

Getting Started with Comprehensive Planning

Have you been tasked with updating your county's comprehensive plan? Not sure where to start? This session will help you assess your current plan and define the scope of a plan update.

Drawing inspiration from other communities, you'll walk away with creative ideas for engaging local audiences and tips to make a stronger link between your comprehensive plan and zoning ordinance.





Pinterest for Planners (and Non-Planners!)

- Content and Structure
- Mapping Approaches
- Relationship with Towns
- Public Participation

Content: Moving beyond the 9 Required Elements



Issues & Opportunities



Housing



Transportation



Utilities & Community Facilities



Agricultural, Natural & Cultural Resources



Economic Development



Intergovernmental Cooperation



Land Use



Implementation

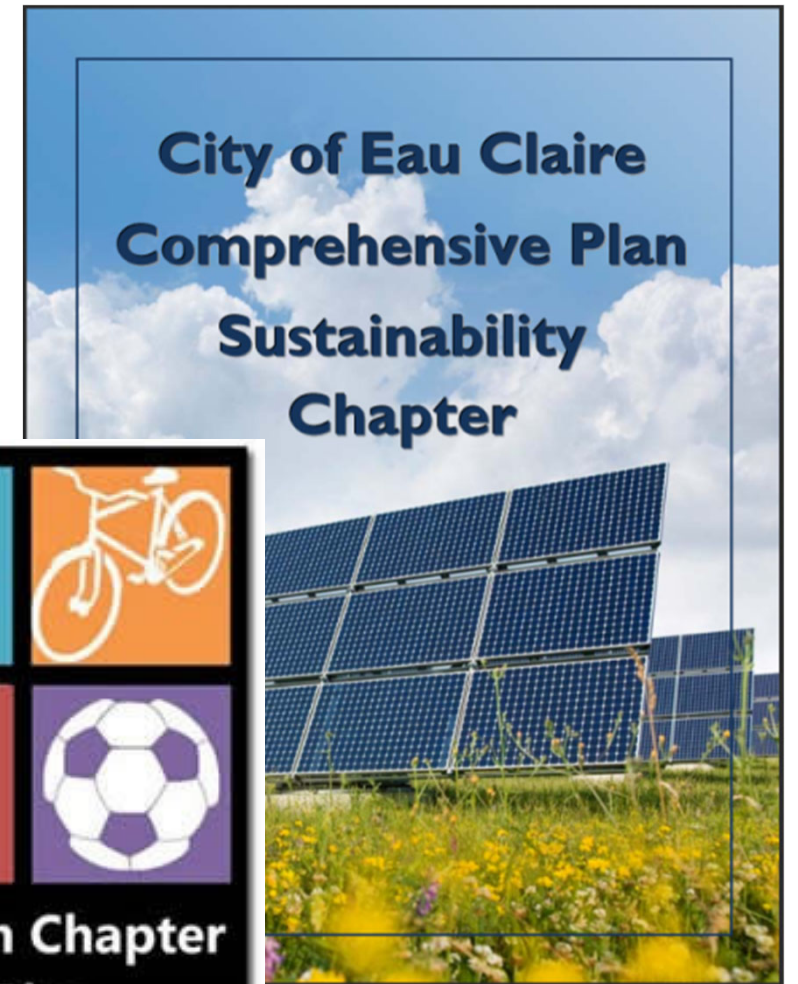
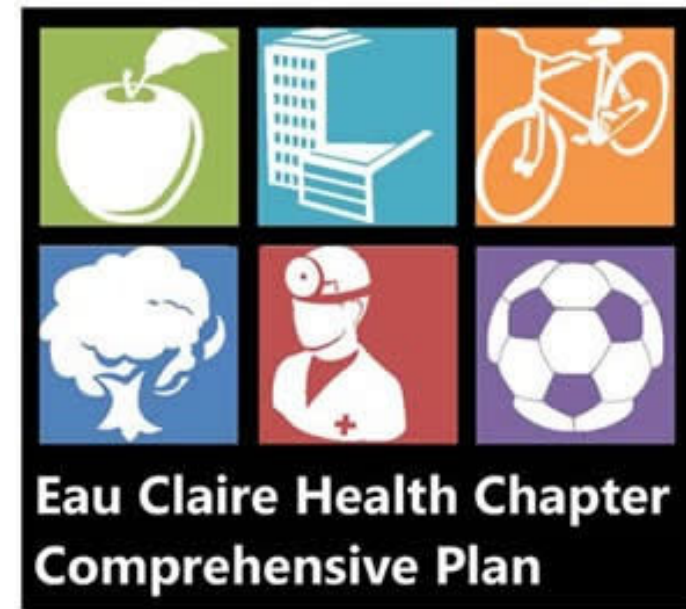
See required elements at Wis. Stat. 66.1001:

<https://docs.legis.wisconsin.gov/statutes/statutes/66/X/1001>

Focus on issues that are most important to your community.
Consider reorganizing, simplifying, or adding topics/chapters:

- ✓ Energy
- ✓ Food systems
- ✓ Public health
- ✓ Sustainability
- ✓ Resilience
- ✓ Aging population

Your topic here: _____



Marathon County Vision and Mission Indefinite Time Period

“Preferred place to live, work, visit, and do business.”

Comprehensive Plan 20 Year Time Period

“Healthiest, Safest, Most Prosperous”

Strategic Plan
3 Year Time Period
Actions and strategies
to implement the
Comprehensive Plan.

Marathon County Comprehensive Plan 2016



1 Introduction

2 Demographics

Healthiest

3 Health and Human Services

4 Community Character

5 Natural Resources

6 Water Resources

Safest

7 Public Safety

8 Infrastructure

9 Land Use

Most Prosperous

10 Education, Workforce Development, and Economic Development

11 Recreation, Tourism, and Cultural Resources

12 Intergovernmental Cooperation

13 Implementation

Determine Scope of Plan Update

1. Simple	2. Assessment + Modernization	3. Overhaul
<ul style="list-style-type: none">• Census 2010• Check-off accomplishments• Basic Public Input	<ul style="list-style-type: none">• Data, check-off accomplishments• Assess opportunities for new goals/objectives• Consider innovative elements• Additional public participation opportunities• Plan Commission work sessions• Modernization and re-formatting	<ul style="list-style-type: none">• All of the above• New visioning statements• Detailed surveys, multiple stakeholder meetings, public meetings• Additional committee review• Commitment to innovative elements

Update Options

Option 1: Selectively Revise Portions of Plan

- Time and cost-effective.
- Works best if current plan is well-written/organized.
- May make it difficult to take a fresh look at issues or problems.

Example: Town of Hortonia, Outagamie County, 2015 update

Trends in Supply, Demand, and Price of Land

RESIDENTIAL DEVELOPMENT

Residential development covers less than 5%~~approximately 4%~~ of the land in the Town. From a tax base standpoint, residential development accounts for almost all of the tax revenue generated in the Town of Hortonia. These two important figures clearly illustrate that residential development is very important to the Town. By far, most of the more than 1,100 people who live in the Town are very happy with the quality residential choices available and want to see farming and rural-country living continue as the primary land uses in the Town.

As of the 2010 US Census there were 391 households in Hortonia. Official WDOA household projections through 2032~~25~~ estimate an increase of 86~~107~~ new households (to a total of 477~~494~~ households accommodating 1,190~~1,357~~ residents). That translates into roughly 45 new single-family

Update Options

Option 2: Create Plan Supplement

- Existing plan is retained in its current form. New data, information, or policies appear in Supplement or Appendix.
- Short-term fix. May need to integrate long-term.
- Difficult to ascertain which policies are current.
- Easiest, least costly approach.

Example: Town of Holland, La Crosse County

Appendix D-7: Support the economic health of the productive agriculture in the Town

In an effort to preserve and protect active agricultural lands and facilities the Town of Holland has developed a series of questions that new residential developments (1 or more homes) will be evaluated on when proposed to be located in or adjacent to areas designated as “Active Agriculture” or “Large Lot Development” on the Town of Holland Future Land Use Map.

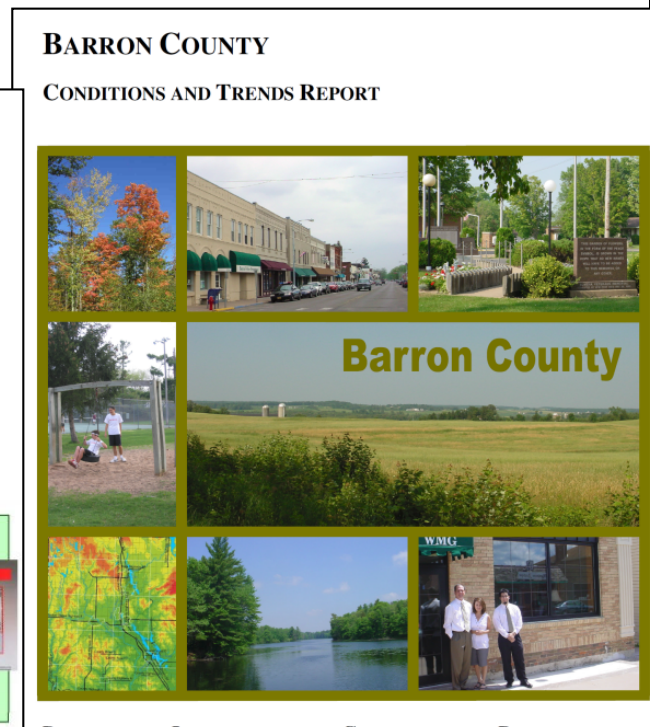
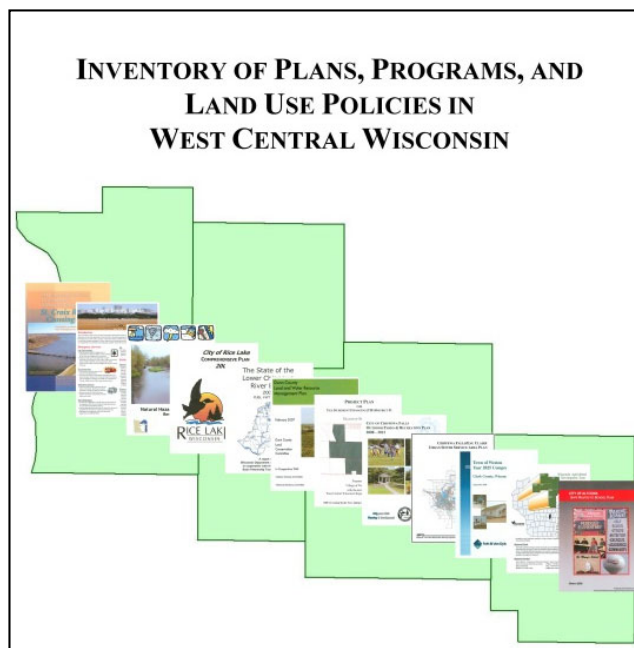
- Is road access (public or private) to proposed subdivisions or homes directed away from farming areas?
- Is runoff from proposed residential areas contained?
- If a subdivision park or land dedication is proposed, is the park/land dedication located as not to encourage trespass, harassment of farm animals, noise and chemical spray drift?

Update Options

Option 3: Update Inventory or Policy Section

- Distinct inventory and policy sections can be updated independently.
- Opportunity to focus on policies; update data when it becomes available.
- Some time and cost savings over complete rewrite.

Example: Barron Co / West Central RPC



Update Options

Example: Town of Lyndon, Sheboygan County

2004 Comprehensive Plan

Policy and resources:

- Community history
- Background data
- Inventory maps
- Policy and program descriptions
- Implementation plan
- Public participation plan
- Survey results
- Glossary and resources

250 pages

2015 Plan Update

Policy-oriented:

- Vision statement
- Goals, objectives, policies and programs
- Select updates to population, housing and economic data
- Future land use map

50 pages +
references to 2004 plan

Update Options

Option 4: Compile Existing Plans

- Incorporate existing plans by reference.
- Plan focuses on summarizing existing policy and addressing missing topics.
- Builds on history of planning and avoids duplicative work.

Example: Green Lake County Comprehensive Plan

Chapter 7 - Agricultural, Natural and Cultural Resources

The Agricultural, Natural and Cultural Resources were intensively addressed as part of the *Green Lake County Farmland Preservation Plan* and the *Green Lake County Park and Recreation Plan* which are incorporated by reference into the *Green Lake County Comprehensive Plan*.

7.1 Agriculture

See the *Green Lake County Farmland Preservation Plan*

7.2 Land, Soil and Water Resources

See Section 3.2 of the *Green Lake County Farmland Preservation Plan*.

See the *Green Lake County Park and Recreation Plan*.

