



Land Use



Introduction

The Land Use Element is intended to guide the future development and redevelopment of public and private property.

Existing Land Use Map

The Existing Land Use Map (Figure 4 – 1) divides existing land uses in the community into several categories. These categories are representative of land use as it existed in May 2015 and do not necessarily reflect the current zoning district designation or the desired future land use pattern. Planning staff may update this map to reflect changes in land use.

The City's existing land use pattern helps guide future planning for a desired future land use pattern. This pattern shows a mix of established residential neighborhoods within the north central and northwest part of the city. A high presence of industrial development occurs along Verona and McKee corridor in the western part of the City with businesses scattered along the Fish Hatchery, McKee, and Verona corridors.

The southern two-thirds of the City is a mix of mostly agricultural and open space land. Rural residential neighborhoods are scattered throughout the southern portion of the City.

Past Land Use Trends, Supply and Value

Figure 4 - 2 provides the last 35 years of land use changes that occurred within the City. Developed land, as a percent of total land area in the community, increased by 4.8% from 1990 to 2000. Gross developed acres increased by about 1,100. Residential land use dropped as a percent of developed land use in the community despite adding almost 2000 dwelling units. Multifamily land use had a large decrease in its actual percent of the total; therefore single family development must have been developed at a higher density. The alteration is due to the net density of residential having increased over the past decade. Commercial land use increased from 3.4% of the total developed to over 7%.

Between 1980 and 1990, the City added 496 net acres for residential development to accommodate 1,362 additional dwelling units, a rate of 2.75 dwelling units (du) per acre. In the next decade, the City added 267 acres to accommodate an increase of 1,977 du's, which is a rate of 7.4 du/acre. If the City had, during the 1990 to 2000 time frame grown at the density of the prior decade (2.75 du/acre) the City would have needed an additional increase of 452 net acres or .71 square miles of land area to accommodate the lower dwelling unit per acre range. Using gross acres (adding streets, storm water and parks), it most likely would have required over 1000 acres of land area to handle the lower dwelling unit per acre range. This additional 1000 acres would increase the developed total to almost 29%, or almost 10% more than the prior decade. The higher density of the 1990 to 2000 is also seen in the following

Figure 4 - 1 EXISTING LAND USE MAP

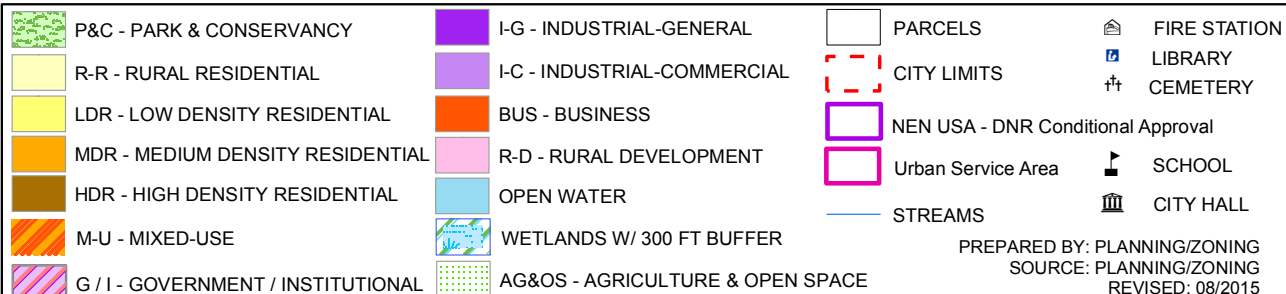
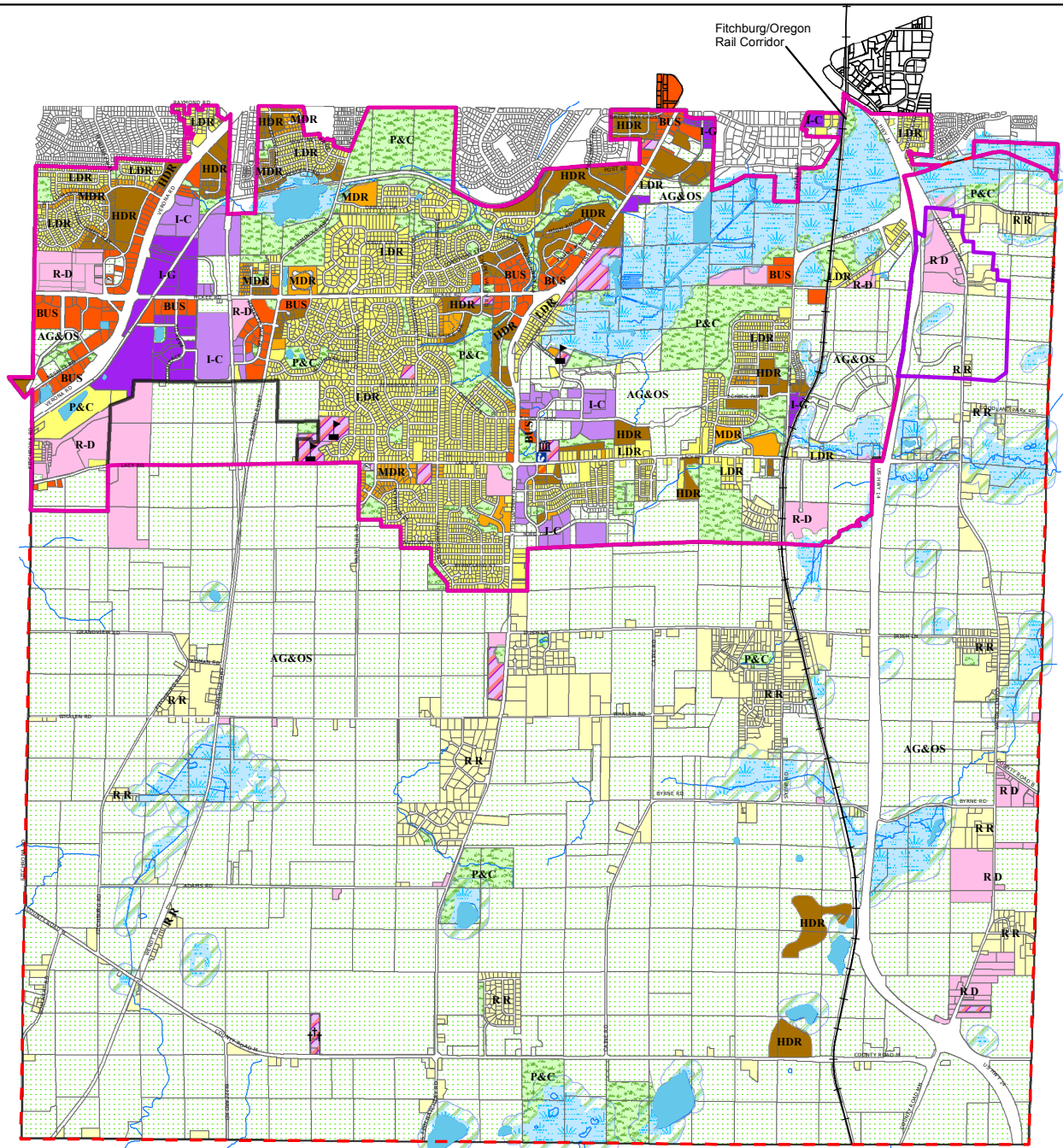


