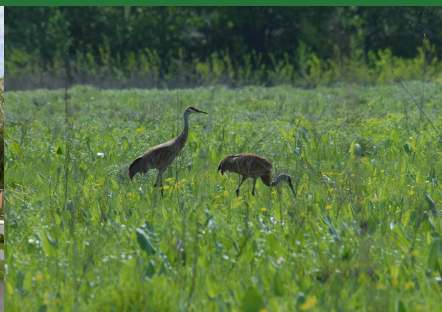




City of Fitchburg Comprehensive Plan



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Acknowledgments

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Agricultural and Rural Affairs
Board of Public Works
Broadband Telecommunications Commission
Citizen Advisory Committee
Commission on Aging
Community and Economic Development Authority
Parks Commission
Police and Fire Commission
Public Safety and Human Services
Resource Conservation Commission
Transportation and Transit Commission

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Introduction



Plan Purpose

This work represents the Comprehensive Plan for the City of Fitchburg and is accomplished to meet the requirements of the State of Wisconsin “Smart Growth” law, WI Stats 66.1001. While meeting the provisions of the “Smart Growth” law, the plan also addresses the unique characteristics of Fitchburg and provides a vision and model for sustainable and regenerative growth. Not simply addressing population and business growth, the plan provides for a development pattern that recognizes the preservation and regeneration, where necessary, of the natural systems often affected by human activity. From the start, the plan represents a framework to focus on development in forms and locations most suitable for the protection of critical resource systems. Human activity in general, and development in particular, always provides some type of impact and this plan recognizes the critical need for strategies to regenerate and mitigate impact for affected resource systems. This approach evolves around the comprehensive plan’s main focus as an environmental ethic.

It is recognized that while the United States, and the world as a whole, is seeing an era of declining resources, opportunities are present to create a development guide that will provide for wise use of the resource system base, resource protection and even enhancement of affected resource systems. The plan is predicated that an ethic of conservation will lead to efforts that respect energy, water and the natural systems. As President Theodore Roosevelt once said, “I recognize the right and duty of this generation to develop and use the natural resources of this land...; but I do not recognize the right to waste, or to rob, by wasteful use, the generations that come after us.” This statement provides the solid foundation for which this smart growth comprehensive plan builds upon.

The Green Tech Village (GTV) Plan (2002) created a design framework for sustainable development within a 450 acre area of the City of Fitchburg. That plan area was created in 1998, through the Nine Springs Neighborhood Plan, and the GTV area added the sustainability component to the overall neighborhood plan. This plan differs from the GTV, in that the basic framework and locations for development are given consideration based on the effect on the natural systems.

In order to obtain up-to-date information about the views of Fitchburg residents and businesses on the future state of the community, the Survey Research Center at the University of Wisconsin-River Falls in conjunction with UW Extension conducted a survey regarding land use issues within the City. Survey results, displayed in the City of Fitchburg Comprehensive Planning Survey Report, were used to guide the process in determining the future direction of the community and preparing this Comprehensive Plan. Between September and December of 2005, 10,673 Fitchburg households along with 527 businesses located in Fitchburg received a survey requesting input on land use issues. In general, respondents agree that new developments should occur next to areas that have already been developed. Not only do they prefer to see growth slow or be severely restricted, they also prefer compact development. Survey results are used throughout this plan where appropriate.

The first portion of the plan, the introduction, provides forecasts that were considered when determining the growth potential of the community. The second portion of the plan represents goals, objectives and policies for the comprehensive plan elements: land use, natural, agricultural, and cultural resources, housing and economic development, transportation, utility and community facilities, and intergovernmental cooperation. Next, an evaluation of existing issues and opportunities present a guide for directing human impacts. Finally, background information is provided for all elements presented within the goals, objectives and policies section of the comprehensive plan, along with an implementation section.

Planning Area

The City of Fitchburg is located in southern Dane County and can be accessed by US Highways 14 and 18/151, and County Highways D, PD, M, and MM. The City adjoins Madison to the south, and is 76 miles west of Milwaukee, 135 miles northwest of Chicago, IL, 95 miles east of Dubuque, IA, and 273 miles southeast of Minneapolis/St Paul, MN.

Fitchburg is located in the Yahara River Basin on moraine created during the last ice age. Here glacial deposits dammed up large preglacial valleys and formed a chain of large lakes and wetlands, including Fitchburg's Lake Barney. The glacier helped form many of the natural resources the City enjoys today. As the glacier retreated, the Yahara River and its tributaries, including Nine Springs, Swan and Murphy's Creeks, were formed. The fertile soils deposited in the river valley contributed to the successful establishment of agricultural activities in the Fitchburg area during the mid-1800s.

Settled in 1837, Fitchburg was first known as the Town of Greenfield in 1847. In 1853, the town was renamed Fitchburg after a City in Massachusetts. Early growth in the township took place at several locations, including the stagecoach and railroad stops of Oak Hall, Lake View, Fitchburg and Syene.

While agriculture played the major role in the town's early development, the town grew rapidly after 1960 due to its proximity to Madison. The population topped 4,000 in the late 1960s as residential and industrial development dominated. In 1983, the Town of Fitchburg became a City. At that time, Fitchburg had a population of more than 12,000. By 2000, the City had grown to a population of more than 20,500. Employment in Fitchburg is balanced between manufacturing jobs and retail-service jobs in the City's commercial-industrial districts along Highway 18/151 and Fish Hatchery Road. In 2002, the businesses within Fitchburg provided more than 5,500 jobs. Crop and pasture land continues to decline due to the advance of urbanization, and in 2000 made up about 53% of the City's area, and in 2005 about 51% of the City's total area.

Also included in the planning area, but not currently part of the City of Fitchburg, is a portion of the Town of Madison that will go to Fitchburg under a joint agreement between the City of Madison, Town of Madison and City of Fitchburg. The land areas to come to Fitchburg at the end of the protected period (2022) is the

area of the Town of Madison between Rimrock Road and USH 14 south of the Beltline Highway, and a portion of land area at the northwest corner of the Fish Hatchery Road—Greenway Cross intersection. This land area is substantially urban, although some vacant parcels exist, and some urban redevelopment is occurring. Additionally, there are areas where redevelopment should be a factor within the timeline of this plan. The Northeast Neighborhood is currently one proposed area for future development within the City. This proposed area is in keeping with the 1984 and 1995 Land Use Plans, which identified the Northeast Neighborhood as a possible area of future urban service area expansion and potential development. The Northeast Neighborhood plan will reflect the goals of the Future Urban Development Areas (FUDA) study and this Plan to provide sound and cost effective areas for urban development.

Public Participation

The Public Participation Plan was created to ensure comprehensive public involvement in drafting the comprehensive plan. The adopted January 2003 plan called for 34 public meetings; however the Common Council amended the Public Participation Plan to add additional meetings, open houses, and charrettes as necessary to ensure that members of the public and specialized committees were given several opportunities to comment and help direct the drafting of the Comprehensive Plan.

By the adoption of this Plan, the city held 13 public open houses, three charrettes, over 70 committee meetings, five Citizen Advisory Committee meetings, and seven public hearings.

Forecasts

Demographics

In order to plan adequately for housing production and employment needs in the City on a long-term basis, future demand must be accounted for. City forecasts were developed using data from the Wisconsin Department of Administration - Demographic Services Center population projections for Dane County from 2000 to 2030. The Dane County Regional Planning Commission report was also used to obtain and project these factors into the future.

Figure 1 - 2: Forecasts (2000 - 2030)

	2000	2010	2020	2030
Population	20,501	25,477	30,431	35,386
Labor Force (> 18 years old)	12,340	15,495	18,392	20,625

Source: U.S. Bureau of the Census, Wisconsin Department of Administration and Dane County Regional Planning Commission

Introduction

Land Use

The following table displays estimated land use demands for the City through 2030. It should be understood that the numbers presented here are only estimates. Actual land use demand will vary based on overall market conditions as well as management tools that the City may enact to ensure that the community grows in accordance to community services. Estimated land use demand provides a stronghold for the vision of the community and guides the goals and policies upon which this smart growth plan is created.

Figure 1 - 3: Forecasted Land Use Demand

	2006 - 2009	2010 - 2014	2015 - 2020	2021 - 2025	2026 - 2030	Total
Residential (du*)	802	1123	1138	959	951	4973
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	1135
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	1500
5 year flexibility factor						375
2010 available land in USA**						-787
Land required for expanded Urban Service Area (acres)						1088
Remaining Agricultural/ Vacant Land ***	15,940	15,565	15,190	14,815	14,440	

* Dwelling Units (du)

** 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

Statement of Vision and Goals

The City of Fitchburg is a residential and employment hub of Dane County with an active agricultural community. Urban Fitchburg provides housing opportunities for all people and supports a diverse economy. Rural Fitchburg supports an active economy of agriculture and ag-based businesses. Fitchburg is a growing community

Introduction

and recognizes that balancing urban and rural interests will require a focus on infill and redevelopment opportunities while planning for managed and orderly growth.

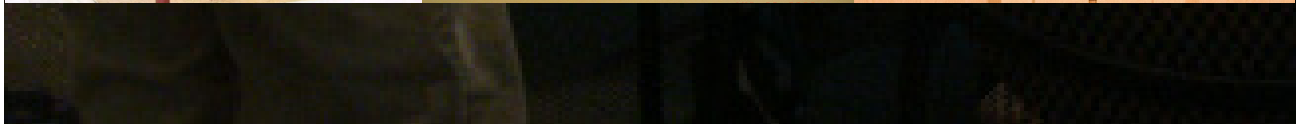
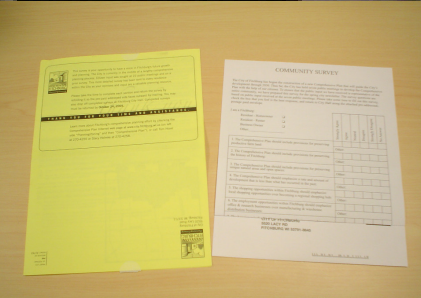
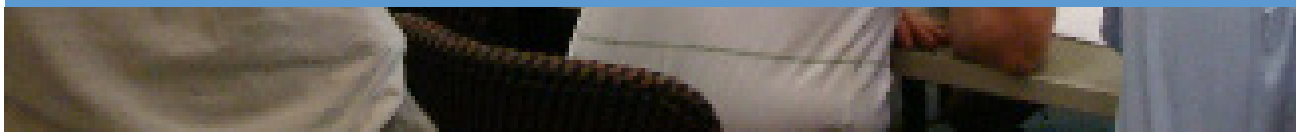
Respectful of its past, its unique natural areas, and its agricultural heritage, Fitchburg's government recognizes the values of the community - our citizens. Fitchburg desires to develop its sense of place, through both the design of its urban form and the development of places that encourage our citizens to interact. Fitchburg recognizes that the movement of people between these gathering places, homes, and businesses is important to vital community. Fitchburg will strive to minimize the traffic impacts from development and encourage multiple forms of transportation throughout our community.

The goals, objectives and policies from each element of this Comprehensive Plan help guide the vision and provide policy guidance that the Common Council, Plan Commission, residents, developers and other interested groups need to guide the future preservation, development, and redevelopment of Fitchburg for years to come.

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Goals, Objectives and Policies





Land Use

The land use challenge for Fitchburg will be to maintain the coexistence of the urban and rural areas, to create attractive highly intensive transit oriented neighborhoods and to improve the quality of older areas through maintenance and redevelopment, while maintaining the natural resources and high quality farmland that represents the history of the City.

Goal 1: Preserve and enhance the natural and agricultural resources and features of the City.

Objective 1: Follow a pattern for development consistent with the long term urban growth map and its related phasing plan.

Policy 1: Focus development along the Fitchburg—Oregon (east) rail corridor.

Purpose: Plan development along a mass-transit corridor.

Policy 2: Focus development in areas that can be serviced by gravity flow sanitary sewer.

Purpose: To reduce the costs of the City taxpayer from the maintenance of lift stations.

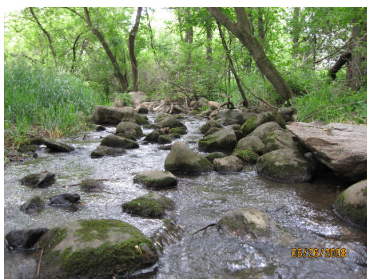
Policy 3: Focus development away from high quality agricultural lands, by following the urban growth boundary map.

Purpose: To maintain quality farmland for future agricultural use and as an infiltration area.

Policy 4: Preserve the rural character of land areas outside of the current urban service area, or the planned growth areas.

Purpose: To maintain the characteristics and quality of the rural community.

Policy 5: Retain the rural character within the planned growth areas until such time as a neighborhood plan is adopted and the land is added to an urban service area, at which time growth shall be consistent with the neighborhood plan.



Objective 2: Protect environmental resources from development by promoting sustainable development and revitalization.

Policy 1: Provide for a minimum 75 feet environmental corridor or buffer zone to protect manageable stream areas. Distance measurements will be consistent with Capital Area Regional Planning Commission policy. Neighborhood plans may provide for an environmental corridor width greater than 75 feet.

Goals, Objectives, and Policies - Land Use

Policy 2: To protect wetlands, and the biological components of wetlands and related water bodies, provide for a 75 foot environmental corridor or buffer zone within the current (2007) urban service area and a 300 foot environmental corridor or buffer zone outside of the current (2007) urban service area. The environmental corridor or buffer zone is measured out from the wetland edge. For wetlands outside the current (2007) urban service area the environmental corridor or buffer width may be altered by the Plan Commission and Resource Conservation Commission in accord with the guidelines set forth in section 4, Land Use, of this Comprehensive Plan.

Policy 3: Favor protection of groundwater recharge areas.

Policy 4: Examine hydric soils and hydric inclusions for situations in order to regenerate wetlands previously destroyed by human activity.

Policy 5: Examine the impact of development on existing wetlands and promote the re-establishment and re-generation of wetlands and related natural systems when and where appropriate.

Policy 6: Where appropriate, obtain private or public funding to upgrade and improve wetland quality.

Policy 7: Protect life and property by not allowing development near or in identified floodplains.

Policy 8: Implement a Plan for Open Spaces and Recreation consistent with this plan which will assist policy makers with future open space decisions.

Goal 2: Develop a compact urban community that is visually and functionally distinct from its rural and agricultural community.

Objective 1: Promote infill, reinvestment and redevelopment of land and uses.

Policy 1: Infill, reinvestment, or redevelopment areas should be in accord with a plan adopted by the City. One such plan currently in place is the “North Fish Hatchery Road Opportunity Analysis and Concept Planning”. Prior to offering any incentives for redevelopment, the City should have approved a plan, properly vetted through a public process, to guide policy makers in the decision making process.

Policy 2: Plans for infill, redevelopment or reinvestment shall, where appropriate transit service exists or is to be provided, be based on the principles of mixed-use transit oriented development.



Goals, Objectives and Policies - Land Use



Objective 2: Restore underutilized, blighted, or underdeveloped properties within current commercial and residential neighborhoods.

Policy 1: The City should engage in redevelopment studies within areas showing blight, economic despair, and commercial areas with low floor area ratios.

Policy 2: A plan for redevelopment is to be required prior to the use of any public funds in order to properly guide City resources.

Policy 3: Community Economic Development Authority and the Plan Commission will study revitalizing despairing neighborhoods and study funding options to assist in the refurbishment of the neighborhoods.

Objective 3: Preserve open space, natural areas, and rural and agricultural land by promoting compact development that contains a logical and sustainable mix of uses and building types.



Policy 1: Neighborhood Planning will generally provide for a land use arrangement that accommodates a range and mixture of housing and business options.

Policy 2: Neighborhood planning is to be sensitive to the context provided by existing environmental resources, and land uses.

Policy 3: Land uses within the neighborhood plans will be an integration of compatible uses to incorporate a neighborhood feeling in each development. Commercial and residential units will be mixed in higher density areas, to promote live-work areas and to offer day-to-day needs within a neighborhood. Industrial uses will be within the designated business areas and designed to limit impact to the livelihood of residential neighborhoods. Mixed use areas are to be promoted. Business uses should move toward such mixed use areas or be a high density balanced developments rather than land extensive business parks.



Policy 4: Retain the rural landscape of Fitchburg by limiting development outside of the urban service area to that which is consistent with the Rural Residential Development criteria.

Policy 5: Non-residential development outside the urban service area is to be limited to those in areas already appropriately zoned for the intended use. Structures existing as of August 2015 may have a permitted or conditional land use under zoning, provided the intended use is consistent with other aspects of the plan. Establishment or expansion of any non-residential uses, in areas appropriately zoned, provide the appropriate context for the use. If allowed, the use will need to provide proper storm water management and other impact mitigation measures.

Goals, Objectives, and Policies - Land Use

Objective 4: The City is to complete and adopt neighborhood plans based on established criteria, consistent with the phasing plan, as a basis for City judgments or activities for the relevant neighborhood area.

Policy 1: The neighborhood plans will analyze the natural resources, environmental situation, transportation connections, storm water management, and utilities to determine the potential as to where development should and should not occur within the boundary.

Policy 2: The neighborhood plan will evaluate and examine the effects of proposed development to the natural and environmental systems, as well as the social and cultural systems. From this, a land use pattern is to be created consistent with this comprehensive plan.

Policy 3: Development, on average, should not exceed 75 acres per year. Development as defined here is to include residential, business-commercial, industrial, institutional uses, streets, stormwater systems, and park land dedications.

Policy 4: The neighborhood plan shall cover an area large enough to be considered a logical unit for service provision and to determine compatibility and consistency of the proposed change with adjacent areas and existing plans. This area may be substantially larger than the area that is requested for inclusion in the Central Urban Service Area.

Policy 5: Neighborhood plans with urban service area expansion requests must include 5-year staging boundaries.

Objective 5: Extend utilities and infrastructure in a way that balances market demand with an average annual growth rate not to exceed 75 acres per year, and using existing and proposed infrastructure in an efficient manner.

Policy 1: Manage the outward growth of utilities, infrastructure, and land development by following the phasing of the Urban Development Boundary Map.

Policy 2: The City will seek expansion of the urban service area when there is demand for serviced land for housing and businesses, it is feasible to extend sewer and water lines to a new area and the action will be consistent with the phasing recommendations of this plan, and an expected average annual growth rate not to exceed 75 acres per year.

Policy 3: Plan land use along road corridors in a manner supportive of the functional classification of the road.

Objective 6: Promote development in areas that encourages options to alternative transit modes.



Goals, Objectives and Policies - Land Use



Policy 1: The City will seek to develop transit-oriented development along the eastern rail corridor, and existing bus routes, by planning high density mixed-uses around current or future transit stops.

Policy 2: Transit-oriented development will be focused within the SmartCode or other appropriate zoning districts and traditional neighborhood designs.

Policy 3: Provide for adequate connectivity of all mode choices among residential areas, employment centers and commercial areas.

Objective 7: Control the rate of new development outside the current urban service area.

Policy 1: A decision to precede with any new neighborhood plan needs to consider complications that may be presented to the overall growth policies (on average a max of 75 acres per year) in place.

Purpose: Best way to limit conflict and to assure the ability to service is to develop on a neighborhood basis and therefore it may be appropriate to limit the number of approved neighborhood plans at any one point.

Policy 2: Provide for a 20-year urban service boundary with a 5-year flexibility factor at a 75 acre per year development rate. This boundary will be reviewed every 5 years for adjustments.

Purpose: To guide planners, developers, and City officials as to where the City will be expanding services and developing in the future.

Policy 3: Limit new development to within the urban growth boundary and at an average 75 acre per year rate through an urban service adjustment process. As an example, growth should be no more than 375 acres in the 5 year review period.

Purpose: To control the phasing of neighborhoods and their related urban service area adjustments, this will help limit sprawl and help manage the City's ability to provide cost effective public service to the new developments.

Policy 4: Neighborhood Plans need to recognize anticipated phasing of other approved neighborhoods. To bypass conflict of phasing in Neighborhoods and to manage development on an average 75 acre per year rate, the Planning Commission and Common Council need to evaluate phasing proposal applications based on the following criteria:

1. Contiguity with existing urban development
2. Relative location to sanitary and water lines/hookups
3. Anticipated costs for major public infrastructure
4. Demand for specific land use
5. Ability to service (police, fire, EMS, etc.)

Purpose: To manage development on a 75 acre per year rate and to set parameters for establishing neighborhood phasing processes.

Goals, Objectives, and Policies - Land Use

Objective 8: Development or redevelopment of property will be consistent with the future land use map, a neighborhood plan if covered by a neighborhood plan in appendix A, or the sector plan map if using SmartCode zoning.

Policy 1: Future development or redevelopment of lands utilizing zoning associated with the City of Fitchburg Zoning Code, except the SmartCode District, will follow the future land use map, or if covered by a neighborhood plan identified in Appendix A then the land use section and map of the respective neighborhood plan.

Policy 2: It is not the intent of this plan to require an amendment to the Comprehensive Plan and its land use map, or Appendix A neighborhood plan land use sections or map, for alterations that may occur as a result of more detailed planning as provided in Chapter 4, or as provided within the neighborhood plan.

Policy 3: Development or redevelopment using SmartCode District zoning will use the Sector Plan map. The sector plan map may be modified without requiring a change to this Comprehensive Plan, as provided in Chapter 4.

Natural Resources



Goal 1: Protect and rehabilitate the natural environment.

Objective 1: Protect natural areas of pre-settlement natural environment, particularly endangered or threatened species.

Policy 1: Consult with the University of Wisconsin (UW) Arboretum, Wisconsin Department of Natural Resources (DNR), Dane County, The Fitchburg Historical Society, and other interested parties to determine if Fitchburg has any pre-settlement sites and if those sites are unique to Dane County and/or the State of Wisconsin.

Purpose: To know how unique a specific site is; whether on a local or greater scale.

Policy 2: Encourage where appropriate the protection and preservation of unique pre-settlement sites through methods of City of Fitchburg funds or other methods, such as Transfer of Development Rights (TDR), Dane County or DNR grants or funds, or like sources.

Purpose: Protection is important and utilize other government resources.

Policy 3: Where tied to other resource systems, combine unique pre-settlement areas into environmental corridors to help assure preservation.

Purpose: Provides site ability to be within an overall open space system.

Objective 2: Encourage the protection and enhancement of sensitive natural areas.



Policy 1: Map lands outside the Urban Service Area (USA) that would be part of the environmental corridor as if they were in the USA and designate them as a Rural Environmental Corridor, or resource system corridor.

Purpose: The natural environment does not end at the USA boundary and water quality planning and protection is important in rural areas as well.

Policy 2: Inventory the existing land uses within the Rural Environmental Corridor.

Purpose: Determine any inconsistencies between the Environmental Corridor and the Rural Environmental Corridor and grandfather any existing structures or related areas.

Policy 3: Develop guidelines for acceptable land uses within the Rural Environmental Corridor.

Purpose: Protect sensitive natural areas from unsuitable land uses.

Policy 4: Determine gaps in both the Environmental Corridor and the Rural Environmental Corridor and determine logical areas for parkland or public ownership to provide environmental, and wildlife connections.

Purpose: To make a true corridor that benefits wildlife and their habitat and movements.

Policy 5: Examine linkages between environmental corridors, woodlands, steep slopes, pre-settlement areas, and other natural areas to determine any patterns for preservation of a resource system, and wildlife system through broadly scooped corridors.

Purpose: To make a true corridor that benefits wildlife and their habitat and movements.

Policy 6: Promote the re-establishment and re-generation of wetlands and related natural systems when and where appropriate.

Purpose: Recognize the crucial role wetlands play for flood control and water quality.



Objective 3: Protect all Natural Resources

Policy 1: Continue to enforce Stormwater Control and adopt additional controls as policies and methods evolve.

Purpose: To prevent the movement of pollutants to Wisconsin's water resources by ways of runoff.

Policy 2: Continue to enforce Erosion Control and adopt additional controls as policies and methods evolve.

Purpose: To minimize the amount of sediment and other pollutants carried to lakes, streams, storm sewers, roads, adjacent properties, and wetlands.

Policy 3: Continue to enforce Floodplain and Wetland Ordinance(s).

Purpose: To further the maintenance of safe and healthful conditions; to prevent and control water pollution; to protect fish spawning grounds, aquatic life, bird and other wildlife habitat; to protect buildings and lands from flooding and accelerated erosion; to protect archaeological and historic resources; to protect commercial fishing and maritime industries; to protect freshwater and coastal wetlands; to control building sites, placement of structures and land uses; to conserve shore cover, and to anticipate and respond to the impacts of development in shoreland areas.

Policy 4: Continue to enforce Wellhead Protection.

Purpose: Protect aquifer recharge areas from risk of contamination.

Policy 5: Discourage Development on Private Septic, unless associated with Rural Cluster Development or Rural Residential Criteria.

Purpose: To prevent groundwater contamination from failing septic systems.



Policy 6: Develop a Tree Protection Ordinance.

Purpose: Tree Protection Ordinances allow for the preservation of existing trees, the most quantity of trees, or the largest trees. Development plans are designed around the type of tree preservation that is set forth in the ordinance and by proposed land use.

Policy 7: Protect good natural infiltration areas from development.

Purpose: To provide for groundwater recharge.

Goal 2: Provide public access to unique natural areas.

Objective 1: Continue to require new developments or subdivisions to dedicate sufficient land acreage for recreational purposes, or contribute funds for future recreation and open space land acquisition.

Policy 1: Provide accessible, well-maintained parks and playgrounds within convenient distance (1/4 mile) from all neighborhoods.

Purpose: Make both active and passive outdoor recreational opportunities accessible to the group or area which they are designed to serve, and develop these in a safe and aesthetically pleasing way which is integrated into the existing land use pattern.



Objective 2: To preserve and maintain selected wooded areas, vegetative cover, streams, ponds, natural drainage ways, steep slopes and other natural resources in and around the City.

Policy 1: Coordinate natural resource protection and enhancement efforts with appropriate local, state, and federal agencies.

Purpose: The natural environment does not end at government boundaries.

Policy 2: Maintain and protect mature trees on public property and along public streets to enhance the urban forest and urban wildlife habitat.

Purpose: Trees provide an important link for the environment and the City should continue to work to protect stands of trees under its ownership. A mature tree has a well-developed tree canopy (i.e. mature canopy) and one that will continue to age but has reached approximately 75% of its full canopy growth. Smaller trees are usually considered "mature" at 20 years and for larger trees, 25 years or more depending on species.

Policy 3: Natural public areas are to be maintained to retain their natural state and encourage appropriate public lands for hunting and fishing access, state parks, and other open space.

Purpose: Open space is a common preferred element among residents, and promotion of open space is critical to a strong community.

Goals, Objectives, and Policies - Natural Resources

Policy 4: Provide environmental corridors of sufficient width to protect wildlife, water quality and biological components of wetland and stream corridors.

Purpose: To have sufficient protection of wetlands, streams, and their related eco-systems.

Goal 3: Provide an opportunity for the use and harvest of significant commercial natural resources.

Objective 1: To protect mineral deposits where practical from urban encroachment.

Policy 1: Establish effective planning policies and ordinances that allow for the possible removal of aggregate resources before development of land.

Purpose: To wisely use the natural resources before development would preclude their use.

Policy 2: Protect existing residential concentrations by assuring that mineral extraction areas are properly buffered.

Purpose: Prevent subdivisions near current or future extraction areas to avoid use conflicts. Where a subdivision is located near a site, berms or other like measures should be used as a buffer. The City's blasting regulation has significantly reduced negative effect of blasting on existing residential areas.

Objective 2: To ensure that all extraction of resources takes place under conditions which foster compatibility with existing surrounding land uses.

Policy 1: Make note of key sand and gravel and timber sites that may exist in the City and plan for compatible land uses adjacent to key sites.

Purpose: Map to avoid conflicts with other planned land uses.

Objective 3: To provide for the restoration of extraction sites for future agriculture, open space, recreational or other appropriate uses.

Policy 1: Provide educational material summarizing the costs and benefits of sand and gravel utilization and timber harvests.

Purpose: Wise resource use is important to a growing community.

Policy 2: When approving mineral extraction operations, reclamation plans and future land use should be established.

Purpose: To assure that land can be used to the best use available.

Objective 4: To provide for the use of wind, solar, geothermal and other "green" resources for energy efficiency.

Policy 1: Develop a wind power ordinance.

Purpose: To provide for and encourage the installation of wind power facilities, where appropriate.



Policy 2: Develop a solar power ordinance that supersedes architectural control committee influences.

Purpose: To provide for and encourage the installation of photovoltaic, solar thermal and other solar facilities, where appropriate.

Policy 3: Encourage the use of geothermal resources.

Purpose: To provide for and encourage the use of geothermal installations.

Agricultural Resources

Goal 1: To protect and maintain agriculture as a significant resource within Fitchburg.

Objective 1: Adopt a long-term growth area.

Definition: A long-term growth area defines where future development will occur and helps preserve and protect agricultural land, wood lots, and other natural areas from development. If development occurs outside of the long-term growth area it is to be limited to agricultural development and necessary ancillary or accessory uses allowed within agricultural zoning districts of the City.

Policy 1: Consider the creation or variations of either a Transfer or Purchase of Development Rights program to be used to compensate rural landowners who may be outside the long-term growth area.

Purpose: Landowners outside of a long-term growth area may have inaccessible assets in land, and the transfer of development rights may assist landowners to access part of that value. The income they receive from the TDR or PDR program can be used to invest in their farm operation or to compensate them when they sell their land at a rate that is affordable to new or expanding farmers.

Policy 2: Continue to provide exclusive agricultural zoning that qualifies farmers to claim Farmland Tax Credits.

Purpose: Farmland Tax Credits allow farmers to reduce their income tax payments. This savings can be used to invest in their farm operations or to make a farm that is experiencing tough times profitable.

Policy 3: Encourage the State of Wisconsin to continue the use of Agricultural Use Value assessment on farm and pasture land.

Purpose: Agricultural Use Value assessment allows farm and pasture land to be assessed on the value of their crops instead of on the market value of their land, which reduces their property tax payment.

Objective 2: Encourage farmers to invest in improvements to their farm operations, or to diversify their agricultural operations to address the changing farm economy.

Policy 1: Encourage and consider supporting Farmers Markets, Dairy Breakfasts, and similar events and festivals.

Purpose: These events provide interaction between urban residents and farmers and present opportunities for the two groups to communicate and educate each other on the impacts that each land use has on the other.

Policy 2: For current or future agricultural operations, discourage the location of incompatible land use near farms or agricultural land to avoid adverse impacts to farm operations or agricultural lands.

Purpose: To prevent negative impacts from conflicting land uses.



Goals, Objectives and Policies - Agricultural Resources



Policy 3: The City of Fitchburg should create its own reasonable right to farm ordinances and also encourage the State of Wisconsin to continue its Right to Farm Legislation.

Purpose: The Right to Farm Statutes protect farmers from being sued through nuisance lawsuits from urban residents who purchase or build their housing knowing that there are active farm operations near by.

Policy 4: Examine how the City of Fitchburg can help switch farm operations to more economically viable operations.

Purpose: A number of farms within the state are being depleted due to high operating costs. Just as the City helps other businesses fiscally and educationally, the same could be applied to farm businesses.

Policy 5: Maintain and promote agriculture infrastructure to enhance and sustain agriculture operations.

Purpose: In order for the agriculture community to be viable within the City of Fitchburg, economic development of agricultural businesses and other resources will need to be enhanced within the surrounding area.

Goal 2: Preserve agricultural land as a resource for the use and benefit of current and future generations.

Objective 1: To protect agricultural land and limit development of agricultural land to those areas adjacent to the existing urban service area and where not in conflict with the overall land use plan.

Policy 1: Direct urban development away from prime or other highly productive agricultural lands except where such lands are adjacent to existing development and can be cost-effectively served by urban services.

Purpose: Urban land use often impact and conflict with farm operations. Expanding septic systems and private well increase the possibility of septic system failures and well contaminations that can cause public health hazards.

Policy 2: Follow the long-term growth boundary established in 2007 to protect the City's agricultural base.

Purpose: Urban land use often impact and conflict with farm operations. Preservation of high quality agricultural lands was one area that was incorporated in the growth boundary.

Policy 3: Developments outside the urban service area are to be limited to those that meet the rural development criteria. Rural development criteria are intended to prevent development in conflict with goals 1 and 2.

Purpose: Suburban sprawl often impacts and conflicts with farm operations. The criteria are designed to limit these impacts, as well as protect and preserve open space and agricultural and natural resources.

Objective 2: Protect the scenic character of the agricultural area and promote efficiency and compactness of growth.

Policy 1: Use the City's zoning control to discourage development in designated agricultural preservation areas.

Purpose: Urban land use often impact and conflict with farm operations.

Policy 2: Prohibit creation of rural subdivisions or establishment of new non-agricultural business developments outside the urban service area unless allowed in a planned rural development. Individual or small cluster rural home sites shall be limited to those meeting the rural residential development criteria.

Purpose: To protect rural area and to maintain compact, more easily serviceable developments.

Policy 3: Understand that privately held agricultural lands are a large part of the rural character of the community and that measures such as transfer of development rights or purchase of development rights should be used to maintain this resource.

Purpose: The entire community derives a benefit from open space farmland, and measures to assure preservation are important to community character.

Objective 3: Recommend that no policy should be adopted or implemented which would substantially impair or diminish the present uses, values, or enjoyment of agricultural land.

Purpose: Promote the long term future of agriculture in Fitchburg.

Policy 1: Pursue development or boundary agreements with surrounding communities that would preserve agricultural land in those areas.

Policy 2: The City should be prepared to utilize extra-territorial plat review, and zoning jurisdiction to preserve adjacent agricultural lands and prevent potentially conflicting development.

Purpose: To assure that Fitchburg agriculture does not face urbanization pressures from surrounding communities, and to assist in the provision of larger blocks of open space.

Objective 4: Protect existing community gardens in the City and establish additional areas for new community gardens.

Policy 1: Explore the option to provide publicly owned community gardens.

Policy 2: Expand community gardens in the City as demand increases.

Policy 3: Attempt to create an "area" community garden in residential neighborhoods, similar to the hierarchy of parks, intended to serve persons within bicycle distance (1/2 mile).



Cultural Resources



Goal 1: Promote and preserve the City's cultural resource base.

Objective 1: Encourage the preservation of significant natural, cultural, and historical features.

Policy 1: Maintain and update, where and when appropriate, the inventory of cultural resources within the City of Fitchburg.
Purpose: Maintain all cultural resources. Second, so that we know where cultural resources are that may be affected by land use changes.

Policy 2: Encourage the preservation or avoidance of significant cultural, historical, and natural features in development proposals. Where preservation and avoidance of such features is not practical, the City encourages the integration of such features into the design of projects to the extent practical.
Purpose: To allow creative and alternative design options for preservation of cultural, historical, and natural features.

Policy 3: Examine funding opportunities to undertake comprehensive historic and cultural resource inventory.

Policy 4: Utilize state and federal programs, or grants, when available and appropriate to educate, enhance and protect historical properties.

Objective 2: Encourage compliance with applicable federal, state, and local environmental, cultural resource, and historical preservation laws and ordinances.



Policy 1: Continue to use the Historic Landmark Preservation Ordinance to designate locally significant historical buildings and sites.
Purpose: To accomplish the protection, enhancement, and perpetration of such improvements which represent or reflect elements of Fitchburg's cultural, social, economic, political, engineering, and architectural history; safeguard Fitchburg's historic and cultural heritage, as embodied and reflected in such historic structures and sites; foster civic pride in the beauty and noble accomplishments of the past; protect and enhance the City's attractions to residents and visitors and serve as a support and stimulus to business and industry; strengthen the economy of the City; and promote the use of historic districts and landmarks for the education, pleasure, and welfare of the people of the City.

Goals, Objectives and Policies - Cultural Resources

Policy 2: Encourage applicants who must obtain permits pursuant to federal, state, and local environmental, cultural resource, and historical preservation laws and ordinances to share with the City such permits and related background information at the time of application submittal.

Purpose: Build database of all available information, and the ability to share knowledge and experiences with later applicants.

Policy 3: Maintain contact with the local and/or state Historical Society representatives to better understand programs and opportunities.

Purpose: City should continue to pursue use of non-local resources to the greatest extent possible.

Policy 4: Work with local, regional, and state tourism promotional groups such as the State Heritage Tourism Council and the WI Department of Tourism to promote and protect local cultural resources.

Purpose: City should continue to pursue use of non-local resources to the greatest extent possible.



Goal 2: Actively seek to strengthen strong cultural and social history and community identity.

Objective 1: Retain, enhance, and promote the inviting atmosphere of the City of Fitchburg.

Policy 1: Encourage the development of unique community themes.

Purpose: Promote unique Fitchburg identity.

Policy 2: Encourage social activities and gatherings, such as Fitchburg Days, and other local events that strengthen local traditions.

Purpose: Events promote a sense of community and encourage a wide variety of citizens to become involved.



Policy 3: The City will use the Comprehensive Plan, Zoning Ordinance, and Subdivision Ordinance as tools to encourage locally appropriate development and to maintain the integrity of undeveloped open space and agricultural areas.

Purpose: Provide consistent decisions for each application.

Policy 4: Provide educational material regarding the City's unique historic sites to encourage their protection.

Purpose: Provides a sense of local history and encourages private owners to protect their cultural resources.



Policy 5: Recognize the value of existing housing and established subdivision enclaves where rural enclaves will abut new subdivisions. The existing enclaves should be integrated where possible as part of the larger community.

Purpose: While recognizing the importance of individual subdivisions, integration forms a stronger, cohesive community.

Policy 6: Continue to value the City's ethnic diversity by actively seeking to involve all groups in activities and governance.

Purpose: The ethnic diversity of the City should be used to bring about positive interaction of the various community groups.

Housing

Goal 1: To provide for balanced residential growth in the City with a variety of housing types, to promote decent housing and a suitable living environment for all residents, regardless of age, income or family size, and to encourage an adequate supply of affordable housing in each new urban neighborhood.



Objective 1: Promote development of housing to meet forecasted needs.

Policy 1: Encourage an overall net neighborhood density that is transit friendly.

Purpose: To promote efficient use of land in the urban service area and to provide for multi-modal friendly densities.

Policy 2: Promote a variety of housing options within neighborhoods.

Purpose: To maintain a diverse and healthy community by providing for a blend of housing.

Policy 3: Promote a higher level of owner occupied housing compared to renter occupied units within new neighborhoods.

Purpose: Home ownership provides for stronger and less transient neighborhoods, and provides growth in equity to home owners. Promote condominium form of ownership in higher density situations.

Policy 4: Provide housing consistent with the economic opportunities provided within the community.

Purpose: Jobs/Housing opportunities should be equal to provide a balanced community.

Objective 2: Promote the development and preservation of long-term entry level housing for low-moderate income residents.

Policy 1: Promote high level and quality sustainable construction, and maintenance of existing housing stock.

Purpose: Provide for quality construction and to ensure livable conditions for older housing units; older housing often is the more affordable housing stock in the City.

Policy 2: Encourage use of private and public programs to meet the housing needs of low income persons.

Purpose: City should continue to pursue the use of non-local resources to the greatest extent possible.

Policy 3: Provide smaller lots to assist in the provision of affordable housing for low income persons.

Purpose: Planned Development District zoning allows the City to state specific objectives, such as affordable housing, during the development stage. (Low income is defined as a person at or below 65% of the County median income.)





Objective 3: Recognize the value of existing housing and established neighborhoods, and support rehabilitation efforts, both public and private, while maintaining the historic, cultural and aesthetic values of the community.

Policy 1: Promote maintenance and rehabilitation of existing aging housing stock using sustainable construction techniques, particularly for multi-family housing.

Purpose: To ensure livable conditions for older housing units; older housing is often the more affordable housing stock in the City.

Policy 2: Undertake redevelopment plans to focus on specific areas of the City.

Purpose: Re-examine past land use arrangements and determine alterations that may better promote larger City goals, such as balanced neighborhood designs.

Policy 3: Transition between higher densities and existing lower density areas.

Purpose: Transition areas allow the change in density to occur gradually.

Policy 4: Consider the creation of a City fund to lend money at low interest rates, in the form of a second mortgage, to assist in energy conservation updates for low income individuals.

Goal 2: Promote the efficient use of land for housing.

Objective 1: Encourage compact neighborhood and development patterns.

Policy 1: Promote Traditional Neighborhood Design (TND) developments to create compactness, efficiency, livability and multi-modal transportation.

Purpose: Provide development patterns that are efficient to serve and preserve rural land resources.

Policy 2: Encourage the development of planned residential areas large enough to allow “mixed use” with a variety of housing types, complementary commercial and open space uses. Encourage use of innovative design and cluster development.

Purpose: Balanced neighborhoods promote diversity and the potential for reduced trip lengths and varied methods of transportation.

Policy 3: Housing development shall be undertaken with respect to the natural resources, environmental corridors and promotion of open space.

Purpose: Respect environmental settings.

Policy 4: Create plans for unused and underutilized land in the existing urban service area to promote in-fill development.

Purpose: Promote wise use of land in current urban service area, where service provisions already occur.

Policy 5: Recognize that development at higher but livable densities promotes wise use of the land resource and reduces land required to meet housing demand. This helps to preserve agricultural and other open space land outside the urban service area.

Purpose: Provide for efficient use of land to help preserve agricultural uses, yet meet City's share of population growth.



Policy 6: Promote sound sustainable housing design through application of zoning, land division, and architectural review measures where possible.

Objective 2: Promote residential development to occur in areas with existing infrastructure and sewer prior to promoting growth at the periphery where new utility and service expansion are needed.

Policy 1: Locate housing in areas that are served by full urban services, including sanitary sewers and public water within convenient access to community facilities, employment centers and to arterial highways.

Purpose: A main function of government is to provide services to its citizens, and make the provision of these services more cost effective.

Policy 2: Do not allow unsewered subdivisions.

Purpose: To prevent groundwater contamination; provide for a compact community and one that is efficient to service.

Policy 3: Rural residential development should be limited to dwelling sited in accord with rural residential siting criteria or in select planned rural cluster areas. The rural residential criteria is not created to allow subdivisions, but to limit rural housing to suitable areas.

Purpose: Provide for limited rural housing opportunities where there will be compatibility with other land used. Urban services should not subsidize services to non-urban service developments which are more costly to serve.



Economic Development

Goal 1: Encourage economic development opportunities appropriate to the resources, character, and service levels in the City.

Objective 1: Encourage the creation of compact mixed-use activity centers as an alternative to suburban style, single use, low density office and research parks.

Policy 1: Mixed use centers should contain a strategic mix of uses, taking into account market demand and economic analysis, including residential, retail, office, service and civic, and open space.

Purpose: Foster compact, attractive, economically viable, and walkable developments.

Policy 2: Encourage greater floor area ratios and taller buildings with provision of underground or structured parking.

Purpose: Promote more compact business areas.

Policy 3: Mixed use and employment centers are to be visible and easily accessible to existing or planned transit routes.

Purpose: Increased visibility and access helps improve commercial opportunities.

Policy 4: Focus on providing neighborhood or community commercial activities, including soft goods destination shopping, that meets the needs of Fitchburg residents and businesses. Recognize that retail anchors that are well designed and sited in appropriate areas, generate customers that strengthen the trade area providing a more economically viable market for the locally owned shops and restaurants, while recognizing the market role played by existing retail activities. Mixed use center retail/services activities shall relate to the planned retail hierarchy within the City.

Purpose: Promote local shopping that meets the needs of Fitchburg residents and businesses.

Policy 5: Avoid strip commercial buildings. Encourage the clustering of commercial uses in planned centers or other compact commercial areas in order to maximize consumer safety and convenience, improve traffic safety and flow, and enhance economic viability.

Purpose: Reduce infrastructure costs and sprawl along highway frontages.

Policy 6: Carefully integrate commercial development and mixed use developments with predominately residential areas.

Purpose: Residential is served by commercial, but careful planning are required to limit impacts of commercial centers on residential neighborhoods while recognizing the operational needs of these businesses.

Policy 7: Some areas of the community will be more appropriate for mixed use centers and in these locations such centers should be more than simply encouraged.

Purpose: To assure that the land is being used for best possible uses.

Policy 8: Consider the creation of financial assistance programs or a parking utility to improve the fiscal viability of structured parking within a mixed-use compact development scenario.

Purpose: Compact development requires parking in a configuration other than surface lots; however, the cost of providing structured or underground parking is many times more per stall than surface lots. To meet other goals of the Plan, the City may need to consider funding mechanisms to increase financial feasibility.



Objective 2: Provide that retail and service areas are adequately sized and appropriately placed within neighborhoods and the community.

Policy 1: Retail and service developments are to be adequately sized and timed and located so as to meet the demands of the targeted service population.

Purpose: Avoid an overabundance of retail and promotes proper timing with the population base while recognizing market voids, demand, and trade ring analysis.

Policy 2: Promote flexibility in design of retail/service centers to promote re-use.

Purpose: Required to allow alteration in uses as retail centers purpose changes over time.

Policy 3: Avoid over-establishment of retail centers that only serve to weaken existing retail areas, and underutilization of the land resource. Market research and demand should be the basis for determining the appropriate square footage of mixed use/retail components of neighborhood plans to ensure that they are economically viable and sustainable.

Purpose: Avoids leap-frogging.

Objective 3: Recognize and support the changing needs and preserve agricultural based businesses as an economic opportunity.

Policy 1: Support the economic health of agriculture production in the City.

Purpose: To protect and maintain agriculture as a significant resource in Fitchburg.

Policy 2: Support home-based farm businesses in agricultural areas where there will be minimal impact on surrounding properties.

Purpose: Urban land uses impact and conflict with farming. Encourage uses to locate where negative impacts and conflicts will not occur.

Policy 3: Avoid establishment of non-agriculturally related



Goals, Objectives, and Policies - Economic Development



commercial and business development outside urban service area.

Purpose: Urban land uses impact and conflict with farming and the rural nature of an area.

Policy 4: Promote agricultural-research , development and technology businesses in planned urban areas, adjacent to ag land if it is important for the business to be located close to crops and fields.

Purpose: Agricultural technology may have benefits to the agricultural community.

Policy 5: Consider the creation of a financial assistance program to assist family farms in expansion, improvements or transitions to future agricultural operations.

Objective 4: Grow Fitchburg's economy while preserving the City's quality of life and protecting the environmental, natural and cultural resources.

Policy 1: Evaluate business development in terms of short- and/or long-term economic benefits, environmental impacts and compatibility with adjacent land uses.

Purpose: Plan for short- and/or long-term environmental impacts to address concerns before problems occur, while recognizing economic opportunities.

Policy 2: Require the disclosure of any soil or groundwater contamination on sites before approving development proposals.

Purpose: Allow for remediation of the site before further development occurs. DNR funds may be available for qualifying sites.

Policy 3: Strive for a jobs/housing balance within the community.

Purpose: A balanced community uses infrastructure more efficiently.

Policy 4: Promote and encourage sustainable design through the development of guidelines and incentives that meet sustainable design criteria (e.g LEED's, Green Globes, BREEM, Minnesota Sustainable Design Guidelines or other sustainable practices).

Purpose: Sustainable design promotes preservation or conservation of valued resources.

Policy 5: Require a high level of architectural design for commercial and business projects that provide for a meaningful work-recreation environment and have a focus to certain themes that complement the neighborhood and surrounding properties, but avoids monotonous patterns.

Purpose: Good architecture and design promotes interest, but themes should not be similar as to be monotonous.

Policy 6: Assist in the development of a reliable power and high technology infrastructure.

Purpose: Electric power stability and high technology linkages are important to developing a strong economy.

Goals, Objectives and Policies - Economic Development

Objective 5: Foster entrepreneurship, job growth, businesses retention, expansion and recruitment.

Policy 1: Maintain a database of improved and available commercial and industrial sites.

Policy 2: Be responsive, supportive and continue a positive environment for our business and development customers.

Policy 3: Examine ways to accelerate the development review process while recognizing the purpose of open public review.

Purpose: Balance the needs of the public and the investments made by the applicant.



Goal 2: Business development projects should emphasize solid tax base, jobs that pay well, sensitivity to the environment, and a diversity of employment opportunities.

Objective 1: Use business and industrial land and related infrastructure efficiently to achieve strong commercial/industrial/manufacturing tax base.

Policy 1: Establish design and density standards for business and industrial sites that foster strong tax base density, while recognizing the operational needs of those users.

Purpose: Promote higher values per acre and efficient use of land resources.

Policy 2: Develop financial incentives/guidelines that promote goals of efficiency and density for business and industrial zoning.

Purpose: Promote land efficiency by offering incentives.

Policy 3: Emphasize research/technology and office commercial, but also recognize the requirements for a diverse local economy and workforce.

Purpose: Community survey results supported research/technology and office/business park uses.



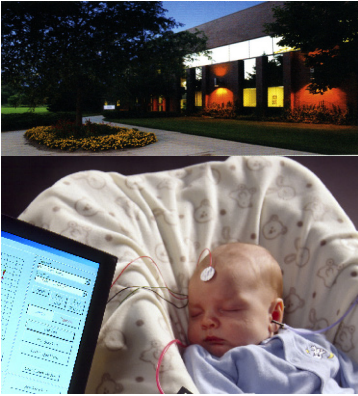
Objective 2: Use business and industrial land and related infrastructure efficiently to reduce negative impacts on the environment.

Policy 1: Locate employment areas where multi-modal transportation is, or will be made available, and encourage businesses to promote alternative means of transportation.

Purpose: Foster a safe and efficient design of streets to be used by walkers, bikers, drivers, and transit riders.

Policy 2: Encourage the clustering of industrial/manufacturing uses in planned industrial/manufacturing areas, in or adjacent to existing centers of development, so that they are readily accessible from residential areas but are visually and functionally compatible with them.

Purpose: Protect the environment through reduced land consumption.



Policy 3: Promote “clean” industrial/manufacturing uses.

Purpose: Protect the environment by encouraging industries to meet performance standards that reduce noise, smoke, particulate matter, etc.

Policy 4: Encourage business uses to plan for ultimate build-out scenarios at their current sites, so as to avoid relocation with the understanding that greater density and floor area ratios will be realized over time.

Purpose: Promote the reinvestment in existing developed areas with infrastructure.

Policy 5: Work with businesses in commercial and industrial areas to promote retention and expansion.

Purpose: Promote the reinvestment in existing developed areas with infrastructure.

Objective 3: Expand and promote business revitalization efforts.

Policy 1: Support long-term planning for commercial and business areas to identify future needs and potential for revitalization.

Purpose: Promote sustainable development that meets the needs of the present without compromising the ability of future development to meet their needs.

Policy 2: Promote business opportunities that tie to Fitchburg’s resources, such as the prevalence of recreation trails and the Nine Springs E-Way.

Policy 3: Develop guidelines and implementation strategies to affect the planning and redevelopment of underdeveloped or in-fill properties in the current urban service area, with an eye toward diversity of land use.

Purpose: Clarify the City’s interest in addressing development impacts with a focus on seamlessly integrating new development with existing development.

Policy 4: Develop and implement an economic development positioning and architecture analysis.

Utilities and Community Facilities



Goal 1: Provide and maintain high quality and energy/resource efficient public water supply, sanitary sewer and treatment, stormwater management, recycling and refuse.

Objective 1: Provide and maintain an adequate supply of safe water for drinking and fire protection needs at a reasonable price.

Policy 1: Meet all requirements of the Safe Drinking Water Act.

Policy 2: Encourage all water users to practice water conservation techniques to reduce demand for water wherever practices are feasible. This can be accomplished through conservation programs or incentives or by implementing a more restrictive ban on lawn sprinkling.

Policy 3: Continue to monitor the Wellhead Protection Plan to address possible contamination of the drinking water.

Policy 4: Continue the study of well capacity analysis to assure adequate service under drought, well contamination, or other conditions.

Policy 5: Evaluate the option to examine the feasibility of infiltrating treated MMSD effluent to recharge the groundwater.

Policy 6: Evaluate the feasibility of establishing or enhancing groundwater preservation areas, including potential land owner compensation.

Objective 2: Maintain the stormwater drainage and infiltration systems to meet or exceed legally required standards.

Policy 1: Update the City's Erosion Control & Stormwater Management ordinance to maintain the highest possible standards based on the latest innovative practices and current information.

Policy 2: Provide educational sessions and information to residents regarding stormwater programs and mitigation practices.

Policy 3: Encourage all residents to implement on-site stormwater management practices.

Objective 3: Provide programs and options to meet the city resident recycling and refuse collection needs.



Goals, Objectives, and Policies - Utilities



Policy 1: Ensure a high quality of service from recycling and refuse collection contractors and evaluate the latest innovations in technology.

Policy 2: The Resource Conservation Commission will continue to give advice and offer programs for residents and businesses to reduce, reuse, and recycle.

Goal 2: To maintain the existing public and private utility system and extend urban services within urban development boundary areas defined in a neighborhood plan, while minimizing the impacts to the environment.

Objective 1: Maintain and improve the condition of the existing sanitary sewer and water infrastructure.

Policy 1: Inventory the condition of existing sewer services, trunks, structures, pumps and water mains and implement an improvements schedule based on the condition.

Policy 2: Coordinate the street reconstruction and resurfacing program with the replacement and repair of public utilities.

Policy 3: Work with cooperative and investor-owned utility companies in order to coordinate their replacement of utilities with the street reconstruction and resurfacing program.

Policy 4: The City will favor gravity flow sewer growth, in accord with the long-term growth boundary and phasing policies.



Objective 2: The City will expand public utilities to areas without urban services only after a neighborhood plan has been approved and subsequent urban service adjustment requests have been approved by the local Regional Planning Commission (RPC) and Department of Natural Resources (DNR). Public utility extensions will be staged in a contiguous manner from the existing infrastructure with minimal disruption to the environment and in accord with any staging plans provided by the neighborhood plan.

Policy 1: Discourage utility extensions across substantial vacant land.

Policy 2: Construct water and sewer extensions concurrently with new streets.

Policy 3: Avoid utility placement in wetlands and other environmentally sensitive areas.

Objective 3: Ensure that utility services are provided throughout the City.

Policy 1: Guarantee equitable access for cooperatives and investor-owned utility service providers in reaching their customers.

Policy 2: Ensure that cooperatives and investor-owned utilities are extended as the City develops and promote the underground installation of these lines.

Policy 3: Encourage cooperatives and investor-owned utility providers to develop an assertive funded program to bury facilities in established neighborhoods.

Policy 4: Support renewable energy and conservation techniques to reduce energy demands.

