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# Land Use Tracker

A quarterly publication of the  
Center for Land Use Education

## UPDATING YOUR RURAL COMPREHENSIVE PLAN: STRATEGIES TO ADDRESS SHIFTING TRENDS

By Eric Fowle, East Central Wisconsin Regional Planning Commission  
and Ken Jaworski, Martenson and Eisele

In the fall of 1999, Wisconsin adopted a comprehensive planning law as a part of the governor's budget bill. The primary intent of the law is to ensure that changes to major land use tools, including zoning, land division, and official mapping ordinances are consistent with an adopted comprehensive plan. The law provides a framework for creating and adopting local comprehensive plans: plans must address nine different topics or "elements," include opportunities for public participation, be adopted by ordinance, and be updated at least once every ten years. The specific content and direction of the plan is up to local communities.

At last count, over 1,500 Wisconsin communities had adopted a comprehensive plan. There are only 100 communities that exercise zoning, land division or official mapping without an adopted comprehensive plan. From a numbers perspective, the comprehensive planning law appears to be a success. It's clear that many communities understand the connection between the comprehensive plan and local land use decision-making. They consult their plans when making major infrastructure decisions, granting zoning and subdivision approvals, and dealing with controversial land use issues, among other things.

Statewide, however, the content, effectiveness and use of local plans varies widely. Many early plans focused on meeting the technical requirements of the law. Few plans created a pathway for citizens and local officials to revisit the plan, hone in on issues that really mattered, and use the plan in local decision-making. Changing social, political and economic circumstances also provided a reality check for some communities. 'Rosy' projections included in the first round of plans did not, and may not ever materialize. Many of these communities are struggling to understand the importance of their plan and where it fits within local decision-making.

## Planning for an Update?

Given that nearly 10 years have passed since most communities adopted their first comprehensive plan, now is the perfect time to revisit those plans. This article highlights major trends, ideas and examples that communities should consider when updating their plans.

## Trends to Consider

Addressing land use change is difficult at best, particularly in rural areas. Towns took different approaches to this task. Some took a firm stand in controlling the amount of development that would occur so that agriculture and rural lifestyles could persist. Others envisioned painting the landscape with scattered, large-lot residential subdivisions and blanketing their rural highways with commercial development. Urban towns went to work planning for masses of sprawling—and often separated—low-density residential, retail and industrial development. They attempted to capitalize on the good economy, and the many jobs being created within metropolitan regions.

Things have changed of course. In the wake of the Great Recession of 2008, businesses and jobs were lost, stable neighborhoods became unstable with foreclosures, and development slowed, if not stopped altogether. Agriculture, on the other hand, survived the recession quite well with strong commodity prices. For the first time in decades, the disparity between the price of land for development and the price of land for farming began to close.

Recent and predicted changes will undoubtedly require new approaches and new strategies to be considered when communities update their plans. From a land use planning perspective, we look to trends derived from demographic and economic shifts, changes in natural systems, legislative directives, and political philosophies, including regionalization. A summary of these trends follows:

### ► Socio-Economic Trends

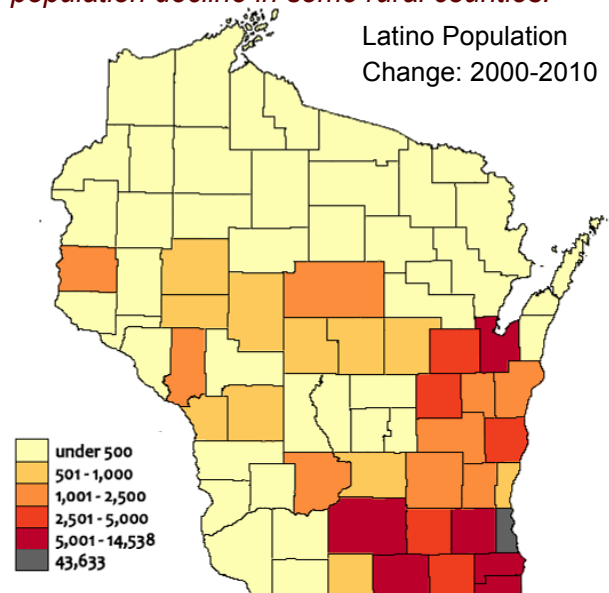
**Population projections for many communities have been throttled back.** Household size continues to decline. For some communities, this means a decline in population. Many lots within platted subdivisions now lie vacant with a good number reverted to agricultural use. For the first time in recorded history, there are now more single adults than married adults in the U.S.

**The baby boomer generation continues to move into retirement.** The baby boomer generation (born between 1946 and 1964) is really very independent. However, the “Me” generation will still demand services they feel entitled to due to a life of paying taxes. Roads, which they have used all their professional lives, will need to be maintained or improved. Services like police, fire, garbage and utilities cannot be sacrificed. Housing and health care must be affordable to meet retirement incomes. Housing style, size, and proximity to services will be of high value for this growing market, though many will continue to live in rural areas. They will also be the most vocal at town hall meetings, as they simply have more time available to participate. They value traditional forms of communication.