Figure 4 - 2: Land Use in the City of Fitchburg: 1970 - 2005

	1970			1980			1990			2000			2005		
	Acres	% Developed	Acres	% Developed	Acres	% Developed	Acres	% Developed	Acres	% Developed	Acres	% Developed	Acres	% Developed	% Developed
Residential	1,070.2	31.1%	1,541.1	43.9%	2,037.3	46.8%	2,311.5	42.5%	2,519.2	42.6%	2,519.2	42.6%	2,519.2	42.6%	
Single - Family	705.2	20.5%	1,079.5	30.7%	1,1561.5	35.9%	1,937.5	35.6%	2,076.1	35.1%	2,076.1	35.1%	2,076.1	35.1%	
Two- Family	15.3	0.4%	29.1	0.8%	62.5	1.4%	81.6	1.5%	83.4	1.4%	83.4	1.4%	83.4	1.4%	
Multifamily/ Group Quarters	46.6	1.4%	178.1	5.1%	398.9	9.2%	292.4	5.4%	359.7	6.1%	359.7	6.1%	359.7	6.1%	
Commercial	169.4	4.9%	87.4	2.5%	147.9	3.4%	381.1	7.0%	485.9	6.1%	485.9	6.1%	485.9	6.1%	
Industrial/ Extractive	78.5	2.3%	296.3	8.4%	429.9	9.9%	524.1	9.6%	526.6	8.9%	526.6	8.9%	526.6	8.9%	
Street ROW	985.1	28.6%	1,124.5	32%	1,341.1	26.0%	1,466.6	26.9%	1,526.6	25.8%	1,526.6	25.8%	1,526.6	25.8%	
Transportation, Communication, Utilities	244.4	7.1%	219.3	6.2%	220.7	5.1%	229.9	4.2%	226.1	3.8%	226.1	3.8%	226.1	3.8%	
Institutional	847.9	24.6%	157.3	4.5%	217.2	5.0%	285.1	5.2%	297.3	5.0%	297.3	5.0%	297.3	5.0%	
Recreation	49.3	1.4%	88.2	2.5%	167.5	3.8%	247.5	4.5%	328.2	5.6%	328.2	5.6%	328.2	5.6%	
Total Developed	3,444.8	100.0%	3,514.1	100.0%	4,354.6	100.0%	5,445.8	100.0%	5,909.9	100.0%	5,909.9	100.0%	5,909.9	100.0%	
Undeveloped Area	NA		18,512.0		17,743.7		16,699.2		16,239.9*		16,239.9*		16,239.9*		
Woodlands/Open Space/ Vacant	NA		2,864.7		3,506.5		4,824.6		4,832.2		4,832.2		4,832.2		
Crop & Pasture	NA		15,647.3		14,237.2		11,874.6		11,407.7		11,407.7		11,407.7		
Water	77.6		160.7		88.5		145.2		145.2		145.2		145.2		
Total Area	22,337.9		22,187.0		22,186.8		22,290.2		22,295*		22,295*		22,295*		
Developed as % of Total Area	15.4%		15.8%		19.6%		24.4%		26.5%		26.5%		26.5%		

Source: Dane County Regional Planning Commission for 2000 data, 1995 General Land Use Plan for 1970-1990, and City of Fitchburg Planning Department for 2005 data.

* Includes 5 acres annexed in 2006.

Figure 4 - 3, which compares total dwelling units in the community to the acreage they occupy.

Fitchburg appears to be following the County trend that residential development has become denser, but commercial and office development is continually less dense, due to creation of standard suburban business parks.

Figure 4 - 3: Dwelling Units/Acreage

Year	Total Dwelling Units (Du)	Residential acres	Du/acre
1980	5,323	1,541	3.45
1990	6,685	2,037	3.28
2000	8,662	2,304	3.76

Source: Dane County Regional Planning Commission

The increase in development over the years is portrayed in the increase of assessed values from 1990 – 2000 as well as the current assessed values in 2007. As a result of development, agricultural land is on the other end with declining values. It should be noted that after 2000 the State of Wisconsin mandated agricultural land to be assessed as use value, which is the cause of the drastic drop of assessed value from 1990 to 2000 in Agricultural land.

Figure 4 - 4: Total Assessed Values

Year	Residential	Commercial - Manufacturing	Agricultural
1990 *	\$410,305,331	\$214,651,808	\$30,189,286
2000 *	\$808,372,254	\$369,536,201	\$5,898,720
2007	\$1,571,047,900	\$737,630,200	\$2,280,100

* Adjusted inflation for 2007

Source: Assessor, City of Fitchburg

Existing and Potential Land Use Conflicts

Potential land use conflicts within the City revolve around the compatibility of different uses and ensuring that new development is compatible with the urban/rural interface. Development will be occurring at the edge of what is to be permanent agriculture or open space for years to come. The Right-to-Farm ordinances protect the farmers from nuisance claims.

Another potential conflict involves the utility companies in siting powerlines and substations within the City.



Land Use Demand

Dane County Regional Planning Commission has provided housing and employment information for the community for 2010, 2020 and 2030. Using this information,

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along with general goals and policies for the development of the community as determined by the Plan Commission, land use demand can be estimated. It should be understood that the figures in the following figures are estimates. Actual land use demand will most likely vary based on overall market conditions and management tools that the City may utilize to help assure that growth does not outstrip the ability of the community to provide services.

Figure 4 - 5: Forecasted Land use Demand

	2006 - 2009	2010 - 2014	2015 - 2019	2020 - 2024	2025 - 2029	Total
Residential (du*)	802	1,123	1,138	959	951	4,973
Residential (acres)	115	160	163	137	136	711
Business (acres)	70	69	70	79	79	367
Communication/ Utility/Inst. (acres)	10	11	12	12	12	57
Subtotal (acres)	195	240	245	228	227	1,135
Street (acres)	49	52	51	58	57	267
Storm Water (acres)	10	9	11	13	12	55
Park and Recreation (acres)	46	74	68	76	79	343
Total (2010 - 2030)		375	375	375	375	1,500
5-year flexibility factor						375
2010 available land in USA **						-787
Land required for expanded Urban Service Area (acres)						1,088
Remaining Agriculture/ Vacant Land (acres) ***	15,940	15,565	15,190	14,815	14,440	

* Dwelling Units

** 787 acres as of 2010 based off of projections from the 2005 land use inventory. Urban Service Area (USA).

*** Includes 5 acres annexed in 2006.

Source: Dane County Regional Planning Commission and the City of Fitchburg Planning Department

Residential demand is based on the total residential units expected to be constructed at a net density of approximately 7 units per acre. Net density is defined as the number of dwelling units divided by the number of acres zoned residential. 1,608 dwelling units were constructed from 2000 through 2005 and when added to the 4,973 du in the above table, will represent the total expected 6,581 du for the City of Fitchburg from 2000 to 2030.

Demand for business uses is often quite variable. The employment level in the following figure assumes that the City of Fitchburg will meet the employment demand for the community. This is unlikely, as Madison is a major employment center for the Dane County region, but attempting to provide the estimated jobs within the community allows for a better housing—jobs balance and persons have the ability to live closer to where they work. Estimated square footages are generally similar to planning levels used by the City of Madison, and the Floor Area Ratio (FAR) levels are similar to suburban development proposals within the City of Fitchburg. Office buildings in the City have been building at a FAR of over .33, therefore, if a higher FAR results, less land is likely to be used, while a lower

FAR will result in more land area being used. Given the variability of use within the business sector, a 15 % flexibility factor was added within the overall business acreage requirement.

Figure 4 - 6: Business Demand Calculation 2000 - 2030

Business Use	Persons	Sq ft/per	FAR	Acres
Management	3,480	275	0.28	78
Service	1,408	275	0.25	36
Sales - Office	2,154	500	0.22	112
Industrial	1,243	530	0.20	76
Total				302
15% flexibility factor				45
Business Total				347

Source: Dane County Regional Planning Commission and the City of Fitchburg Planning Department

Other land use factors generally follow past growth trends, except for park land. Park land was assumed to be dedicated at 65 percent of the required park space base, with the remainder to be covered by a fee in lieu of dedication. Often density increases as land use changes and no additional park land is provided, although fees in lieu of dedication are received. Recreation land has increased at a rate of 4.5 % in the 1990's.