Arlington County's Comprehensive Plan

The **Comprehensive Plan** guides coordinated development and sets high standards of public services and facilities in the County. It is a decision-making tool for the County Board, the Planning Commission and County Departments. The plan was established in 1960 and originally included five elements. Today, it includes these eleven elements:



A Compilation of Plans

Comprehensive Plan Elements Goals, Objectives, and Policies

General Land Use Plan

Adopted: August 12, 1961

Public Spaces Master Plan

Adopted: December 2005

Master Transportation Plan – Goals and Policies Document

Adopted: November 2007 | Map: Updated as Needed

Natural Resource Management Plan

Adopted: November 2010

Affordable Housing Master Plan

Adopted: September 2015

Purpose and Structure of the Affordable Housing Master Plan

The purpose of the Affordable Housing Master Plan (AHMP) is to clearly define the County's affordable housing policy that will enable the current and future needs of residents of all levels of income in the County. The AHMP is an element of Arlington County's Comprehensive Plan. It is intended to support the goals and policies related to land use, economic development, transportation, public facilities, and the environment. Virginia requires that comprehensive plans address affordable housing to meet the current and future needs of residents of all levels of income.

The AHMP is structured around principles, goals, objectives and policies that support the County's vision and affordable housing principles.

- Principles** state values and ideals that define the aspirations of the County and guide the development of affordable housing in goals, objectives and policies.
- Goals** are conceptual statements that express the County's overarching views regarding the affordability, accessibility, and sustainability of housing.
- Objectives** are statements of intent that set the overall direction of the County's housing programs and services and provide the County's affordable housing policies.
- Policies** are the approaches or initiatives that form the basis of the County's efforts to implement the Affordable Housing Master Plan.

Affordable Housing Principles:

- Housing affordability is essential to achieving Arlington's vision.
- Arlington County government will take a leadership role in addressing the community's housing needs.
- A range of housing options should be available throughout the County affordable to persons of all income levels and needs.
- No one should be homeless.
- Housing discrimination should not exist in Arlington.
- Affordable housing should be safe and decent.

Affordable Housing Goals, Objectives and Policies:

Goals	Objectives	Policies
Arlington County shall have an adequate supply of housing available to meet community needs.	Produce and preserve a sufficient supply of affordable rental housing to meet current and future needs. By 2040, 17.7% of the County's housing stock should be affordable rentals to meet the needs of renter households with incomes at or below 60% AMI.	Encourage the construction and preservation of affordable rental housing through land use/zoning policy, financial and technical assistance. Prevent the loss of committed affordable housing. Make every reasonable effort to prevent the loss of market-rate affordable rental housing. Encourage and incentivize the distribution of affordable housing throughout the County.

Update Options

Option 5: Create Entirely New Plan

- Major undertaking – new plan written from scratch.
- Avoids time-consuming and potentially tedious task of working with existing plan language or format.
- Works best if existing plan requires major overhaul.



American Planning Association
PAS Report 589
Creating Planning Documents

*Addresses scoping, budgeting,
scheduling, document production*



Mapping Approaches

Making a Stronger Link between the Comprehensive Plan and Zoning

Consistency

- Beginning Jan. 1, 2010, **new or amended** zoning, land division and official mapping **ordinances** must be consistent with an adopted comprehensive plan
- **Consistent means** “furthers or does not contradict the objectives, goals and policies contained in the comprehensive plan”

(2009 Wisconsin Act 372)

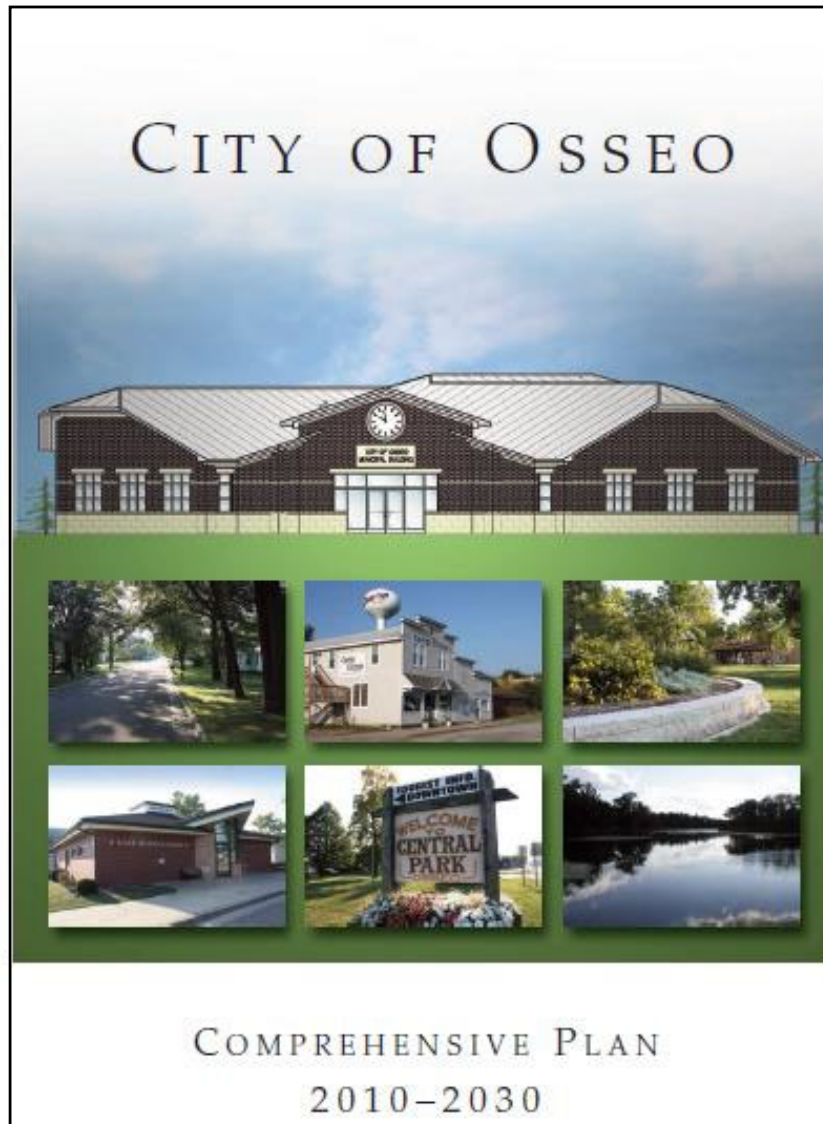
What does this mean?

- Not a literal, exact translation from plan to ordinance
- Plan and supporting ordinances may not be contradictory
- Ordinance usually includes more detailed maps/text
- Absence of policy does not create an inconsistency

Let's look at some examples...

Plan does not translate directly to ordinance

Comprehensive Plan



Zoning Ordinance

Chippewa County

Code of Ordinances

ARTICLE I. IN GENERAL

Sec. 70-1 Authority

The provisions of this chapter are adopted by the County Board under the authority granted by Wis. Stats. §§ 59.69 and 59.694.

(Code 1980, § 17.01)

Sec. 70-2 Purpose

The purpose of this chapter is to promote and protect the health, safety, morals, prosperity, aesthetics and general welfare of this county.

(Code 1980, § 17.02)

Sec. 70-3 Intent

It is the general intent of this chapter:

- (a) To regulate and restrict the height, number of stories and size of all buildings and other structures, the percentage of lot which may be occupied, the size of yards, courts and other open spaces, the density of population, the location and use of buildings, structures and land for trade, industry, residence and other purposes.
- (b) To lessen congestion in and promote the safety and efficiency of the streets and highways, secure safety from fire, flooding, panic and other dangers; provide adequate light, air, sanitation and drainage; prevent overcrowding; avoid undue population concentration; facilitate the adequate provision of public facilities and utilities; stabilize and protect values; further the appropriate uses of land and conservation of natural resources; preserve and promote the beauty of the community; and implement the community comprehensive plan or plan components.
- (c) To provide for land in the county to be divided into districts of such number, shapes and areas as are deemed best suited to carry out such purposes and the use of the land in the various districts are limited to those specifically listed and enumerated in this chapter.
- (d) To provide for the administration and enforcement of this chapter and to provide penalties for its violation.

(Code 1980, § 17.03)

Sec. 70-4 Abrogation and Greater Restrictions

It is not intended by this chapter to repeal, abrogate, annul, impair or interfere with any existing easements, covenants, deed restrictions, agreements, other existing county ordinances, rules, regulations or permits previously issued under existing ordinances and regulations. However, wherever this chapter imposes greater restrictions, the provisions of this chapter shall govern.

(Code 1980, § 17.04)

Plan does not translate directly to ordinance

Comprehensive Plan

Visionary/Guiding

Future-oriented

Inventory of existing
resources

Goals, objectives,
policies, tools



Zoning Ordinance

Regulatory

Force of law
applies today

Detailed regulations
control location,
density, use, etc.

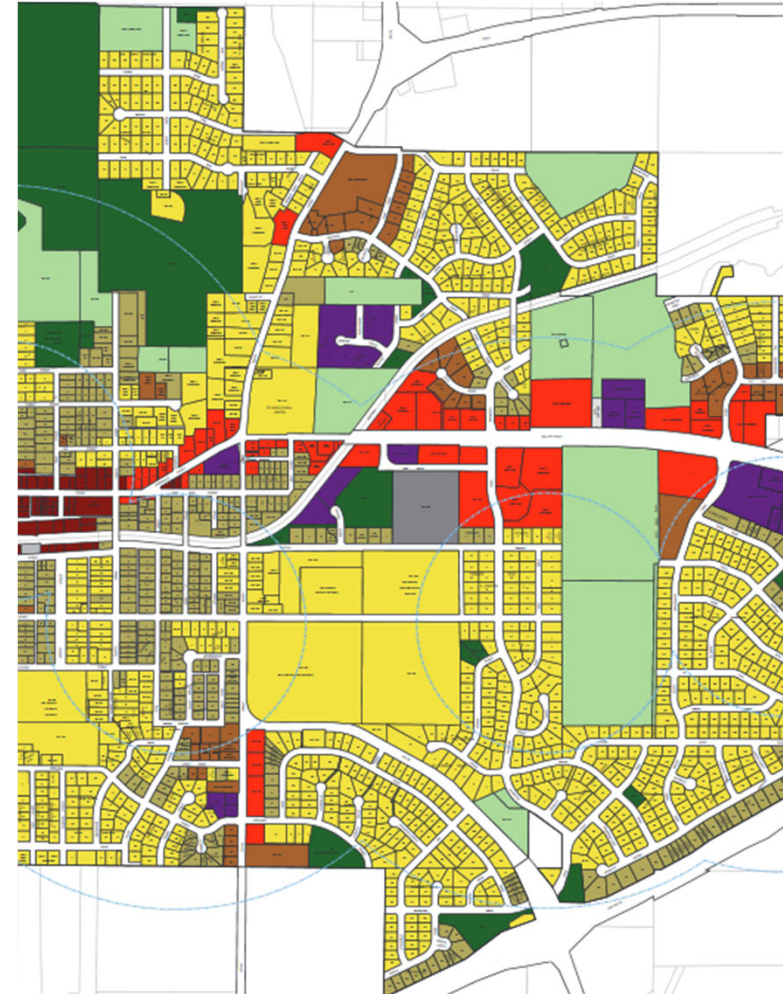
Plan does not translate directly to ordinance

Future land use map



Plan provides roadmap for tomorrow.

Zoning map



Ordinance regulates landscape today.

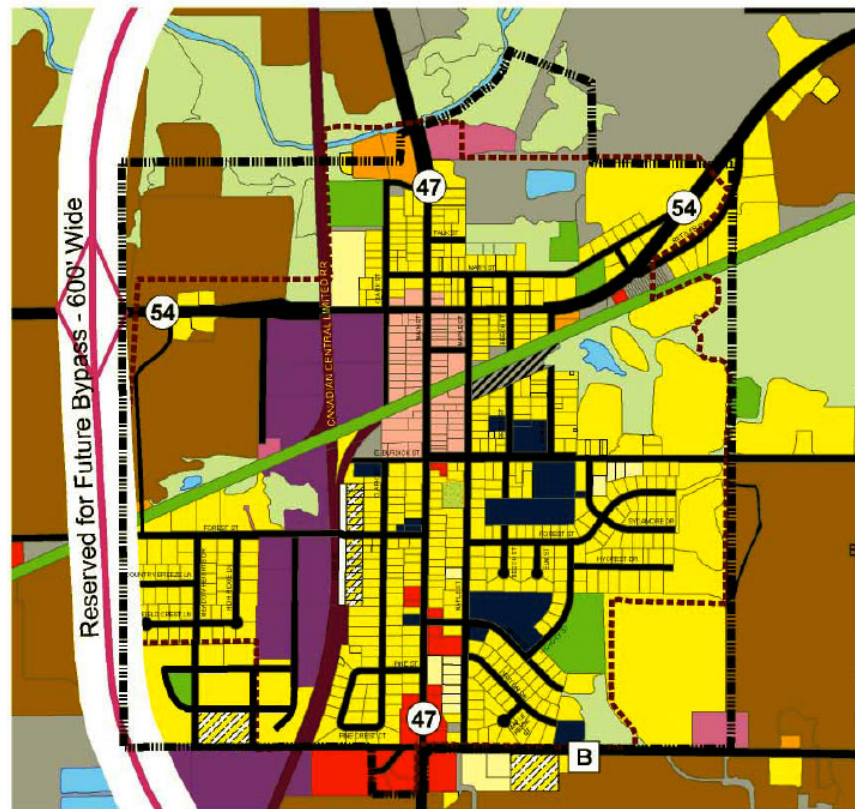
A Guide for Decision-Making

Village of Black Creek – Future Land Use Maps

10- and 20-year future land use maps show location, intensity and timing of development.

