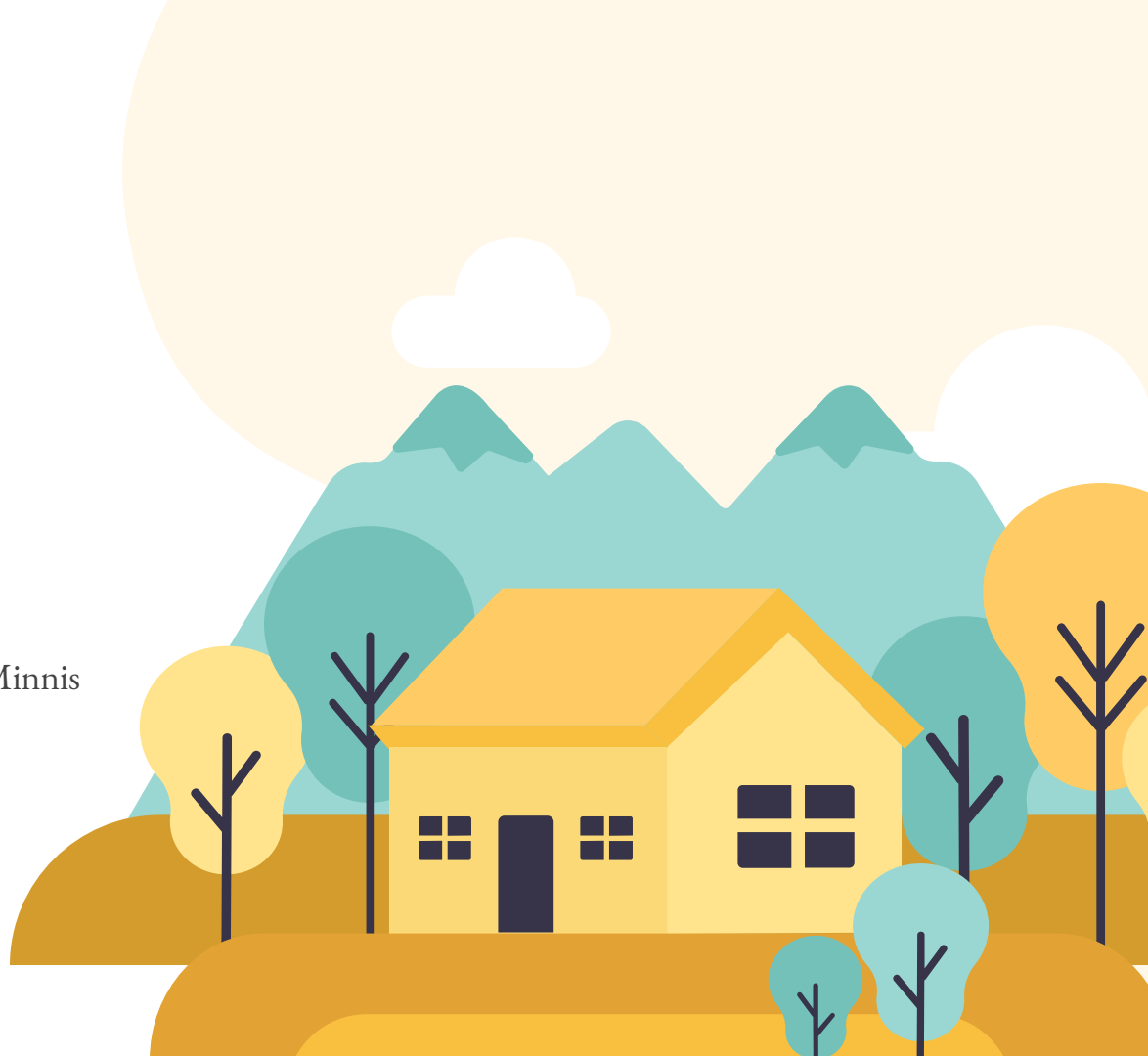


# Fitchburg

## City Planning

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Emma Broderick, Paola Chavez, Mary Minnis  
University of Wisconsin - Madison



## Contributors

### Students:



Emma Broderick  
B.S Community  
Non-Profit Leadership  
Certificate Global  
Health