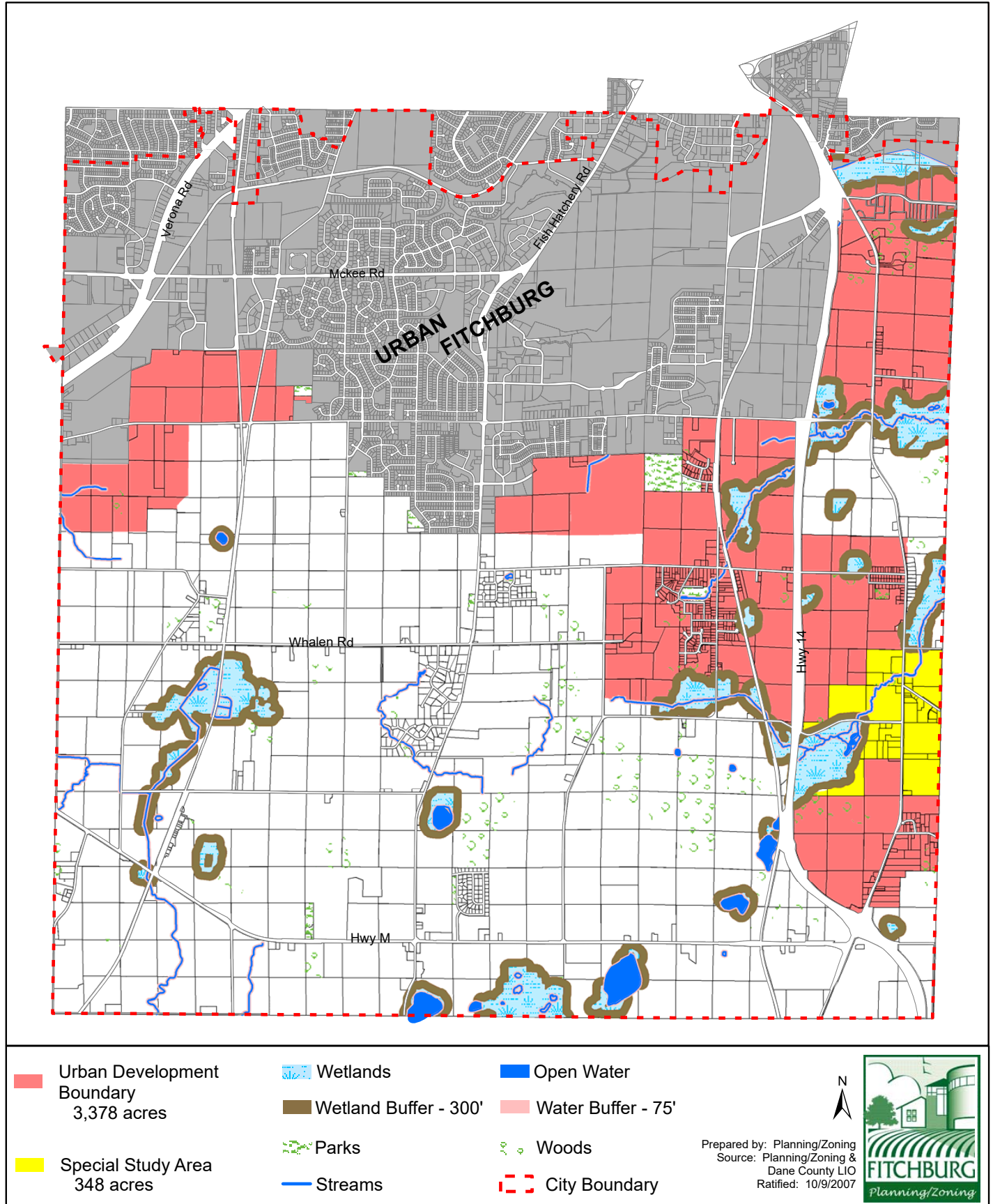
Future Urban Development Boundary

The City of Fitchburg realizes the importance of managed and orderly growth and is aware that the developable land within the current urban service area (USA) (787 acres as of 2010 based off of projections from the 2005 land use inventory) is short in meeting the City's future development projection of 1,875 acres to 2030. The City's future urban development boundary was created by the adoption of Resolution R-30-07 and R-89-07 around the goals of maintaining the coexistence of the urban and rural areas, creating attractive highly intensive transit oriented neighborhoods and improving the quality of older areas through maintenance and redevelopment, while maintaining the natural resources and high quality farmland that resembles the history of the City. The guidelines presented by R-30-07 were:

- It will be assumed that streams will be protected by a 75-foot or wider buffer zone, that wetlands within the current urban services area will be protected by a 75-foot or wider buffer zone, and that wetlands outside the current (2007) urban service area will be protected by a 300-foot or wider buffer zone.
- The proposed future urban development area (FUDA) boundary will favor development of land along the Fitchburg-Oregon rail corridor.
- The proposed FUDA boundary will favor protection of groundwater recharge areas.
- The proposed FUDA boundary will favor protection of high-quality agricultural lands.
- All parts of the current FUDA will be considered for inclusion in the proposed FUDA.
- The proposed FUDA boundary favors areas that can be sewered by gravity.

Figure 4 - 7

FUTURE URBAN DEVELOPMENT BOUNDARY



In creating the adopted (R-89-07) future urban development boundary, the Plan Commission and Common Council took into consideration the above factors and found that the devised long-term growth boundary represents the best balance of the competing issues. The boundary focuses the majority of the future development along the eastern rail corridor within the City, with southern extensions of both the Fitchburg Commerce Park and Fitchburg Technology Campus (Figure 4 - 7).

Future Urban Growth Area Neighborhoods

All neighborhood acreages are exclusive of mapped natural resources, buffers, and parcels less than 5 acres. A detailed site analysis and delineation of wetlands may increase the amount of natural resources within a neighborhood as presented on the map (Figure 4 - 8).

Northeast Neighborhood (612 acres)

The Northeast Neighborhood is generally bounded by Nine Springs Creek on the north, US Highway 14 of the west, The Town of Dunn to the east, and Swan Creek to the south.

There are two major natural resources within this neighborhood, the Nine Springs Creek and associated wetlands in the north and Swan Creek and associated wetlands in the south.



McGaw Park Neighborhood (525 acres)

The McGaw Park Neighborhood is generally bounded by the January 2004 Urban Service Area Boundary and Lacy Road to the north, the January 2004 Urban Service Area Boundary to the west, Swan Creek and US Highway 14 to the east, and the center of the existing power line easement to the south.

The major natural resources within this neighborhood are Swan Creek and associated wetlands located east of Syene Road.

North Stoner Prairie Neighborhood (307 acres)

The North Stoner Prairie Neighborhood is generally bounded by the January 2004 Urban Service Area to the north, east, and west, and Lacy Road to the south.

There are no major natural resources in this neighborhood.

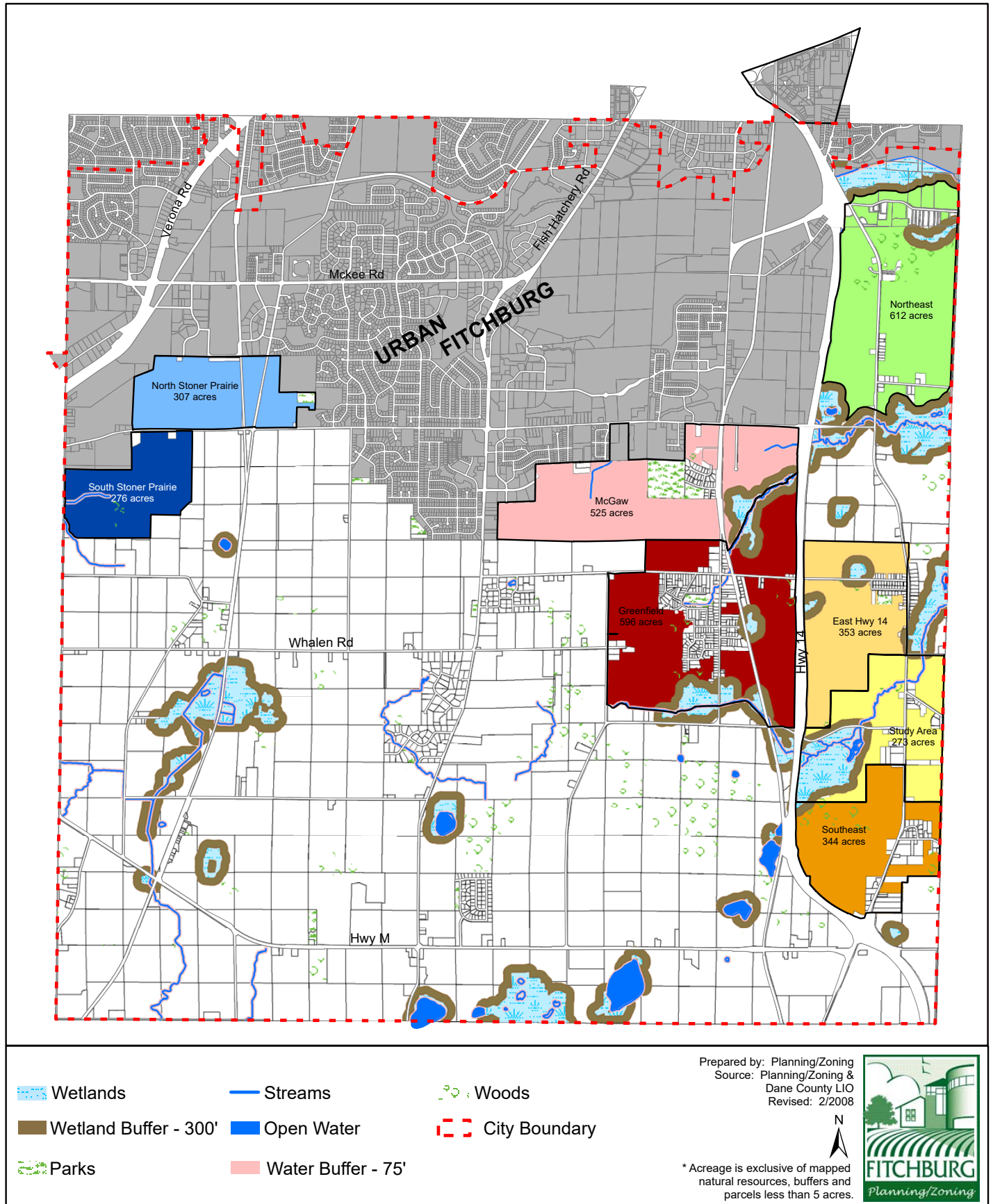
South Stoner Prairie Neighborhood (276 acres)

The South Stoner Prairie Neighborhood is generally bounded by the January 2004 Urban Service Area and Lacy Road to the north, a line approximately 2,000 feet west of S. Seminole Hwy to the east, the Town of Verona to the west, and a line approximately 1,300 feet north of Grandview Road to the south.

