

AGENDA
CITY PLAN COMMISSION
COMPREHENSIVE PLAN UPDATE MEETING

June 11, 2014 – 6:00 PM
Lincoln Center – 1519 Water Street, Stevens Point, WI 54481

(A Quorum of the City Council May Attend This Meeting)

Discussion and possible action on the following:

1. Introduction and presentation on comprehensive planning.
2. Process for the City of Stevens Point's Comprehensive Plan update.
3. Citizen Participation Plan.
4. Questions, comments, concerns, and presentation of next steps.
5. Adjourn.

Maps further defining the above area(s) may be obtained from the City of Stevens Point Department of Community Development, 1515 Strongs Avenue, Stevens Point, WI 54481, or by calling 715-346-1567, during normal business hours.

Any person who has special needs while attending these meetings or needs agenda materials for these meetings should contact the City Clerk as soon as possible to ensure that a reasonable accommodation can be made. The City Clerk can be reached by telephone at (715)346-1569, TDD# 346-1556, or by mail at 1515 Strongs Avenue, Stevens Point, WI 54481.



Memo

Michael Ostrowski, Director

Community Development

City of Stevens Point

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City of Stevens Point – Department of Community Development

To: Plan Commission
From: Michael Ostrowski and Kyle Kearns
CC: Common Council
Date: 6/6/2014
Re: Comprehensive Plan Meeting – June 11, 2014

At the comprehensive plan meeting on Wednesday we would like to have a presentation and overview of the comprehensive planning process. This will allow everyone to be at the same starting knowledge base regarding the comprehensive plan. Following this, we need to determine a process in which we will use for the comprehensive plan update. We have attached a draft Comprehensive Planning Process document for you to review and consider. Once we have a process established, we can then start discussing the plan for citizen participation. We have also provided a draft Citizen Participation Plan for you to review and comment. The goal would be to adopt a formal Citizen Participation Plan in July.

Please bring your copy of the existing comprehensive plan. If you need another copy, please let us know and we can bring one on Wednesday.

Please do not hesitate to contact us with any questions.

Comprehensive Planning Process

for the City of Stevens Point

<p>1 Organizing and pre-planning</p>	<p>Initiate and organize the comprehensive planning process. Identify and begin to recruit the players and stakeholders to be involved in the process, the content in which the comprehensive plan will be conducted and the area to be assessed. Create the organizational structure to carry out the planning process. Determine the financial and technical resources needed for the planning process.</p> <p>Timeframe: 1 to 2 months</p>
<p>2 Visioning</p>	<p>Develop a shared vision regarding where the community wants to be in the definable future. This should be based on consensus among all the key stakeholders and should serve as the guiding focus for all planning efforts.</p> <p>Timeframe: 2 to 4 months</p>
<p>3 Assessing the community</p>	<p>Through sound research, profile and assess the local community.</p> <p>Timeframe: 8 to 10 months</p>



The above process was derived from the International Economic Development Council - Economic Development Strategic Planning model.

Comprehensive Planning Process

for the City of Stevens Point

<p>4 Identifying issues and formulating realistic goals, objectives, and strategies</p>	<p>Through the identification of needs informed by the community assessment, frame the key issues most affecting the community. Based on this framework, develop strategic goals and objectives. Identify feasible options given the external environment and internal opportunities and constraints. Recruit and engage stakeholders – citizens from every sector of the community – to inform and review strategic goals, objectives, and options. These efforts culminate into the drafting of the comprehensive plan.</p> <p>Timeframe: 2 to 3 months</p>
<p>5 Adoption and publicizing the plan</p>	<p>Physically adopt the plan and make the plan publically available for community stakeholders and external partners through a main web site and channel partner web sites, community and regional organizations, and other communications vehicles.</p> <p>Timeframe: 1 to 2 months</p>
<p>6 Identifying, evaluating, and prioritizing projects</p>	<p>Identify potential projects to maximize or create opportunities, or minimize threats to achieve goals. Prioritize projects based on the best approach and return on the project. These projects should be in line with the strategies designed for reaching the goals. Determine the availability of resources to help in execution of projects. Develop benchmarks to measure future performance and define what is successful. Recruit and engage community stakeholders to inform and review the identification and prioritization of projects.</p> <p>Timeframe: 1 to 2 months</p>



