



# **CITY OF FITCHBURG - SOUTH STONER PRAIRIE NEIGHBORHOOD PLAN**

November 1st, 2023  
Steering Committee Meeting #1



**PROJECT TEAM:**



Brad Vowels-Katter  
Urban Designer | Associate Planner



Jason Valerius, AICP  
Principal In Charge



Steve Tremlett, AICP, CNU-A  
Project Manager



Emily Soderberg  
Planner



**MSA**

planning + design  
studio

## MEETING ACTIVITIES

- CITY/MSA Team
- Project Overview
- SC Members -  
Names + Interests
- Topical  
Discussions
  1. Map Review
  2. Issues & Opportunities
  3. **Vision “Big Ideas”**  
(20-yrs from now)



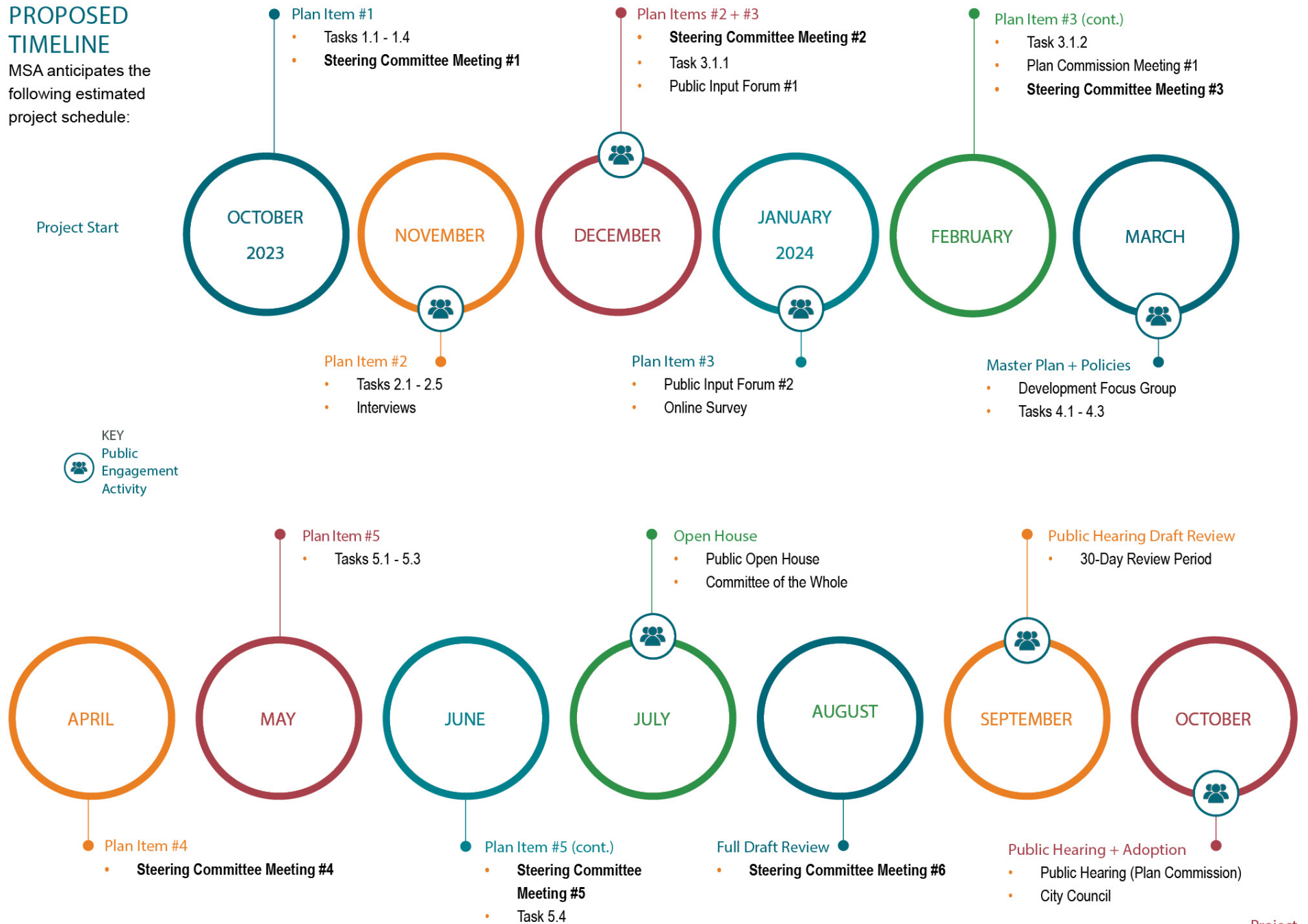
## 16-Month Planning Process

- Online Survey and Public Open Houses/Input Forums (3)
- Stakeholder Interviews
- Developer Focus Group
- Steering Committee “Working” Mtgs (6)
- Plan Commission Meetings (2)
- Public Hearing and Adoption Meeting