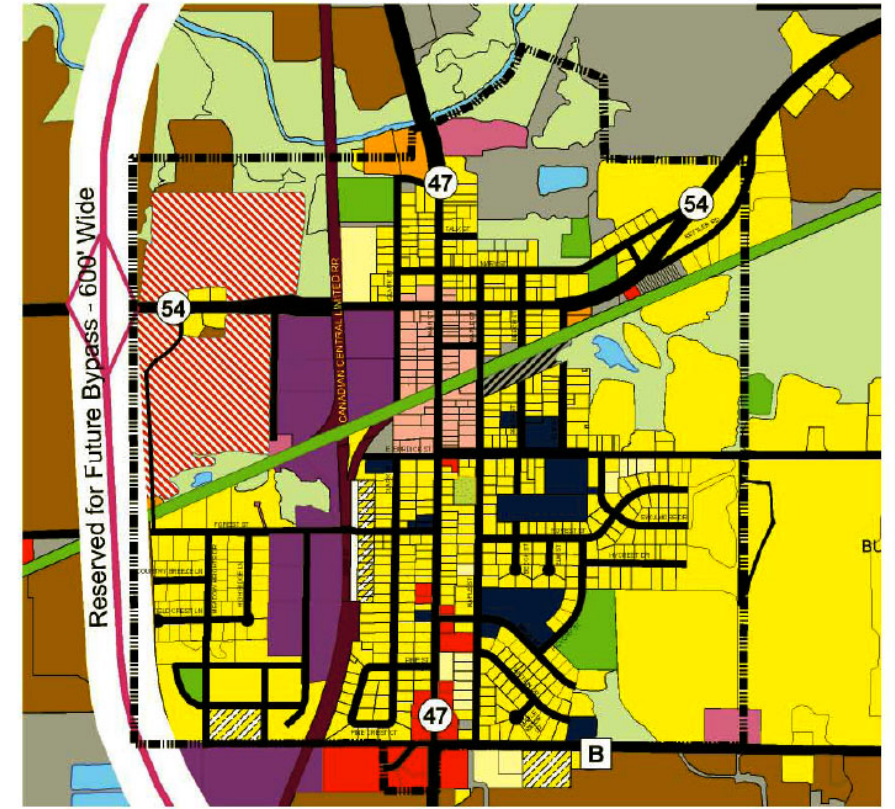
Text describes plans for special development area.

10 years



2015

20 years



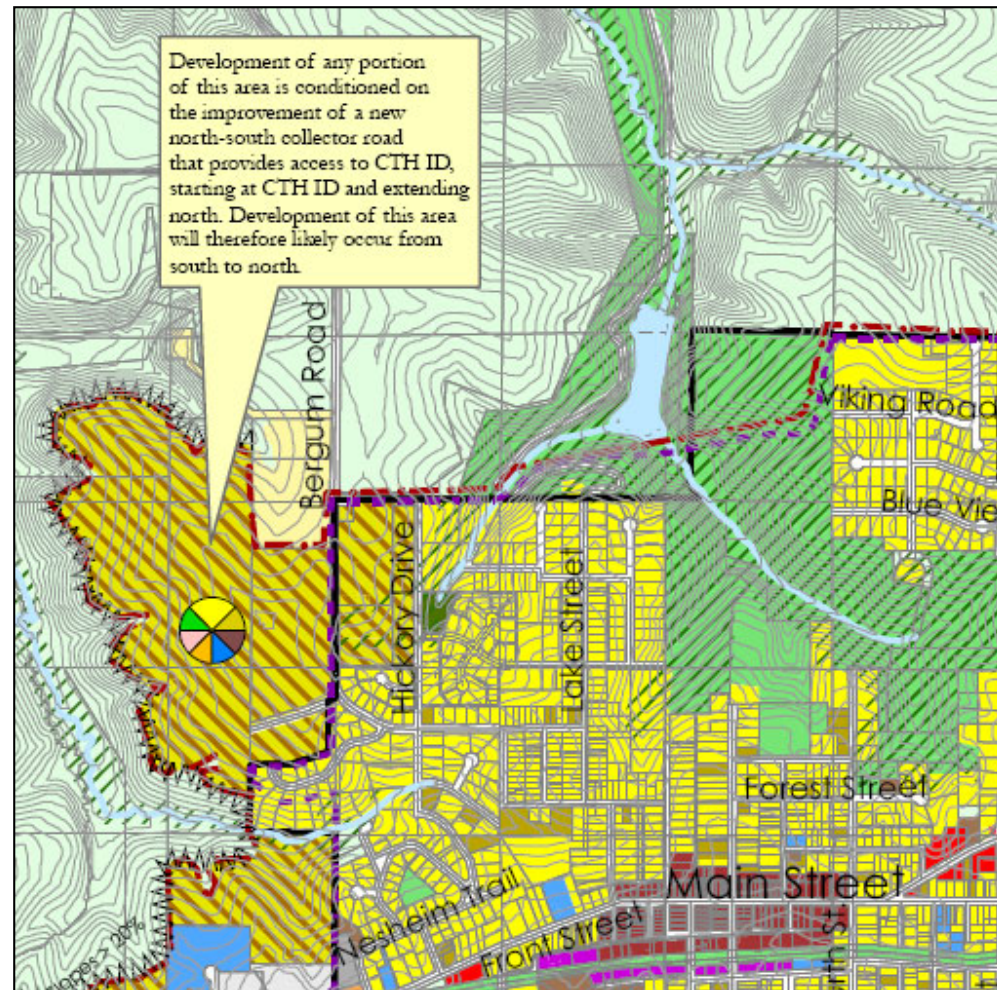
2025

A Guide for Decision-Making

Village of Mount Horeb – Future Land Use Map

Plan specifies conditions under which growth may occur:

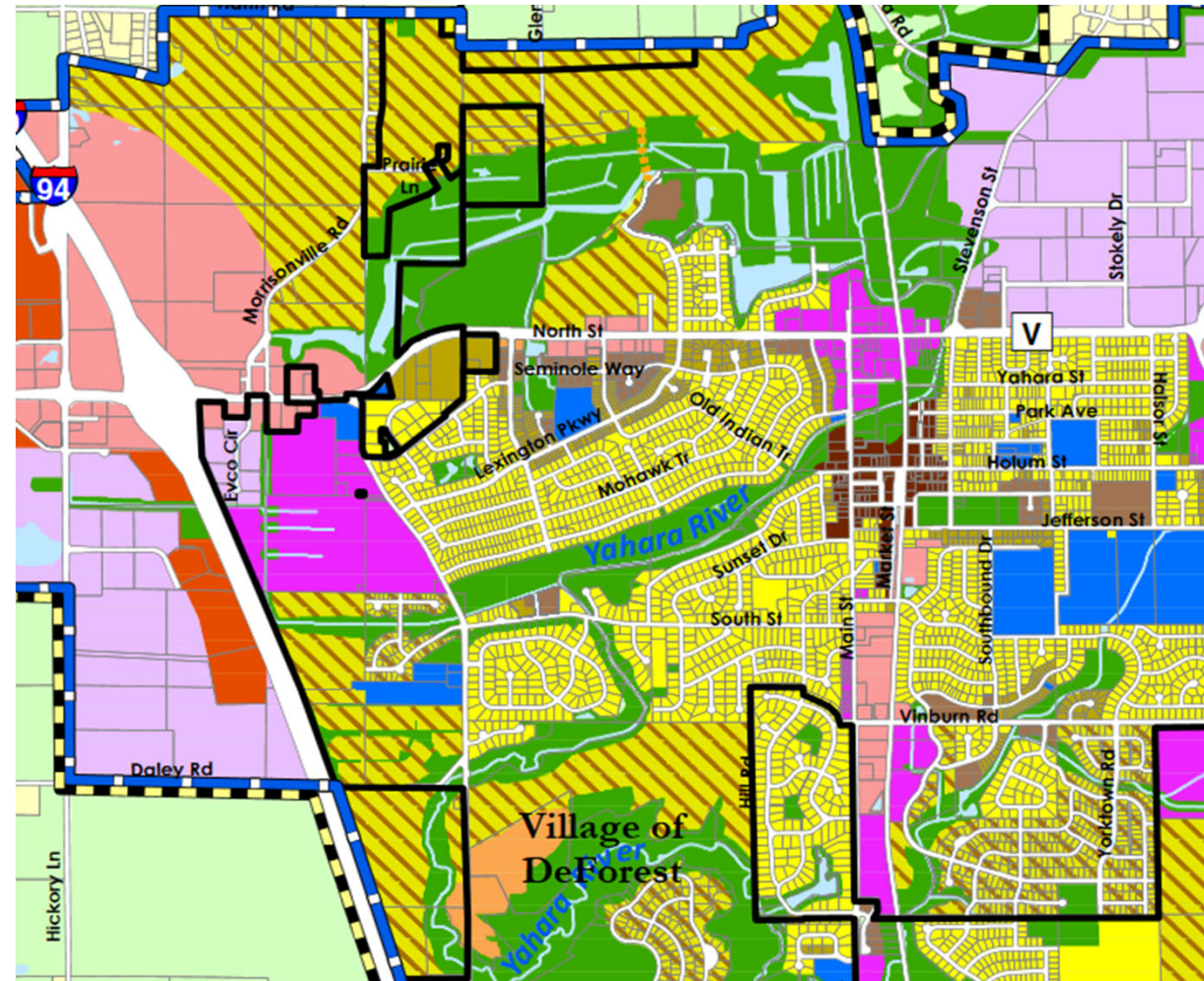
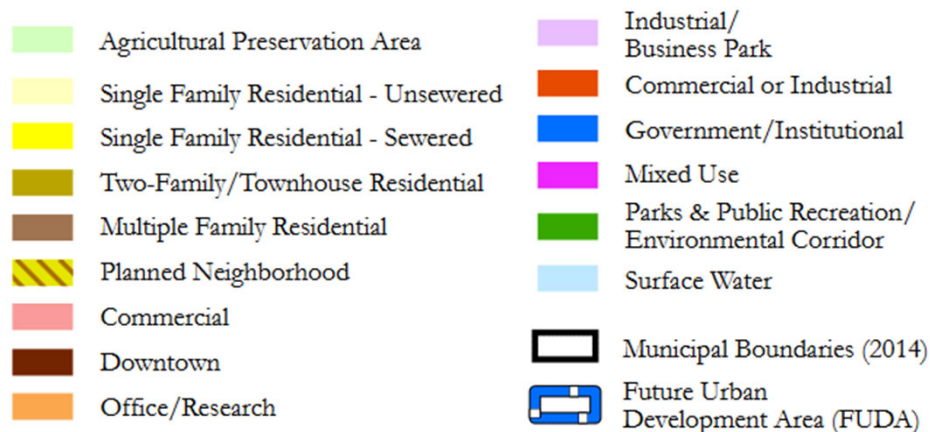
“development of this area is conditioned on the improvement of a new north-south collector road”



A Guide for Decision-Making

Village of DeForest – Future Land Use Map

Cooperative boundary lines and future urban development area reflected on future land use map.



A Guide for Decision-Making

Village of DeForest – Text provides guidance for zoning

Future Land Use Category (shown on Map 6-1)	General Description of Land Uses Allowed	Typical Implementing Zoning Districts	Lot Size and/or Density Range	Development Policies (see also Village zoning, subdivision, stormwater management, official map, and other ordinances)
Commercial	High-quality indoor retail, commercial service, office, health care, and institutional buildings on sites with generous landscaping and modest lighting and signage; served by a public sewer system (except for A-B district)	B-2 General Business (preferred) B-3 Highway Business PUD Planned Unit Development A-B Agricultural Business (in ETZ and other rural settings)	Per associated zoning district requirements	<ol style="list-style-type: none"> 1. In addition to zoning requirements, meet commercial design policy in the Economic Development chapter. 2. Time rezoning to when public sanitary sewer and water services available and a specific development proposal is offered. 3. Assure that development provides access and an attractive rear yard appearance and existing and future development behind these sites. 4. Require developments to address off-site traffic, environmental, and neighborhood impacts.
Downtown	Mix of specialty retail, restaurants, service, office, institutional, and mainly upper-story residential uses, in a pedestrian-oriented environment and mixed use buildings, with on-street parking, minimal setbacks, and buildings compatible with a downtown setting	B-1 Central Business District (preferred) PUD Planned Unit Development	See Chapter 3: Downtown for density and other site utilization recommendations for the Downtown and specific sites within it Also see B-1 requirements	<ol style="list-style-type: none"> 1. Encourage uses most appropriate for the Village downtown area to develop or remain there. 2. Pay special attention to design and scale when considering approvals in the Downtown. 3. Preserve the architectural and historic character of the core downtown historic buildings. 4. See the Downtown chapter for more specific land use, redevelopment, and revitalization recommendations.
Office/Research	High-quality indoor professional office, research, development, and testing uses, health care facilities and other institutional uses, support	O-R Office and Research District (preferred) PUD Planned Unit	Per associated zoning district requirements	<ol style="list-style-type: none"> 1. Design and approve developments within Office/Research areas to result in higher-end "office park" or "office/research campus" setting. 2. Encourage warehousing and manufacturing uses to locate

SINGLE FAMILY DETACHED NEIGHBORHOOD



DEFINITION

The Single-Family Detached Neighborhood Place Type, identified in yellow on the Future Land Use Map, applies to neighborhoods that are primarily developed with single-family detached homes. Accessory uses associated with these neighborhoods are permitted, such as home-based businesses and accessory dwelling units.