## Hispanic and Asian populations will continue to grow as a percentage of the U.S. population.

These cultures are typically accustomed to living in more dense urban environments. They may have little interest in, or financial ability to live in suburban environments. Growth in these populations has already made an impact on local school districts relative to teacher requirements. Social programs offered by larger municipalities and counties have also responded. It is hard to predict what impact these growing cultures will have on local communities. Their perspectives should be sought out and represented during the comprehensive planning process.

*Though the majority of Latinos live in urban areas, in-migration of Latinos has stemmed population decline in some rural counties.*



Latinos in Wisconsin, March 2014, Applied Population Laboratory

## ► Agriculture Trends

Farming was one of the few industries that survived the Great Recession without major issues. Farm commodity prices remained relatively stable and at times spiked due to increased competition between industries like energy and animal feed suppliers. Because of increased competition, some farm crops like corn and soybeans had strong gains during this period. Cash cropping returned in force in some areas due to major market processing investments in infrastructure. Combined with almost stagnant housing construction, much land returned to agricultural management.

**Wisconsin agriculture will likely stay strong for the foreseeable future.** Competition between different agriculture niches such as vegetable and grain crops and dairy have increased competition for farmland. This has driven up agricultural land prices for purchase and rent. Few agricultural professionals project this trend will change. In fact, population growth in developing countries will likely increase demand for food worldwide.

**The gap between land values for development and land values for agriculture has closed substantially.** Most planners have never experienced this type of reversal before. This leads to a fundamental planning question: Will rural governmental units like towns reverse some of their prior plans which called for “rural residential” and now designate these lands for agricultural use?

**Growth in agriculture has resulted in increasing demands on local resources and facilities.** Farm equipment has increased in size and weight, creating pressure on local road systems. Dairies have also grown in size creating concerns over manure management, smells, water quality, and water quantity. While growth in agriculture is generally viewed as a positive economic impact, communities have and will continue to grapple with these side effects.

**Agriculture of tomorrow will require substantial amounts of land to support invested infrastructure.** The State of Wisconsin has invested significant financial resources in its Working Lands program in an effort to plan for agricultural growth and manage potential barriers. All said, agriculture is here to stay in Wisconsin. Yet it will look very different from the red barn, cow pasture photos of the past. Large tracts of

undeveloped farmland will need to be preserved to support the production agriculture industry. Organic and small scale production agriculture, while preferred by some communities, will only contribute a small, but nonetheless important portion of the overall agricultural economy.

## ► Housing Trends

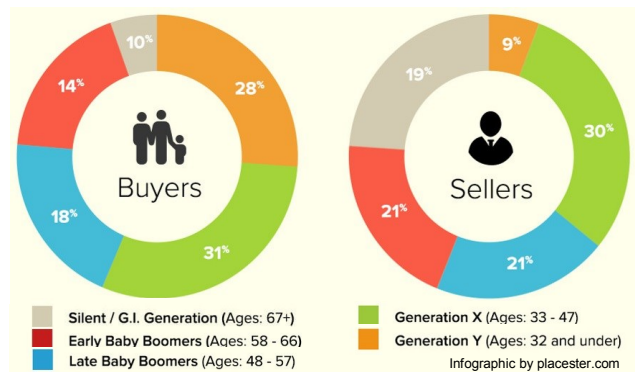
The clash between non-farm related residential housing and agricultural practices in rural areas has always presented challenges for planners and town leaders to balance. But the future of housing in rural areas is about to meet other challenges as well. Though these trends seem more national, than local, they will likely play a factor in the demand for new housing development within many rural Wisconsin communities.

**More homes will flood the market as a result of the baby boomers selling off.** In the coming years, many baby boomers will want to sell their homes to move closer to services and medical arrangements. There will be an estimated 1.5 to 2 million homes coming on the market nationwide every year at the end of this decade from senior households selling off. But who will be buy these homes? Likely, there will not be enough buyers for the amount of homes on the market.

**McMansions are out and smaller is better.**

According to data from the American Housing Survey, 80 percent of new homes built from 1989 to 2009 were detached single-family homes. A third of them were larger than 2,500 square feet. Forty percent were built on lots of one-half to 10 acres in size. Roughly three-quarters of new housing demand will come from the people who bought these traditional homes, now empty-nesters wanting to downsize. Smaller family size and more single