OVERALL PROJECT SCHEDULE

# 16-Month Planning Process

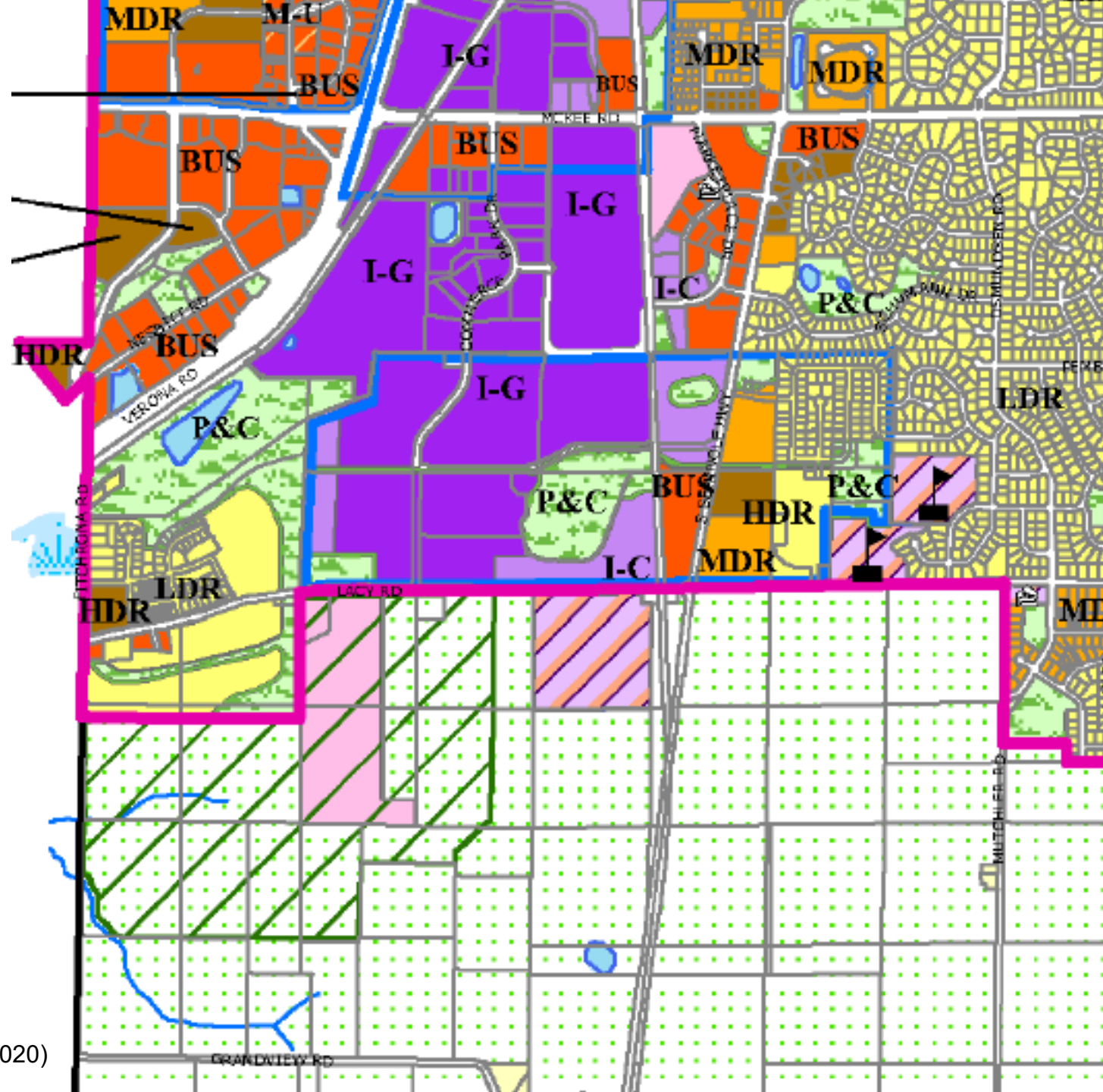
**PROPOSED  
TIMELINE**  
MSA anticipates the following estimated project schedule:



## Project Purpose

The purpose of this plan is to create a neighborhood plan and development strategy to:

- meet City of Fitchburg land use needs
- position the City to submit applications for USA amendment to accommodate growth



## What is an Urban Service Area (USA)?

USA boundaries represent the outer limits of planned urban growth over a long-term planning period. Amendments to the original areas expand services as communities grow.

## Who reviews Urban Service Area (USA) amendments?

The **Capital Area Regional Planning Commission** and the **Wisconsin Department of Natural Resources** approve sewer extensions and sewage treatment facilities based on USA boundaries.



Urban Service Area Boundary and Environmental Corridors - CARPC

# **COMMITTEE INTRODUCTIONS**

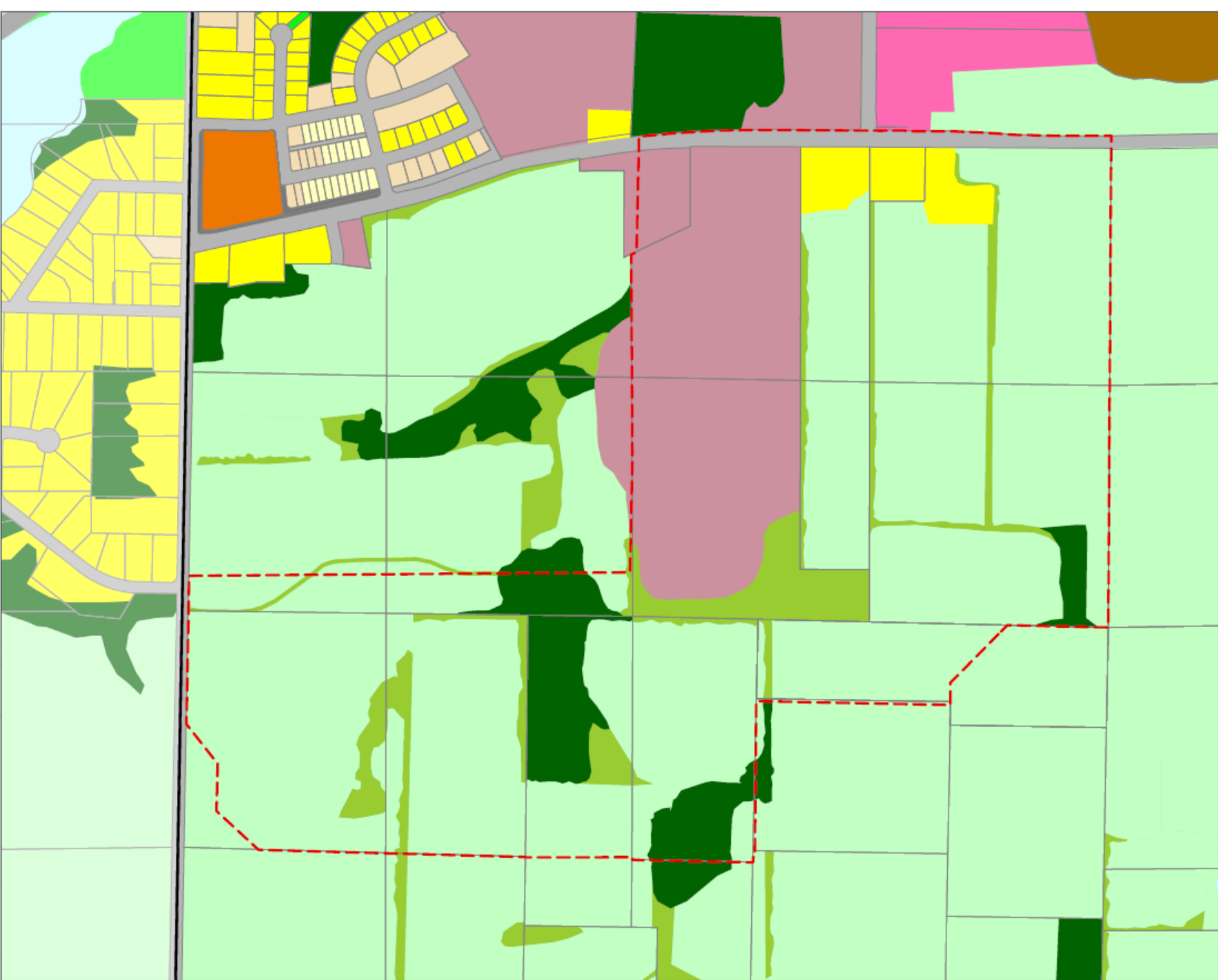
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Name and Affiliation(s)