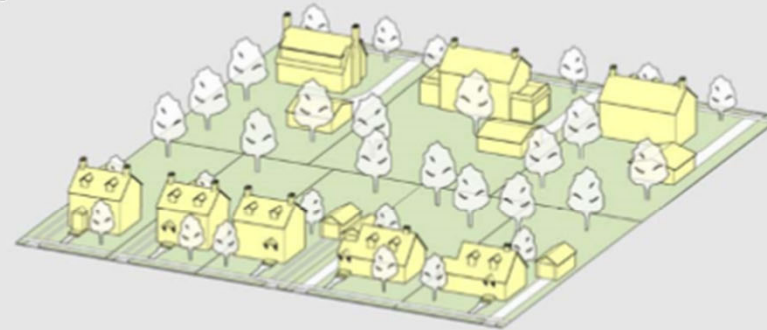
PHYSICAL CHARACTERISTICS

- Reflect the character of the neighborhood with similar lot widths, building setbacks and buildings scale.
- Narrower lot widths and building setbacks may be considered
- Lots fronting on existing residential streets should have front facing structures onto those streets even if vehicular access is provided from a new street

DEVELOPMENT DENSITY

Predicated on the underlying zoning district

- Up to 7 dwelling units per acre
- Maximum height of 3 stories or 35 feet



ZONING DISTRICTS

- RL, Residential Low
- RM, Residential Medium
- RH, Residential High
- PD-R, Planned Development Residential

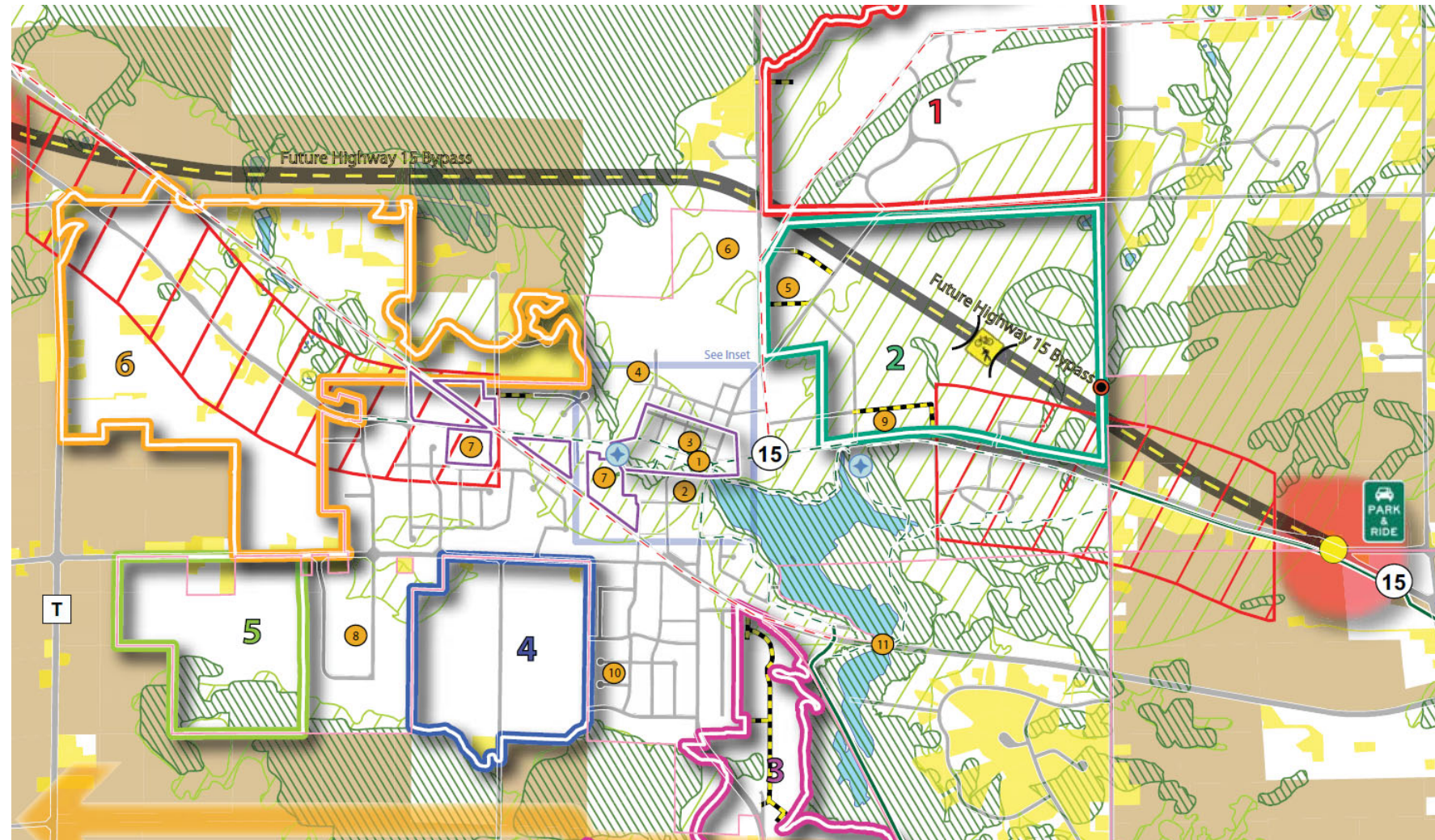
LINK + PLACE STREET TYPES

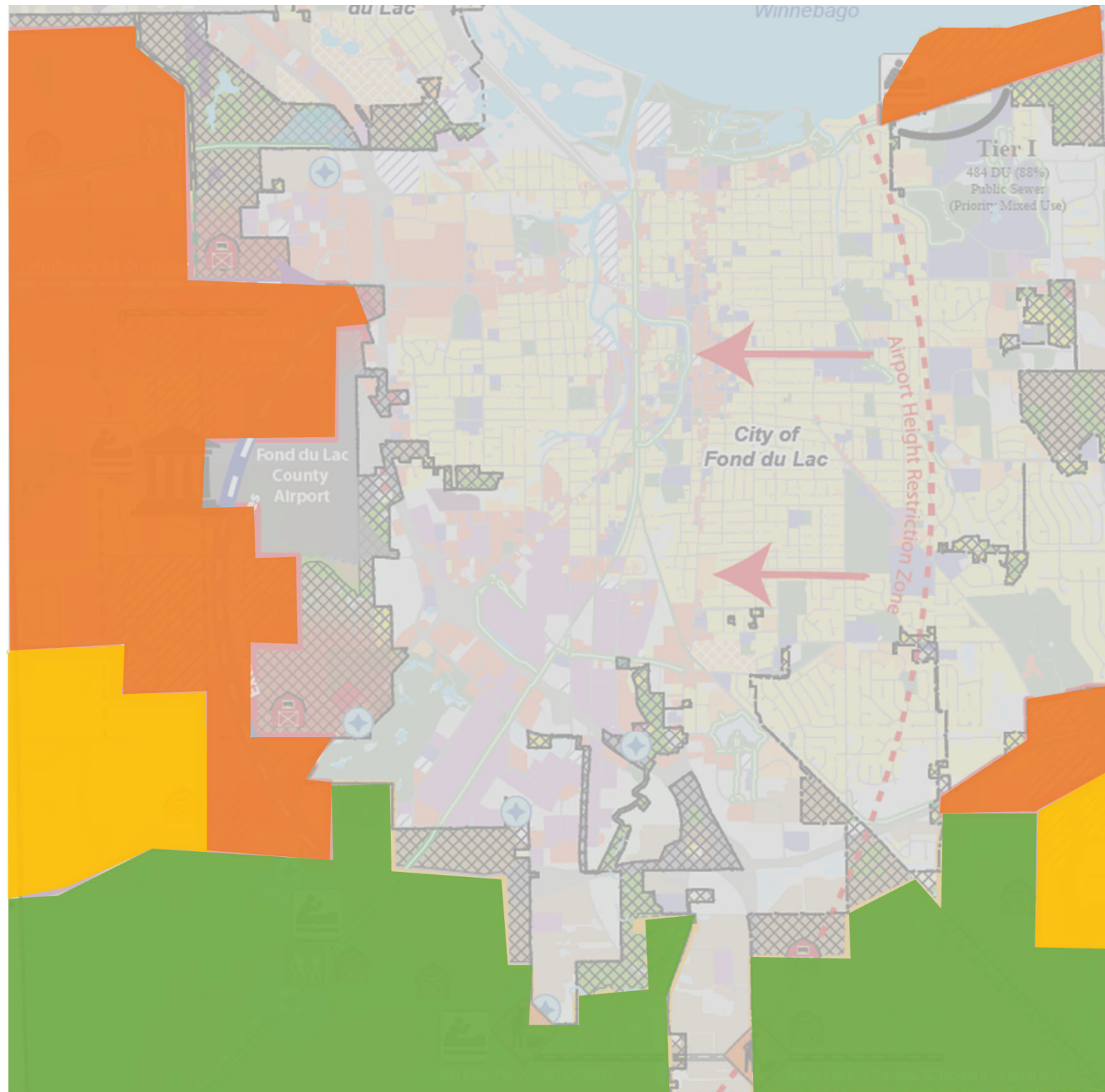
- Limited Connection Residential
- Neighborhood Circulators

A Guide for Decision-Making

Village of Hortonville – Future Land Use Map

Map drawn in
“bubble” fashion
showing priority
areas for future
development





T. Fond du Lac Future Land Use 2040

Priority Mixed Use
(88% growth)
Single-family
Multi-family
Commercial
Industrial
Sewer/Water

Rural Residential
(8% growth)
Single-family
Well/Septic

**Farmland
Preservation**
(4% growth)
Limited residential
Large lots

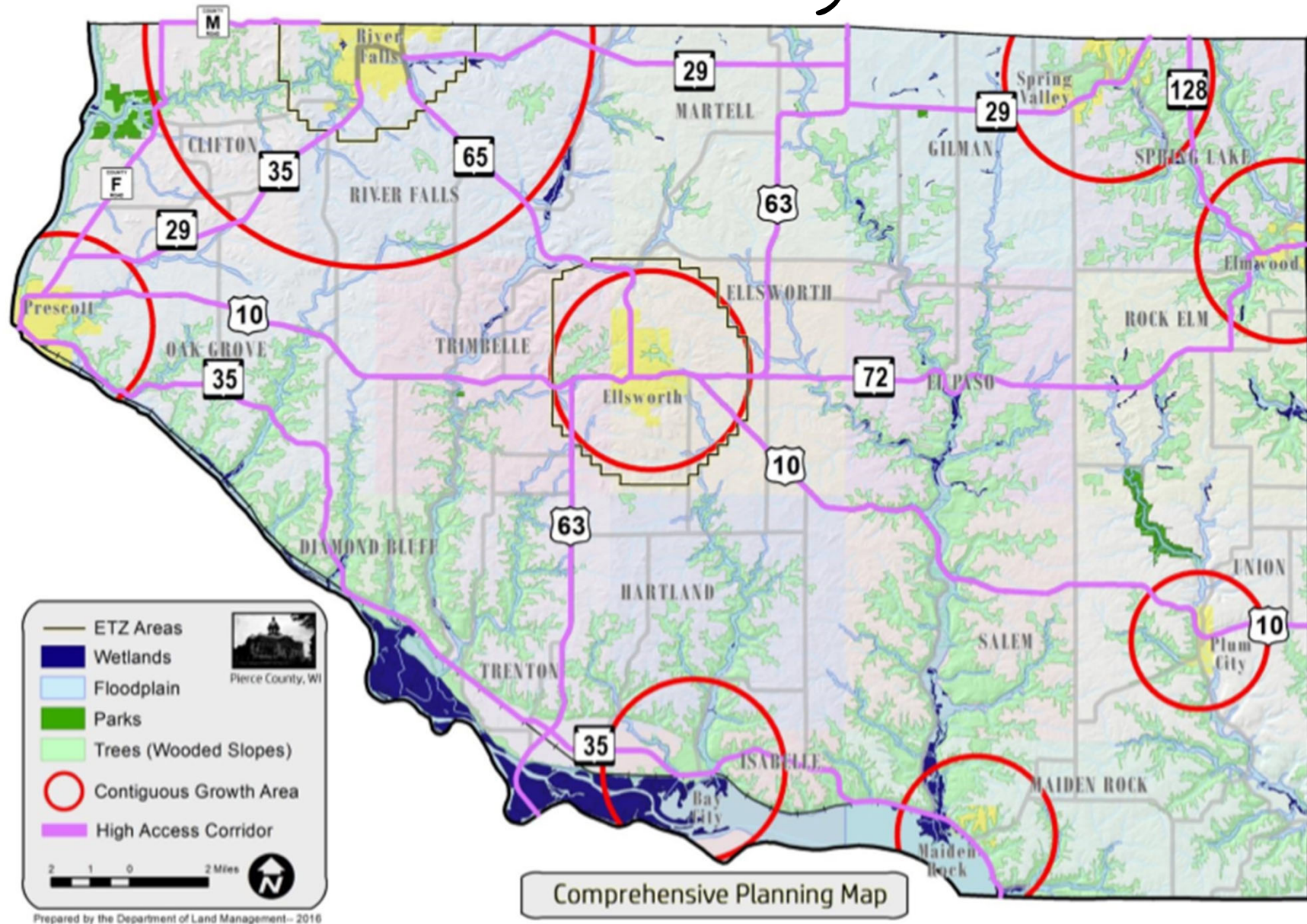
 Growth Agreement Areas

A Guide for Decision-Making

Example: Pierce County

Encourage development of housing surrounding existing municipalities at suburban or countryside densities in a sequence that follows an orderly pattern of annexation, zoning, subdivision, and extension of public facilities.