Policy 5: Ensure that the utility service providers or City provides state of the art broadband with the highest level of connectivity at any given time.

Policy 6: Work with utility service providers to provide new or replace existing broadband with the highest level of connectivity to existing residents.



Goal 3: To locate and maintain public facilities and services so as to support the goals of compact growth, neighborhood revitalization, promote active lifestyles, conservation of energy and sustainable neighborhood design.

Objective 1: Provide public facilities in a cost-effective manner and build them to a high standard of architectural quality and energy efficiency.

Policy 1: When feasible and space is available, the City and related agencies will build facilities that can serve more than one purpose.

Policy 2: The City will construct and maintain facilities to the highest efficient and economical level of quality possible to demonstrate to the private sector the expressed desire for an improved developed environment.

Policy 3: Provide facilities and services with the intention of promoting compact, orderly urban growth and neighborhood revitalization.

Policy 4: Provide facilities designed and built to the latest green building standards with an emphasis on conservation of energy.

Policy 5: Formulate and adopt minimum green building design standards for new public facilities.

Policy 6: Continue the five-year capital improvements program that sets priorities for competing public needs and which can be funded from available fiscal resources.

Objective 2: Provide on-going discussions with all three school districts

Goals, Objectives, and Policies - Utilities

regarding population, development trends, and the plans for a school within the City.



Policy 1: The City and school districts will continue to cooperate for mutual benefit in locating schools and parks adjacent to one another within a residential neighborhood.

Objective 3: Work to meet the library materials need of the citizens of the City of Fitchburg.

Policy 1: Work with the Library Board to meet the local library service needs of the citizens.

Policy 2: Work with the South Central Library System on promotion of area libraries and bookmobile service.

Objective 4: Continue to provide a high level of police and fire services.

Policy 1: Continue the training and practices of officers and firefighters to enhance both departments' needs in meeting a high level of service.

Policy 2: The City of Fitchburg Police Department will analyze the need of neighborhood precincts and community policing as the urban areas expand.

Policy 3: When considering extension of the urban service area, the City will evaluate the cost of providing additional police fire, and EMS protection against the benefit of development pressure.

Objective 5: Provide and maintain facilities and services to support the senior population in the City.

Policy 1: Work with the Commission on Aging to meet the service needs of the Senior Citizens.

Policy 2: Provide facilities and services with the intention of promoting and maintaining a reasonable independent quality of life for the senior population within the City.

Policy 3: Conduct a Program Needs Feasibility Study to be used as a guide for planning new facilities or renovating existing facilities that accommodates shortage of space needs.

Objective 6: To provide a communications vehicle for the city and its residents that is an open invitation to share information for purposes of educating, entertaining and creating a more cohesive community through locally produced television programming.

Policy 1: : Incorporate upstream and downstream video signals and

Goals, Objectives, and Policies - Utilities

production capabilities in appropriate city buildings and structures for viewing and documenting meetings and events and allowing building users and local residents to benefit from locally produced programming.

Policy 2: Create needed studio facilities within appropriate structures to allow a more professional setting and better quality sound, video, and related functions.

Policy 3: Enhance government and public open communication and involvement through advancements of broadcasting on public educational and governmental (PEG) channels.

Goal 4: To improve the Fitchburg park and open space system by enhancing outdoor recreation, enhancing the community's natural resources and practicing ecological stewardship.

Objective 1: Plan, acquire and develop additional parks to help meet the outdoor recreation needs of the community's population and protect environmentally sensitive areas.

Policy 1: The City will identify park classification needs during the neighborhood planning process. This approach will ensure that the City plans and acquires sites with proper location and size.

Policy 2: The City will continue to meet citizen needs based on the hierarchy of parks, outlined in the Comprehensive Park, Open Space and Recreation Plan.

Policy 3: The City will continue the requirement of dedication of park land or park fees.

Policy 4: Consider an update to the City's park dedication requirements to provide appropriate small parks and contributions to regional park facilities for urban neighborhoods.

Policy 5: Consider an update to the park dedication requirement that recognizes the contribution of larger environmental corridors to the total open space provided, and create a management plan that lists potential recreational uses within the larger environmental corridors, provided it is not contrary to resource protection measures or other relevant recommendations of a neighborhood plan, area or special study.

Purpose: The City may consider whether some of the environmental corridor area could be used to fulfill the dedication requirements.

Objective 2: The City will continue its process of improvements to existing parks in order to meet current recreational needs and park renovations.

Policy 1: The Parks Department will maintain an inventory of



Goals, Objectives, and Policies - Utilities



existing parks and document a routine maintenance schedule of facilities.

Policy 2: Encourage the planting and maintenance of trees within the park and open space system in order to ensure the health of the City's urban forest.

Policy 3: Recognize that as demographics and social characteristics of current park uses change that the type and level of necessary park facilities may also change.

Objective 3: Plan and design parks and open space to sustain environmentally sensitive features and reduce negative environmental effects.

Policy 1: Ensure that the environmental and aesthetic qualities of the community are preserved and enhanced.

Policy 2: Preserve and maintain selected wooded areas, vegetative cover, streams, ponds, natural drainage ways, and other natural resources in and around the City.

Policy 3: Maintain or improve the quality of the water resources in the City.

Policy 4: Adopt a long-term Parks and Open Space Proposal for future parks/recreation facilities and protected open space.

Policy 5: Amend and refer to the 5-year Comprehensive Park, Open Space and Recreation Plan for further guidelines and recommendations.

Objective 4: Connect linear parks and paths for walking and bicycling between neighborhoods, major parks, to connect environmental corridors and provide for wildlife movement.

Policy 1: Use resource based open space planning to allow for human interaction and connectivity and environmental protection and enhancement.

Policy 2: Work in accord with the City's Bicycle Plan and Pedestrian in planning for linear parks and paths.

Objective 5: Examine the creation of a central park and open space system.

Policy 1: Integrate environmentally sensitive areas, active recreation, and resource protection into a parks and open space network.

Policy 2: Encourage the refinement of a central park and open space proposal in the Comprehensive Park, Open Space and Recreation Plan.

Transportation



Goal 1: Develop and maintain a coordinated land use and transportation system

Objective 1: Plan transportation infrastructure, in redevelopment projects and new developments, to encourage compact, urban development patterns.

Policy 1: Encourage Traditional Neighborhood Developments (TND's) that include mixed-uses, buildings located adjacent to sidewalks, less private and more public open space, smaller blocks, narrow streets with wide sidewalks, street trees, pedestrian-scale and street lighting, plantings and public art, lower parking ratios, shared parking, structured parking, and parking behind buildings.

Policy 2: Encourage Transit Oriented Developments (TOD's) that include a train station and intermodal transfer points as the prominent feature of town centers with high-density, high-quality development within a 10 minute walk circle surrounding the train station and all qualities of a TND as described in Policy 1 above.

Policy 3: Use official mapping as a tool to ensure the proper development of future roadways.

Purpose: Arterial and collector roads should be mapped to maintain street connections throughout the City. Local streets should be mapped to maintain the opportunity for good connectivity within and between neighborhoods.

Objective 2: Preserve and maintain rural roads for agricultural uses, local traffic, and recreational uses.

Policy 1: Discourage the development of new limited access highways in rural areas to lessen the demand for potential development at the interchanges.

Policy 2: Enhance the recreational use of rural roads by providing and maintaining suitable biking conditions.

Policy 3: Direct community traffic and commuter traffic to major arterials to discourage their use of rural roadways.

Objective 3: Coordinate land use and transportation plans with other agencies to assure that regional projects affecting the city are consistent with City plans, policies, and priorities.

Goals, Objectives and Policies - Transportation



Policy 1: Work closely with the Wisconsin Department of Transportation (WisDOT), Madison Area Transportation Planning Board (TPB), Capital Area Regional Planning Commission (CARPC), Dane County Highway, and neighboring communities to ensure that regional transportation plans follow a coherent regional design.

Policy 2: Preserve sufficient rights-of-way for all modes of travel through official mapping or other appropriate means.

Policy 3: Coordinate transportation planning efforts with school districts.

Policy 4: Ensure that the City's transportation system connects with the transportation facilities of neighboring communities as well as regional and state facilities.

Goal 2: Provide a safe and efficient transportation system that allows for the convenient movement of people and goods.

Objective 1: Improve transportation safety through design, operation and maintenance, and system improvements to minimize the risk of harm to persons and property and to allow users to feel confident and secure in and around all modes of travel.



Policy 1: Provide routine maintenance of the public streets to extend the lifetime of existing roads and ensure safe driving conditions.

Policy 2: Develop a data driven program, including crash data, which identifies intersections with the highest potential for safety improvements.

Policy 3: Develop a process for conducting Road Safety Audits.

Policy 4: Establish truck routes.

Purpose: To allow for proper road maintenance and to aid planning efforts for street design and traffic calming measures.

Policy 5: Follow the City of Fitchburg Neighborhood Traffic Management Process to address safety concerns of the residents.

Objective 2: Maintain a transportation system that allows for proper traffic management and travel time reliability.



Policy 1: Improve existing roads, as needed and feasible, to provide sufficient travel capacity. The addition of travel lanes should only be considered after all other alternatives have been examined.

Goals, Objectives, and Policies - Transportation

Policy 2: In new neighborhoods, plan a pattern of streets, sidewalks, bicycle facilities, and public transit facilities that maximizes the connectivity of land uses within the neighborhood and to areas outside the neighborhood.

Policy 3: Within the urban service area, encourage an efficient urban style grid street network.

Purpose: To provide small blocks and straight roads, primarily following a north-south or east-west orientation where feasible.

Policy 4: Provide a continuous interconnected roadway system to preserve mobility and avoid travel delays.

Policy 5: Promote street designs that are sensitive to the land use context and placement in the street hierarchy.

Policy 6: Utilize street and roadway access control measures where appropriate to aid in preserving travel capacity along major streets and roadways. Maintain bike and pedestrian connectivity when road access is limited.

Purpose: Limiting roadway access can cause a loss of access and convenience to pedestrians and bikes. Efficient pedestrian and bike transportation relies heavily on minimizing distance and providing direct routes. When roadway access control is required, measures should be taken to minimize the associated impacts to pedestrian and bicycle travel.

Policy 7: Control driveway access of housing developments along arterial and major collector roadways.

Objective 3: Maximize the use of existing transportation investments.

Policy 1: Utilize the existing transportation facilities and services to the most efficient extent possible.

Policy 2: Prioritize investments to support Fitchburg residents, employers, and visitors over through travelers.

Policy 3: Encourage employers to develop Transportation Demand Management Programs to reduce the number of single-occupancy vehicle trips.

Policy 4: Encourage developers to develop in ways to reduce single occupancy vehicle trips (transit, bike parking, showers, etc.).

Policy 5: Encourage freight and passenger use of the Fitchburg-Oregon rail line to maximize the rail upgrades and investments of the line.

Goal 3: Develop and maintain a multi-modal transportation system that reduces automobile dependency and increases transportation choices.

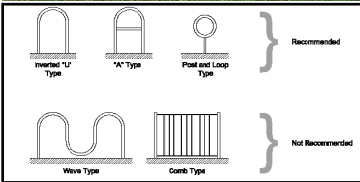


Goals, Objectives and Policies - Transportation

Objective 1: Plan for and consider the needs of all road users within the existing transportation system and in new developments including roadway surfaces, safety, intersection design, and roadway width.

Policy 1: Establish and follow a “Complete Streets” policy that is equally sensitive to the needs of motorists, pedestrians, bicyclists, and transit users.

Policy 2: Develop context-sensitive street cross section standards, using minimum pavement widths, based on the use of the right of way and the varied needs including, but not limited to, transit routes, parking, bicycle routes, pedestrian use, and expected type, volume and speed of vehicular traffic.



Objective 2: Improve the pedestrian and bicycle transportation system to support a continuous, safe, and desirable walking and biking environment.

Policy 1: Identify major generators and destinations for potential bicycle and pedestrian trips, such as public buildings, parks, commercial districts, places of employment, transit stops, and other attractions and plan for pedestrian and bike connections among them.

Policy 2: Sidewalks shall be added to both sides of the street in all new developments and considered on streets without sidewalks in the urban service area, except cul-de-sacs, when major reconstruction (curb and gutter and/or base course) occurs.

Policy 3: Design neighborhoods to provide for multiple, safe, and direct bike and pedestrian connections in all directions.

Policy 4: On most two lane streets and highways having a rural cross-section, a striped paved shoulder with a minimum width of four feet (preferably five feet) should be provided on both sides when a road is reconstructed.

Policy 5: Design new bridges and street underpasses to include pedestrian and bicycle facilities for both directions of travel.

Policy 6: Design new developments to enhance pedestrian comfort and create a pedestrian-oriented environment by providing pedestrian facilities and amenities such as trees, planters, street furniture, awnings, and building windows.

Policy 7: Maintain sidewalks, shared-use paths, bike lanes, transit boarding pads, and areas connecting to and within transit shelters for year-round use, including appropriate snow removal. Designate commuter routes for the bicycle and pedestrian facilities and place a higher priority for snow removal on those routes over recreational.

Goals, Objectives, and Policies - Transportation

Policy 8: Adopt and refer to the City of Fitchburg's Bicycle and Pedestrian Plan for additional guidelines and recommendations.

Objective 3: Create an environment in Fitchburg that establishes a climate of respect and cooperation among pedestrians, bicyclists, motorists, and transit users through education, public awareness programs, and community outreach.

Policy 1: Develop and implement educational programs that promote bicycle and pedestrian safety.

Policy 2: Develop and implement programs that encourage walking and bicycling and educate the public about the many benefits of walking and bicycling, including health, financial and environmental benefits.

E.g. Participate in the Car Free Challenge and Bike to Work Week

Policy 3: Educate the users on the rules of the road and their rights as a user of the transportation system, as well as the benefits of a multi-modal transportation system.

Objective 4: Promote an efficient and reliable transit system that offers convenient alternatives to private vehicle travel.

Policy 1: Continue to work with Madison Metro Transit (Metro), or its successor, to develop more efficient bus service and increase ridership.

Policy 2: Where demand exists, improve existing bus stop conditions with the addition of amenities such as bus shelters, trash receptacles, sidewalks, and accessible concrete bus pads.

Policy 3: Annually develop a 5-yr transit improvement plan that designates and maps potential future bus routes and transfer points.

Policy 4: Preserve, where feasible, rail corridors in Fitchburg, in coordination with neighboring communities, for future transportation needs including rail.

Policy 5: Coordinate potential rail with existing and future transit routes.

Policy 6: Support the development of a regional transit authority to plan and implement opportunities for regional transit service.

Policy 7: Identify and promote paratransit services to meet the needs of the seniors and persons with disabilities.

Policy 8: Provide transportation options which will be available to the seniors of the City in the most cost effective manner.



Goals, Objectives and Policies - Transportation

Policy 9: Examine dedicated bus ways if rail-based options are not fully feasible.



Objective 5: Manage the parking supply to provide efficient parking choices and opportunities to minimize parking needs.

Policy 1: Develop new parking requirements to reconsider minimum limits and consider the use of maximum limits.

Purpose: To further the Plan's goal of reducing single-occupancy vehicles, consider the use of public transit, carpools, walking, and bicycles as alternatives when setting parking requirements for both single-occupant vehicles and their alternatives. Maximum limits are most applicable in developments that are mixed-use or provide increased pedestrian, bicycle, and transit accessibility.

Policy 2: Develop a parking management plan as a means to help improve the viability and effectiveness of public transit services and encourage high-density development.

Purpose: Consider parking management policies for on- and off-street parking as well as the creation of a parking utility.

Policy 3: Explore the development of park-and-ride lots or ramps to minimize pass-through traffic, reduce single-occupancy vehicle travel, and increase the use of efficient public transit service.

Policy 4: Promote shared parking agreements for compatible uses (high demand during weekdays with high demand during evenings and weekends) to make more efficient use of parking facilities.

Policy 5: Consider the establishment of a parking-utility to operate City-owned parking structures, lots, and street parking.



Objective 6: Initiate passenger rail-based service along the Fitchburg-Oregon rail line.

Policy 1: Promote and support the Transport 2020 initiative and the extension of the start-up system to provide commuter rail service to the City of Fitchburg along the Fitchburg-Oregon rail line.

Policy 2: Adopt and implement transit-oriented developments to support rail-based passenger transit along the Fitchburg-Oregon rail corridor.

Policy 3: Coordinate transit stops within a reasonable distance to maximize the convenience of the service.

Intergovernmental Cooperation

The intergovernmental cooperation section is designed to suggest actions that Fitchburg could take to improve communication and relationships with its neighbors, improve regional planning, provide efficient and effective public services and avoid or resolve conflicts.



Goal 1: Engage in mutually beneficial intergovernmental relations with local and overlapping governments or agencies to reduce or resolve conflicts.

Objective 1: Continue the exchange of information about regional issues and build interpersonal relationships that promote communication.

Policy 1: Re-establish monthly or bi-monthly meetings with the Capital Area Regional Planning Commission and planners and zoning administrators from the regional cities, villages, and towns to discuss a predetermined subject.

Policy 2: Provide a copy of this Comprehensive Plan to all surrounding local and regional governments.

Policy 3: Continue to work with the Federal, State and Regional Agencies in implementing policy.

Policy 4: Continue discussions with the school districts regarding future development, population projections, and potential locations for new schools.

Policy 5: Work with the local higher educational facilities in matching workforce needs.

Objective 2: Share some public resources and regional planning that have cross-jurisdictional use.

Policy 1: Work with Dane County and the surrounding towns, cities, and villages on the implementation of regional transportation and land use plans.

Policy 2: Continue to assist Dane County on surface and ground water management plans.

Policy 3: Assist Dane County to refine the shared geographic information system data.

Policy 4: Continue to participate in intergovernmental agreements for mutual response by fire and police.

Policy 5: Continue to open opportunities for providing public facilities and services between two or more local units of government.



Objective 3: Encourage land use and transportation plans in the adjacent Towns, Cities and Villages that are consistent with the objectives of the Fitchburg plan.

Policy 1: Encourage the Towns of Dunn, Oregon and Verona to plan for agriculture and open space preservation adjoining similarly planned agriculture and open space preservation land use in Fitchburg.

Policy 2: Use the City's extraterritorial jurisdiction to guide the site design, land use, and appearance of development within the City's ETJ in a manner that forwards the recommendations of this Plan.

Policy 3: Be cognizant of agriculture and open space uses planned by towns near Fitchburg's planned development areas by mitigating impacts of development on those adjoining agriculture and open space areas.

Policy 4: Communicate with nearby cities and villages to establish areas of community separation.

Objective 4: Practice methods of resolving intergovernmental disputes that are efficient, friendly and mutually beneficial.

Policy 1: Maintain open relationships with neighboring jurisdictions to build trust among staff and elected and appointed officials, share information, cooperate on issues of mutual interest or concern, and identify and resolve potential conflicts at an early stage.

Policy 2: Use cooperative planning, negotiation, and mediation to resolve intergovernmental disputes prior to using legal action.



Issues and Opportunities



Issues and Opportunities

This section of the Comprehensive Plan describes how Fitchburg’s population, demographics and land use composition has changed over the course of the past few decades; it also forecasts population and demographic changes expected over the next 20 to 30 years. The information contained in this section, with the exception of a few pieces of added information, is taken directly from a report prepared by the Dane County Regional Planning Commission for the City of Fitchburg in November 2003. The report, titled “City of Fitchburg Demographic Forecasts: 2000-2030” is available from the City Planning Department.

Introduction

The Dane County Regional Planning Commission staff under contract with the City of Fitchburg prepared this report which presents forecasts of population, household and employment data for Dane County and the City of Fitchburg from 2000 to 2030. Much of the information found here is available from the U.S. Bureau of the Census or the Demographic Services Center of the Wisconsin Department of Administration.

Much of the demographic information needed by the City of Fitchburg to prepare its Comprehensive Plan required under Wisconsin’s “Smart Growth” Law is found in this report. To address some of the nine “planning elements” of the Smart Growth Law, the report detailed population, housing and employment data. Background data is generally provided from 1970 through 2000. The report also provides a comparison of the City of Fitchburg to Dane County.

Population Analysis

Population Growth. As shown in Figure 3 - 1, Dane County grew more rapidly in the 1980s than it did in the 1970s and even at a faster rate in the 1990s. During the 1970s, Dane County’s population grew by 12%. Dane County added more than 40,000 persons between 1980 and 1990, representing a growth rate of approximately 14%. From 1990 to 2000 the County added nearly 60,000 new residents at a rate of approximately 16%.

The City of Fitchburg grew much faster than the County during this entire period. The City’s population tripled in the 1970’s; and it increased by about a third in both the 1980’s and the 1990’s. In 2000, the City of Fitchburg was the second largest municipality in Dane County.

Figure 3 - 1: Population 1970- 2000

	Total Population				Percent Change		
	1970	1980	1990	2000	1970-1980	1980-1990	1990-2000
Dane County	290,272	323,545	367,085	426,526	11.5%	13.5%	16.2%
City of Fitchburg	4,704	11,973	15,648	20,501	154.5%	30.7%	31.0%

Source: U.S. Bureau of the Census and Dane County Regional Planning Commission

Age Composition. The age composition of the County’s population has changed significantly since 1990, including:

- 1) Slight decrease in the number of preschoolers
- 2) Decrease in the number of adults between the ages of 25 and 34
- 3) Increase in the proportion of school-age persons between the ages of 5 and 19
- 4) Increase in the younger baby boomers between ages 35 and 44
- 5) Large increase in the older baby boomers between ages 45 and 54
- 6) Modest increase of older adults between ages 55 and 64
- 7) Increase in the proportion of older adults age 65 and over.

The decreasing number of adults between the ages of 25 and 34 is especially significant, since typically people within that age group enter the housing market for the first time as newly formed households (Figure 3 - 2). From 1990 to 2000, the median age within Dane County rose 30.7 to 33.2.

Figure 3 - 2: Population by Age Group: 1990 - 2000

Age Cohorts	Dane County				City of Fitchburg			
	1990	2000	2000 % of Total	'90- '00 % of Total	1990	2000	2000 % of Total	'90- '00 % of Total
Under 5	26,027	25,818	6.1%	-0.8%	1,120	1,449	7.1%	29.4%
5 to 9	24,312	26,693	6.3%	9.8%	1,002	1,431	7.0%	42.8%
10 to 14	21,392	27,733	6.5%	29.6%	912	1,279	6.2%	40.2%
15 to 19	27,760	32,912	7.7%	18.6%	717	1,162	5.7%	62.1%
20 to 24	42,123	43,986	10.3%	4.4%	2,006	2,134	10.4%	6.4%
25 to 34	72,726	68,386	16.0%	-6.0%	4,229	4,139	20.2%	-2.1%
35 to 44	60,830	70,108	16.4%	15.3%	3,004	3,482	17.0%	15.9%
45 to 54	33,578	60,220	14.1%	79.3%	1,337	3,031	14.8%	126.7%
55 to 64	24,359	30,801	7.2%	26.4%	720	1,341	6.5%	86.3%
65 to 74	18,999	20,211	4.7%	6.4%	371	571	2.8%	53.9%
75 or older	14,979	19,658	4.6%	31.2%	230	482	2.4%	109.6%
Total	367,085	426,526	100.0%	16.2%	15,648	20,501	100.0%	31.0%
Median Age	30.7	33.2			29.2	31.3		

Source: U.S. Bureau of the Census and Dane County Regional Planning Commission

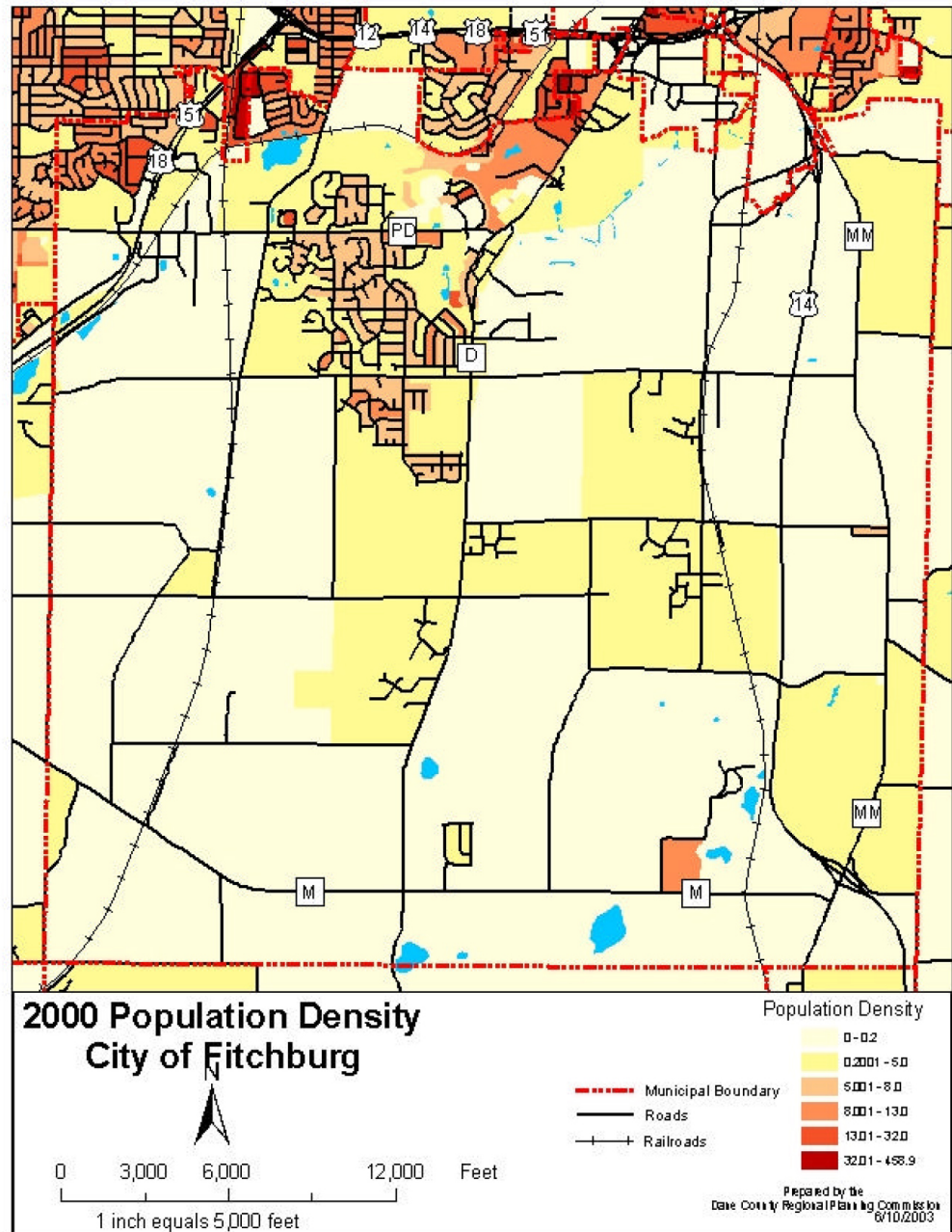
From 1990 to 2000 the City of Fitchburg’s median age rose from 29.2 to 31.3. Fitchburg experienced trends similar to the county, but at twice the growth rate! The City’s population had significant gains even at the under age 5 and age 65 or older cohorts. The City’s school age population also grew at twice the rate of the County.

Population Distribution. As shown on the 2000 Population Density Map (Figure 3 - 3), the City of Fitchburg’s population is clustered in the northern portion of the City where public sanitary sewer and water is available. During the 1990s, most of the City’s “infill” areas developed. After 2000 (not shown on map) development started in the northeastern portion of the City along with additional areas south of

Issues and Opportunities

Lacy Road. The highest population density corridors are along Fish Hatchery Road (CTH D) and US Highway 18-151. The southern two-thirds of the City is rural with very low population density, except for the Oakhill Correctional Facility located near the Village of Oregon.

Figure 3 - 3



Housing

Housing Growth. According to the U.S. Bureau of the Census, there were about 180,000 housing units in Dane County in April 2000. Between 1990 and 2000, the county year-round housing stock increased by nearly 33,000 units, or 22%. In 2000, the City of Fitchburg housing stock was nearly 8,700: increasing by about 2,000 units or 30% (Figure 3 - 4). While multifamily housing is still the largest housing type in

Issues and Opportunities

Fitchburg, single family housing, which increased by 43% during the 1990's, is now of comparable size.

Figure 3 - 4: Housing Stock by Type: 1970-2000

Dane County								
	April 1970		April 1980		April 1990		April 2000	
Type	Number	% Total	Number	% Total	Number	% Total	Number	% Total
1-Family	54,855	59.7%	72,107	57.4%	85,541	57.9%	105,903	58.7%
2- Family	8,623	9.4%	10,101	8.0%	9,743	6.6%	10,243	5.7%
3+ Family	27,050	29.4%	41,579	33.1%	50,318	34.0%	61,886	34.3 %
Mobile Home	1,398	1.5 %	1,824	1.5 %	2,247	1.5 %	2,366	1.3%
Total	91,926	100.0%	125,611	100.0%	147,849	100.0%	180,398	100.0%

City of Fitchburg								
	April 1970		April 1980		April 1990		April 2000	
Type	Number	% Total	Number	% Total	Number	% Total	Number	% Total
1-Family	921	66.6%	1,964	36.9%	2,819	42.2%	4,029	46.5%
2- Family	89	6.4%	218	4.1%	171	2.6%	293	3.4%
3+ Family	323	23.4%	3,067	57.6%	3,638	54.4%	4,277	49.4%
Mobile Home	49	3.5%	74	1.4%	57	0.9 %	63	0.7%
Total	1,382	100.0%	5,323	100.0%	6,685	100.0%	8,662	100.0%

Source: U.S. Bureau of the Census and Dane County Regional Planning Commission

Housing Tenure. According to the 2000 Census, of the total housing units in Dane County, 55% were owner-occupied, 41% were renter-occupied and 4% were vacant. In the City of Fitchburg, 43% were owner-occupied, 53% were renter-occupied and 4% were vacant (Figures 3 - 5 and 3 - 6).

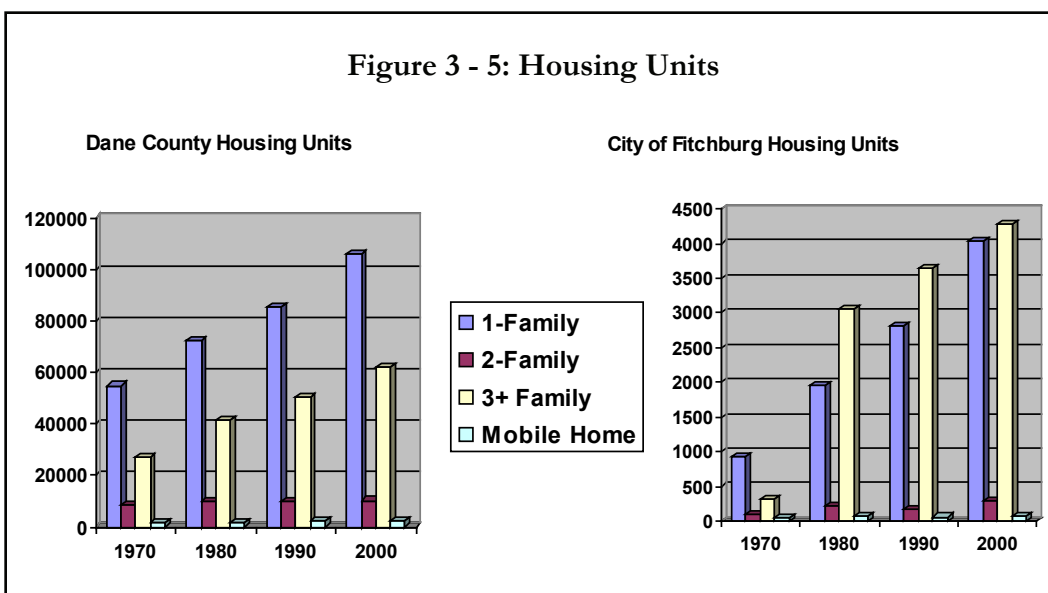


Figure 3 - 6: Housing Units by Tenure: 1970-2000

Dane County Housing Units						
Year	Owner-Occupied		Renter-Occupied		Vacant	
	Number	% Total	Number	% Total	Number	% Total
1970	49,941	54.3%	38,633	42.0%	3,352	3.7%
1980	67,152	53.3%	53,449	42.5%	5,010	4.0%
1990	78,848	53.3%	63,938	43.3%	5,065	3.4%
2000	99,895	55.4%	73,589	40.8%	6,914	3.8%

City of Fitchburg Housing Units						
Year	Owner-Occupied		Renter-Occupied		Vacant	
	Number	% Total	Number	% Total	Number	% Total
1970	822	59.5%	508	36.8%	52	3.8%
1980	1,745	32.8%	3,244	60.9%	334	6.3%
1990	2,496	37.3%	3,903	58.4%	286	4.3%
2000	3,738	43.3%	4,524	52.6%	342	4.0%

Source: U.S. Bureau of the Census and Dane County Regional Planning Commission

Housing Vacancy. For a housing market to operate efficiently, it must have an adequate supply of available housing units for sale or rent. The market's supply of available housing units must be sufficient to allow for the formation of new households, to allow for in-migration and to provide opportunities for changing household size and status. The available vacancy rate of a housing market is a good indication of the adequacy of the housing supply.

According to Housing and Urban Development (HUD), an overall available vacancy rate of 3% (1.5% for the owned portion of a housing stock and 5% for the rented portion) allows for an adequate housing choice among customers. The overall available vacancy rate for the county was 3.8% in 2000. The owner-vacancy rate for the County was 1.0%, while the renter-available vacancy rate was 4.2%. In Fitchburg, the overall vacancy rate was 4.0% (Figure 3 - 6). The owner-available vacancy rate for the City was 1.0%, while the renter-available vacancy rate was 4.6%. Since Dane County and Fitchburg both had higher vacancy rates or not a tight housing market, it should not result in higher housing costs

Household Growth. From 1990 to 2000, the number of households in Dane County increased by 30,700 to about 173,500. This represents an increase of 22%, compared to the population growth of 16%. Between 1980 and 1990, the household growth rate was slower (Figure 3 - 7). In the City of Fitchburg, the number of households grew by about 1,900 to nearly 8,300 households or an increase of 29%. The household growth rate was similar in the 1980's.

Figure 3 - 7: Households: 1970 -2000

	Number of Households				Percent Change		
	1970	1980	1990	2000	1970-1980	1980-1990	1990-2000
Dane County	88,574	120,601	142,786	173,484	36.2%	18.4%	21.5%
City of Fitchburg	1,327	4,989	6,399	8,262	276.0%	28.3%	29.1%

Source: U.S. Bureau of the Census and Dane County Regional Planning Commission

Household Size. Household size is one of the primary factors that must be considered when determining existing and future housing demand. As households change in size, so do their housing requirements.

In 1990, the County’s average household size was 2.5 persons. By 2000, the average household size had declined to 2.4 persons. In Fitchburg, the average household size stayed at 2.4 persons.

The average size of an owner household is larger than the average size of a renter household. In 2000, the average size of an owner household was 2.6 to 2.8 persons, while the average size of a renter household was 2.0 persons (Figure 3 - 8). The County’s household size decreased since 1990 while Fitchburg’s household size increased slightly due to the large increase in owner-households.

Figure 3 - 8: Average Household Size

	Persons Per Household					
	Owner-Occupied		Total-Occupied		Renter-Occupied	
	1990	2000	1990	2000	1990	2000
Dane County	2.76	2.61	2.46	2.37	2.10	2.03
Fitchburg	2.97	2.79	2.36	2.38	1.97	2.05

Source: U.S. Bureau of the Census and Dane County Regional Planning Commission

Figure 3 - 9 is a combination of Land Use Inventory Data and Census Data for the past four decades. The areas are all expressed in acres; the residential numbers are expressed as the units of each type, while the density is expressed in the number of units per acre. The general trend for the past four decades is an increase in density, particularly in the 90s. The City of Fitchburg mirrors the densities of Dane County because it encompasses both urban and rural areas like the County. The City’s residential density was much lower in 1970 because 64% of the housing units in the Town of Fitchburg utilized on-site septic systems. By 1980, 80% of Fitchburg’s housing units were served by public sanitary sewer on smaller lots. Multifamily housing units also increased by a factor of ten between 1970 and 1980.

Figure 3 - 9: Housing and Residential Land Use: 1970-2000

Dane County	1970			1980			1990			2000		
	Acres	Units	Density	Acres	Units	Density	Acres	Units	Density	Acres	Units	Density
Residential	29,847	92,430	3.10	41,560	126,275	3.04	48,002	147,851	3.08	49,194	180,398	3.67
1-Family	27,601	55,359	2.01	37,737	72,771	1.93	42,710	84,909	1.99	43,198	105,903	2.45
2-Family	748	8,623	11.54	1,213	10,101	8.33	1,804	9,672	5.36	1,716	10,243	5.97
3+ Family	971	27,050	27.87	2,096	41,579	19.84	2,914	49,946	17.14	3,843	61,886	16.10
Mobile Home	528	1,398	2.65	514	1,824	3.55	573	3,324	5.80	436	2,366	5.043

Fitchburg	1970			1980			1990			2000		
	Acres	Units	Density	Acres	Units	Density	Acres	Units	Density	Acres	Units	Density
Residential	1,070	1,382	1.29	1,541	5,323	3.45	2,037	6,685	3.28	2,304	8,662	3.76
1-Family	999	921	.92	1,329	1,964	1.48	1,764	2,819	1.60	1,926	4,029	2.09
2-Family	15	89	5.82	29	218	7.49	62	171	2.74	82	293	3.57
3+ Family	47	323	6.93	178	3,067	17.22	204	3,638	17.81	292	4,277	14.65
Mobile Home	10	49	4.67	5	74	16.09	6	57	8.77	4	63	15.14

Source: U.S. Bureau of the Census, Dane County Regional Planning Commission, and the City of Fitchburg

Employment

Employed Labor Force. As of 2000, Dane County had a civilian labor force of about 256,000. Of that total, 246,000 were employed; 3.8% were unemployed. The employed labor force is largely employed in what are typically referred to as “white collar” occupations with 83% of employees working in professional, technical or service-related positions. This compares to 70% statewide employed in the same positions. Dane County’s higher percentage can be partially attributed to the presence of Wisconsin’s state capital and major university (Figure 3 - 10).

The City of Fitchburg had a civilian labor force of 12,363. Of that total, 11,768 were employed; 3.6% were unemployed. Similar to Dane County the employed labor force is largely employed in white-collar occupations with 84% of employees working in professional, technical or service-related positions. From 1990 to 2000, the City’s employed labor force grew similar to the County.

Figure 3 - 10: Occupation of the Employed: 1990 - 2000

Dane County		Employed Persons Age 16 and Older							
		1981		1990		2000		Change 1990-2000	
Occupation Groups	Number	% Total	Number	% Total	Change	% Total	Change	Percent	
Management, professional and technical	57,602	34.0%	79,158	38.0%	107,347	43.6%	27,189	35.6%	
Service Occupations	24,661	14.5%	27,110	13.0%	31,362	12.7%	4,252	15.7%	
Sales and office occupations	51,063	30.1%	60,792	29.2%	65,285	26.5%	4,493	7.2%	
Farming, fishery & forestry	4,516	2.7%	4,541	2.2%	891	0.4%	-3,650	-80.49	
“Blue Collar” occupations	31,816	18.8%	36,468	17.5%	41,179	16.7%	4,711	12.9%	
Dane County Total	169,658	100.0%	208,069	100.0%	246,064	100.0%	37,995	18.3%	

Fitchburg		Employed Persons Age 16 and Older							
		1981		1990		2000		Change 1990-2000	
Occupation Groups	Number	% Total	Number	% Total	Change	% Total	Change	Percent	
Management, professional and technical	NA		4,097	40.8%	5,150	43.8%	1,053	25.7%	
Service Occupations	NA		1,032	10.3%	1,701	14.5%	669	64.8%	
Sales and office occupations	NA		3,220	32.1%	3,082	26.2%	-138	-4.3%	
Farming, fishery & forestry	NA		176	1.8%	37	0.3%	-139	-79.0%	
“Blue Collar” occupations	NA		1,515	15.1%	1,798	15.3%	283	18.7%	
City of Fitchburg Total	7,266	100.0%	10,040	100.0%	11,768	100.0%	1,728	17.2%	

Source: U.S. Bureau of the Census and Dane County Regional Planning Commission

As shown in Figure 3 - 11 , more than half of Dane County’s employed residents work in the retail trade or service sectors of the economy. From 1980 to 2000, the employed labor force has increased 45%. During the same time period, jobs within Dane County increased from 170,000 to 288,575, an increase of 118,575 or 70%.

Using U. S. Census Bureau’s County Business Pattern data by zip code for 1994 to 2000, the County’s private employment increased by 22%. In the zip code (53711) serving part of Fitchburg and Madison, private employment increased by 31%.

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Figure 3 - 11: Industry of the Employed Labor Force: 1980 -2000

Dane County: Employed Persons Age 16 and Older								
Occupation Groups	1981		1990		2000		Change 1990-2000	
	Number	% Total	Number	% Total	Change	% Total	Change	Percent
Construction and mining	12,435	7.3%	14,603	7.0%	15,572	6.3%	3,137	25.2%
Manufacturing	19,406	11.4%	25,024	12.0%	26,418	10.7%	7,012	36.1%
Transportation & Public Utilities	8,839	5.2%	11,100	5.3%	15,988	6.5%	7,149	80.9%
Wholesale and Retail Trade	33,717	19.9%	42,232	20.3%	51,092	20.8%	17,375	51.5%
Finance, Insurance & Real Estate	13,451	7.9%	18,798	9.0%	22,755	9.2%	9,304	69.2%
Services incl. Public Administration	81,810	48.2%	96,411	46.3%	114,239	46.4%	32,429	39.6%
Dane County Total	169,658	100.0%	208,069	100.0%	246,064	100.0%	76,406	45.0%

City of Fitchburg : Employed Persons Age 16 and Older								
Occupation Groups	1981		1990		2000		Change 1990-2000	
	Number	% Total	Number	% Total	Change	% Total	Change	Percent
Construction and mining	433	6.0%	715	7.1%	566	4.8%	133	30.7%
Manufacturing	653	9.0%	1,095	10.9%	1,217	10.8%	618	94.6%
Transportation & Public Utilities	421	5.8%	570	5.7%	797	6.8%	376	89.3%
Wholesale and Retail Trade	1,478	20.3%	2,018	20.1%	1,600	13.6%	122	8.3%
Finance, Insurance & Real Estate	830	11.4%	1,283	12.8%	1,221	10.4%	391	47.1%
Services incl. Public Administration	3,451	47.5%	4,359	43.4%	6,313	53.6%	2,862	82.9%
City of Fitchburg Total	7,266	100.0%	10,040	100.0%	11,768	100.0%	4,502	62.0%

Source: U.S. Bureau of the Census and Dane County Regional Planning Commission

Also shown in Figure 3 - 11, two-thirds of the City of Fitchburg’s employed residents work in the retail trade or service sectors of the economy. From 1980 to 2000, the employed labor force in Fitchburg has increased 62% compared to a 45% increase for Dane County.

Educational Level. In 2000, of the residents that were enrolled in school, nearly 43 % were in elementary school, with the next highest enrollment in college or graduate school (Figure 3 - 12). With the current high enrollment in grade school, this will cause a sudden influx of students in the future years within the area high schools.

Of those residents that are 25 and older and currently not enrolled in school, approximately 72 % have an educational attainment higher than a high school

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diploma (Figure 3 - 13). This attainment can be attributed to the students that graduate from the numerous higher educational facilities within the area and find employment within the Madison metro area. In addition, many of the residents are migrant graduates from other outside institutions that are drawn to the area by the high-tech, government, and research oriented job market the metropolitan area offers.

Figure 3 - 12: School Enrollment - 2000

	Number	Percent
Nursery School, preschool	384	7.0%
Kindergarten	319	5.8%
Elementary school (grades 1-8)	2,361	42.9%
High School (grades 1-8)	966	17.5%
College or graduate school	1,479	26.8%
Total (Population 3 years and over enrolled in school)	5,509	100.0%

Source: U.S. Bureau of the Census

Figure 3 - 13: Educational Attainment - 2000

	Number	Percentage
Less than 9th grade	232	1.8%
9th to 12th grade, no diploma	798	6.2%
High school graduate (includes equivalency)	2,497	19.3%
Some collage, no degree	2,857	22.1%
Associate degree	1,114	8.6%
Bachelor's degree	3,379	26.1%
Graduate or professional degree	2,065	16.0%
Total (Population over 25 years and over)	12,942	100.0%

Source: U.S. Bureau of the Census

Income Levels. The City of Fitchburg had 8,137 households, with a median household income of \$50,433 in 1999 (Figure 3 - 14). The median household income is slightly higher than Dane County's by approximately \$1,000, in addition to the state. Overall, the high median household income can be attributed to the high tech job market and the substantial number of residents with a college education.

The 2000 Census showed that only 6.4% of Fitchburg's population (1,264) was living below the poverty level compared with 9.4% for Dane County's population and 12.4 % for Wisconsin.

Figure 3 - 14: Median Household Income

	1989	1999	Adj. Net Change*	Percent Change*
City of Fitchburg	\$35,550	\$50,433	\$1,847	3.8%
Dane County	\$32,703	\$49,223	\$4,528	10.1%
Wisconsin	\$29,442	\$43,791	\$3,553	8.8%

* Adjusted for inflation

Source: U.S. Bureau of the Census.

Forecasts

Population. In order to plan adequately for housing production and employment needs in Dane County on a long-term basis, future demand must be determined. As the County's population grows and its characteristics change, so will the demand for housing and jobs. Thus, the purpose of this section is to determine the number of housing units and jobs that must be produced to accommodate the future needs of households and labor force that will generate Dane County's population by 2030.

The City's population is expected to grow at about twice the County's growth rate. City forecasts were developed using data from the Wisconsin Department of Administration (DOA) – Demographic Services Center population projections for Dane County from 2000 to 2030. The City of Fitchburg's population will increase to 25,477 by 2010, 30,431 by 2020 and 35,386 by 2030. The resulting K-12 enrollment is expected to increase to 4,189 by 2010, 4,544 by 2020 and 5,295 by 2030 (Figure 3 - 15).

Figure 3 - 15: City of Fitchburg Population Projections by Age Groups: 2000 -2030

Age Group	2000	2010	2020	2030	2000 - 2010	2010 - 2020	2020 - 2030	2000 -2030
Under 5	1,449	1,822	2,139	2,371	337	318	232	63.6%
5 - 17	3,450	3,964	4,300	5,011	247	336	711	45.2%
18 -24	2,556	3,057	3,442	4,045	690	385	603	58.2%
25 - 44	7,621	8,512	10,286	11,433	972	1,774	1,148	50.0%
45 - 64	4,372	6,606	7,586	7,951	2,407	980	365	81.9%
65 & Over	1,053	1,516	2,678	4,575	323	1,162	1,897	334.5%
Total Population	20,501	25,477	30,431	35,386	4,976	4,954	4,955	72.6%
K - 12 enrollment	3,646	4,189	4,544	5,295	261	355	751	45.2%

Source: U.S. Census Bureau, Wisconsin Department of Administration and the Dane County Regional Planning Commission

Labor Force. The labor force forecasts are based upon the 2000 percentage of labor force by four age groups applied to the population forecasts. The labor force forecasts represent the future supply of available civilian workers in the area. Comparing labor force forecasts to employment forecasts in Dane County shows a continuing shortage of available labor for new jobs.

The City of Fitchburg's labor force is expected to grow at a slightly slower rate than the population as a whole, and probably slower than growth in new jobs created in the County. Fitchburg's labor force will increase to 15,495 by 2010, 18,392 by 2020 and 20,625 by 2030 (Figure 3 - 16).

Figure 3 - 16: City of Fitchburg Labor Force by Age: 2000- 2030

Age Group	2000	2010	2020	2030
Population				
18 to 24 years	2,556	3,057	3,442	4,045
25 to 44 years	7,621	8,512	10,286	11,433
45 to 64 years	4,372	6,606	7,586	7,951
65 or older	1,053	1,516	2,678	4,575
Total	15,602	19,691	23,992	28,004
Labor Force				
18 to 24 years	2,136	2,555	2,876	3,380
25 to 44 years	6,240	6,969	8,422	9,361
45 to 64 years	3,697	5,586	6,415	6,724
65 or older	267	384	679	1,160
Total	12,340	15,495	18,392	20,625
Male Labor Force				
18 to 24 years	1,135	1,358	1,528	1,796
25 to 44 years	3,234	3,612	4,365	4,852
45 to 64 years	1,832	2,768	3,179	3,332
65 or older	161	232	409	700
Total	6,362	7,970	9,481	10,679
Female Labor Force				
18 to 24 years	1,001	1,197	1,348	1,584
25 to 44 years	3,006	3,357	4,057	4,510
45 to 64 years	1,865	2,818	3,236	3,392
65 or older	106	153	270	461
Total	5,978	7,525	8,911	9,946

Source: U. S. Census Bureau and Dane County RPC

Housing. The housing production forecasts represent the number of housing units that will be required to meet the basic components of growth. They are not intended to be forecasts of the effective demand for housing, which is affected by many other factors such as consumer income, tastes and preferences, price, and financing. All forecasts, including the ones presented in this section, must be used with great caution. Forecasts cannot take into account unpredictable events that could have a significant effect on the housing market, especially for individual small cities.

Since the late 1970s, average household sizes have been decreasing. Households are decreasing in size primarily due to an increase in the divorce rate, a decrease in the birth rate, the postponement of marriage, and an increase in the proportion of the population age 65 and older. As households decline in size, the need for additional housing increases. Household size is a key production factor. Fitchburg's population

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per housing unit size was 2.34 in 1990 and 2.37 in 2000. Utilizing the most recent housing trends, the City will have a population per housing unit size of 2.31 by 2010, 2.27 by 2020 and 2.30 by 2030. Household sizes have been decreasing for both owner-occupied and renter-occupied households. In 2000, owner-occupied households averaged 2.79 persons per household and renter-occupied households averaged 2.05 persons per household. Figure 3 - 17 shows forecasted households by tenure and age of the head of household.

Figure 3 - 17: City of Fitchburg Housing Forecast by Tenure: 2000 -2030

Age Group	2000	2010	2020	2030
Population				
18 to 24 years	2,556	3,057	3,442	4,045
25 to 44 years	7,621	8,512	10,286	11,433
45 to 64 years	4,372	6,606	7,586	7,951
65 or older	1,053	1,516	2,678	4,575
Total	15,602	19,691	23,992	28,004
Housing Units	8,662	11,048	13,388	15,366
Vacant Units	292	376	455	522
Vacancy Rate	3.4%	3.4%	3.4%	3.4%
Households				
18 to 24 years	831	994	1,119	1,315
25 to 44 years	4,263	4,761	5,754	6,395
45 to 64 years	2,811	4,247	4,878	5,112
65 or older	465	669	1,183	2,020
Total	8,370	10,672	12,933	14,843
Owner Households				
18 to 24 years	7	8	9	11
25 to 44 years	1,502	1,678	2,027	2,253
45 to 64 years	2,003	3,027	3,476	6,643
65 or older	281	405	715	1,221
Total	3,793	5,117	6,227	7,128
Renter Households				
18 to 24 years	824	986	1,110	1,304
25 to 44 years	2,761	3,084	3,726	4,142
45 to 64 years	808	1,221	1,402	1,469
65 or older	184	265	468	800
Total	4,577	5,555	6,706	7,715

Source: U. S. Census Bureau and Dane County RPC

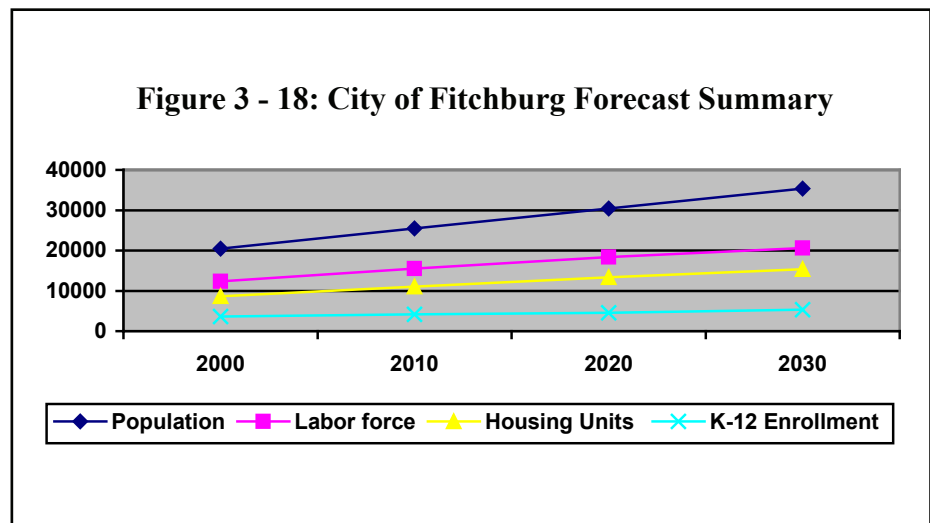
Long-Range Market Trends

It is apparent that the expected national population shifts resulting from the baby boom generation, those born between 1946 and 1964, and their children, the “baby-boom-let” or “Y” generation will have drastic effects on the Dane County housing and labor markets and school enrollments during the next 30 years. A substantially smaller population group (the X Generation) follows the baby-boomers. Their impact already has been demonstrated, with large numbers of smaller classroom sizes in the early 1980s, and a lack of young workers in the labor force in the 1990s. In addition, the numbers of elderly are growing and will continue to grow at a steady pace. This will place new demands on housing, economic development and public facilities.

Although this report identifies demographic trends and develops projections estimating future markets, public policy, economic forces and people’s response to those forces also influence the markets. Therefore, even though the demographic shifts are bound to have a major impact, it is also likely that people’s behavior will adapt to these shifts. Overall, the housing and labor markets have been quite responsive to changing times. The years just ahead will probably be no exception. Following are the main impacts of these changing demographic forces on the Dane County housing and job markets and schools going into the next century, based on the long-range population forecasts by age group. Decade by decade, these trends in Dane County can be illustrated.

1990. Population counts for 1990 showed an increase of 14% since 1980; 87% of the county’s population occurred in cities and villages over 4,000 persons. The number of households increased by 17%. Employed labor force increased by 21%, while employment grew by 30%. School enrollment decreased by 14%.