Paola Chavez  
B.S. Global Health



Mary Minnis  
B.S. Nursing, B.S. Global  
Health, B.S.  
Environmental Studies

**University of Wisconsin Madison** - Lori DiPrete Brown  
Co-Chair, UniverCity Alliance



**WISCONSIN**  
UNIVERSITY OF WISCONSIN-MADISON

Ecology

**Fitchburg, Wisconsin** - Deanna Schmidt  
City of Fitchburg AICP  
City Planner & Zoning  
Administration



## Why is the SDG Approach Helpful?

### Equity and Well-being

Applying the SDG's to city planning promotes inclusivity and improved quality of life for the citizens of Fitchburg, and a place where everyone can thrive

### Holistic Approach and Progress

SDG based city planning considers environmental, social, and economic factors and corresponding goals all together, facilitating sustainable development that addresses multiple challenges

### Global to Local Connection

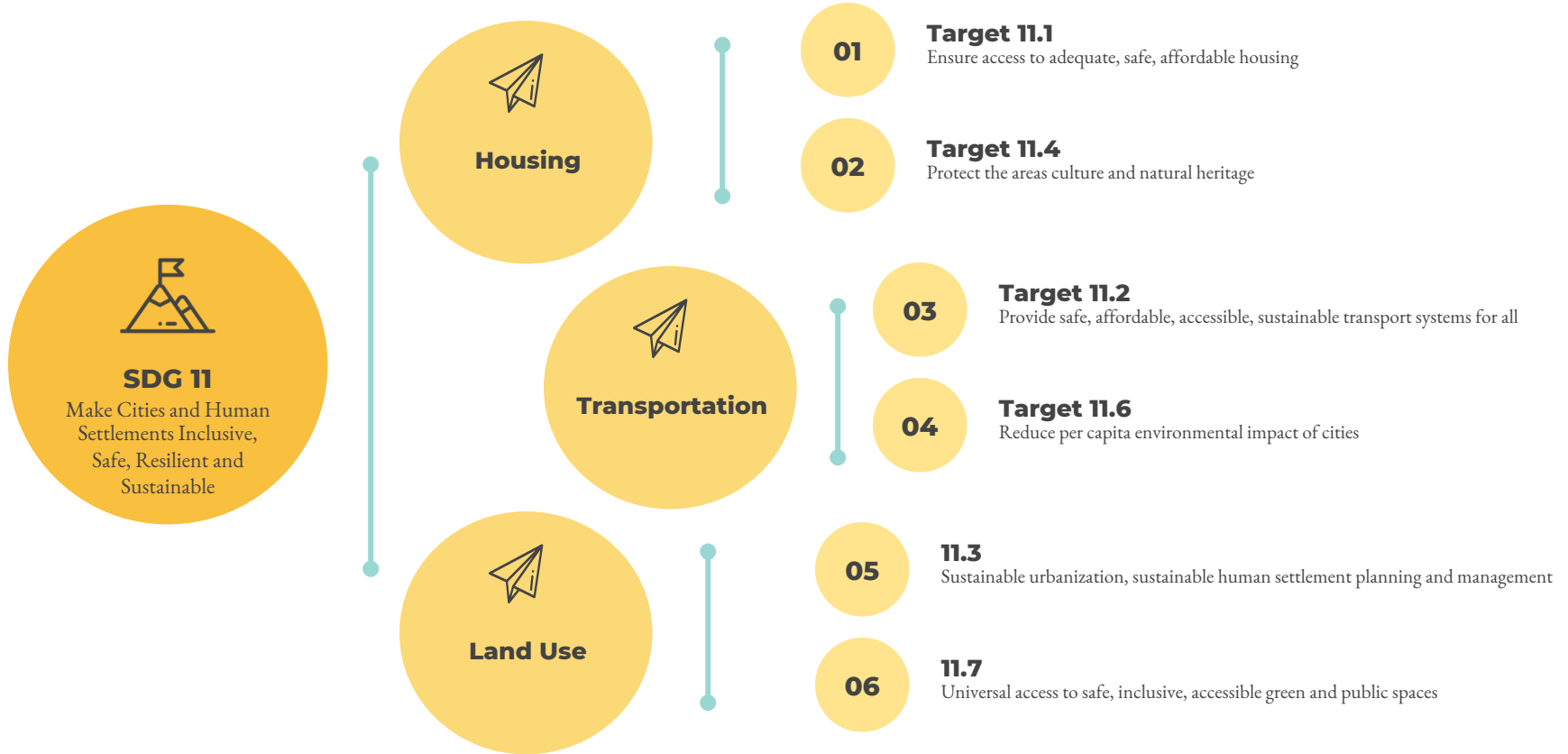
Integrating the SDG's empowers cities to join a global movement while modifying actions to local needs. This approach enables shared knowledge and experiences, while also making impactful change, while contributing to a sustainable global future