In cases where properties are contiguous to existing urban densities, similar urban densities may be extended into the contiguous growth areas.



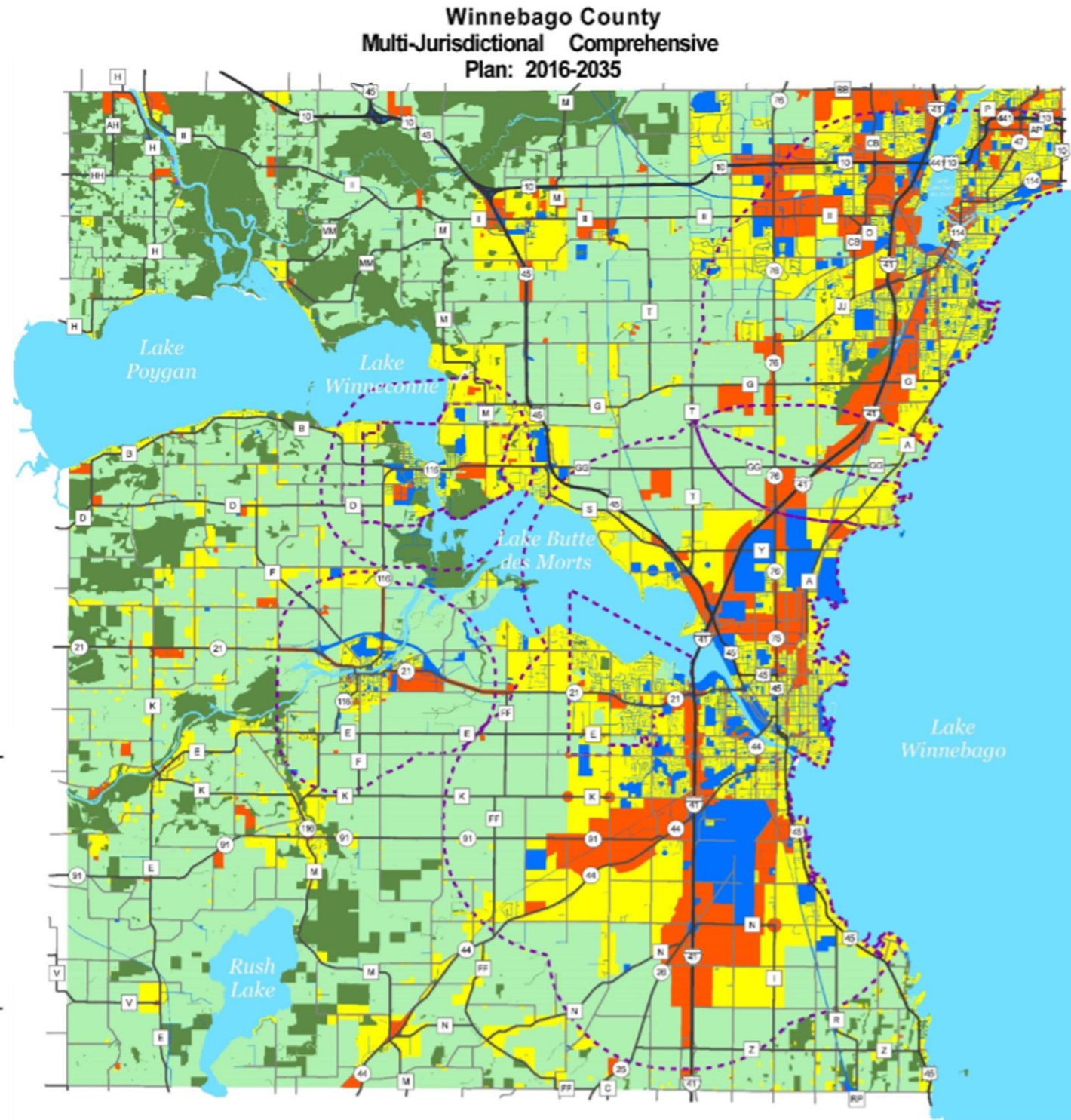
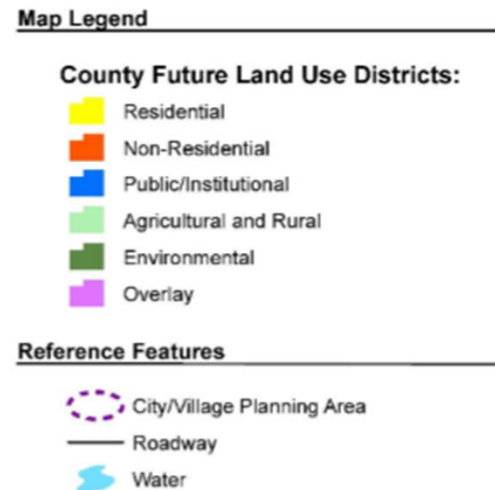


Options for Working with Towns

(Top-Down, Bottom-Up, Inside Out?)

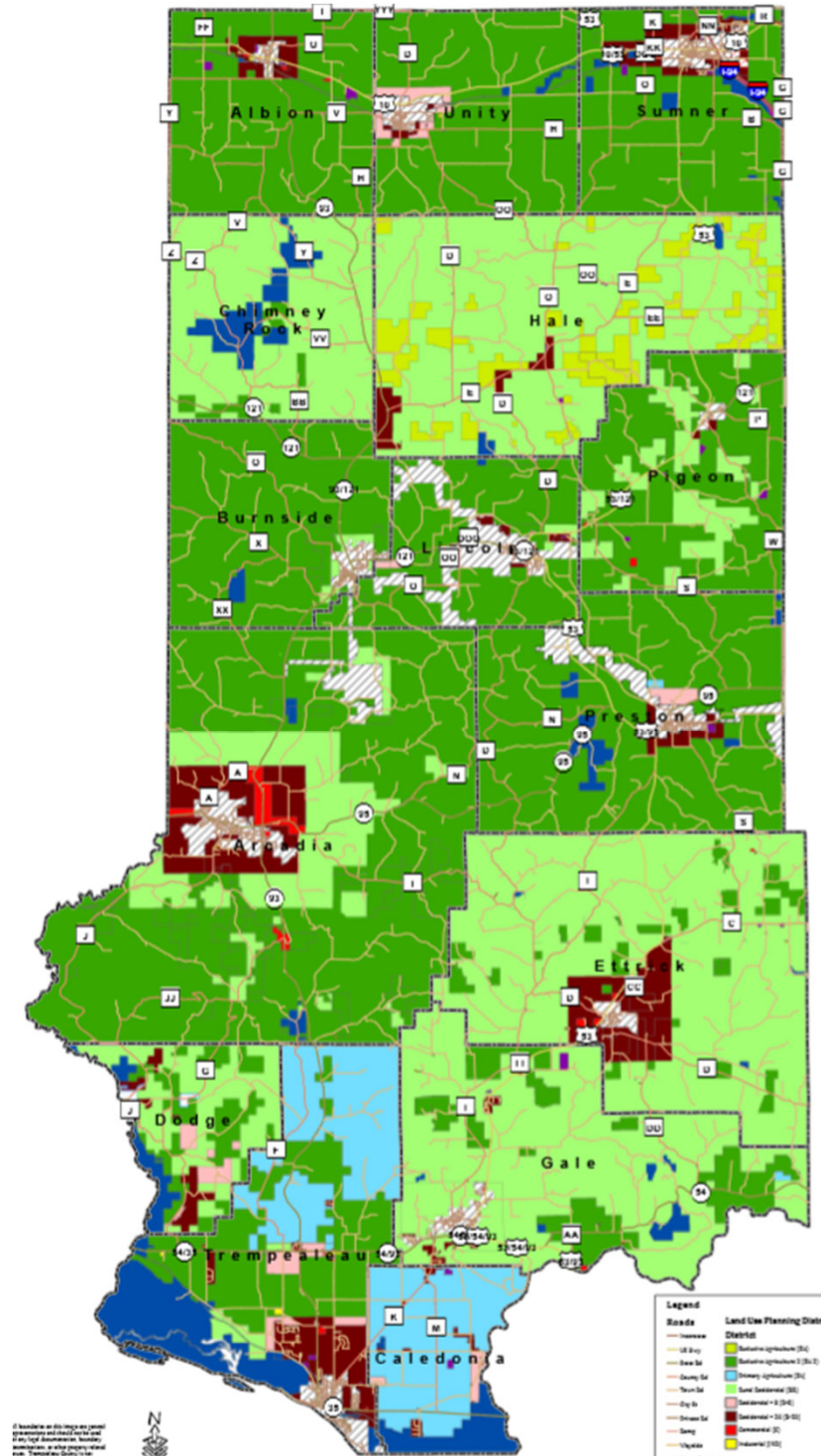
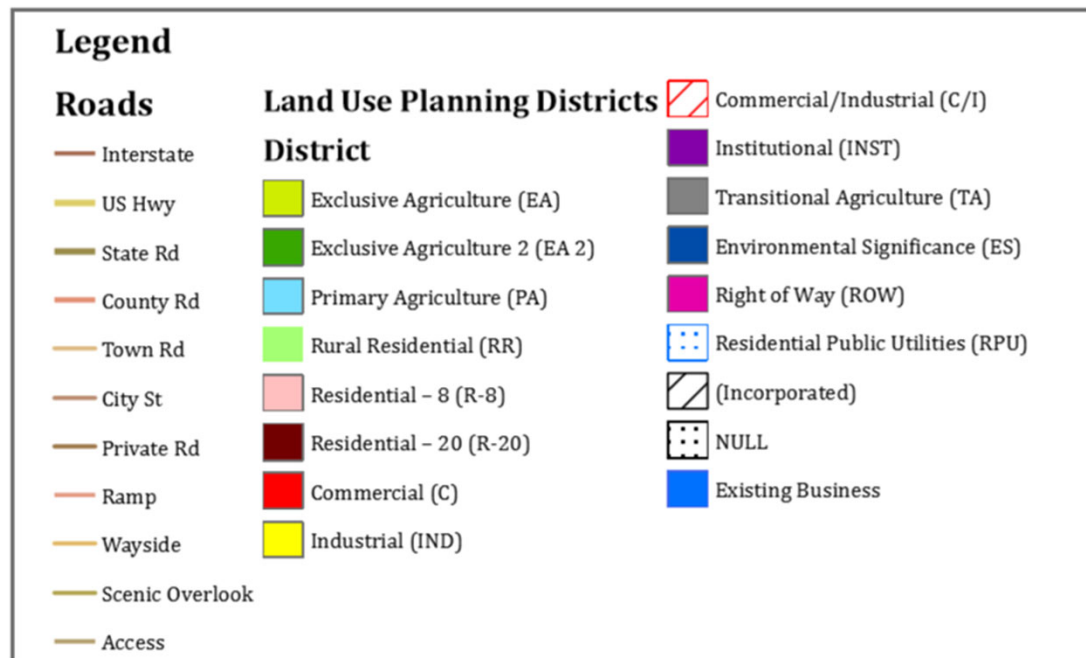
Bottom-Up Approach

Winnebago County has a long-standing tradition of looking to the towns when it comes to future land use planning. Towns provided input via the [Steering Committee](#) for the purpose of guiding the County's effort in the comprehensive plan update. The county's comprehensive plan was built on the direct input from the towns and the future land use maps were prepared at the local level from the bottom up.



Bottom-Up Approach



Future land use maps were prepared for each town in **Trempealeau County**. The county land use map was prepared by compiling the 15 town land use maps. Each town plan is incorporated into the county plan.