1. Three-fourths of the baby boomers were over age 30 in 1990 and their entrance into the house-buying market led to brisk real estate sales in the early 1990s. The typical first-time home buyer group (ages 25 to 34) grew by more than 5,000 persons and favorable interest rates helped to fuel this market. The middle-age group (ages 35 to 44) experienced the largest numerical shift since 1980, which continued to fuel the move-up market. In 1990 the baby boomers were between the ages of 25 and 44.
2. The pool of renters was reduced during this period because slightly fewer people in the typical renter age group (20 to 24) and favorable interest rates stimulated home ownership.
3. Dane County’s strong economy fueled rapid increase in job production. Although baby boomers supplied to most of the labor force needs, migration filled the gap.
4. School construction was limited to repair or replacement since enrollment was declining.



2000. The population grew by more than 16% between 1990 and 2000. The major changes were due to the aging of the baby boomers, which were between the ages of 36 and 54 in 2000. Large increases in the middle age and empty nester categories were realized, with correspondingly large decreases in the categories between the ages of 25 to 34. The number of households increased by 17 %. Employed labor force increased by only 18 %, while job growth continued to grow at a faster pace. Nearly all school districts saw major construction projects because K-12 enrollments increased by 37 %.

1. The size of the typical renter group grew much slower than owner groups, such that twice as many new owner households were created as new renter households. Move-up housing age groups continued to increase; also increasing demand for condominiums.

2010. The baby boomers will be between the ages of 46 and 64 and their children will be entering the housing and job markets and leaving the K-12 system. Projected population is expected to increase by a slower rate than the 1990's. Migration will likely make up an even larger portion of growth. The number of households, likewise, are projected to increase but at a much slower rate than in prior decades. The developing suburbs are less likely to experience rapid growth and may be facing issues similar to those of the City of Madison.

1. The projected minor increases in the number of youth ages 0 to 18, while not directly affecting any segment of the housing market. The large increases expected in the empty-nester age category and continued decline in the typical first-time home buyer age group may create a very tight market for sellers and a loose market for buyers. Senior housing and condominiums are expected to make up a larger segment of the housing market.
2. The labor force should get some relief as the baby boom-let enters the job market.
3. Increasing enrollment will place pressure on some new high school construction.

2020. The baby boomers will be between the age 56 and 74 in 2020. Population is projected at a slower rate than the 2010s. The number of households will increase at a similar rate. Population age 5 - 17 will increase faster than the previous decade.

1. Half of the baby boomers will be retired and one out of seven persons in the county will be over age 65. This will place increasing pressure on the construction of housing for the elderly; about a third is expected to be condominiums. Older seniors will make up more than five percent of the county's population, causing increased need for housing with supportive services for frail elderly.
2. The typical first-time home buyer age group will increase, refueling that housing market.
3. Unless migration increases, slow growth in the labor force will cause labor shortages.
4. Increasing K-12 enrollments will cause school construction in faster growing districts.

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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.

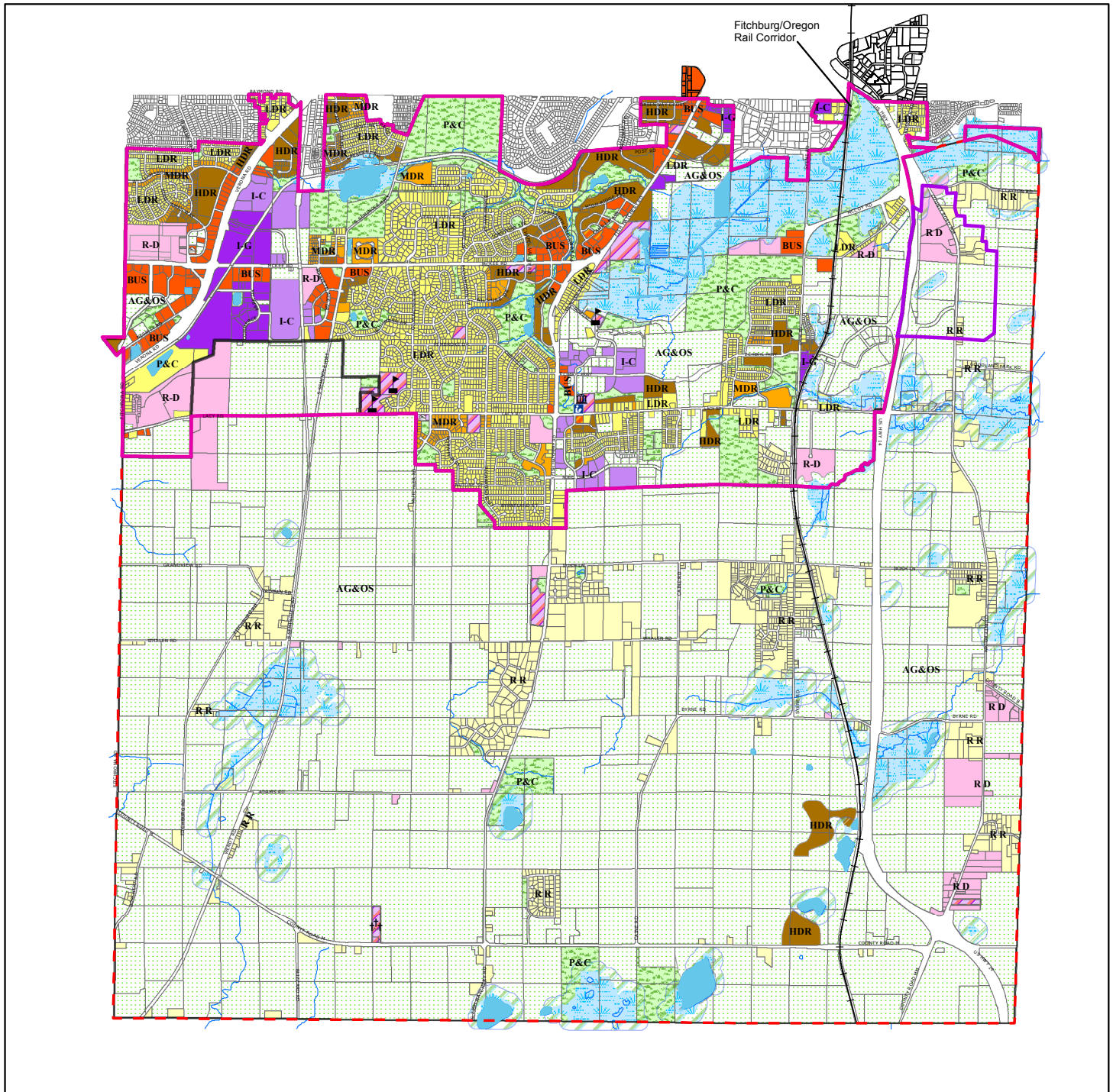
The southern two-thirds of the City is a mix of mostly agricultural and open space land. Rural residential neighborhoods are scattered throughout the southern portion of the City.

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



<ul style="list-style-type: none"> P&C - PARK & CONSERVANCY R-R - RURAL RESIDENTIAL LDR - LOW DENSITY RESIDENTIAL MDR - MEDIUM DENSITY RESIDENTIAL HDR - HIGH DENSITY RESIDENTIAL M-U - MIXED-USE G / I - GOVERNMENT / INSTITUTIONAL 	<ul style="list-style-type: none"> I-G - INDUSTRIAL-GENERAL I-C - INDUSTRIAL-COMMERCIAL BUS - BUSINESS R-D - RURAL DEVELOPMENT OPEN WATER WETLANDS W/ 300 FT BUFFER AG&OS - AGRICULTURE & OPEN SPACE 	<ul style="list-style-type: none"> PARCELS CITY LIMITS NEN USA - DNR Conditional Approval Urban Service Area STREAMS FIRE STATION LIBRARY CEMETERY SCHOOL CITY HALL
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PREPARED BY: PLANNING/ZONING
 SOURCE: PLANNING/ZONING
 REVISED: 08/2015



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	
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%					
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%					
Two- Family	15.3	0.4%	29.1	0.8%	62.5	1.4%	81.6	1.5%	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%					
Commercial	169.4	4.9%	87.4	2.5%	147.9	3.4%	381.1	7.0%	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%					
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%					
Transportation, Communication, Utilities	244.4	7.1%	219.3	6.2%	220.7	5.1%	229.9	4.2%	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%					
Recreation	49.3	1.4%	88.2	2.5%	167.5	3.8%	247.5	4.5%	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%					
Undeveloped Area	NA		18,512.0		17,743.7		16,699.2		16,239.9*						
Woodlands/Open Space/ Vacant	NA		2,864.7		3,506.5		4,824.6		4,832.2						
Crop & Pasture	NA		15,647.3		14,237.2		11,874.6		11,407.7						
Water	77.6		160.7		88.5		145.2		145.2						
Total Area	22,337.9		22,187.0		22,186.8		22,290.2		22,295*						
Developed as % of Total Area	15.4%		15.8%		19.6%		24.4%		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

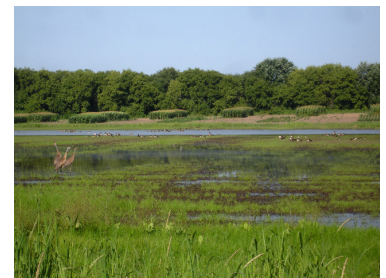
* Adjusted inflation for 2007

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,

Land Use

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.

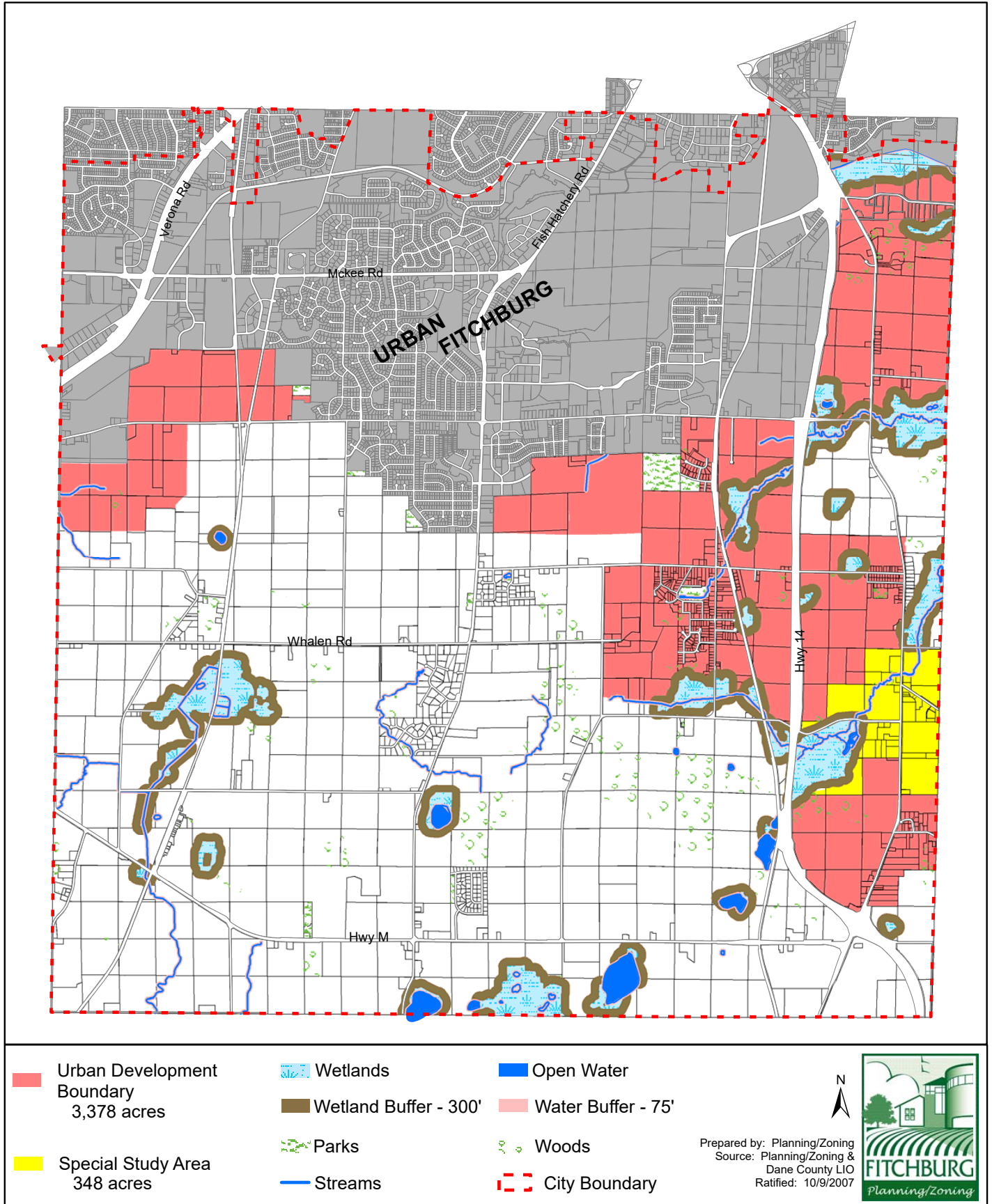
Future Urban Development Boundary

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.

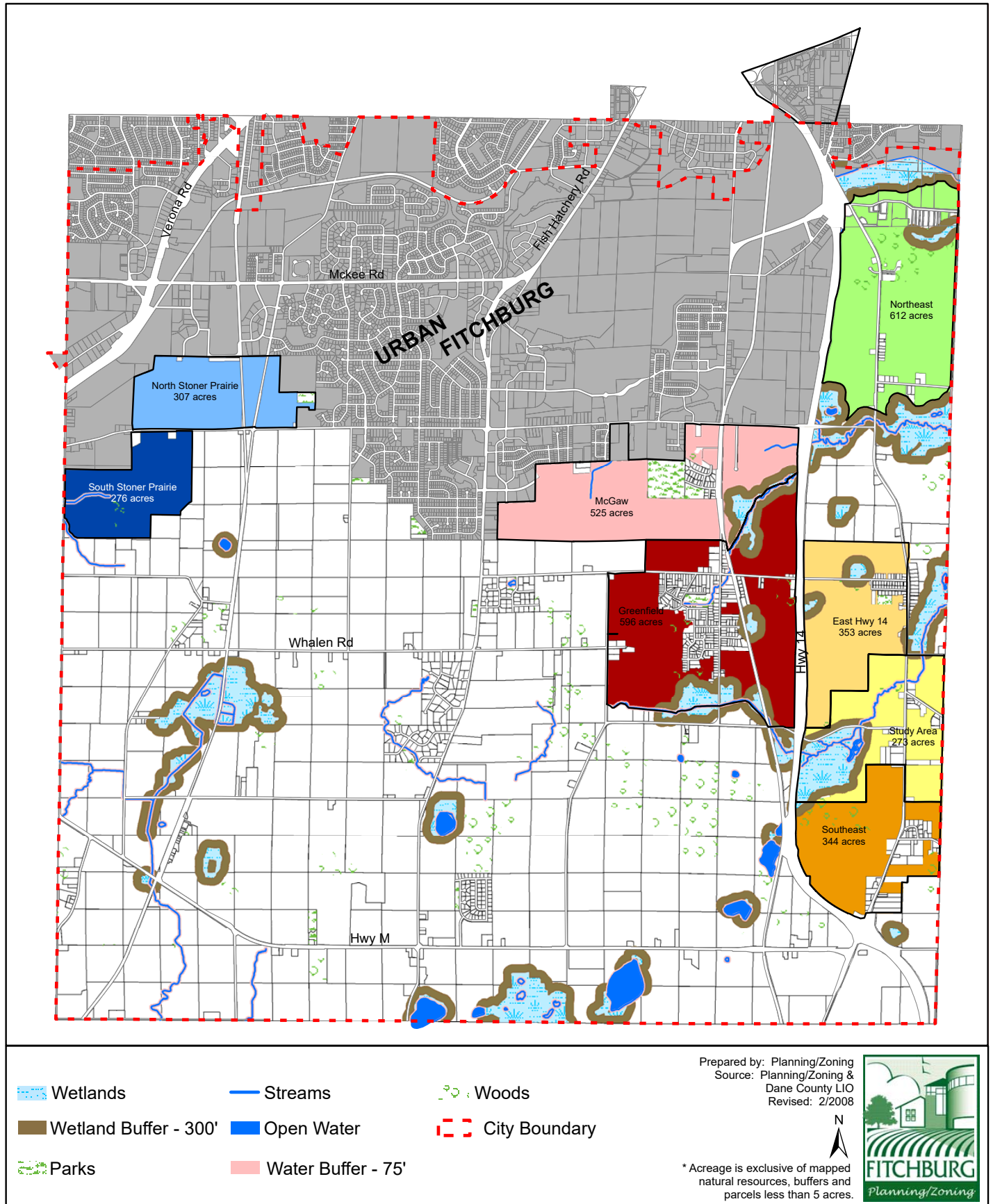
South Stoner Prairie Neighborhood (276 acres)

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,

Land Use

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

Land Use

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.

Land Use

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-Commerical (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

Land Use

- 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

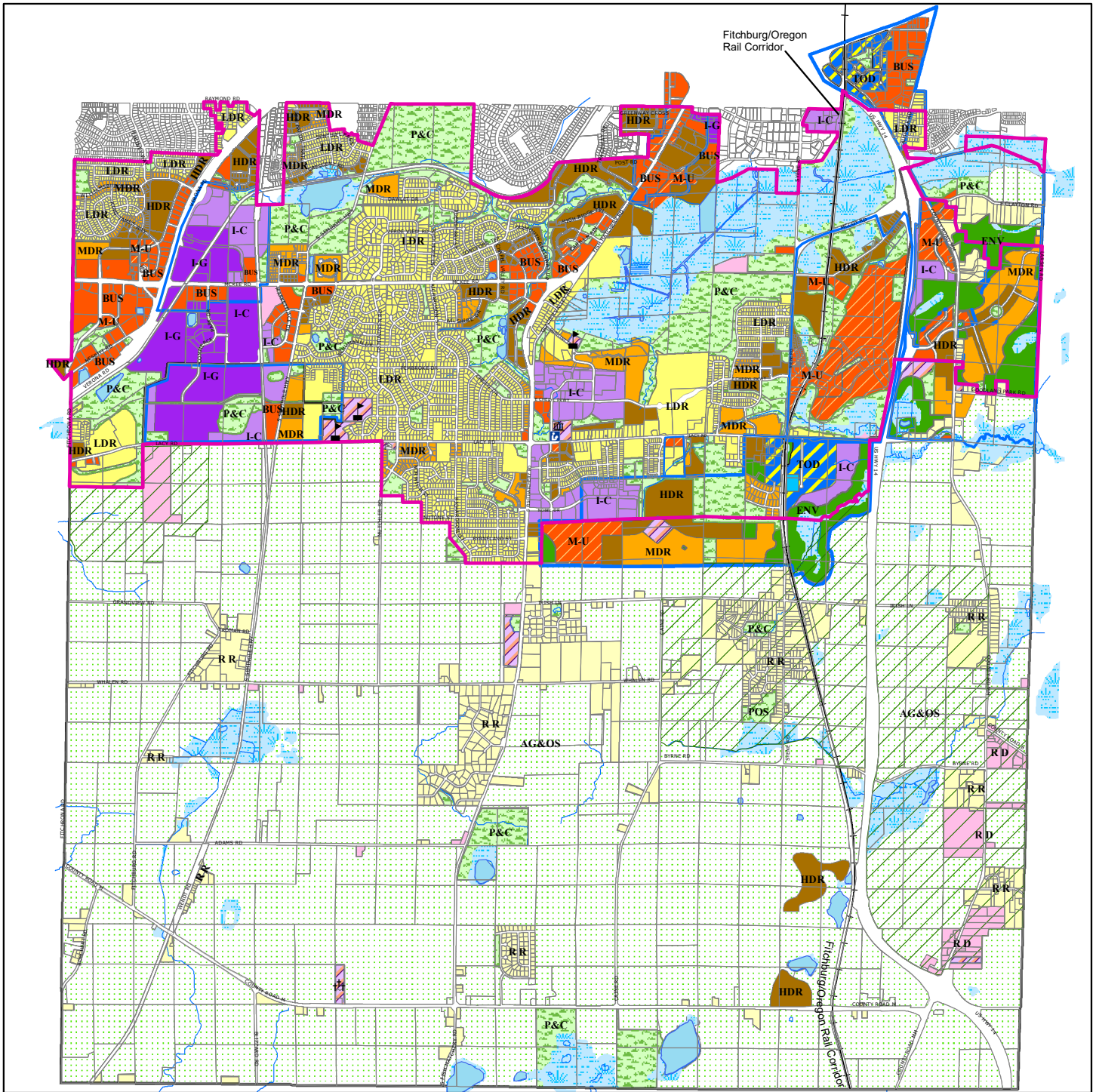
INFILL REPAIR SECTOR (G-5)

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



P&C - PARK & CONSERVANCY	TS - TRANSIT STATION	WETLANDS W/ 300 FT BUFFER
R-R - RURAL RESIDENTIAL	I-G - INDUSTRIAL-GENERAL	AG&OS - AGRICULTURE & OPEN SPACE
LDR - LOW DENSITY RESIDENTIAL	I-C - INDUSTRIAL-COMMERCIAL	TOD - TRANSIT ORIENTED DEVELOPMENT
MDR - MEDIUM DENSITY RESIDENTIAL	BUS - BUSINESS	POTENTIAL NEIGHBORHOODS
HDR - HIGH DENSITY RESIDENTIAL	R-D - RURAL DEVELOPMENT	URBAN SERVICE AREA
M-U - MIXED-USE	COMPLETED STUDY AREAS	
G / I - GOVERNMENT / INSTITUTIONAL	OPEN WATER	
ENV - ENVIRONMENTAL	STREAMS	

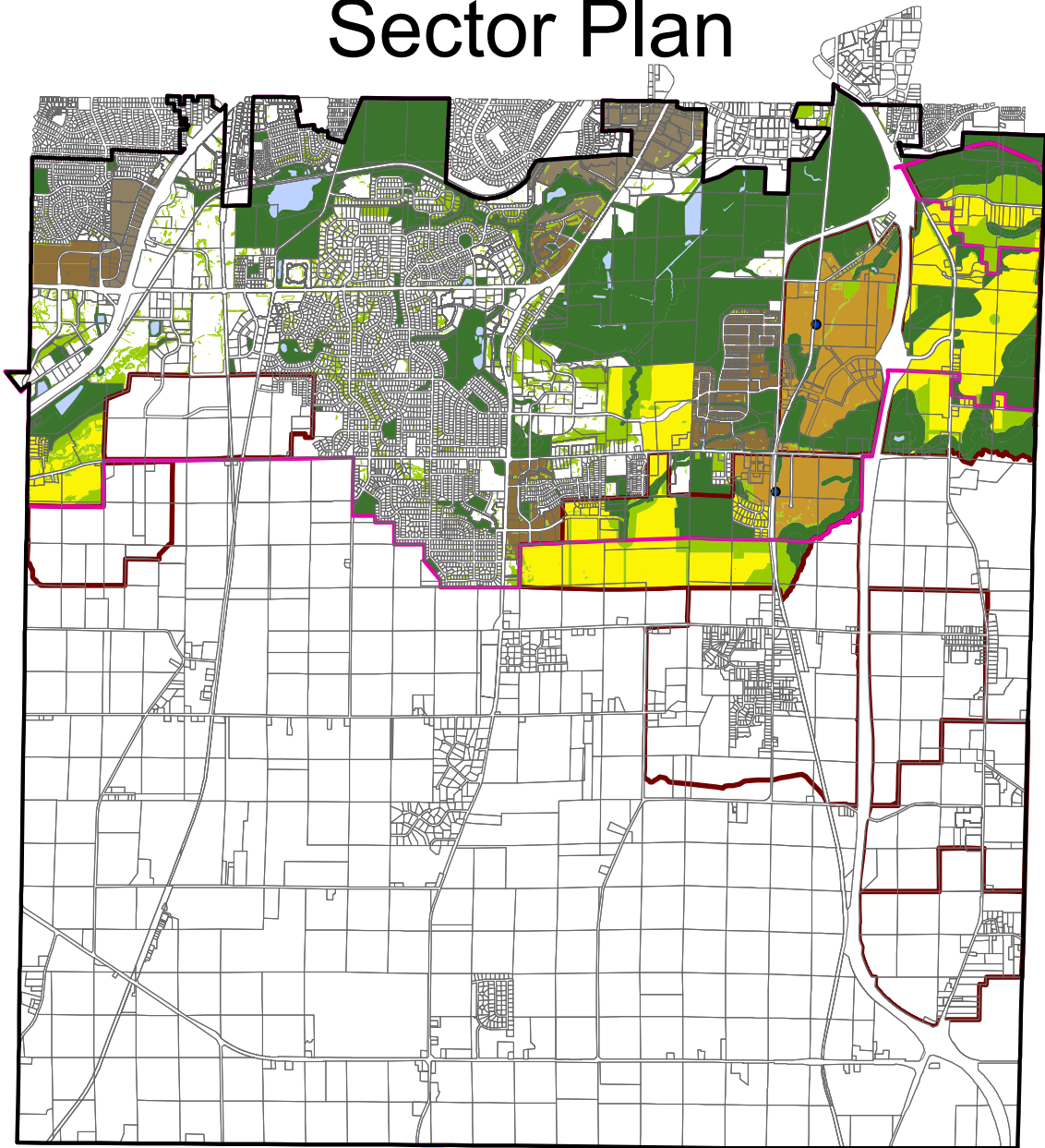
CITY HALL	FIRE STATION	LIBRARY
SCHOOL	CEMETERY	

N







PREPARED BY:
PLANNING/ZONING
SOURCE:
PLANNING/ZONING
REVISED: 08/2017

Figure 4 - 11

Sector Plan



Legend

-  Fitchburg City Limits
-  Parcels
-  Urban Service Area
-  Future Urban Development Boundary
-  Water Bodies
-  Proposed Transit Stations

Open Space and Growth Sectors

-  01 - Preserved Open Sector
-  02 - Reserved Open Sector
-  G2 - Controlled Growth Sector
-  G3 - Intended Growth Sector
-  G4 - Infill Growth Sector
-  G5 - Repair Sector



Prepared by:
Planning/Zoning
Source:
Planning/Zoning
Dane County LIO
Revised: 4/2017



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.

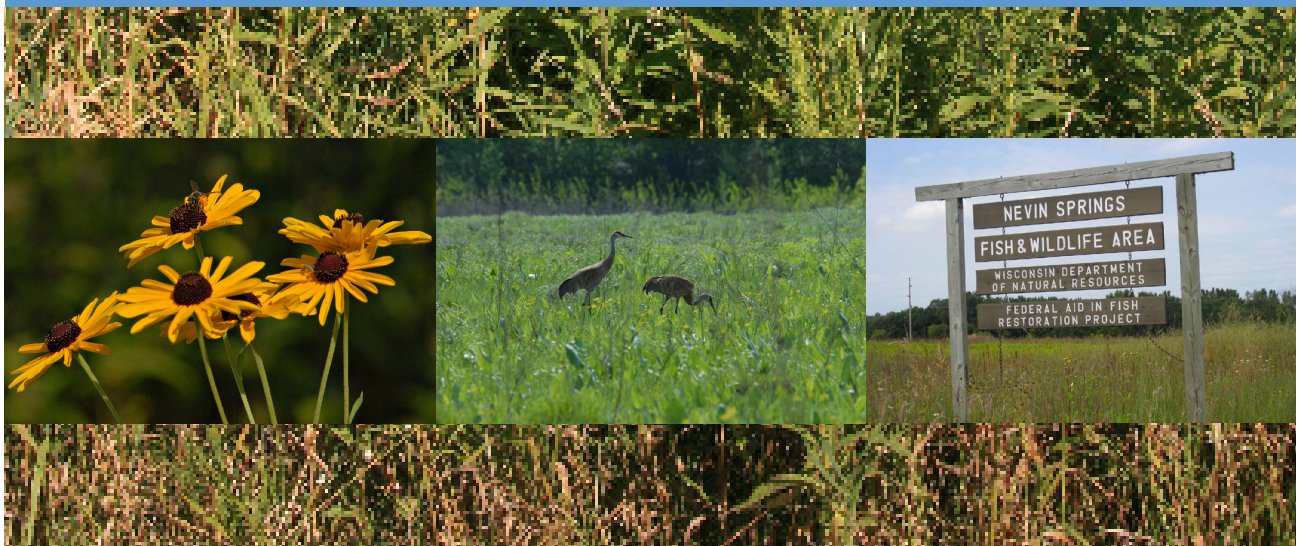
In urban areas, it is strongly suggested that as development near the buffer occurs, the first 100 feet at a minimum of a 300 foot or greater wetland buffer be native vegetation, such as prairie grass with related oak openings. Buffers at 100 feet or less in width are encouraged to use native vegetation 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.



Natural Resources



Introduction

The City of Fitchburg geography was formed by the last of the glaciers, with the Milton Moraine generally dividing the City from southeast to northwest. The City has land in two of the major drainage basins of Dane County, each with two main watersheds within Fitchburg. A few large areas of sediment deposits form areas of little topographic variation, which provide good farmland, but also lead to pockets of closed basins. City water supply is dependant upon public wells into the deep Mount Simon and Eau Claire sandstones, making recharge of groundwater important to the long term viability of the community's water supply. Woodlands are prevalent in parts of the City, particularly in areas of steeper topography.

Physical Setting

Physiography of Southern Wisconsin

Soils

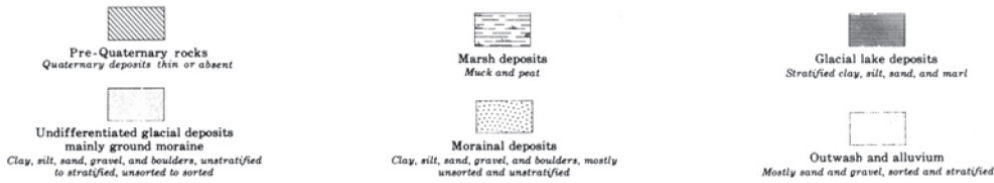
The last Continental Glacier covered most of Wisconsin until 12,000 to 15,000 years ago. Fitchburg is between two distinct physical landscapes, the glaciated and driftless (unglaciated) areas. The glaciated area was covered with layers of sand, clay, and gravel left by the series of glacial advances. The driftless area shows no evidence of glaciers. The soils are typically well-drained. According to the Town of Fitchburg Development Plan (1978), "as a result of this location, the most dominant glacial features are two terminal moraines deposited by the Green Bay Lobe of the Continental Glacier."

Terminal moraines formed at the outer edge of the maximum extent of a glacier or glacial lobe when the ice melted and deposited the debris carried by the glacier. Two terminal moraines can be found within the City of Fitchburg. The first extends across the southwest part of the City. It is part of the Johnstown moraine which marks the furthest extent of the Wisconsin glacier. The second runs in a northwest to southeast line through central Fitchburg and known as the Milton Moraine (Figure 5 - 1). The driftless area is just beyond Fitchburg's southwest corner.

In addition to moraines, drumlins were created when moving glaciers hit an object resulting in a slow down of the glacier. At this location, additional deposition of debris occurred forming elongated, teardrop-shaped hills. They often occur in groups, and are common in and near the northeast quarter of the City. Another glacial feature found within Fitchburg is Lake Barney. It was formed by either a landlocked drift basin or a melted iceberg chip held in by a topographical depression.

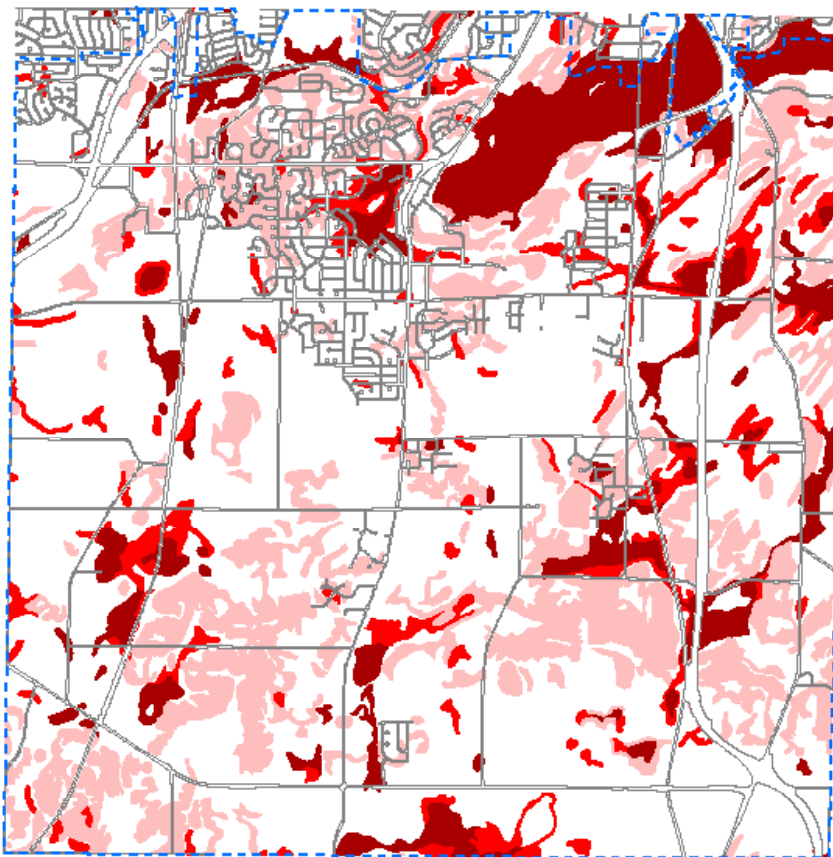
The City of Fitchburg contains primarily silt loam soils, including Dresden, Dodge, St. Charles Grays, Plano, and Ringwood. These soils tend to be prime agricultural soils. Additionally, these soils are generally suitable for development and have two- to six percent slopes.

Figure 5 - 1: Physiographic Area of Central Soils



Source: 2004 Dane County Water Plan Summary. USGS Water Supply Paper 1779 - U (plat 2) 1965
Modified from Alden (1918)

Figure 5 - 2: Soils Development Limitations



Source: City of Fitchburg & Dane County LIO, 2006

Natural Resources

Soils in steep slope areas include Kidder, Griswold, Military, and Whalan loams; McHenry, Rockton, Sogn, and Dunbarton silt loams; and Rodman sandy loam. Soil types with 6 to 12% slopes have moderate limitations to development, whereas soil types with 12 to 20% slopes have severe limitations to development due to high erodibility.

Soils within the floodplains of Nine Springs, Swan or Murphy's Creek include alluvial land, marsh, mucks (Houghton and Palms), silty clay loams (Wacousta and Sable) and silt loams (Colwood, Orion, and Radford). All of these soil types have very severe limitations to development due to high compressibility, very low bearing capacity, a seasonal high water table, and occasional flooding (Figure 5 - 2). Development is usually unsuitable in areas of very severe limitations. Elburn, Marshan, Troxel, and Virgin silt loams are located near the creeks and along the City's major drainage ways. These soil types also have severe limitations to development due to occasional flooding. In areas with severe limitations due to occasional flooding or steep slopes, proper development can occur only if the design of the development takes into account these site limitations.

Climate

The climate in Fitchburg is humid continental typical of mid-continent climates in the middle latitudes. The prevailing weather and wind direction is from the west, and produces four distinct seasons, with the season distinction often marked by storms that accompany the changes in air mass. Average monthly temperatures vary from 16.7 degrees F in January to 71.4 degrees F in July. The average annual precipitation is 31 inches, with the six month period of May through October receiving 55% of the average annual precipitation. Thunderstorms are erratic and unreliable in producing moisture, but the likelihood of one inch of rain in a seven day period is greatest for the first, second and fourth weeks of June than at any other time of the year. Chances for a trace of rain or less are greatest in the second half of August than for any other time of summer. Snowfall seasonally averages 37 inches. Frost generally lasts from early December through early April, with an average maximum depth of 18—30 inches.

Geology and Mining



The City of Fitchburg has significant quarry activity in its north western quadrant. This quarry activity predominantly occurs in the Platteville dolomite layer, but some quarries also move into the sandstone layer below. Sand and gravel pits appear to have been mainly associated with land areas in the eastern portion of the City. Some former borrow pits are being filled with “clean” fill material. Most notable is the site west of CTH MM south of McCoy Road., a former borrow pit for US Highway 14 construction.

The Wingra quarry south of McKee, and the Hammersly quarry north of Lacy Road are both in their final stages of material removal and, with both in the urban service area, redevelopment can be expected. Payne and Dolan have quarry permits for land just north of Lacy Road that will last until 2018. The Fitchburg Mineral holdings south of Lacy Road may be an expansion of the current Hammersley quarry on the south side of Lacy Road.

Features and Resources

Air Resource

Outdoor air quality in the Madison area currently meets all National Ambient Air Quality Standards (NAAQS); however, ozone levels are just below these standards. Because emissions from transportation sources are important in the generation of ozone, the continuing increase in vehicle traffic may eventually result in ozone levels greater than the ozone standard. Indoor air quality is less easily monitored. Both indoor and outdoor air quality have been linked to asthma and other respiratory diseases. Increases in asthma and other respiratory diseases in the Madison area have been identified. While the direct cause of this increase is unclear, efforts to maintain and improve air quality are needed. The Wisconsin Department of Natural Resources is the agency responsible for monitoring and responding to outdoor air complaints. Nationally, the Center for Enterprise Development (CFED) has indicated that Wisconsin ranks 25th of the 50 states in greenhouse gas emissions; by comparison Wisconsin in 2000 ranked 20th in population of the 50 states.

Health Impact

- Scientific research continues to identify indoor and outdoor air contaminants as contributing causes of asthma, other respiratory illnesses, and cardiovascular disease.
- The incidence of asthma in young people continues to rise as shown by the data collected by Madison Metropolitan School District (MMSD). Similar increases are also observed in many other communities around the country.
- Older adults are also at greater risk for experiencing health effects due to poor air quality. Hospitalization data for Dane County shows an increasing trend for older adults to be hospitalized for chronic obstructive pulmonary disease which includes bronchitis and asthma. Most of these hospitalizations result from smoking-related diseases.

Environmental Impact

- Madison area outdoor air quality currently meets all National Ambient Air Quality Standards (NAAQS), including the new, long-term ozone standard.
- Ozone levels continue to remain steady, just below both the short- and long-term ozone standards.

Environmental Impact Sources

- Traffic densities on highway and arterial roads in Madison continue to increase and are a significant source of air pollutants, including airborne particulates.
- Outdoor air monitoring of common air pollutants in the area is performed by the DNR. Measurement of hazardous air pollutants is not performed consistently.

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- Regional surface ozone continues to be a threat to Madison’s air quality. Transportation sources of ozone precursors continue to increase as Madison and the surrounding communities grow.

Energy Resources

Data on local level energy use is difficult to obtain or to develop, and therefore, national and statewide data, and variable actors (such as cost) are being used to provide information on energy use. The statewide data, of course, makes the assumption that Dane County, and Fitchburg in particular, are representative of the statewide average. Most important, however, may not so much be the specific data of usage, but the trends that are provided by the data. The popular press has been providing information on how increases in energy costs reduce disposable income and therefore affect the ability of the population to purchase non-essential goods or services.

According to Corporation for Enterprise Development’s (CFED) economic report card for the state of Wisconsin (www.cfed.org), Wisconsin ranked 25th out of the 50 states in energy costs and in greenhouse gas emissions, and 26th in per capita energy consumption. However, the group indicated that the state ranked 16th in renewable energy and eighth in change in renewable energy. While there were some high rankings, the state ranked low, 44 out of 50 states, in changes in energy costs.

Oil Consumption

U.S. Energy consumption continues to increase as does the amount of foreign oil imported to meet the increasing demand (Figure 5 - 3). In his 2006 State of the Union address, President George W. Bush noted that the United States “is addicted to oil”.

Figure 5 - 3: US Oil Consumption (in 1,000 barrels per day)

Year	Total US Petroleum Use	% of Use Imported
1975	16,322	37.1
1980	17,506	39.5
1990	16,988	47.5
2000	19,701	58.2
2004	20,731	63.4
2006	20,687	66.3
2007	20,698	64.9

Source: Wisconsin Department of Administration - Division on Energy, 2008.

Gas and Electric

In addition, the monthly Madison Gas and Electric electricity bill for an average residential user has increased over 39% in the past five years (January 2002 – January 2007). Increases for residential electricity users in the Wisconsin Power and Light service territory have been similar (Figure 5 - 4). In comparison, the Consumer Price Index has increased approximately 14% from 2002 to 2007.

Figure 5 - 4: Average Monthly Electric Bill

Date	MGE	WPL
January 2001	\$53.16	\$44.05
January 2002	\$56.16	\$47.09
January 2005	\$71.03	\$58.19
January 2006	\$81.03	\$66.46
January 2007	\$78.25	\$64.11

Source: Public Service Commission of Wisconsin, 2007.

Natural Gas

Natural gas prices have increased over 106% from 1990 to 2005 in Wisconsin (Figure 5 - 5).

Figure 5 - 5: Natural Gas Prices

Year	\$ per million Btu
1990	5.69
2000	7.49
2004	10.09
2006	11.83
2007	12.28

Source: Wisconsin Department of Administration - Division on Energy, 2008.

Gasoline

Prices of gasoline reached record high levels above \$4.00 per gallon for much of the state in the summer of 2008, but dropped below \$2.00 in the winter of 2008 (Figure 5 - 6).

Figure 5 - 6: Gasoline Prices - Regular Unleaded

Year	Price/ gallon	Notes
1990	\$1.139	Average annual price
2000	\$1.532	Average annual price
2004	\$1.901	Average annual price
2006	\$2.626	Average annual price
2007	\$2.866	Average annual price
2008	\$3.29	Fitchburg daily price
2009	\$1.92	Fitchburg daily price

Source: Wisconsin Department of Administration - Division on Energy, 2008 and MadisonGasPrices.com, 2009

Peter Tertzakian, a former geophysicist with Chevron Corporation, indicated in an interview with US News and World Report (February 13, 2006) that in regard to oil usage in the United States the “core issue is the way we live.” He further noted that “the most problematic trend for oil consumption to emerge in the past 20 years has been the continued migration to the American suburbs. Twenty years ago, the

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average American vehicle traveled 10,000 miles per year. Today, it travels 12,000 miles. That's a 20 percent increase, right there." The increase in the number of vehicles on the road and an increase in average vehicle-miles traveled creates an ever-increasing demand for oil and gasoline.

Energy costs continue to increase forming an upward trend. Construction of new power plants and transmission lines is expected to further add to electric costs, although greater reliability should result. Energy costs are increasing at a rate greater than inflation as a whole. As energy costs continue to well outpace the cost of goods as a whole, the concern is such costs will continue to drive inflation upward. The popular press has reported over the course of the past few years (2006 - 2008) the effects of energy cost increases and how they are affecting disposable income, which in turn affects the overall health of a spending based economy.

Wooded Areas



Forest land covers 15.7 million acres in Wisconsin and approximately 1,490 acres in Fitchburg. Private landowners of Wisconsin hold the largest portion of the woodland at 57 % or 9.7 million acres. Since over half of forest land is owned by private landowners, the Wisconsin Department of Natural Resources provides personalized services and administers a number of planning, property tax incentive and cost-sharing programs. Department foresters can help inventory, analyze, and evaluate the potentials of a sustainable forest.

The department offers several federal, state, and local cost share conservation programs in Wisconsin. While financial assistance to plan and implement forestry practices on private lands is never guaranteed, each year the federal government offers some incentive programs. The programs vary in eligibility requirements and the specific types of practices encouraged. Currently six programs are available to private landowners; they include the Wisconsin Forest Landowner Grant Program (WFLGP), Forest Health Stewardship Incentives Program (SIP), Conservation Reserve Program (CRP), Forest Landowner Enhancement Program (FLEP), Wildlife Habitat Incentives Program (WHIP), and Environmental Quality Incentives Program (EQIP).

Prairies



Prairies are grassland-dominated communities that occurred throughout the southern half of Wisconsin. Prairies consist of a vast number of specialized plants that interact with the soil, wildlife, insects, and each other. The organisms form a complex and diverse relationship. Unfortunately, these prairie habitats were nearly eradicated because their rich soils were valuable to farmers. Many of the distinct prairie species have been wiped out, due to agriculture and urbanization. They were maintained by periodic natural (or human-caused) fires that reduced encroaching woody vegetation. The few that remain are often restricted to linear strips along railroads where woody vegetation is periodically controlled. Prairie subtypes range from Wet Prairie to Dry Prairie, according to soil moisture content. "The prairies of Wisconsin include some of the most interesting though least widely known of any of our plant communities" (Curtis 1959).

Oak Savannahs

Savannah has a relatively narrow definition in the Midwest. It is generally used to describe an ecosystem that was historically part of a larger complex bordered by the prairies of the west and the deciduous forests of the east. There were a variety of plant community types that represented a continuum from prairies to forests. Savannahs were the communities in the middle of the continuum between the prairies of the west and the deciduous forests of the east; a plant community with scattered 'open-grown' oaks. In contrast to an oak forest, which has a closed canopy (approaching 100%); the savanna canopy ranges from about 10% to 50%.



In the 1800s, oak savannah once covered more than 5,000,000 acres in Wisconsin. Oak savannah was one of the most common vegetation types in southern Wisconsin and throughout the Midwest, today it is exceedingly rare. Researchers at the Wisconsin Department of Natural Resources (WDNR) estimate that only 0.01% of the original oak savannah still remains (WDNR, 1997). Probably the most common reason why the oak savannah has disappeared, other than conversion to agricultural use, is because of lack of fire. This is fire-controlled vegetation. The oaks themselves are fire-resistant, whereas weedy trees such as walnut, elm, maple, and ash are not. According to the U.S. Forest Service, as well as the Wisconsin Conservation Commission no uncontrolled fire should be allowed on any land in the state. However, the forests that were being cut were the northern coniferous forests, not the southern oaks. Although fire is a real danger in the forests of northern Wisconsin, little danger is present for the scattered southern oaks woods present in this area. Oaks do not suffer from the disastrous crown fires that rage through the coniferous forest. Fire in an oak wood is usually confined to the ground, to the leaf litter. Oak leaves are unusually susceptible to fire. When oak savannahs burn, weedy, woody vegetation such as prickly ash, buckthorn, and honeysuckle is killed, thus keeping the woods open. An open wood encourages the growth of grasses and flowering plants. Without the presence of fire, the ground vegetation would fill in and more competitive species and the oaks will be crowded out.



Wildlife

A variety of wildlife can be found within Wisconsin. According to the Wisconsin Department of Natural Resources (WDNR), 72 species of mammals are known from Wisconsin, including 69 native species; 408 species of birds are known from Wisconsin, including 400 native species; 35 species of reptiles and 19 species of amphibians native to Wisconsin; and 159 species of fish are known from Wisconsin, including 145 native species. For more specific information, the DNR has wildlife inventories available on various small game, big game, waterfowl, furbearers, and non-game species.

Hunting Regulations

City of Fitchburg

Firearms may be discharged for hunting purposes during lawful hunting seasons and within the provisions and rules of the Wisconsin Department of Natural Resources and with written permission of the land owner.

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Wisconsin Department of Natural Resources (WDNR) Owned Land

The WDNR owns the Nevin Springs Fish and Wildlife area. Public hunting is allowed on this property. Regulations are those required by the state and a few additional regulations agreed upon by the WDNR and the City of Fitchburg. Types of hunting allowed for deer seasons are muzzle loaders and archery. Small game seasons allow shot guns with fine shot, muzzle loaders, archery, and falconry to be used.

U.S. Fish and Wildlife Owned Land

The U.S. Fish and Wildlife owns Waterfowl Production Areas (WPAs) which are purchased with proceeds from the sales of Federal Duck Stamps and are owned by the Federal government. WPAs are open to hunting, trapping, and fishing subject to all applicable Federal and State laws, except where posted with “Closed to Public Hunting” signs. Additional requirements include (but are not limited to): 1) blinds and tree stands must be removed daily, 2) firearms are permitted only while engaged in hunting during established open seasons with the appropriate hunting and firearm permits, 3) no motorized equipment, 4) no target shooting, 5) no placement or hunting over bait, and 6) nontoxic shot is required for all hunting - except for wild turkey.

Natural Areas

Additionally, the City of Fitchburg also has several stormwater facilities, natural and other areas available for public use. There are currently 22 natural areas and stormwater facilities, with approximately 175 acres of land. There is no set standard on how much natural area is needed by a population. Some of the other areas that are used by various City departments are open as public land. Some examples are City Hall/Community Center, Fitchburg Maintenance Facility, Goodland Park Road Lands, Gorman Wayside and surrounding land, and Fitchburg Safety Buildings.

Resource Conservation Commission

According to Chapter 1 of the Municipal Code, the Resource Conservation Commission shall recommend policy, enforcement, and information programs that will implement and carry out the findings and provisions of Section 14.06 - Solid Waste and Recycling of Chapter 14, Chapter 27 - Erosion Control and Stormwater Management, and Chapter 35 - Stormwater Utility of the Fitchburg Ordinances. The Resource Conservation Commission shall also recommend policy, enforcement, and information programs that serve to promote the general preservation and improvement of the environment, including but not limited to groundwater, stormwater, waste material, energy efficiency, and climate protection.

Other Government Agencies

Capital Area Regional Planning Commission

The Capital Area Regional Planning Commission (CARPC), formerly known as Dane County Regional Planning Commission, was formed through an intergovernmental agreement between Dane County and the County’s local units of government. The CARPC is not a county agency, but an independent agency created by state statute and by agreement of Dane County communities. CARPC regulations in local government mainly come from its role in water quality.

Fitchburg deals with the CARPC in regard to environmental corridors, sanitary sewers, and urban service area extensions. Environmental corridors are continuous systems of open space in urban and urbanizing areas. They are used in community and regional plans to address the multiple concerns of drainage, water quality, recreation, open space, and wildlife habitat. Environmental corridors cannot be found outside Fitchburg's urban service area.

Dane County Human Services - Division of Public Health

The Dane County Division of Public Health is the official public health agency serving Dane County residents living outside the City of Madison. The mission of the Public Health Division is to: promote health, prevent disease and lessen the impact of illness in the community as a whole; prevent premature morbidity and mortality in the population at large; and promote and protect public health through environmental health and public health nursing activities.

Fitchburg deals mostly with the Groundwater Protection Program where the Environmental Health staff conducts on site evaluations of proposed on-site sanitary sewage systems and related soil analysis. Plans for the sewage system must be reviewed and approved by a county sanitarian prior to the issuance of a sanitary permit. Once a system is in place, a final inspection is conducted. The Division administers the Wisconsin Fund grant program, which provides eligible residents funds for replacing or repairing a failing septic system.

University of Wisconsin - Arboretum

The mission of the U.W. Arboretum is to conserve and restore Arboretum lands, advance restoration ecology and foster the land ethic. The Arboretum is composed of 1,260 acres which includes an extensive collection of restored ecological communities, including tallgrass prairies, savannas, several forest types and wetlands. It also contains 1,266 acres in outlying properties.

Wisconsin Department of Natural Resources (WDNR)

The WDNR is dedicated to the preservation, protection, effective management, and maintenance of Wisconsin's natural resources. It is responsible for implementing the laws of the state and, where applicable, the laws of the federal government that protect and enhance the natural resources of our state.

NHI Program

Wisconsin's Natural Heritage Inventory (NHI), established in 1985 by the Wisconsin Legislature, is maintained by the Wisconsin Department of Natural Resources' (WDNR) Bureau of Endangered Resources. The NHI program is responsible for maintaining data on the locations and status of rare species, natural communities, and natural features in Wisconsin. The Wisconsin NHI program is part of an international network of inventory programs that collect, process, and manage data on the occurrences of natural biological diversity using standard methodology. This network was established by The Nature Conservancy (TNC), and is currently coordinated by the Nature Serve. The network now includes natural heritage inventory programs in all 50 states, most provinces in Canada, and many countries in Central and South America.

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Wisconsin's Natural Heritage Inventory program's three objectives are to: 1) collect information on occurrences of rare plants and animals, high-quality natural communities, and significant natural features in Wisconsin; standardize this information; 2) enter it into an electronic database and mark locations on base maps for the state; and 3) use this information to further the protection and management of rare species, natural communities, and natural features.

The elements tracked by the NHI program are compiled on a Working List of rare plants, animals, and natural communities. The Working List is dynamic, with species added and deleted as determined by NHI staff. Wisconsin's NHI program tracks the following element types: plant and animal species considered endangered or threatened by the U.S. Fish and Wildlife Service (USFWS) and/or the WDNR; plant and animal species considered by the USFWS and/or the WDNR as a species of special concern (a species whose numbers are thought to be low but has not yet been proven); natural communities as classified and described by the program ecologist and in John Curtis' *Vegetation of Wisconsin*; unique geological features and animal aggregation sites.

There exist two areas of statewide interest that could effect land use development decisions in Fitchburg. First is the 372 acres Waubesa Wetlands State Natural Area (SNA) at the southwestern edge of Lake Waubesa. This wetland complex contains sedge meadow, fen, and shrub-carr habitat. Nine Springs and its two inflowing creeks, Swan & Murphy, supply freshwater to the lake. The Nature Conservancy has established a 194 acre preserve adjacent to this area. This preserve is composed of the southern sedge meadow and a groundwater fed fen, which are two rare habitats. This area supports a northern pike spawning area, sandhill cranes, and is also home to the state threatened Blanding's Turtle (Mesbah & Kakuska 2007, p. 5).

The second area of statewide significance was noted by the WI DNR in 2006. The Wisconsin Land Legacy Report (WIDNR 2006) has proposed preservation of the Dunn-Rultand savannah and potholes located in the southern portion of the Town of Dunn and the northern portion of the Town of Rutland.