The South Stoner Prairie Neighborhood boundary may be moved to the east boundary of the north one half of section 18 if it can be shown that this land area can obtain gravity sanitary sewer service by sewer lines serving the South Stoner Prairie area. When making a decision as to whether or not to include this area, the Plan Commission and Common Council are to also assure that the area poses no

Figure 4 - 8

FUTURE URBAN GROWTH AREA NEIGHBORHOODS



conflicts with other principles outlined in the Comprehensive Plan, especially R-30-07.”

There are two unnamed streams in the southern portion of this neighborhood.

Greenfield Neighborhood (596 acres)

The Greenfield Neighborhood is generally bounded by the North McGaw Neighborhood and Swan Creek to the north, Caine Road to the west, State Highway 14 to the east, and Murphy Creek to the south.

There are two major natural resources within this neighborhood, the Swan Creek and associated wetlands in the north, Murphy Creek and associated wetlands in the south and an isolated wetland in the center.

East Hwy 14 Neighborhood (353 acres)

The East Hwy 14 Neighborhood is generally bounded by State Highway 14 to the west, a line approximately 1,300 feet north of Irish Lane to the north, Highway MM to the east and the separation of gravity flow sewer to the south.

Major natural resources within the neighborhood include two isolated wetlands along with Murphy Creek and associated wetlands to the far south and east.

Southeast Neighborhood (344 acres)

The Southeast Neighborhood is generally bounded by State Highway 14 to the west, the separation of gravity flow sewer to the north, the Town of Dunn to the east, and State Hwy 14 and the separation of gravity flow sewer to the south.

There are no major resources in this neighborhood; however, a major wetland lies to the northwest of the neighborhood.

Study Area Neighborhood (273 acres)

The Study Area Neighborhood falls within an area of the City that currently cannot be serviced by gravity flow sewer. The neighborhood is generally bounded by State Highway 14 to the west, East Hwy 14 Neighborhood to the north, the Town of Dunn to the east and the separation of gravity flow sewer to the south.

The major natural resource within this neighborhood is Murphy Creek and associated wetlands in the west and north portions of the neighborhood.

Because of one natural resource, existing transportation corridors (County Roads MM & B) and its location between two future development areas, this location needs to be further planned to determine how it should be handled in the future. Planning of this area will occur with either or both East Hwy 14 or Southeast Neighborhoods.



Urban Service Area Expansion – Neighborhood Plans

Prior to any urban service adjustment being considered or undertaken, a plan shall be accomplished for the neighborhood area in which the urban service adjustment may be anticipated. In determining whether to undertake a neighborhood plan,

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the City shall consider the following factors: the need for the neighborhood and related urban service adjustment in relation to existing urban service areas, or other neighborhoods approved, or anticipated, with staged urban service entry; the maintenance of the approved average maximum annual growth rate of 75 acres per year; ability to meet the resource and service needs in different geographic locations; the rate of completion of existing urban areas and neighborhoods; and infill and redevelopment pace or opportunities presented. The urban service adjustment will be the primary mechanism to assure compliance with growth policies established by the City and any neighborhood plan needs to fully appreciate such policies.

If a determination to proceed with a neighborhood plan is provided by the Plan Commission and the Common Council, the plan, along with any other special studies necessary to make appropriate determinations for any area to be urban, shall be accomplished by the City. Neighborhood plans will analyze, at a minimum, the natural resources environment, parks and open space, transportation and connectivity, storm water management and utilities, land use, integration with existing areas including the urban rural interface, and the goals, objectives and policies of the comprehensive plan to determine the potential for, or where, development should or should not occur within the neighborhood boundary. City costs will be recovered through a mechanism to be determined.

Land uses within the neighborhood plans will be an integration of compatible uses to incorporate a neighborhood charm in each development. A mix of residential development - low density, medium density, and high density - will be encouraged. Mixed use areas will include commercial, business, and residential units in higher density areas, to promote live-work areas and to offer day-to-day needs within a local neighborhood. Industrial uses will be within the designated commercial-industrial parks, which are areas that will not have a great impact on the livelihood of residential neighborhoods. Neighborhoods offering a more completely coordinated land use, open space, and transportation patterns will be more marketable to a greater diversity of residents, however it is also understood that characteristics of some neighborhoods may limit the creation of a full balanced neighborhood.

Staging of Urban Service Area Expansion

A key component of approving neighborhood plans will be the staging of urban service extensions among all neighborhood plans approved for future development. The neighborhood boundaries cover a vast amount of developable acreage so as to provide for a thorough study of service extensions, natural resource impacts and to determine compatibility and consistency of the proposed changes with adjacent areas and existing plans. Staging of urban service area expansion along with development plans within the neighborhood must be categorized for a 20-year period based on a maximum 75 acre per year development rate along with a 5-year flexibility factor. As new neighborhoods move forward with approval, the expansion of the service area, along with staging of development, needs to take into account all neighborhood proposals and the maximum average annual growth rate of 75 acres per year. The City understands that given the policy of urban service extensions that even after completion, some neighborhood plans will take numerous years to be brought into an urban service area; however a neighborhood plan is important to understand the

infrastructure, services and land use on a neighborhood scale.

Figure 4 - 9, Example of Urban Service Area Expansion Staging, portrays each 20-year time period having 1,875 acres of developable land available (20 years plus a 5 year flexibility factor each at a rate of 75 acres per year). The figure assumes development will be occurring at a maximum annual average rate of 75 acres per year (375 acres per 5 years). The staging of urban service area expansion shows that there is enough land within the future urban growth neighborhoods to accommodate growth out to 2060 based on developing at the maximum of 75 acres per year.

Every five years the Plan Commission will review the staging of urban service area expansion and make adjustments to accommodate the maximum 375 acres per five year development. Excess acreage from the previous five years will reduce the current proposed 375 acres by that amount, pushing urban service extensions out past 2054.

It should be noted that there are two 75 acres per year policies. The first is the 75 acres per year for the urban service area expansion as noted above. The second is the maximum average of 75 acres per year of development. The two policies are calculated two different ways; however they work together in accomplishing the vision of the Comprehensive Plan for preservation of agricultural land and compact development.

As stated above, the urban service area will be accommodated at 75 acres per year or 1,875 acres (which is 20 years and a 5-year flexibility factor at 75 acres per year). The 5-year flexibility factor is taken into account for landowners that may not want to develop their land at that given time period. Every five years, the Plan Commission will review the urban service area expansion to control the rate at which land is brought into the urban service area. Addition to the urban service area may exceed the 375 acres per 5 year average, but in no case shall there be more than 1,875 acres (20 years and 5-year flexibility factor) of available land in the urban service area or until the growth boundary is reached. If a situation occurs where the land brought in is greater than the 375 acres, the urban service area adjustment requests shall provide for a specific phasing plan such that no more than 375 acres is available for development in a 5-year period. Given this timing, it is possible that the urban service area boundary will meet the growth boundary by 2035.

The urban service area expansion is also controlled by other governmental agencies (Capital Area Regional Planning Commission and Wisconsin Department of Natural Resources as of 2009). Therefore, the land to be brought into the urban service area will need to be consistent with the established policies and decision making of those agencies.

The maximum average of 75 acres per year of development is calculated with the phasing of approved land divisions and rezoning and is controlled by the policies established within the Comprehensive Plan. Development is defined as residential, business, commercial, industrial, institutional uses, streets, stormwater systems, and parkland dedications. The phasing of neighborhood plans, land divisions and rezoning will control the maximum average of 75 acres per year of development. Planning staff will be calculating the average 75 acres per year of development on a

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rolling five year average based on approved land divisions and rezonings, along with future phasing plans. Realizing that some years may exceed that amount and other years less than that amount, overall the policy requires an average growth rate not to exceed 75 acres per year.

Figure 4 - 9: Example of Urban Service Area Expansion Staging

Neighborhood	Acreage **	2010 - 2029	2015 - 2034	2020 - 2039	2025 - 2044	2030 - 2049	2035 - 2054
Northeast	612	500	112				
McGaw	525	388	137				
North Stoner Prairie	307	200	107				
Greenfield	596		19	200	274	103	
South Stoner Prairie	276			175	101		
East Hwy 14	353					272	81
Southeast	344						294
2010 available land in USA *	787	787					
Total	3,800	1,875	375	375	375	375	375

* Based on 2005 land use inventory of 1,087 available acres and deducting an average development rate of 75 acres per year for 4 years to 2010. Urban Service Area (USA).