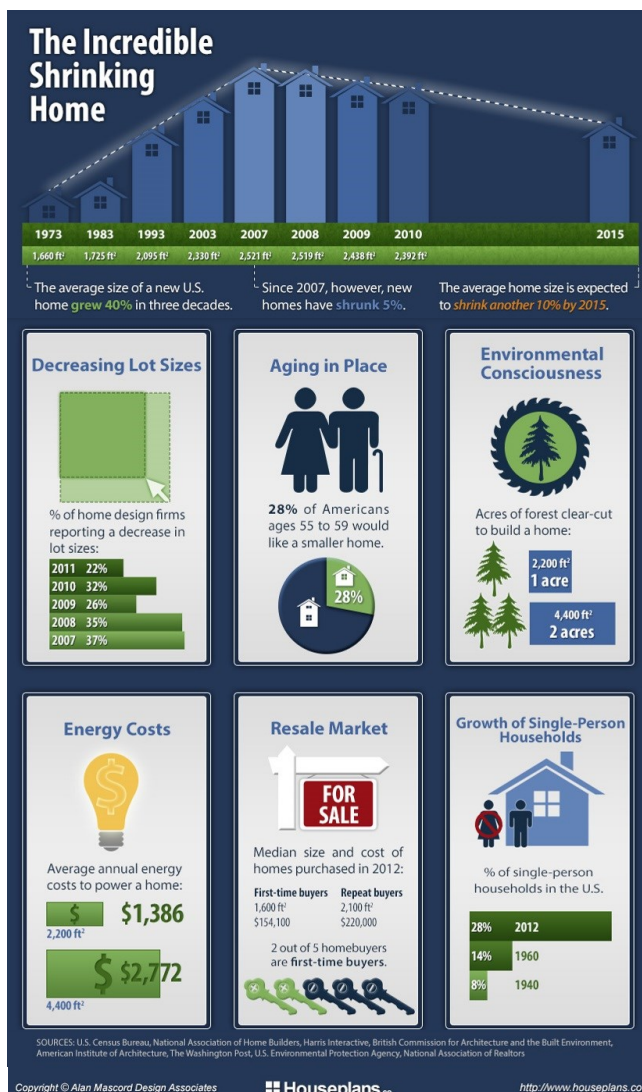
**Many baby boomers will sell their homes to move closer to healthcare facilities and services.**



households is unlikely to create demand for large homes on large lots. Instead, many buyers will prefer smaller, more reasonably priced homes they can sell in the future.

**Buyers will increasingly look to alternative housing types.** Some demand for “traditional” single family homes in subdivisions will always be evident, particularly among households with children. However, it is projected that about a quarter of buyers will look to alternatives such as condos, rental units and urban townhomes. Historically, demand for this type of housing was very low—near zero in some regions. This trend may exacerbate the situation with baby boomers trying to sell their homes, particularly in rural areas.

*Economic pressures, environmental concerns and changing demographics means that more people are looking for smaller homes.*



**The cost to build a new home in an already flooded home market will make building less valuable.** To access most homes that hit the market, car travel will be required. Because agricultural land prices are at an all-time high, the cost to develop subdivisions within rural areas will be even more expensive, especially in areas of active farming where the demand for farmland is high.

► **Transportation Trends**

**Future home buyers are less likely to travel long distances between home and work.** When the internet became readily available, many people envisioned corporations would allow employees to work out of their homes. However, that trend never took serious traction. Most employees are still required to report to a place of work to remain accountable and build chemistry between co-workers. Long commutes mean lost time opportunities and more restrictions on disposable income. This is not an attractive combination to the soon to be employed millennial generation.

**The millennial generation is not as interested in cars as past generations.** National data obtained through the Federal Highway Administration (FHWA) indicates a growing number of youth are less interested in obtaining a driver’s license. In 2011, the percentage of 16-to-24 year olds with driver’s licenses dipped to another new low. Just over two-thirds of young Americans were licensed to drive in 2011. That’s the lowest percentage since at least 1963. There is a lot of speculation about why fewer young people are getting driver’s licenses (and why even those who do seem to be driving less). Theories range from the economy, to the rising cost of gas and vehicle ownership, to an increase in technology.

**Millennials will impact future transportation investments.** There are now more teenagers and young adults in America than there have been in years. Since 1992, the U.S. has gained more than 7.3 million 16-to-24 year olds (an increase of 22%), but has added only 1.2 million 16-to-24 year old drivers (16.4% of the total). If transportation depends on gas tax to generate revenues and future users consume less gas, consideration should be given to how future improvements will be funded.

**Younger generations are more likely to use mass transit.** Millennials seem to be defying their suburban upbringing by not purchasing a driver’s

license and choosing transit instead. According to 2013 survey data provided by TransitCenter, transit ridership is at a 50 year high. Rural communities will not be able to provide the luxury of public transit, but if the millennials seek or choose to use it specifically as their mode of choice, rural communities will have a harder time maintaining or growing their future housing base. The millennial generation appears very attracted to urbanized environments. Most have known no other lifestyle.

### ► Environmental Trends

The environment is changing. While there are skeptics, most folks firmly believe that human impacts on the landscape are having serious impacts. The pressure to utilize resources to meet our society's growing needs will only increase. Proper management of environmental resources, particularly in rural areas, is imperative to the existence of everyone. Natural functions provided by our ecosystems are now more understood than ever. New research and technology, coupled with societal pressure, will continue to alter the regulatory landscape now and into the future.

#### Groundwater is becoming more precious.

Competing uses for groundwater – both business and personal – are stressing the supply and quantity of groundwater in some parts of the state. Other areas are experiencing problems with drinking water quality including nitrates and e-coli from agricultural sources, naturally occurring arsenic and radium, and pharmaceuticals. The legislative arena has been filled with debate over high capacity wells and the inability of towns to protect their groundwater resources due to the regional nature of these impacts. 'Water wars' are apt to get more frequent and complex as the years progress. Updated comprehensive plans should take a closer look and stronger stand regarding groundwater issues.

