

0

Plan Primer

Plan Primer

This Plan Primer is intended to assist City of Fitchburg residents, businesses, elected/appointed officials, staff, and other interested parties in using and navigating the City of Fitchburg’s Comprehensive Plan, entitled **Growing Fitchburg 2030**.



What is this Plan?

State of Wisconsin Statute 66.1001 mandates every city in the state adopt a comprehensive plan, with the plan’s intent to serve as a “guide to the physical, social, and economic development” of a city. The City of Fitchburg (hereafter “City”) adopted its first comprehensive plan in 2009, with this document entailing a 10-year amendment to that Plan, all in accordance with said Statute.

How was the public engaged in developing this Plan?

The City’s Plan Commission and Planning and Zoning Department staff oversaw the process to develop this Plan which entailed the following major public engagement steps:

1. City resident feedback gathered via public survey: **September – October 2019**
2. City resident feedback gathered via public meetings held in five different strategic locations throughout the City: **October 2019**
3. City committee feedback gathered from 10 different committees, via their regularly-scheduled public meetings: **October – November 2019**
4. City resident feedback gathered via a City-wide open house: **November 2019**
5. City resident feedback gathered via a Plan Commission public hearing, at which approval of the Plan was recommended to the Common Council: **January 2020**
6. Common Council adoption of the Plan via a public hearing: **April 2020**

City staff notified all City residents and residential property owners (per City records) of steps 1., 2., and 4. above, via postcards. City staff noticed step 5. and 6. above in accordance with Statute 66.1001 , including a Class I Notice in the Wisconsin State Journal. Additionally, steps 1. – 6. were also noticed on the City’s website, social media, and FACTv, in the Fitchburg Star newspaper, and through various other channels.

How is the Plan organized?

The City's 2009 Plan was organized in to 13 chapters, essentially matching "one-to-one" the required elements of a comprehensive plan, as identified in Statute 66.1001. (2) (a) – (i). With this Plan amendment (hereafter "Plan Update"), the City took a more accessible, integrated, and holistic approach, recognizing the true and intended nature of a "comprehensive plan", while concurrently addressing all required elements of a comprehensive plan as identified in Statute. As such, this Plan Update is organized in the following manner:

Growing Fitchburg 2030

Chapter 1: **HOW** will Fitchburg grow?

Chapter 2: **WHAT** are the **PILLARS** of Fitchburg's growth?

Section 2.A: Housing

Section 2.B.: Jobs & Education

Section 2.C: Recreation

Chapter 3: **WHAT** are the **TOOLS** of Fitchburg's growth?

Section 3.A: Transportation

Section 3.B: Resources, Energy, & Communications

Section 3.C: Government & Services

Chapter 4: **WHERE** will Fitchburg grow?

Chapter 5: **HOW** will this Plan be implemented?

Appendices

Comprehensive Plan Elements

The table below provides more detail on where to find required comprehensive plan elements, per Statute, in this Plan.

Chapter 1 How will Fitchburg grow?

Issues and Opportunities, Implementation

Section 2.A Housing

Housing, Implementation

Section 2.B Jobs and Education

Economic Development, Natural, Agricultural, & Cultural Resources, Utilities & Community Facilities, Implementation

Section 2.C Recreation

Natural, Agricultural, & Cultural Resources, Utilities & Community Facilities, Implementation

Section 3.A Transportation

Transportation, Implementation

Section 3.B Resources, Energy and Communications

Natural, Agricultural, & Cultural Resources, Utilities & Community Facilities, Implementation

Section 3.C Government and Services

Utilities & Community Facilities, Intergovernmental Cooperation, Implementation

Chapter 4 Where will Fitchburg grow?

Land Use, Intergovernmental Cooperation, Implementation

Chapter 5 How will this plan be implemented?

Implementation

Plan Chapters

The following pages provide more detail on each of the Plan's chapters and sections.

Chapter 1

This chapter of the Plan provides information on HOW the City will grow, including the "Growing Fitchburg" concept, the City's growth principles or growth "vision", and a City "snapshot". The City's growth principles will serve to guide the City's growth and development from 2020 to 2030, and are as follows:



Sustainable

Fitchburg will grow by managing community resources to ensure the long-term provision of efficient, economical, and sufficient services to neighborhoods, residents, and businesses.



Equitable

Fitchburg will grow by creating an inclusive and engaged community that develops the capacity of its neighborhoods, residents, and businesses, providing them with equal access to opportunities by recognizing their unique needs.



Vibrant

Fitchburg will grow by developing and maintaining attractive and dynamic neighborhoods and districts that have diverse housing options, a variety of businesses, and inviting gathering places.



Cooperative

Fitchburg will grow by encouraging communication, collaboration, and transparency among all community stakeholders.

Chapter 2

This chapter of the Plan has three sections that identify the PILLARS of the City’s growth, centered on the idea of “living, working, and playing” in the City. These sections are as follows:

Section 2.A Housing (Living)

Section 2.B Jobs & Education (Working)

Section 2.C Recreation (Playing)

Each section is formatted in the following chronological manner:

1. Introduction
2. Data
 - “Hard” data, including U.S. Census information and maps
 - Community input gathered from the public survey and various meetings with residents and City committees
 - Existing City plans and policies
3. Identification of common themes based on data analysis
4. Formation of a policy framework, including goals, objectives, and policies, based on data analysis and growth principles

Chapter 3

This chapter of the Plan has three sections that identify the TOOLS needed to maintain the growth pillars of living, working, and playing in the City. These sections are as follows:

Section 3.A Transportation

Section 3.B Resources, Energy & Communications

Section 3.C Government & Services

Each section is formatted in the following chronological manner:

1. Introduction
2. Data
 - “Hard” data, including U.S. Census information and maps
 - Community input gathered from the public survey and various meetings with residents and City committees
 - Existing City plans and policies
3. Identification of common themes based on data analysis
4. Formation of a policy framework, including goals, objectives, and policies, based on data analysis and growth principles

Chapter 4

This chapter of the Plan provides information on WHERE the City will grow, including identification of three distinct growth zones.

This chapter is formatted in the following chronological manner:

1. Introduction
2. Data
 - “Hard” data, including U.S. Census information and maps
 - Community input gathered from the public survey and various meetings with residents and City committees
 - Existing City plans and policies
3. Identification of common themes based on data analysis
4. Formation of a policy framework based on data analysis and growth principles, including:
 - General land use policy
 - Goals, objectives, and policies

Chapter 5

This chapter of the Plan identifies various aspects of how this Plan will be implemented and is formatted in the following chronological manner:

1. Plan revision procedures
2. Implementation mechanisms
3. Implementation monitoring
4. Implementation timeline

Appendices

This Plan’s appendices contain the following:

Appendix A: Neighborhood Plans

Appendix B: Rural Residential Development Criteria

Appendix C: Intergovernmental Agreements