** Acreage is exclusive of natural resources, buffers and parcels less than 5 acres.

*** Expansion of the Urban Service Area will need to be consistent with the City of Fitchburg Farmland Preservation Plan to ensure that no development occurs in an area planned for farmland preservation within 15 years of the certification date of the farmland preservation plan.

Source: City of Fitchburg Planning Department

Zoning Districts

The City of Fitchburg adopted a Zoning Code (Chapter 22) in 1987 to regulate the use of land in the City. The Zoning Code has been the most efficient implementation tool in controlling rapid development demands along with limiting land use conflicts. The code is amended from time to time to reflect the changing land use situations within the City. In addition, the Zoning Map may be amended by the Plan Commission as deemed necessary based on strong analysis in improving the needs of the City. The Zoning Code will be one of the City's primary implementation tools of the Comprehensive Plan.

In 2010, the City of Fitchburg adopted the SmartCode District as an adjunct to the City of Fitchburg Zoning Code. The SmartCode was adopted to help implement the core principles of Smart Growth within the Comprehensive Plan. The SmartCode District provides a regulatory framework to enable the development of land using form-based and transect-based principles. Form-based zoning regulates land development with the most emphasis on controlling urban form and less emphasis on controlling land uses, though use regulation is still applied. SmartCode also places an emphasis on walkable neighborhoods, requiring a mixture of land uses (particularly residential, office and retail), public spaces and provides for pedestrian-

oriented transportation design.

Complete neighborhoods require a mix of land uses (residential, businesses, civic uses, etc.) and a mix of housing types and prices (single-family detached, townhouses, duplexes, apartments, etc.) arranged to provide a variety of living and working options within walking distance of each other. Current zoning codes segregate uses, often limiting the creation of complete neighborhoods. The SmartCode, a transect-based form-based code, is a tool that guides the form of greenfield or infill development into complete neighborhoods at the hamlet, village, or town scale.

Although Planned Development Districts (PDDs) offer the possibility of creating a complete neighborhood, they rely on unpredictable negotiations and do not have tested standards to guide development character. Complete neighborhoods depend on having a consistently good pedestrian experience. The prime determinant of the pedestrian experience is the quality of the streetscape: walkable streets are visually stimulating, while environments that are hostile or uninteresting discourage pedestrian activity. Specifically, the most important element of a good streetscape is quality frontage – the manner in which the public realm of the street and sidewalk meet the private line of the building face. The SmartCode prioritizes the pedestrian experience and creates a harmonious urban streetscape by closely regulating building frontages.

The Common Council may amend the Zoning Map to SmartCode New Community (SC-NC) or SmartCode Infill (SC-I) as deemed necessary to improve the needs of the City, advance the goals, objectives and policies of the Comprehensive Plan and meet the requirements of the SmartCode District. Lands zoned SmartCode and appropriately developed using its parameters, shall be deemed consistent with the goals, objectives and policies contained within Chapter 2 of the Comprehensive Plan.

Land Division

The City of Fitchburg Land Division Ordinance regulates the division of land within the City. Any division of land that creates not more than four (4) parcels or building sites requires the recommendation of the Plan Commission, the approval of the Common Council, and recording of a Certified Survey Map with the Dane County Register of Deeds. Creation of five or more lots within any five year period requires the recommendation of the Plan Commission, the approval of the Common Council, and recording of a preliminary and final subdivision plat. When the subdivider has a contiguous parcel of 35 acres or more of land under his/her control, a comprehensive development plan (CDP) is required to be approved prior to filing a preliminary plat for all land under the control of the subdivider. The ordinance also includes minimum design standards for street arrangements, frontage, and other required improvements.

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Rural Residential Criteria

The City of Fitchburg's Rural Residential Criteria (Appendix B) provides a system that manages rural development that is appropriate to community standards, preservation of agricultural land and limiting sprawl. A landowner may be permitted to create one lot for every 35 acres, utilizing 1979 as the base year as long as the house is sited in accordance with the Rural Residential Development Criteria and developed in accord with City policies. The land shall be deed restricted to not allow for more than one dwelling unit or non-farm for every 35 acres.

Architectural & Design Standards

The City of Fitchburg's Plan Commission acts as the Architectural & Design Committee. This committee reviews regulations on architectural and design standards as outlined within the Architectural Control Ordinance and parking regulations as defined in the Parking Requirements and Driveway Standards as regulated from the zoning code. These regulations allow great flexibility for applicants and the committee to tailor the standards to the specific site and location for commercial construction, reconstruction, or exterior alterations.

Single-family and two-family residential building and site design is briefly outlined within neighborhood plans, with formal reviews and approvals left to private parties. However, the City may exercise architectural and design review for Planned Development zoning projects containing single-family and/or two-family housing. Chapter 22 also provides some design and review guidelines.

The Zoning Code regulates the location, dimensions and size of all development and redevelopment.

The City of Fitchburg's Sign Code, as stated in the ordinance, provides standards to safeguard life, health and property, to eliminate hazards to pedestrians and motorists brought about by distracting sign displays, to preserve and improve the appearance of the City and to promote the public welfare by regulating and controlling the design, area, number, construction, location and installation of all signs. Sign applications are generally reviewed and regulated administratively.

Future Land Use Plan Map

The Future Land Use Plan Map, Figure 4 - 10, is presented as a general illustration of the policies of the comprehensive plan and is not intended to reflect every policy direction. The Future Land Use Map is to be used as a guide for future development for lands utilizing the zoning associated with the City of Fitchburg Zoning Code, except the SmartCode District. The map is intended to reflect community desires, control land use conflicts, and serve as a guide for local officials to coordinate and manage future development of the City. Changes from the existing land use map to realize this future land use pattern may occur if and when the private property owners make requests for rezoning, land divisions, conditional use permits, or other development approvals in accordance with appropriate phasing as determined by the City.

Current land uses that differ from the Land Use Plan Map, and which are under administrative review for expansions or alterations, will be reviewed in regards to following the applicable policies of the comprehensive plan to determine the precise land use potential of any site. In addition, certain proposed uses as shown on the land use map may see their location, size, and/or configuration altered as additional development plans are accomplished, such as neighborhood plans, infill and redevelopment studies, comprehensive development plans, special study areas and land divisions. It is not the intent to require an amendment to the comprehensive plan and its land use map for any alterations that may occur as a result of more detailed planning, as noted above, or mapping errors.

Six areas may be considered for an alternate land use than what is currently identified on the Future Land Use Map (Figure 4-10). First, in lots 53 & 54 Chapel Valley which is designated High Density Residential (HDR) may be considered appropriate for Medium Density Residential (MDR) land use levels. The second area is lot 1 CSM 4905 which is currently designated as High Density Residential (HDR), but may see land uses more appropriate with the Business (BUS) classification, provided that any businesses allowed at the site are compatible in scale and nature of operation with the residential character of the land area south of McKee Road to which it is most closely linked. The third area is the existing Fire Station #2 site, lot 1 CSM 6539, which currently is designated as Government/Institutional (G/I), but upon vacation of the fire/EMS use may be considered for a use consistent with the Business classification. The fourth area is an existing single family house on lot 16 Forsynthe Downs (east of Yarmouth Greenway, and north of McKee Road). The site is currently designated Park & Conservancy, but may be suitable for Professional Office (B-P) zoning provided an agreement between the city and property owner is reached regarding use and development restrictions to ensure low traffic impact users. The fifth area is the four tax parcels addressed as 2546 and 2556 S Fish Hatchery Road, which currently are designated High Density Residential, but which may, at the discretion of the Plan Commission and Council, be suitable for Industrial-Commercial (I-C). The sixth area is the I-C land use classification in the Arrowhead Plan. Due to its relationship to the I-G land use classification, some I-C land use designation areas may, by approval of the Plan Commission, change to the I-G designation provided that no negative effects are anticipated to nearby land uses.

As needs arise, certain facilities are required to service the community. These facilities are generally streets, utility facilities, storm water management systems, and park, open space and recreation, but may include other governmental facilities such as public safety, library or municipal administrative services. It is not the intent of the Future Land Use Map to completely identify each of these facilities; therefore, they may occur in most any land use category described below.

Land Use Categories

The majority of the classifications generally correspond to the non-SmartCode districts within the City's Zoning Ordinance. The classifications are not zoning districts and do not have the authority of zoning, however, the preferred land use map and classifications are intended to be used as a guide when reviewing lot splits, rezoning requests and additional development plans that are associated with non-

Land Use

SmartCode districts within the City of Fitchburg Zoning Ordinance. Current or future overlay zoning districts may provide additional land use regulations in these land use categories.

Land divisions, re-zoning requests and additional development plans associated with the SmartCode District, will use the Sector Plan Map, Figure 4-11, to guide future development and preservation locations. Sector Plans are discussed later in the Land Use Chapter.