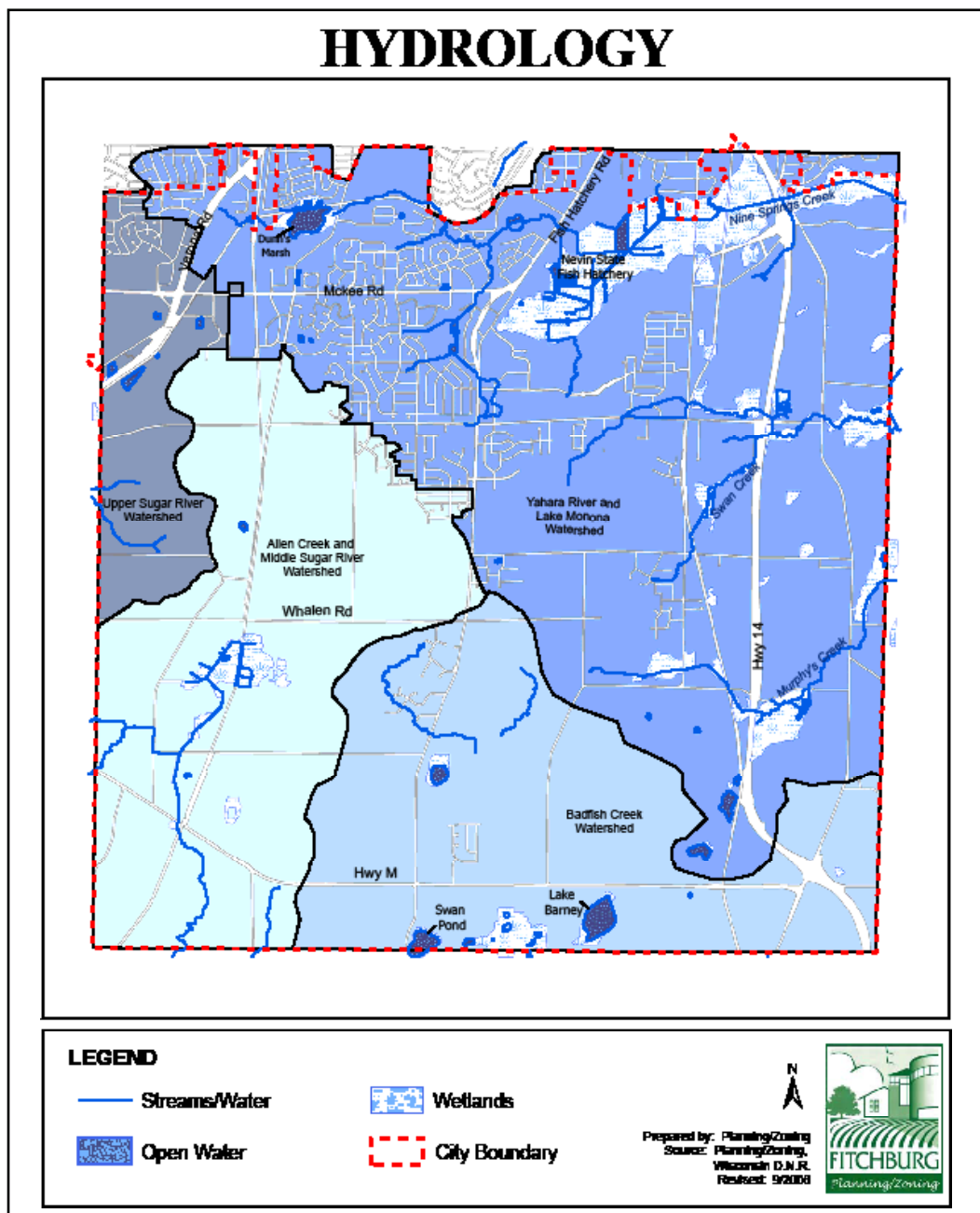
Information in the NHI is sensitive because rare species are very vulnerable to collection as well as destruction. Publication of exact locations may threaten their continued existence. It is for this reason that the NHI data are exempt from the Wisconsin Open Records Law. DNR does allow data sharing with outside groups, although a data license agreement is required and in most cases a user fee is charged. "Absence of evidence is not evidence of absence," nor does the presence of one element imply that other elements were surveyed for but not found. Despite these limitations, the NHI is the state's most comprehensive database on biodiversity and is widely used. More detailed information and recommendations for protection can be obtained from the DNR Bureau of Endangered Resources.

Hydrology

Watersheds

The City of Fitchburg is composed of four main watersheds (Figure 5 - 7). Each watershed has its own unique set of characteristics. A watershed can be defined as an interconnected area of land draining from surrounding ridgetops to a common point such as a lake or stream confluence with a neighboring watershed. The Yahara River/Lake Monona Watershed and the Badfish Creek Watershed are both part of the Lower Rock River basin. The Allen Creek--Middle Sugar River Watershed, and the Upper Sugar River Watershed are both part of the same larger watershed known as the Sugar--Pecatonica River basin. Also present within some of the watersheds

Figure 5 - 7



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are areas of closed basins. Closed basins pose major issues with development, since there is no system of stream outfall for the storm water. Additionally, a few locations have topography so level that drainage is difficult.

Yahara River/Lake Monona Watershed

The Yahara River/Lake Monona watershed has a total of 85 square miles in its varied jurisdictions, and 70 % is considered urban. The water quality of its lakes and streams reflects this with corresponding urban runoff. Major goals of the watershed are to reduce heavy metal loading to surface waters; reduce suspended solids loads to reduce sedimentation in streams and lakes; and reduce phosphorus loading to Lake Monona and Waubesa.

Lake Monona drains a highly urbanized area and much of the shoreline has been developed. Water quality is affected by urban polluted runoff as well as the nutrient loading from Lake Mendota and its watershed. The lake has a diverse fishery of perch, panfish, largemouth bass, northern pike, walleye and muskellunge. However, a fish consumption advisory exists for certain fish in the lake.

Lake Waubesa is the shallowest of the Yahara Lakes. The watershed surrounding Lake Waubesa is a combination of urban, industrial, and rural lands. There are also extensive wetlands at the north and south ends of the lake. Water quality of the lake has improved since 1926 when Madison Metropolitan Sewer District (MMSD) diverted its treated wastewater effluent away from the lake. The lake still receives large nutrient loads primarily from upstream. Lake Waubesa supports a productive and diverse warm water fishery of muskellunge, northern pike, walleye, bass and panfish.

Streams

Murphy's Creek is a three-mile long spring-fed creek that is a tributary for Lake Waubesa at its southwestern shore. Flow in the creek is generally low. Water quality and habitat are limited in the upper reaches by low flow, as is the creek's fishery; the creek is considered a warm water forage fishery due to the low flows. Murphy's Creek does not have a stream water assessment rating.



Swan Creek is rated high on the 1990—2003 stream water assessment. The assessment is based on the Hilsenhoff Biotic Index (HBI) (RPC 2004). Swan Creek has been studied as part of the McGaw Neighborhood Plan. In its evaluation of the South Branch of Swan Creek in 2008, Montgomery Associates: Resource Solutions (MARS) found signs of a healthy headwater stream, even though there appeared to be high levels of siltation. The main section of Swan Creek has a warmer summer temperature than the South Branch, according to MARS, lately due to the detention basin for Swan Creek of Nine Springs Subdivision. This section also appears more degraded.



Murphy and Swan Creeks, both of which have their headwaters in Fitchburg, flow through a large 700 acre wetland complex at the southwestern edge of Lake Waubesa. This wetland includes fens, sedge meadows, shallow marsh and shrub carr all of which lie on a deep bed of peat (Town of Dunn, 1998). Between where

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Murphy Creek and Swan Creek flow into Lake Waubesa is a short creek termed Deep Spring Creek, this stream is fed by a highly productive deep spring that is purported to be lined with at least seven different species of Purple Sulfur Bacteria (DeWitt et al, 2006). The great fen is located south of Deep Spring Creek, and is known to contain the rare and endangered calcareous fens. The Dane County Parks & Open Space Plan recommends expanding the Natural Resource Area for the South Waubesa Marsh along Swan Creek & Murphy's Creek to USH 14 (Dane County 2006, p. 53).



Nine Springs Creek is six miles long and intermittent until just east of Fish Hatchery Road where it picks up flow from the springs that give the stream its name. The creek empties into the Yahara River just above Upper Mud Lake. Portions of the stream have been ditched and straightened, and the stream runs through an urbanizing area. Channelization has increased summer water temperatures, reduced habitat, and increased sedimentation and excessive growth of aquatic plants. Urban storm water from the cities of Fitchburg and Madison also delivers pollutants to the creek. The creek could function as a warm water sport fishery. According to the WDNR, Nine Springs Creek is impaired water, with its major pollutants being sediment and phosphorus, and its specific impairments being dissolved oxygen levels and temperature. Nine Springs Creek is rated fair using the Hilsenhoff Biotic Index (HBI) (RPC 2004).

Swanson and Bahr (2004) found that the springs feeding Nine Springs Creek produce a consistent flow and concluded that this flow is due to a “layered aquifer system that includes high permeability features” (p.756). They also concluded that the “steady nature of spring flow would suggest that the effective aquifer, or flow path, length is rather long” (p. 754). Upon modeling the spring flow they noted that the actual flow conditions were only met in models with high permeability zones, however, the length of the flow paths is unknown. The principal groundwater concern is the decrease in groundwater levels due to urban pumping and increasing numbers of impervious surfaces that limit surface water infiltration. Both of these changes affect base flow and thus water temperature and quality. In addition, elevated chloride and sodium levels in surface water and groundwater exist due to winter road and street salting.

Wetlands

Dunn's Marsh is an isolated 30-acre, deep water marsh surrounded by a narrow strip of disturbed sedge meadow. Dunn's Marsh receives stormwater runoff from developed areas in Fitchburg and Madison to the north and west of the marsh, as well as from developed and developing areas in Fitchburg south of the marsh. A shorter time of concentration of stormwater runoff due to impervious surfaces in the watershed, has led to water quality and ecosystem degradation due to unnaturally high water levels and deposition of sediments and other pollutants. This wetland is a Class II wetland as reported by Mesbah and Kakuska, 2007, using a 1974 study by Bedford and Zimmerman.

Nine Springs Wetland and E-Way Complex are located in the Nine Springs valley, which extends from Lake Waubesa on the east to Dunn's Marsh on the west. This massive wetland complex is primarily Class III, but some significant Class II areas

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are noted through the 1974 Bedford & Zimmerman study noted by Mesbah and Kakuska, 2007. A number of springs and seeps in the valley, for which the area is named, feed the wetlands. Springs found in the former lake beds, a situation present with Nine Springs Creek, are known to provide a consistent source of mineralized water needed to sustain threatened wetland plant communities (Swanson and Bahr, 2004). The extensive Nine Springs wetland complex has been altered over the years by attempts to drain portions and by channelization of the stream and some of its spring-fed tributaries. The most significant features of the wetland complex are the springs and groundwater seeps. Some of the original springs in the area no longer exist due to the effects of development. Further urbanization without consideration of the recharge areas for these springs could reduce spring flows. This could have a serious impact on WDNR's Nevin Fish Hatchery, which relies on spring flow in its operation.



Mesbah & Kakuska noted that, while the Bedford and Zimmerman study is dated, it represents the only systematic qualitative evaluation of wetlands in Dane County. The South Waubesa wetlands, which Swan and Murphy Creeks flow into, is a Class I wetland. These Class I wetlands approximate original eco-systems in the functioning and it is noted that “every effort should be made to protect them” (Mesbah & Kakuska, 2007). The Swan Creek wetland complex along Lacy Road is categorized primarily as Class III wetlands (Mesbah & Kakuska, 2007).

Badfish Creek Watershed

The Badfish Creek Watershed lies in south central Dane County and in the northwest corner of Rock County and encompasses 85.5 square miles. Wastewater from the City of Madison, treated by the Madison Metropolitan Sewerage District (MMSD), affects the watershed's water quantity and quality via discharge through an effluent ditch that joins the Oregon Branch of Badfish Creek.

Streams

Badfish Creek is formed by the confluence of its Oregon and Rutland Branches. Nearly 100 percent of the creek's entire length in Dane County has been ditched, straightened and widened. In contrast, in Rock County, the stream's natural morphology has been preserved. Badfish Creek, for at least part of its length, has impaired water polluted with PCB and a fish consumption advisory. Above the Oregon Branch the stream has limited aquatic life, and downstream of the Oregon Branch is a limited forage fishery. The portion of Badfish Creek rated on the stream assessment, which is the Oregon Branch and downstream, is rated fairly poor on the Hilsenhoff Biotic Index (HBI) (RPC 2004).

Wetlands

Lake Barney Wetlands Complex is a fresh meadow and marsh complex that stretches a little more than one mile south of Dane County Highway M. Polluted runoff, grazing and cultivation have degraded water quality and habitat over the years. Development in the area remains the greatest threat to the wetlands. Much of this wetland complex has a Class I rating (Mesbah & Kakuska, 2007).

Groundwater

This watershed has high susceptibility for groundwater contamination based on WDNR groundwater susceptibility mapping.

Rock River Coalition

The Rock River Basin contains two watersheds that affect Fitchburg, Yahara River/ Lake Monona and Badfish Creek Watersheds. The Rock River Coalition (RRC) is a basin-wide nonprofit volunteer organization founded in 1994. The mission of the RRC is to educate and provide opportunities for people of diverse interests to work together to improve the environmental, recreational, cultural and economic resources of the Rock River Basin.

Allen Creek and Middle Sugar River Watershed

The Allen Creek and Middle Sugar River watershed is in northeast Green County, northwest Rock County and south-central Dane County. The dominant land use in the watershed is agriculture, though some low intensity urban development exists in the upper reaches of the watershed. Municipal wastewater treatment plant discharges to surface water in the watershed from Belleville, Brooklyn and Evansville. Little is known about existing water quality of streams in this watershed.

An unnamed creek begins in section 20 of Fitchburg, just south of Whalen Road near the former Illinois Central Rail line (now Badger Trail). This unnamed creek flows to Lake Harriett in the Town of Oregon. Lake Harriett lacks an outfall, and water level would need to rise about ten feet before overflowing and water draining to either Story Creek to the south, and perhaps even to Lake Barney to the northeast.

Upper Sugar River Watershed

The Upper Sugar River Watershed lies in southwestern Dane County. The area around Verona and Madison is experiencing rapid urban development. This puts pressure on both surface water and groundwater resources in the watershed. A major water resource concern is the diversion of groundwater from the Sugar River basin to the Lower Rock River basin. Continued or increased groundwater diversions may lead to the reduction of base flow in the Sugar River and Badger Mill Creek, affecting water quality and in-stream habitats.

Goose Lake is a glacial lake located in the Town of Verona just west of Fitchrona Road and south of USH 151. This lake, which is referred to as Goose Pond in the Dane County Planning literature, has, according to observations by long time area residents, seen increases in water level and a reduction of water clarity, amphibians, and aquatic invertebrates and water fowl since the development levels in its basin occurred. The drainage basin for this body of water is 500 acres in size, with about 80 percent of the drainage area located in the City of Fitchburg. Higher water levels have affected the shoreline, and trees have been lost.

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Streams

Badger Mill Creek is a tributary to the Sugar River near Verona. At one time, water quality in the creek was rated poor due to inadequately treated municipal (City of Verona) and industrial wastewater discharged to it. These discharges have been eliminated or diverted; City of Verona waste is now treated at the Nine Springs Sewage Treatment plant. As a result, water quality and in-stream habitat have improved. The creek's drainage area includes much of the southwest side of Madison as well as most of Verona. Urban runoff poses a significant threat to Badger Mill Creek. Badger Mill Creek is a warm water fishery, but it drains to the Sugar River which is a cold water fishery, and therefore, care must be utilized in any additional water effects for this stream. Goose Lake is a closed basin, and overflows of Goose Lake may eventually drain toward and into Badger Mill Creek. Badger Mill Creek has a very good Hilsenhoff Biotic Index (HBI) rating (RPC 2004).

The Madison Metropolitan Sewerage District (MMSD) has installed an effluent outfall at Badger Mill Creek. This effluent return line was to help offset the inter-basin transfer of water. The Dane County Water Quality Plan (RPC 2004) notes that return of effluent, along with other practices, shows some promise in mitigating the impacts of the inter-basin transfer.

Nationwide riparian areas comprise a small proportion of the landscape, less than 1%, but they are critical in their support of not only a disproportionately high number of wildlife species, but also a wide array of ecological functions and values. Agriculture and development increases light, temperature, sedimentation, pollutant loading and erosion which then degrades water quality and diminishes suitable aquatic habitat (Environmental Law Institute 2003, p. 19).

Wetlands

Large wetland complexes exist adjacent to the Sugar River. Other wetland areas have been drained and put into agricultural production. Wetland drainage and stream straightening in some locations have also degraded habitat and water quality.

Groundwater

Urban sources of polluted runoff do not yet appear to be harming water quality or in-stream habitats of the Sugar River. But threats to water quality increase with continued urban growth in the Madison-Verona area. Long-term, cumulative effects of urbanization on water quality and in-stream habitats of the upper reaches of the Sugar River are a major concern of DNR staff. The tools and responsibility for addressing long-term management of Sugar River water quality rest with Dane County and the municipalities in the watershed. It is conceivable that if the present rapid urban growth in this area continues unchecked, water quality, fisheries and in-stream habitats may be significantly degraded as a result of lowered groundwater base flow to the river.

Upper Sugar River Watershed Association

Upper Sugar River Watershed Association (USRWA) came into existence because

of the Upper Sugar River Initiative (WDNR). Through a grant from the US Environmental Protection Agency, the Upper Sugar River Initiative was formed, joining local government, natural resource agencies, private organizations, community groups, and volunteers. The Initiative effort evolved from a Madison Metropolitan Sewerage District (MMSD) creating a return line discharging water to Badger Mill Creek in the Upper Sugar River Watershed to address the issue of water diversions. A stakeholder group has formed to investigate wastewater discharge issues.

In collaboration with many partners, the Department needs to continue planning and implementing programs to protect stream health in the Upper Sugar River. The Upper Sugar River Watershed is threatened by urbanization and farming. Stormwater runoff, groundwater depletion, wastewater discharges and habitat destruction are ongoing threats to the aquatic environment's health.

The goals set forth by the Association are to protect the Upper Sugar River water quality through innovative strategies that capitalize on existing stakeholder involvement; improve habitat for terrestrial and aquatic life; increase water based recreational activities; investigate methods of improving groundwater infiltration to protect base flows in Badger Mill Creek; and educate students about local water resource issues.

Lake and Stream Morphology

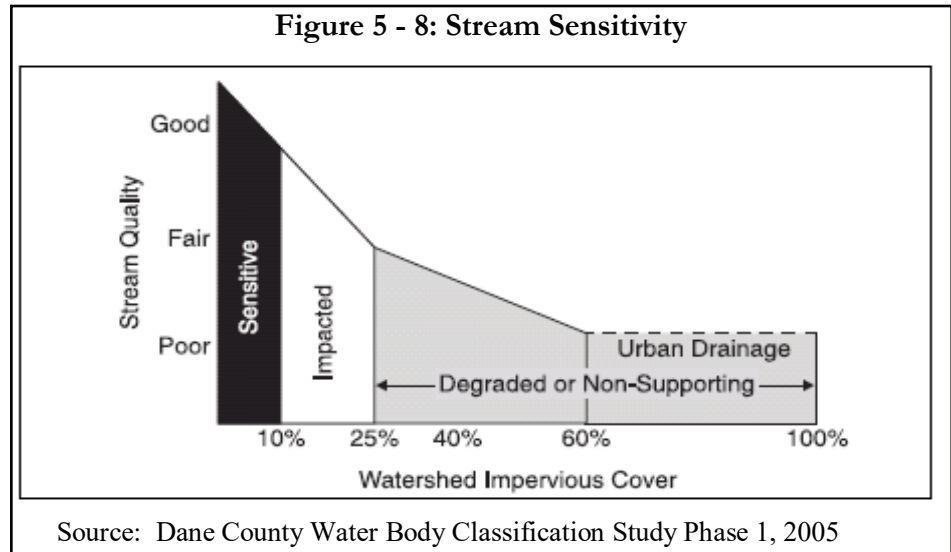
In 2005, Dane County adopted a classification system for the water bodies and streams in the County. This system is used to “identify and target management strategies and techniques where they are needed most and have the greatest beneficial effect” (RPC 2005, Executive Summary). Fitchburg streams in the Yahara Basin flow to Upper Mud Lake (Nine Springs Creek) and into Lake Waubesa (Swan Creek and Murphy's Creek). It is also important to focus on the smaller water body systems that are also sensitive, and more directly affected by development within the City of Fitchburg.

Various studies (see reference information in RPC 2004, and RPC 2005) point out the effects of impervious area as an environmental indicator (Figures 5 - 8, 5 - 9, 5 - 10). “As the natural landscape is paved over a chain of events is initiated that typically results in degraded water resources” (RPC 2005, p. 5). As the amount of impervious surface area increases so does the velocity and volume of stormwater. While detention ponds may function to reduce the peak discharge to predevelopment levels, the amount of storm water is greater, and the duration of the discharge is also much greater. The longer discharge, it is now thought, alters stream morphology since runoff velocity is above the critical erosive level (APWA 2006). Beyond increased runoff, velocity, and higher peak flow caused by a higher impervious surface ratio, the following may also occur:

- Water level fluctuations are greater
- Increase in erosion
- More sediment and pollutants
- Degradation of habitat (sedimentation, loss of vegetation)
- Water temperature increase

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- Decline in aquatic diversity
- Decline in fish diversity
- Reduction in fish species and natural reproduction
- Inhibits groundwater recharge through the soil and subsequent discharge of groundwater to surface water, affecting surface water base flow
- Physical filtration and natural biologic processes that remove pollutants and nutrients is prevented
- Reduced base flow in streams and wetlands during dry weather conditions



Sediments and nutrients washed from the land surface are the primary cause of accelerated eutrophication, weed and algae problems of the lakes in the Yahara River watershed. Not surprisingly, nutrient concentrations of urban runoff are much higher than natural background levels (RPC 2004). The largest source of sediment to lakes and streams is from soil erosion of agricultural lands, although one has to keep in mind the significant amount of acreage under agricultural production. However, soil erosion from non-agricultural activities, primarily construction sites and surface mining, are one of the most significant localized sources of sediment and nutrients to receiving waters (RPC 2004). The 1997 Lake Mendota Priority Watershed Plan noted that while urban growth accounted for 0.3 % of the total land area in the watershed, it contributed 23 % of the sediment loading, and 19 % of the phosphorus loading. However, it has been noted that surface water quality in Dane County streams is generally not declining; this is thought to be attributed to the sewage treatment plan upgrades (RPC 2004). Sedimentation and over fertilization of the lakes from urban and rural non-point source pollution is a continued problem.

Vegetated buffers appear to help reduce some effects of urbanization on lakes and streams. Buffers of 75' to 100' can provide some mitigation of pollutants. After 100 feet, the point of diminishing return is reached for pollutant control. However, the upper end of the recommended ranges in Figure 5 - 9 is generally thought necessary to maintain the biological components of many streams, lakes and wetlands (RPC 2005).

The Environmental Law Institute (2003) indicates that buffers of at least 100 meters are required to provide water quality and wildlife protection (p.20). Vegetated buffers

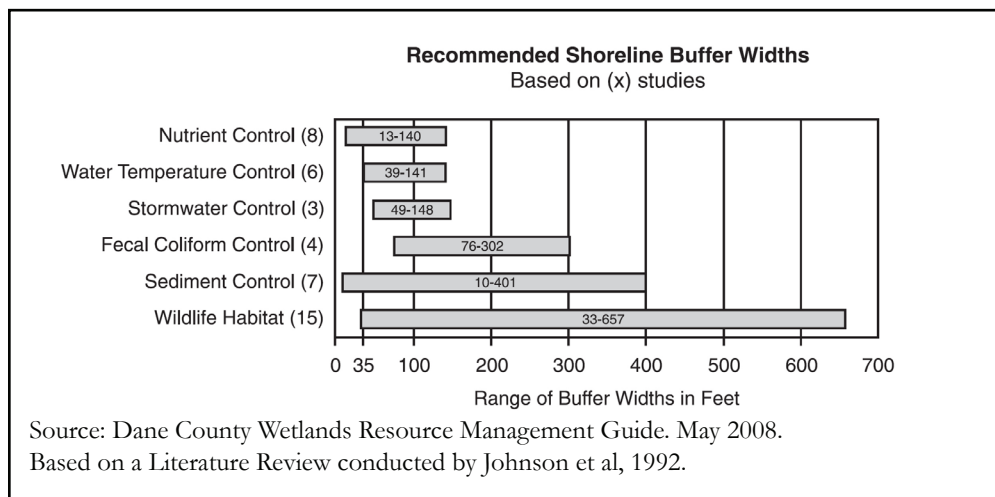
may also slow habitat fragmentation or perhaps even allow for re-establishment of a connected natural landscape. “A common consequence of land development is the fragmentation of an originally connected landscape into a mosaic of disconnected habitat patches (ELI 2003, p. 7). Habitat fragmentation is a serious threat to ecosystem functioning and biodiversity as humans dominate the landscape. The negative effects of habitat fragmentation can effect more than bio-diversity and species habitat. Land conservation and transformation can cause major alterations in hydrologic regimes, mineral and nutrient cycles, radiation balance and soil stability (ELI 2003, p. 5). Buffers are best vegetated with a diversity of nature species well adapted to the locale (ELI 2003, p. 20).

The 2005 RPC study further notes that, while wetlands perform important water quality functions, they can also be overwhelmed and degraded, reducing their quality and effectiveness in the important roles they serve to overall water system. The study recommends that wetlands be afforded the same level of protection as streams and lakes. For the most part, the current minimum environmental corridor surrounding a stream or wetland is 75 feet from the edge. Most environmental corridors established in the City have been at the 75 foot minimum.



The most cost effective wetland buffer would be a diverse mix of trees, shrubs, and groundcover in order to maximize infiltration and nutrient uptake (Mesbah & Kakuska, 2007, p. 2). Mesbah and Kakuska also note that unless larger buffers are dictated by special resource needs, most “resource management objectives can be accomplished using a buffer width of 300 feet” (2007, p.2).

Figure 5 - 9: Shoreline Buffer Widths



A typical low density suburban subdivision has an impervious surface ratio of greater than 30% (Figures 5 - 10 and 5 - 11). Little development takes place at levels below the minimum 25%, and certainly much less at the 10% level at which a water body changes from sensitive to impacted. Comprehensive planned development can be approached in such a manner so as to not only provide a suitable pattern of development that may assist in mitigating impacts, but to also provide efforts crucial to addressing the management of the water resource.

Figure 5 - 10: Lake and Pond Classifications

Name of Lake or Pond	Class	Management	2000 ISR (%) *	Sensitivity	Development
Barney Lake	I	Protect	.48	A	A
Harriet Lake	I	Protect	5.57	A	A
Goose Pond	II	Protect/Restore	27.06	A	C

Class Rating:

- I = Protection measures preferred
- II = Combined Protection and restoration

Sensitivity Rating:

- A = High Sensitivity, with shallow seepage/spring fed pond or lake.
- B = Medium Sensitivity, with deep seepage/spring pond or lake, or shallow drainage
- C = Low Sensitivity, deep drainage lakes

Development Rating:

- A = Low development level
- B = Medium development level
- C = High development level

*Impervious Surface Ratio (ISR)

Source: Dane County Water Body Classification Study, Phase 1, 2005

Figure 5 - 11: Stream and Creek Classifications

Name of Stream or Creek	Class	Management	2000 ISR (%) *
Badfish	I	Protect	4.87
Murphys	II	Protect/Restore	8.07
Swan	II	Protect/Restore	9.27
Badger Mill	III	Protect/Enhance	19.58
Nine Springs	III	Protect/Enhance	28.83

Class Rating:

- I = Sensitive
- II = Impacted
- III = Degraded

*Impervious Surface Ratio (ISR)

Source: Dane County Water Body Classification Study, Phase 1, 2005

Groundwater Hydrology

Groundwater is one of the City’s most important resources as it provides the base flow to the streams and wetlands that are a valuable natural resource in the City, and provides from the deeper sandstone aquifer the required life sustaining water for the community. On average, a county resident uses approximately 140 gallons of water each day (RPC 2004). Municipal wells are located in the deep Mount Simon aquifer, while rural homes and uses obtain water from the shallow aquifers. Protection of the groundwater resource is important to the ability of the community to function in a sustainable manner. The Dane County Water Quality Plan (2004) indicates that “the surface water, shallow groundwater and deep ground water are intimately

connected in Dane County” (p.31). The plan further notes, that the recharge areas for most all groundwater in the county is in the county, therefore, the level of development in the county will affect the groundwater levels of the county. A shale layer exists between the lower sandstone (Mount Simon and Wonewoc formation) and the upper sandstone and dolomite layers. However, gaps or cracks occur in this aquitard providing a connection between the two groundwater tables. As the Water Quality Plan (RPC 2004) notes, the groundwater in the deep sandstone aquifer (Mount Simon) is replaced by percolation from the overlying aquifers. The Eau Claire shale layer, based on well records, is 15—20 feet thick in the central and eastern part of the City, while the far western part has a thicker layer estimated at 20—50 feet.

Swanson et al (2006) indicate that the bedrock geology of South Central Wisconsin is deeply dissected by pre-glacial erosional bedrock valleys filled with unlithified glacial deposits. The bedrock ridges between the valleys are also overlain by glacial materials. The Tunnel City sandstone group is part of the upper sandstone and dolomite layer (Figure 5 - 12). Swanson et al (2006) determined that there is evidence for high permeability in the Tunnel City group in its contact with the underlying Wonewoc and overlying St. Lawrence formations.

The Mount Simon, Eau Claire shale and the Wonewoc sandstone formations were formed during the Cambrian period of the Paleozoic era and are known as the Elk Mound group (Clayton and Attig, 1997). The Tunnel City formation, which is glauconite sandstone, exists directly above the Wonewoc formation. Above the Tunnel City group, various formations were placed by different geologic activities. Cross sections produced by Clayton and Attig (1997) indicate that the glacial till overlay valleys and ridges in existence prior to glaciation [Please refer to Clayton and Attig (1997) for the stratigraphic column of Dane County and more information]. A conceptual groundwater model to study Nine Spring Creek stream flow produced by Swanson and Bahr (2006) indicates that glacial materials filled valleys as deep as the Wonewoc formation. It appears reasonable to discern that significant groundwater recharge occurs to lower stratigraphic formation, such as Tunnel City, and perhaps Wonewoc, in valleys of the pre-glacial landscape. This could be of particular importance in areas where glacial melt water stream sediments were deposited since

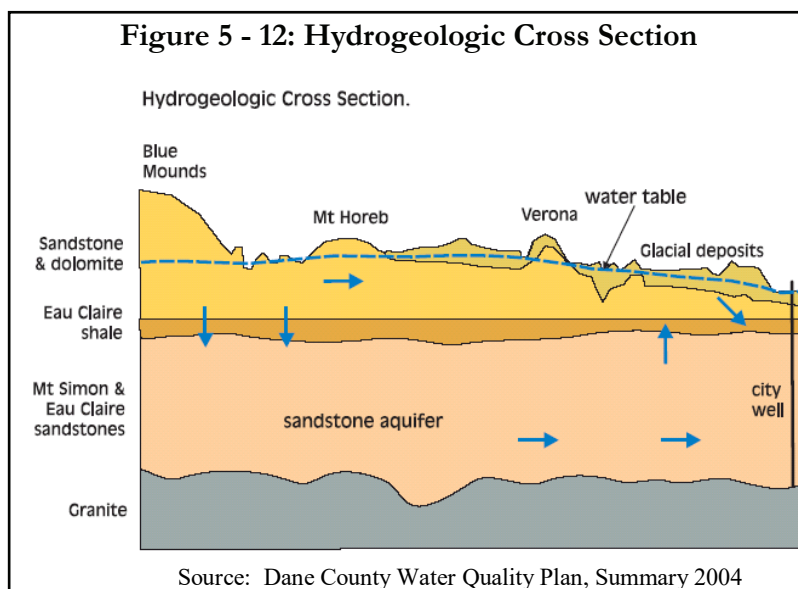
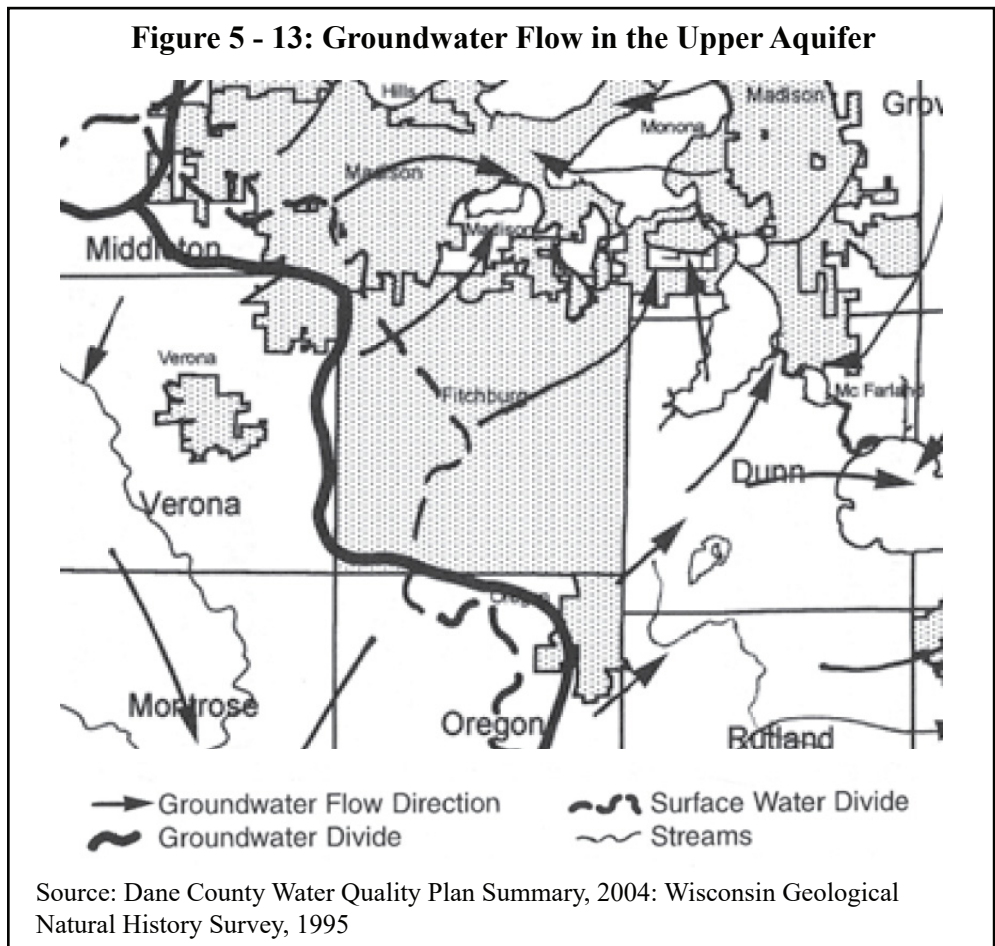


Figure 5 - 13: Groundwater Flow in the Upper Aquifer

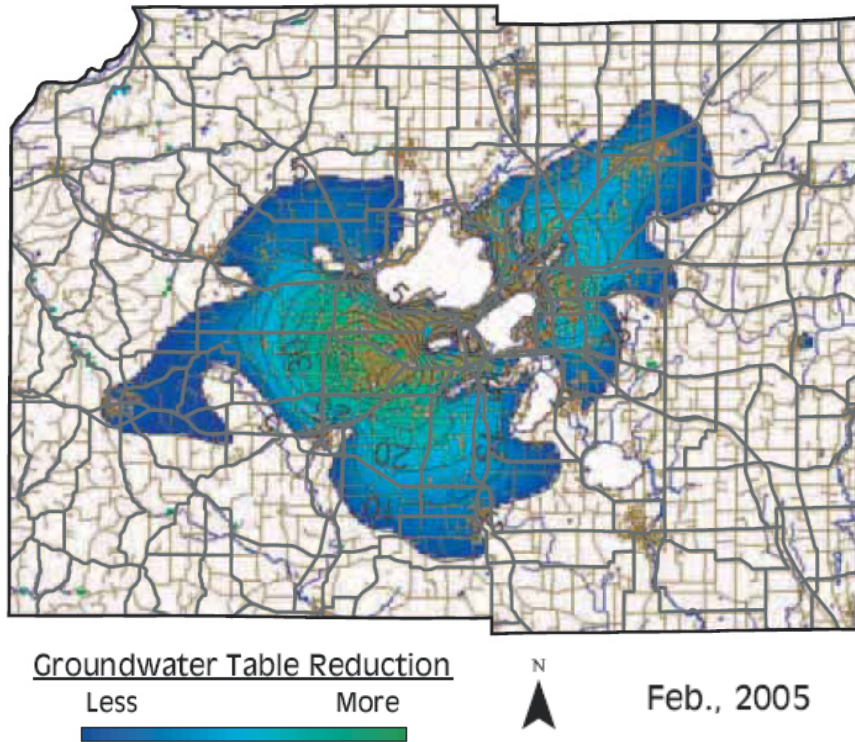


such sediments tend to be sand and gravel depositions, and in some cases were differentiated by glacial meltwaters.

Available information indicates that most all of Fitchburg, with the exception of the extreme southwest corner is in the same upper level ground water shed, and within this system there is a ground water movement to the northeast (Figure 5 - 13). This groundwater would feed the streams, creeks and wetlands that are part of the Yahara River Basin. The deep sandstone aquifers have a similar, although less easterly flow direction as can be seen by the following map. City well protection zones are set up with an off set to the south, in recognition of a general groundwater movement to the north.

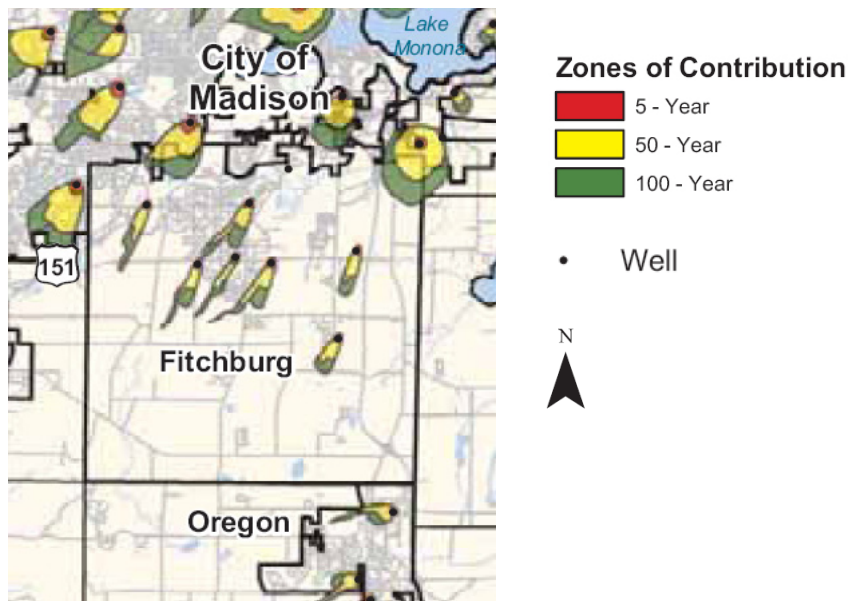
Alterations in the groundwater table by development can have serious consequences to the natural systems. Pumping of ground water for the Madison central urban service area has formed significant cones of depression in the lower water table (Figures 5 - 14 and 5 - 15). Comparison of groundwater levels of today, to that in the early 1900's (considered predevelopment) show that groundwater elevations southwest of Madison have declined over 60 feet, while elevations northeast of Madison have declined 50 feet. An additional decline of over 20 feet is expected due to additional pumping and development on the metropolitan fringe areas (RPC 2004). This causes a further reduction in the water table already beset by issues relating to impervious surfaces and a lack of storm water infiltration. Evaluations associated with the Dane County Hydrologic study noted decreased base flow in streams and lakes, as well as dewatered wetlands from the draw down of the water

Figure 5 - 14: Cones of Depression (2000), Dane County



Source: Dane County Water Quality Plan Summary, 2004

Figure 5 - 15: Zones of Contribution for Municipal Wells, Projected 2030 pumping rates



Source: Dane County Water Quality Plan Summary, 2004

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table. The draw down also induces more rapid movement of contaminants to ground water and municipal water supplies (RPC 2004).

Pumping of groundwater and the related cones of depression may be causing a shift in the regional groundwater divide. It appears the pumping has led to a groundwater movement from adjacent basins, particularly the Sugar River basin, into the Yahara River basin, mainly due to the large and expanding cone of depression and vertical flow gradient created by the concentrated pumping within the central urban service area. The Madison lakes used to be groundwater discharge points, but with the cones of depression, they have now become a groundwater recharge area. As noted, Swanson et al (2006) determined that high permeability zones exist in the upper aquifer, particularly in the Tunnel City group. They note that the existence of the high permeability zones suggests that sandstones should be subjected to detailed hydrogeologic channelization in, for example, aquifer contamination susceptibility and/or well-head protection studies where preferential ground water flow can have major implications.

Groundwater withdrawal by municipal wells with diversion of waste water to the Madison Metropolitan Sewerage District (MMSD) treatment plant, which is in the Yahara—Monona watershed, were shown to result in a complete loss of base flow in Badger Mill Creek. MMSD constructed an effluent return line to the creek, to provide, by mechanical pumping, highly treated effluent to restore water flow to this creek (RPC 2004). However, return of such effluent only helps to reduce the impact of the loss of natural base flow, and impacts still likely remain.

As noted earlier, increasing urbanization leads to higher impervious surface ratios, and a loss of recharge areas. The amount of recharge areas to be lost within the central area by 2020 is greater than 4,000 acres, or the equivalent of 7.0 mgd of groundwater recharge lost due to impervious development and surface water runoff (Dane County Regional Planning Commission, 1997). A larger or compounded impact occurs when urban development is provided from wells and water that is diverted out of the watershed rather than being returned to groundwater at the same location. Therefore, NR151, which now requires some infiltration for new projects, is helpful, but does not address the full impact of pumpage and diversion. Additional strategies to promote more aggressive recharge measures need to be implemented, particularly in sensitive watersheds (RPC 2004).

The Water Quality Plan (RPC 2004) states that groundwater quality “indicates worsening trends, especially increasing nitrate levels from over use of fertilizers and increasing salt concentrations.” Certain areas of the City also provide greater risk to ground water contamination either from surface activities, or subsurface activities.

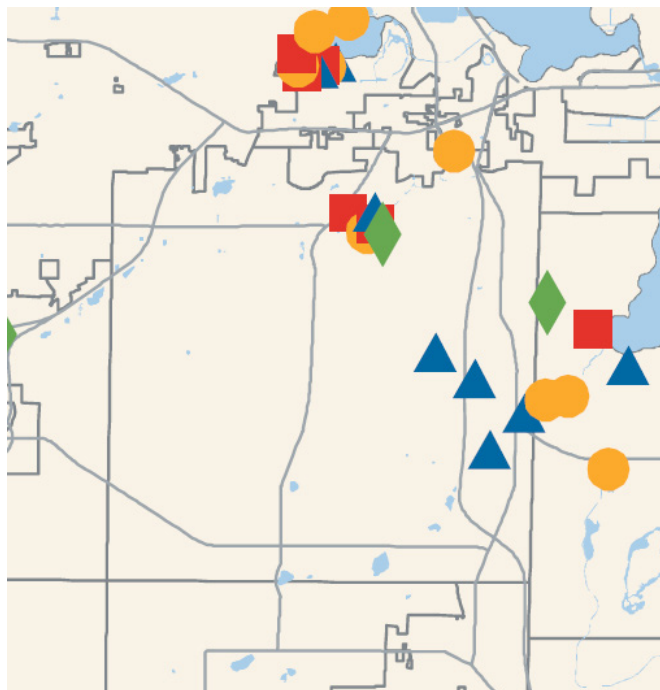
The City of Fitchburg has several springs in association with the Nine Springs Creek, Murphy’s Creek and Swan Creek. The springs feeding Nine Springs Creek have been studied and located, but less activity has been shown in regard to the other springs within the community.

A University of Wisconsin student group undertook a study of the Nine Springs E-Way and noted that fifteen springs in Fitchburg provide a water source to Nine Springs Creek. Most of the springs are concentrated near the Nevin Fish Hatchery

(Figure 5 - 16). The groundwater flow is restricted to weaknesses in a lacustrine clay layer, and where weakness or the lacustrine clay layer is thin outfall of ground water occurs and a spring develops. The Nine Springs E-Way report (1998 Fitchburg Citizen's E-Way advisory Committee) indicated that it is difficult to determine source areas for springs, but that all source areas would have the ability to easily allow water to seep into the ground, in other words have a high infiltration capacity. The springs associated with Nine Springs Creek are generally served by a ground watershed that is narrower than that of the surface watershed, but which extends westerly more than does the surface watershed (1996 Water Resources Practicum, Nine Springs Watershed and Environmental Corridor). However, further evaluation of ground watersheds was also occurring at the time of that study.

The principal groundwater concern is the decrease in groundwater levels due to urban pumping and increasing acres of impervious surfaces that limit surface water infiltration. Both of these changes affect base flow from springs into rivers and streams and thus also affect water temperature and quality (Figure 5 - 16). In addition, elevated chloride and sodium levels in surface water and groundwater exist due to winter road and street salting.

Figure 5 - 16: Location of Springs



- ▲ Group of Springs
- Spring Flow >100 gpm
- ◆ Intermittent Springs
- Spring Flow < 100 gpm

Source: Dane County Water Quality Plan Summary, 2004

Groundwater Recharge

Groundwater is the primary source of water for all users within Fitchburg and Dane County. Earlier information noted that there exists a shallow aquifer and a deep aquifer with the shallow aquifer providing rural uses with water, and the deep aquifer

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being the location for most municipal wells. The two aquifers are separated by a shale layer, but information also notes that cracks or gaps in the shale layer must occur, as the groundwater in the lower aquifer is replaced by percolation from the overlying or shallow aquifer. Water is used locally and water is recharged locally.

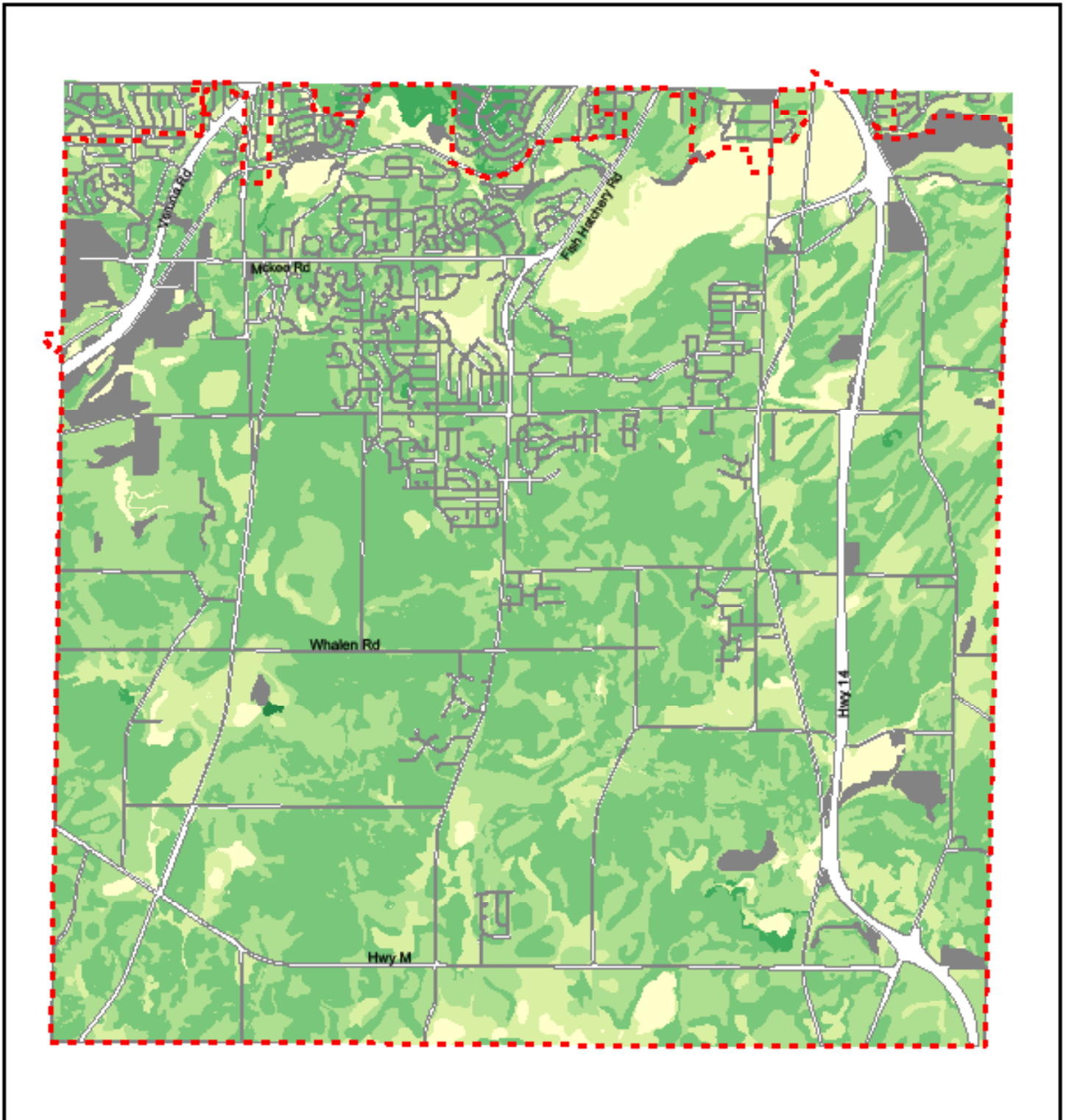
Groundwater pumping has caused cones of depression altering base flow in streams and lakes, and now causing the Madison lakes to be suppliers to the groundwater system, rather than the earlier conditions of the lakes being fed by groundwater. Groundwater withdrawals also may induce pollutants to the wells. Pollutants reach the groundwater from either above surface or below surface activities. Groundwater flow from the upper aquifer is generally in a northeasterly direction. The deeper aquifer has a similar northeasterly flow pattern, although possibly less pronounced easterly and more northerly flow than the upper aquifer flow pattern. Based on the above information it becomes clear that it is important to maintain and protect proper groundwater infiltration areas. However, underground hydrologic studies and information is rather recent; nonetheless, information on where recharge occurs will become present as these studies advance. The Dane County Water Quality Plan (2004) noted that the shallow (upper) aquifer recharge is in upland and hillside areas and the water flows to discharging points such as streams and wetlands. More recently, it is becoming apparent that general areas with high infiltration potential are upland areas that tend to be rather level. Logically, this makes sense, since storm water has a tendency to have more runoff on hill sides than it would on level areas, where precipitation would not runoff at near the velocity as on a hillside and then be able to infiltrate. Geologically, these areas appear associated with either deposits by glacial lakes, or deposits occurring from meltwater stream sediments.

Glacial lake deposits are typically plane-bedded or cross-bedded silt and clay, but includes off-shore gravel that may be from one meter to over tens of meters thick. Glacial lake beds most present in Fitchburg are classed as og, which is mostly uncollapsed, with flat topography, with some deposited on glacial ice resulting in a slightly hummocky topography. The meltwater stream sediments are considered to be sand and gravel typically at least several meters thick and deposited by braided streams that carried glacial meltwater during the Wisconsin Glaciation. Unit su is the most common unit present in Fitchburg and is classified as uncollapsed meltwater-stream sediment overlain by post organic sediment (Clayton and Attig 1997). (Og and su are common soil classifications.)

Based on those geologic characteristics, the geology of Fitchburg would present two significant sized areas and a few lesser sized areas with a high potential for recharge of groundwater. The first is a large area in southern Fitchburg from the eastern border running westerly along both sides of County M to near the Oak Hall cemetery, which is sometimes referred to as Prairie View (after a former school that served the area). The second major area is the Stoner Prairie area and then stretching southerly, generally along the former rail corridor to just south of County M. Isolated pockets of other areas exist such as McKee Farms Park locality, and a narrow ribbon along USH 151. Smaller, less distinguishable and more isolated areas exist from Irish Lane south to County B along the rail corridor. The level topography of these areas, combined with the top organic layer, also indicate a high quality agricultural resource.

Figure 5 - 17

NATURAL INFILTRATION MAP



 City Boundary
 Undetermined – Highly Variable



The data was derived from NRCS soil information using relative composite scores based on soil permeability, depth to water table, depth to bedrock, and slope (Table 1). Depth to bedrock and slope were correlated less important and weighted accordingly. (Capital Area Regional Planning Commission)

Prepared by: Planning/Zoning
Source: Planning/Zoning
Date: County LDC & CAPPC
Project: 72008

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Infiltration maps produced by the Capital Area Regional Planning Commission in late 2006 (Figure 5 - 17) confirm the above logic, but also point out that there are many other areas important for infiltration within the City. The Natural Infiltration map was derived from NRCS soil information using relative cumulative scores based on a variety of factors such as soil permeability, depth to water table, depth to bedrock and slope.



Agricultural Resources

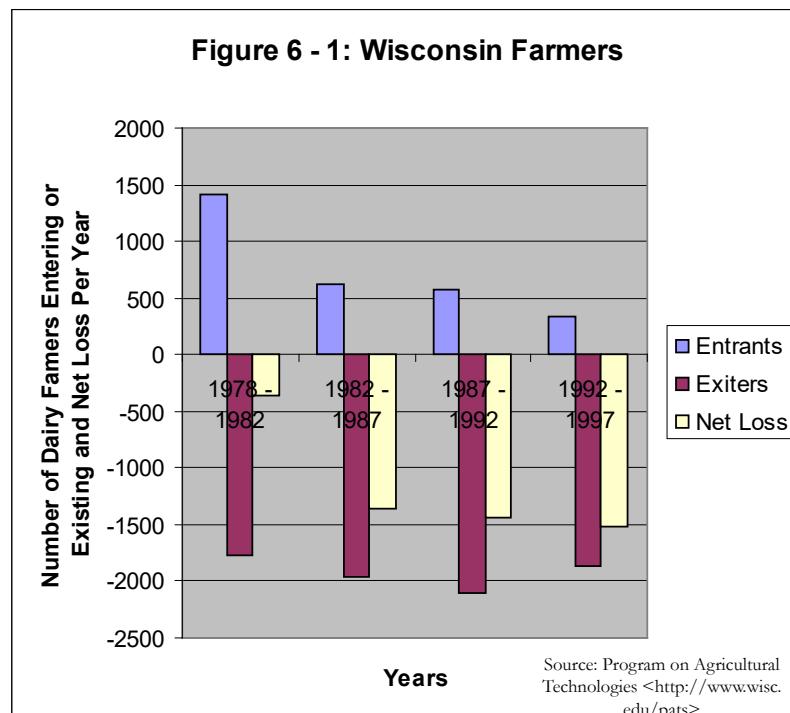


Introduction

As the United States continues to urbanize, the conflict between agricultural and nonagricultural uses of land will continue to intensify. Strong economic growth, in combination with numerous other factors that influence land use, has pushed urban development even further from the centers of cities, consuming agricultural land in traditionally rural areas. This can be seen locally in Dane County with the growing Madison Metropolitan area increasing the pressure on Madison and surrounding municipalities to develop subdivisions and the supportive economic/business to support a growing population. Other factors that influence land use may include agricultural product prices, technology, consumer demand, and land prices. With the accelerated shift of agricultural land to urban land, the agricultural industry may be negatively impacted.