#### Surface water quality is increasing in importance.

Tens of millions of dollars are spent every year by both public and private sources to protect water quality in this state. Wisconsin's long history of having a 'water ethic' has had its ups and downs. However, it is clear that our residents enjoy and value their water resources. Economic connections to poor water quality have been shown in many areas and the cost to manage and improve water resources is high. New programs are emerging to manage point and non-point source pollution such

as WDNR's Total Maximum Daily Load (TMDL) program. This program will provide funding for rural land management practices that reduce phosphorus inputs to our surface waters. To be successful, rural areas need to accept that they are a major contributor to the problem and will need to be major players to implement solutions.

### ► Regionalization Trends

Ask any planner that used the word "regionalization" in the context of planning in a rural community and they will probably remember the experience well. Once thought of as a term related to the government takeover of rights, regionalization as a solution will grow out of financial necessity. Now, more than ever, communities are realizing they can't provide everything to all people. Financial resources are not there to do so and the social desire to pay for them is not strong enough.

#### Younger generations have little interest in where the boundary of one government ends and the other begins.

Future residents will be attracted to areas that provide places to walk, bike, shop, receive medical care, be employed, obtain education or training, and much more. Working collectively across community borders will be paramount to provide the qualities residents and visitors find appealing. In basic terms, cities keep the country, country, and towns create a sense of place for cities. They function as a system and rely on the assets of each other. Taking advantage of these regional systems and knowing your place within them will help to ensure that your region prospers.

#### Services will be provided across boundaries.

Emergency response has made huge strides in using technology to provide services more easily and efficiently across boundaries. Utility and transportation systems can benefit from similar applications. Private special interest groups and industries have also been using these concepts to break down local control barriers. In the future, local governments will have to do the same.

#### Regional cooperation can help to attain future goals.

Many planners agree that the most "visionary" component of the nine required planning elements is Intergovernmental Cooperation. Though there are many examples of cooperation between adjacent units of governments, the concept of multiple governments working together in a regional

format holds potential to achieve the greatest benefits. In terms of future impact, the strategies identified in the Intergovernmental Cooperation element hold the most promise.

### ► Community Engagement Trends

In a world dominated by social media, the art of community engagement will need to change, especially if leaders want the opinions of younger generations to be heard. Existing state rules have not caught up with rapidly growing online and social media tools. A formal public hearing must be held as part of the comprehensive plan adoption process. Paper notification and posting requirements also apply. Going above and beyond these requirements holds the key to effectively engaging citizenry – both young and old.

**Don't assume that young people do not want to be involved.** Younger generations appear to be less loyal to just one governmental unit and are less likely to be involved in formal planning efforts. However, those that choose to live in rural communities, live there for a reason. They are more likely to engage in public issues and should be given an opportunity to do so.

**Going beyond the norm to seek public input will be the key to developing a future vision for your community.** The typical paper survey, public informational meeting, and hearing is no longer sufficient to gauge public support and generate 'ownership' of your plan. Other alternatives are required to catch the attention of younger residents. Consider alternatives such as Facebook, Twitter and on-line or web-based public participation tools.

**Residents are more likely to engage in "conversations about land use."** A charrette is one technique that can help you to portray the heart, soul and character of your community. A charrette is an interactive, engaging and highly visual meeting typically held throughout the course of a day. It can help you develop the basis and content for your plan by identifying current problems, future concerns, and solutions to guide future land use decisions and change.

### Summary

Taking time to update your plan provides one of the most important opportunities for you to affect change within your community. The planning process allows you to step back, assess current trends, and work

towards a future vision developed by your community. This should not be looked at as a meaningless exercise. Local comprehensive plans, both individually and collectively, hold the key to addressing many local, regional, and statewide economic, environmental, and social issues that are likely to impose stresses on us in the future.

Leaders of rural communities that believe development trends of the past will resurrect once the impacts of the Great Recession subside, should reconsider. Planners must also be open to how these emerging trends will impact towns and rural communities and the services they provide. If we learned anything from the Great Recession it is that the economy and our markets drive change. However, the values and preferences of current and future generations also shape what those markets look like.

As part of our collective civic responsibility, we all need to provide manageable solutions and ideas to deal with change. Trends are moving targets. For that reason, comprehensive plans need to set a realistic vision for the future and recommend how we get there. Local leaders must also revisit their plans on a regular basis to make sure that the plan is relevant and the community is making progress to implement the plan. Remember what Yogi Berra once said, "It's tough to make predictions, especially about the future."

### LOOKING FOR MORE DATA AND TRENDS?

#### At Our Doorstep: Local Government's Demographics Challenge and Implications for Counties and Communities

Monday, December 1, 2014, 10:00 a.m. to 11:00 am  
Webinar presented by Dan Veroff, Applied Population Lab and Mark O'Connell, Wisconsin Counties Association. Register at:  
<http://lgc.uwex.edu/WisLines/index.html>

#### Wisconsin GetFacts

Getfacts is a tool for exploring and downloading Wisconsin demographic data and shapefiles at a range of geographic scales.  
[www.getfacts.wisc.edu/mapping.php](http://www.getfacts.wisc.edu/mapping.php)

#### Wisconsin Demographic Services

Provides annual population and housing estimates and projections for all Wisconsin towns, cities, villages and counties.  
[www.doa.state.wi.us/section\\_detail.asp?linkcatid=11&linkid=64&locid=9](http://www.doa.state.wi.us/section_detail.asp?linkcatid=11&linkid=64&locid=9)