A general description of each classification follows, however, these descriptions are not fully inclusive of all permitted or conditional uses allowed through the zoning code, and a conditional use may or may not be acceptable for the respective classification:

RURAL RESIDENTIAL (R-R)

The Rural Residential category includes existing single-family detached dwelling unit structures located outside the current urban service area in rural subdivisions. Minimum lot sizes for these unsewered lots are one acre per single-family unit. Rural Residential falls in the Rural Density Zoning District (R-R) and the Low Density Zoning District (R-L).

LOW DENSITY RESIDENTIAL (LDR)

This category includes single-family detached dwelling unit structures located inside the current urban service area along with churches, educational facilities, utilities, governmental facilities and other uses as approved on a conditional use basis. Allowable densities range from two to five housing units per acre. Low Density Residential falls in the Low Density Zoning District (R-L), Low to Medium Density Zoning District (R-LM), Planned Development Zoning District – General Implementation Plan (PDD-GIP) and Planned Development Zoning District-Specific Implementation Plan (PDD-SIP).



MEDIUM DENSITY RESIDENTIAL (MDR)

This category includes two-family housing, some multi-family housing and limited single-family housing along with churches, educational facilities, utilities, governmental facilities and other uses as approved on a conditional use basis. Allowable densities range from five to nine housing units per acre. Medium Density Residential falls in the Medium Density Zoning District (R-M), the High Density Zoning (R-H), Planned Development Zoning District – General Implementation Plan (PDD-GIP) and Planned Development Zoning District-Specific Implementation Plan (PDD-SIP).

HIGH DENSITY RESIDENTIAL (HDR)

All townhouses, buildings greater than 2 units with individual exterior entrances, and all forms of apartment buildings are included in this category along with churches, educational facilities, utilities, governmental facilities, correctional facilities and other uses as approved on a conditional use basis. The density is expected to be over 9 housing units/acre. High Density Residential falls in the High Density Zoning District (R-H and R-Ha), Planned Development Zoning District – General Implementation Plan (PDD-GIP) and Planned Development Zoning District-Specific Implementation Plan (PDD-SIP).

MIXED USE (M-U)

This category includes a variety of housing units, types and densities along with neighborhood scale retail businesses and offices, sometimes all located in mixed-use buildings. All buildings are set close to the sidewalk with doors and windows facing the street with parking located behind the building. In some instances, based on the Plan Commission's discretion, stand alone buildings may be permitted within a mixed use category depending on the comprehensive development plan for the area. Mixed Use falls primarily in the Planned Development Zoning District – General Implementation Plan (PDD-GIP) and Planned Development Zoning District-Specific Implementation Plan (PDD-SIP), although in some instances a General Business Zoning District (B-G) may serve some of the anticipated purposes.

GOVERNMENT/INSTITUTIONAL (G / I)

This category includes the City Hall, Community Center, Police Station, Fire Stations, Public Works Facilities and potential Library, along with future public centers. This falls under the General Business Zoning District (B-G). However, many zoning districts and land use categories accommodate government and private utility uses. Educational and religious facilities may be acceptable in some G/I designated areas, and could use residential zoning classifications, or as allowed by Professional-Office Zoning District (B-P) or the General Business Zoning District (B-G).

BUSINESS (BUS)

This category includes office buildings, office-showrooms, warehouses, and light industrial buildings that offer retail trade or services for individuals or businesses. In the zoning ordinance, business falls in the Professional Office Zoning District (B-P), the General Business Zoning District (B-G), the Highway Business Zoning District (B-H), Planned Development Zoning District – General Implementation Plan (PDD-GIP) and Planned Development Zoning District-Specific Implementation Plan (PDD-SIP). As planning becomes more detailed through Comprehensive Development Plans or other City planning activities, the business areas will become more refined as to which zoning district uses are accepted by the City. The City may also require the owner to limit or eliminate some allowable uses.

INDUSTRIAL-COMMERCIAL (I-C)

This category is for an aesthetically attractive working environment for offices, research and development institutions, specialized manufacturing, biotechnology businesses, banks and financial institutions, and accessory uses (educational/training centers, day care centers, restaurants, etc.) that are tailored to serve the workers within the district. Industrial-Commercial falls in the Specialized Industrial Zoning District (I-S), the Professional Office Zoning District (B-P), Planned Development Zoning District – General Implementation Plan (PDD-GIP) and Planned Development Zoning District-Specific Implementation Plan (PDD-SIP). The General Business Zoning District (B-G) may be acceptable for office and financial institutions.

INDUSTRIAL- GENERAL (I-G)

This category includes areas that are predominantly industrial in character. Industrial includes light manufacturing, transportation, assembly and wholesaling operations, and a limited number of retail and service establishments. In the zoning ordinance,

Land Use

Industrial-General falls in the General Industrial Zoning District (I-G), Planned Development Zoning District – General Implementation Plan (PDD-GIP) and Planned Development Zoning District-Specific Implementation Plan (PDD-SIP). The Highway Business Zoning District (B-H) may be acceptable for some light industrial or related uses.

RURAL DEVELOPMENT (R-D)

This category includes single family housing, utility substations, existing quarries, and commercial uses that have developed in rural areas, but is mainly intended for commercial uses that support agricultural production. In the zoning ordinance, Rural Development falls in the Rural Development Zoning District (RD), the Exclusive Agricultural Zoning (A-X), and the Small Lot Agriculture Zoning (A-S). As of October 12, 2010, no property shall be rezoned to the R-D district. Some pre-established uses under other zoning districts may be found in the R-D classification.

PARK & CONSERVANCY (P&C)

This category includes public parks, open water, DNR wetlands, major private open spaces and public recreation and open spaces such as playfields and golf courses.. In the zoning ordinance, Park & Open Space falls in the Park and Recreation Zoning District (P-R).

AGRICULTURE AND OPEN SPACE (AG&OS)

This category includes all agricultural uses, including the farm buildings and residences of the primary farm owners, some other limited single residences, DNR wetlands, open water and private open space. Certain passive recreational opportunities and hunting may occur in this area; except for public parks, it is not expected to accommodate active recreation, playfields, and related buildings or structures. In the zoning ordinance, Agriculture and Open Space falls in the Exclusive Agricultural Zoning District (A-X), the Agricultural Transitional Zoning District (A-T), the Small Lot Agriculture Zoning District (A-S) and the Park and Recreation Zoning District (P-R) in some instances. Rezoning shall be in compliance with the Rural Residential Development Criteria. Some areas are pre-existing R-D zoned land uses, which may be allowed.

COMPLETED STUDY AREAS

These areas have gone through a public planning process to produce a neighborhood plan, redevelopment plan, or aesthetic improvements plan which will help guide future development within these areas.

POTENTIAL NEIGHBORHOOD STUDY AREAS

Through a rigorous study, the City identified these areas as the long term (50 plus year) growth boundary for the City of Fitchburg. Prior to urban development and services being extended to these areas, the identified neighborhoods must go through the Neighborhood Planning process and be approved by the Capital Area Regional Planning Commission for urban extension.

Sector Plan

The Sector Plan Map, Figure 4-11, is comprised of open space and possible growth

areas. The map is to be used as a guide for future development and preservation locations to be zoned under the SmartCode District. Growth areas are intended for the development of Community Units and Transect Zones defined by the Articles within the SmartCode District.

Determination of sector designations were identified (and should be followed for any amendments) in the following sequence:

- 1) Preserved Open Sector (O-1)
- 2) Reserved Open Sector (O-2)
- 3) Infill Growth Sectors (G-4)
- 4) Infill Retrofit Sectors (G-5)
- 5) All remaining areas may be available for new development pursuant to New Community Regulating Plans submitted and approved in accordance with the SmartCode District, Article 3. These areas may be assigned to the Restricted Growth Sector (G-1), the Controlled Growth Sector (G-2), or the Intended Growth Sector (G-3) based on the criteria for each sector. Within these sectors, the Community Unit types of Clustered Land Development (CLD), Traditional Neighborhood Development (TND) and Transit Oriented Development (TOD), may be permitted to the extent set forth in the SmartCode District.

Sector designations as shown on the Sector Plan Map may see their location size and/or configuration altered as additional development plans are accomplished, such as community regulating plans, neighborhood plans, infill and redevelopment studies, special study areas and land divisions. It is not the intent to require an amendment to the comprehensive plan and its Sector Plan Map for any alterations that may occur as a result of more detailed planning. Areas not designated with a sector may see a sector designation added if a special study or neighborhood plan is approved prior to the submission of a community regulating plan.

Specific areas that may see alterations include the O2 designation on the Hammersley property in the western portion of the City and lands within the Northeast Neighborhood. The existing quarry on the Hammersley property has altered the topography, resulting in slopes over 12%. After reclamation of the property, slopes may be below 12% and suitable for development. The Northeast Neighborhood may see some development within the O2 designation of the NEN Green Space dependent on the boundary adjustment regulations within the Neighborhood Plan.