Farmer Demographic

The age of the average farmer in Dane County has been increasing and in 1997, the average farmer was 53 years old. Only eight percent of farmers fall under the age of 35 and 33 % of farmers are over the age of 60. Some concerns are present with not enough young farmers entering into the occupation to replace retiring farmers. According to the Program on Agricultural Technology Studies, in Wisconsin from 1992 to 1997, there were only 344 dairy farm entrants and 1,860 dairy farm exiters, producing a net loss of 1,516 farmers (Figure 6 - 1). The increase in net dairy farm losses is primarily the result of significantly fewer younger people entering dairy, and not a product of more farm closings. Since fewer farmers are looking to enter into farming, and as many of the current farmers are reaching retirement age, the pressures to find a use for agricultural land other than farming will increase, over the coming years.



Farm Demographic

With increasing pressures placed on land to urbanize, the acres of available farm land are decreasing. According to the Wisconsin Agricultural Statistics Service (WASS), between 1990 and 1998, Dane County had a seven percent decrease in farm land from 611,000 acres to 568,000 acres. Not only have the acres in farmland decreased, but the rate of conversion of farmland to a nonagricultural land use has increased. From 1988 to 1998, sales of farmland converted to a non-farming use has doubled from 21 percent to 47 percent, with annual average sales of 2,128 acres increasing to 3,243 acres annually. The farmland sales remaining in an agriculture use only account for 53 % of total farmland sales. The amount of farmland in Dane County being sold for a non-agricultural use is increasing.

In the South West (SW) Wisconsin District, consisting of Crawford, Grant, Iowa, Lafayette, Richland, Sauk, and Vernon counties, sales of agricultural land are increasing. Agricultural land sales converted to non-farming uses have doubled over the last decade for the SW district. Sale of converted land increases from 12 % to 25 %, with an annual average of 6,475 acres sold increasing to 13,241 acres annually. Agricultural land sales have 75 % of sales remaining in agricultural uses. The SW District lacks the same growing metropolitan area as Dane County. Therefore, the pressures for farm land to convert to nonagricultural uses in the SW District are not seen as strong as the pressures placed on Dane County through sales of converted farmland.

Despite the trend that acreage of farmland has decreased, the total number of farms increased from 3,010 to 3,130, approximately four percent, in Dane County. This can be explained in two ways. The first reason is retiring farmers splitting the land between family members, resulting in an increase of farms but the acreage remains the same. Several examples of this can be found in Fitchburg, for example the Gorman and Lacy families. The second reason is an increase in “hobby” farms, small farms that are not the primary livelihoods of the owner/operator. The definition of a farm used by the WASS includes all operations selling as little as \$1,000 of farm products per year, which may include such hobby farms. In addition, the Dane County Ordinance limits the division of land zoned agriculturally to 35 acre or less parcels. Therefore, a larger farm could go out of production and the land could be divided into 35+ acre parcels resulting in several hobby farms. Like the previous reason, the total number of farms would increase, but the acreage of land remains the same. Such divisions of farms are likely to increase over the next few years due to the rising price of land, retirement age farmers splitting the land between family members, the lack of younger farmers entering into farming to take over the large acres of farm land, and the demand for large parcel house sites.

The increase in the pressure to develop has also impacted farming financially. In Dane County the price of farmland sold for agriculture increased per acre from \$1,064 to \$2,584 between 1989 and 1999. During the same time period, the price of farmland per acre sold for a nonagricultural use increased from \$1,982 to \$5,122. In 1999, the sale of farmland for a nonagricultural use would make twice the value than a sale remaining in an agricultural use. The average value of all farmland and buildings per farm in 1997 was \$366,967. With the increasing average cost of land

Agricultural Resources

and buildings, fewer farmers will be able to enter into farming. In addition, farmers looking to leave agriculture will produce a greater value by selling the land for a nonagricultural use.

The SW District follows a similar trend. The price of farmland sold for agriculture increased per acre from \$758 to \$1,162 between 1989 and 1999. The price of farmland sold for a nonagricultural use in the SW District increased per acre from \$731 to \$1,343 over the same decade. In 1999, the sale of farmland to a nonagricultural use is worth roughly \$180 or more per acre than if the sale was to an agricultural use. The value of all farmland and buildings per farm in 1997 was \$266,190. The profitability of selling farmland to non-agricultural versus agricultural uses in the SW District is not as great as Dane County. A farmer looking to purchase farmland would pay less in the SW District since the pressure to urbanize has not driven the prices of land as high as in Dane County.

Farm Productivity

Farm productivity can be determined by using Statewide Significant Soil, Prime Soil and Soil Class (Figures 6 - 2, 6 - 3, and 6 - 4). Each method was used in determining the farm productivity of soil found in Fitchburg.

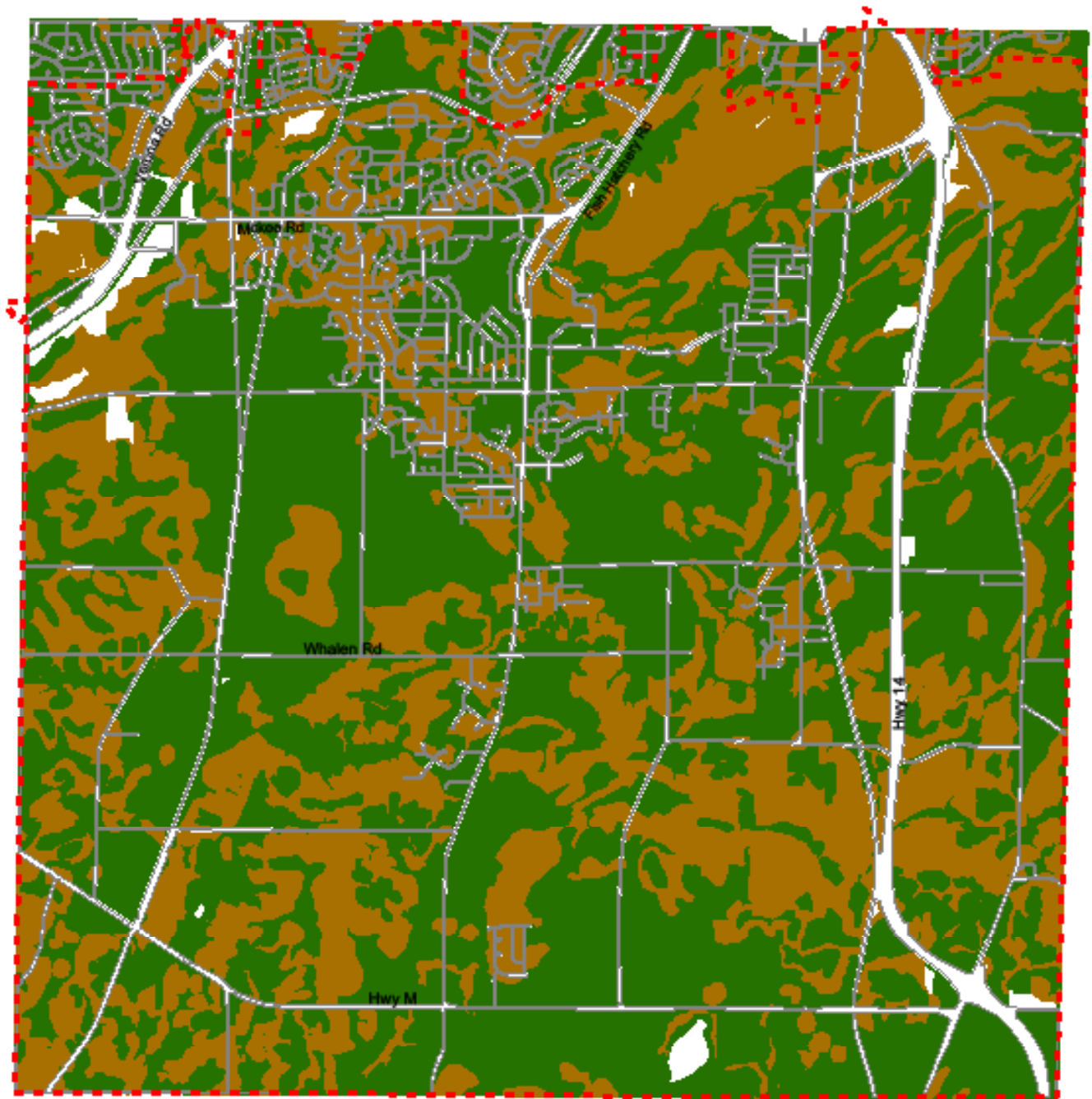
Prime Soil is land that has the best combination of physical and chemical characteristics for producing food, feed, forage, fiber, and oilseed crops (Figure 6 - 2). The land must also be available for crop land, pastureland, forest land, or other land, but not water. Prime farmland has the soil quality, growing season, and moisture supply needed to economically produce sustained high yields of crops when treated and managed, including water management, according to acceptable farming methods.

Statewide Significant Soil is land other than prime farmland that is used for production of specific high-value food and fiber crops (Figure 6 - 3). It has the special combination of soil quality, location, growing season, and moisture supply needed to economically produce sustained high quality or yields of specific crops. For example, farmland classified as significant may include soils used for apple orchards that are too steep and erodible to qualify for prime farmland. These categories of farmland are used in administering the Farmland Protection Policy Act and the Farmland Protection Program.

Land capability classification is a widely used system to classify soils for agricultural purposes (Figure 6 - 4). The system is based on the most intensive long term use for this land. The criteria used to classify Land Capability are slope, texture of soil, depth of soil material, and drainage. Soils are grouped according to their potentials and limitations, if any, for sustained production of common crops. This classification system places all soils in eight capability classes. With good soil conservation management, soils in Classes I, II, III, and IV are suitable for cultivation. Soils in Classes V, VI and VII with good soil conservation management are suited for pasture, woodland, and wildlife. Soils in Class VIII generally are non-productive for agricultural purposes and are recommended for wildlife habitat.

Figure 6 - 2

PRIME SOIL



SOIL DESIGNATION

-  Prime
-  Not Prime

 City Boundary

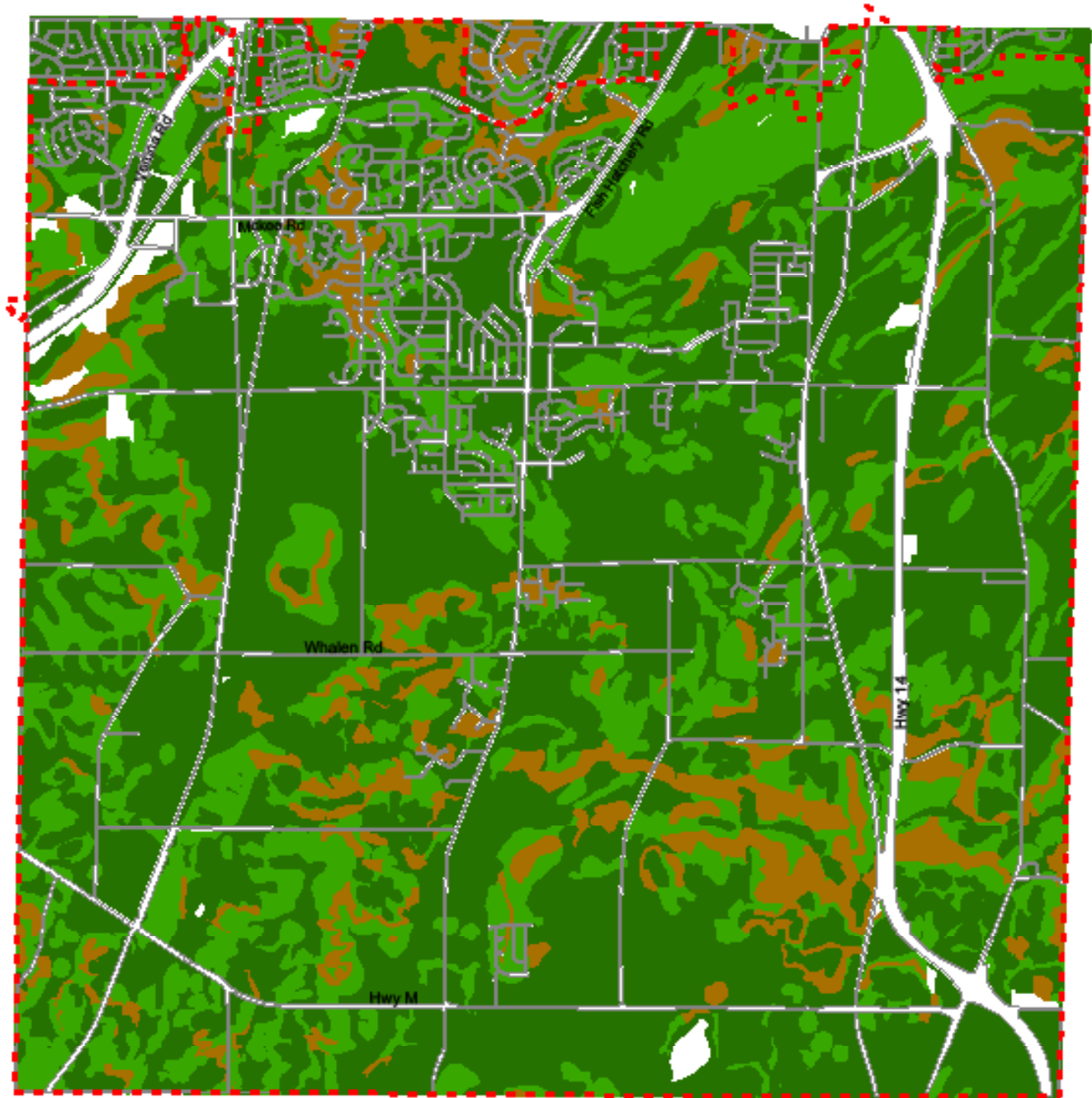


Prepared by: Planning/Zoning
Source: Planning/Zoning
Base: County Land Conservation Dept.
Revised: 7/2008




Figure 6 - 3

STATEWIDE SIGNIFICANT SOIL



SOIL DESIGNATION

-  Significant
-  Somewhat Significant
-  Not Significant

 City Boundary

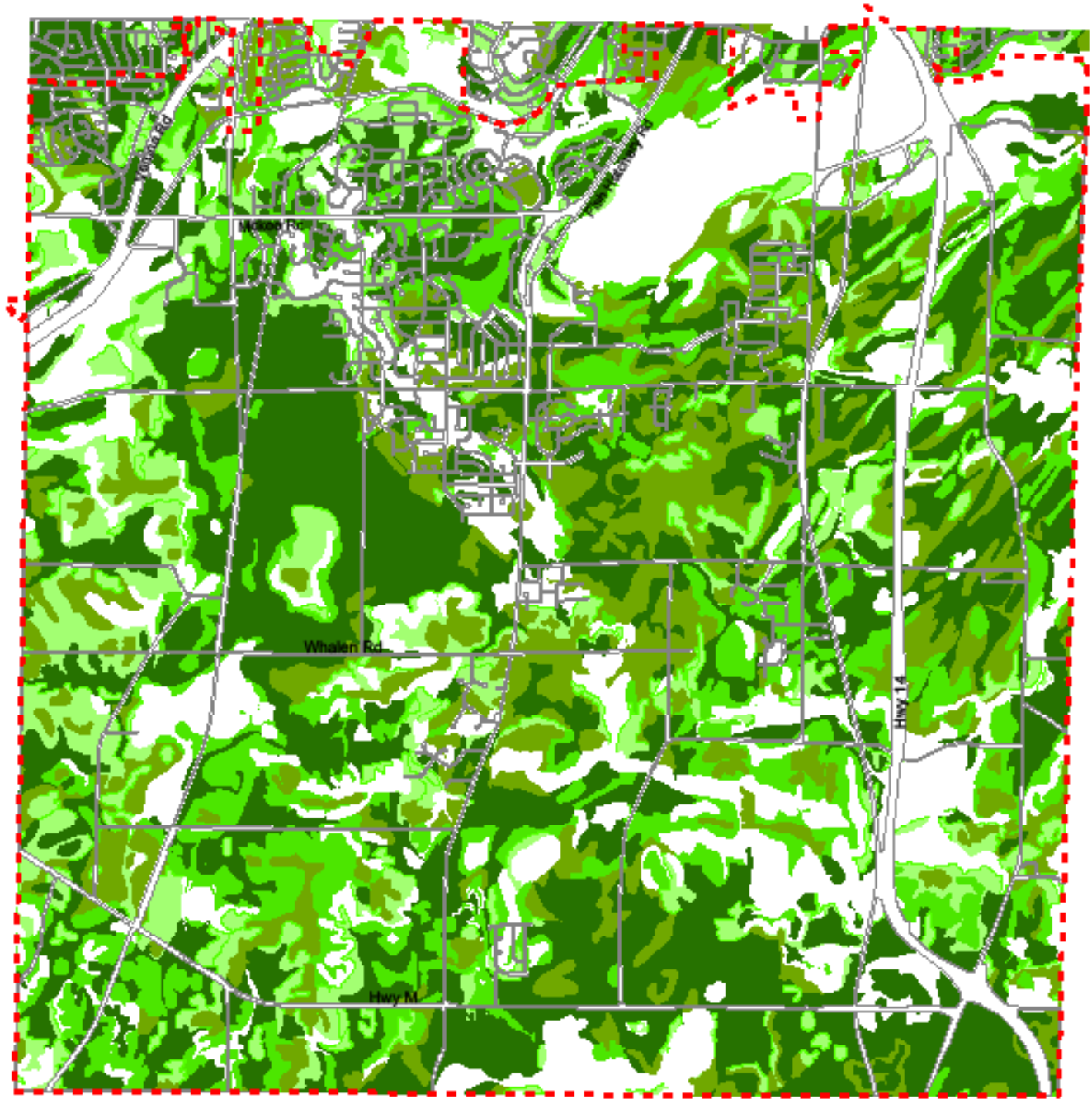


Prepared by: Planning/Zoning
Office: Planning/Zoning
Dane County Land Conservation Dept.
Revised: 7/2008



Figure 6 - 4

SOIL CLASS



SOIL CLASSIFICATION



 City Boundary

Prepared by: Planning/Zoning
Source: Planning/Zoning
Base County Land Conservation Dept.
Revised: 7/2008



Farm Products

Cash Crop

Crop land makes up a majority of farmland. These crops can either be sold or used to feed livestock. In general, the South Central (SC) District, consisting of Columbia, Dane, Dodge, Green, Jefferson, and Rock counties, produces more corn and soybean based on percentage of major crops grown and the SW District produces more forage. Both SC and SW produced relatively the same amount of small grains. The different crop production is a result of glaciation. The SC District falls within the Glacial Till region, area where glacial debris was deposited, where better topsoil was left behind. The SW District falls within the Driftless region, no evidence of glaciers, are subject to erosion over greater periods of time resulting in less topsoil and more varied topography. This difference in topsoil from the glaciation is the reason why certain crops grow better in one district than the other.

When looking at the change in harvested acres of major crops between 1990 and 1999, Dane County and the SW District showed similar trends except in soybean production. Dane County's acres of soybean production nearly tripled where the SW District's acres of soybean quadrupled. Crop rotation plays an important factor in the increase in acres of soybeans.

The Wisconsin Natural Resources Conservation Service (WNRCS), part of the US Department of Agriculture (USDA), puts years of experience to work in assisting owners of America's private land with conserving soil, water, and other natural resources. Many times the WNRCS, Wisconsin Department of Agriculture, Trade, and Consumer Protection (WDATCP), UW - Extension, and Dane County Land Conservation Department (DCLCD) work individually or together to deliver technical assistance for the specific needs of farmers or other private land owners. These groups encourage the use of crop rotation to help protect soil quality of farmland. Crop rotation can increase yields, increase profitability and reduce risk through diversification, decrease environmental hazards by reducing chemical inputs, and reduce nutrient depletion in soils from crop production.

Dane County also plays an important role in tobacco production. The sale of Wisconsin tobacco is used primarily for the wrap leaf of cigars and for chewing tobacco. Tobacco is the most valuable crop in price per weight. A farmer growing tobacco can make \$3,635/acre, while corn, soybeans, and barley have less than 1/10 the value of tobacco, at \$251, \$182, and \$74/acre respectively according to the University of Wisconsin Comprehensive Cancer Center Monitoring and Evaluation Program. However, over the last decade there has been an 83 % decline in the number of acres in tobacco harvesting from 6,900 acres in 1990 to 960 acres in 2000. This decline is attributed to the decrease in cigarette sales and tobacco corporations increase in foreign tobacco imports over the last decade. If patterns persist, tobacco farming in Dane County will continue to decline.

Dairy

In addition to cash crops, several dairy farmers are found in Dane County. With the average farm size decreasing, the number of cows per farm is also decreasing. During 1991-1999, dairy farms total number of cattle and calves decreased by approximately 18 %, from 168,000 to 129,000. Despite the decrease in cattle, milk production has increased by 7 %, 868,560,000 pounds/year in 1991 to 929,200,000 pounds/year in 1999. Herd size can impact total milk production for a farm. Total milk production of larger farms, 100 cows or more, increased almost 4.9 billion pounds, from 5.8 billion pounds in 1993 to roughly 10.7 billion pounds in 2001 (Jones, 2002). The increase in milk production for Dane County is due largely to increases in the average milk production of those cows that remain in herds of 100 cows or more. Dairy farms within Fitchburg follow the same trend. Farms with larger herd sizes have efficiency of scale; larger operations can perform tasks with minimal unnecessary effort. Larger farms' productions are able to do things such as hire additional farm hands, buy supplements to add to feed, or put more time into harvesting feed more frequently when the crops have the best nutrients (Jones).

Urban Agriculture and Community Gardening

Urban agriculture is the practice of cultivating, processing and distributing food in and around the central market. It contributes to food security and food safety by increasing the amount of locally produced food available to people living in cities and allows fresh products to be made available to consumers.

Community gardening is one form of urban agriculture that is typically organized by nonprofits or local governments. The nonprofits or local governments own a piece of land that is divided into plots and gardened by different citizens or groups to grow their own food.

Urban agriculture and community gardening are seeing an increase in popularity. Major American cities offer community gardens as a way to encourage a local food system, build community, green neighborhoods and bring people together. As of 2008, known locations of community gardens serving Fitchburg residents are the All Saints Lutheran Church Gardens, 2951 Chapel Valley Rd with 15 plots, Drumlin Gardens, 2849 Oregon Rd with 15 plots, Rimrock Gardens, also known as Green Gardens, 65 Braeger Dr with 102 plots, and Marlborough Park Gardens, located in the City of Madison just north of Marlborough Park with 145 plots (Community Action Coalition, 2008). In addition to these community plots, The Gardens at Swan Creek Condominium, S. Gardens Way, offer garden plots to their residents.

Farm Markets

With so many different agricultural products, various markets can be used to sell agricultural products. Direct marketing, agricultural products going from the farmer to the consumer, can be used so the farmer receives more from the consumer's dollar. Some approaches include:

Agricultural Resources

- Pick your own - the customer picks his own produce on the farm.
- Community supported agriculture - consumers buy shares and during the course of the growing season, receive a weekly bag of produce that has been harvested.
- Farmers' market - farmers gather at a common location to sell their produce. Currently, there is one farmers' market in Fitchburg and there are 12 others throughout Dane County.
- Roadside stands - the farmer sells his produce at a site along the road or directly out of his barn.

Pesticides

Certain pesticides are restricted or prohibited in Wisconsin under ATCP 30 (<http://www.legis.state.wi.us/rsb/code/atcp/atcp030.pdf>, Wisconsin Administrative Code). A pesticide is any substance used to control or repel a pest, or to prevent damage that pests may cause. Pests can be insects, mice and other animals, unwanted plants (weeds), fungi, or microorganisms like bacteria and viruses. The term "pesticide" includes insecticides, herbicides, fungicides, and other substances used to control pests.

Several routes can lead to a compound being restricted through ATCP 30. Each compound listed in the existing rule was either canceled by Environmental Protection Agency, exceeded limits stated in groundwater standards, or demonstrated other human health or environmental risk. For example, to protect groundwater quality, the department conducts well testing and annually proposes responses to findings, typically expansion of atrazine prohibition areas through ATCP 30 (Wisconsin Administrative Code, 2007), based on well results that exceed the enforcement standard of 3 micrograms per liter. The enforcement standard is a health-based concentration of a substance that DNR adopts in its rules (NR140 Groundwater Standards).

Currently, the Wisconsin Department of Agriculture, Trade and Consumer Protection (WDATCP) prohibits anyone from selling, distributing, purchasing or using any of the following pesticides in the state: DDT (DDE or TDD); TDE (DDD); Endrin; Cadmium; Thallium sulfate; Aldrin; Chlordane; Dieldrin; Heptachlor; 2,4,5-Trichlorophenoxyacetic acid (2,4,5-T); 2-(2,4,5-Trichlorophenoxy) propionic acid (silvex); Dinoseb; Kelthane; Ethyl parathion. The previously listed pesticides can be used only under an emergency permit issued by the department, under an experimental use permit, for laboratory research, or as laboratory standards. The department has also restricted the use of the following pesticides by limiting application rates, location of application sites, timing of applications, or other restrictions as listed in ATCP 30: Aldicarb; Atrazine; Metam Sodium.

According to the Wisconsin Department of Agriculture, Trade and Consumer Protection the majority of Dane County is located in an atrazine prohibited area. Atrazine is a popular corn herbicide that is used to control weeds in corn fields. Atrazine has been used in Wisconsin for more than 25 years. A map of the prohibited area is available from Wisconsin Department of Agriculture, Trade

and Consumer Protection. An updated 2004 list will be available in fall. The US Environmental Protection Agency is researching the health effects of atrazine in water. Drinking water that contains atrazine will not cause an immediate sickness or health problems (acute toxicity). However, consuming low levels of atrazine over time may cause health problems (chronic toxicity). The EPA is also concerned that atrazine may be an endocrine disruptor which can cause unintentional hormone-like activity in the body. Atrazine when released into the environment can result in microbial activity and other chemicals may breakdown atrazine in soil and water, particularly in alkaline conditions. Sunlight and evaporation do not reduce its presence. It may bind to some soils, but generally tends to leach to ground water. Atrazine is not likely to be taken up in the tissues of plants or animals.

Land Use Conflicts

Urban sprawl is not the only land use concern on the rural-urban fringe. Certain agricultural land uses with residential land uses can create a variety of spillovers for rural residents on the rural-urban fringe. Depending on the agricultural enterprise, neighboring rural residents can experience various noxious odors, spray drift, noise at night, dust, loose animals, slow-moving farm implement traffic, and other unwanted agricultural spillovers.

On the other hand, locating rural subdivisions and residential property next to operating farms can create a variety of headaches for farmers. These might include trash; liability for trespassing children; complaints and potential nuisance suits for odor, noise, and spray drift; safety hazards from increased traffic and people, and crop or livestock losses due to trespassing neighbors and their pets.

The longer-term impacts of siting incompatible land uses next to one another can be more substantial for agriculture on the rural-urban interface than for agriculture in undeveloped areas. As the demand for urban development land rises on the fringe, some farmers become land speculators who sell out to the highest bidder. Their newly acquired fortunes can be used to retire early or to establish farming operations at a new, more distant location.

Right to Farm

Wisconsin's right-to-farm law is part of a national trend by states toward changing the common law prima facie case for filing nuisance claims against agricultural operations. The common law of nuisance forbids individuals from using their property in a way that causes harm to others. A private nuisance refers to an activity that interferes with an individual's reasonable use or enjoyment of his or her property. A public nuisance is an activity that threatens the public health, safety or welfare, or damages community resources, such as public roads, parks and water supplies.

The purpose of right-to-farm laws is to encourage agricultural production and discourage land use conflicts between expanding livestock operations and their

Agricultural Resources

neighbors. They all seek to legislatively lift the threat of nuisance lawsuits by neighbors if the agricultural operation produces odor, noise, water pollution, or other nuisance-type conditions (as can be true with large livestock operations such as hog, dairy, and poultry confinements). Right-to-farm laws are designed to accomplish one or both of the following objectives: (1) to strengthen the legal position of farmers when neighbors sue them for a private nuisance; and (2) to protect farmers from anti-nuisance ordinances and unreasonable controls on farming operations. Right-to-farm laws are intended to discourage neighbors from suing farmers. They help establish farmers who use good management practices prevail in private nuisance lawsuits. They document the importance of farming to the state or locality and put non-farm rural residents on notice that generally accepted agricultural practices are reasonable activities to expect in farming areas.

Agricultural Use Value Assessment

During the past several years the State of Wisconsin has moved to assessment of agricultural land, regardless of its zoning, based on its use as agricultural land, which has resulted in a tax shift to non agricultural landholders. The City of Fitchburg was one of the only incorporated municipalities to support the agricultural use assessment rule at the state legislature. Fitchburg's support was provided based on the potential ability to lower taxes on farm land, the value that is placed on rural agricultural land as a valued open space commodity in the City of Fitchburg. The City believed the tax shift was important to recognize the value of such a land use in the City, and the shift now causes urban users to pay a greater amount of taxes than would have been the case.

Agriculture and Rural Affairs Committee

According to the Fitchburg Municipal Code, the Agriculture and Rural Affairs Committee shall act as an advisory committee to the Plan Commission and shall:

- (A) Study the potential future of agriculture in Fitchburg.
- (B) Develop and recommend policies to promote sustainable and economically viable agriculture in Fitchburg.
- (C) Recommend areas to be preserved for agriculture, if any.
- (D) Study and recommend any potential compensation to landowners in areas designated for agricultural preservation.
- (E) Take action on any items referred to it by the Plan Commission or the Common Council.
- (F) Make recommendations on all rezoning requests in which any property zoned A-T or A-X outside the Urban Service Area is being considered.

Other Agricultural Government Agencies

Dane County Land Conservation Department (DCLCD)

DCLCD's goal is to provide conservation planning assistance and technical service in the area of soil and water conservation to landowners, land users, and decision makers of Dane County, Wisconsin.

US Department of Agriculture (USDA)

The Farm and Foreign Agricultural Services mission, comprised of the Farm Service Agency, the Foreign Agricultural Service, and the Risk Management Agency, helps keep America's farmers and ranchers in business as they face the uncertainties of weather and markets. They deliver commodity, credit, conservation, disaster, and emergency assistance programs that help improve the stability and strength of the agricultural economy.

Wisconsin Department of Agriculture, Trade and Consumer Protection

The mission of the Wisconsin Department of Agriculture, Trade and Consumer Protection is to serve the citizens of Wisconsin by assuring: the safety and quality of food, fair business practices for the buyer and seller, efficient use of agricultural resources in a quality environment, consumer protection, healthy animals and plants, and the vitality of Wisconsin agriculture and commerce.

University of Wisconsin - Extension

University of Wisconsin-Extension programs in Agriculture and Natural Resources help urban and rural people use research and knowledge to solve problems and take advantage of new opportunities. Agriculture and Natural Resources educators balance farm profitability and production of high quality food, horticulture crops, and fiber and plant material with protection of the natural environment.

Survey Results

Residents in Fitchburg appear to value the rural character of the community and would like to preserve its sense of place and identity. Seventy-nine % of residents are supportive of promoting the preservation of open space, while 68 percent are supportive of encouraging production agriculture. A majority (54 percent), are opposed to the development of rural open space and are in favor of a program that would compensate rural landowners for keeping land permanently undeveloped. Farmers, in contrast, are opposed to regulations that have the potential to limit their land use decisions. According to the survey, farmers are less supportive of preserving open space, more in favor of developing rural areas, not in favor of encouraging the continuation of production agriculture, and not in favor of either a temporary or a permanent agricultural protection area.

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Cultural Resources



Overview

While fairly a recent city (established in 1983), Fitchburg has a long foundation as an agricultural community, which has formed many of the cultural resources today. From historic sites to community events, the heritage of Fitchburg is present.

Existing Conditions

Historical Resources

The City has five sites listed on the National Register of Historic Places. These sites include: 1) McCoy Farmhouse, an Italianate-style house built in 1857 on Syene Road; 2) Fox Hall, a Greek Revival-style home built in 1856 on CTH M; 3) The Mann House and stable (now Quivey's Grove restaurant) Italianate structures built around 1840; 4) Wisconsin School for Girls (now part of the Oakhill Correctional Institute), built in 1932, including a school, two maintenance buildings and ten cottages; and 5) Spooner Farmstead, formerly known as the Nicholas Haight Farmstead, on Lacy Road, containing five structures including an 1854 Greek Revival farmhouse, a smokehouse, barn, corncrib and granary. Additionally, many of Fitchburg's one-room schools are still standing and can be found at Syene and Lacy Road, Grandview Road, Fish Hatchery and Whalen Road and County M and Fitchburg Road areas.

The Landmarks Preservation Ordinance provides a level of protection for these historic sites as well as other landmarks within Fitchburg that have been recognized as having local significance. Historic Preservation Week in May helps bring about awareness of and appreciation for Fitchburg's heritage and the cultural resources that are present throughout the community.

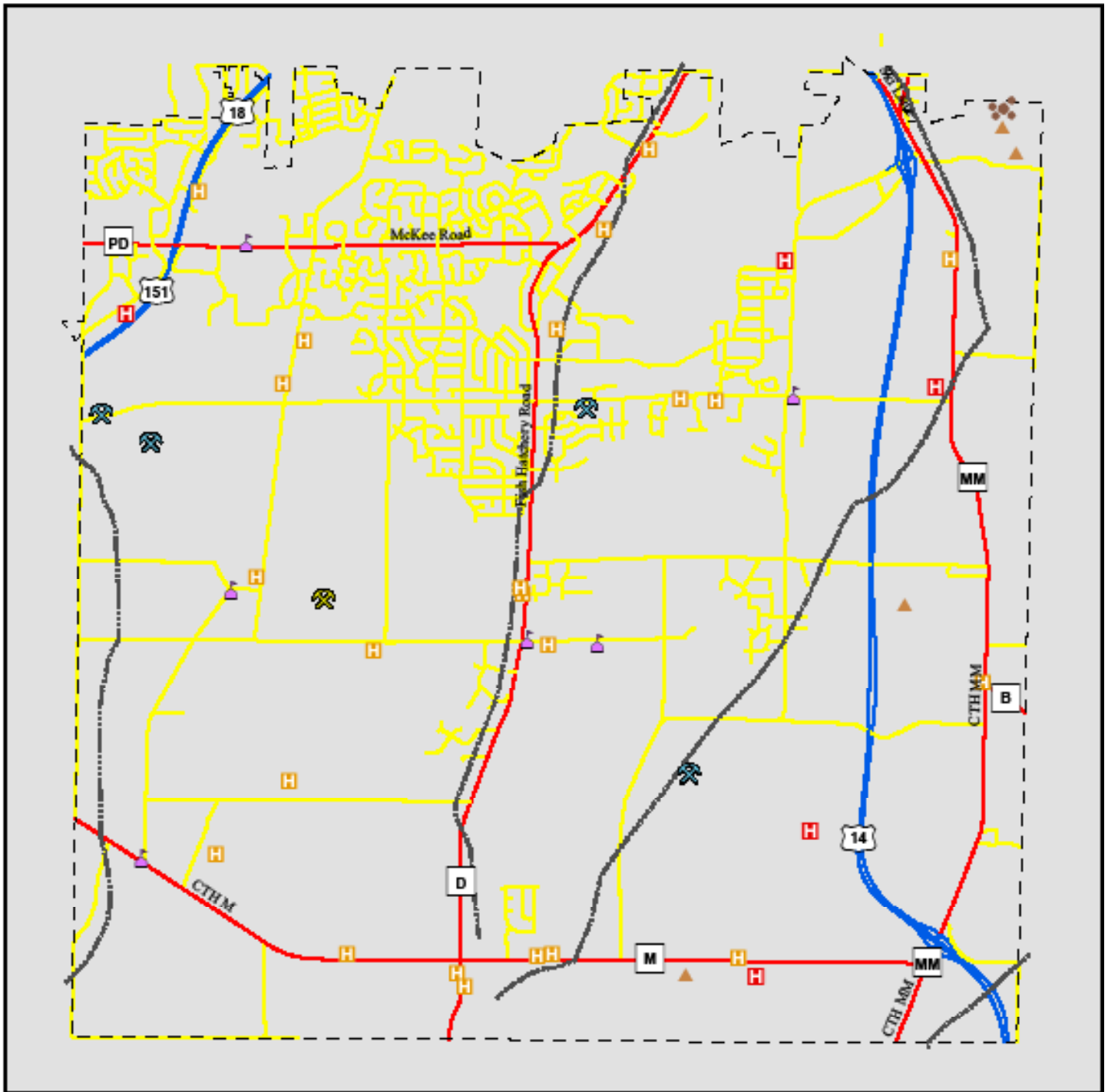
Community Events and Festivities.

Irish heritage is significant in Fitchburg's history and settlement and contributes to the character and identity of the community. Fitchburg community events include Fitchburg Summer Concerts, Fitchburg Center Farmer's Market and an annual community festival.

Parks, Open Space and Recreation.

The City is dedicated to providing outstanding public parks, trails and open space for the residents. The background information and goals, objectives, policies, and maps related to park, open space and recreation is presented in the Utilities and Community Facilities chapter.

Figure 7 - 1
Cultural Resources



- | | | | | | |
|--|---|--|------------------------------|--|----------------------|
| | Mound Group | | Indian Camp | | Indian Trails |
| | Historic Schoolhouse | | Historic Lead Mine | | City Limits |
| | Historic Building | | Historic Stone Quarry | | |
| | National Register of Historic Places | | | | |

0 0.5 1 2 Miles



Prepared by: Planning and Zoning
 September 2006
 Source: Planning and Zoning /
 Dane County L.I.O. /
 Wisconsin Geological & Natural History Survey /
 Fitchburg Landmarks Preservation Commission /
 Wisconsin Historical Society



Survey Results

Festivals and gatherings, which help to create a sense of place and community identity, are also generally accepted throughout the community. The highest level of community participation in recreational programs lies in festivals and community concerts. Of those who responded to the survey, 57 % attended Fitchburg festivals and 45 % participated in community concerts.



Housing



Overview

The City of Fitchburg directly influences the provision of housing through its land use regulations, development standards adopted, and the type of public services provided. The intent of this element is to provide basic information on the housing stock in the City of Fitchburg, analyze trends, and identify any potential problems and opportunities so that taken as a whole, this Comprehensive Plan will accommodate the carried housing needs of the current and future residents.

Existing Conditions

Types of Housing Units

In 2000, there were 8,662 housing units in the City. Single-family units accounted for 46.5% of the total. Multi-family accounted for the most common housing type in the City at 49.4%. Two-family units accounted for 3.4% and mobile homes accounted for 0.7%.

Housing Tenure – Occupancy Status

The number of dwelling units that are available for rent or purchase in a community can represent the difference between a community with intense pressure for housing and inflate housing costs and a community in decline with abandoned homes. The supply of available dwelling units must be sufficient to allow for the formation of new households within the existing population, absorb in-migration of new households, and permit existing households to reform because of a change in size or status. A household consists of an individual or individuals living together in a dwelling unit. Some households consist of one person, a traditional family, unrelated individuals, or any combination of families and individuals.

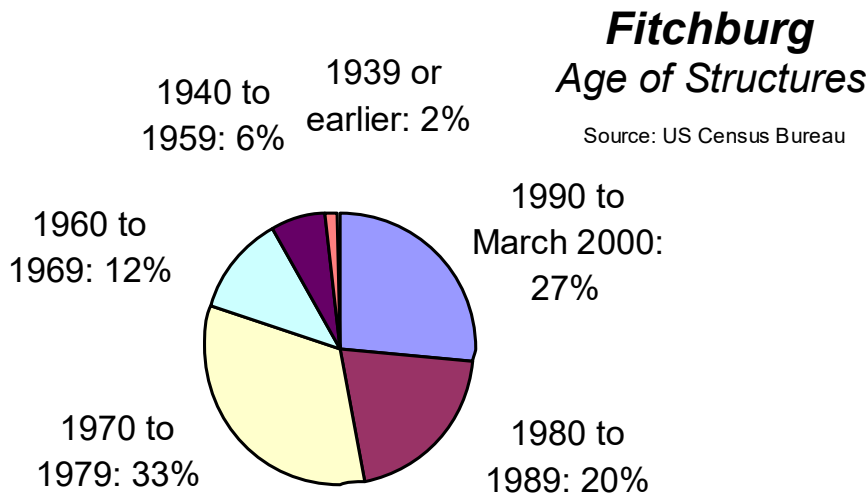
The general rule is that the overall vacancy rate should not exceed three percent (1.5% for owned units and 4.5% for rentals). At this rate, there are generally enough dwelling units to maintain adequate housing choice.

According to the 2000 Census, of the total housing units in the City of Fitchburg, 43% were owner-occupied, 53% were renter occupied, and 4% were vacant. The owner-available vacancy rate for the City was 1.0%, while the renter-available vacancy rate was 4.6%.

Age of Housing Stock

The age of the housing stock in a community is one measure of quality, although one must not assume that as the age of a home increases, its quality declines as well. Age of a building only suggests that as a home gets older it may be necessary to spend more time and money on upkeep and maintenance.

Figure 8 - 1



As of 2000, 53% of the housing stock in Fitchburg was built during the 1970's and 1980's. Another large portion of the structures, 27 %, were built in the 1990's. Approximately 20% of Fitchburg's homes were constructed prior to 1970 (Figure 8 - 1).

Value of Housing Stock

The City of Fitchburg's 2000 median housing value of \$176,000 was higher than the median value for the surrounding municipalities. The median home value has approximately doubled since 1990's value of \$95,200. This increase has mirrored that of other communities throughout Dane County. Figure 8 - 2 offers a breakdown of the housing values within Fitchburg in 1990 and 2000.

Figure 8 - 2: Value of Specified Owner-Occupied Housing Units (2000)

	1990	2000
Less than \$50,000	57	23
\$50,000 to \$99,999	1,199	84
\$100,000 to \$149,999	562	910
\$150,000 to \$199,999	171	948
\$200,000 to \$299,999	161	740
\$300,000 to \$499,999	42	479
\$500,000 or more	7	80

Source: US Census Bureau

Household Size

The overall household size in Fitchburg decreased from 1970 to 1980 falling from 3.54 persons per household to 2.25 (Figure 8 - 3). Since 1980, the household size has been gradually increasing to 2.38 persons per household in 2000. A main contributing factor to the household size in 1970 was a residential construction boom. 2,945 structures were built, which represent 34% of the housing stock in 2000. A large portion of the 2,945 structures built were multi-family apartment buildings. This increased the number of rental households, which typically have smaller household sizes (Figure 8 - 4).

Housing

Figure 8 - 3: Fitchburg - Overall Household Size

	1970	1980	1990	2000
People per Household	3.54	2.25	2.36	2.38

Source: US Census Bureau

Figure 8 - 4: Fitchburg - Owned and Rented Household Sizes

	1990		People per Household	2000		People per Household
	Households	Percent		Household	Percent	
Own	2496	39.0	2.97	3738	45.2	2.79
Rent	3903	61.0	1.97	4524	54.8	2.05
Overall	6399	100	2.36	8262	100	2.38

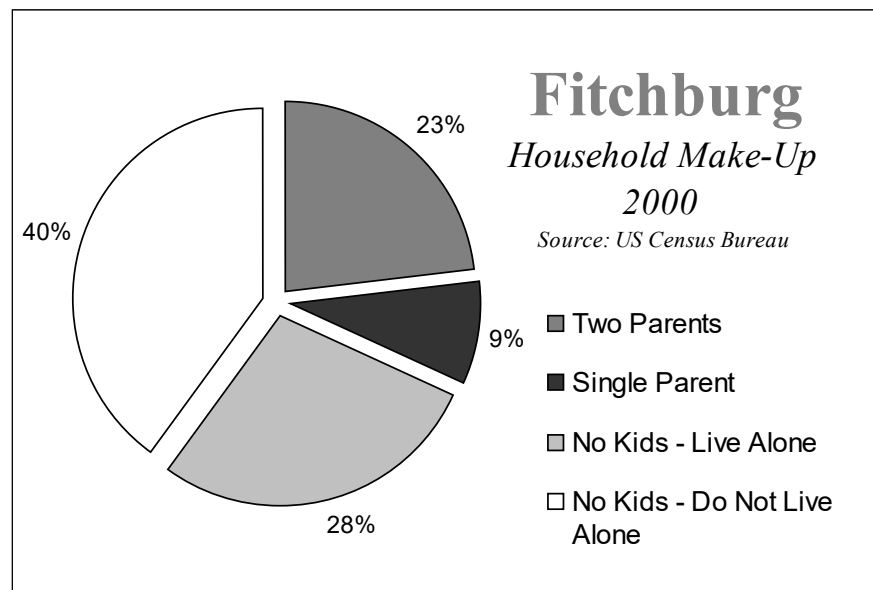
Source: US Census Bureau

Although the number of owner-occupied housing has increased since 1980, the average size of owner-occupied households have been decreasing. From 1990 to 2000, the percentages of owner-occupied households have increased from 39.0% to 45.2%, which the average size decreased from 2.97 persons per household to 2.79 (Figure 8 - 4). This trend of smaller households can be attributed to several factors including an aging population, higher divorce rate, a decrease in the birth rate, as well as individuals postponing marriage until later in life.

Household Characteristics

In 2000, 32 % of the households within the City of Fitchburg had children under the age of 18, while 68 % did not. Nine percent of all households had single parents, while 23 % of the households had two parents. Twenty-eight % of all households have individuals who live alone, while 40 % have occupants that live with at least one other individual (Figure 8 - 5).

Figure 8 - 5



Future Housing Needs

The population of the City over the next 20 years is expected to increase 17% each decade, resulting in a total population of 25,477 in 2010, 30,431 in 2020 and 35,386 in 2030 (Figure 8 - 6). It is anticipated that the average household size will continue to fall. Given the anticipated decrease in household size, the number of households will consequently grow disproportionately faster than the population increase.

Figure 8 - 6: Population Growth

	Census				Projection		
	1970	1980	1990	2000	2010	2020	2030
Fitchburg	4,704	11,973	15,648	20,501	25,477	30,431	35,386
Dane County	290,272	323,545	367,085	426,526	480,573	527,534	554,848

Source: Dane County Regional Planning Commission

By 2030, the number of households in the City should approach 14,843. Between 2000 and 2030, a total of 6,581 new households will form in Fitchburg (Figure 8 - 7).

As the number of households in the community rise, the number of housing units should increase as well. The number of dwelling units available should exceed the number of households in that a certain percentage of the units will be vacant at any point in time. A reasonable vacancy rate allows consumers a choice when newcomers move into an area and when residents create new households or decide to move within the community due to a change in household status, housing requirements, or lifestyle. In addition, more housing units will need to be constructed to replace housing units that are destroyed, demolished, or converted to non-residential uses.

Figure 8 - 7: Household Projections

	2000	2010	2020	2030
Fitchburg	8,262	10,672	12,933	14,843
Dane County	173,484	200,719	222,996	243,222

Source: Dane County Regional Planning Commission

The number of housing units was calculated by applying a vacancy rate to the projected number of households for each of the time periods. For the purpose of this Plan, it is assumed that the occupancy rate will hold fairly steady at about 95 percent over the next 20 years. Although it is likely that some of the existing housing units will be taken out of the housing stock, this amount will likely be insignificant and was not factored in the projections.

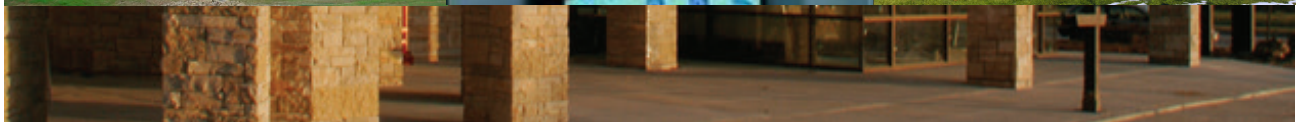
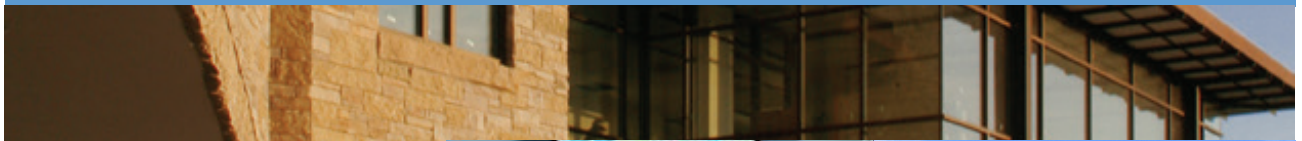
Affordability must also be kept in mind when determining future housing needs. A dwelling unit is considered affordable if it costs no more than 30 percent of the total household income.

Survey Results

There is a very strong preference for home ownership by Fitchburg residents. While ninety percent of respondents believe that Fitchburg should promote more owner-occupied single-family homes, they prefer to see a mix of housing types with varying lot sizes. Citizens are in favor of strengthening the jobs-housing balance; that is they would like to see a balance between the development of dwelling units and jobs. Additionally, they prefer a compact development pattern as opposed to a “bedroom community” that only acts as a residential community.



Economic Development



Overview

The purpose of the Economic Development Element is to guide public and private decisions that help promote the stabilization, and the retention or expansion of the economic base, and the creation of quality employment opportunities in the local community. As required by Wisconsin State Statute. 66.1001, this chapter of the comprehensive plan includes an assessment of new businesses and industries that are desired in the City, an assessment of the City's strengths and weaknesses with respect to attracting and retaining businesses and industries, and an inventory of contaminated sites.

Employment Status

According to the 2000 Census, the City of Fitchburg had 15,862 persons 16 years and over, of that 77.9% (12,363 residents) are participating in the labor force.

Labor Force

The City's labor force is the portion of the population that is employed or available for work. The labor force includes people who are in the armed forces, employed, unemployed, or actively seeking employment. As of 2000, the City had 12,363 persons in its labor force. Of those persons, 48.4% were female and 51.6% were male. In 2000, the City's unemployment rate was 3.6% and the county rate was 2.3% (U.S. Census Bureau, Dane County 2005 Workforce Profile).

The labor force is largely employed in what are typically referred to as "white collar" occupations. In 2000, Census data showed that 84.5% of its employees worked in professional, technical, or service related positions. This compares with 82.8% of the labor force in Dane County and 70.5% of the statewide labor force. The higher percentage for Dane County can be partially attributed to the presence of the center of state government and a major university. Figure 6-2 depicts the major employers within the City of Fitchburg.

Figure 9 - 1: State of Wisconsin Labor Force

	1990	1995	2000
Labor Force	217,063	247,984	262,802
Employed	212,610	243,566	258,427
Unemployed	4,453	4,418	4,375
Unemployment Rate	2.1%	1.8%	1.7%

Source: Forward Wisconsin Inc.

Jobs by Place of Work

Fitchburg's Verona Road (Hwy 18/151) and Fish Hatchery Road commercial – industrial districts have a major impact on local business. Retail trade and private service establishments located there, account for nearly half of the City's businesses. Fitchburg had a total labor force of 12,340 person in 2000, and that labor force is expected to grow to 20,625 by 2030. In 2000, it is estimated that there were 6,320 jobs in Fitchburg, with over 4700 persons coming into Fitchburg to work (Lewis, 2003).

Commuting Patterns

Data from the 2000 Census reveals that the mean travel time for persons age 16 and over in the City is 19.4 minutes, which suggests that most residents work in surrounding municipalities. Over 63% of the Fitchburg residents commuted to the City of Madison for their jobs.

Educational Attainment

92% of City residents possess high school diplomas or higher. This compares to 92.2% in Dane County and 85% statewide. 42.1% of City residents have a bachelor's degree or higher according to the Census 2000 data. Comparatively, the figure in Dane County is 40.6% and 22.4% statewide.

Wages

Fitchburg's median 1999 household income of \$50,433 is higher than the \$49,223 median income for Dane County and the \$43,791 for the state.

Land Availability

Please refer to the Land Use element of the Comprehensive Plan (Chapter 4) for information concerning land availability.

Environmentally Contaminated Sites

The Wisconsin DNR's Environmental Remediation and Redevelopment Program maintain a list of contaminated sites, or "brownfields", in the state. The DNR defines brownfields as "abandoned or under-utilized commercial or industrial properties where expansion or redevelopment is hindered by real or perceived contamination." Properties listed in the DNR database are self-reported, and do not necessarily represent a comprehensive listing.

Figure 9 - 2: Major Employers in Fitchburg

Business Name	Employment in Fitchburg
Promega Corp.	567
Wolf Appliance	500
HospiceCare Inc.	468
Super Target	450
Thermo Fisher Scientific	450
CDW Berbee	315
Intercon Construction, Inc.	300
Placon Corporation	300
Sub-Zero Freezer Co. Inc.	250
Milio's Subs	205
Wingra Stone Co/Redi-Mix, Inc.	200
Tri-North Builders	175
WI Department of Natural Resources	165
Certco, Inc.	150
General Beverage Sales Co./Beer Distributors	150
City of Fitchburg	139
H & M Distributing Co., Inc.	134
Gordon Flesch Company	131
Saris Cycling Group	120
Bruker AXS	110
Clear Channel Radio - Madison	100
Electric Construction, Inc.	95
Group Health Cooperative	89
Citrus System Madison, LLC	78
Park Bank	75
Stark Company Realtors	74
First Weber	65
CUES	54
Payne & Dolan, Inc.	54
Coldwell Banker Sveum Realtors	50
Imago Scientific Instruments	50
Auxiant	46
Benjamin Plumbing	45
Wisconsin Hospital Assn.	42
Jenkins Research & Manufacturing	38
Oak Bank	29
Pike Technologies	23
Platypus Technologies	23
Sprint Print	22

Source: Economic Development Department, City of Fitchburg, 2008.

