

Comprehensive Planning

Noon Rotary

April 25, 2016





What is a Comprehensive Plan?

- “A comprehensive plan is a local government's guide to community physical, social, and economic development. Comprehensive plans are not meant to serve as land use regulations in themselves; instead, they provide a rational basis for local land use decisions with a twenty-year vision for future planning and community decisions. “

– Wisconsin Dept. of Admin.



Goals, Objectives, and Policies Example

- Goal: Provide safe and efficient traffic circulation serving all modes of transportation in the City.
- Objective: Make the Downtown safer for pedestrians.
- Policy: Consider options to develop a policy to slow down traffic or reduce truck traffic in Downtown.



Why is it important to adopt/update a Comprehensive Plan?

- Wis. Stats. 66.1001(3) - Plan must be consistent with:
 - Official Map
 - Subdivision Ordinance
 - Zoning Code
 - Shorelands or Wetlands in Shorelands Regulations
- Statute requires the Plan be updated no less than once every 10 years

Current Process

- Plan was last adopted on July 10, 2007
- Process for updating began last June with adoption of Public Participation Plan and includes:
 - Steering Committee
 - Media Involvement
 - Social Media/City Website
 - Civic Group Presentations
 - Survey
 - Town Hall Meetings
 - Open House
 - Public Hearing



Progress

- Kickoff Meeting in January
- Community Survey
- Existing Conditions Report
- Forum with Young Professionals/Millennials
- Future possible forums to include: High School/College Students, Health/Medical Parties, Retired, and Elderly



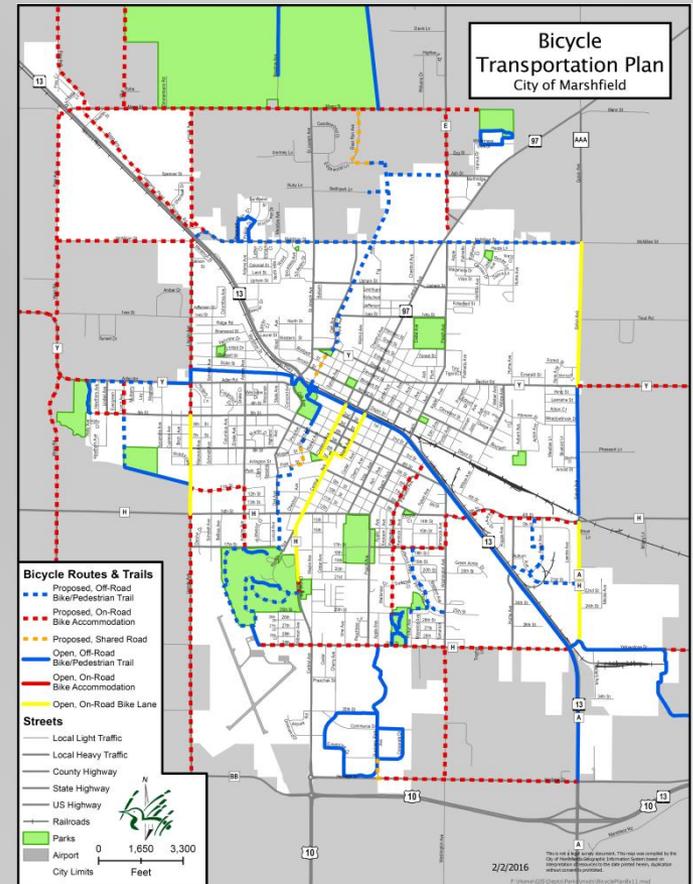
What Have We Learned?

■ Hopes

- Living wage jobs
- Vibrant downtown
- Expanded trail system
- Safe community

■ Concerns:

- Lacking daycare
- Potholes
- Lack of housing options
- Aging population – young adults not returning



Future Growth Highlights?

- Housing/Business
 - Mixed use space downtown - condos
 - Commercial development near U.S. Hwy 10
 - Revitalize South Central Avenue
- Amenities
 - Trail connections
 - Downtown community square
 - Pool/aquatic center





Next Steps

- Survey Summary Report – May/June
- Midterm Town Hall Meeting – June
- Existing Conditions Report – June
- Public Forums – July-September
- Goals, Objectives, and Policies – July – April, 2017
- Open House – April, 2017
- Public Hearing – May, 2017
- Adopt – June, 2017



Questions?

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