

AGENDA
CITY PLAN COMMISSION

November 18, 2015 – 7:00 PM

**Former Mid-State Technical College – Room 122
933 Michigan Avenue, Stevens Point, WI 54481**

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

1. Roll call.

Discussion and possible action on the following:

2. Review of comprehensive plan update process.
3. Summary of stakeholder meetings and all consolidated community input.
4. Comprehensive plan vision, guiding principles, and introduction.
5. Questions, comments, concerns, and presentation of next steps.
6. 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 or by mail at 1515 Strongs Avenue, Stevens Point, WI 54481.



Memo

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City of Stevens Point – Department of Community Development

To: Plan Commission
From: Michael Ostrowski and Kyle Kearns
CC:
Date: 11/13/2015
Re: Comprehensive Plan Meeting – November 18, 2015

1. Roll call.

Discussion and possible action on the following:

2. Review of comprehensive plan update process.

Given that we have some new members, please find enclosed a copy of the comprehensive plan process. We will go over this in more detail at the meeting.

3. Summary of stakeholder meetings and all consolidated community input.

Since our last meeting, staff has conducted a number of stakeholder meetings and has received additional input. Staff will present the findings of the public input.

4. Comprehensive plan vision, guiding principles, and introduction.

Based on the neighborhood meetings, as well as the additional stakeholder meetings, staff has put together a draft introduction section and vision & guiding principles section for review. This document is attached.

5. Questions, comments, concerns, and presentation of next steps.
6. Adjourn.

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>



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>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>



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

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.

Introduction

Purpose of the Plan

PROJECT BACKGROUND

Cultivating Places is the 2016 update for the City of Stevens Point's Comprehensive Plan, a citizen-driven effort to shape Stevens Point's future by cultivating distinct, identifiable "places" that define the community. The planning process began in the fall of 2014, and included significant input from citizens and stakeholders. Their input, combined with an analysis of Stevens Point today, form the vision for the City's future and the basis for the Action Plan.

WHAT IS A COMPREHENSIVE PLAN?

Since the last Comprehensive Plan in 2006, much has changed in the City, including revitalizing portions of the downtown, the creation of a major industrial park, significant business growth, a stable growth in the City's population, and quality of life enhancements. While significant change has occurred, there is still a lot to do to create and maintain a livable, connected, resilient, and sustainable community. In order to achieve this, this is where a comprehensive plan comes in.

A comprehensive plan is a State-mandated document that is to serve as a guide to the physical, social, and economic development of a local governmental unit (state statutes 66.1001). The Wisconsin State Statutes

require a minimum of nine elements to be included within a comprehensive plan. These elements include:

1. Issues and opportunities,
2. Housing,
3. Transportation,
4. Utilities and community facilities,
5. Agricultural, natural and cultural resources,
6. Economic development,
7. Intergovernmental cooperation,
8. Land use, and
9. Implementation.

Updating the comprehensive plan provides the opportunity to build on the positive initiatives already in full swing while proactively tackling new challenges and opportunities. The Comprehensive Plan, involving extensive community outreach, also provides a framework for the development of programmatic goals and capital improvement planning.

PLANNING PROCESS

Cultivating Places is the culmination of a multi-year planning process that sought to involve everyone with a stake in the City of Stevens Point. The Cultivating Places planning process followed an eleven step planning process, which is based on the International Economic Development Council's Economic Development Strategic Planning Model:

1. **Organizing and Pre-Planning** - 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.

2. **Visioning** - 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.
3. **Assessing the Community** - Through sound research, profile and assess the local community.
4. **Identifying Issues and Formulating Realistic Goals, Objectives, and Strategies** - 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.
5. **Adoption and Publicizing the Plan** - 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.
6. **Identifying, Evaluating, and Prioritizing Projects** - 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.

7. **Developing Plans of Action** - 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.
8. **Implementing Plans** - Carry out the action plans. This may require an implementation structure or modification of the organizational structure for the start-up planning steps.
9. **Monitoring and Evaluating** - 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.
10. **Retooling and Adjusting** - Adjust the plan regularly to meet changing conditions and outcomes.
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.