**Interests – What do you want out of this process?**

# **PLAN AREA OVERVIEW**

Print Date: 10/16/2023  
Prepared by: aramian, the.venia@pc.com/ky/qad/07/27/23/0772905/12807\_0772905/HighlandHoodPlan\_Flyover.apx



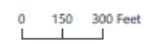
# Existing Land Use

South Stoner Prairie  
Neighborhood Plan

**City of Fitchburg**  
Dane County, Wisconsin

- Study Area
- City of Fitchburg
- Surrounding Municipality
- Existing Land Use (Dane County)
  - Agriculture
  - Communications or Utilities
  - Extractive
  - Open Land
  - Outdoor Recreation
  - Right of Way
  - Transportation
  - Single Family
  - Two Family
  - Multi-Family
  - Under Construction
  - Vacant
  - Water
  - Woodland

Data Sources:  
Dane County GIS (2023) Dane County ELU (2020)  
Dane County Aerial (2022)















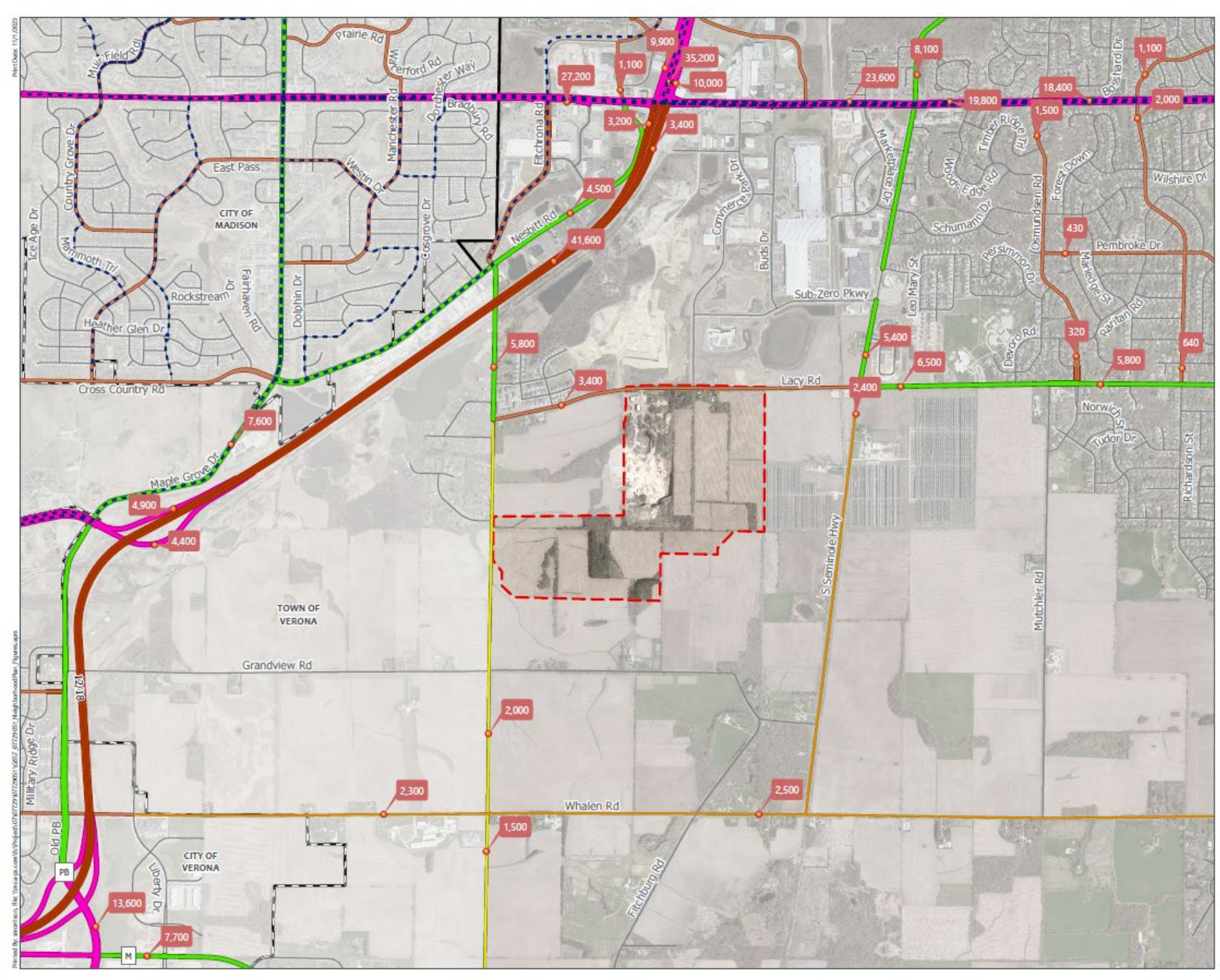
# Transportation Network

South Stoner Prairie  
Neighborhood Plan

City of Fitchburg  
Dane County, Wisconsin

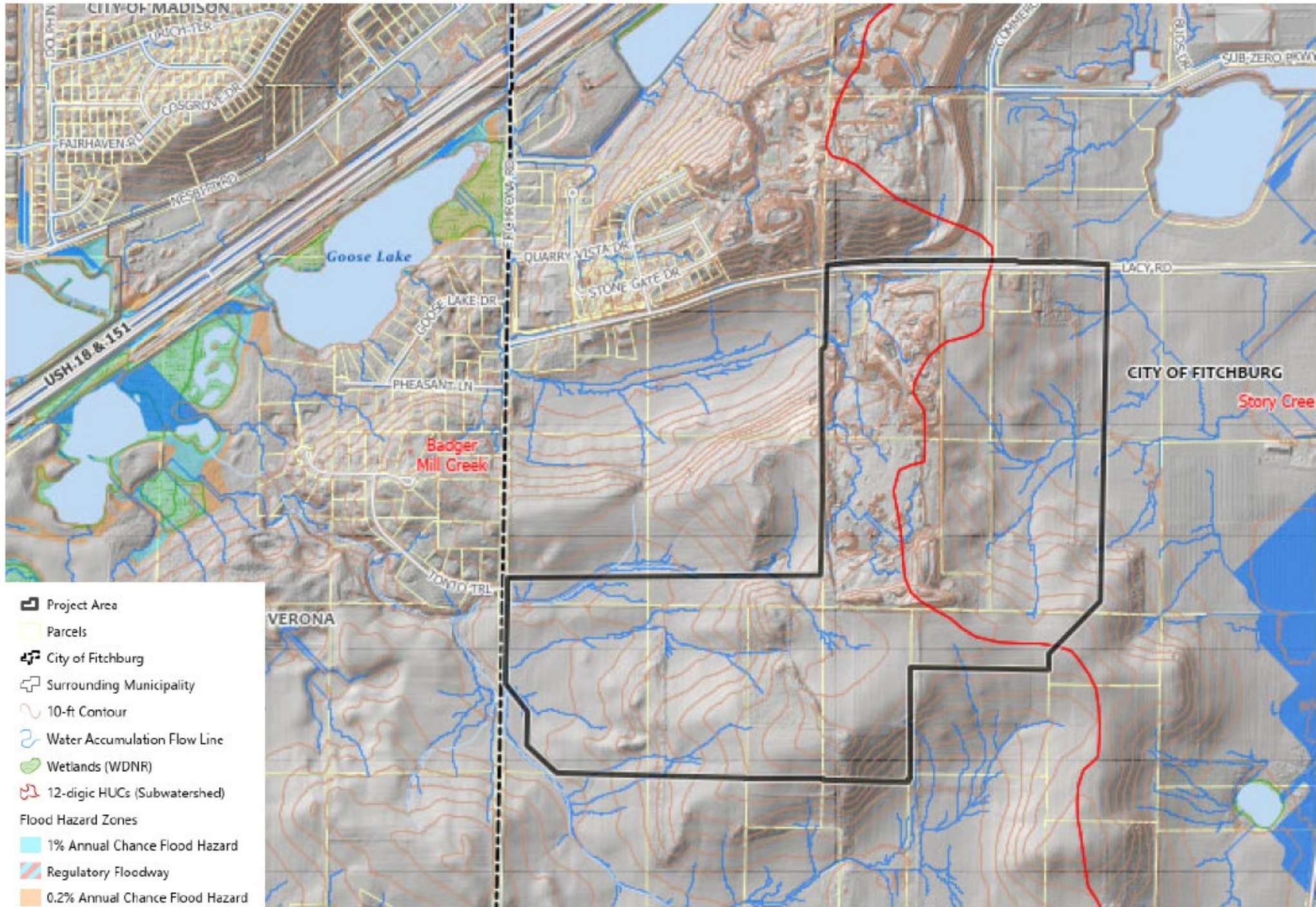
-  Study Area
-  City of Fitchburg
-  Surrounding Municipality
-  Madison MPO Bus Route
-  2022 Traffic Count Site (AADT)
- Current Roadway Functional Class**
-  Principal Arterials - Other
-  Freeways
-  Principal Arterials - Other
-  Minor Arterials
-  Collectors - Urban
-  Collectors - Major, Rural
-  Collectors - Minor, Rural
-  Local/Private Road

Data Sources:  
Dane County GIS (2023)  
Transportation Planning Centerlines; MPO (2020)  
Dane County Aerial (2022)  
WisDOT (2022)