Bi-Directional Approach

Agriculture & Open Land	
	<p>Description</p> <p>Consists of land in open or cultivated state with limited residential development. Residential uses are primarily accessory to agricultural or agriculture-related activities (i.e. farmsteads). Residential uses not accessory to principal agricultural activities are limited in number and generally located on unplatted parcels or lots created by minor land divisions. Development served by Private Onsite Waste Treatment Systems (POWTS).</p>
Rural Character	
	<p>Description</p> <p>Consists of agricultural land, open land and residential development. Agricultural and open land become less interconnected due to increased residential development, including a limited number of subdivision plats. Development beyond residential use is limited, and is largely comprised of agriculture-related businesses. Development served by POWTS.</p>
Suburban Transition	
	<p>Description</p> <p>Consists of residential development with agricultural and open land interspersed. Agricultural and open land yield way to increased residential and non-residential development. Residential development patterns reflect an increase in platted subdivisions. Non-residential development begins to include a diversity of uses including nurseries & landscaping businesses, and light manufacturing. Development served by POWTS and sanitary sewer service.</p>

Outagamie County used a “Bottom-Up / Top-Down” process. The county worked with towns to review each town’s future land use map and categorize parcels based on the county’s transect-based future land use categories. Strategies and goals were developed by steering committee, with community input.

Suburban Residential	
	<p>Description</p> <p>Consists of residential development, almost exclusively via subdivision plats. Isolated remnants of agricultural and open land. Very limited non-residential uses. New development served by sanitary sewer; isolated, existing development served by POWTS.</p>
Community Mixed Use	
	<p>Description</p> <p>Consists of an array of land uses including residential, commercial, light manufacturing, industrial, institutional, recreational, and governmental at lower densities than urban areas. Isolated remnants of agricultural/open land. New development served by sanitary sewer; isolated, existing development served by POWTS.</p>
Commercial / Industrial	
	<p>Description</p> <p>Consists of multi-scale commercial, manufacturing and industrial development as well as other closely related uses. Development typically includes larger building envelopes with increased vehicular focused infrastructure. Generally located within close proximity to high capacity transportation systems (rail, airport, highway). Residential uses are limited to those existing. Extremely isolated remnants of agricultural/open land. Nearly all development served by sanitary sewer.</p>

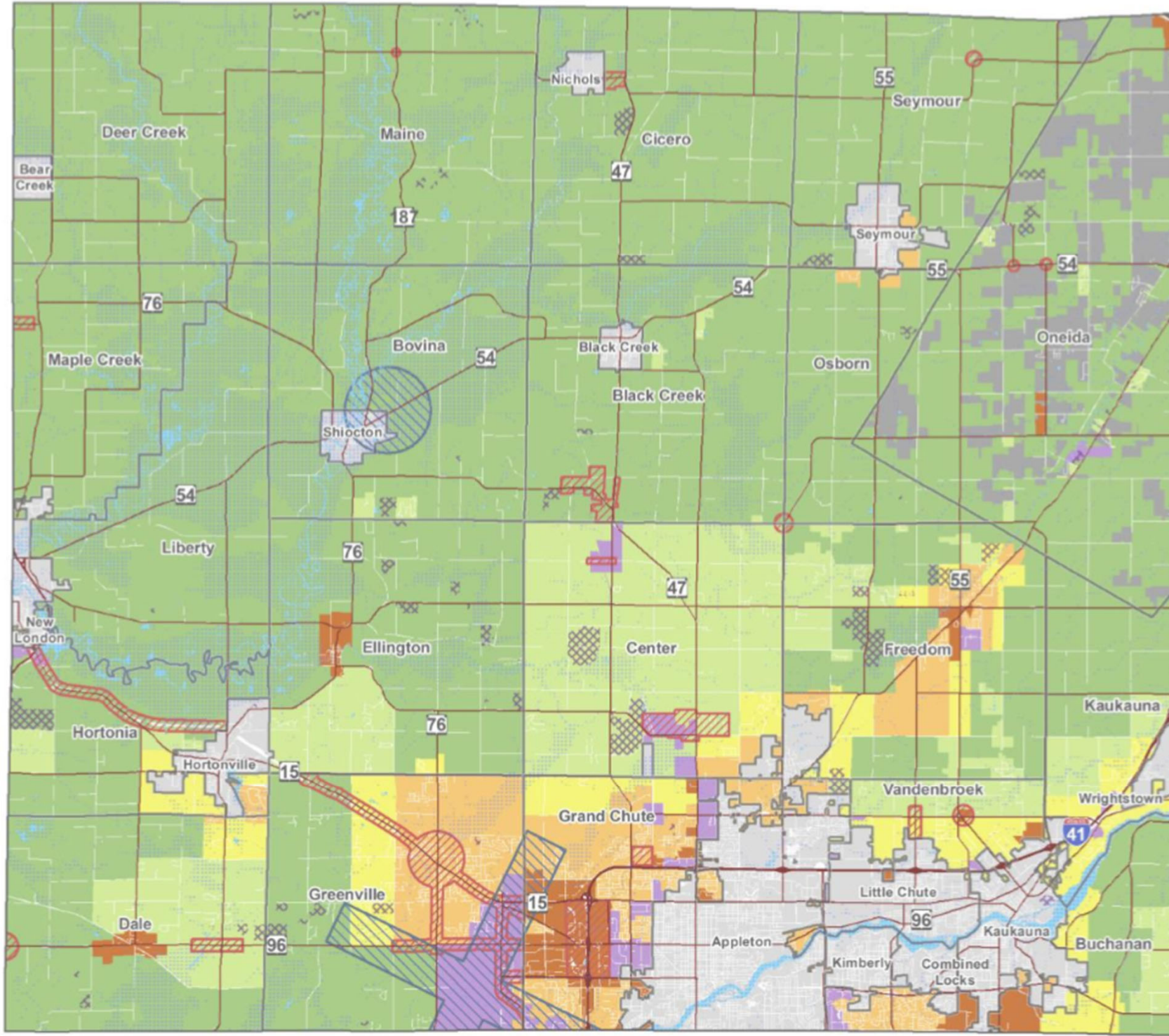
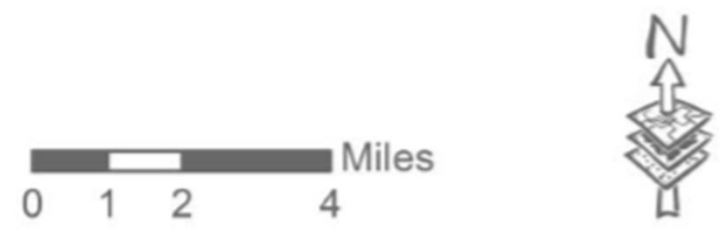
Future Land Use - Outagamie County

Future Land Use

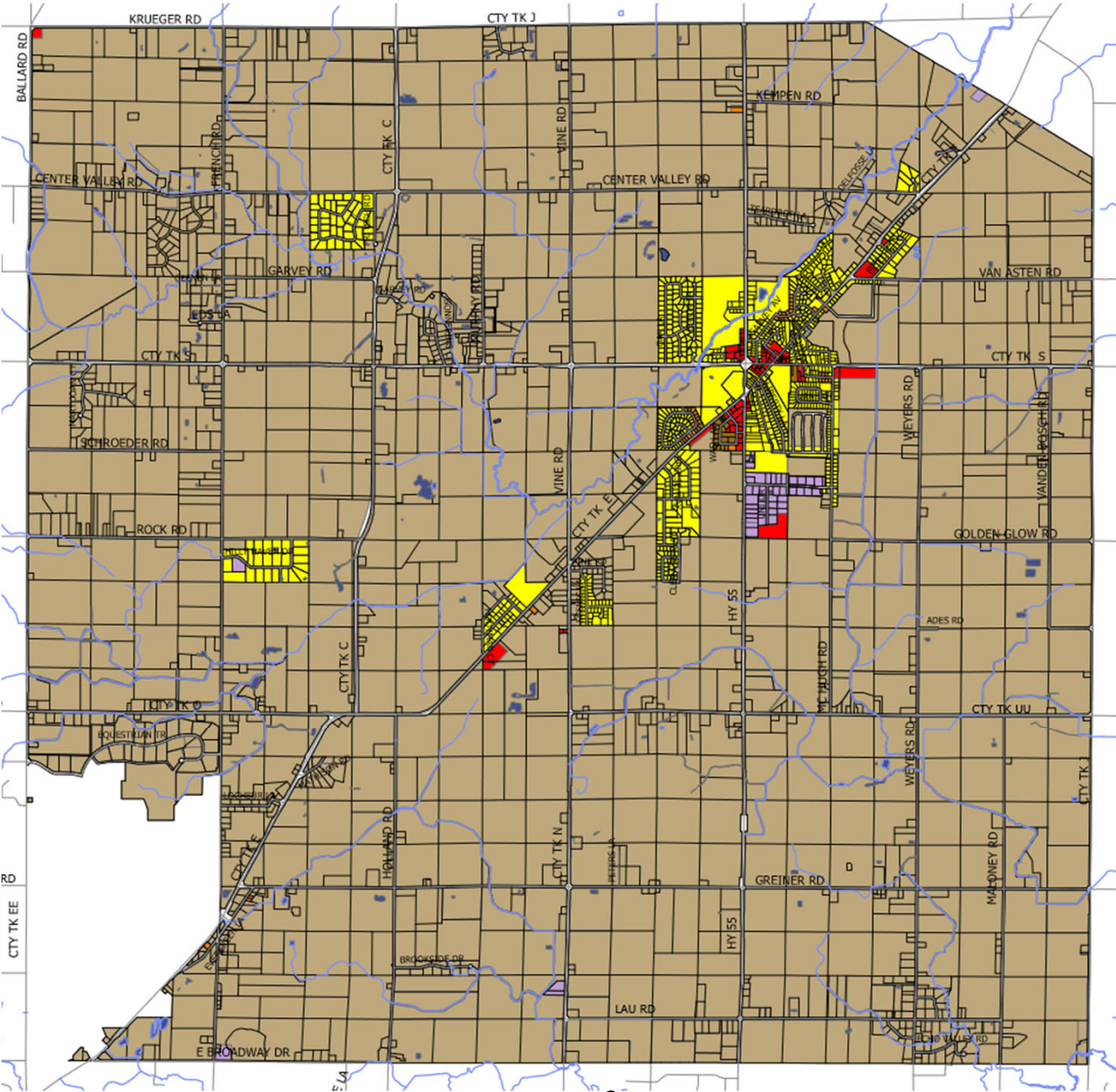
- Agriculture & Open Land
- Rural Character
- Suburban Transition
- Suburban Residential
- Community Mixed Use
- Commercial / Industrial
- Urban/Incorporated City & Village

Land Use Overlays

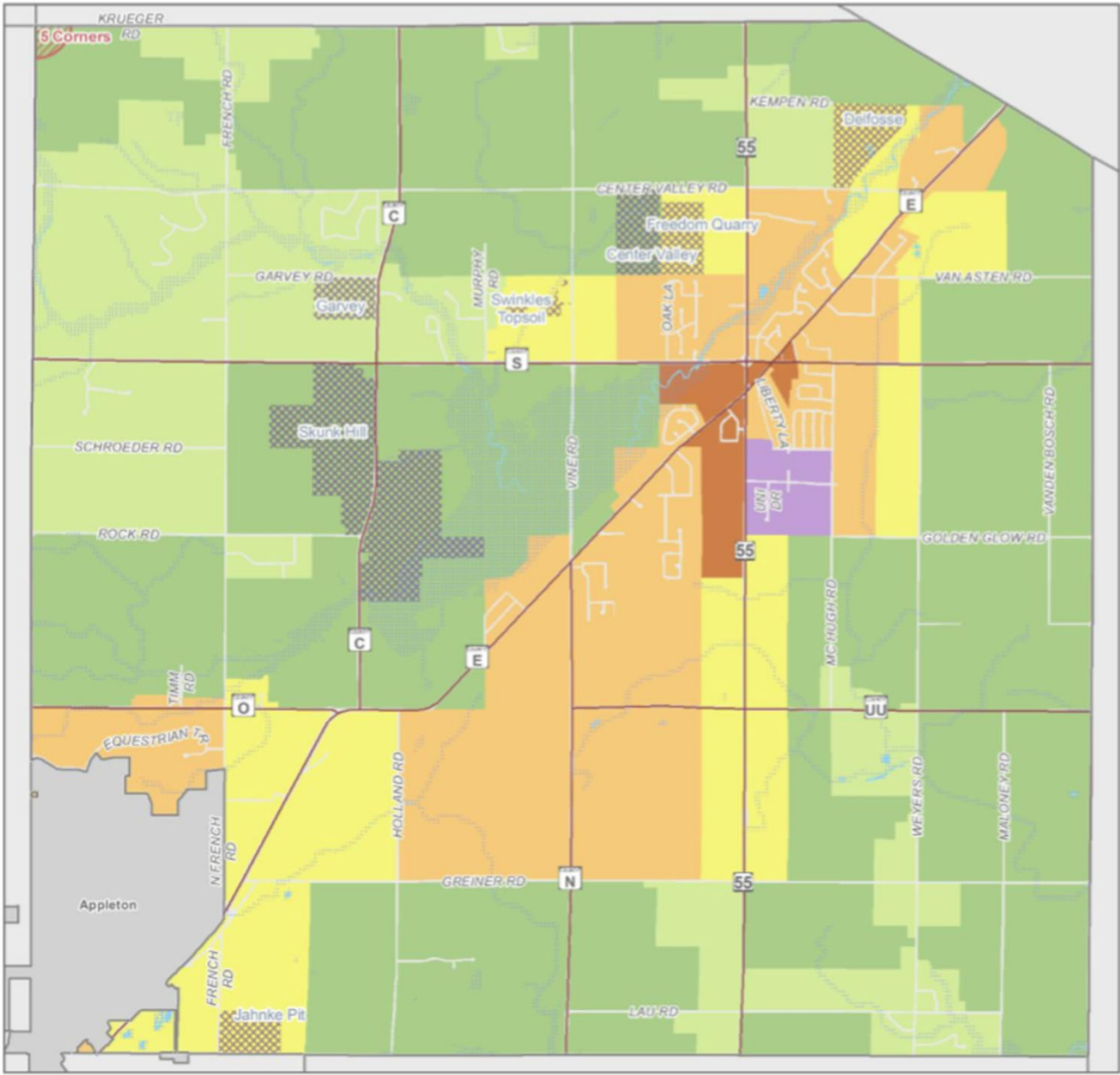
- Town Center / Highway Mixed Use
- Existing Non-Metallic Mining Operation
- Natural Areas
- Airport Protection Area
- Oneida U.S. Trust Land