**SUSTAINABLE DEVELOPMENT GOALS**  
17 GOALS TO TRANSFORM OUR WORLD



## Breakdown of SDG 11



### SDG 11

Make Cities and Human Settlements Inclusive, Safe, Resilient and Sustainable

### Housing



### Transportation



### Land Use



01

#### Target 11.1

Ensure access to adequate, safe, affordable housing

02

#### Target 11.4

Protect the areas culture and natural heritage

03

#### Target 11.2

Provide safe, affordable, accessible, sustainable transport systems for all

04

#### Target 11.6

Reduce per capita environmental impact of cities

05

#### 11.3

Sustainable urbanization, sustainable human settlement planning and management

06

#### 11.7

Universal access to safe, inclusive, accessible green and public spaces

## SDG Crosswalk - Fitchburg

|      | Housing                     | Transportation              | Land Use                    |
|------|-----------------------------|-----------------------------|-----------------------------|
| 11.1 | Developing                  | Not Being Addressed/No Data | Developing                  |
| 11.2 | Not Being Addressed/No Data | Developing                  | Not Being Addressed/No Data |
| 11.3 | Developing                  | Developing                  | Developing                  |
| 11.4 | Not Being Addressed/No Data | Not Being Addressed/No Data | Developing                  |
| 11.5 | Not Being Addressed/No Data | Target Met                  | Target Met                  |
| 11.6 | Developing                  | Developing                  | Developing                  |
| 11.7 | Not Being Addressed/No Data | Developing                  | Developing                  |
| 11.a | Developing                  | Developing                  | Developing                  |
| 11.b | Developing                  | Developing                  | Developing                  |
| 11.c | Developing                  | Not Being Addressed/No Data | Developing                  |

- Not Being Addressed/No Data
- Developing
- Target Met



- 11.1 - Quality safe housing for all
  - 11.2 - Safe, affordable, accessible and sustainable transport
  - 11.3 - Integrated and sustainable city planning
  - 11.4 - Protect cultural and natural heritage
  - 11.5 - Reduce death and loss caused by disasters, including water-related disasters
  - 11.6 - Reduce the adverse impact of city on air quality and waste
  - 11.7 - Access to safe, inclusive and accessible, green and public spaces
  - 11.a - Support urban, peri-urban and rural cooperation
  - 11.b - Adopt plans for mitigation and adaptation to climate change and disasters
  - 11.c - Build sustainable and resilient buildings
- [sdg360thinking.org/matrix](http://sdg360thinking.org/matrix)

## Healthy Neighborhood Initiative

### Neighborhood Target Areas





## Healthy Neighborhood Initiative: Pillars of Success

**01**

### Education

Residents have access to foundational education.

**02**

### Life Skills

Residents have opportunity to secure adequate jobs

**03**

### Care

Adequate care is available and accessible to residents

**04**

### Mobility

Effective means of travel are available to residents for everyday use.

**05**

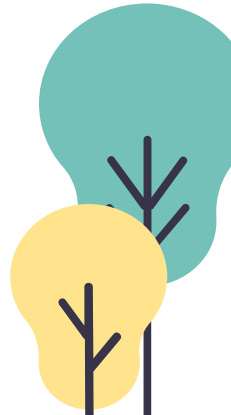
### Healthy Lifestyles

Neighborhood's are safe, diverse and offer social interaction to ensure resident health.

**06**

### Healthy Landscapes

Neighborhood's are walkable and utilize land to create housing and gathering places.



### Housing

Balanced residential growth with a variety of housing types, affordability, and a suitable living environment for all

### Transportation

Effective means of travel are available to residents for everyday use.

### Land Use

Find balance between urban and agricultural land while managing a growing population.



## Transportation with SDG Lens

Transportation can do:

- Foster Inclusivity
- Support economic development
- Create opportunities

Transportation should be:

- Equitable
- Local
- Structured around resident opinions







## Transportation Walk-Along

### Where

Multiple locations throughout the city, including high traffic and low traffic areas.

### How

It is important to build connection and trust with those you speak with.

### Open

Do you feel like you belong to the community within Fitchburg? Why or Why not?

### Appreciative

Can you tell me a story about a time you did something spontaneous? How did you get there?

### Senses

Interviewers should utilize the public transportation system themselves.