A general description and criteria to be mapped for each sector follows:

PRESERVED OPEN SECTOR (O-1)

This sector consists of Open Space that is protected from development in perpetuity. The Preserved Open Sector includes areas under environmental protection by law or regulation, as well as land acquired for conservation through purchase or by easement. The outline of this sector is effectively the Natural Boundary Line. The Preserved Open Sector shall consist of individual or aggregate areas of the following categories:

- a. floodplains
- b. parks
- c. conservation easements

- d. environmental corridor
- e. streams
- f. lakes
- g. wetlands
- h. associated buffers

RESERVED OPEN SECTOR (O-2)

This sector consists of Open Space, which specific resource studies have not been completed, however a conceptual study, with available GIS data, of Fitchburg's natural, cultural and historical resources has been recommended to be considered for future parks, recreation facilities and protected open space. Adjustments to the boundary will consider the resources present in the area including, but not limited to, wildlife corridors, soil capabilities, steep slopes, and tree cover (including understory habitat condition). The Reserved Open Sector shall consist of individual or aggregate areas of the following categories:

- a. steep slopes (12% +), not associated with an environmental corridor
- b. tree cover
- c. designated parks and open space from Comprehensive Parks & Open Space Plan
- d. adopted Northeast Neighborhood parks & open space
- e. adopted McGaw Neighborhood parks & open space

RESTRICTED GROWTH SECTOR (G-1)

This sector consists of areas that have value as Open Space or as Prime Soil or Statewide Significant Soils but nevertheless may be subject to some limited development. These areas have a very limited capability to support the infrastructure categories of the Infill Growth Sector (G-4) without seriously impacting the environmental categories of the Preserved Open Sector (O-1) and the Reserved Open Sector (O-2). Development in a G-1 Sector shall be consistent with the RRDC.

CONTROLLED GROWTH SECTOR (G-2)

This sector consists of locations that support Mixed Use by virtue of proximity to an existing or planned thoroughfares. These areas have a limited capability to support the infrastructure categories of the Infill Growth Sector (G-4) without impacting the environmental categories of the Preserved Open Sector (O-1) and the Reserved Open Sector (O-2).

Within the Controlled Growth Sector, CLD and TND shall be permitted by right.

INTENDED GROWTH SECTOR (G-3)

This sector consists of locations that can support substantial Mixed Use by virtue of proximity to an existing or planned regional thoroughfare and/or transit.

Within the Intended Growth Sector, possible Community Types are TODs and TNDs.

INFILL GROWTH SECTOR (G-4)

This sector consists of areas already developed primarily in a traditional Transect-based block pattern, in need of modification, or completion as Infill TND or Infill

TOD. The Infill Growth Sector shall consider the capabilities and impacts of the following systems:

- a. transit
- b. thoroughfare network
- c. water system
- d. sewer system
- e. stormwater system
- f. dry utility systems

INFILL REPAIR SECTOR (G-5)

This sector consists of areas already developed primarily as single-use disconnected conventional patterns, but that have the potential to be repaired, redeveloped, or completed in the pattern of Infill TNDs or Infill TODs as described in the SmartCode Zoning District. The Infill Retrofit Sector shall consist of individual or aggregate areas of the following categories:

- a. single-family subdivisions
- b. multi-family subdivisions or developments
- c. shopping centers
- d. power centers (big boxes)
- e. commercial strips
- f. business parks
- g. single-use campuses
- h. malls
- i. unwalkable thoroughfares

Figure 4 - 10

FUTURE LAND USE PLAN MAP

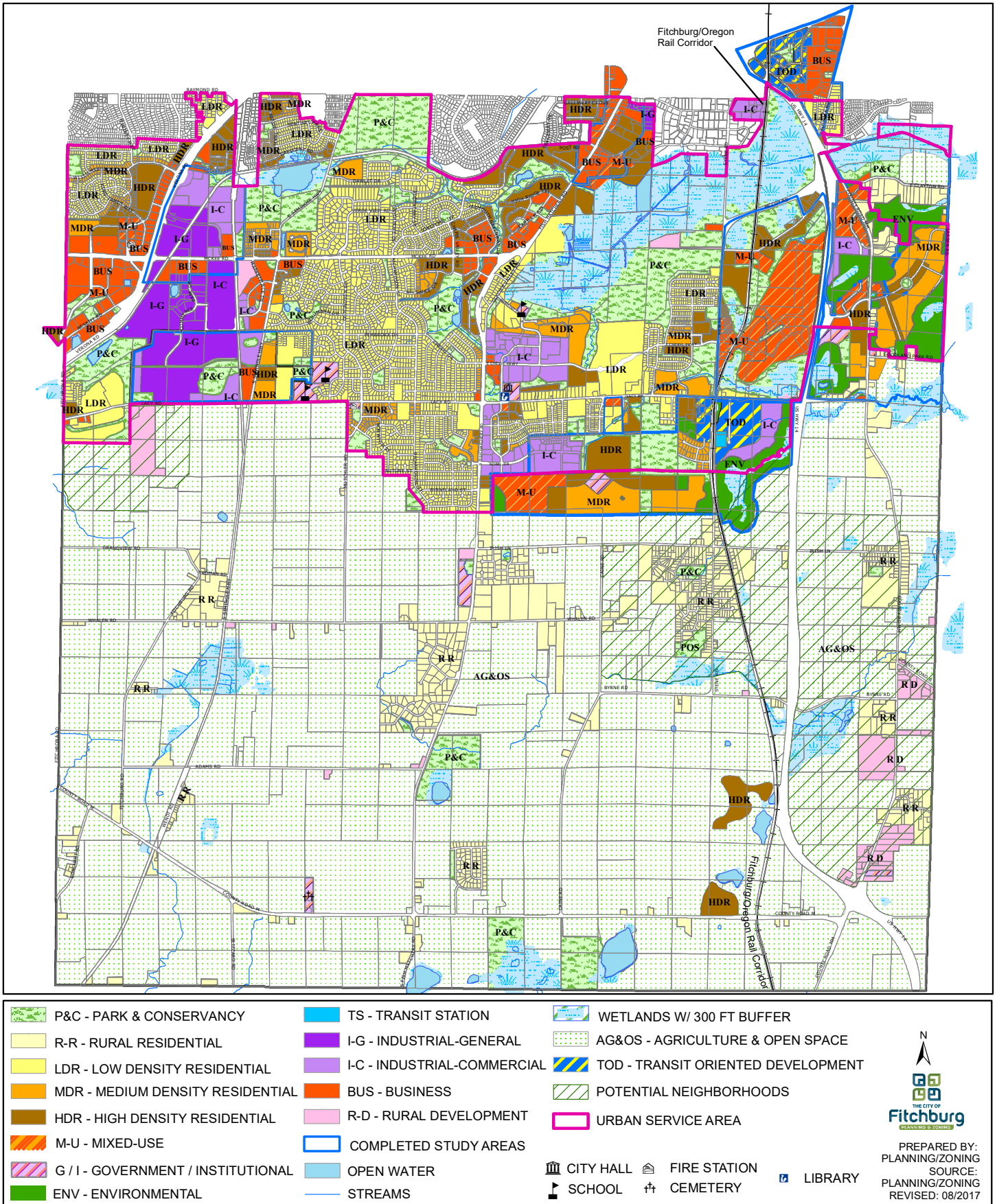
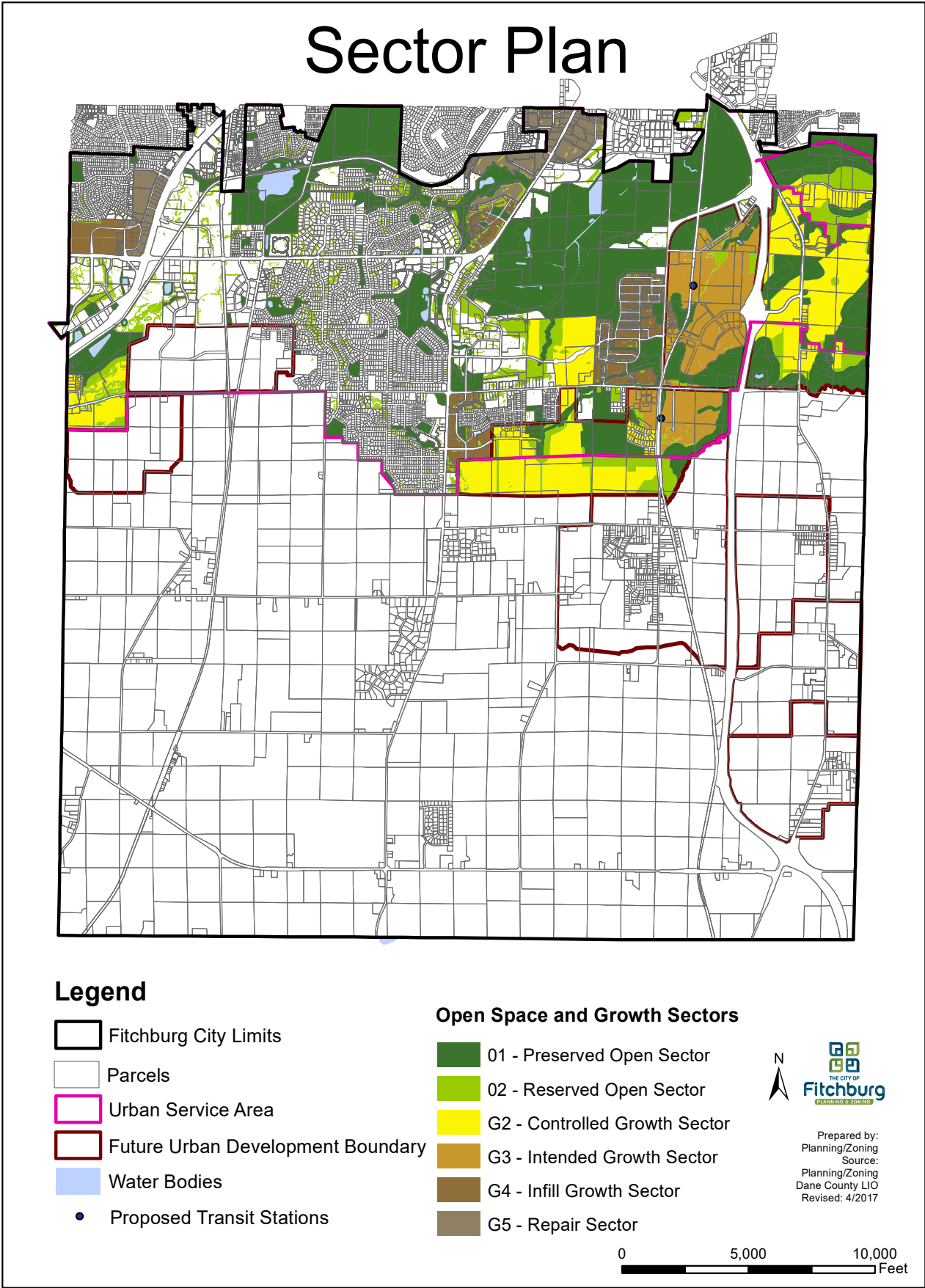