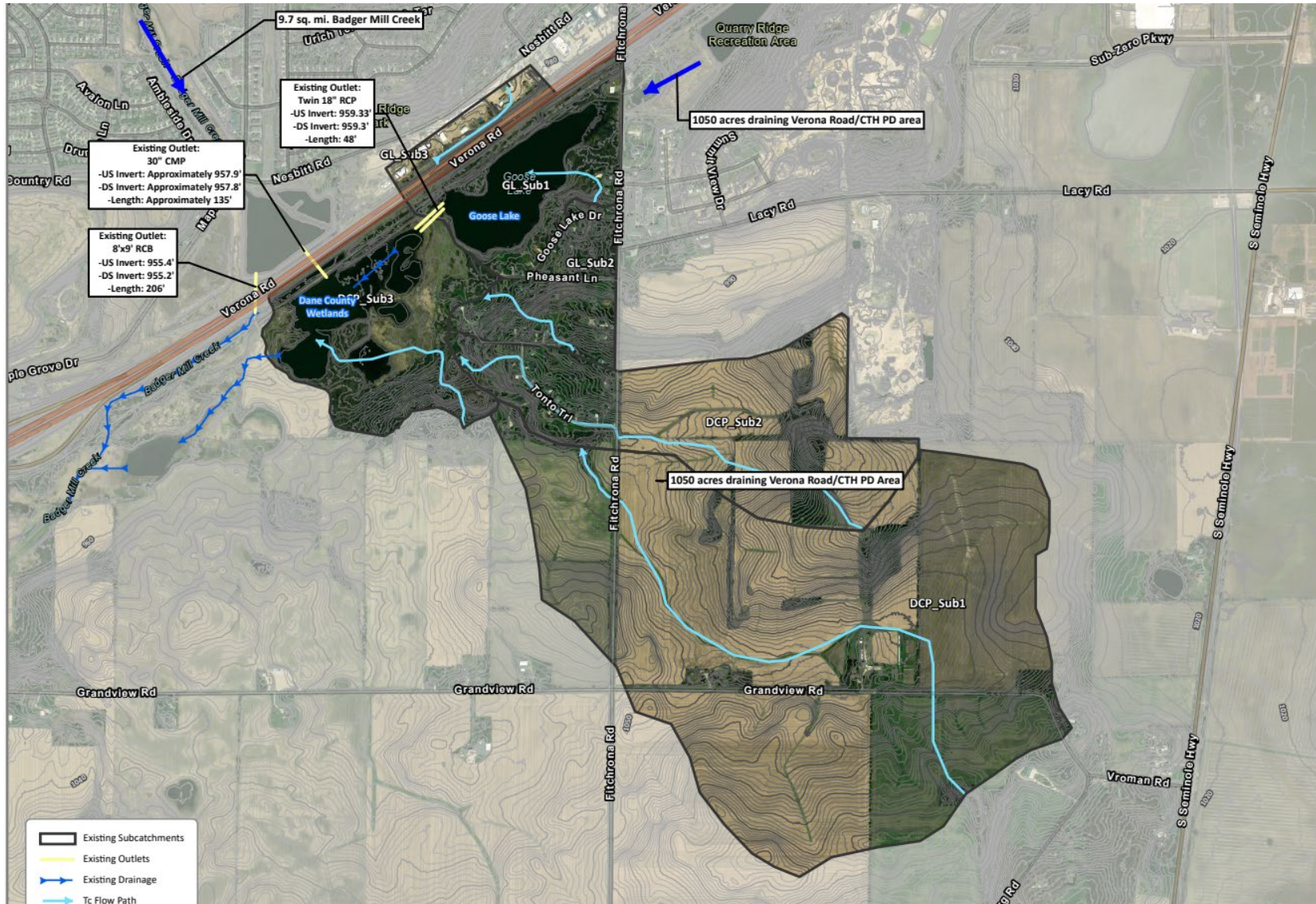


Print Date: 1/17/2023  
Prepared by: wisconsin, llc - verona.pa.com/55/Pages/0747729-6772965-9687-07729185-Map%20Network%20Figures.apx