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Comprehensive Planning Process

for the City of Stevens Point

<p>7 Developing plans of action</p>	<p>Set out the sequence of events and resources necessary to achieve the goals, including overhead, staff, information, and financial capital. This includes defining the physical steps to take to accomplish explicit goals and objectives.</p> <p>Timeframe: 2 to 3 months</p>
<p>8 Implementing plans</p>	<p>Carry out the action plans. This may require an implementation structure or modification of the organizational structure for the start-up planning steps.</p> <p>Timeframe: Ongoing</p>
<p>9 Monitoring and evaluating outcomes</p>	<p>Monitor and measure the effectiveness of the plan and related programs and adjust the plan to meet changing conditions. Make sure goals and projects remain realistic and are worthwhile, and still fit into the changing economy.</p> <p>Timeframe: This is ongoing and should take place consistently, be it months, quarters, years, etc.</p>



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Comprehensive Planning Process

for the City of Stevens Point

10 Retooling and adjusting

Adjust the plan regularly to meet changing conditions and outcomes.

Timeframe: This is ongoing and should take place consistently, be it months, quarters, years, etc.

11 Publicizing the progress and outcomes

Through the web site and other vehicles, keep stakeholders and partners informed on all the players and efforts associated with implementing and updating the plan.

Timeframe: Ongoing



The Power of Knowledge and Leadership

The above process was derived from the International Economic Development Council - Economic Development Strategic Planning model.

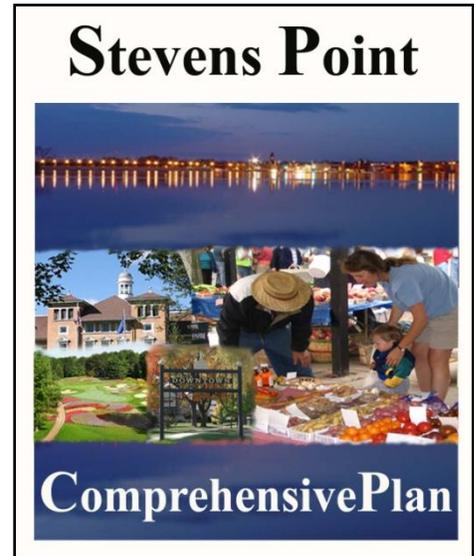


Stevens Point Comprehensive Plan Update Outline

INITIATIVE

The City of Stevens Point's comprehensive plan was adopted in January of 2006 and amended shortly thereafter in June 2006. Wisconsin state statutes 66.1001(2)(i) indicate that a comprehensive plan shall be updated no less than once every 10 years. Therefore, the city's comprehensive plan shall receive a complete update to all nine chapters and appendices by the year 2016. The update process is anticipated to begin in 2014 and has been summarized below.

DEFINITION: The comprehensive plan provides an assessment of existing conditions and future needs within the community. A 10-20 year vision is created based off anticipated change and growth that will affect the community's health, safety, and welfare. This vision is applied to several individual components where goals and objectives are developed to be used as a policy guide for future actions.



STEPS

1. **Informational Meetings:** Inform all stakeholders, including the public, plan commission and common council of the project initiative: Comprehensive Plan Update. Educate them on the project process and need.
2. **Existing Comprehensive Plan Review:** Administrative review and public review of the existing comprehensive plan.
3. **Creation of Working Draft:** Create a working draft based off internal and external review of the comprehensive plan, taking into consideration stakeholder and public comment.
4. **Review of Working Draft:** Individual review of all plan sections amongst the public, stakeholders, plan commission, and common council.
5. **Creation & Proposal of Final Draft:** Review of the working draft will lead to the creation of the final draft to be proposed for adoption.
6. **Adoption:** Recommendation by the plan commission to the common council for adoption.

