

## 1. What is the Comprehensive Plan update?

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 adopted its first comprehensive plan in 2009, with this Update entailing a 10-year amendment to that Plan, all in accordance with said Statute. The City has entitled this 10-year amendment, or Update, as **“Growing Fitchburg 2030”**.

## 2. How was the public engaged in developing the Comprehensive Plan update?

- Opinion Surveys – General and Visual Preference: September/October 2019
- 5 neighborhood meetings and 1 open house: October/November 2019
- Multiple City committee meetings: October/November 2019
- 2 public hearings: Winter 2019 and Spring 2020 —————> Adoption by City Council

## 3. How is the Plan organized?

### 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.: Education and Jobs
  - Section 2.C: Recreation
- Chapter 3: **WHAT** are the **TOOLS** of Fitchburg’s growth?
  - Section 3.A: Transportation
  - Section 3.B: Resources, Energy, and Communications
  - Section 3c.C Government and Services
- Chapter 4: **WHERE** will Fitchburg grow?
- Chapter 5: **HOW** will this Plan be implemented?
- Appendices

## 4. What are the Plan’s guiding principles?



### Sustainable

This means 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

This means 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

This means 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

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

## 5. What are the Plan’s goals?\*

### 2A. Housing

- 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.
- Promote the efficient use of land for housing.

### 2B. Education and Jobs

- Encourage economic development opportunities appropriate to the resources, character, and service levels in the City.
- Business development projects should emphasize solid tax base, jobs that pay well, sensitivity to the environment, and a diversity of employment opportunities.

\*Subsequent drafts of this Plan will likely entail modifications to the goals policy framework, including deletion of framework elements that have been completed since 2009 and/or are no longer relevant, as well as addition of new elements based on community input.

## 2C. Recreation

- Promote and preserve the City's cultural resource base.
- Actively seek to strengthen strong cultural and social history and community identity.
- To improve the Fitchburg park and open space system by enhancing outdoor recreation, enhancing the community's natural resources and practicing ecological stewardship.

## 3A. Transportation

- Develop and maintain a coordinated land use and transportation system
- Provide a safe and efficient transportation system that allows for the convenient movement of people and goods.
- Develop and maintain a multi-modal transportation system that reduces automobile dependency and increases transportation choices.

## 3B. Resources, Energy & Communications

- Provide and maintain high quality and energy/resource efficient public water supply, sanitary sewer and treatment, stormwater management, recycling and refuse.
- 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.
- 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.
- Protect and rehabilitate the natural environment.
- Provide public access to unique natural areas.
- Provide an opportunity for the use and harvest of significant commercial natural resources.

## 3C. Government & Services

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

## 4. Land Use

- Preserve and enhance the natural and agricultural resources and features of the City.
- Develop a compact urban community that is visually and functionally distinct from its rural and agricultural community.

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## 6. What does the Plan say about where the City will grow?

The City's land base is unique, consisting of **"urban", "suburban" and "rural" land uses**. As such, the City has identified three growth zones to accommodate future development that recognize the uniqueness of its land base. These zones are distinct in their location and characteristics, and similarly have specific policies that are applicable to each of them. The growth zones are identified as **Greenfield, Grayfield, and Farmfield**.

- **Greenfield:** This growth zone consists of undeveloped lands, often in agricultural use, located at the edge of the City's developed areas outside of the urban service area. This growth zone is intended to accommodate future residential, commercial, industrial, institutional, and associated development.
- **Grayfield:** This growth zone consists of lands that are already developed, or lands that are vacant and surrounded by development, inside of the urban service area. This growth zone is intended to accommodate future residential, commercial, industrial, institutional, and associated development.
- **Farmfield:** This growth zone consists of lands planned for agriculture outside of the urban service and not within a greenfield growth zone. This growth zone is intended to accommodate agriculture and associated development, including both cash crop production and production that enhances the local food system.