Strengths and Weaknesses for Economic Development

The City's strengths in fostering its desired economic focus in the future are its easy access to a regional transportation network and its proximity to the Madison metropolitan area. The numerous higher educational facilities (including the University of Wisconsin-Madison, MATC, Edgewood College) close to Fitchburg, offers a desirable location for high tech industries to locate with a close connection with college graduates.

The City's weaknesses in advancing its desired economic focus include the lack of Fitchburg having a designated downtown area. This results in the lack of attracting unique and creative entrepreneur commercial activities that thrive on the foot traffic of a downtown. Currently, Fitchburg also does not have the necessary land inventory to meet the various needs of existing businesses and recent requests for new businesses looking to locate in our community, especially for clean manufacturing, light industrial, and warehouse/distribution. The City of Fitchburg needs to view businesses and the development community as valued members of our community and our customers to recognize the benefits that businesses bring to the community including tax base, employment, payroll, wealth creation, while meeting the goals of this plan.

Forward Fitchburg

During the second quarter of 2009, the City of Fitchburg will embark on an economic development strategic plan and marketing analysis called Forward Fitchburg. The purpose of this process is to develop a forward looking Economic Development Strategies and Brand Architecture for the City of Fitchburg that will enhance the competitiveness and sustainability of our local economy within a regional, national and global market place for the next five to ten years. Business and government leaders of Fitchburg have joined together to charge the Fitchburg New Economy Team (FNET) with leading the creation and completion of this Economic Development Strategies and Brand Architecture Analysis for the Community & Economic Development Authority (CEDA) and the Fitchburg Chamber to implement through Action Plans. Through the review of the Comprehensive Plan and preparation of economic data, study reports and market research, it help us identify and seize upon unique opportunities that will propel Fitchburg's economy to the next level. The analysis should articulate a focused economic development strategy and brand positioning of Fitchburg's local economy within regional and State initiatives while preparing a specific action plan for CEDA and the Fitchburg Chamber of Commerce to implement.

The consultant hired will facilitate an economic development positioning and brand architecture analysis by engaging the Fitchburg New Economy Team (FNET), Fitchburg Common Council, Plan Commission, Community & Economic Development Authority (CEDA), other City Commissions, Fitchburg Chamber of Commerce, City Staff and the business and residential community through a collaborative process to create a consensus on a clear economic and brand vision.

Fitchburg Technology Neighborhood



The Fitchburg Technology Neighborhood, part of the Capital Ideas Technology Zone, dedicates over 2000 acres for live, work, play neighborhoods. Anchored by technology employment centers for science-based businesses in attractive mixed use commercial and residential settings they are connected by parks, open space and multi-modal transportation. The Fitchburg Technology Neighborhood is comprised of Fitchburg Center, Fitchburg Technology Campus, and Green Tech Village, providing places for innovation in the heartland. Specializing in biotechnology, nanotechnology, analytical and medical instrumentation, information technology and thermoforming, the Fitchburg Technology Neighborhood is home to innovative companies like Promega Corporation, Bruker AXS, Platypus Technologies, Imago Scientific Instruments, Phillips Medical, Pike Technologies, GenTel Biosciences, Thermo Fisher, BIOPONS, Neurendo Pharma, and United Vaccines. These companies operate in a global economy and are leaders within their industries.

Figure 9 - 3: Fitchburg Technology Neighborhood

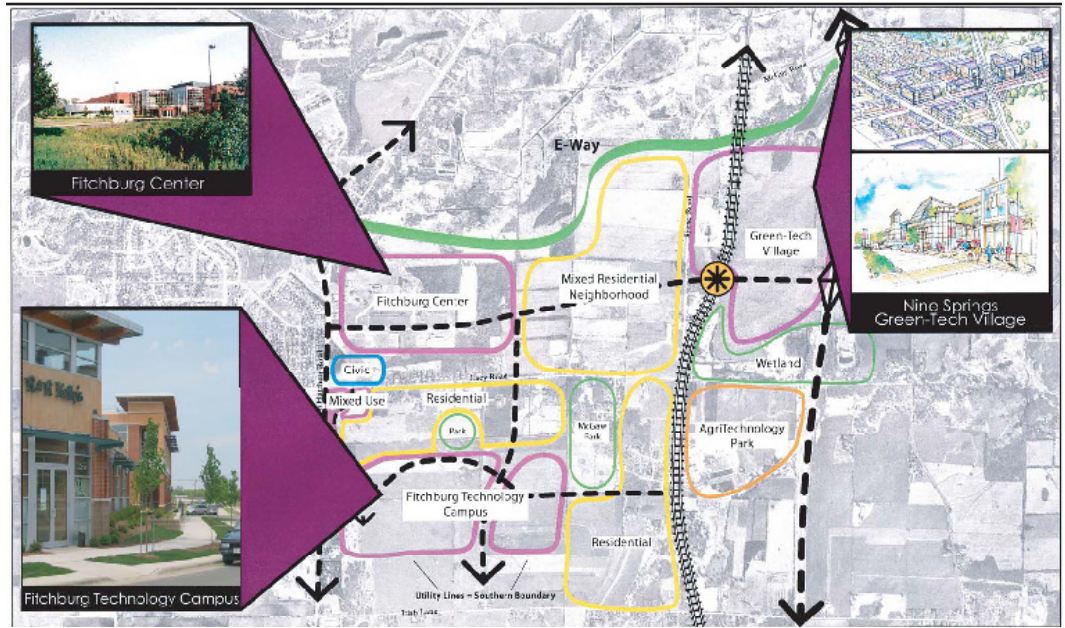
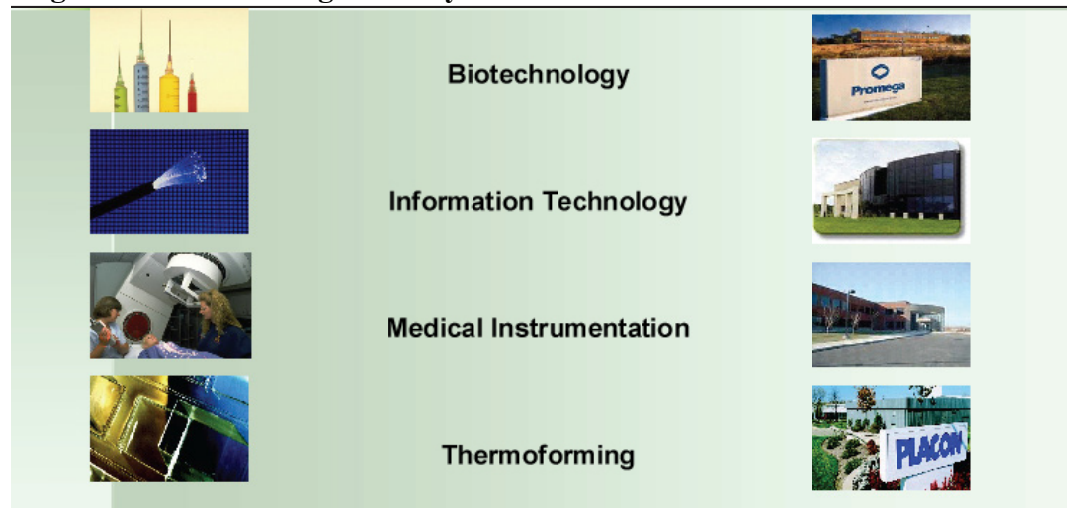


Figure 9 - 4: Fitchburg Industry Clusters



Source: Economic Development Department

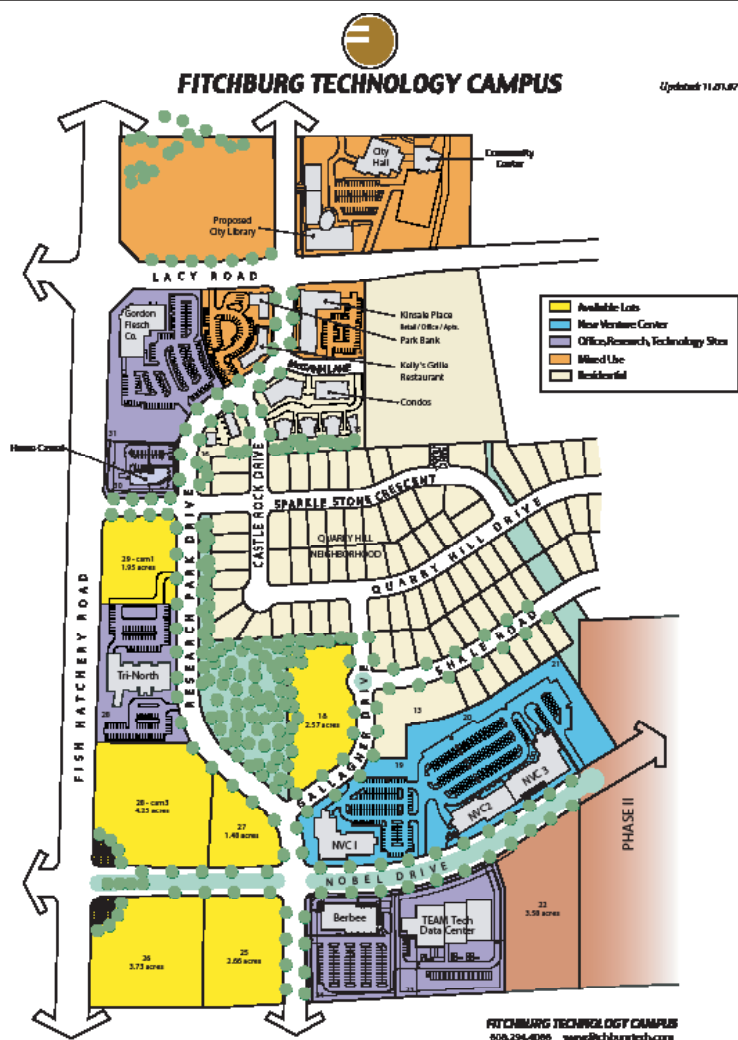
Fitchburg Center is a mixed-use community located on over 400 prairie, woodland, and wetland acres. It offers exceptional integration of high technology businesses with civic, retail, educational, and residential opportunities. Protection of the environment, quality designed structures, community and sustainability are the staples of Fitchburg Center. Fitchburg Center residents will be able to shop, eat or congregate just a short walk from their front doors at the Agora in the Town Center Area. Commercial businesses will mesh with the retail marketplace to create a vibrant social center for the community.

Fitchburg Center, located along East Cheryl Parkway, east of Fish Hatchery Road, has over a half million square feet of technology development. This mixed use technology campus, adjacent to the Capital Springs Centennial State Park and Recreation Area, is just ten minutes to downtown Madison, the University of Wisconsin campus, and the arts district. Fitchburg Center is home to high technology companies including:

- Promega Corporation - biotechnology
- CDW Berbee - information technology
- Bruker AXS - medical instrument technology



Figure 9 - 5: Fitchburg Technology Campus



Source: Economic Development Department

Economic Development

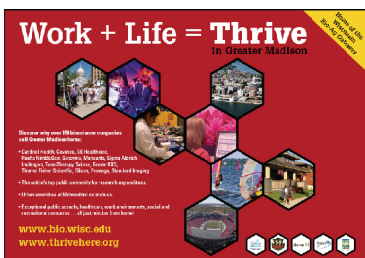
Unique multi-family and single-family housing clusters on wooded sites, like Forest Glen Condominiums, provide vistas of the Madison skyline, E-Way, and countryside. All will be connected by footpaths to recreational, business, retail, and civic services.

Fitchburg Technology Campus is a 140-acre mixed-use development that broke ground in 2003. Five years later, the Campus is home to 23 companies employing over 500 individuals boasting an average annual salary of \$70,000 per employee.



Building upon the existing technology assets of the City and region, this mixed-use development offers the unique blend of technology research and high quality employment opportunities. Perhaps most significant is that much of the building space will be designed for high technology research, consisting of clean rooms and other research facilities. Redundant power and fiber optics infrastructure is already in place. There is also ancillary support office space with flexibility to house retail services that would blend the Campus with nearby housing development.

The Campus' most notable project is its New Venture Center facilities, which offer 130,000 square-feet of Class A Laboratory and Office Space, and is home to several biotech and nanotech based companies. Tenants often share high-end equipment, cross market and partner with others to develop new products.



The Green Technology Village promises to expand upon this vision of the Fitchburg Technology Neighborhood with a technology based, mixed use, sustainable urban campus anchored by an interchange along U.S. Hwy. 14 providing easy access to the University of Wisconsin, east and west sides of Madison. This planned business campus and community will accommodate the growing high technology activity in the Fitchburg Technology Neighborhood, located along State Highway 14. This model development has a transit-oriented design to promote easy transportation and high-density development. The site will also have residential and mixed-use development, along with an open-space network of trails, wetlands, and woodlands that connect an urban plaza and greenspace.

Figure 9 - 6: State of Fitchburg - 2008



Source: Economic Development Department

Economic Development Programs

Wisconsin Department of Commerce

The Wisconsin Department of Commerce is the State's primary agency for delivery of integrated services to businesses. Commerce's purpose is to:

1. Foster the retention and creation of new jobs and investment opportunities in Wisconsin;
2. Foster and promote economic business, export, and community development; and
3. Promote public health, safety, and welfare through effective and efficient regulations, and education and enforcement.

Example programs include: Community Development Block Grant – Economic Development (CDBG-ED), Community-Based Economic Development Program (CBED)

Forward Wisconsin, INC.

Forward Wisconsin, Inc. is a unique public-private state marketing and business recruitment organization. Its job is marketing outside Wisconsin to attract new businesses, jobs and increased economic activity to the state. In July 2000, Forward Wisconsin created a new division – Great Jobs Wisconsin – to recruit workers to Wisconsin from outside the state.

THRIVE

THRIVE is made up of eight county regions of South Central Wisconsin: Columbia, Dane Dodge, Green, Iowa, Jefferson, Rock and Sauk Counties. Their mission is to grow the Madison Region's economy in ways that preserve and enhance the quality of life. The regional scope, quality of life emphasis, target sector approach and grow-your-own strategy makes THRIVE's approach to economic development unique. Website: www.thrive.org

Capital Ideas Technology Zone

On July 1, 2002, the State of Wisconsin designated the counties of Dane, Jefferson and Rock and the City of Whitewater as the Capital Ideas Technology Zone. Under this program, the Zone has \$5 million in tax credits available to provide new and expanding high technology businesses in the region. The credit is taken against Wisconsin income taxes. Website: www.captital-ideas.org

Madison Development Corporation (MDC) Venture Debt Program

MDC's Venture Debt Program is designed to provide debt financing to emerging growth companies. The debt is structured with repayment forecast from the company's ability to reach cash flow break even with its existing liquidity or the company's ability to raise additional equity capital. The Fund is intended to be complementary to early stage equity sources of capital and stretch the ability of growth companies to access capital at predictable cost while giving up minimal ownership or control. Website: www.mdcorp.org

Economic Development

Fitchburg Chamber of Commerce

The Fitchburg Chamber of Commerce is a not-for-profit business organization dedicated to uniting and engaging its members to ensure the ongoing prosperity of our community as a whole. Founded in 1999, the Chamber has over 300 members. The Chamber provides these businesses with networking opportunities, marketing and promotional venues and business to business connections. The Fitchburg Chamber of Commerce is a strong resource for the business and residential communities in the area. We want everyone to know what long time residents of Fitchburg have known for years, working and playing in Fitchburg leads to an exceptional quality of life. Website: www.fitchburgchamber.com

Fitchburg Revolving Loan Fund

The Fitchburg Community Economic Development Authority, with the funds from the City of Fitchburg has established a revolving loan fund to assist existing businesses and prospects planning to locate in Fitchburg. This program is available to assist small businesses and start ups, target clean industries, attract new businesses to Fitchburg, and to promote a diverse mix of employment opportunities that offer excellent wages and benefits.

Fitchburg Room Tax

In 2001, the City of Fitchburg instituted the hotel room tax according to Wisconsin Statute 66.75. Under this law, 70% of the room tax collections must be used to market and promote tourism in our community. Fitchburg's ordinance has allowed the City to partner with the Fitchburg Chamber of Commerce and the Greater Madison Convention and Visitors Bureau. The City's Community Economic Development Authority (CEDA) oversees how the room tax dollars are spent on marketing and tourism to promote Fitchburg. The 2008 room tax rate is 5 percent.

Survey Results

Eighty percent of respondents favor mixed use developments that incorporate transit alternatives such as cars, buses, bicycles and walking. Additionally, respondents favor retail and commercial developments that meet community needs, promote tourism, and encourage redevelopment and higher density business developments. Research and technology is also a top priority as an economic development strategy; even farmers support building an economic development strategy around research and technology over one based on farming.



Utilities and Community Facilities



Introduction

One of the main purposes of government is to provide essential services to its citizens. These services take a variety of forms from utilities and public works to public safety. This document has noted that basic community values, which are often expressed through the services a community provides, are an essential building block for the overall comprehensive plan and the community. This section of the report will deal with the existing conditions relative to the variety of public services provided by the City of Fitchburg.

Utilities and Public Works

The City of Fitchburg provides public water, sanitary sewer, and higher levels of storm water management service to residents generally within the City's northern tier, which makes up the urban service area of the community. Certain services are provided City wide, such as refuse and recycling collection, while other important services such as the provision of electricity and natural gas are provided by private utilities.

Public Water

The *Dane County Groundwater Protection Plan* (1999 RPC) has estimated that water use in the County averages 75 gallons per capita per day. Like the County, Fitchburg's water is from groundwater with public wells going into the deep aquifer, and private wells, mainly for homes and businesses outside the urban service area, going into the shallow aquifer. Currently the City of Fitchburg has 7 operable wells, five wells are in the north system which serves the urban service area and two are in the south system serving the rural Greenfield area (Figure 10 – 1). Greenfield was provided public water in the early 1980's when it was found that private wells, in the shallow aquifer, had high levels of contamination, mainly nitrates and similar contaminants. Of the wells in the north system, Public Works estimates that one well is necessary to handle peak water demand in the summer primarily for watering of lawns.



In 2005, urban supplied water use in the City averaged 2.18 million gallons per day, which is a 25% increase from water use in 1995. 2005 was a hot and dry year and peak water maximum pumpage on one day was 4.26 million gallons. Current readings for 2007 averaged 2.168 million gallons per day. Conservation efforts by industry have led to reduced increases for that segment of users, but an increase in restaurants has probably more than offset their savings. By 2020, the City of Fitchburg is estimated to have a pumpage exceeding 2.62mgd (1999 RPC).

A 2005 well capacity analysis accomplished by the City of Fitchburg indicated the need for additional well capacity by 2008. The City recently completed the construction (2007) of an extra well located in the Swan Creek area that went on line April 2008. Elevated tank storage will be required in the Northeast Neighborhood and McGaw Neighborhood. New well(s) will also be required to accommodate growth.

Figure 10 - 1: Maximum Well and Storage Capacity

<i>North System</i>			
Wells		Storage	
Well	Capacity (gpm)	Tower B	Capacity (gals)
4	1100	Tower B	500,000
5	1440	Reservoir 5	500,000
9	750	Tower C	500,000
10	1200	Tower E	750,000
11	1500		

<i>South System</i>			
7	400	Hydropneumatic tank	4,000
8	250	Hydropneumatic tank	2,500

Source: City of Fitchburg - Public Works Department, 2005

Sanitary Sewer

Wastewater treatment is provided for the City by the Madison Metropolitan Sewerage District (MMSD). MMSD has a service territory of 175 square miles. The MMSD district operates a collection system of interceptors and the Nine Springs Sewerage Treatment Plant. The treatment plant, in 1998 treated on average 38 million gallons per day, while in 2004 it treated 41 million gallons per day. The difference of 3 million gallons per day was not due to water conservation, but the dry weather of that summer which led to limited inflow and infiltration to the overall sanitary sewer system served by MMSD. MMSD has a current maximum capacity of 57 million gallons per day. Fitchburg is currently 4.5% of the total flow treated by MMSD.

The MMSD interceptor serving the City is the Nine Springs Valley interceptor sewer (which runs through northern Fitchburg). This interceptor has a peak capacity of 30.8 million gallons per day, which is expected to be reached within the next 15 to 20 years. Prior to expansion or rebuilding of the Nine Springs interceptor, the District would like to make a decision as to whether or not to construct a treatment plant in the Sugar River basin. Construction of such a plant would reduce load to the Nine Springs interceptor. Currently, due to interbasin transfer of water issues, MMSD has a line that provides treated effluent back to Badger Mill Creek. This line, which runs through northern Fitchburg, sends 3.2 million gallons per day of effluent to Badger Mill Creek to provide a stable base flow. Permit limits for the flow limit total effluent to be sent back to 3.6 million gallons per day.

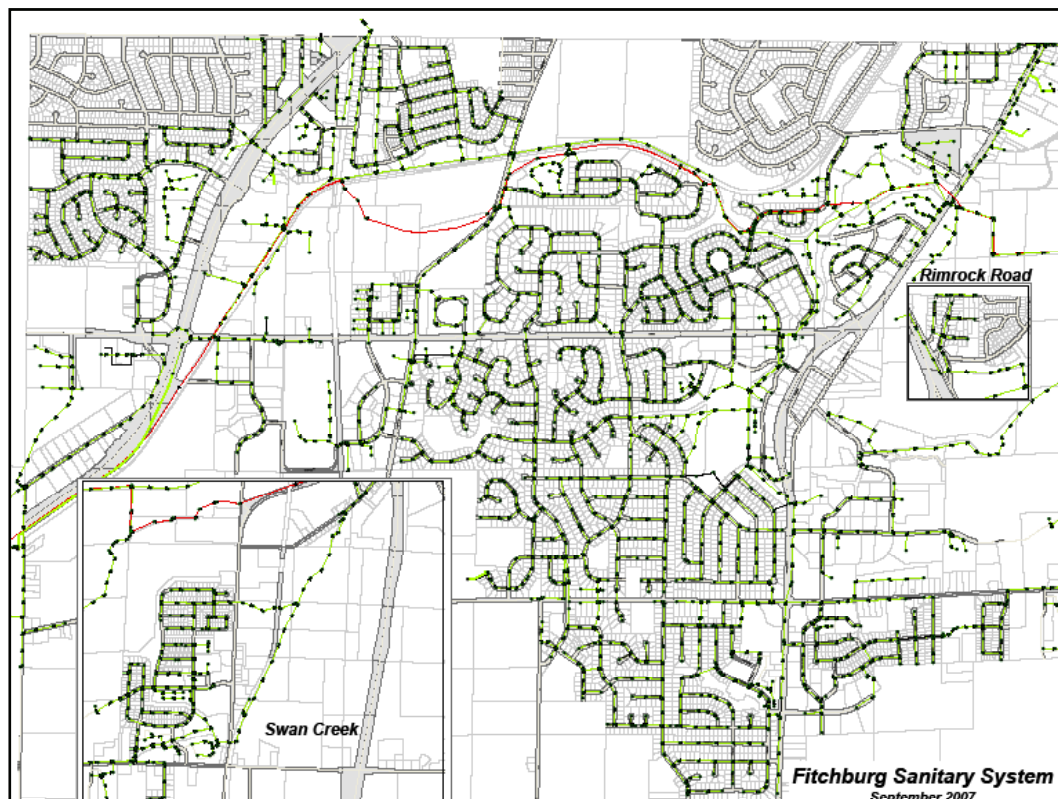
The City of Fitchburg maintains a local sanitary sewer system (Figures 10 – 2 and 10 – 3). This system is serviced around four main local interceptors: Seminole Highway, McKee, Syene and Woods Hollow. The McKee service territory is almost fully built out at this time, while capacity, with extensions, exists for the Seminole Highway and Syene interceptors. The Woods Hollow interceptor has only a small section in to serve the far north part of its territory. Additional parts of the Woods Hollow territory such as Quarry Hill and Waterford Glen are served by a temporary connection to the Syene Interceptor. The City has long planned to avoid



Utilities and Community Facilities

the use of lift stations, not simply as a growth management tool, but also due to energy resources and maintenance required. Gravity flow sewers were one of the “principles” used to establish the urban growth boundary. Part of the far western area of the City is served by a line that feeds to a MMSD lift station on Fitchrona Road.

Figure 10 - 2: City of Fitchburg Sanitary Sewer System



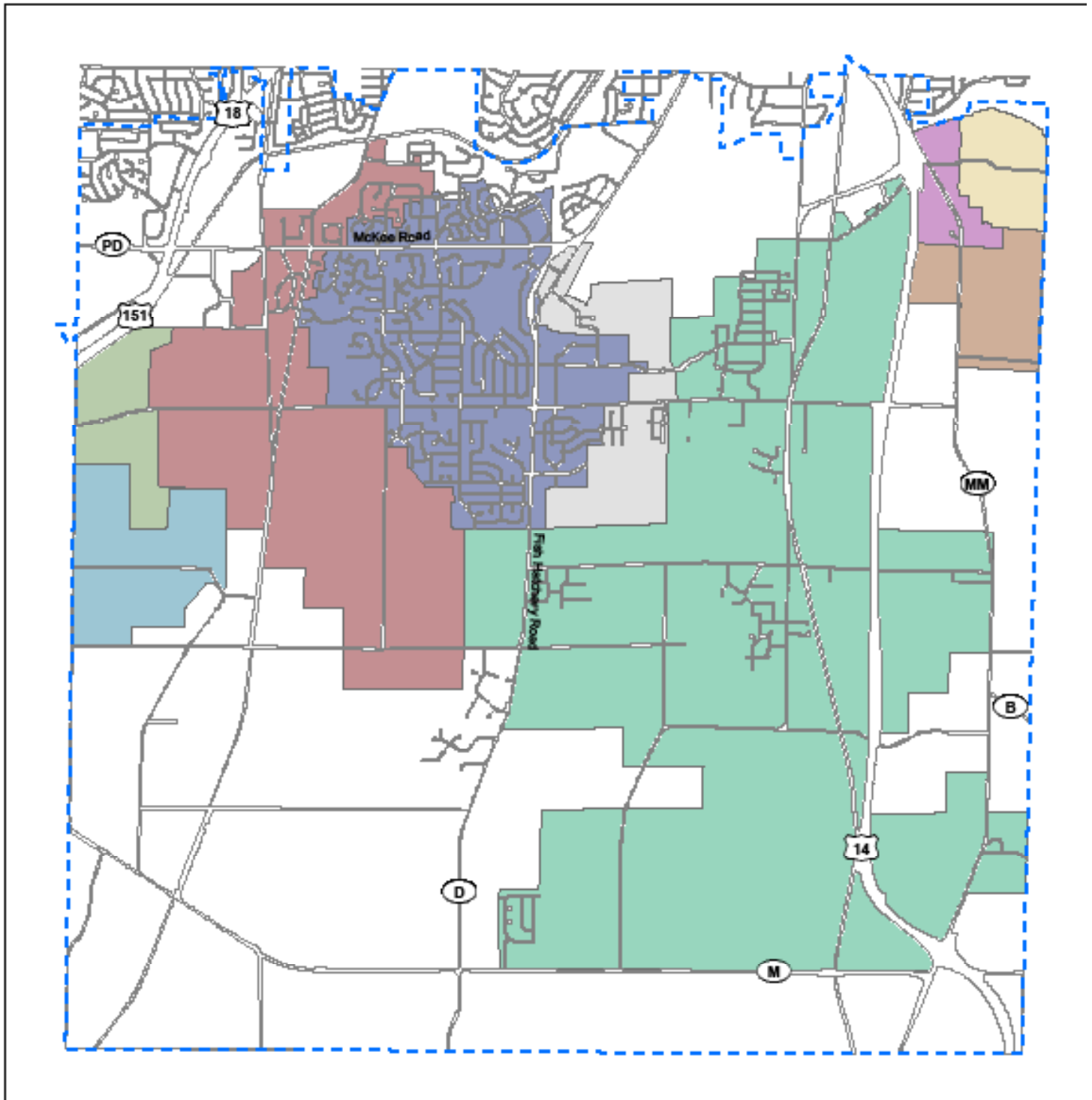
Source: City of Fitchburg - Department of Public Works, 2007

Storm Water

The City's stormwater management ordinance requires detention of various events up to and including the 100 year storm event. Water quality is also required. The City's revegetation practices in 2008 for stormwater facilities is to seed with either low-grow fine fescue grasses or native prairie species to minimize mowing needs and enhance recharge to the groundwater table. Watersheds with primarily urban development in Fitchburg include Badger Mill Creek and Nine Springs Creek. Urban development is also occurring now in the Swan Creek Watershed. The City has undertaken several projects to stabilize stream banks along parts of Nine Springs Creek. Overflow from the Quarry Ridge Wet Pond on large storm events overflows to Goose Lake in the Town of Verona. Goose Lake is a glacial kettle pond which overflows into the Badger Mill Creek following large storm events.

Figure 10 - 3

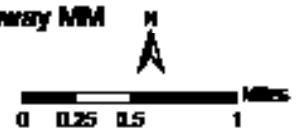
SEWER INTERCEPTORS



- E Clayton Road
- Goose Lake
- Larson Road
- McKee

- Madison Lift Station
- Seminole Highway
- Syene
- Woods Hollow

- County Highway MM
- City Limits



Prepared: July 2008

Source Data: Dase County LIO & City of Fitchburg

Utilities and Community Facilities

From July 2006 to September 2007, the City coordinated a study of infiltration and runoff into and out of the Quarry Ridge Recreation Area Wet Pond to obtain data on the pond's infiltration performance, and what options for improvement are included. The Quarry Ridge Wet Pond captured a vast majority of the runoff entering the basin; however, the overflow events were a significant portion of the inflow hydrologic budget of Goose Lake. Future development of Orchard Pointe may have the potential to increase the frequency of overflow events to Goose Lake if extensive infiltration practices are not implemented for this area when developed. (Lefers & Montgomery, 2007).

Standards for new development seem to be ever increasing as; in the past twenty years regulation has moved beyond simple detention to enforcement of specific water quality criteria. Infiltration and recharge have also recently become incorporated into DNR Administrative Code NR 151 and Chapter 14 of the Dane County Ordinances, respectively.

Refuse and Recycling

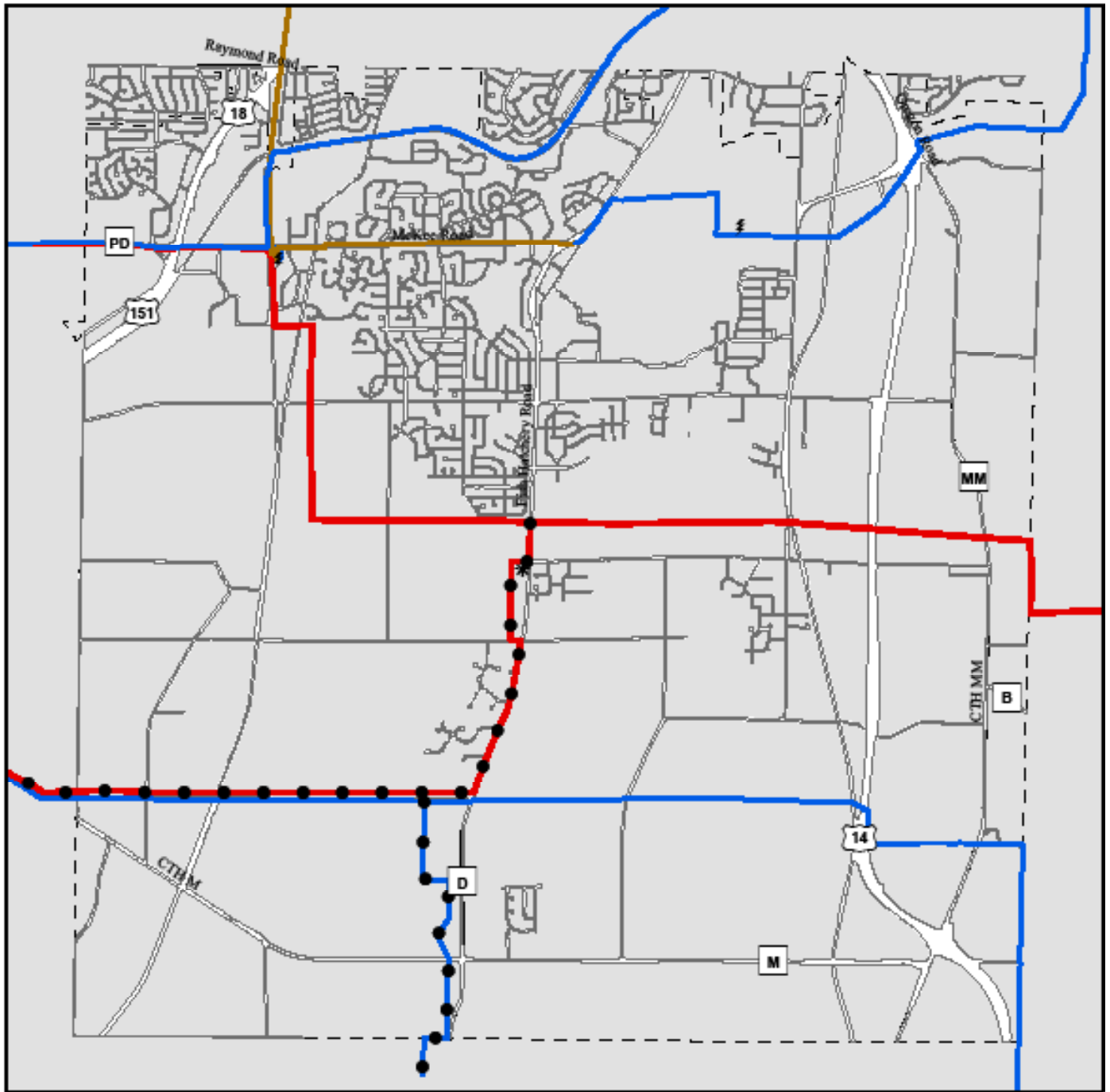
The City of Fitchburg contracts with a private waste hauler to provide refuse and recycling collection services to most single, two and some three and four family residences. Curbside collection is provided, with automated collection occurring for both refuse and recyclables. All recyclable materials are placed in a single cart and are picked up once every two weeks, while refuse is picked up once a week. The contractor is responsible for seeing that the recyclables are processed. The City provides brush and yard waste collection as well. From 2006 to 2008, refuse collected by the City contractor was disposed of at the Mallard Ridge Landfill in Delavan. The Dane County landfill is expected to be at capacity by 2015 to 2020, although no new landfills are being proposed by Dane County at this time. Over 15 years ago, Dane County briefly examined a landfill site in south central Fitchburg.

Electric Power and Natural Gas

Power for the City of Fitchburg is provided by both Madison Gas and Electric and Wisconsin Power and Light. MGE is the main service provider for the City relative to electric power with their current general service territory going as far south as Adams Road, and as far west as USH 18/151. MGE, in 2007, constructed the Syene Substation, located west of Syene Road, near the Capital City State Trail. American Transmission Company is planning on construction, by 2009, of the Oak Ridge substation west of S. Fish Hatchery Road by Irish Lane extended and ¼ mile south of the current 138kv line which runs along the southern border of Byrnewood subdivision (Figure 10 – 4). MGE expects that as Fitchburg completes its Smart Growth plan that the current two (Fitchburg & Syene) substations with the proposed Oak Ridge substation “will provide adequate and reliable power for the growth Fitchburg is planning for under any foreseeable scenario” (Weires 2007, p. 3). The McKee Road substation also contains natural gas powered combustion turbines to generate power during peak periods. MGE had looked to expand this facility in the 1990's, but entered into a long term power purchase agreement, and eventually abandoned the planned expansion

Figure 10 - 4

Transmission Facilities



Electric Transmission Lines

- Overhead-138 Kv
- Overhead-69 Kv
- Underground-69 Kv
- Future Overhead-138 Kv
- Future Overhead-69 Kv
- ⚡ Substation
- * Future Substation
- - - City Limits

0 0.5 1 2 Miles

Prepared by: Planning and Zoning
 July 22, 2008
 Source: Planning and Zoning /
 Dane County L.I.O.
 Public Service Commission of Wisconsin, 2007



Utilities and Community Facilities

The American Transmission Company (ATC) proposal also involves construction of a high power 138 kv line from the proposed Oak Ridge substation to the WPL Verona substation (Figure 10 – 4). The route will run along S. Fish Hatchery Rd to Adams Rd. ATC is also proposing the construction of a 345 kv transmission line from the Rockdale subdivision to the West Middleton substation. The 345 kv line is currently going through a public siting process, with one of the options placing the line in Fitchburg. The placement of ATC’s proposed 345 kv transmission line in Fitchburg is inconsistent with the growth and preservation policies as identified with this planning document. The Public Service Commission has authority to site and approve this facility and their actions pre-empt local decision making authority in these matters.

Natural gas service to the City of Fitchburg is provided by MGE. The City also has two major natural gas gate stations located near each other in the western half of the City, each major station supplying MGE with natural gas by separate suppliers. MGE sees the need for major distribution lines for their use heading both south and east to serve growing demand for energy and new development.

Future expansion of the energy needs within the City should be incorporated to balance the needs of the citizens, who reside adjacent to existing or proposed transmission lines or substations and the energy needs of the City. The City favors underground transmission facilities, siting new high voltage transmission lines along transportation corridors and siting electric substations within the urban service area in business and industrial areas screened from residential neighborhoods and built to an urban design standard.

Telecommunication Facilities

Fitchburg’s telephone services are provided by AT&T, Verizon, TDS Telecom, and Charter Communications. Charter Communications is also the provider for cable television within the urban service area of the City. High-speed internet service is available to residents through the cable provider or telephone services.

As the City expands and develops, private land developers or owners are required to coordinate the extensions of the telecommunication lines to serve their development. The construction and maintenance of the telecommunication facilities is part of the private sector; however, the location of these facilities are located within the City right-of-ways. As a result, the private companies are required to obtain a street opening permit along with other required permits from the City to perform any work on their facilities within the public right-of-way.

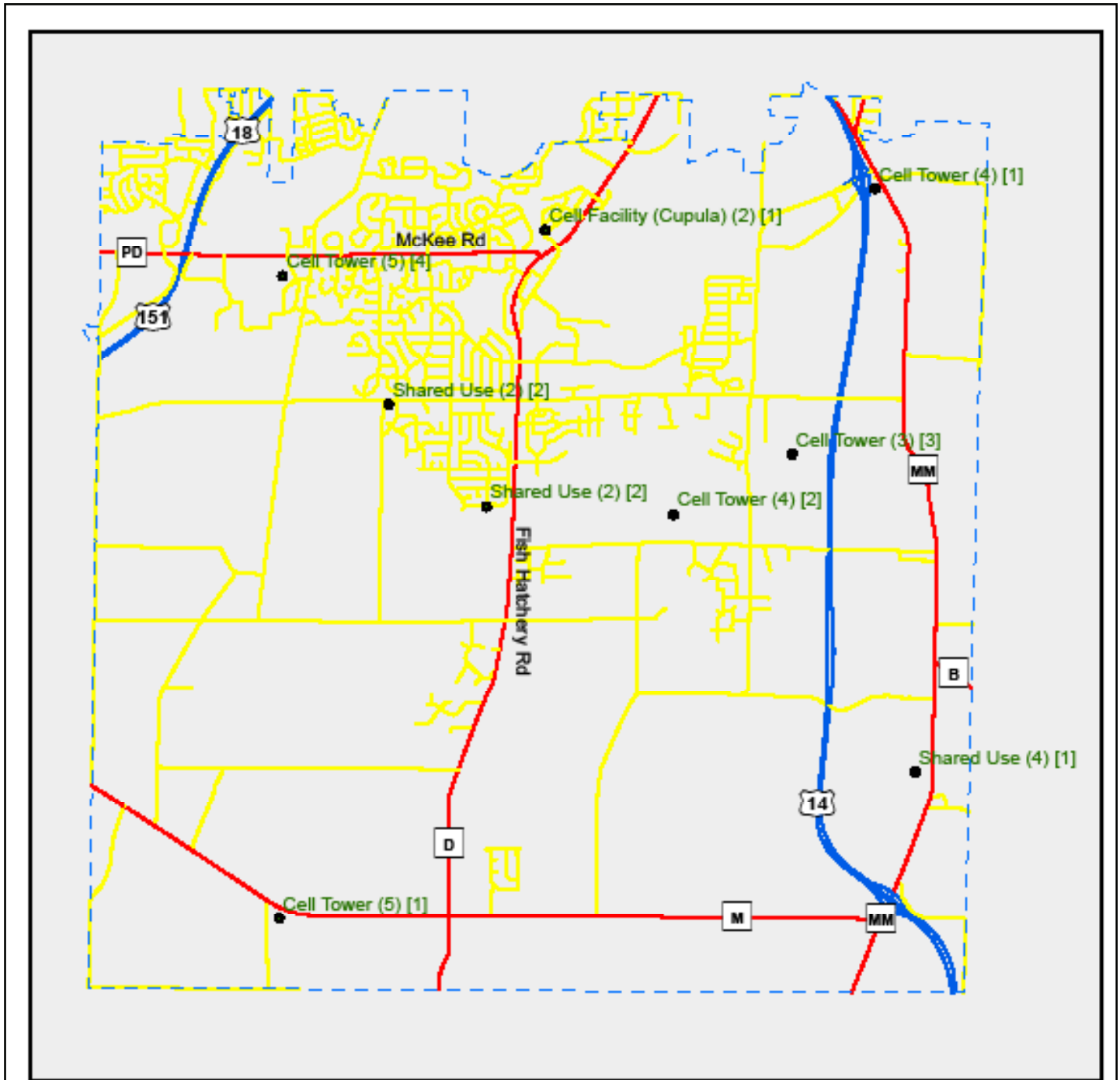
Several cellular towers are located throughout the City of Fitchburg, with multiple agencies sharing space on the mono-towers (Figure 10 – 5). The City has ordinances limiting the location and the requirement for permits for the installation of communication towers within the City. Cell towers should provide for co-location opportunities.

As new areas develop and older areas of the community are redeveloped, the City and various utilities need to continue working with developers to ensure that



Figure 10 - 5

Cell Towers



Legend The number of private users approved per site is provided in parenthesis.
The number of current users per site is provided in brackets.

- Cell Towers
- - - City Limits
- Local Roads
- County Highways
- Federal Highways

0 0.5 1 2 Miles

Revised: 7/21/08
Prepared by: Planning and Zoning
Source: Planning and Zoning and Dane County L.I.O.



Utilities and Community Facilities

the latest technology infrastructure is in place to promote continued economic development and technological amenities.

Public Safety

Police

Police services to the Community are provided through City Hall. In 2008, the City had a authorized police staff of 43 sworn officers and 12 full time civilian staff members. The Police Department should continue to monitor their ability to provide service as the community grows.

Fire



Fitchburg fire has two fire stations, Station 1 at Lacy Road and Mutchler Road, and Station 2 at King James Way and Kapec Road. Each station provides a full time staff. Currently, with development in the eastern portion of the City, the Fire Department is undertaking a fire station site analysis. First responder fire service in the southeast corner of the City is provided, through agreement, with the Village of Oregon.

The Fire Station and EMS Unit Location Study of November 2008 notes that, over time, the City should transition from its current two fire station locations to new locations to better serve current and expected growth areas. Growth in the eastern portion of the City may be affected by length of response times and from current facilities.

Fitch-Rona EMS

Fitch-Rona EMS is a joint agreement and provides emergency medical services to the Cities of Fitchburg and Verona and the Verona Township. The administrative offices are located at 5415 King James Way in Fitchburg, with a new station located at 416 Venture Court in Verona.

The emergency service started in 1977 and ran as an all volunteer service for 10 years until 1987 with the hire of the first full-time employee. In 2008, the Fitch-Rona EMS had 15 full-time paramedics, two office personnel, and a dedicated group of volunteer EMT's.

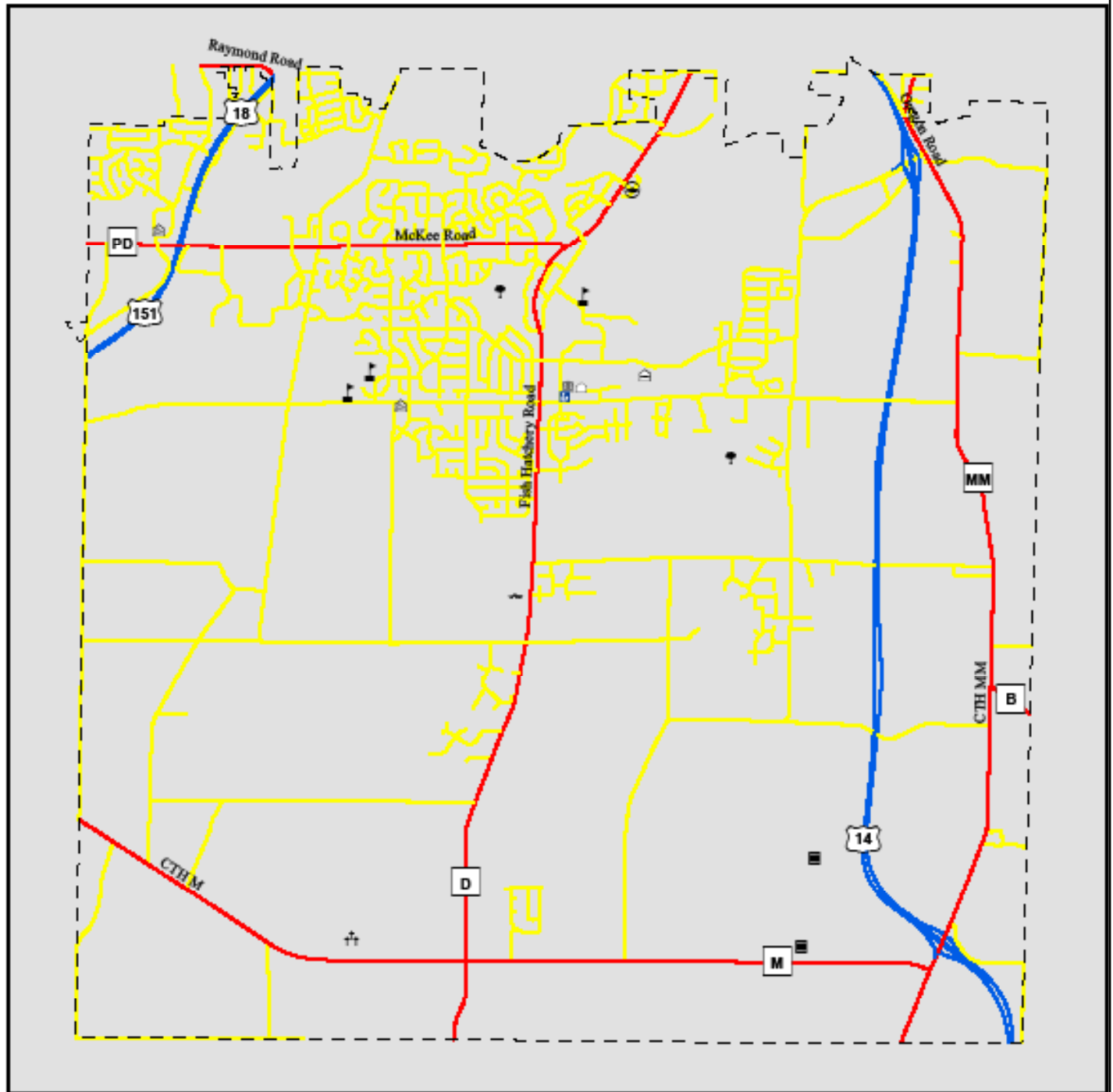
The Fire Department and Emergency Medical Services will continue working with neighborhood communities in offering joint service to efficiently enhance response times.

Community Facilities

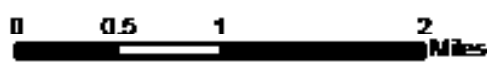
Figure 10 - 6 shows the approximate location of several community facilities in the City of Fitchburg.

Figure 10 - 6

Community Facilities



- | | | |
|-------------------------|------------------|-----------------------|
| † Cemetery | 🌳 Community Park | 🏠 Hospice Care |
| ★ City Hall | 🚒 Fire Station | 🚚 Public Works Garage |
| 🏢 Correctional Facility | 🐟 Fish Hatchery | 🎓 School |
| 🏠 Community Center | 📖 Future Library | --- City Limits |



Prepared by: Planning and Zoning
 July 22, 2008
 Source: Planning and Zoning /
 Dane County L.I.O.



Utilities and Community Facilities

Governmental Facilities

The City of Fitchburg City Hall, 5520 Lacy Road, built in 1999, houses the Administration, Clerk, Finance, FACT, Assessing, Public Works –Engineering, Planning, Economic Development, Information Technology, Police, Courts and Parks-Recreation Departments.

The Public Works Garage, 2373 S. Fish Hatchery Rd, houses the Public Works-Highway and Utility Departments. The Parks Department is located next door in the old City Hall building, 2377 S. Fish Hatchery Rd.

Community Center

The Community Center, 5510 Lacy Road, is used for recreational programs, governmental, business and civic meetings. The building is also rented out regularly for wedding receptions, anniversary parties, reunions and classes. The Senior Center is located in the lower level and provides assessments of needs of older adults and many other programs and services including home delivered and congregate meals, transportation, exercise, health screening, supportive home care, travel opportunities and continuing education classes.

The Senior Center, along with the Recreation Department, is currently conducting a Program Needs Study in 2008 and 2009, to determine the demand for new programs and the appropriate space needs to offer efficient programs and services. This study will assist both departments in allocating funding in the capital improvements program for additional space or new facilities to house their programs.

Broadband Telecommunications

The Broadband Telecommunications/Cable/FACTv provides an ideal resource for the city and its residents to further communicate, promote community building, provide information sharing, and ensure historical and legal documentation of important city and community meetings and activities, while offering the opportunity for any resident to communicate with other residents via the television medium.

This free speech “right” combined with the imposed mechanisms to fund the city cable access facility operations were championed by the FCC in their Telecommunication Acts. While local municipal control over cable franchise holders has recently been moved to state control, the ideals of maintaining community public, educational, and government access television with cable service provider support have always been honored.

The City of Fitchburg’s award winning PEG Access facility – Fitchburg Access Community Television (FACTv), has long been known around both the state and Midwest as a model operation. Many communities have visited and studied our operations, and then started their own PEG centers. FACTv’s leadership on County, State, Midwest and National levels ensures continued success for local PEG Access.

Utilities and Community Facilities

FACTv operates video and audio production, origination, editing and distribution facilities in providing outreach to the residents of Fitchburg. FACTv is a resource for the public to voice their opinion or broadcast events via the television medium with the help of the technical staff and resources available. Additionally, archival storage of taped public meetings is provided through the FACTv facility. Current facilities allow for live program origination for events held at City Hall and Community Center, with portable camcorders capturing events and content off-site.

Libraries

City residents are served by the South Central Library System, with library branches throughout the Madison area, just not currently within the city limits. The City of Fitchburg is studying the option of building its' first library at the corner of Lacy Rd and Research Park Dr, just south of City Hall. The Bookmobile does make multiple weekly stops at various locations throughout the City.

The November 4, 2008 Presidential election ballot contained two questions relating to a library in Fitchburg. The first question, dealing with the construction of a building, was passed, but the second question dealing with the tax levy effects for operational costs failed to pass. The Common Council on November 23, 2008 adopted Resolution R-107-08 instructing the Library Board to work with the Common Council to re-work the building plan and cost, along with associated operational costs to produce a less expensive library facility. The library location as identified in this plan may change, or there may be more than one library constructed

Cemeteries

The City of Fitchburg maintains the only operable cemetery located within the City boundaries. Oak Hall Cemetery is located off of Hwy M in the southwestern portion of the City. The former St. Mary's cemetery was located along Hwy M, just west of the Oregon Correctional Center. These grave sites were relocated to a cemetery located within the Village of Oregon; however there is speculation that some remains may still be present at this location.

Religious Establishments

Fitchburg is served by various religious denominations, including: Lutheran, Methodist, Jehovah's Witnesses, United Church of Christ, Evangelical, Saint Ignatious of Antioch Orthodox, Roman Catholic, Foursquare Gospel, Cambodian Buddhist Society, St. Andrew the Apostle Serbian Orthodox Church and the Providence Congregation, which currently meets at the Fitchburg Community Center and other congregations.

Education

Fitchburg is located within three school districts: Madison Metropolitan, Oregon, and Verona. Figure 10 - 7 portrays the enrollment numbers for the 2008 school year Stoner Prairie Elementary (K-5) along with Savanna Oaks Middle School (6-8) are the only public schools located within the City. Eagle School is a private K-8 school located in Fitchburg serving the educational needs of gifted and talented children in

Utilities and Community Facilities

the greater Madison area. Madison Edgewood, a private school located in Madison, attracts a number of students within the City of Fitchburg as well as other public schools within the area through open enrollment.

There are no higher educational institutions located within the city limits; however there are numerous institutions located within a short distance including the University of Wisconsin-Madison, Madison Area Technical College (MATC), Edgewood College, Madison Junior College of Business, ITT Technical Institute and Herzing College.

Figure 10 - 7: 2008 School Enrollment

	Madison Metro	Oregon	Verona Area
Fitchburg students	1,376	308	1,843
Total Students	24,670	3,609	4,556
% of Fitchburg students compared with total students in each school district	5.6%	8.5%	40.5%
% of Fitchburg students among each school district	39.0%	8.7%	52.3%

Source: Fitchburg students came from Madison Metro School District, Oregon School District, Verona Area School District. Total Students Data from WI DPI website based on 3rd Friday in September 2008 attendance.

* This data does not track Fitchburg students attending Private or other Public Schools through open enrollment.

Child Care Facilities

In 2008, there were 13 county or state licensed child care facilities located in Fitchburg, along with a number of small in-home daycares within the City that do not require permits.

Boys & Girls Club

The Boys and Girls Club of Dane County has a Family Center in Fitchburg located at 4619 Jenewein Rd. The facility includes a learning center, technology lab, canteen, kitchen, art room, music room, teen lounge and gym. The facility also offers rooms for neighborhood meetings or educational classes.

Health Care Facilities

The City of Fitchburg has two full-service clinics operating in the City, UW Health, 5543 E. Cheryl Pkwy and Group Health Cooperative, 3051 Cahill Main and several dental clinics and specialized medical offices, including Melius Schurr and Cardwell, Hyperbaric Center, Wisconsin Dialysis, and St. Mary's Sleep Center. Meriter Hospital, St. Mary's Hospital and UW Hospital serve as the main regional medical facilities, which include Fitchburg residents.



