 DRAFT

Considerations

- Participation shall be assured at all stages of the planning process
- Opportunities for input are equitable and expert input is diverse
- Staff capacity
- Policy changes need adequate time and input and direction from a steering body

Who's Involved?

- Plan Commission & City Council
 - Official Fitchburg entities responsible for updating and maintaining the Plan. Refer to Committees as needed
- City Planner & Mayor → Project Managers
- Staff “Work Group” guides day-to-day activities
- Proposed Steering Committee is primary planning body, guiding overall process, policy & direction
- The Public



Discussion



- **Direction and Feedback to Staff**
 - Public Participation Plan and Timeline Prepared for June Plan Commission and Council Meetings

- **Staff Tasks**
 - Develop Website
 - Prepare Survey and Postcard
 - Develop Work Group and Steering Committee Responsibilities with the Mayor
 - Survey Staff on Use of Comp Plan
 - Begin Audit and Data Updates for Elements such as “Issues and Opportunities”

Umbrella Plan

Area Plans & Functional Plans Should Be Consistent



Land Use

Natural Resources

Intergovernmental Cooperation

Transportation

Agricultural Resources

Economic Development

Housing

Utilities & Community Facilities

Neighborhood Plans

2017 Bicycle Plan

Farmland Preservation Plan

2017 Agriculture Plan

Forward Fitchburg

2019 Housing Plan

TID Plans