# Fitchrona Road Stormwater Study (2020)

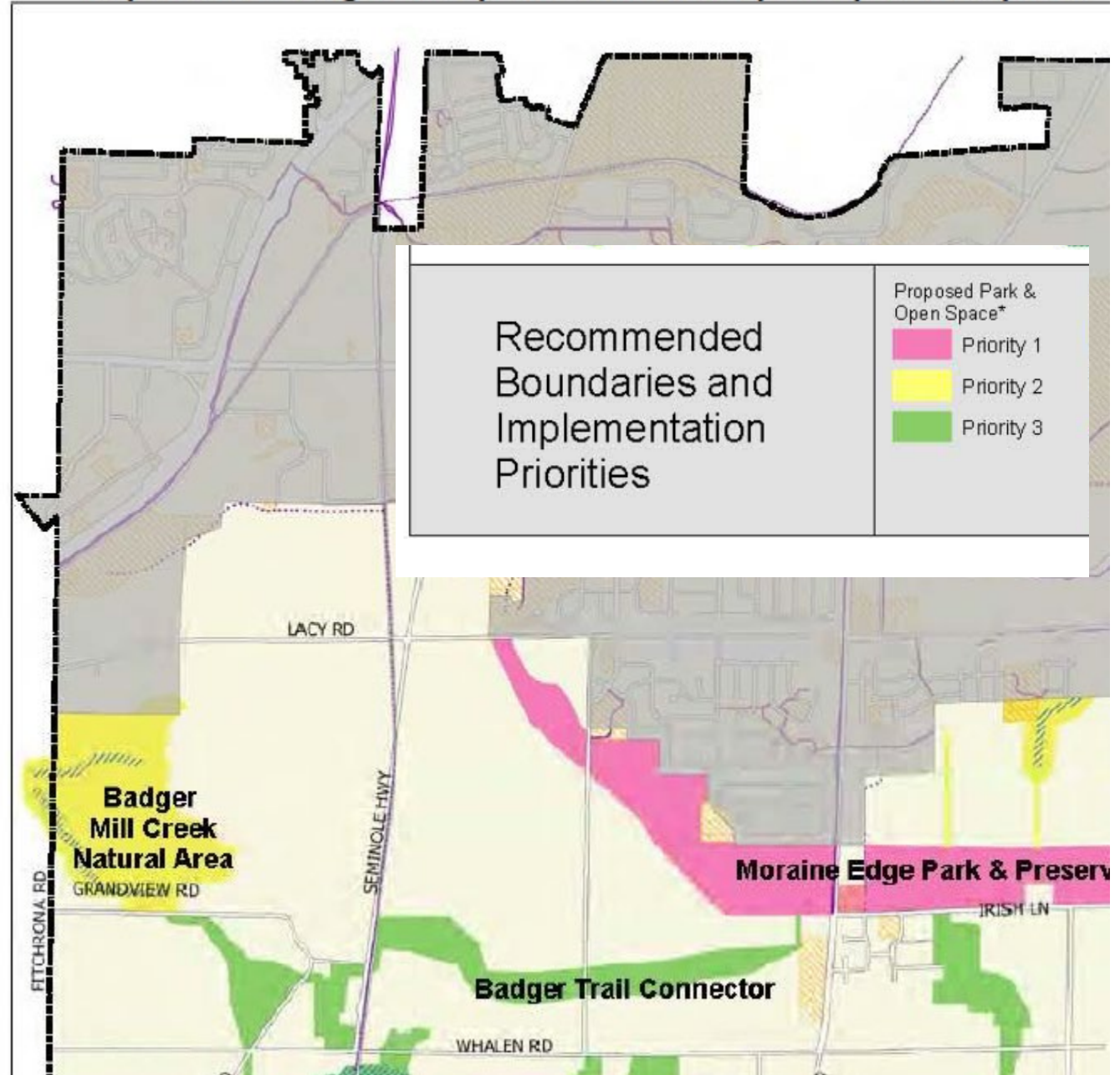


# 2015-2020 Parks Plan

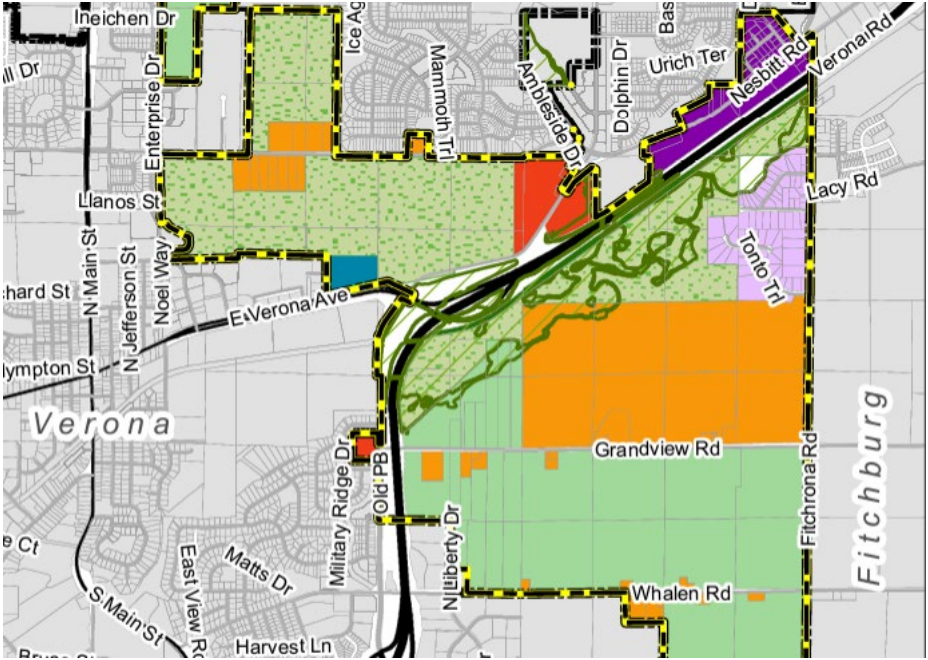
The *Proposal* also identifies other major areas of importance due to their concentration of environmental and historical resources. These areas include Badger Mill Creek Natural Area, Old Fitchburg Natural Area, Briarwood Natural Area, Murphy's Creek Preserve, Moraine Edge Park and Preserve East, and the Badger Trail Connector. In drafting the boundaries for proposed park and open space, these larger open space complexes were connected to each other to form one extensive City-wide open space system that could allow for human, animal, and plant mobility.

In 2009, the Common Council approved Resolution R-84-08, acknowledging the *Proposal* and Moraine Edge Park North as the priority area for acquisition. At the time of this *Plan's* adoption, funding has not been allocated to implement any aspect of the *Proposal*. The timeline for funding may change again since the City reviews its CIP on an annual basis. The Common Council has asked for further study of major planning issues such as project cost. As such, future planning tasks should include site analysis, cost assessment, and discussions with City commission/committees, staff, and landowners, and other public participation activities.

Map 4: Fitchburg Conceptual Park and Open Space Proposal

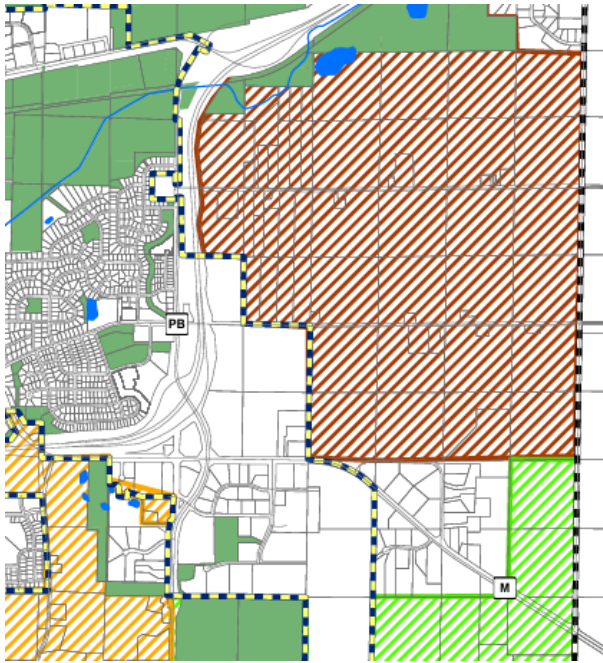


# Town of Verona Comprehensive Plan



- |                                |   |
|--------------------------------|---|
| 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          |