Utilities and Community Facilities

Hospice Care, located at 5395 E. Cheryl Parkway, provides support and a homelike environment designed to provide for the emotional and spiritual needs to patients with life-limiting illnesses and their families.

Health Clubs/ Pools

The City of Fitchburg is home to a variety of health clubs that meet the needs of every health enthusiast. Services range from one-on-one training, 24-hour facilities, yoga, strength and flexibility, relaxation and other specialty fitness programs.

The City of Fitchburg does not offer its residents a community swimming pool, however, there are two indoor swimming pool schools in Fitchburg, Kittelson Swim School, 5200 Anton Drive and SwimWest School, 6220 Nesbitt Road and one outdoor swimming pool operated by Seminole Pool and Tennis Association. Additionally, some of the health clubs offer health and fitness and/or swimming pools for their customer base.

Correctional Facilities

The Oregon Correctional Center is located in the southeast portion of the City of Fitchburg at 5140 County Highway M. The state facility is a 110-bed minimum security and farm, which dates back to 1928 when the premises were first established as a state institution. The farm, operated by the inmates, is both a dairy and swine production.

The Oakhill Correctional Institution is located just to the north of the Oregon Correctional Center at 5212 County Highway M. The minimum security facility is approximately 100 acres and has an operating capacity of 300 for medically needy inmates. The facility was the former Wisconsin School for Girls, which opened in June 1941 before being converted to a minimum security in 1976. The facility is listed as a historical site in the State Historical Society Register.

The Wisconsin Department of Corrections also runs a SPRITE (Support, Perseverance, Respect, Initiative, Teamwork and Education) program. The SPRITE House, where the program is based, is located in southeast Fitchburg at 4986 County Highway M. The program serves a total of 12 young men per month to teach them the skills necessary for reintegration into their home communities (Wisconsin Department of Correction, 2008).

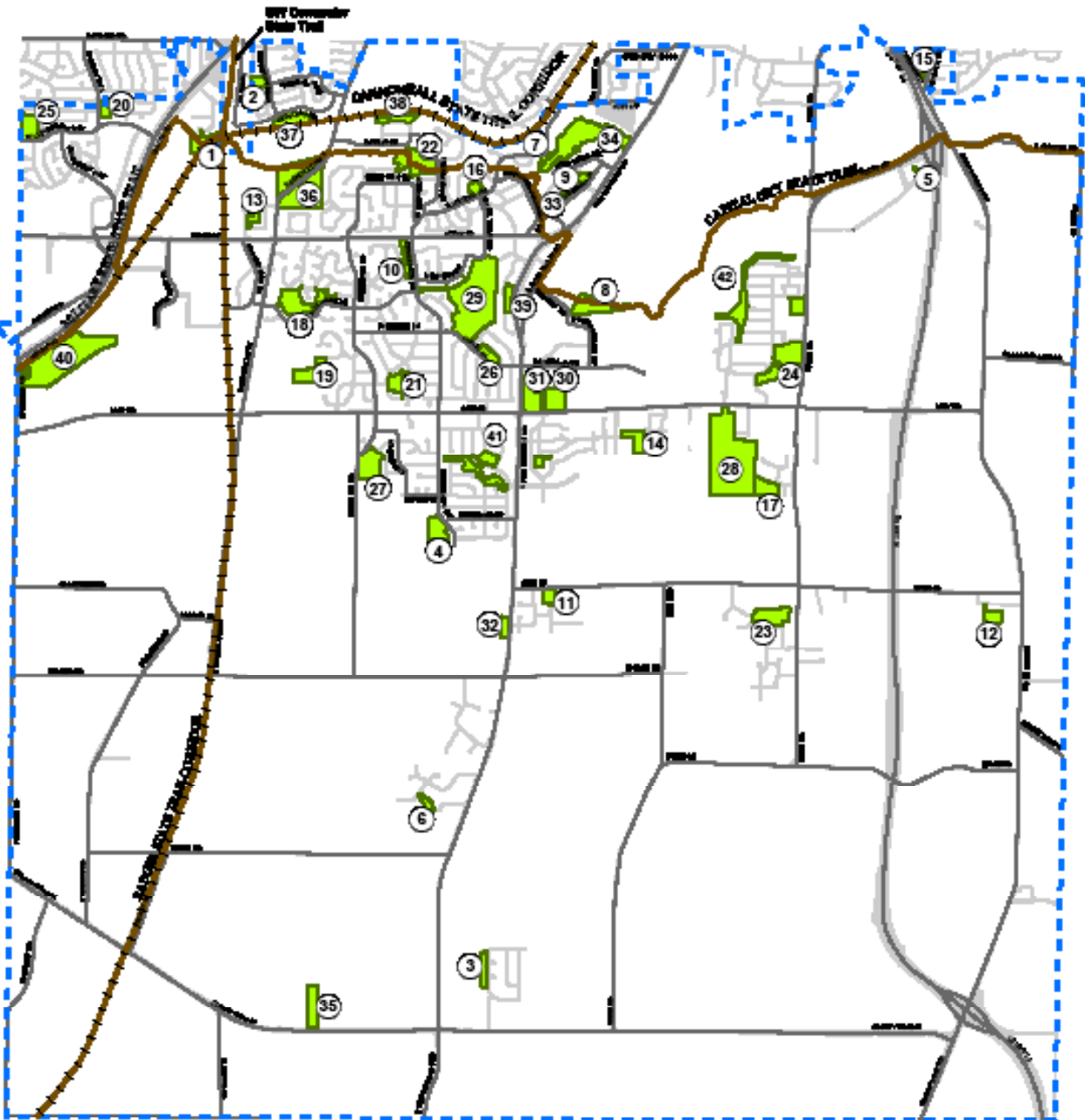
WI DNR Nevin Fish Hatchery

The Wisconsin Department of Natural Resources South Central Region Headquarters and Nevin Fish Hatchery are located in the City of Fitchburg at 3911 Fish Hatchery Road. The Nevin State Fish Hatchery was the first state-owned hatchery system in Wisconsin, which opened up in 1876. The Nevin Hatchery broodstocks, hatches and rears brook, brown and rainbow trout.



Figure 10 - 8

CITY OF FITCHBURG PARKS MAP



FITCHBURG PARKS SYSTEM, 2007

- | | | | |
|--------------------|---------------------|---------------------------------|----------------------------------|
| 1 ARROWHEAD | 12 FERRY L. SCHIFFE | 38 GREENFIELD | 40 NINE SPRINGS GOLF COURSE |
| 2 BELLAIR HILLS | 13 FINE RIDGE | 39 GRAY CREEK | 39 OAKHILL CEMETERY |
| 3 BIRCHWOOD | 14 CLIPPER HILL | 35 HURON-JANETOWN | 38 DAVILEY PARK |
| 4 BURNS | 15 FERRIS | 37 TOWER HILL | 37 DUNBAR MOUND PRESERVE |
| 5 CLAYTON | 16 ROBOORNSHAW | 37 WILDWOOD-SOUTH PARK | 39 HARLAN HILLS |
| 6 COUNTRY VIEW/VED | 17 S. JOHNSON | 38 MOORE PARK | 38 BIRCHWOOD WOODS |
| 7 PROGRESS SPRINGS | 18 BISHOP HILL | 38 MOORE PARK | 40 CLIPPER RIDGE RECREATION AREA |
| 8 GUNPLATTING | 19 STOKER PARK | 30 CITY HALL / COMMUNITY CENTER | 41 OAK RIDGE PARK |
| 9 HATCHER HILLS | 20 VANDERBILT HILLS | 31 FITCHBURG CENTER PARK | 42 SW BLUESBERRY PARK |
| 10 HANCOCK | 21 VILANOVA | 36 SCRAM VILLAGE | |
| 11 HILLCREST HILLS | 22 CHEERY RIDGE | 36 NORTH VILLAGE GREEN | |

- MAJOR NEIGHBORHOOD TRAILS
- APPROVED NEIGHBORHOOD TRAILS
- FITCHBURG-CITY LIMITS
- PUBLIC RIGHT-OF-WAY



Prepared by: Planning/Zoning
 Source: Planning/Zoning &
 Data: County LID
 Revised: 5/2008



Utilities and Community Facilities

Parks, Open Space and Recreation

As of August 2005, the City of Fitchburg had 680 acres of parks and open space (Figures 10 - 8 and 10 – 9). This includes numerous parks, play fields, conservation areas, greenways, a golf course, cemetery and community center. The community also benefits from the recreational resources of Dane County and the Madison metropolitan area including the County E-Way System, UW Arboretum, and Department of Natural Resources Land.

Figure 10 - 9: Inventory of Fitchburg Parks and Recreation Facilities (2005)

Type of Facility	Acerage
Neighborhood Parks	135.295
Area Parks	71.72
Community Parks	118.17
Other Areas	129.20
Natural Areas and Stormwater Facilities	226.10
Total	680.485

Source: City of Fitchburg Park and Open Space Plan, 2005

The City is dedicated to providing a neighborhood system of parks and open space. Since 1974, the City's Land Division Ordinance has required the dedication of park land by developers. This requirement assures the City can acquire additional park areas necessary to ensure that new development is appropriately served by parks and open space. In 2006, an ordinance was passed to tie park fees as a condition for any rezoning, conditional use permit or design review for any residential unit receiving such approval within the City, instead of just during the land division process.

The City has established a hierarchy of parks; neighborhood, area, and community parks; based upon the area and the number of people served by the park. Each higher level park is inclusive of the park features of lower levels. Neighborhood parks are intended to serve persons within walking distance (1/4 mile). Area parks are intended to serve persons within bicycle distance (1/2 mile). As their name suggests, community parks are intended to serve the entire community.

In addition to a parks inventory, standards were created by the City to measure current park space supply against park demand. According to the City's demand analysis, Fitchburg currently has sufficient park land. As the City of Fitchburg continues to grow, natural resources, including parks and open space, must be planned and preserved. In looking toward the future, the City would like to ensure that parkland remains accessible to residents. To accomplish this goal, the City has estimated, based on population forecasts, future parkland needed (Figure 10 – 10). However, the use of gross acreages does not always provide the full story of park needs. Much of the acreage is woods or other open space not dedicated to active recreation. In addition, it is also important to examine the current resource base and long-term land use in helping to decide future public open space.

Utilities and Community Facilities

Figure 10 - 10: Estimates of Future Parkland Needed

Year	Estimated Population	Minimum Park Acreage Needed	Actual Acreage
2000	20,501	271.6	286.4
2005	22,100	292.8	325.1
2010	25,477	337.6	
2015	27,954	370.4	
2020	30,431	403.2	
2025	32,908	436.0	

Source: City of Fitchburg Park and Open Space Plan

In conjunction with the City's park system, Fitchburg currently hosts 35 recreational programs with over 6500 participants of all ages. Programs include tennis, soccer, basketball, jazzercise, karate, dodgeball and cool science rockets & robot camp. These programs utilize City parks, local schools, and the Fitchburg Community Center. The City is dedicated to providing recreational activities suitable for all citizens. Just as the City looks to provide adequate parks and open space for residents, it also strives to meet the challenges of providing recreational programs that meet resident demand.

The Capital Springs State Recreation Area is within the City of Fitchburg and runs from Fish Hatchery Road east to Lake Waubesa. The area includes approximately 3,000 acres, including most of the Nine Springs E-way and the Capital City State Trail. This trail is intended to be used by bikers, roller skaters, walkers and other uses through out the year.

When completed, the Capital Springs State Park will join Dane County's Lake Farm Park and other wildlife and recreation areas like the Monona Conservancy Wetlands, MMSD Wildlife Observation Area, Nine Springs E-way, Nevin Fish Hatchery, Jenni and Kyle Preserve and Lussier Family Heritage Center (WI DNR, 2007).

Park and Open Space Proposal

Developed by the City Planner and former Parks Director, the goal was to create a greenbelt at the southern boundary of the current urban service area to provide a buffer between current and future development. The proposal included approximately 950 acres of land and created a system of linked parks and open space that would further protect and enhance the natural areas of Fitchburg for future generations.

To enhance the initial concept, the Parks Department in the summer of 2007 undertook a resource-based planning model to identify areas outside of the urban service area that should be set aside for protection and preservation. The planning model analyzed vegetation, steep topography, wetlands, hydric soils, waterways, springs, public land, groundwater recharge, soil productivity, natural heritage and scenic resource inventory as areas for potential preservation. One of the main priorities outlined in the Park and Open Space Proposal is the creation of a central park, running along the southern urban service area boundary.

The Park and Open Space Proposal is still in the planning stages, but if the preservation areas are adopted, they will be included in the Comprehensive Park, Open Space and Recreation Plan. This plan will be an implementation tool for meeting the goals of this planning document to protect groundwater recharge areas and sensitive environmental sites, avoid the development of high risk contamination areas, and preserve wildlife corridors and important historical and cultural features of the City.

Survey Results

Parks and recreation appear to have significant importance to Fitchburg residents. Almost 40 percent of Fitchburg residents stated they use park facilities several times a week or on a daily basis. More than 80 percent support increasing the number of nature paths and natural area preserves. Citizens also encourage accessibility to parks and trails. Three-quarters of respondents agree or strongly agree that parks and playgrounds should be located within a quarter mile of all neighborhoods.

In general, respondents expressed a relatively high level of satisfaction with the current set of facilities, programs, and amenities offered through the City parks and recreation program.

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Transportation



Introduction

This chapter summarizes the condition of the City's transportation system and identifies the issues to be addressed through the comprehensive planning process. Transportation is not an isolated City component, but directly related to land use decision and other public policies. As a result, transportation should be considered with respect to all aspects of the planning process.

Highways and Streets

The City of Fitchburg has approximately 115 miles in its road system, which either the City, County, or Federal governments have jurisdiction (Figure 11 – 1). Currently, the existing roads are classified in categories as defined by the Roadway Functional Classifications. The roadway functional classification system indicates the intended purpose each roadway serves within the entire roadway system. The Fitchburg road network consists of arterials, collectors, and local roads (Figures 11 – 2 and 11 – 3). Arterials are intended to primarily serve traffic mobility, providing for long-distance traffic movement. Collector roadways serve the dual function of providing for both traffic mobility and land access (to home or business). Local roadways serve primarily land access. Functional classification describes the purpose of roadways which channel traffic onto the appropriate route and minimize traffic intrusion into neighborhoods and other areas sensitive to traffic.

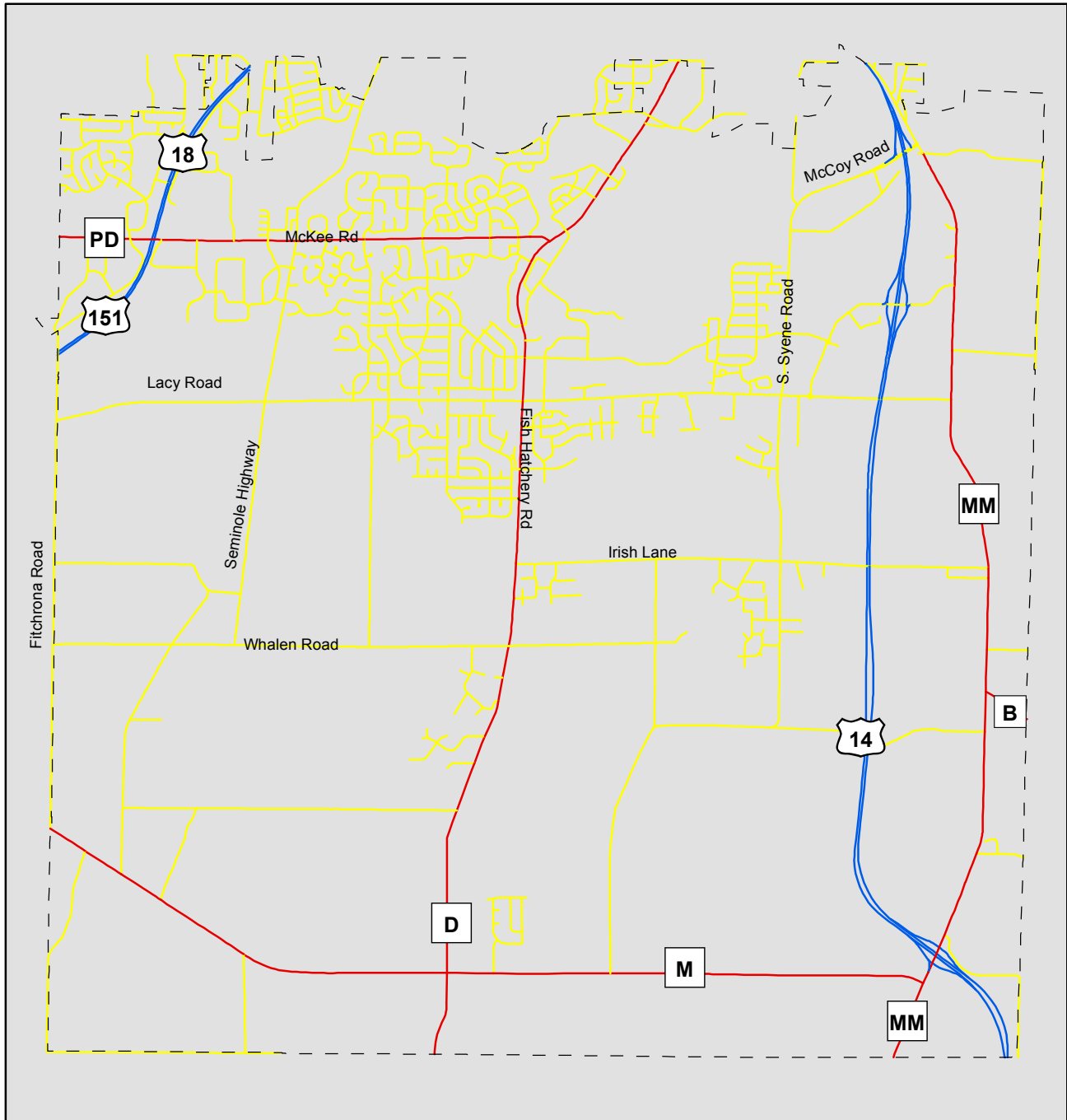
Fitchburg is served by three principal arterials: USH 14, for north-south cross-state traffic from the Twin Cities to Chicago, USH 18/151, for east-west traffic from eastern Wisconsin to Iowa, and CTH D (Fish Hatchery Road), for north-south traffic from the Beltline and City of Madison to McKee Road. These roadways are not under the jurisdiction of Fitchburg; however, they traverse through the City and provide access points within Fitchburg.

Fitchburg is served by six current minor arterials and two future minor arterials: CTH D (South Fish Hatchery Road), CTH PD (McKee Road), CTH M, Raymond Road, Rimrock Road, and McCoy Road. The two future minor arterials are CTH MM, for north-south traffic from Rimrock Road to the new Lacy Road connecting to the new interchange and the new Lacy Road, for east-west traffic from CTH MM to the East Cheryl Parkway intersection. McCoy Road and the new section of Lacy Road are the only minor arterials under the jurisdiction of Fitchburg.

The remaining roads in Fitchburg are either major or minor collectors or local roads. The pie graph shown in Figure 11 – 4 illustrates the percentage break-down of roads, under Fitchburg jurisdiction, within the current classification system.

Figure 11 - 1

Roadway Jurisdictional Classifications



Existing Roadway Jurisdictional Classifications

— Federal Highways — County Highways — Local Roads

--- City Limits

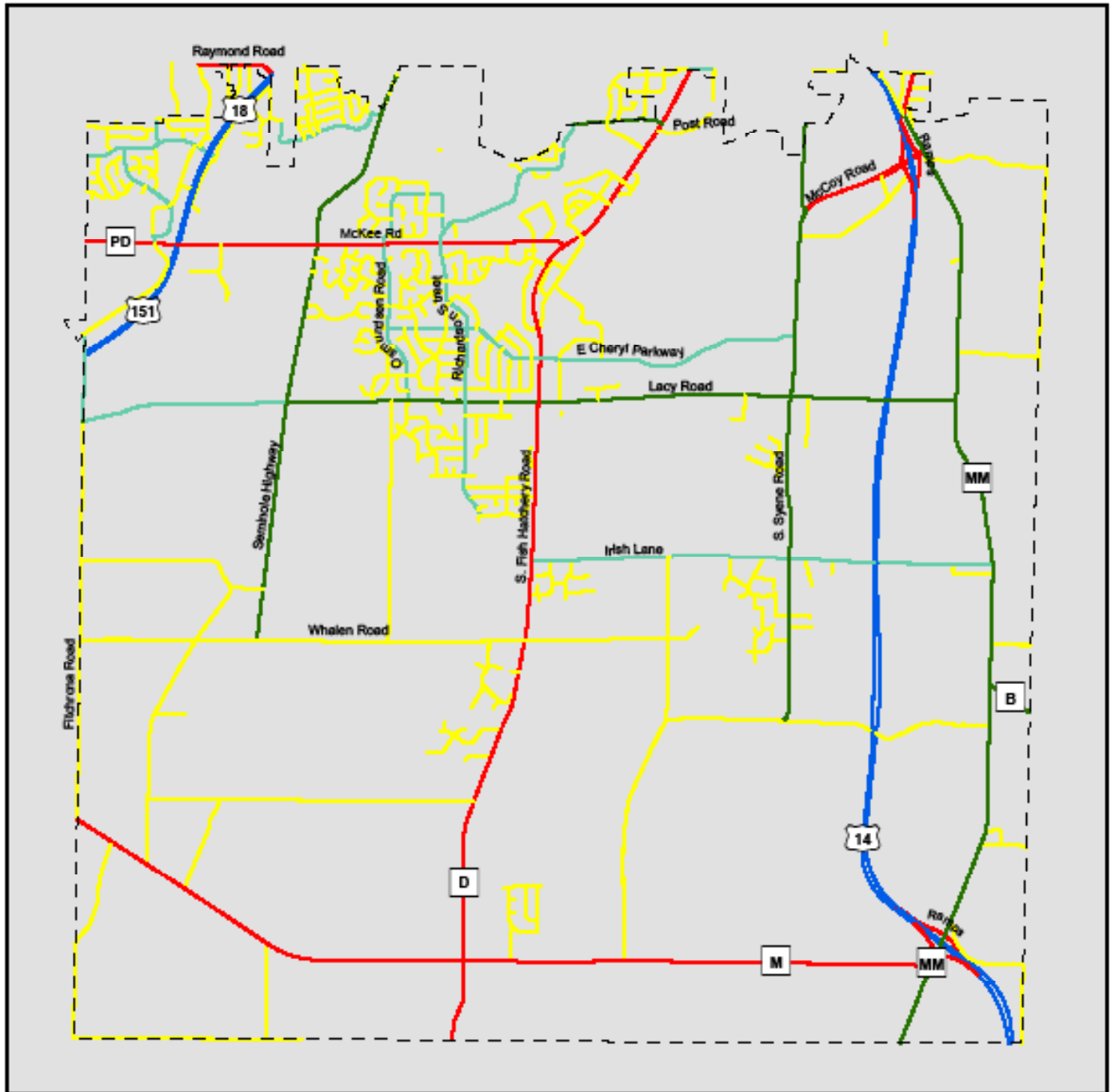
0 0.5 1 2
Miles

Revised: 6/18/2013
Prepared By: Planning and Zoning
Source: Planning and Zoning, Dane County L.I.O.



Figure 11 - 2

Roadway Functional Classifications



1995 General Land Use Plan Functional Roadway Classifications

- City Limits
- Principal Arterials
- Minor Arterials
- Major Collectors
- Minor Collectors
- Local Roads

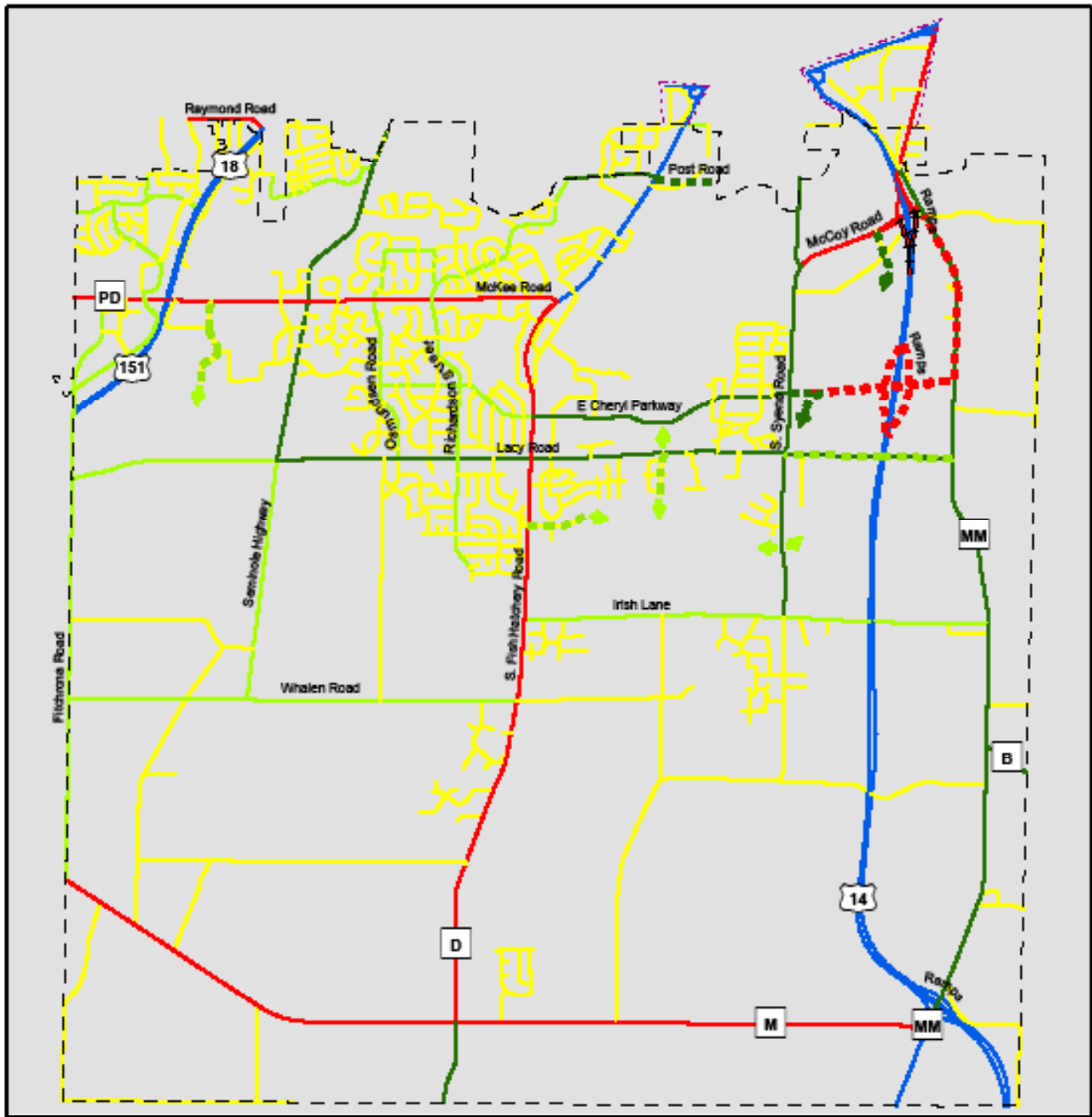
0 0.5 1 2 Miles

Revised: 8/18/08
Prepared by: Planning and Zoning
Source: Planning and Zoning and Dane County L.I.O.



Figure 11 - 3

Roadway Functional Classifications



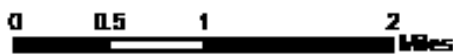
Proposed City of Fitchburg Functional Roadway Classifications

Proposed Classifications

- Principal Arterials
- Minor Arterials
- Major Collectors
- Minor Collectors
- Local Roads
- Fitchburg City Limits

Future Roadway Classifications

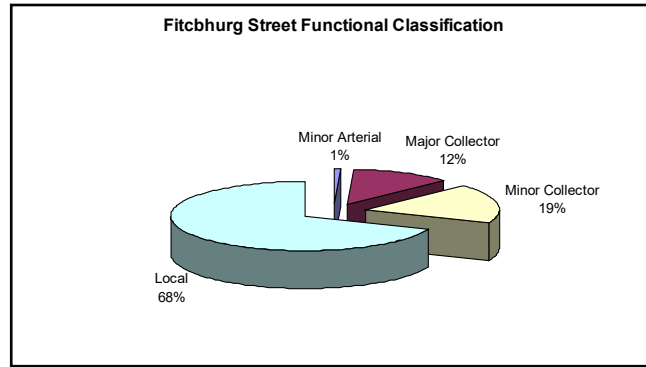
- - - Principal Arterials
- - - Minor Arterials
- - - Major Collectors
- - - Minor Collectors
- - - Local Roads
- - - Future City Boundary
- - - Road Removal



Revised: 8/22/08
 Prepared by: Planning and Zoning
 Source: Planning and Zoning and Dane County L.O.



Figure 11 - 4



Future roadways have been classified for certain roads after capital improvement projects or neighborhoods have been established. An interchange ramp is being proposed off of Hwy 14, which will connect traffic to Lacy Road, Hwy MM and East Cheryl Parkway. The new street connecting to the interchange will be a new portion of Lacy Road. With the new interchange, the southern ramps from McCoy Road will be removed, with the possibility of the slip ramp from CTH MM being removed as well. These new classifications and changes will take effect once the interchange is constructed.

Nobel Drive and Fahey Glen are proposed to be extended once the McGaw Neighborhood is approved and future development occurs. The specific layout of these future minor collector streets will occur during the transportation section of the neighborhood planning process.

Commerce Park Drive is proposed to be a minor collector street and extended south once the North Stoner Prairie Neighborhood is approved and future development occurs. Timing of this is dependent on the phasing process of the land use section of the Comprehensive Plan. The specific layout of this future minor collector street will occur during the transportation section of the neighborhood planning process.

Post Road is planned to be extended to the east of Fish Hatchery Road, connecting to the City of Madison's portion of Post Road. This extension is planned for within the capital improvement projects and will be a major collector street once construction occurs.

Official Mapping

The principal method of reserving future roadways in Fitchburg is the establishment of an Official Map as authorized in Wisconsin Statutes 62.23(6). The City adopted an Official Map Ordinance in the 1970's, but the Official Map has only been amended for small minor changes and annexations. The Official Map enables the City to reserve necessary street right-of-way and drainage ways to provide for the planned future growth of the City. Official mapping does not imply imminent roadway construction, but leaves a transportation corridor available, if and when

it is decided by the City that a road is needed. The Official Map should reflect any changes recommended in the Master Plan and be consistent with the Regional Transportation Plan.

Right-of-Way

The land division ordinance states that street layouts shall conform to the arrangement, width and location indicated on any applicable official map, master plan or component neighborhood development plan. In areas for which such plans have not been completed, the street layout shall recognize the functional classification of the various types of streets and shall be developed and located in proper relation to existing and proposed streets, to the topography, to such natural features as streams and tree growth, to public convenience and safety, to the proposed use of the land to be served by such streets, and to the most advantageous development of adjoining areas. The land division or subdivision shall be designed so as to provide each lot with satisfactory access to a public street.

The minimum right-of-way of all proposed streets and alleys shall be of the width specified by any applicable master plan, official map or neighborhood development study; or if no width is specified therein, the minimum widths shall be as follows:

Principal & Minor Arterials	120 feet
Major & Minor Collectors	80 feet
Local Streets	60 - 66 feet
Marginal Access Streets	60 - 66 feet
Alleys	24 feet

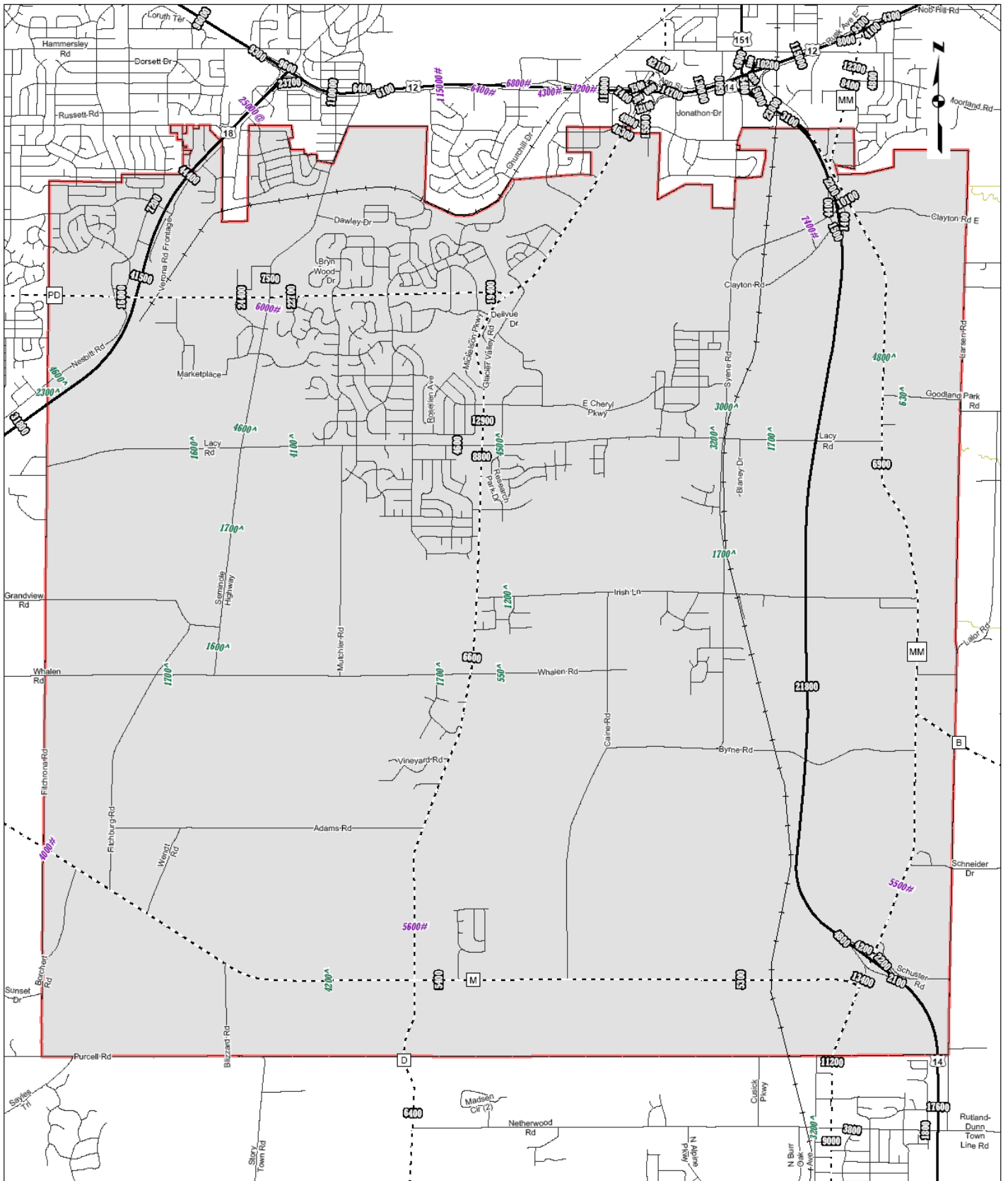
Traffic Counts

Traffic counts for the Fitchburg area from 2006 or older (Figure 11 - 5) point out major highways and roads with large traffic volumes. These counts help determine the capacity of traffic that pass along major roads, in addition to where the major traffic routes are.

Commute Patterns

In 2000, approximately 4,770 work-trip commuters entered Fitchburg per day from adjacent communities and counties. However, 9,667 work trips per day went from Fitchburg into adjacent communities and counties. The amount of work-trip commuting within Fitchburg, meaning Fitchburg residents who commute to work in Fitchburg, was 1,550 trips per day.

Figure 11 - 5: Traffic Counts



2006
 City of FITCHBURG
 DANE County
 Annual Average Daily Traffic

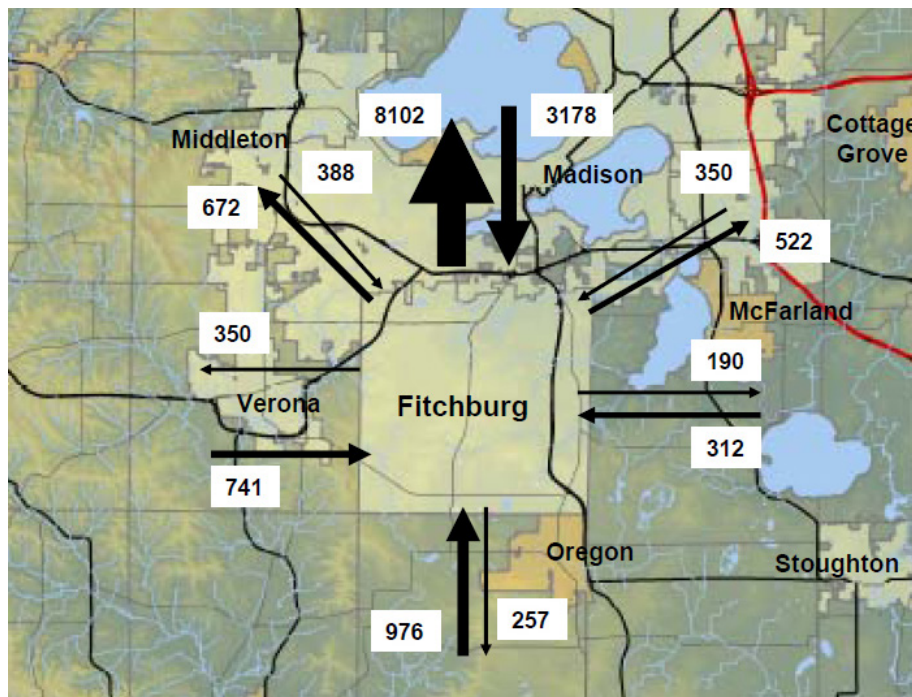
9999 - AADT - 2006
 9999# - AADT - 2005 9999^ - AADT - 2002
 9999* - AADT - 2004 9999~ - AADT - 2001
 9999@ - AADT - 2003 9999x - AADT - 2000 or older
 Character following AADT on map designates year

Figure 11 - 6: Fitchburg Commute Patterns

Commuters Destination	Work Trips per day
Into Fitchburg	4,770
Out of Fitchburg	9,667
Internal Fitchburg	1,550

Source: Lewis, 2003. Based on 2000 Census Data.

Figure 11 - 7: 2000 Work-trip Commuting Between Fitchburg and Adjacent Communities and Counties



Source: Census Transportation Planning Package 2000 and 1990, Madison Area Metropolitan Planning Organization, City of Fitchburg, and Dane County L.I.O.

The North arrows account for Madison, Waunakee, DeForest, Dane, Columbia Co., Sauk Co., Outagamie Co., Marquette Co., Adams Co., and Vernon Co. traffic. The Northeast arrows account for Sun Prairie, Monona, Deerfield, Fond du Lac, Milwaukee, and Dodge Co. The East arrows account for Cottage Grove, MCFarland, Cambridge, Blooming Grove, Waukesha Co., Jefferson Co., and Racine Co. The South arrows account for Stoughton, Brooklyn, Oregon, Belleville, Edgerton, Green Co., and Rock Co. traffic. The West arrows account for Verona, Mt. Horeb, Springdale Town, Grant Co., and Iowa Co. traffic. The Northwest arrows account for Middleton, Black Earth, Mazomanie, Blue Mounds, and Roxbury traffic.

Another traffic pattern affecting Fitchburg is the work-trip commuting that occurs into and out of Madison (Figure 11 – 7). These trips impact the transportation system in Fitchburg as many of the commuters who are coming from the south drive through Fitchburg to reach Madison. In 1990, the amount of work-trip commuting into City of Madison from adjacent counties was approximately 139,000 per day. Of those trips, approximately 18,000 would have traveled through Fitchburg to get to Madison. In the reverse direction 13,000 trips per day left Madison for work in outlying areas. Of those 13,000 trips 2,500 would have traveled through Fitchburg.

By 2000, the amount of work-trip commuting going into the City of Madison from adjacent communities increased to approximately 154,000 per day with 20,000 of those trips going through Fitchburg. Commute trips leaving Madison for other commuters increased to 21,000 per day, in which about 4,000 would have gone through Fitchburg (Figure 11 – 8).

Transportation

Table 11 - 8: Commuting Patterns -Per day trips

	1990	2000	% Increase
To outlying area from Madison through Fitchburg	2,500	4,000	60%
From outlying areas to Madison through Fitchburg	18,000	20,000	11.1%

Source: Census Transportation Planning Package 2000, Madison Area Metropolitan Planning Organization

Bicycle and Pedestrian

The City of Fitchburg recognizes the importance of providing and maintaining a transportation system for pedestrians and bicyclists. The City currently maintains over 45 miles of sidewalk and over 11 miles of multi-use asphalt path throughout the entire city. The City has three major commuter paths, the Capital City State Trail, Military Ridge State Trail, and the SW Commuter State Trail.

The Capital City State Trail is approximately 17 miles that links around and through Madison between the Military Ridge State Trail (on the city's west side) and eventually, the Glacial Drumlin State Trail. The trail has an asphalt surface, making it convenient for all trail users. The Capital City State Trail is interconnected with the existing bicycle and pedestrian path network within the City of Fitchburg, making it convenient for residents to access.

The Military Ridge State Trail is 40 miles that links Dodgeville and Madison on the former Chicago and Northwestern Railroad corridor. The north end of the trail begins at the Capital City State Bike Trail and Verona Road in Fitchburg and continues south through the communities of Verona, Klevenville, Riley, Mount Horeb, Blue Mounds, Barneveld, and Ridgeway. The segment from Fitchburg to Verona is blacktopped, making it convenient for all trails users. The trail south of Verona is limestone-surfaced and open to walkers, bicyclists and wheelchair users in late spring, summer, and fall and snowmobilers and cross-country skiers in the winter.

The Southwest Commuter Bike Trail begins at the intersection with the Capital City Trail near Arrowhead Park on the north edge of Fitchburg and continues north into Madison, providing access to Cub Foods and other stores including Home Depot before crossing the Beltline via an overpass. The planned Fitchburg portion of the Badger State Trail will connect with the Southwest Commuter Bike Trail.

Proposed Paths

The Badger State Trail, when complete, will be a 40-mile trail along the abandoned former Illinois Central Gulf Railroad corridor extending from the Southwest Commuter Bike Trail, at the intersection of the Capital City State Trail, through

western Fitchburg, Belleville, Monroe, and into Illinois, intersecting with the Jane Adams State Trail. The remaining 7.1 miles from Purcell Road to Lovell Lane will be paved once grant funding is approved to allow for walking, bicycling and in-line skating.

The Cannonball State Trail will be a paved trail constructed on the abandoned Union Pacific Railroad corridor that runs from the Beltline to McKee Road, near the intersection of Verona Road. Eventual crossing of the Beltline and connection to Madison's path network will help to overcome the difficult crossing of the Beltline. This trail is a joint effort between the state Department of Natural Resources and the cities of Fitchburg and Madison.

The City's Park and Open Space Plan outlines more extensive plans for trails in Fitchburg connected via the linear parks. One option is the Heritage Circle Route using the abandoned rail line on the west side and the mothballed rail line on the east side of the City, a proposed trail along Hwy M in the southern portion of the City and the Capital City Bike trail in the north. In 2000, the City conducted a study of the pedestrian and bicycle facilities throughout the city. The result of that study was the Fitchburg Bicycle and Pedestrian System Plan. This plan was recommended for approval by the Plan Commission as a supplemental document to the 1995 General Land Use Plan. Since that time, the Public Works Department has been implementing several of the recommendations from that plan each year.

Another study was conducted by the Madison Area Metropolitan Planning Organization, the City of Madison, and Dane County. The result of that study was the creation of the Bicycle Transportation Plan for the Madison Urban Area and Dane County, which was adopted in September 2000. This study provided recommendations within the Fitchburg area. This study recommended the following improvements:

- Adding a bike lane or paved shoulder:
 1. McKee Road, from western city limits to Verona Road
 2. Syene Road, from northern city limits to the Capital City Trail (at McCoy Rd)
 3. CTH D, from Lacy Road to the southern city limits
 4. CTH MM, from Ski Lane to the southern city limits
- Off-street Bicycle Facilities:
 1. McKee Farms Park connector paths
 2. McGaw Park connector path
 3. Badger State Trail connecting the Capital City Trail to Paoli and Belleville
 4. Paths in and around Fitchburg Center, Hatchery Hill, and Quarry Ridge Recreation Area
 5. Bike and Pedestrian Over/Underpass at CTH PD and CTH D
 6. Intersection Improvement at CTH PD and Chapel Valley Road

Transportation

The City has specific requirements regarding bicycle and pedestrian facilities.

- Both the Bike and Ped Plan and the 1995 General Land Use Plan suggest all new land divisions along streets with urban cross sections should provide sidewalk on both sides of the street. City Ordinance 93-0-23 requires sidewalk on all streets within the land division except for:
 - o Cul-de-sacs where such cul-de-sac has no dedicated land or easement for a recreation path or walkway.
 - o Certified survey maps where the upgrading or installation of the street(s) within such certified survey map are not required to meet full City standards (e.g. curb & gutter) by the Common Council at the time of approval, or where there is no existing sidewalk system.
- The City should continue to implement its sidewalk installation policy by completing the sidewalks along retail commercial and other major traffic generators.
- Reconstruction of Fish Hatchery Road, south of Lacy Road should be an urban section with bike lanes to Irish Lane.
- Pedestrian ways of not less than ten feet in width may be required near the center and entirely across any block over nine hundred feet in length where deemed essential by the Plan Commission to provide adequate pedestrian circulation or access to schools, shopping centers, churches, or transportation facilities.
- Street reconstruction should include bicycle lanes on those streets designated as local collector streets. City bike routes should be linked with routes in the surrounding communities. Other collector streets not scheduled for reconstruction on the Bicycle Trail System should be striped for bike lanes. Parking may need to be restricted along narrower streets on the Bicycle Trail System.

In 2007, the City contracted with James Neidhart, JN Design and Planning, to update the Bicycle and Pedestrian System Plan, review projects that have been completed since the 2000 plan. The Common Council adopted the Bicycle and Pedestrian System Plan on July 22, 2008.

Bus Service

The City of Fitchburg contracts with Madison Metro Transit to provide bus transit services in various locations throughout the City. Current bus routes in Fitchburg are limited to north/south connections into Madison and, currently, do not provide options for riders to travel east/west in the City of Fitchburg. The City continues to work with Madison Metro to identify ways to improve service. Some future options include all day bus service for the Fish Hatchery Corridor and weekend bus service within Orchard Pointe and Jamestown Neighborhood.

Existing ride services are provided to the elderly and disabled via a county funded contract through the Senior Center. Rides are available to and from the Senior Center Monday through Friday, as well as additional shopping destinations on Mondays and Fridays. To supplement the county funded transportation, the Senior Center also contracts with a ride service that is used to transport older adults

and disabled to medical appointments, banks, pharmacies, etc. Funds for this transportation are paid for by grants, donations and fund-raising activities. Lastly, the Senior Center collaborates with the Retired Senior Volunteer Program, which reimburses volunteer drivers for mileage, when they transport older adults to above mentioned destinations.

Regional bus services for residents looking for destinations outside of Fitchburg and the Madison metropolitan area can travel on the Mega, Greyhound, Badger or Van Galder Buses. The Mega Bus offers limited daily service to and from Minneapolis and Chicago, with no stops. The pick-up point is the Dutch Mill Park and Ride at the Hwy. 12/18 and Hwy 51 interchange. The Badger Bus offers daily service to and from Milwaukee, with bus stops periodically. The main pick-up point is at the Memorial Union on the UW-Madison Campus. The Van Galder Bus offers service from Madison to the O'Hare International Airport in Chicago and to downtown Chicago. The bus departs from the Memorial Union and the Dutch Mill Park and Ride.

Rail Service

Dane County, the City of Madison and the Wisconsin Department of Transportation have conducted the Dane County Commuter Rail Feasibility Study and Transport 2020. Fitchburg officials are working with County and State officials for the possibility of passenger rail service within the eastern portion of the City on the Fitchburg-Oregon rail corridor. The existing rail bed connects the City of Fitchburg with the City of Madison to the north and would also connect residents south of Fitchburg to the Village of Oregon, Brooklyn, and other communities. Part of this corridor is currently co-owned by the City of Fitchburg and the Village of Oregon, acquired in part, with funds from the Wisconsin DOT to re-establish freight service.

The City has planned or is planning three transit-oriented developments along the Fitchburg-Oregon rail line. Stops on this line are anticipated to be in the Southdale Neighborhood (Town of Madison Neighborhood to Fitchburg) Green Tech Village, and the McGaw Neighborhood. The Nine Springs Green Tech Village Plans, which were approved by the City as a transit-oriented development will include a mix of high-technology and biotechnology businesses, neighborhood based businesses and services along with a mixture of housing options.

In addition to passenger rail service, the Fitchburg-Oregon rail line also provides freight rail opportunities. The City of Fitchburg and Village of Oregon have examined instituting freight rail service to serve an industrial park in Oregon particularly a proposed concrete plant. Rail would come from the north, but rail improvements and agreements with the Union Pacific may also allow freight rail service from points south.

Amtrak service operates a single route between Chicago and Minneapolis/St. Paul that runs through the state of Wisconsin. The closest passenger stop is 40 miles north of Fitchburg, in the City of Columbus.



Transportation

The Midwest Regional Rail Initiative is an ongoing effort to develop an improved and expanded high-speed passenger rail system in the Midwest. The sponsors of the Midwest Regional Rail Initiative are the transportation agencies of nine Midwest states (Illinois, Indiana, Iowa, Michigan, Minnesota, Missouri, Nebraska, Ohio, and Wisconsin). The proposal is still in the initial planning stages, but the closest planned rail station to Fitchburg residents would be on Madison's east side, near the Dane County Regional Airport. If completed, riders would be able to travel to major cities within the nine Midwest states via high speed trains that spoke out of the hub City of Chicago.

Air Transportation

The closest commercial airport servicing Fitchburg residents is the Dane County Regional Airport, located on the north side of Madison. This is the second-largest commercial airport in the state with more than 100 commercial flights departing and arriving daily. Residents flying out of this airport could use the Madison Metro bus service, taxi, or personal car to travel to this airport.

The state's largest airport, General Mitchell International Airport, in Milwaukee offers approximately 220 daily departures and arrivals. Milwaukee is approximately 90 miles east of the City of Fitchburg. Residents flying out of this airport would need to either drive or schedule service with a regional bus service to travel to this airport.

Water Transportation

The City of Fitchburg does not border any major lakes or waterways that could be used for public access or major water transportation options.

Taxi

Fitchburg does not operate or regulate taxi service. Taxi companies, regulated by the City of Madison, service the Metro area by call or reservations.

Truck Routes

Fitchburg currently does not have truck routes designated, but if an ordinance would be adopted, highways falling under County, State and Federal jurisdiction should be the location of these truck routes.

Figure 11 - 9

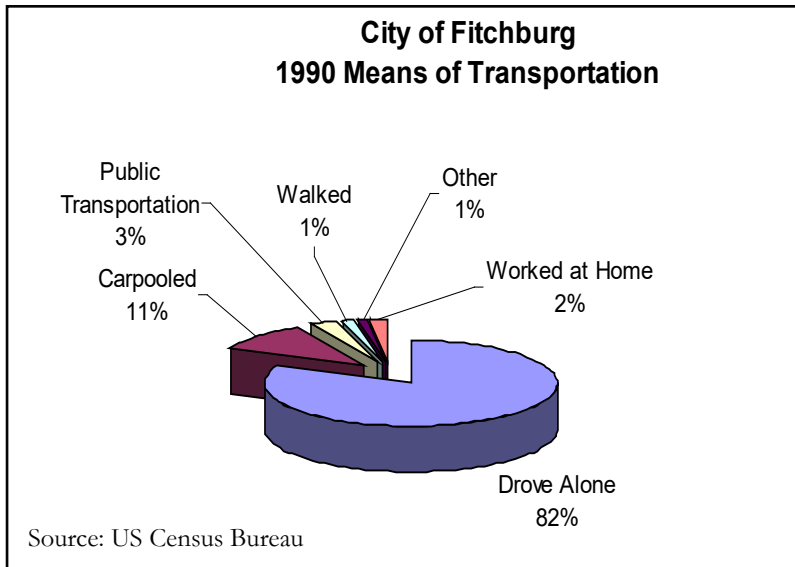
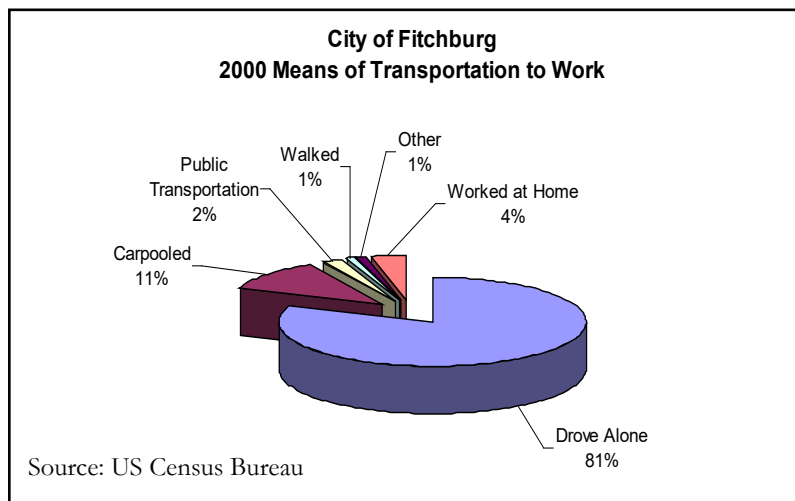


Figure 11 - 10



Means of Transportation

The residents of Fitchburg have access to a variety of transportation modes including roads, sidewalks, bike paths, transit and paratransit service, and on-road bicycle lanes. However, the majority of Fitchburg residents commute to work in single-occupied vehicles. This trend would be expected within Fitchburg considering the limited transit service that is available and the distances that people must travel to get to work. The following data was obtained from the Madison Planning Organization (MPO) from the 2000 Census.

The total number of people traveling to work, who live in Fitchburg, was 9,875 and 11,690 trips per day in the year 1990 and 2000 respectively. Figures 11 – 9 and 11 - 10 illustrate the transportation mode choice percentages for work-trip commuting in Fitchburg.