## ENGAGING YOUNG PEOPLE IN COMPREHENSIVE PLANNING: THE IRON COUNTY CASE STUDY

By Will Andresen, Community Development Educator, Neil Klemme, 4-H Youth Development Educator, and Amy Nosal, AmeriCorps VISTA Volunteer, Iron County UW-Extension

Located in northern Wisconsin, Iron County has a population of almost 6,000 people. From 2000 to 2014, the number of residents fell nearly 14 percent. Part of this decline is due to “brain drain,” the out-migration of talented young people who seek greater academic and/or professional opportunities and who find little incentive to stay or return to their (often rural) hometowns.

Young people add vibrancy and energy to rural counties, and Iron County is actively working to address the issue of “brain drain”. Over the last decade, Iron County UW-Extension has partnered with local government and others to increase youth participation in planning efforts, and more recently, the implementation of those plans.

### Rooted in Comprehensive Planning

Iron County UW-Extension’s role in youth involvement began over a decade ago. In 2002, Iron County embarked on a grassroots comprehensive planning effort in which the county government and all ten of the county’s towns collaborated in an intensive public participation process. The process led to the adoption of 11 comprehensive plans by 2006.

Engaging the community’s young people was an important part of the process. Thirty high school students were given disposable cameras and asked to take pictures of positive and negative features of their communities. They also took photos of other communities they visited. The students prepared posters of their findings organized by the nine required planning elements (i.e. housing, economic development, natural resources, etc.). The students then presented their findings to 23 county board, town board, and plan commission members at a community “town supper.” This relaxed venue provided ample opportunity for cross-generational dialogue and relationship building. Program evaluations documented learning from the participating students and community leaders.

This effort was successful in meeting the short-term goal of involving the community’s young people in the comprehensive planning process. One adult said,

“Without taking the voice of our youth into account, the area will fail to move in a positive direction in the future.”

A more structured approach was necessary to fully integrate the voice of the community’s young people into long term implementation of the county’s comprehensive plan. “We were happy to engage our young people in the planning process, but we really wanted to engage their ideas and perspectives in the implementation of our plan,” said Will Andresen, community development educator with Iron County UW-Extension. To accomplish this, the Iron County UW-Extension office initiated a multidisciplinary approach to youth engagement that involved all four Extension educators in the county – community development, 4-H youth development, family living, and horticulture. By working across program areas, the Extension office was able to invest multiple resources, perspectives, expertise, strategies, and relationships in the effort. Following are two examples of Iron County’s approach to engage youth in community planning and development.

### First Impressions

In 2013, Iron County 4-H youth development educator Neil Klemme focused on creating projects in which young people could be actively involved in community decision-making and change. One example is the First Impressions Survey, a tool used

### *Iron County First Impressions Team*



by communities to gather feedback about targeted aspects of their community (i.e., downtown, housing, recreation, etc.). In an exchange with Amery, Wisconsin, high school students from Hurley, Wisconsin, observed existing community assets and needs and reported their findings to Amery's leaders. This was the first survey team to be made up exclusively of youth.

Through this process, youth participants gained valuable life skills and engaged in community leadership. By assessing another community and reflecting on their experiences they also formed a stronger connection with their own community. This is important because young people who have a stronger sense of place, or attachment to place, are more likely to stay in the community or return sometime later in life, thus stemming the brain drain.

Local chambers of commerce, economic development boards, businesses, and community leaders helped to make the project a success by showing that they valued the input of young people in their communities. Other projects have grown from the First Impressions Survey, including one project that places youth in a leadership role developing a trailhead park.

### Trailhead Development

Recreational trail development is a recurring theme in Iron County's comprehensive plan. In light of the fact that parks and recreational land in Iron County have remained fairly static over the last 20 years, the plan calls for improving motorized and non-motorized recreational trail usage. A key suggestion from participating youth was to create more things for them to do—things that they've seen in other communities—such as parks, skateboard parks, and trails.

In 2013, with the support of a year-long AmeriCorps VISTA volunteer, Iron County UW-Extension began to engage students in trail design. VISTA volunteer, Amy Nosal partnered with local teachers to provide service-learning projects around the development of a multi-use trailhead in a downtown area. In the first year, the students explored design possibilities for a space that would accommodate ATVs, bicyclists, pedestrians, and families. The students also considered tree species that would be trailhead appropriate. Their designs were presented to the school board, city council,

### Iron County Multi-Use Trailhead



and community via the local newspaper. The project garnered interest and critical support from city officials and funding from the county health department.

The project is now beginning its second year. This time students will integrate art into the developing trailhead and paint a mural under an ATV bridge that gives voice to the hopes and aspirations that young people have for their community. Manufacturing classes at the high school will create park equipment proudly displaying the students' skills and community pride to all who pass by the trailhead.

### Creating the Future Together

Iron County has discovered a multidisciplinary approach to implement its comprehensive plan. This process draws on the strengths of many partners and resources. Youth input and creativity is central to the process. The community has not only engaged young people, but also valued their input and used it in their decision-making. The results is evolving communities that are becoming healthier, more engaging, more appealing, and more aligned with a grassroots vision created almost a decade ago.