# Housing

## Fitchburg Growth Principles

### Cooperative

Balancing housing development with community needs

### Equitable

Development and preservation of long-term entry level housing for low to moderate income residents

### Vibrant

Maintain cultural, historic values of city while supporting renovations

### Sustainable

Compact neighborhoods, respect to natural resources, and open space



## Housing Walk-Along



### Spread the Word

Collaborate with local community organizations and city leaders to invite residents to participate in shaping their city's housing future.



### Safe and Inclusive Environment

Voice the intention to learn from residents about their housing experiences, preferences, and concerns to help with city planning



### Walk Along Fitchburg

Implement a route that crosses through different zones representing various housing types, demographics, and urban characteristics.



### Observe and Discuss

Pause and discuss housing related elements along different points in the route. Encourage and facilitate conversations with participants.



### Report Back and Strive for Change

Summarize findings and report back to city officials, community organizations, residents etc.

## Land Use in Fitchburg

### Agriculture

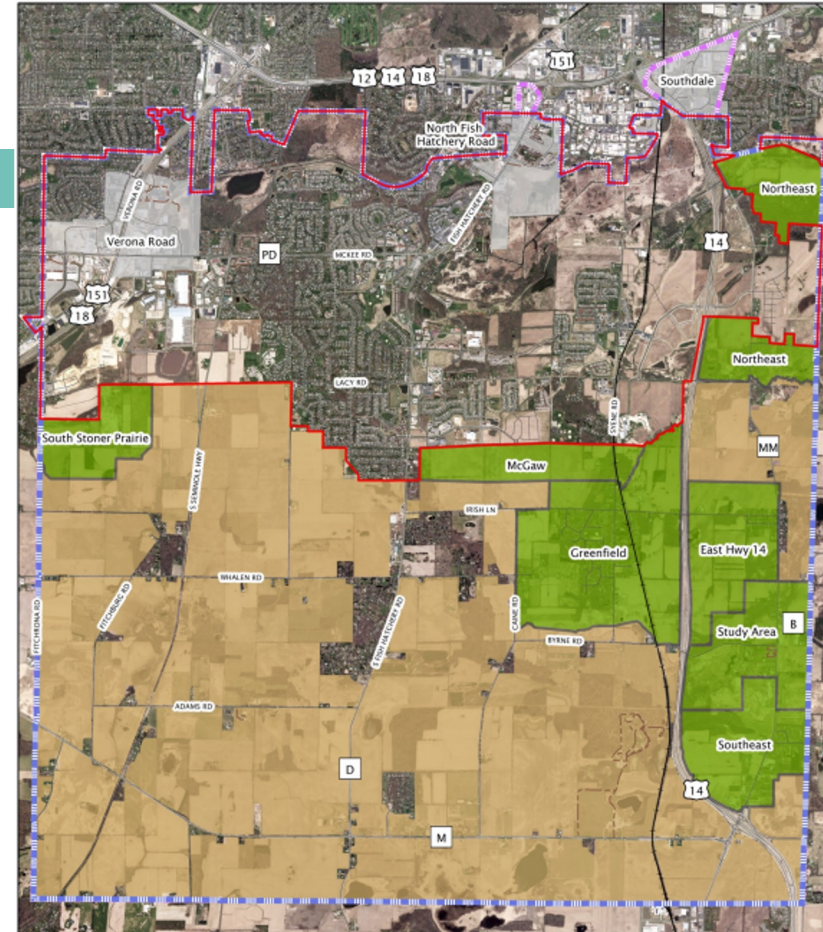
- “Vital to the identity, and economic and ecosystem health, of the City of Fitchburg”
- Provides goods, services, and jobs

### Zoning

- Greenfield Growth Zone: can accommodate future residential, commercial, industrial, institutional, and associated development
- Grayfield Growth Zone: lands that are already developed, or vacant and surrounded by development
- Farmfield Zone: lands planned for agriculture

### Adaptive Reuse

- Dairy Processing Center was converted to ~180 housing units
- Want add more adaptive reuse projects
  - Utilize vertical space
  - Urban Densification



Additional lands not shown on the map, in the City's urban service area but not in a grayfield growth zone, are also available for growth. These areas are to be designated within the greenfield growth zone.



## Land Use Models From Other Cities

### 15 Minute City Paris, France

#### Prioritizes Access to Needs

Spearheaded by the French creator of the idea, Carlos Morena, Paris aims to convert life to a human sized space. This means that cities are designed so that neighborhoods have access to life essentials like housing, work, food, health, education, culture and leisure within 15 minutes of walking, biking, or busing.