Example: Town of Freedom

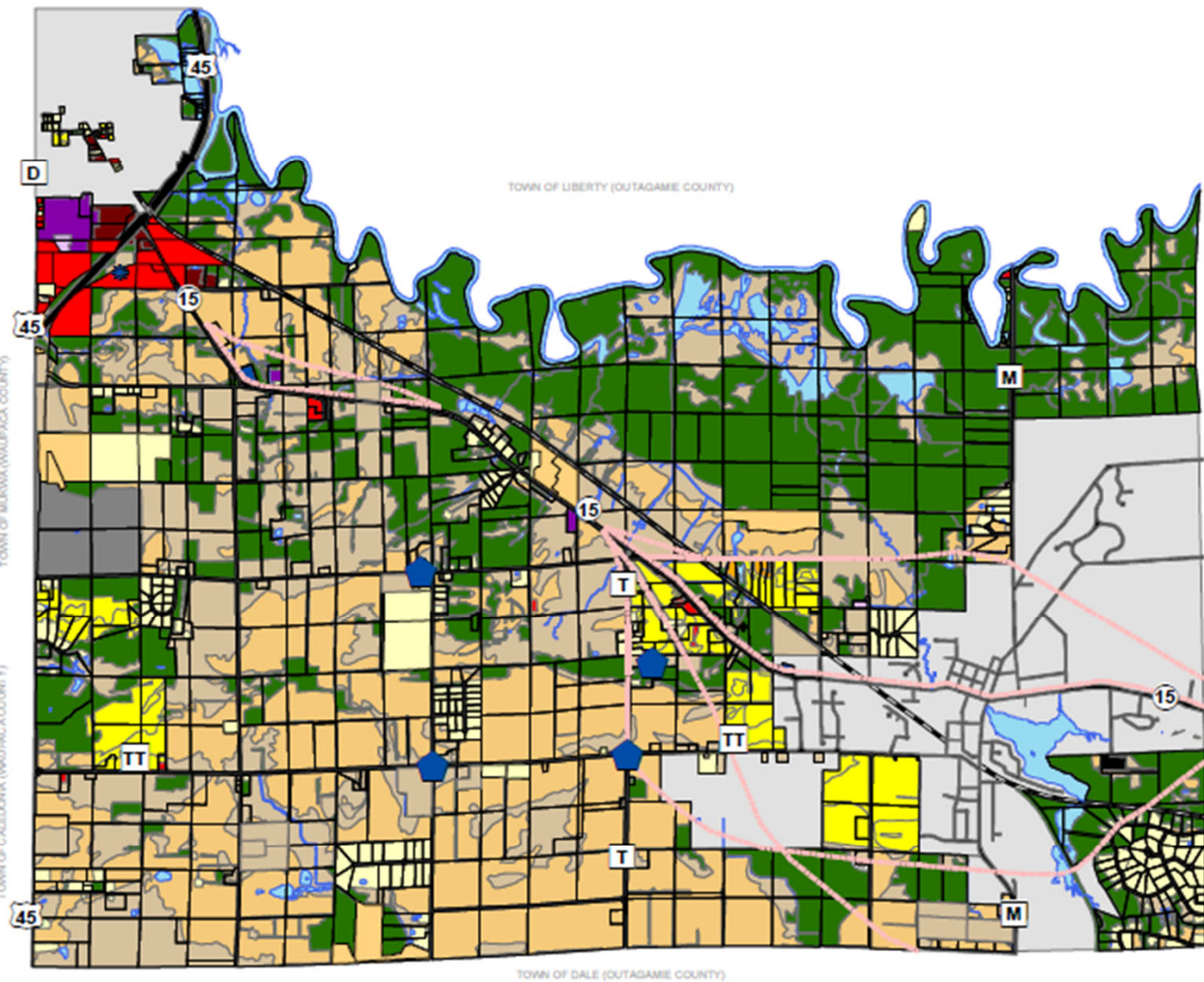


2009

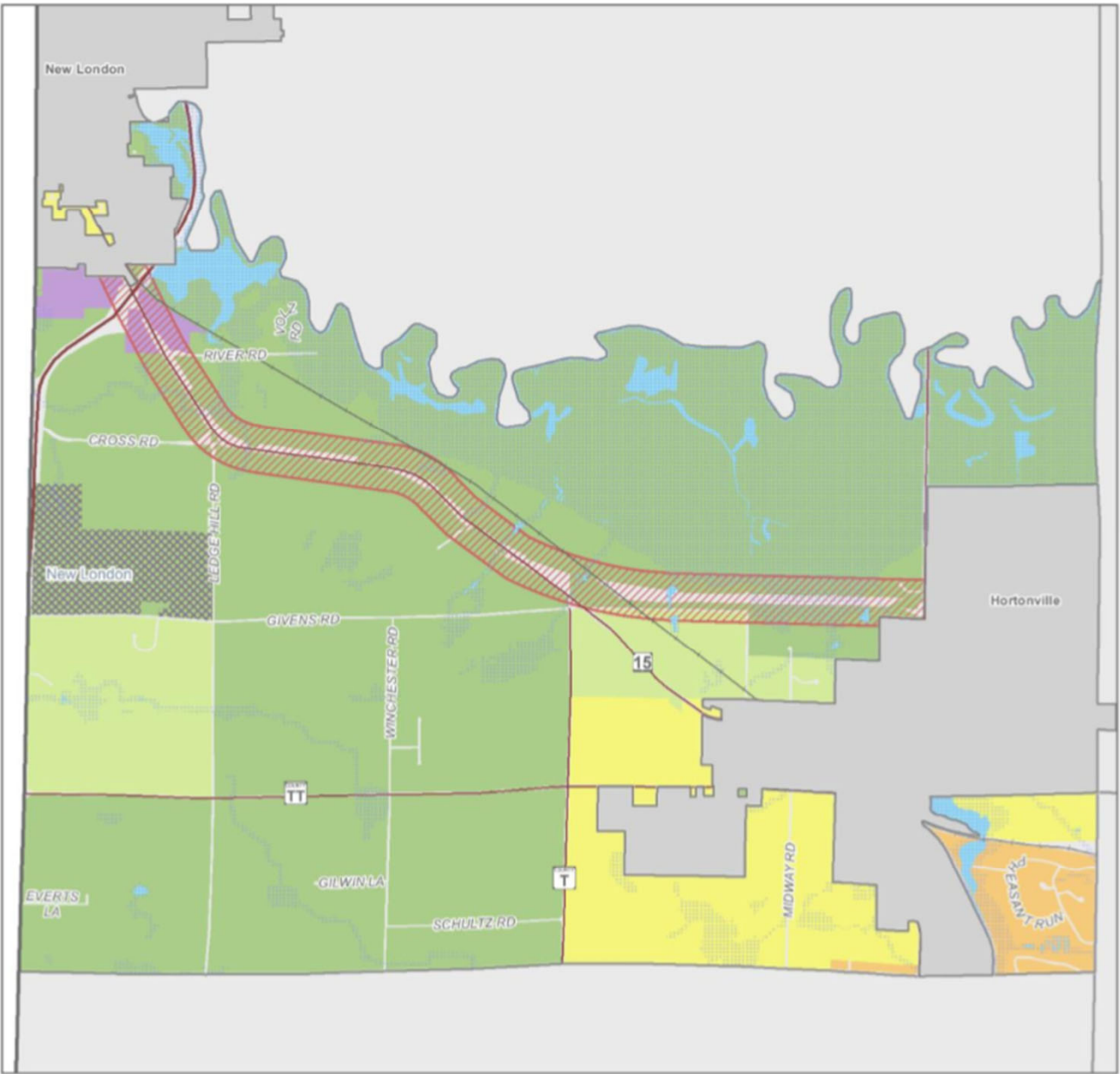


2019

Example: Town of Hortonia



2010



2019

Relationship between zoning and town plans

From Marathon County and Town Comprehensive Plans:

Each local jurisdiction must make land use decisions that are consistent with their own comprehensive plan. The decision to approve a zoning change must be based on the adopted comprehensive plan, and specifically, the future land use map.

If the requested zoning is consistent with the land use designation on the property it should be approved, unless unique circumstances indicate the rezoning would negatively impact surrounding properties or the community.

If the requested zoning is not consistent, the community should consider denying the request. If the community believes the requested zoning is appropriate in the specific location and would benefit the community, the change can be approved, but the land use map should be amended to establish land use and zoning consistency.

Relationship between zoning and town plans

The Pierce County Comprehensive Plan was developed through a public participation and review process and is intended to be reflective of the values, goals, and vision of the residents and communities that comprise Pierce County.

The Pierce County Comprehensive Plan is not intended to pre-empt local comprehensive plans developed under Wis. Stats. 66.1001. Rather, the plan is intended to be a framework or “toolbox” which can provide local communities with concepts and ideas to implement the objectives set forth in their own localized comprehensive plans while still maintaining a coordinated and consistent vision with the Pierce County Plan.

The “Context” document discusses how Pierce County’s Comprehensive Plan will be applied to land use decisions on a county-wide basis, as well as how the plan will apply in cases where a town under county zoning has, or has not, adopted a town specific comprehensive plan.

Context for Discussion of Pierce County’s Comprehensive Plan

Completed Town Comprehensive Plans:

Clifton	Ellsworth	Gilman	Hartland	Isabelle	Maiden Rock	Martell
Oak Grove	Rock Elm	River Falls	Salem	Spring Lake	Trenton	Trimbelle



- For towns that HAVE adopted a comprehensive plan:
- county will solicit a non-binding town recommendation on conditional uses
 - rezoning will only be approved when consistent with town plan
- For towns that HAVE NOT adopted a comprehensive plan:
- county will solicit a non-binding town recommendation on conditional uses and rezones
 - rezoning will only be approved when consistent with county plan
 - towns no longer have veto authority over rezones



Public Participation

(Beyond the Open House and Public Hearing)

Visioning

Graphic Recording, Outagamie County



Wall graphic prepared during December 12, 2018 Outagamie Comprehensive Plan Steering Committee Visioning Session

SWOT Analysis



STRENGTHS

- Vibrant and stable manufacturing base.
- The corridor is an employment center for the larger region, drawing in thousands of commuting workers daily.
- High-quality, postsecondary educational institutions.
- Ongoing downtown and riverfront development efforts in many communities.
- Multiple organizations in the region supporting economic development.
- High level of collaborative initiatives (for example, NEW ERA, NEW Manufacturing Alliance, New North, IT Alliance).
- Events and attractions that bring in large numbers of outside visitors to the region and present a global brand (for example, Green Bay Packers, AirVenture, Mile of Music festival, Titledown District).



WEAKNESSES

- Talent availability (current and future) is the overriding challenge employers face.
- Negative net domestic migration in recent years (more domestic residents leaving the region than arriving).
- Shortage of workforce housing—especially higher quality housing options.
- Perceived disconnect between employers and economic development practitioners.
- Gaps in the regional entrepreneurship and innovation ecosystem.
- Lack of racial and ethnic diversity within the population.
- Lack of coordination among economic development organizations in the region, creating confusion within the business community.



OPPORTUNITIES

- Foster a greater understanding within the five counties of why the I-41 Corridor is an economic region.
- Greater alignment and coordination of existing local and regional economic development initiatives, for example, a regional talent summit to engage employers on devising strategies to meet future talent challenges.
- A comprehensive regional talent initiative for attraction and retention.
- Engage former residents through a regional “come home” campaign.
- Leverage existing festivals and events for investment and talent attraction.
- Regional and national promotion of assets and successes.
- Internal marketing for talent retention and networking.