UPDATE PROCESS (not chronological)

- **Vision and Mission Statement:** Update the vision and mission statement (1.8) to reflect new concepts, trends, and sustainability and other current community interests and priorities. Define the desired community's future.
- **Strengths & Weaknesses:** Internally and externally identify strengths and weaknesses within all sections of the plan, i.e. what has worked and what hasn't. Use identified strengths and weakness to support proposed changes to be applied later to individual plan sections.
- **Improve Accessibility:** Identify areas throughout the document where accessibility, flow, and ease can be improved, along with solutions for improvement, while ensuring internet adaptability is maintained or improved.

- **Data, Statistics, Facts:** Updating statistics and data in the plan, which primarily consist of Census figures is vital in developing new goals, objectives, and policies. A majority of Census data throughout the plan was from the 2000 Census. A practice to improve accessibility, meeting step 2 above, may be to provide detailed data and statistics as an appendix.
- **Integration of other Documents:** City documents, plans, and ordinances that have been updated since the comprehensive plan's creation should be infused within the plan update where necessary. Furthermore, any new ordinance revisions or other anticipated plan updates may be integral components and should be considered during the update.
- **Growth Areas:** Previous steps should lead to the determination of anticipated future land use growth areas. Preparation and planning for all types of development, along with services for those developments can assist in the timely realization of growth.
- **Revision, Addition or Deletion of Goals and Objectives:** Goals and objectives that have been accomplished should be removed, while those that are still pertinent shall remain. Those that do not reflect updated figures and components within the plan should be revised if they are still significant. New goals should be added.
- **Implementation:** Diagnose how the original plan was used and in what aspects. Adjustment may need to be made to the implementation section to ensure the document's use continues appropriately.
- **Adoption:** The comprehensive plan update will be conducted through public, noticed hearings where community members and interested persons will be encouraged to comment. Comment periods will also occur during plan commission meetings. Common council adoption of the comprehensive plan is the final step in the process.

ADMINISTRATIVE ROLE

City and Portage County Planning and Zoning staff will provide the expertise to revise and update the various plan sections and produce any new essential sections or maps determined throughout the process. City staff will lead the comprehensive plan update process however, by organizing and scheduling meetings and workshops, recording all comments, and relaying information to all stakeholders, including the county while also assisting in the creation of plan sections and maps. City and county staff will maintain a timeline following the outline to ensure all steps throughout the plan update process are complete prior to the deadline. Additionally, staff from several departments, with expertise to any correlated comprehensive plan chapters and/or components will assist in updating the plan.

Plan Commission: The plan commission will lead the update process for the comprehensive plan. Staff will present frequent progress reports for review during regular or special meetings where plan section drafts will be individually reviewed. Plan commission members will be invited and encouraged to attend all public workshops and visioning sessions. Plan commission will make a final recommendation on the entire updated draft comprehensive plan to common council.

Common Council: Similar to the plan commission, alderpersons will be invited and encouraged to attend all workshops, visioning sessions, and commission meetings. Furthermore, the common council will be provided with updates through the plan commission minutes. Final plan adoption will occur by the council.

COMMUNITY ENGAGEMENT

Several community workshops will accompany the steps above. The community will be engaged through these workshops, visioning sessions, surveys, bulletins, social media and other means. Specifically, during workshops, comprehensive plan sections will be diagnosed by staff and the public. Staff will present proposed revisions based off of new data, policies, professional expertise, etc. in hopes to solicit public comment. A defined direction for advancing each plan section would be determined.

All progress related to the plan updates, including workshops will be documented and made available to the public through several means. Furthermore, summaries of workshops will be provided to the city plan commission when reviewing draft plan sections. Draft plan sections will also be available to the public for review and comment.

**CITIZEN'S PARTICIPATION PLAN
COMPREHENSIVE PLAN UPDATE / REVISION
CITY OF STEVENS POINT**

INITIATIVE

The City of Stevens Point's comprehensive plan was adopted in January of 2006 and amended shortly thereafter in June 2006. Wisconsin State Statutes 66.1001(2)(i) indicates that a comprehensive plan shall be updated no less than once every 10 years. Therefore, the city's comprehensive plan shall receive a complete update to all nine chapters and appendices by the year 2016. A definition has been provided below:

Stevens Point Comprehensive Plan: The comprehensive plan provides an assessment of existing conditions and future needs within the community. A ten to twenty year vision is created based off anticipated change and growth that will affect the community's health, safety, and welfare. This vision is applied to several individual components where goals and objectives are developed to be used as a policy guide for future actions.

