

## **FOR IMMEDIATE RELEASE**

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## **FITCHBURG SMARTCODE BICYCLE PLANNING SUMMIT**

**Tuesday, June 7, 2011**

**7:00 – 9:00 p.m.**

**Fitchburg City Hall Council Chambers, 5520 Lacy Road**

The Fitchburg Planning and Public Works Departments, with assistance from The Street Plans Collaborative, announce the SmartCode Bicycle Planning Summit. The event will be held on Tuesday, June 7, 2011 from 7:00 – 9:00 p.m. in the Fitchburg City Hall Council Chambers, 5520 Lacy Road.

In October 2010 the City adopted the optional SmartCode zoning rules. This event is part of a process that will update the Fitchburg SmartCode to allow for enhanced bicycle thoroughfares, parking and other bicycle facilities.

“Our firm is really excited to be working in a city as forward-thinking as Fitchburg. The calibration of the bicycle module will take the city’s smart growth planning efforts one step further by ensuring that cycling can become a safe, convenient, and desirable way to move about the city and the region” says Mike Lydon of The Street Plans Collaborative.

The SmartCode is a form-based code that promotes biking and walking. Rather than focusing on how land is used, the code regulates the look and feel of places by emphasizing the form of a building and public frontage. While conventional zoning categories emphasize land uses, the SmartCode categories are based on a rural-urban Transect. The SmartCode classifies intensity of development into Transect Zones (T-Zones), which are combined to create fine-grain, diverse, complete human habitats ranging from the very rural to the very urban. Because the range of human habitats is so broad, the SmartCode avoids “one size fits all” regulations, providing instead a range of standards for the array of T-Zones. Just as there are appropriate levels of walkability, diversity, and density, so are there appropriate types of bicycle thoroughfares, parking and other facilities in each T-Zone.

“We feel that Nine Springs is an ideal development for cyclists. Whether biking to Nine Springs for employment, or biking from Nine Springs as a resident, the project will benefit from guidance on enhanced bicycle regulations for Fitchburg’s SmartCode”, stated Scott Kelly of Avante Properties. The Nine Springs Neighborhood is the first development planned to be built under the terms of the City’s SmartCode regulations.

The City of Fitchburg invites all stakeholders to come join in the discussion of bicycle facilities for future SmartCode Neighborhoods on June 7 and participate in the SmartCode Bicycle

Planning Summit. City staff and consultants are eager to hear from landowners, motorists, taxpayers, businesses and all kind of bike cyclists.

“The City of Fitchburg is proud to be a leader in advancing innovative development regulations. This SmartCode update will give developers, community leaders, and stakeholders in Fitchburg even more options to build the kind of places that foster top-performing businesses and quality residential life”, says Fitchburg Mayor Shawn Pfaff.

Any questions regarding the upcoming Summit can be directed to Community Planner Susan Sloper at (608) 270-4256 or [susan.sloper@city.fitchburg.wi.us](mailto:susan.sloper@city.fitchburg.wi.us).

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**About the City of Fitchburg...***The City of Fitchburg, Wisconsin combines the best of city and rural life with a diverse population of more than 25,260 residents and over 700 businesses. Nestled within 22 thousand acres of rolling hills, parks and family farms, Fitchburg offers unique recreational opportunities, exceptional parks systems and world-class bike trails.*

**About The Street Plans Collaborative...***The Street Plans Collaborative is an urban planning, design, research, and advocacy firm. Street Plans thrives on working with their clients, partners, and other likeminded organizations to improve the quality and function of the built environment. They seek to create successful, dynamic public spaces and increase the effectiveness of multi-modal transportation as a means to creating more competitive and sustainable 21st century towns and cities.*

*Founded in Miami Beach in 2009, The Street Plans Collaborative now maintains offices in Brooklyn, NY and Miami, FL.*

**About Avante Properties...***Avante Properties is a real estate development and management company based in Madison, Wisconsin. Avante Properties was created in 2002, when the Kelly's family-owned farm located on 120 acres in Fitchburg, Wisconsin was slated to become a pedestrian focused, mixed-use development known as the Fitchburg Technology Campus. Since then, Avante Properties has been active in buying, selling, developing, and managing commercial and residential real estate in the Madison area.*