### For More Information

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## ONLINE ZONING CODES MADE EASY

By Carolyn Esswein, Civic Webware

Municipalities adopt zoning regulations to protect the public health, safety, and welfare of their community. Common questions residents ask are: What can I do with my property? What are the dimensional standards for my property? And, what are the review procedures?

Answers to these questions and more are all answered by referring to the zoning code and map. The problem is, most people are not able to quickly find the information they need. Flipping back and forth between the zoning map and many pages of text is a common scene that frustrates property owners, business owners, and local officials. This problem perplexes communities of all sizes, from small towns to urban metros.

Most communities post a static map as a PDF on their website. Though accessible online, this is no easier to use than a paper copy. Some communities in Wisconsin are moving past this outdated and ineffective approach by putting their zoning regulations online in a user-friendly format. InSight Code Viewer, a new web-based service that merges the functionality of an interactive zoning map with the zoning code and administrative functions, is being used by several Wisconsin communities.

### Washburn Excited to Go Digital

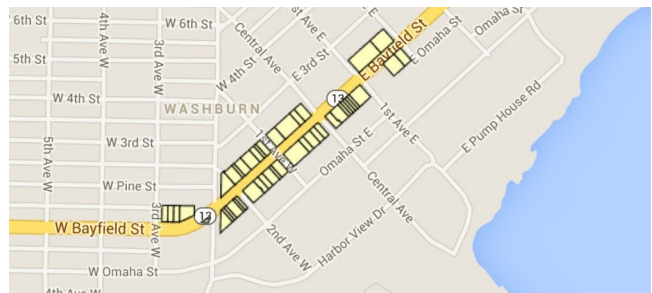
The City of Washburn recently updated its zoning code and evaluated how the new code could be more accessible to residents and property owners. They were looking for a way to post the code online in a more usable format.

“For us, it didn’t make sense to prepare a wonderful new zoning code and simply post it online in the usual way—we wanted more,” said Scott Kluver, City Administrator. The City wanted to emphasize the most important parts of the code in an interactive and intuitive interface. They also wanted to have a website that would take information formerly accessible only to staff and make it available to the public.

“With a long list of needs and high expectations as a benchmark, we evaluated the various options that were available and soon realized InSight Code Viewer was the solution we were looking for,” says Scott Griffiths, Washburn Mayor.

If you are looking for a location to develop retail in Washburn, all you have to do is click on the C-1 Retail and Office zoning district (shown below). All the parcels within this zoning district will be highlighted, along with a list of permitted uses. If you select a specific use such as multi-family dwellings, all of the regulations appear, including setbacks, development standards, and review procedures.

*InSight Code Viewer uses an interactive map and text to display land uses and development regulations.*



**District:** C-1

**Land Use:** Multi-family dwelling - 3 to 5 units

- ▶ **Details for Selected District**
- ▶ **Dimensional Standards for Selected District**
- ▶ **Details for Selected Land Use**
- ^ **Review procedures for selected district and land use.**

The procedures listed below (if any) are required for the selected land use in the selected district.

If the land use you are inquiring about is allowed in another district, you may want to check out that district as well. It is possible the dimensional standards and/or review procedures may be different.



**Architectural Review:** Architectural review is required for most types of commercial and some types of industrial buildings. This review ensures that applicable design standards are met to encourage high-quality development. [Click here for this procedure's details.](#)

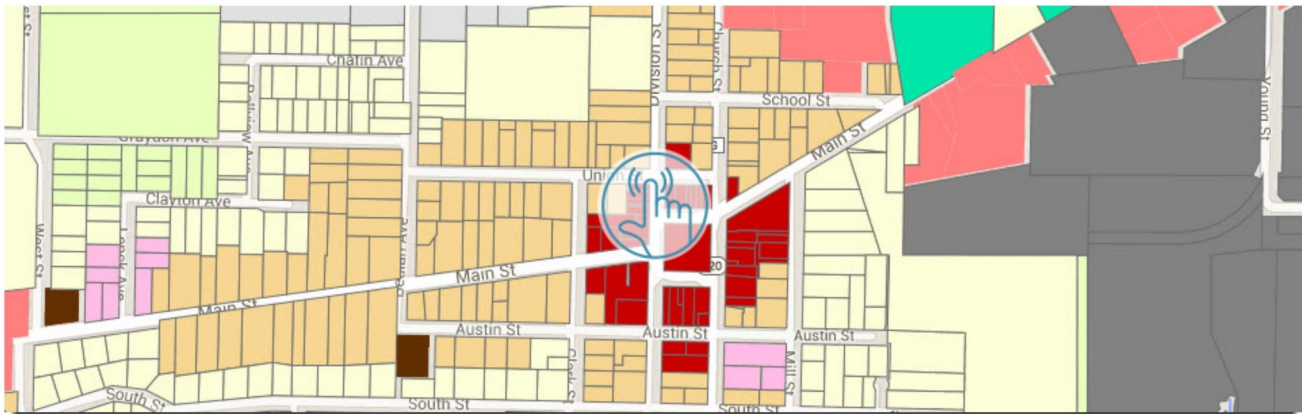






**Conditional Use:** Although each zoning district is primarily intended for a predominant type of land use, there are some uses that may be appropriate under certain conditions. These are referred to as “conditional uses” and are reviewed on a case-by-case basis. [Click here for this procedure's details.](#)