In order for the comprehensive plan update to operate effectively and to address the needs of the citizens of the city, the entire population must be kept informed. The decision making process must be open and consistent with state and federal regulations. The update is an opportunity to revisit and revise plan goals and objectives while identifying issues of concern from all perspectives.

WORK PRODUCT

The final work product for this project is a revised and updated comprehensive plan document for the City of Stevens Point to use as a guide for future growth and development. Final adoption of the comprehensive plan document will occur by the Common Council which should guide development and growth for the next ten to twenty years.

FOCUS AREAS

Major areas of focus will occur in every comprehensive plan chapter and will mainly be determined using the methodology identified below. Additionally, several other plans and guiding municipal documents will be reviewed and potentially incorporated into the comprehensive plan.

PROJECT METHODOLOGY

Analysis will primarily occur in three settings: through public engagement, internal staff review, and plan commission meetings. Plan measurables, and new trends will be reviewed and/or developed:

- Goals and objectives within all plan chapters will be reviewed to identify those that have been completed, along with those that have lost validity. Several new goals and objectives are anticipated to be included in the plan.
- Fluidity and ease of use will be reviewed, particularly focusing on layout and formatting of information, including maps, tables, and charts.

- All data and statistics within the plan will be updated where applicable, and omitted/added if necessary based off of mutually agreed and concrete data sources.
- Gathered material pertinent to each comprehensive plan chapter regarding existing and past community conditions and growth patterns/trends will be provided for review.

LEVEL OF PUBLIC PARTICIPATION

Members of the public and stakeholders will be kept informed by means of several media outlets throughout the entirety of the project. Collaboration with the public will be encouraged at workshops, public meetings, and during any hour of the day via office email and/or telephone. Public participation throughout the project is extremely important, as citizen and stakeholder solutions, innovation, and advice will assist in shaping the community for decades to come.

PUBLIC PARTICIPATION GOALS

- Educate the general public and stakeholders about comprehensive planning, and the overall planning process, which includes its longevity, benefits, and evolution.
- Create a project timeline which includes expectations for public involvement and scheduled meetings, workshops, etc.
- Disseminate gathered information and resources to the public and stakeholders regularly throughout the planning process.
- Provide complete public accessibility to comprehensive plan revisions and up-to-date materials via a dedicated website, and other sources.

PROGRAM OVERSIGHT

1. The City of Stevens Point's Plan Commission will play the most critical role in drafting, advising, reviewing, and overseeing the planning process, including the public participation elements first. On the contrary, the City's Common Council, whom will be engaged throughout the entire process, are ultimately the governing body to approve the final revision. Recommendations from the Plan Commission will be made to the Common Council.
2. To insure responsiveness to the needs of its citizens, the City of Stevens Point Common Council, and Plan Commission shall provide for and encourage citizen participation. Citizens are invited to attend special Plan Commission meetings where the comprehensive plan is of primary focus and will be encouraged to join in the ensuing discussion. Emphasis shall be given to participation by residents of all income levels and business owners on all scales who operate within the City, as the comprehensive plan guides development and future growth for the entire city.

Staff – Organization and management of the comprehensive plan revision process primarily relating to stakeholder engagement and document preparation will be performed by community development departmental staff. Furthermore, staff will guide the process and design all elements of public engagement, while also documenting all community involvement. They will present initial review and assessment of each plan chapter and also present pertinent facts and relating documents or plans. Lastly, staff will ensure all information is recorded and available to the public, as well as, communicate how public input has shaped decisions relating to the plan. Final recommendations to the Plan Commission and Common Council will be the responsibility of staff.

Plan Commission – The Plan Commission will provide the overall guidance and initial decision making on the comprehensive plan update process. Any plan document associated with the comprehensive plan update, such as this public participation plan will be reviewed by the commission. Furthermore, they will conduct regular meetings, workshops, and any other associated public meetings related to the plan update, where recommendations will be made to the Common Council.