# City of Verona Comprehensive Plan



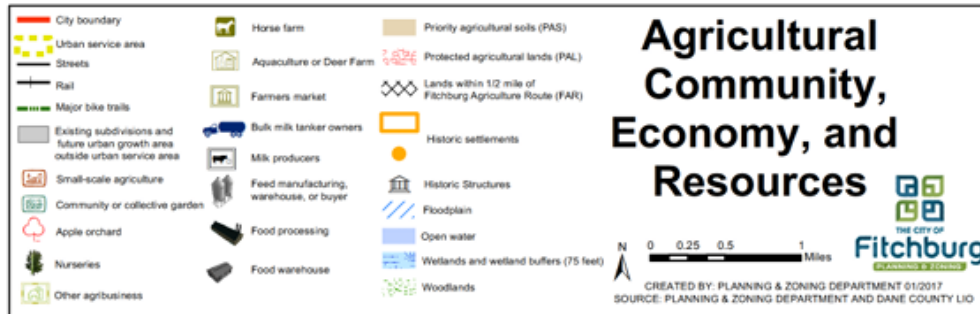
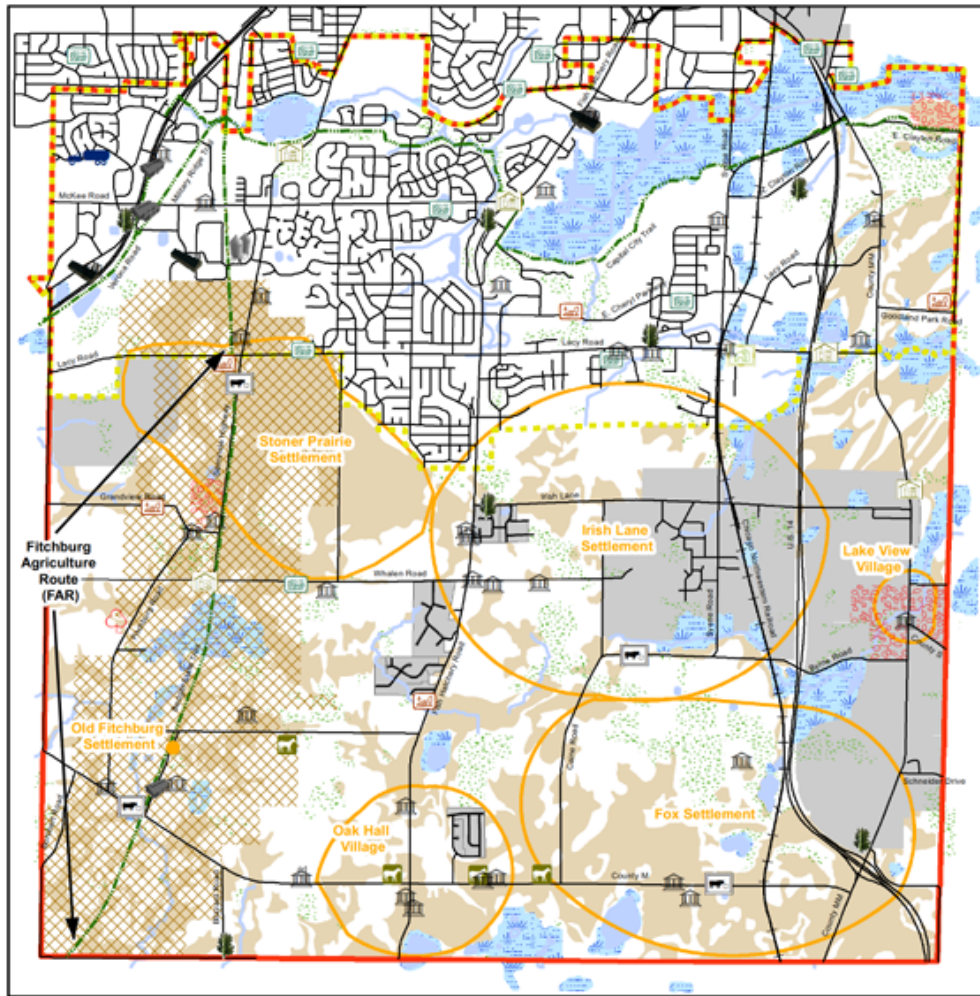
Moving east—lands further from the U.S.H.18-151 by-pass are planned for residential land-uses.

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.

# Fitchburg Agricultural Route (FAR)

*The FAR concept centers on taking advantage 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 ½ mile buffer of the FAR.



# **DISCUSSION**

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Issues & Opportunities – What do you see?

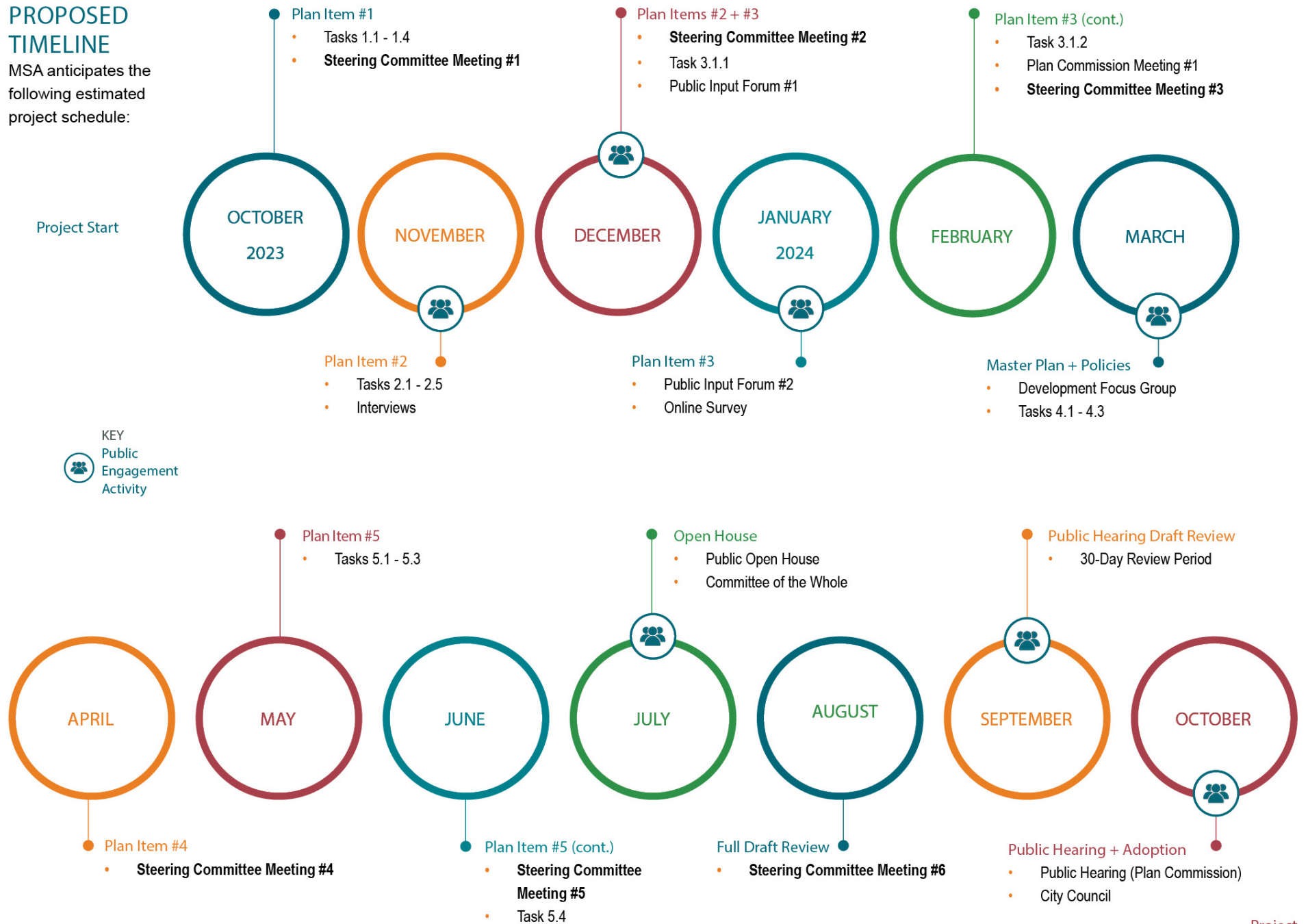
**Vision “Big Ideas” (20-yrs from now)**