Figure 4 - 11



Redevelopment and Infill

The City of Fitchburg is unique in that it has a vast amount of raw land for new commercial and residential development. As a result, redevelopment and infill is easily overlooked. City officials have stated that redevelopment and infill is just as important as new development in meeting the City's future growth in jobs and housing. The City will be monitoring the extent of redevelopment and infill and could limit urban service expansions for "greenfield" development, if developers are neglecting the "brownfield" or infill sites.

The City has identified and studied two areas as potential redevelopment and infill. These areas include the North Fish Hatchery Road corridor and Nesbitt Road and Verona Road corridor.

The North Fish Hatchery Road Opportunity Study addresses the many challenges associated with the redevelopment of an aging commercial corridor to attract new investment by businesses, residents and community leaders. The plan is intended as a tool to guide short-term and long-term investment decisions by the City, public agencies, developers, business owners, property owners, and others that will minimize the impacts of uncoordinated planning decisions and parcel by parcel development.

The Nesbitt Road and Verona Road Planning Study, approved by the Planning Commission, examined the characteristics of the area to ascertain what, if any, improvements to the area should be made. The study set a baseline for architectural standards within the corridor along with integrating both land use and transportation elements.

The Southdale Neighborhood, while currently in the Town of Madison, provides significant infill and redevelopment options to be considered since this neighborhood will transfer to the City of Fitchburg by 2022. Situated along County MM near USH 12/18, this neighborhood provides significant opportunities for office, commercial, and industrial opportunities. Existing residential may also see some rehabilitation and even expansion opportunities. Fitchburg has approved the creation of a Town Tax Increment District for a major part of this area provided the City approves a comprehensive development plan.

The City of Fitchburg will continue to study and provide various incentives for the re-use or more intensive use of locations that were not previously developed, locations that have been built upon but cleared and locations that are underutilized or highly deteriorated. It is difficult to determine the location or timing of redevelopment and infill, which is based on market trends and private developer intentions; however, the City will take the initiative in preparing redevelopment plans and offering incentives through planning and zoning, buying, preparing, and reselling property, and improving roads, utilities and parks. The City can be expected to create studies dealing with additional infill and redevelopment opportunities.

Environmental Corridors

This plan sets forth environmental corridors and buffers to better protect, and possibly enhance biological and water quality components of streams, wetlands and their related habitats and water bodies. For wetlands outside of the current (2007) urban service area the environmental corridors may be altered by action of the Plan Commission and Resource Conservation Commission, where the following minimum criteria are met:

- The minimum 300 foot environmental corridor or buffer zone may be reduced to a minimum of 100 feet for wetlands that: are isolated wetlands not related to a navigable or non-navigable stream, a pond, a lake or is a wetland area that is not an alteration of or relevant to a wetland shown in figure 4-1.
- The minimum 300 foot environmental corridor or buffer zone may be reduced to as low as 75 feet if the wetland meets (A), above, and is also a degraded or farmed wetland. Degraded shall mean that over 90% of the surface cover of the wetland consists of invasive species as identified by the WIDNR, or was replaced by agricultural crops. In exchange for a reduced buffer, it is expected that the wetland will be restored, particularly in an urban situation. If the wetland is restored it is not expected that the buffer will be increased due to the restoration.
- Current (2007) buildings and farmsteads and the immediately related lawn or use areas are to be excluded from the buffer area. Any new building within the excluded area is to be at least 75 feet from a wetland. Any replacement construction is to be at least 75 feet from a wetland, unless such a distance provides a unique hardship.
- The minimum 300 foot environmental corridor or buffer may be increased where the wetland contains unique, threatened or endangered species or community such as, but not limited to, shrub carr, southern sedge meadow or calcareous fen. Or, it is a wetland that is related to or part of a stream or lake complex that is upstream of a wetland complex that contains a unique, threatened or endangered species or community such as, but not limited to shrub carr, southern sedge meadow or calcareous fen.

Land uses allowed within the established environmental corridors or buffers are to generally follow guidelines established by the Capital Area Regional Planning Commission (CARPC). Generally, it is not the intent of the environmental corridors or buffers to prevent or obstruct the necessary maintenance, expansion or construction of storm water management facilities (such as retention or detention ponds or infiltration basins), major underground utilities or major transportation facilities which serve to provide system continuity or are necessary to serve areas outside of the corridors. Encroachment into the buffers should be limited, with high level erosion control and native vegetation restoration. In addition, park shelters, access structures and recreation trails may be allowed. If there is a trail in a buffer, at the minimum 75 foot width, the trail should be located as far from the wetland as practicable. Park shelters should not be located in the 75 foot minimum width buffer. However, in buffers of 300 feet or more in width such facilities are

to be located to not cause damage to the wetland, and, where practicable, be at least 150 feet from the wetland edge. Depending upon the number and extent of utility easements or facilities for a particular buffer, its width may need to be increased to appropriately handle the easements or facilities and the effects to the natural resources that the easements or facilities may have.

In urban areas, it is strongly suggested that as development near the buffer occurs, the first 100 feet at a minimum of a 300 foot or greater wetland buffer be native vegetation, such as prairie grass with related oak openings. Buffers at 100 feet or less in width are encouraged to use native vegetation through out the buffer area as long as it does not conflict with other facilities. Existing woodlots within the buffer are to remain with enhancement encouraged by removal of invasive species and other forest management or restoration methods. Agricultural production is allowed within the corridor, but it is preferred that the activity be organic. In the urban service area the City may require organic agriculture with the level of organic agriculture determined by the Resource Conservation Commission. Appropriate filtration strips for agriculture practices are to be put in place. New residential, commercial or industrial land uses and their related facilities (such as decks, patios, swimming pools, hard surface sport areas, parking lots, driveways and the like) shall not be located within an environmental corridor or buffer zone and any disturbance of natural vegetation kept to a minimum, with native vegetation restoration encouraged. The Plan Commission, in approval of plans for a property, will consider allowable buffer uses and may require restoration to greater levels than those noted in this plan.

Intergovernmental Agreement

In 2022, the City of Fitchburg will obtain a portion of the Town of Madison through a 2003 Intergovernmental Agreement. The area to be attached to Fitchburg is the land located east of US Highway 14 to Rimrock Road and South of the Beltline (US Highway 12 & 18), and the Zimbrick car dealership at the Southwest corner of the beltline and Fish Hatchery Road.