THREATS

- Retirement associated with an aging workforce.
- Loss of skilled and professional talent to larger metro areas in the state (Milwaukee and Madison) and the Midwest (Chicago, Minneapolis–Saint Paul) seeking higher pay and urban amenities.
- Risk-averse culture in the region and state limits growth potential, in comparison to communities that place a higher priority on innovation and entrepreneurship.
- Major employers vulnerable due to ongoing and potential acquisitions, technology disruptions, and changing consumer behaviors.
- Expansion of existing businesses to markets outside the region.

Outagamie County Comprehensive Plan

Source: ECWRPC 2018. Driving the Future; Page 4-5.

Community Events

Touch-the-Truck



Pop-Up
Events



Farmer's Market


Movie Night

Oconomowoc, WI


Community Input


GOALS & RECOMMENDATIONS


GOAL 1: Integrated land use and transportation system.


17  1.6 Engage school districts in the planning process, when county facilities, parks, land use or transportation decision district facilities or operations.


GOAL 3: Cooperative, intergovernmental land-use decisions.


6  3.1 Create a routine community-based process to evaluate key land use issues and how best to address through regular other means.

12  3.2 Continue to improve coordination and communication with towns for land use planning & zoning actions, creating between county staff and town officials (Boards, Plan Commissions, Building Inspectors and Professional Staff).


5  3.3 Provide hands on professional guidance and recommendations to Town Boards/Plan Commissions, where desired.

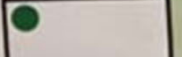
8  3.4 Reference town comprehensive plans (in addition to the County Plan) for further land use guidance when considering other discretionary land use requests.

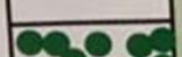
5  3.6 Continue to build and refine the CityView enterprise permitting system, to develop efficiencies and increase transparency planning & permit review process for staff, communities, applicants and citizens alike.


11  3.7 Support intergovernmental coordination and cooperation for land use and infrastructure planning on the urban fringe boundary agreements and other cooperative planning tools is encouraged.

GOAL 5: Advance housing affordability; ensure a housing stock that meets the needs of all residents.


5  5.2 Routinely engage with housing groups to stay abreast on trends in housing and discuss achieving shared policy objectives.

1  5.4 Continue partnership with Brown County to administer the Regional CDBG Housing Revolving loan fund; explore other or partnerships to advance affordable housing throughout the county.

9  5.5 Explore and evaluate potential partnerships and programs that could further advance affordable and workforce housing areas are not overlooked.

7  5.6 Explore and evaluate potential partnerships to improve older housing stock, and in turn, neighborhoods, ensuring no one is overlooked.


GOAL 6: Wise land development and conservation practices.











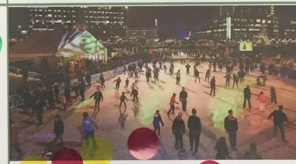



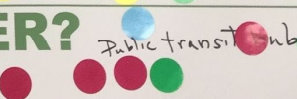
10  6.8 Continue to notify the Outagamie County Drainage Board of development proposals under consideration, in conformity with Stats. Aim to further improve coordination and communication when planning for future development within drainage districts.

Prioritizing Goals, Outagamie County, WI

What is your vision for (re)development in the Olympia area?

Use a dot to identify the types of development or amenities that you would like to see in the area.



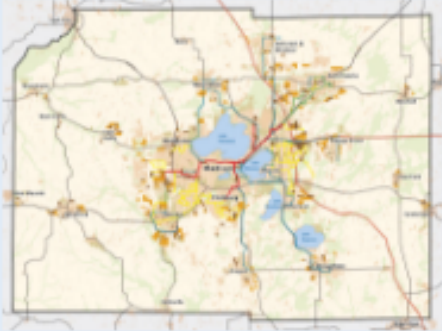
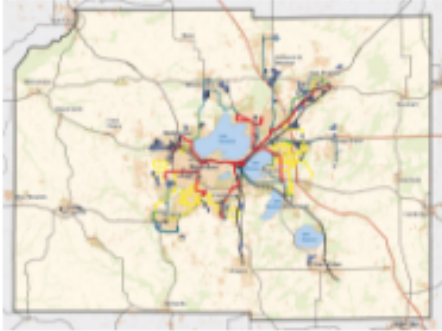
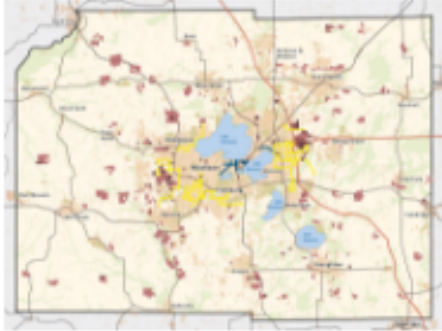
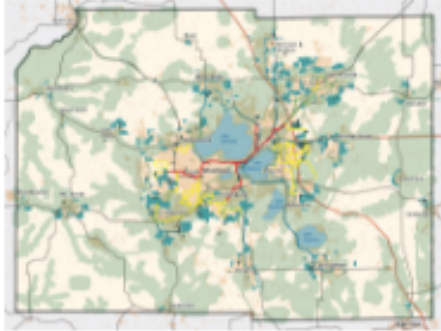
















	Multi-Family Residential 		Mixed-Use 
	Outdoor Gatherings 		Single Family Residential 
	Big-Box Retail 		Outdoor Recreation 
	Retail Center 	OTHER?  Public transit hub	

Visual Preference, Oconomowoc, WI

Growth Scenarios

YOUR PREFERRED GROWTH OPTION

The growth option selected below most closely reflects your survey selections. If you agree, you're ready to move on. If you would like to change your selection, do so now.

COMMUNITY	INNOVATION	SELF-RELIANCE	CONSERVATION
			
 Cost/Household: -\$327	 Cost/Household: -\$1,277	 Cost/Household: \$964	 Cost/Household: \$170
 Miles Driven/House: -481	 Miles Driven/House: -1208	 Miles Driven/House: 652	 Miles Driven/House: 37
 Road, Fire, EMS: \$1.3 billion	 Road, Fire, EMS: \$911 million	 Road, Fire, EMS: \$1.7 billion	 Road, Fire, EMS: \$1.2 billion
 Ag Land Consumed: 11k	 Ag Land Consumed: 5.6k	 Ag Land Consumed: 19.3k	 Ag Land Consumed: 16k
<div>Selected</div>	<div>Select</div>	<div>Select</div>	<div>Select</div>

Games and Hands-On Activities

Legos



Zone! The Land Use Game



Box
City

How will you engage youth, elderly, and other underrepresented voices?



Select tools and techniques based on objectives

	EXCHANGES WITH CITIZENS		CITIZEN ENGAGEMENT		
LEVEL OF PARTICIPATION	Inform	Consult	Involve	Collaborate	Empower
OBJECTIVE	Provide the public with balanced and objective information and assist them in understanding the problems, alternatives and/or solutions.	Obtain public feedback and analysis, alternatives, and/or decisions.	To work directly with the public throughout the process to ensure that public concerns and aspirations are consistently understood and considered.	To partner with the public in each aspect of the decision, including the development of alternatives and the identification of the preferred solution.	To place final decision making in the hands of the public.
PROMISE TO THE PUBLIC	We will keep you informed.	We will keep you informed, listen to and acknowledge concerns, and provide feedback on how public input influenced the decision.	We will work with you to ensure that your concerns and aspirations are directly reflected in the alternatives developed and provide feedback on how public input influenced the decision.	We will look to you for advice and innovation in formulating solutions and incorporate your advice and recommendations into the decisions to the maximum extent possible.	We will implement what you decide.
EXAMPLE TOOLS	Fact sheets; Websites; Open houses.	Public comment; Focus groups, Surveys; Public meetings.	Workshops Deliberative polling.	Citizen Advisory Committees; Consensus building; Participatory decision making.	Citizen juries; Ballots; Delegated decisions.

IAP2 Spectrum of Public Involvement

Document and Celebrate Participation!

Outagamie County
Comprehensive Plan Update

Visioning Exercise
SIGN-IN SHEET

Town of Cicero

Date Oct 18

Name	Address
Steve Hackl	W3765 Cicero Rd Seymour, WI
David Vandeker	N9471 Co. Rd. X Black Creek
Terry Schiesl	W5465 Schnabl Rd Black Creek
Judy Hackl	W3765 Cicero Rd Seymour WI 54165
Dianne Postel-Smith	N9296 Grandy Rd. Shiocton 54170
Cheryl Howell	N9501 Roepcke Rd Seymour 54165
Lori Klevesahl	W5402 Brugger Rd Black Creek
Dawn Vandeker	N9471 County Rd X Black Creek, WI 54166
Kelly Seitz	N8380 Old Hwy 47, Black Creek, WI 54166
Jeanie B Marsh	W4432 Cty Rd VV Black Creek
Jaye Veldt	W5053 Cty M. Black Creek.
Tim Veldt	W5053 Cty G Black Creek
Donna Seitz	W5053 Cty G Black Creek

15,000+ people engaged through Imagine Madison



Website
11,960 unique visitors



Community Meetings
10 meetings | 371 participants



Resident Panels
231 participants



Markets and Festivals
19 Events | 649 interactions



Social Media
803 followers



Mini-Documentary



Planning Pop-ins
60 Pop-ins | 1,775 attendees
→ Hip Hop Architecture & Planning Camp
→ Cap Times Talk
→ UW-Madison PEOPLE Program
→ UW-Madison Classes



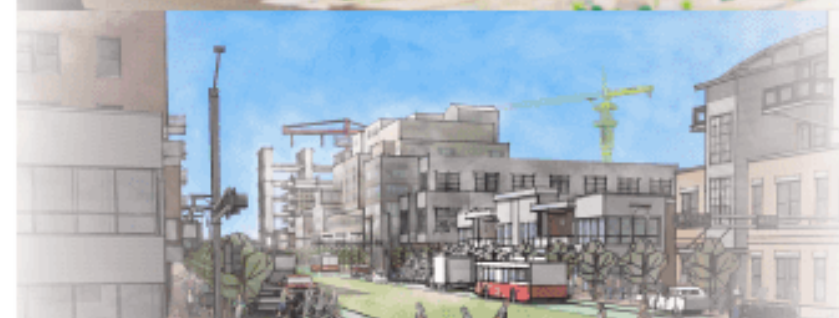
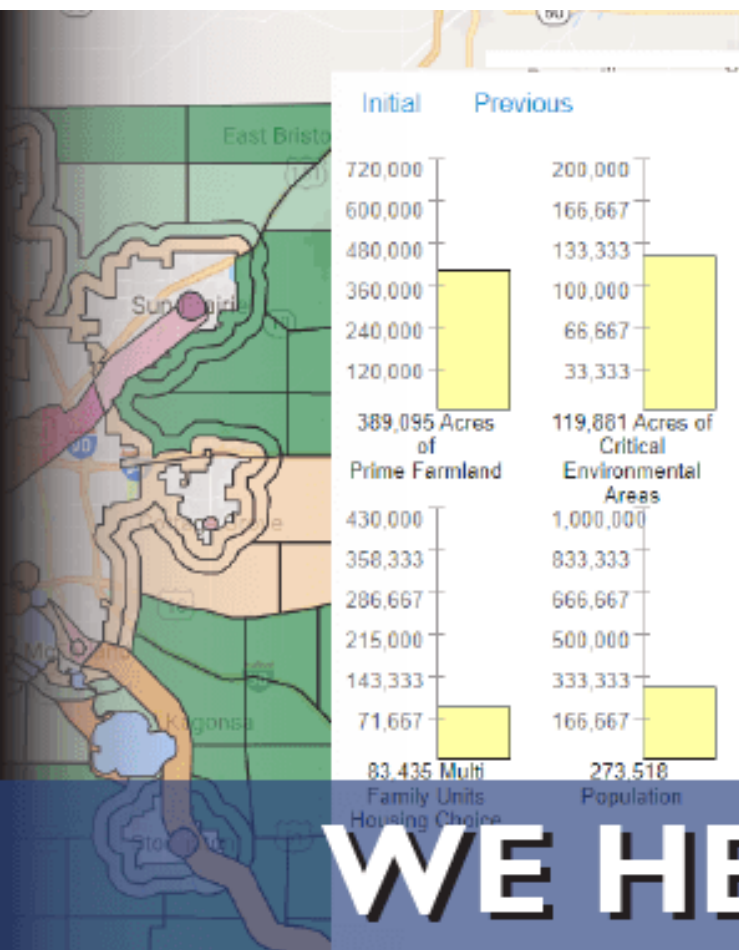
Inter-Agency Staff Team
26 staff members | 17 departments



Neighborhood Resource Teams
9 Teams | 118 attendees



City Committees
18 Boards, Commissions, and Committees



WE HEARD FROM YOU IN 2017!

39 presentations

20 workshops

9 events

1,100 people engaged

Capital Area Regional Planning Commission, Dane County, WI

Thank
you!

Rebecca Roberts
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715-346-4322



Center for Land Use Education
College of Natural Resources
University of Wisconsin-Stevens Point



Extension
UNIVERSITY OF WISCONSIN-MADISON