Common Council – Final decision making regarding the comprehensive plan rests with the Common Council. Public hearing notices related to the plan update will be held at Common Council meetings. They will adopt the amended comprehensive plan when the revision process is completed.

IDENTIFIED STAKEHOLDERS

- Stevens Point Residents
- Stevens Point Business Owners
- Stevens Point Clubs, Organizations, and Associations
- City Hall Departmental Staff
- Plan Commissioners
- Alderpersons
- Surrounding Municipalities and Towns

SCHEDULE OF PUBLIC PARTICIPATION ACTIVITIES

- Education session will be held for citizens and plan commissioners on the existing comprehensive plan, including, its history, patterns of development, review of goals, objectives, and strategies.
- Workshops corresponding to one or more comprehensive plan chapters where community input is encouraged are anticipated regularly.
- Plan commission meetings may follow or coincide with workshops allowing for additional public input and recommendations on the plan revisions.
- A dedicated website will exist for the comprehensive plan update and include a question and answer section, where frequently asked questions will also be posted. Meetings minutes will be made available as well.
- Press releases will be provided to the press during key project milestones.
- Several public hearing notices are anticipated when the common council reviews any portion of the plan revision/update.

INFORMATION/FILES/ASSISTANCE

1. Technical assistance will be provided to any citizen who requests information about the plan revision process or project. A city representative will meet with citizens on request.
2. The city will maintain, in the City Hall, a record of all citizen participation efforts including minutes of meetings, newspaper clippings, and copies of notices, brochures, press releases, and fact sheets.
3. The dedicated website will offer much of the information in the previous item, along with a question and answer section. It will be the best source of up to date data and information related to the comprehensive plan update.
4. A dedicated project email list will be available for sign-up to citizens, business owners, and other stakeholders, that have an interest in the project and would like to receive frequent updates.
5. Press releases and other materials will be sent to the press as appropriate to keep the community informed about the progress of the project.

5. Comments or questions relating to the comprehensive plan update / revision project shall be directed to the City's Department of Community Development, 715-346-1567, 1515 Strongs Avenue, Stevens Point, WI 54481.

NOTICES OF HEARINGS

Official notice of hearings will be by public notice in the official newspaper as required by State Statutes. In addition, the public notice shall be posted at City Hall. These notices shall include time, place, and date of meeting, as well as a brief agenda. Notices printed in the official newspaper in small print are not acceptable; they shall be in the format of an ad.

PUBLIC HEARINGS

Public hearings shall be held to obtain citizen input and to enable residents to respond to comprehensive plan revisions, project processes, and other topics relating to the project. Hearings shall be held after adequate notice, at times and locations convenient to potential or actual beneficiaries, and with accommodations for the handicapped, and, if needed, for non-English speaking persons. Furthermore, they will occur during formal Common Council meetings for which items pertaining to the comprehensive plan update have been placed on the agenda. Several other informal opportunities will exist for public input, and community involvement during other phases of the project, particularly during workshops and Plan Commission meetings.

INPUT/QUESTIONS/COMPLAINTS

Community Development Department staff will handle any written citizen input, questions, or complaints about the comprehensive plan update. The nature and disposition of verbal input, questions, or complaints will be filed on the project's dedicated website along with any associated department response. The first contact for project input, questions, or complaints should be made to the City's Community Development Department, 715-346-1567, 1515 Strongs Avenue, Stevens Point, WI 54481 and then to the chief elected official.

NON-ENGLISH SPEAKING RESIDENTS

The Community Development Department will make special efforts to assure equal opportunity in the citizen participation process for non-English speaking persons and handicapped persons if proper notification is given to the department via the contact information above. The site of all meetings will also be handicapped accessible.

EVALUATE EFFECTIVENESS

Evaluation will occur throughout all phases of the project to measure the effectiveness of the public participation plan through the following strategies:

- Informal feedback (verbal communication)
- Questionnaires or surveys that are built into workshops, or other public meetings, or distributed separately to all stakeholders.
- Final project evaluation measuring goals and objectives specifically within the public participation plan and for the overall comprehensive plan update.