# **UPCOMING ACTIVITIES**

OVERALL PROJECT SCHEDULE

# 16-Month Planning Process

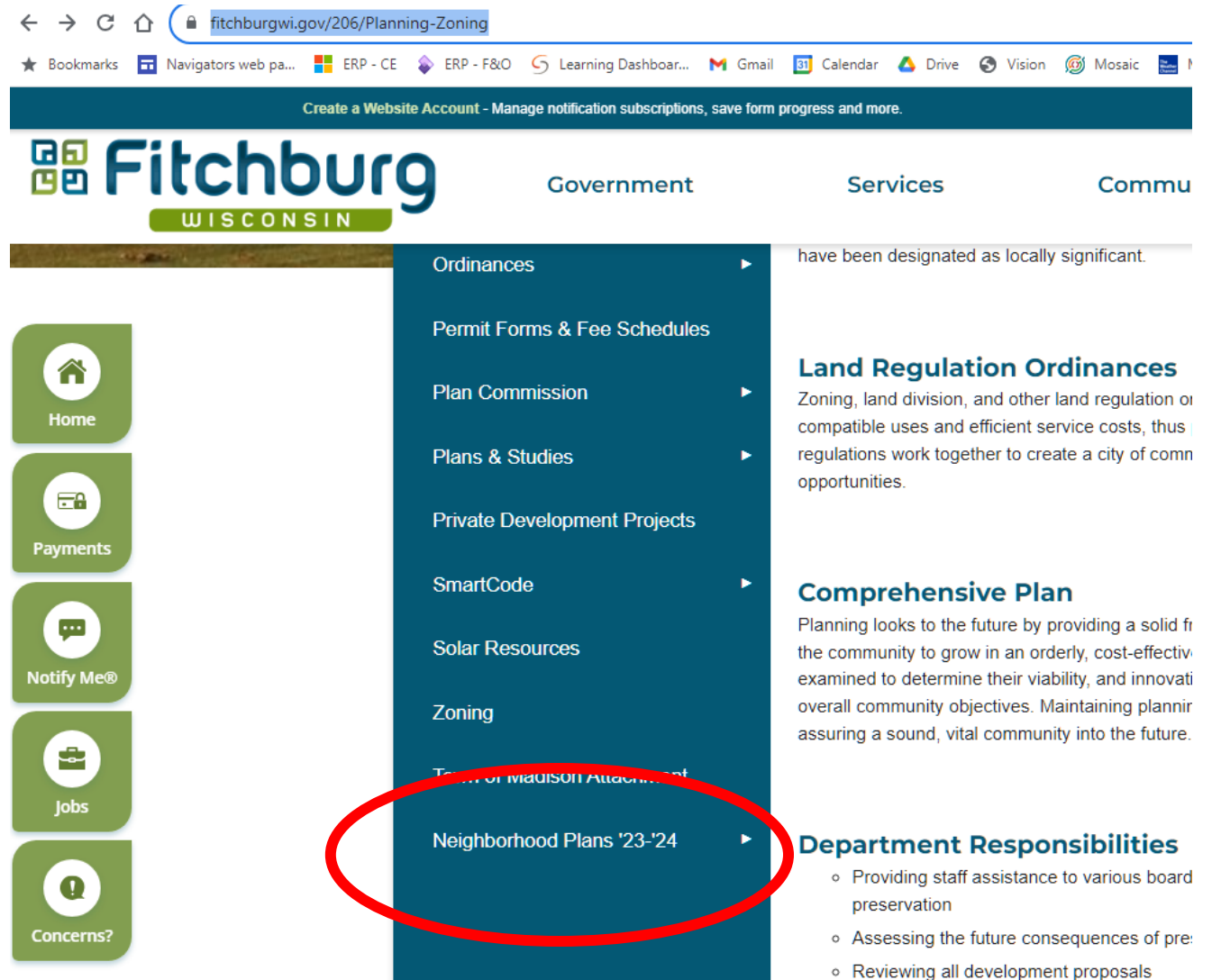
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**PROJECT WEBSITE**

# Background Information, Project Updates + Feedback Opportunity

- City Website under “Planning & Zoning”



The screenshot shows the Fitchburg Wisconsin website at the URL [fitchburgwi.gov/206/Planning-Zoning](https://www.fitchburgwi.gov/206/Planning-Zoning). The navigation menu on the left includes Home, Payments, Notify Me®, Jobs, and Concerns?. The main navigation bar includes Government, Services, and Commu. A dropdown menu is open, listing various services: Ordinances, Permit Forms & Fee Schedules, Plan Commission, Plans & Studies, Private Development Projects, SmartCode, Solar Resources, Zoning, and Neighborhood Plans '23-'24. The 'Neighborhood Plans '23-'24' item is circled in red. To the right of the dropdown menu, there is text about land regulation ordinances, a section for Land Regulation Ordinances, a section for the Comprehensive Plan, and a section for Department Responsibilities.

<https://www.fitchburgwi.gov/2895/South-Stoner-Prairie-Neighborhood-Plan>