**Site Plan:** Site plan review is required for most commercial and industrial projects and for many conditional uses.

Visit the Village of East Troy zoning website to see how easily you can search for zoning and land use information. <http://villageofeasttroy.insightcodeviewer.com/home>



Highlights	Administration	Tools
 General Requirements	 Definitions	 Land-Use Descriptions
	 Pending Applications	 Closed Applications
	 Nonconformities	 eAlerts

### East Troy Online

East Troy is one of six Wisconsin communities currently using InSight Code Viewer to display their zoning code online. The interactive map provides easy access to zoning and land use regulations.

“InSight has offered our customers a unique look into our zoning regulations and a host of other issues that tend to be confusing and somewhat intimidating. We now offer state-of-the-art information in a format not typically seen in a municipal website,” said Randy Timms, Village of East Troy President.

InSight is easy for local officials and staff to use and update. A content management system allows each municipality to add and update content without hiring a site developer or consultant. The website can be viewed on desktops, tablets, and smart phones.

“There was no question about whether or not to go with InSight. Doing so is helping us achieve our goals of streamlined processes and greater transparency much faster than we anticipated” said Eileen Suhm, Village of East Troy Clerk-Treasurer.

### Where Can I Develop?





The web-based service displays the municipal zoning code and map in a format that allows both property owners and developers to easily learn what, where, and how to develop. The interactive zoning

map allows users to find an individual property, or a group of properties under a specific zoning district. Pop-up boxes illustrate permitted uses, site regulations, and development processes, making it easy to determine economic development opportunities. Each community can simplify or customize graphics to display definitions, standards, and regulations.

*Pop-up windows show standards for building height, setback, lot area, etc.*

▶ **Details for Selected District**

^ **Dimensional Standards for Selected District**

	<b>Accessory buildings, maximum:</b> One shed less than 150 square feet and an accessory building that is based on the size of the lot up to a maximum of 30 percent of the rear yard. See s. 13-1-43
(7) for the maximum sizes.	
	<b>Building coverage, maximum:</b> 40 percent
	<b>Building height, maximum:</b> Principal residential: 35 feet; accessory residential: 18 feet; principal nonresidential: 35 feet; accessory nonresidential: 18 feet
	<b>Building separation, minimum:</b> 10 feet

### Online Application Storage and Display

Plan commissions, review committees, applicants, and the public can all access pending applications. There is a folder icon for each application (shown at right) which includes drawings, graphics and other materials submitted as part of the application. ‘Map View’ shows the location of all pending applications. Residents also have the ability to comment on pending applications. You can require administrative login if you wish to restrict access.

InSight also includes a database for closed applications so community members can review past decisions. The Town of Eagle currently has more than 600 closed applications stored for easy searching by town officials, staff, and property owners. This is much easier than searching for records in file cabinets

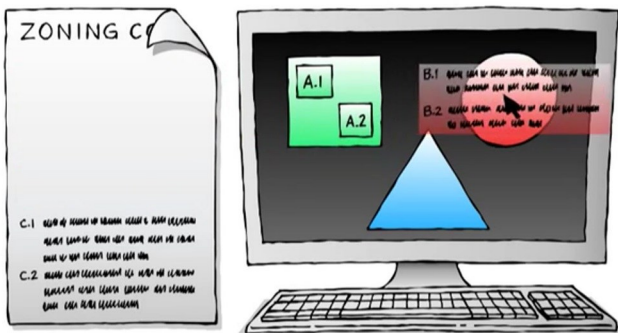
### Improved Staff Efficiency

Municipal staff can walk property owners through the website and spend less time at the counter paging through a hard copy of the zoning ordinance. Even better, property owners can search and review information before they visit the local government office. The administrative functions make it easy to prepare plan commission packets, and increase transparency to the community.

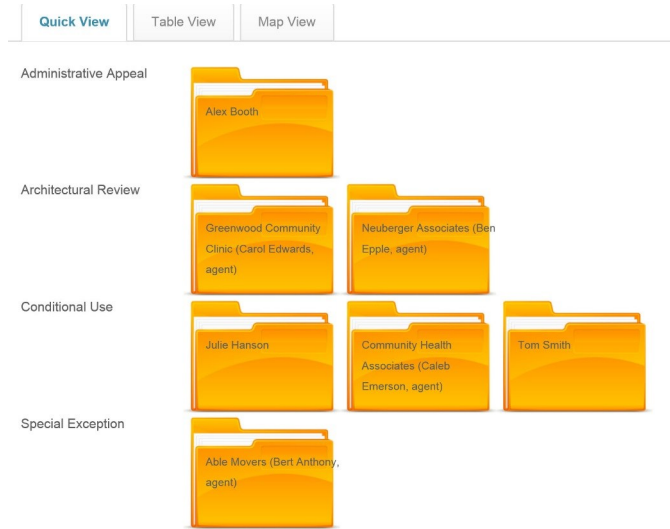
### Easy Set Up

There is no need to update your zoning ordinance unless you want to. Community staff can copy and paste the current ordinance into the online template. Of the six communities currently using InSight Code Viewer, community staff have uploaded all their information in less than 20 hours. With administrative access, you can update the online information as the zoning ordinance is amended. Civic Webware hosts the site, providing a safe and secure network. Staff are available to answer questions and assist as needed.