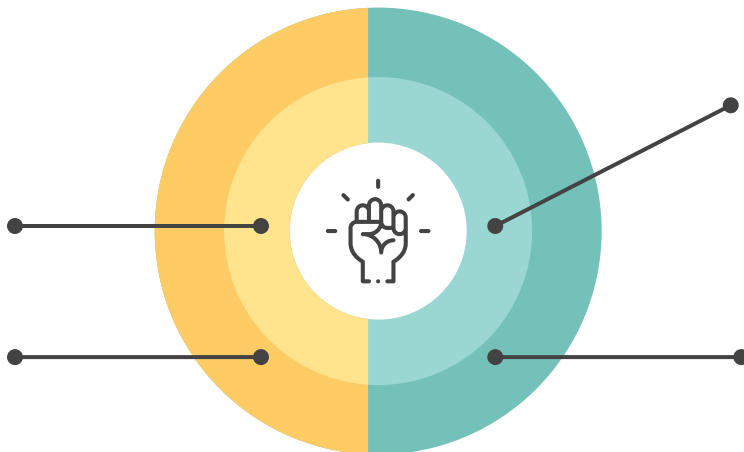
#### 4 Guiding Principles

Ecology: for a green and sustainable city

Proximity: to live within reduced distance to needs

Solidarity: to create links between people

Participation: actively involve citizens in the transformation of their neighborhood



### Solar Superstar Honolulu, Hawaii

#### Incentivise Solar Installation

In Honolulu, they incentivized the installation of solar by allowing those who install panels to build higher than the original building code.

#### Removed Barriers To Green Energy

The barrier to solar energy in Honolulu was the zoning ordinances that restricted building height and equipment on rooftops. In addition to incentivisation, we need to ensure that there are few to no common barriers to green energy in Fitchburg.

## Land Use Walk-Along



Visit public spaces that are frequented by Fitchburg citizens; grocery, library, parks



Introduce yourself and build connections with community members.



Ask questions to gain clarity and perspective. What do you like about the neighborhood? What would you change?



Get to know their stories, the history of Fitchburg from their perspective, and their values.



Recognize and echo the knowledge of the citizens of Fitchburg. They know their community, and surely have ideas for improvement.

## Communication Strategies - Poster



**Fitchburg**  
WISCONSIN

**Our Priorities**  
Accessible Life Essentials  
Affordable Quality Housing  
Eco-Friendly Agriculture

**Ideas For Growth**

- Adaptive Reuse; repurposing existing infrastructure into housing
- 15 Minute City; having life essentials within a 15 minute distance from neighborhoods
- Solar Superstar; investing in solar energy, both business and residential

**Connect with us!**  
Share Your Thoughts & Ideas  
Deanna Schmidt - Fitchburg City Planner & Zoning Administrator

📞 608-270-4255  
✉️ Deanna.Schmidt@fitchburgwi.gov

**SDG 11: Sustainable Cities and Communities**



Includes...

- 11.1 - Safe & Affordable Housing
- 11.3 - Sustainable Urbanization
- 11.4 - Safeguard Heritage & Culture
- 11.6 - Reduce Environmental Impact of the City
- 11.7 - Safe Access to Public Green Spaces
- 11.a - Support Economic & Social Links Between Rural & Urban Areas

Link to Copy and Edit Poster:  
[https://www.canva.com/design/D\\_AFq\\_OSyPXQ/nkiqOnSaTKiVzIk\\_pS TDtA/view?utm\\_content=DAFq\\_OSyPXQ&utm\\_campaign=designshare&utm\\_medium=link&utm\\_source=publishsharelink](https://www.canva.com/design/D_AFq_OSyPXQ/nkiqOnSaTKiVzIk_pS TDtA/view?utm_content=DAFq_OSyPXQ&utm_campaign=designshare&utm_medium=link&utm_source=publishsharelink)

# Communication Strategies - Infographic

## Fitchburg, Wisconsin

**SDG 11**



Let's make Fitchburg a Sustainable city and Community.

### Improved Land Use

Compact urban community, preserve agriculture resources and create a city center.



### Improved Transportation

Walking and biking paths, bus access, safe roadways and more.



### Hear from Community Voices

Listening to community members is the first step.



### Affordable Housing

Affordable, quality housing to ensure residents can experience community and live healthy lives.



## Fostering Healthy Neighborhoods

# Q&A



# Acknowledgements

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