Transportation

Of the 20,501 people who lived in Fitchburg in 2000, 15,862 were individuals over the age of 16 who worked. The manner in which these individuals got to work is described in Figure 11 - 11. Nearly 81 percent of residents relied on a car, truck or van to commute solely to work. Additionally, only 18.9 percent of the workers used some other mode of transit than driving alone. The average commute time for Fitchburg workers was almost equal to that of Dane County workers. A large commute time suggests that majority of residents work outside the cities they live in.

Figure 11 - 11: Means of Transportation to Work

Mode of Transportation	Fitchburg	Dane County
Drove Alone	9,482	179,816
Carpooled	1,308	23,162
Public Transportation	265	10,066
Walked	93	14,924
Other Means	104	5,292
Worked at Home	438	9,282
Total	11,690	242,542
% of drivers	81.1%	74.1%
% of Non-single passengers	18.9%	25.9%
Mean travel time (minutes)	19.4	19.9

Source: US Census Bureau

Congestion

The result of the travel trends discussed above indicates that congestion levels will increase on many of the arterial and major collector roadway corridors in Fitchburg.

Future Transportation Network

The City of Fitchburg works in conjunction with Federal, State, and County guidelines in redeveloping any roadways or transportation networks within the community. Transportation plans adopted by the State of Wisconsin include the Bicycle Transportation Plan 2020, Pedestrian Policy Plan 2020 and State Highway Plan 2020, while the Capital Area Regional Planning Commission and Madison Area Metropolitan Planning Organization have adopted the 2000 Bicycle Transportation Plan, Transport 2020 and Regional Transportation Plan 2030.



Intergovernmental Cooperation



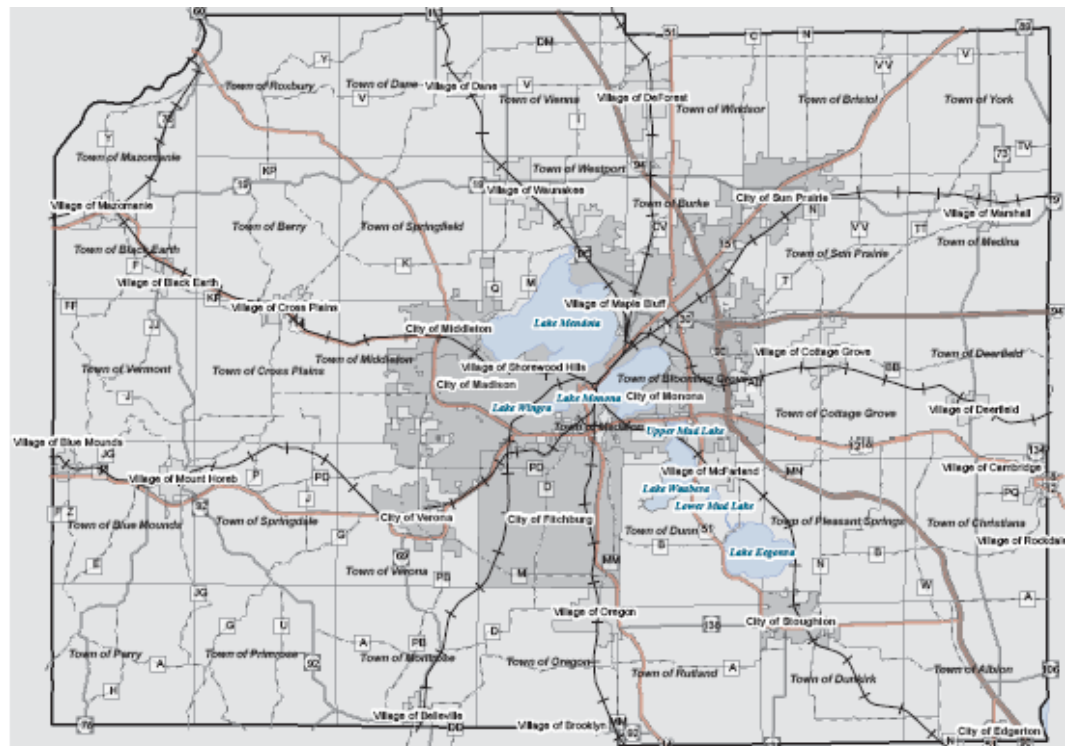
Introduction

This section of the comprehensive plan analyzes the existing relationships between the City of Fitchburg and surrounding cities, villages and townships, school districts, special purpose districts, Dane County, State agencies, and the Federal government. The section also describes existing relationships and agreements with other units of government and identifies both existing and potential conflicts.

Existing Relationships and Agreements

The City of Fitchburg is one of 61 municipalities within Dane County, Wisconsin. The City of Fitchburg is bordered by one city and one village: the City of Madison to the north and the Village of Oregon to the south. The City of Fitchburg is also bordered by 6 townships: the Town of Madison, the Town of Verona, the Town of Dunn, the Town of Oregon, the Town of Blooming Grove and the southwest corner with the Town of Montrose.

Figure 12 - 1: Municipalities within Dane County



Source: Dane County Comprehensive Plan, 2007

Municipalities

Several communities bordering or near Fitchburg have grown rapidly. These include the City of Verona, the City of Madison and the Village of Oregon. Between 2000

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and 2005, the City of Verona had the highest growth rate (29.1%) of all the cities in Dane County (Community Analysis and Planning Division) . Other communities, such as the Town of Dunn, have been growing at a much slower rate. Within the region near Fitchburg, issues related to growth and development including jurisdictional boundaries, developmental buffers, traffic and the extension of city services are common. The City of Fitchburg has been able to address issues through on-going discussions with its neighbors and by entering into cooperative plans and intergovernmental agreements.



Areas within the Town of Verona have been annexed by both the City of Verona and the City of Madison at a considerably high rate during the past decade (Town of Verona) . In 2006, Fitchburg completed its only annexation of land; this being a 5-acre piece from the Town of Verona near Nesbitt Rd. In the Town of Verona's 2000 Community Survey, town residents identified annexation of land by the Cities of Madison and Verona as one of their top five issues for the town. To address issues raised by these annexations, the City of Fitchburg has had on-going discussions with the Town of Verona. However, on-going discussions are not equivalent to formal intergovernmental agreements; the City of Fitchburg, the City of Verona and/or the Town of Verona may have different views on how the Town of Verona should be developed. These differing opinions may lead to potential conflicts in the future.

Although currently the City of Fitchburg has successfully addressed growth and development issues with most of its neighbors, the City's goals and objectives concerning growth and preservation could, in the future, become a potential source of conflict between the Town of Dunn, the Town of Verona and the Town of Oregon. However, the City of Fitchburg's on-going discussions and intergovernmental agreement demonstrates the City's ability to work with its neighbors to reduce conflict. The City of Fitchburg has also entered into a number of successful relationships and agreements with its neighbors involving city services including schools, public transportation, utilities, and public safety services.



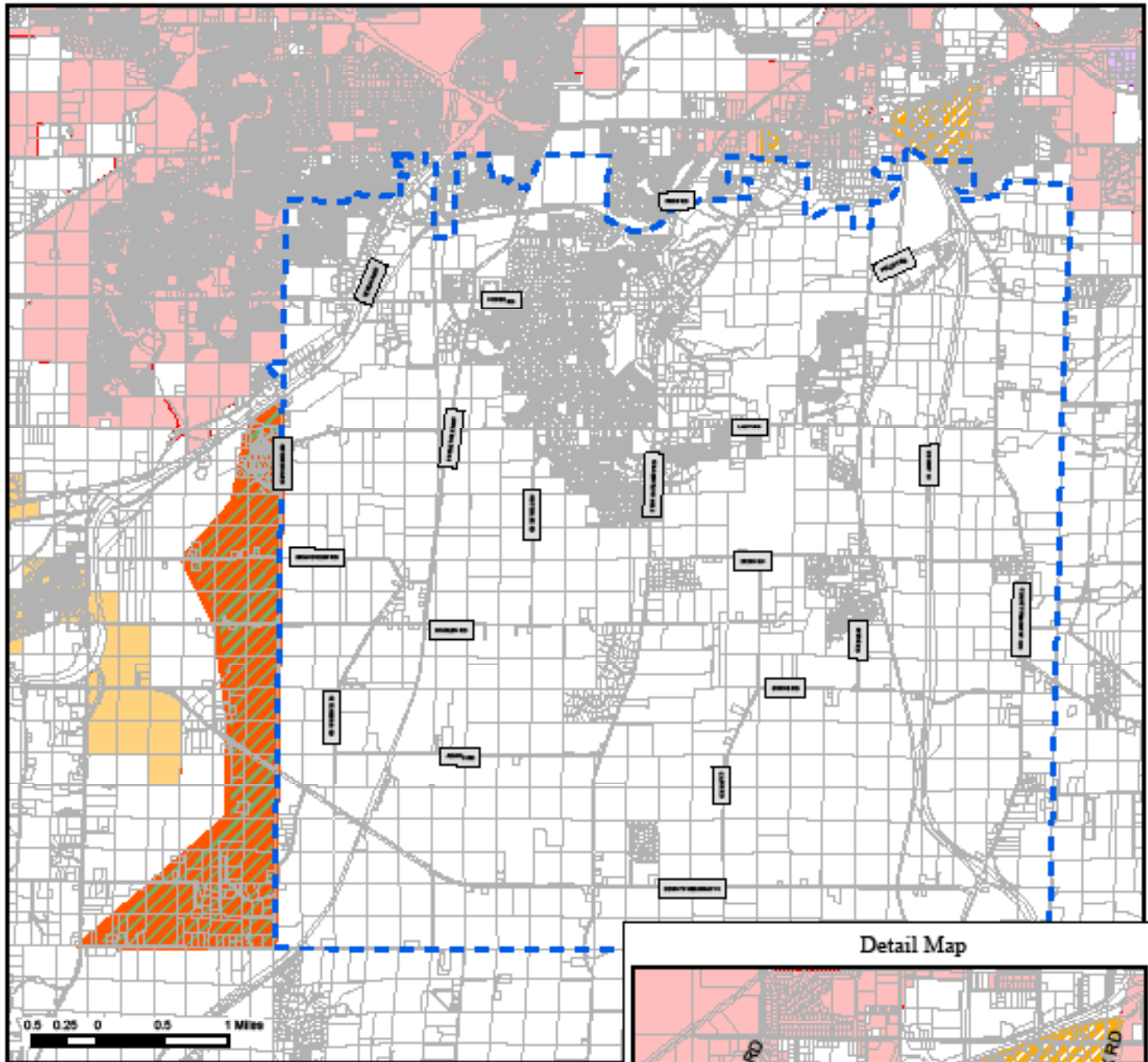
Extraterritorial Jurisdiction

Town of Verona

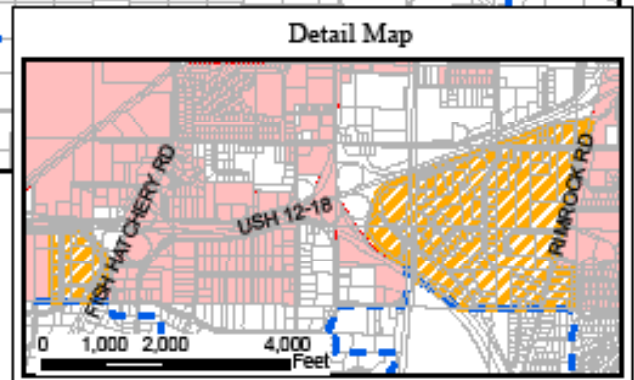
The City of Fitchburg has exercised its right to use extra-territorial land division review jurisdiction and land use over portions of the Town of Verona (Figure 12 - 2). The City of Fitchburg's main concern for exercising this right came from a proposed neighborhood plan that was being developed in the Town of Verona adjacent to the City of Fitchburg. The development proposed at the border in the Town of Verona was inconsistent with the City of Fitchburg's land use growth strategy. The City of Fitchburg established a future urban development boundary out 50-plus years. A small portion along the border with the Town of Verona is proposed to be developed, with the remainder of Fitchburg maintaining its rural character. In addition, development in the Town of Verona along the border of Fitchburg would raise a number of issues from traffic generation, lack of mixed use, and the ability of a landowner to develop either on rural or urban services. The City of Fitchburg felt that development of this magnitude would be premature and cause undue service requirements or other pressure on the municipality or other

Figure 12 - 2

EXTRATERRITORIAL LAND DIVISION REVIEW JURISDICTION AND LAND USE MAP



(Equivalent Boundaries as Described in Wisconsin Statute 66.0105 and Assumes that the Cities of Madison and Verona are Exercising Their Extraterritorial Zoning)



Legend

- City Limits
- 1.5 Mile Extraterritorial Boundary
- City of Madison
- City of Monona
- City of Verona
- Town of Verona ETJ Land Use: Agriculture / Rural Residential
- Village of Oregon

Prepared by:
City of Fitchburg Planning Department
(DEMOB)
Source data:
City of Fitchburg Planning Department
(Extraterritorial Boundaries)
Dane County Land Information Office



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landowners in the area. Extra-territorial review allows the City of Fitchburg to better provide services in a manner consistent with its land use goals and objectives.

The City of Fitchburg reviews the Town Verona Extra-territorial Jurisdiction (ETJ) area with the same policies as the area outside the urban service area of Fitchburg. The Rural Residential Development Criteria (Appendix B) provides a point system which 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 prohibit more than one dwelling unit or non-farm for every 35 acres.

If an intergovernmental boundary agreement is established in the future, areas may be designated for development, which would supersede the City of Fitchburg's policy on land divisions in the ETJ area of the Town of Verona.

Town of Madison

The City of Fitchburg has exercised its right to use extra-territorial land division review jurisdiction and land use over portions of the Town of Madison (Figure 12 - 2) as were agreed upon in the intergovernmental agreement. Annexation of the Town of Madison by the City of Madison caused considerable legal disputes without significant long-term public benefit. To resolve these disputes, the City of Fitchburg, the City of Madison and the Town of Madison have entered into an intergovernmental agreement relating to the dissolution of the Town of Madison (Appendix C). The agreement specifies the time of dissolution, 2022 or earlier, the jurisdictional transfers of the town territory to either the City of Madison or the City of Fitchburg, and land exchanges between these two cities. These land exchanges will hopefully reduce confusion over the jurisdictional boundaries between the City of Madison and the City of Fitchburg and will make it easier to provide city services.

The City of Fitchburg reviews land division requests within the Town of Madison ETJ area under Fitchburg's Chapter 15, Land Division Ordinance.

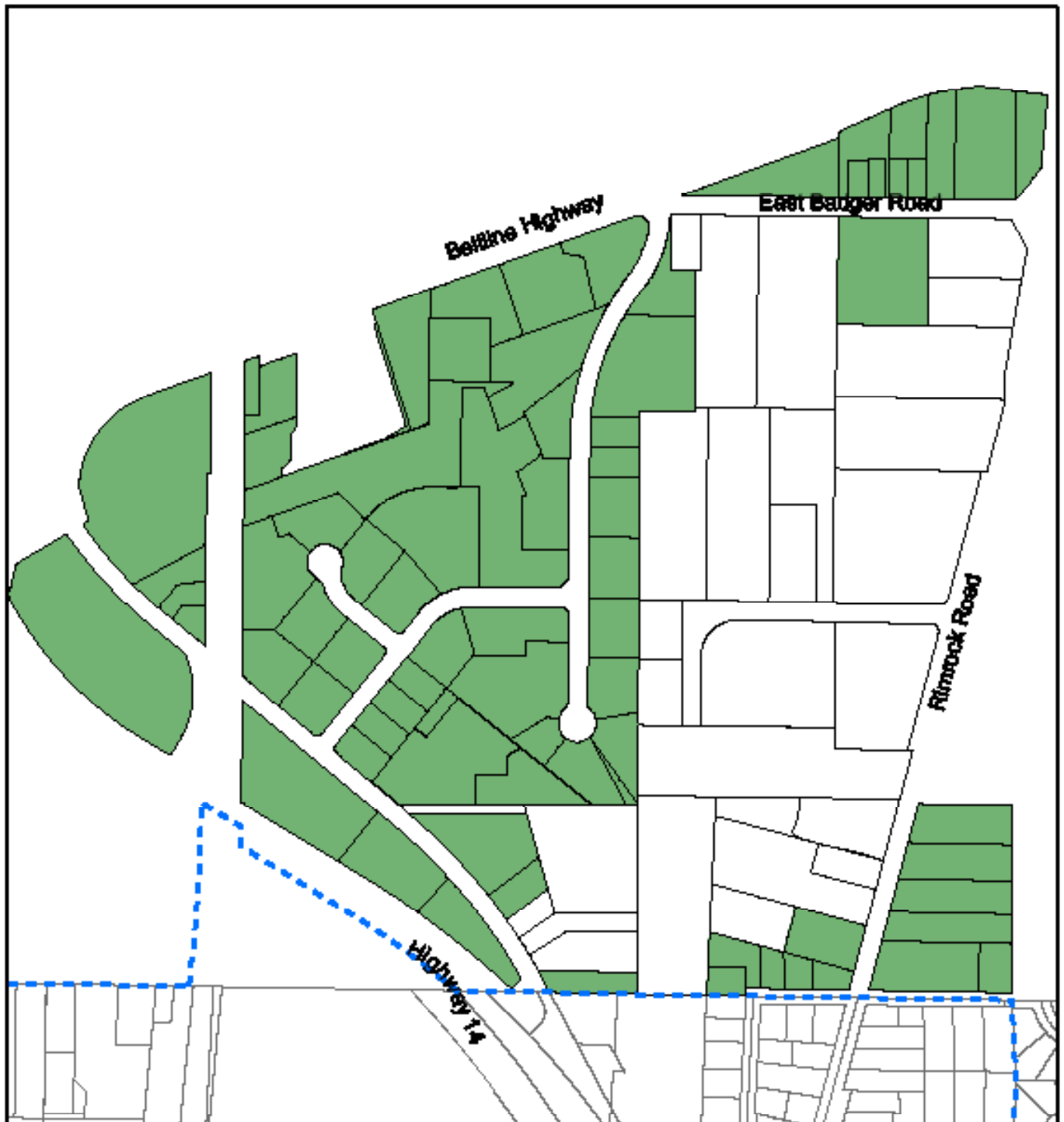
The City of Fitchburg has exercised its extra-territorial right to review zoning for a portion of the Southdale Neighborhood area (Figure 12 - 3). The City is in the process with the Town of Madison of establishing a zoning authority and zoning code for this neighborhood. The Southdale Neighborhood Plan will guide future zoning and development requests.

Educational Services

The City of Fitchburg is served by a number of public and private schools. The City of Fitchburg is currently served by three public school districts: the Madison Metropolitan School District, the Verona Area School District and the Oregon School District (Figure 12 - 4). The City meets with these school districts on a regular basis to discuss and address issues and concerns related to the educational

Figure 12 - 3

TOWN OF MADISON EXTRATERRITORIAL ZONING REVIEW JURISDICTION



 Extraterritorial Zoning Jurisdiction



Prepared by: Planning/Zoning
Source: Planning/Zoning &
Data: County LDC
Revised: 10/2008



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services these school districts provide to residents of the City of Fitchburg. The City is also served by a number of public and private higher educational institutions.

The City of Fitchburg is one of the many municipalities that has a cooperative taxing agreement to help support the Madison Area Technical College, a public technical and community college. The college provides curriculum in a number of fields including technical training, liberal arts, sciences, continuing education and adult basic education. The City of Fitchburg is also served by the University of Wisconsin-Madison and several other private colleges, although no formal relationship currently exists between the City of Fitchburg and these educational institutions.

Transportation

The City of Fitchburg has on-going discussions with the Wisconsin Department of Transportation (WIDOT), Dane County, Madison Area Metropolitan Planning Organization / Transportation Planning Board (MPO-TPB), and the surrounding local municipalities concerning maintaining, reconstructing and creating new roads. By cooperating with the WIDOT and MPO-TPB, the City is also able to receive federal funding for transportation improvement projects and participate in the transportation planning for the metro planning area.

To provide bus transit services in various locations throughout the city, the City of Fitchburg contracts with the Madison Metro Transit Service. The City of Fitchburg works closely with Madison Transit Service to ensure that adequate routes at appropriate locations are provided for the residents of Fitchburg. The City of Fitchburg also works with the Dane County Parks and the Wisconsin Department of Natural Resources on the Capital City Trail, Glacial Drumlin Trail, the Military Ridge Trail, and other regional trail projects which travel through the City of Fitchburg into surrounding municipalities.

Utilities

The City of Fitchburg has worked with the County and other municipalities to create a Stormwater Management Plan for Dane County. In conjunction with this plan, the City has worked with Dane County to create and present educational outreach materials that explain the hydrological cycle and how it is impacted by impervious surfaces and pollution within the region.

The City of Fitchburg maintains the sewer main and interceptors within the city's Urban Service Area. The City is part of the Madison Metropolitan Sewerage District (MMSD) which treats and disposes of the City of Fitchburg's sewage through the Nine Springs Treatment Plant.

The City of Fitchburg also works with the Capital Area Regional Planning Commission, which is charged with preparing and adopting a master plan for the physical development of the region and maintaining a continuing area-wide water quality management planning process for Dane County. This commission, along with

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the Wisconsin Department of Natural Resources, is also charged with approving or dismissing applications to extend an Urban Service Area into an area currently outside of an urban service area within Dane County.

Public Safety

The City of Fitchburg has entered into a number of agreements with surrounding municipalities and Dane County to provide public safety services. Specifically, the City has entered into mutual aid agreements for law enforcement, fire suppression, and hazardous materials services and response.

The City of Fitchburg is a member of the intergovernmental agreement of the Fitchrona EMS, which provides emergency medical services to the Cities of Fitchburg and Verona and the Town of Verona.

Economic Growth

The City of Fitchburg has worked with several collaborative governmental and non-governmental organizations to promote the region's economic growth including, but not limited to: THRIVE – the Economic Development Enterprise for the Madison Region, Collaboration Council, Seeds of Workforce Change, Forward Wisconsin, Department of Commerce, Department of Workforce Development and the Capital Regional Technology Zone Application. These organizations and efforts identified methods to both grow the regional economy and to maintain a high quality of life within South Central Wisconsin. One effort, the Capital Regional Technology Zone Application, has even worked to create a tax credit zone for Wisconsin technologies locating or expanding in the Madison Metropolitan Area (including Fitchburg). By doing this, they hope to create a more unified and collaborative approach to economic development within the region.

Dane County, State of Wisconsin, and the Federal Government

The City of Fitchburg works with several Dane County Departments including, but not limited to: Land and Water Resources Department, Dane County Department of Planning and Development and the Dane County Clerks office. The City works with these and other County Departments to coordinate plans, share data, and ensure essential services are provided to residents.

The City of Fitchburg has an on-going relationship with many State agencies including, but not limited to: Wisconsin Department of Transportation, Wisconsin Department of Natural Resources, Wisconsin Department of Health and Human Services, and the Wisconsin Department of Agriculture, just to name a few.

The City works closely with these and other state organizations to ensure that the City complies with the State laws and rules that govern how the City and its

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residents conduct business. The City works with these and other State and Federal organizations to help correctly interpret and abide by Federal laws. The City also works with the State and Federal government to secure grants and other funding to help run or implement city programs and services.

Existing and Potential Conflicts

The State comprehensive planning law requires that this Plan identify existing and potential conflicts between the City and other governmental units and describe processes to resolve such conflicts. This planning process has been designed to avoid and minimize potential conflicts, yet some conflicts still exist. The following addresses remaining or potential conflict areas and potential resolution processes.

City of Fitchburg, Town of Verona and City of Verona

As mentioned above, the City of Fitchburg, Town of Verona and City of Verona have different visions and goals on the development of the eastern portion of the Town of Verona. A logical step in solving these differences is to have regular discussions to better understand each community's interests and identify potential conflict areas. The City is planning to solve any conflicts initially through regular discussions with the Town and City of Verona. However, since the City of Fitchburg is exercising extraterritorial land division review on the Town of Verona, the next logical step would be to create a formal intergovernmental boundary or land use agreement with the Town and City of Verona.

City of Fitchburg and Town of Dunn

The City of Fitchburg has designated the eastern portion of the City as the future urban growth area for the next 50-plus years, while the Town of Dunn, in its Comprehensive Plan adopted December 2006 and Amended April 21, 2008, has designated its western border as open space and preservation areas, with the land use designations of Agricultural Preservation Area, Environmental and Cultural Resources Protection Area, and Private Conservation Agreements. The City of Fitchburg will need to take Dunn's preservation goals into consideration and work with the officials from the Town of Dunn during the neighborhood planning process to incorporate a blend of development or preservation buffer along the border. In addition, the City of Fitchburg is cognizant of the effects future development could have on the natural resources and will need to communicate with the Town of Dunn officials on the policies Fitchburg establishes to mitigate the detrimental effects.

City of Fitchburg and Town of Oregon

The City of Fitchburg has designated the southern border with the Town of Oregon as agriculture and open space. The Town of Oregon, as proposed in the adopted Town's Comprehensive Plan April 9, 2007 (Dane County has not approved the Town of Oregon Plan), is proposing agricultural preservation along the border, with majority of the area also termed as Transitional Agriculture. The Town is discouraging unplanned development by guiding new development in the Town to planned development areas. The City of Fitchburg may want to keep open

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communication with the Town of Oregon regarding the preservation of farmland and planned development areas along the border.

City of Fitchburg and Village of Oregon

The City of Fitchburg borders the Village of Oregon in the southeastern corner of the City. The City of Fitchburg is proposing to keep the southeastern corner of the City as agriculture and open space, while the Village of Oregon, as proposed in the adopted Village's Comprehensive Plan July 27, 2008, is planning new neighborhoods in the western portion of the Village that abuts the City of Fitchburg. County Highway D and MM are two major roads that would funnel the traffic from the development into Fitchburg. The City desires to work with the Village of Oregon on ways to control potential commuter traffic through Fitchburg.

In addition, the City of Fitchburg and the Village of Oregon currently co-own the eastern rail corridor. The City of Fitchburg is planning for both freight and passenger rail with potential transit stops in the northern portion of the City. In conversations between City of Fitchburg and Village of Oregon representatives, the Village of Oregon would like to see freight rail to service their Industrial Park or other options, such as a recreation trail. Communication on the use of this corridor will need to continue in order to maximize its potential for both municipalities.

City of Fitchburg, Town of Madison and City of Madison

As stated above, the City of Fitchburg has an intergovernmental agreement established with the Town and City of Madison regarding the dissolution of the Town of Madison by 2022 and is exercising extraterritorial land division and zoning for the ETJ areas in the Town of Madison. The adoption of the Southdale Neighborhood Plan will provide a vision for the area, which will assist in reducing potential conflict.

Intergovernmental Agreements

Intergovernmental agreements that are adopted after this Plan should become an amendment to the plan and placed or referred to in Appendix C.

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Implementation



Introduction

This section of the comprehensive plan is intended to provide the City of Fitchburg with a guide for implementation actions related to the Comprehensive Plan. This element lists the specific programs and actions that the City will implement to achieve the goals, objectives and policies outlined within this Plan to be undertaken in a stated sequence. Implementation measures may include proposed changes to city ordinances, maps, regulations, and codes as well as future studies and procedures for amending and updating the plan.

Plan Adoption

The City of Fitchburg held 13 public open houses, three charrettes, over 70 committee meetings, five citizen advisory committee meetings and seven public hearings as part of the formation and adoption of this comprehensive plan. This plan includes all necessary elements to be adopted under Wisconsin's Comprehensive Planning Law and Wisconsin Statute, Section 66.1001(4), which establishes the procedures for adoption. The City of Fitchburg has followed these procedures in adopting this plan.

Development Ordinances and Regulations

The Comprehensive Plan will be used as a tool to guide development, redevelopment, and additional studies or agreements. The City of Fitchburg currently regulates these activities through ordinances and resolutions, which include:

- Architectural Control Ordinance
- Erosion Control and Stormwater Management Ordinance
- Historic Preservation Ordinance
- Land Division Ordinance
- Official Map
- Parking Regulations, as authorized under the Zoning Code
- Sign Ordinance
- Zoning Ordinance

Part of the implementation will be to make the zoning code consistent with the Comprehensive Plan. Regulatory ordinances such as zoning and land division will not be updated by the date of approval of this Comprehensive Plan or by January 1, 2010. In the interim, this Comprehensive Plan suggests that the legislative body take this Comprehensive Plan into account when undertaking zoning decisions. By statute all rezoning and land divisions shall be consistent with the Comprehensive Plan.

Capital Improvement Program

The Capital Improvement Program (CIP) is a five-year plan which identifies capital projects and equipment purchases, provides a planning schedule and identifies options for financing the plan. The CIP is one way the City of Fitchburg can monitor and implement projects detailed in the Comprehensive Plan.

Benefits of a CIP include the systematic evaluation of all potential projects at the same time, ability to consolidate projects to reduce borrowing costs or stabilize debt and serve as an economic development tool.

The City of Fitchburg monitors, develops and adopts a five-year Capital Improvement Program every year.

Consistency Among Plan Elements

The State comprehensive planning statute requires that the implementation element “describe how each of the elements of the comprehensive plan will be integrated and made consistent with the other elements of the comprehensive plan.”

The Comprehensive Plan was formulated by the Planning Department, city staff and committees and was reviewed by the Citizens Advisory Committee, Plan Commission and Common Council for inconsistencies. There are no known inconsistencies between the elements of this Comprehensive Plan.

Monitoring Plan Implementation

The Comprehensive Plan is setting the vision for the community to be used to guide and evaluate city decision making. To that end, it is expected that development proposals are to be consistent with the Comprehensive Plan. It is important, however for the City to monitor the Comprehensive Plan and its effectiveness to assure that it continues to provide the approved policy guidance. The Planning Department should, within every one to two years, monitor the progress and implementation of this plan.

In addition to the overall monitoring of the Comprehensive Plan, the City will monitor the staging of the urban service area once every five years as defined in the Land Use Section of this plan.

Comprehensive Plan Amendments

To provide a predictable, manageable and cost effective process for amendments to this Comprehensive Plan, amendments will be processed no more frequently than one time per year as outlined below. Under this collective process, all amendments for at least a prior year will be considered together.

The Planning Department, Mayor, or three members of the Common Council are the only ones that may recommend modifications to be considered as an amendment to the plan under the collective process. Amendments are generally defined as minor changes to the maps or text of the Comprehensive Plan.



Adoption of new neighborhood plans will become part of Appendix A at the time of the adoption of that neighborhood plan. These adopted neighborhood plans will represent a baseline upon which any regulatory decision is to be evaluated. Amendments to neighborhood plans that are part of the Appendix A will be considered an amendment to the comprehensive plan with all other amendments during the one amendment process per year.

Similarly, intergovernmental agreements will become part of the Comprehensive Plan in Appendix C by inclusion or included by reference at the time of the adoption of that agreement. Amendments to existing intergovernmental agreements that are part of this plan or are included by reference to this plan are to occur during the one amendment process per year.

The State Comprehensive Planning Law requires that the City follow the same administrative procedures for adoption defined under Wisconsin Statutes, Section 66.1001(4), to amend the Comprehensive Plan. Specifically, the City should use the following procedure to amend the Comprehensive Plan:

- The Planning Department, Mayor or three members of the Common Council initiates the proposed amendments to the Comprehensive Plan.
- The Common Council refers the resolution to amend the Comprehensive Plan out to the Plan Commission and other specific committees no more frequently than one time per year, except for Neighborhood Plans or Intergovernmental Agreements.
- The Plan Commission and/or specific committees prepare or direct the preparation of the specific text or map changes for the amendment of the Comprehensive Plan with public input.
- The Plan Commission holds one or more public hearings, as a Class 1 notice, on the proposed amendment to the Comprehensive Plan, in which the Plan Commission makes a recommendation by resolution to the Common Council by majority vote of the Commission.

- The Planning Department sends a copy of the recommended Comprehensive Plan amendment to all adjacent and surrounding government jurisdictions and other bodies as identified under Section 66.1001(4)b, Wisconsin Statutes. These governments or individuals will have at least 30 days to review and comment on the recommended Comprehensive Plan amendment.
- The City Clerk or Planning Department directs the publishing of a Class 1 notice, with such notice published at least 30 days before a Common Council public hearing and containing information required under Section 66.1001(4)d, Wisconsin Statutes.
- The Common Council holds the formal public hearing on an ordinance that would incorporate the proposed amendment into the Comprehensive Plan.
- Following the public hearing, the Common Council votes to approve or deny the ordinance adopting the proposed Comprehensive Plan Amendment by majority vote of the Council. The Common Council may make changes to the recommended Plan Commission version of the amendment.
- If the amendment is adopted, the Planning Department sends a copy of the adopted ordinance and Comprehensive Plan amendment to all adjacent and surrounding government jurisdictions and other bodies as identified under Section 66.1001(4)b, Wisconsin Statutes.

The established public participation process for all amendments to the City of Fitchburg Comprehensive Plan will include, at a minimum, one meeting held by relevant committee(s) in regard to the amendment, one community comment period to receive written comments by the public, one governing body review process of written comments and one public hearing. The amendment to the City of Fitchburg Comprehensive Plan, which includes Neighborhood Plans and Intergovernmental Agreements, will be made to the public and those listed in Section 66.1001(4)(a) on the City of Fitchburg website and in paper format at City Hall.

The City also has a number of studies or plans that further define certain areas and issues, which it has approved or may approve in the future, that may not be part of the Comprehensive Plan. Those documents will need to be consistent with the Comprehensive Plan as it now exists or may be amended. Those documents shall also be used in providing guidance to policy makers.

Comprehensive Plan Updates

Wisconsin's Comprehensive Planning legislation requires the update of the Comprehensive Plan at least once every ten years. Based on this deadline, the City should evaluate and update this Comprehensive Plan before the year 2019 (ten years after 2009), at the latest.

Comprehensive Plan Implementation Recommendations

Figure 13 - 1 provides a guide for the City of Fitchburg as to the timeframe for major actions that may be completed to implement the Comprehensive Plan. It should be noted that constraints or priorities placed on City policy makers and staff may affect the recommended implementation timeframe as presented.

The table has three different columns of information, described as follows:

- **Category:** The list of recommended actions by the City is divided into ten different categories generally based on the different elements of the Comprehensive Plan.
- **Recommended Action:** The second column lists the actual action to be undertaken by the City to implement the goals, objectives and policies of the Comprehensive Plan.
- **Implementation Timeframe:** The third column states the suggested timeframe each action is to be completed in a stated sequence. The City of Fitchburg has broken down the timeframe into 5-year increments of near term or mid term.
 - Near Term is approximately 1-5 years
 - Mid Term is approximately 5-10 years

Figure 13 - 1: Recommended Implementation Timeframe

Category	Recommended Action	Implementation Timeframe
Development Regulations and Ordinances	Adopt a Traditional Neighborhood Development Ordinance	Complete
	Consider a rewrite or revisions to the Zoning Ordinance to promote concepts from the Comprehensive Plan, such as transit-oriented development, mixed-use development, increased density and higher architectural standards.	Partially Complete
	Consider revisions and the establishment of a maximum parking standard within the Parking Regulations	Partially Complete
	Consider revisions to the Architectural Control Ordinance in establishing standards for large retail development.	Near to Mid Term
	Update as Necessary other ordinances including, but not limited to storm water management, erosion control, and official mapping.	Ongoing

Implementation

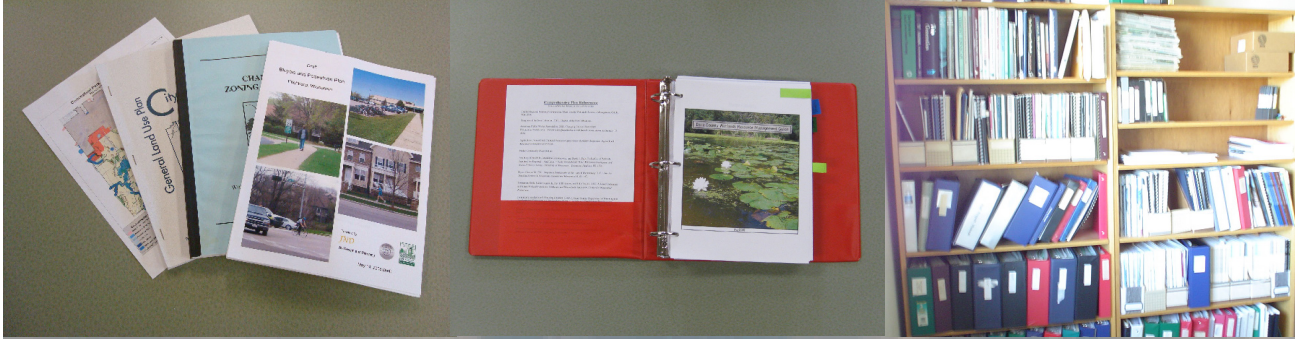
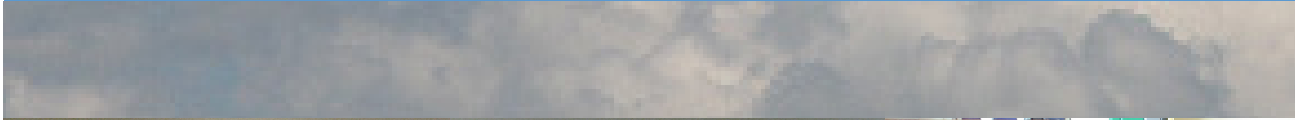
Detailed Planning	Prepare and Implement Redevelopment Plans for older neighborhoods and gateways.	Ongoing
	Undertake Neighborhood Development Plans as directed by the Plan Commission and Common Council for defined Neighborhood Areas that are to be included in the urban service area.	Ongoing
	Revise and Update the Comprehensive Park, Open Space and Recreation Plan to include the Park and Open Space Proposal.	Complete
Land Use	Use the Comprehensive Plan daily to review applications to land division, rezoning and architectural design approval.	Ongoing
	Implement the land use recommendations of the Neighborhood Plans, Redevelopment Plans and Special Studies as outlined from the Comprehensive Plan	Ongoing
	Review the staging of the Urban Service Area Expansion and make adjustments to accommodate the maximum 375 acres per five year development.	Every 5 years (2014)
	Consider revisions to the Rural Residential Development Criteria and potential for rural cluster or planned unit developments.	Near Term
Agricultural, Natural and Cultural Resources	Implement strategies as outlined in the Comprehensive Park, Open Space and Recreation Plan to protect sensitive environmental resources	Ongoing
	Prioritize and acquire land for the central park (Moraine Edge Park) as outlined in the Parks and Open Space Proposal.	Near Term and Ongoing
	Consider the creation of a Development Rights Program for the protection of agricultural and environmental land outside the long-term growth boundary.	Near to Mid Term
Housing	Continue the development and preservation of long-term entry level housing for low-moderate income residents.	Ongoing
Economic Development	Consider the development and utilization of the City Economic Development Programs to advance the goals, objectives and policies of this plan.	Ongoing
	Develop an economic development positioning and brand architecture analysis.	Near-Term

Implementation

Utilities and Community Facilities	Conduct a fire station site analysis and the feasibility of building a new fire station.	Complete
	Evaluate the feasibility of providing additional space for the Senior Center and Recreation Department as outlined in the Program Needs Study.	Complete
	Acquire new parks, as identified in the approved Neighborhood Plans, through park dedication of residential plats or using money from the fee in lieu fund.	Ongoing
	Monitor the extension of the urban service area with the policies associated in the Land Use Element.	Ongoing
	Plan for new projects through the annual 5-year Capital Improvement Program.	Ongoing
Transportation	Establish a Complete Streets policy.	Near Term
	Work with the State, Dane County and surrounding communities to promote Transport 2020 to provide commuter rail service along the Fitchburg-Oregon rail line.	Near to Mid Term
	Continue to work with Madison Metro in expanding and offering efficient bus service to Fitchburg residents.	Ongoing
	Prioritize and implement recommendations as outlined in the Bicycle and Pedestrian Plan.	Ongoing
Intergovernmental Cooperation	Pursue an intergovernmental agreement with the Town of Verona and City of Verona	Near to Mid Term
	Continue to coordinate planning efforts with adjacent units of government, Dane County, Capital Area Regional Planning Commission, Metropolitan Planning Organization and Madison Metropolitan Sewerage District.	Ongoing
Plan Monitoring	Consider amendments to the Comprehensive Plan as requested by three Common Council members, the Mayor, or based on staff recommendation.	Annual review process
	Update this Comprehensive Plan	By 2019



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Photograph References

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Specimen Tree in McGraw Neighborhood, Photograph Provided by Jeff Kraemer, of Natural Resource Consulting, June 2008

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Appendix A:
Neighborhood Plans



Appendix A: Neighborhood Plans

As neighborhood plans are approved, they will be added to this Appendix of the Comprehensive Plan.

McGaw Park Neighborhood Plan: Adopted June 9, 2009. The actual document is available at Fitchburg City Hall and on the City's Website at www.fitchburgwi.gov/385/McGaw-Park-Neighborhood.

Southdale Neighborhood Plan: Adopted September 22, 2009. The actual document is available at Fitchburg City Hall and on the City's Website at www.fitchburgwi.gov/429/Southdale-Neighborhood-Plan.

Northeast Neighborhood Plan: Adopted April 27, 2010. The actual document is available at Fitchburg City Hall and on the City's Website at www.fitchburgwi.gov/404/Northeast-Neighborhood-Plan.

Arrowhead Redevelopment Plan: Adopted January 10, 2012. The actual document is available at Fitchburg City Hall and on the City's Website at www.fitchburgwi.gov/319/Arrowhead-Redevelopment-Plan.

North Stoner Prairie Neighborhood Plan: Adopted November 26, 2013. The actual document is available at Fitchburg City Hall and on the City's Website at www.fitchburgwi.gov/468/North-Stoner-Prairie-Neighborhood-Plan.

Anton Drive Redevelopment Plan: Adopted March 28, 2017. The actual document is available at Fitchburg City Hall and on the City's Website at www.fitchburgwi.gov/2361/Anton-Drive-Planning-Study.



Appendix B:
Rural Residential Development Criteria



Introduction

The Rural Residential Development Criteria sets a policy standard for siting new developments, except those replacing existing developments, located outside of the urban service area. The purpose of the criteria is to manage rural residential development in a manner that is appropriate in regard to community standards, preservation of agricultural land and limiting sprawl which are policy guidelines within the Comprehensive Plan. A landowner has a potential development claim for every contiguous 35 acres under control of common ownership whether or not separated by streets, highways, or railroad rights-of-way, utilizing 1979 as the base year. A Lot currently described by CSM recorded before 1979 may be rounded to the nearest whole number to determine potential development claim(s). To utilize the number of potential claims, landowners outside the Future Urban Development Boundary (Figure 4-7) are permitted to use up to two of their claims, as of March 24, 2009 to construct a new house as long as it is sited in accordance with the rural residential criteria and developed in accord with City policies. Landowners that have more than two potential claims would be required to utilize those excess claims through a cluster program.

Landowners inside the Future Urban Development Boundary are permitted to use one of their claims, as of March 24, 2009 to construct a new house as long as it is sited in accordance with the rural residential criteria and developed in accord with City policies. Landowners inside the Future Urban Development Boundary that have more than one potential claim would be required to utilize those excess claims through a cluster program. The land shall be deed restricted to not allow for more than one dwelling use or non-farm use for every 35 acres.

Existing developments (still standing or torn down less than one year from the demolition permit) in the rural area may be replaced by a new development and are not subjected to the use of a potential claim. The new developments are to be located in the same footprint or adjacent, not to affect woodland cover, heritage trees and existing farming practices. The existing development is to be torn down after a specified length of time per the occupancy permit. Existing zoning standards and other provisions need to be followed.

Retiring of Claims

There are a number of ways that potential claims could become retired:

1. For each new rural residence lot that is created for a development under the Rural Residential Development Criteria, one claim is retired.
2. Land divisions may split a 35 acre potential claim, resulting in the loss of a potential claim.
 - a. Example: 120 acres = 3 potential claims;
 - b. Property is split between two owners 60 acres each
 - c. Each owner gets 1 potential claim for 60 acres each. The original third potential claim is retired.
3. Land that is brought into the urban service area will be subtracted from landowner's total acres. This reduction in acres may result in a loss of potential claims.

Appendix B: RRDC

City reserves the right to use its zoning and land division authority in a manner it deems most appropriate.



CITY OF FITCHBURG

RURAL RESIDENTIAL DEVELOPMENT CRITERIA

Applicant: _____

Property ID: _____

Required Criteria

Applicants must meet the five required criteria.

A. Compatibility with Adjacent Farm Operations

Owner shall sign and record, at the Register of Deeds office, a “right to farm” statement indemnifying all neighboring farm operations as either on the deed or as a separately recorded document.

B. Environmentally Sensitive Areas

Building site must be outside of the defined wetland, floodplain and drainageway or environmental corridor.

C. Lot Shape

Depth/width ratio up to 2:1.

- Lot dimensions are defined as the average measurements from front to rear and side to side lot lines. Where the lot is irregular, several measurements are averaged including the measurement of each lot line and a measurement down the centerline between the lot lines.

D. Woodland Cover

A Forestry Management Plan, approved by the City Forester, is required for improvements placed on wooded or partially wooded sites.

- Improvements are sited to have a minimal disruption to significant tree(s), and/or the critical root radius of significant tree(s).

E. Heritage Tree Protection

Heritage trees and their critical root radius shall be fully protected and remain undisturbed by establishing a protected root zone.

Additional Criteria which may be Waived

Applicants are required to comply with these four criteria, with the Plan Commission being the final arbitrator to waive said criteria with additional requirements.

A. History of Tillage

Improvements should be located on land with no history of tillage.

- Locating a house on a lot with no history of tillage and meeting the required criteria is the first priority.
- If an applicant cannot meet the above requirement on their property, a lot with history of tillage may be considered. The proposed improvements on a lot with history of tillage must be at the edge of a field along an existing fence line or woodlot, not to disrupt farming practices.

B. Residential Infill

House should be located within 300 feet from a residential building.

C. Lot Size

Lot should be 1.5 acres or less.

- If the lot size of 1.5 acres or less is to be waived, complete site plans of all proposed building footprints are to be submitted. The house site of up to 1.5 acres must be sited such that remaining land can be reasonably farmed.

D. Erosion Potential

Lot slope is to be 12% or less.

- Earth houses or other houses using a slope over 12% as an energy resource may be granted by the Plan Commission. Complete site plans of the proposed house must be submitted.

Definitions

Improvements

Defined as house, structures, and/or site improvements.

Critical Root Radius (CRR)

The area of undisturbed soil around a tree, especially forest grown or columnar trees, that includes 90-95% of the tree's roots and is more accurate than the dripline method for determining the Protected Root Zone. The formula for determining the CRR is 1.5 feet of radius for each inch of DBH. For example: a 10 inch tree has a CRR of 15 feet (10 X 1.5 = 15).

Forest Management Plan

The practical application of scientific, economic, and social principles to the administration and working of a forest for specified objectives. For sites on which there shall be construction activities, the Forest Management Plan shall include Tree Protection Plan component.

Heritage Tree

Trees that, because of their age, size, type, historical association or horticultural value, are of special importance to the City. Each candidate tree is assessed by a certified arborist and evaluated by a review committee. Upon recommendation of the Parks, Recreation, and Forestry Commission, the City Council may designate a tree as a Heritage Tree provided the tree's health, aerial space, and open ground area for the root system have been certified as sufficient.

Partially Wooded

Sites that have greater than 50% tree canopy coverage are considered woodland or forest. Anything less than 50% tree canopy coverage would be considered partially wooded or oak savanna if the site consists primarily of oaks.

The site would be considered prairie if the understory herbaceous plants are undisturbed or restored native prairie plants and the oak canopy tree coverage is 10% or less.

These upper and lower limits are only approximate.

Protected Root Zone

An area surrounding a tree which should be isolated with a fence to restrict access and to avoid damage during construction activities. It includes the Critical Root Radius in which 90-95% of a tree's root system is found.

Significant Tree

Any living tree that displays superior quality and characteristics when compared to trees of the same species or other trees in the vicinity of the woodlot. For the purpose of this ordinance, a significant tree can be dominant, co-dominant, or overtopped in the tree canopy, have a DBH of greater than or equal to 6 inches, and display good form and characteristics.

Site assessment

A preliminary survey of the woodlot to determine its condition by taking sample inventories, determining the species, DBH and location, and overall general health; determining the level of pervasiveness of invasives and the presence of native animal species.

Site Disturbance

Grading, placement of structures, or site improvements which alter the existing or natural state of the land prior to the placement or work on such improvements. The disturbed area is that which is graded, disrupted, mined, or see site, structure or building improvements. A discrete event, either natural or human-induced, that causes a change in the existing condition of an ecological system.

Tree Protection Plan

A Forestry Management plan conducted by a certified forester or arborist that identifies trees that are to be protected or removed during construction. It is based on a tree survey or inventory that includes a list of significant species, their diameters at breast height, location and relative health.

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Appendix C:
Intergovernmental Agreements



Appendix C: Intergovernmental Agreements

The Cooperative Plan and intergovernmental agreements between the City of Fitchburg, the City of Madison, and the Town of Madison are hereby incorporated by reference as part of the Appendix C. These actual documents are available at Fitchburg City Hall and on the City's website at <www.city.fitchburg.wi.us/planning_zoning/plan_studies.php>.

COMMUNITY SURVEY

The City of Fitchburg has begun the construction of a new Comprehensive Plan that will guide the City's development through 2030. Thus far, the City has held seven public meetings to develop the Comprehensive Plan with the help of our citizens. To ensure that the public input we have received is representative of the entire community, we have prepared this survey for the spring city newsletter. The survey questions are based on public input received at the seven public meetings. Please take some time to fill out this survey, check the box that you feel is the best response, and return to City Hall using the attached pre-addressed, postage paid envelope.

I am a Fitchburg:

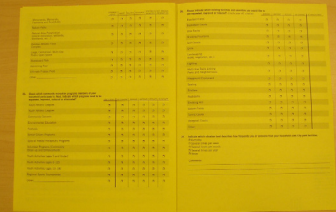
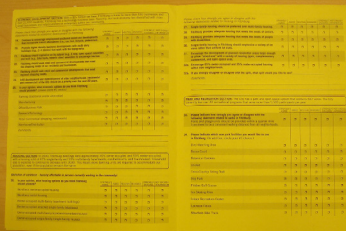
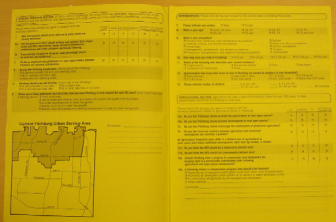
- Resident - Homeowner
- Resident - Renter
- Business Owner
- Other: _____

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	No Answer
1. The Comprehensive Plan should include provisions for preserving productive farm land:						
Other:						
2. The Comprehensive Plan should include provisions for preserving the history of Fitchburg:						
Other:						
3. The Comprehensive Plan should include provisions for preserving unique natural areas and open spaces:						
Other:						
4. The Comprehensive Plan should emphasize a rate and amount of development that is less than what has occurred in the past:						
Other:						
5. The shopping opportunities within Fitchburg should emphasize local shopping opportunities over becoming a regional shopping hub:						
Other:						
6. The employment opportunities within Fitchburg should emphasize office & research businesses over manufacturing & warehouse distribution businesses:						
Other:						
7. The housing mix for Fitchburg should emphasize ownership over rental properties:						
Other:						
8. The housing mix for Fitchburg should emphasize single-family over multi-family housing:						
Other:						
9. The housing mix for Fitchburg should emphasize affordable and moderately price housing rather than upscale and luxury housing:						
Other:						

Appendix D: Comprehensive Plan Survey



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IF MAILED
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UNITED STATES



Appendix D: Comprehensive Plan Survey

Between September and December of 2005 the citizens and business community in Fitchburg, Wisconsin received surveys from the city that requested their input on land use issues. Key findings of this survey include:

- There are relatively few significant differences of opinion between the statistical sample of residents, the general population of Fitchburg residents, and the business community.
- Residents are very supportive of policies that would maintain open- or green-space between Fitchburg and neighboring municipalities.
- They would, generally, prefer to see a mix of housing types that tilt in favor of single family homes.
- Citizens would also like to see a balance between the development of dwelling units and jobs (rather than emphasizing either dwellings or jobs alone).
- Such development as occurs in Fitchburg should, in the opinion of its citizens occur in areas adjacent to areas that have already been developed and include redevelopment of existing urbanized areas. This suggests a preference for a compact development pattern.
- Citizens, in general, are supportive of production agriculture (at least in part to preserve open space) and would like to see landowners who preserve open space receive compensation from either Fitchburg or developers for their efforts.
- Farmers, in contrast, do not appear to be supportive of regulations that might impinge on their land use decisions, even if compensation is available to pay for their loss of development rights. Further efforts to understand their skepticism toward a purchase or transfer of development rights program are needed.
- Respondents' top pick for style of economic development was mixed use with multiple transit alternatives available.
- Substantial majorities also favor retail and commercial developments that meet the needs of Fitchburg residents, promoting tourism, encouraging infill and redevelopment, and higher density business development.
- By a wide margin, citizens in Fitchburg favor an economic development strategy based on research and high technology.
- With respect to housing in Fitchburg, there appears to be a fairly strong preference for single-family housing. This preference comes through in a variety of ways: a strong preference for owner-occupied single family homes, allowing a variety of lot sizes for single-family homes, explicit preferences for single- versus multi-family dwellings, etc.

Appendix D: Comprehensive Plan Survey

- Substantial proportions of the citizens of Fitchburg don't have enough information to decide if there are adequate supplies of housing for seniors and those with disabilities.
- Nearly 40 percent of Fitchburg residents report using city park facilities several times a week or on a daily basis.
- The new park facility/amenity identified as the top priority by the largest number of people is a dog park.
- Increasing the number of nature paths and natural area preserves is supported by more than 80 percent of respondents.
- Festivals and community concerts are the two recreational activities in which the highest percentage of Fitchburg residents report participating.
- Within families with children, participation in youth sports and other activities in Fitchburg's park system is extremely high – exceeding 90 percent.
- Fitchburg residents would like to see more multi-use linking trails in their community.
- In general, respondents expressed a relatively high level of satisfaction with the current set of facilities, programs, and amenities offered through the city parks.

The full City of Fitchburg Comprehensive Plan Survey Report and Comments are available at City Hall and on the City's website at <www.city.fitchburg.wi.us/planning_zoning/comprehensive.php>.