*Communities can easily upload existing text and graphics to the site.*



### Folders organize application materials.



Year:	2013
Application Number:	2013.18
Date Submitted:	6/18/2013
Applicant Name:	Julie Hanson
Procedure:	Conditional Use
Location:	900 Superior Avenue
Tax ID:	2100-003
Decision Body:	City Council
Final Decision:	Pending
Decision Date:	7/11/2013
Description:	Bed and breakfast in R-1 zoning district
Map It:	<a href="#">Go to Map</a>
Related Documents:	<a href="#">Application</a> <a href="#">Affidavit of publication</a>
Follow Application:	Functionality coming soon

Current Step	Review Procedure
	<p><b>1. Pre-submittal meeting:</b> Before submitting an application, the applicant or the applicant's agent shall meet with the zoning administrator to review (1) applicable regulations and procedures, (2) applicable sections of the town's comprehensive plan, and (3) the proposal. Upon request, the zoning administrator may waive the requirement to hold a pre-submittal meeting when he or she determines such meeting is not necessary given the nature of the project and/or the extent to which the applicant understands the town's zoning requirements.</p>
	<p><b>2. Submittal of application materials:</b> The applicant shall submit a completed application and other required materials to the zoning administrator along with the application fee as may be established by the Town Board.</p>
➔	<p><b>3. Staff review:</b> Within 30 days of submittal, the zoning administrator shall either schedule a date for the public hearing with the Plan Commission allowing for proper public notice or make a determination that the application is incomplete</p>

### For More Information

Civic Webware is a Wisconsin-based technology firm that was formed to help communities become Smart + Connected. The company's principals are practicing planners with more than 40 years of combined experience in community planning, design, and development.

For more information about InSight Code Viewer please contact Tim Schwecke at 920-728-2814 or Carolyn Esswein at 414-465-9838. Or check out the InSight video and sample site: [www.civicwebware.com/products/insight/overview.aspx](http://www.civicwebware.com/products/insight/overview.aspx)

## Center for Land Use Education

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## Sign up for the Newsletter

To receive this newsletter by email  
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## Submit an Article!

If you would like to submit an article,  
please contact the managing editor,  
Rebecca Roberts. Your article should  
be 1,000 words or less, of statewide  
concern, and address a land use or  
community planning issue.

## CALENDAR OF EVENTS

### Transfer of Development Rights in Wisconsin

November 13, 2014 – Webinar (10:00am-noon)

<https://datcp-wi.adobeconnect.com/tdr/>

### Building an Inclusive Regional Food Economy: Lessons from Minnesota

November 13, 2014 – Webinar (1:00-2:15pm)

<https://attendee.gotowebinar.com/register/100000000065021421>

### American Planning Association Chapter Webcasts

November 14, 2014 – Creatively Transforming Streets for People

November 19, 2014 – Drought Planning Toolbox: Mitigation and Adaptation

November 21, 2014 – Is it Time to Stop Planning “Complete Streets?”

December 3, 2014 – Meeting Local Housing Needs with Smart Growth Tools

December 5, 2014 – Recent Changes to the National Flood Insurance Program

[www.utah-apa.org/webcasts](http://www.utah-apa.org/webcasts)

### Creating a Green Infrastructure Plan to Transform Your Community

November 18, 2014 – Webinar (2:00-3:30pm)

[www.epa.gov/smartgrowth/webinars/index.html#cgityc](http://www.epa.gov/smartgrowth/webinars/index.html#cgityc)

### Disaster Resilience Webinar Series

November 20, 2014 – Climate Adaptation Planning 101

December 4, 2014 – Regional Consortia Building

December 1, 2014 – Harnessing Ecosystem Services for Water Management

December 18, 2014 – Working in Rural Communities

[www.hudexchange.info/news/ndrc-webinar-series/](http://www.hudexchange.info/news/ndrc-webinar-series/)

### Local Government Center WisLine Series

December 1, 2014 – Demographic Challenges and Implications for Communities

January 5, 2014 – Tax Incremental Financing

February 2, 2015 – Wisconsin Legislative Preview

<http://lgc.uwex.edu/WisLines/index.html>

### American Planning Association Audio/Web Conferences

January 14, 2015 – Safe Mobility Planning

February 18, 2015 – Sustaining Places Through the Comprehensive Plan

[www.planning.org/audioconference](http://www.planning.org/audioconference)

### Wisconsin Chapter of the American Planning Association Conference

There’s an App for That: Technology in Planning

March 6, 2015 – Milwaukee, WI

[www.wisconsinplanners.org](http://www.wisconsinplanners.org)

For more dates visit our online calendar of events:

[www.uwsp.edu/cnr-ap/clue/Pages/calendar.aspx](http://www.uwsp.edu/cnr-ap/clue/Pages/calendar.aspx)



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