PUBLIC INVOLVEMENT

The overarching goal of Cultivating Places was that this update to our City's Comprehensive Plan would be a community-driven effort to move our City forward together, so public involvement was a critical component of each step in the planning process. We committed to a thorough public process, seeking out residents in every aldermanic district, businesses, community organizations, and other stakeholders.

Hundreds of people who live, work, learn, and play in Stevens Point participated in the planning process between Fall 2014 and Spring 2016, making time to share their visions, hopes, and dreams for the next decade in the life of our City. **Many thanks to each and every one of you.**

Opportunities for Public Involvement

To foster a citizen-driven plan, Cultivating Places engaged a range of strategies to meet the people of our City, learn from their unique perspectives and experiences, and use their knowledge to create the basis for the plan. Opportunities for learning and sharing included:

- **Traditional Meetings** with the public via the Plan Commission convened to guide and oversee the process.
- **Neighborhood District Meetings** with residents of each aldermanic district.
- **Interviews, Presentations, and Focus Groups** with stakeholders and community organizations. These groups included:
 - Association of Downtown Businesses,
 - Eastside Business Association,
 - Kiwanis Club of Stevens Point,

- Portage County Arts Alliance,
- Portage County Business Council,
- Rotary Club of Stevens Point,
- Stevens Point Area School District,
- Stevens Point Area Senior High Student Government,
- Stevens Point Noon Optimist Club, and
- University of Wisconsin-Stevens Point.

Project Website (www.stevenspoint.com/complan) that catalogued the planning process, public events, results, and findings and invited input and interaction through an online survey.

Vision and Plan Organization

VISION

The foundation for Cultivating Places revolves around the idea of Placemaking. According to the Project for Public Spaces, *“Placemaking is both an overarching idea and a hands-on tool for improving a neighborhood, city or region. It has the potential to be one of the most transformative ideas of this century”* (Project for Public Spaces). While Placemaking is not a new idea, it is becoming a significant movement as communities try to find ways to improve their competitive advantages. Communities are discovering that “it takes a place to create a community, and a community to create a place” (Project for Public Spaces). Ultimately, it is people who create “places.” Therefore, over the course of the planning process, hundreds of residents and stakeholders who live, work, learn, and play in Stevens Point took the time to share their visions for the next two decades of life of the City.

Throughout the public input process, several common themes were heard. These themes led to the creation of the following vision statement, with four Guiding Principles¹:

*“Actively engage community partners to cultivate distinct, identifiable “places” within the community to create a **Livable, Connected, Resilient, and Sustainable** city.”*

¹ Portions of the Guiding Principles section were modeled off of the City of Kirkland, WA – Kirkland 2035.

The Guiding Principles: Livable, Connected, Resilient, and Sustainable will be incorporated throughout the Plan to establish goals, objectives, and strategies that strive to achieve this vision.

GUIDING PRINCIPLES

Guiding Principles describe the City’s aspirations on what is desirable for the community throughout the planning future. The creation of goals, objectives, and strategies/policies/programs within the Plan will follow the four Guiding Principles: **Livable, Connected, Resilient, and Sustainable**. The specifics of the four Guiding Principles are further clarified below:

Livable

This principle covers many aspects of achieving a desired community where one would choose to live. Specifically, Livable focuses on:

- **Quality of Life** attributes such as safe and well-maintained neighborhoods with convenient access to parks, recreational opportunities, the waterfront, community gathering places, quality schools, and nearby services.
- **Diverse and Affordable** neighborhoods that meet housing, recreational, and business needs for a variety of incomes, ages, and life styles.
- **Community Design and Aesthetics** that promote high quality and attractive site and building design, and the preservation of historic buildings and sites.

Connected

This principle covers a variety of factors that focus on not only the emotional connection that one would have with the community, as well as physical connections of infrastructure and technology. Specifically:

- **Sense of Community** through being connected and involved in the community, creating a sense of belonging through shared values.
- **Accessible** safe, well-maintained, and extensive systems of roads, bicycle routes, pedestrian paths, and transit corridors for all users that interconnect neighborhoods and connect to the region.
- **Technology** that is reliable, efficient, and complete systems for residents and businesses to be connected, informed, and involved.

Resilient

This principle focuses on the community's capacity respond to, withstand, and recover from adverse situations, through the following:

- **Economic** policies that prepare the community to address income equality and economic diversification, as well as create a positive business environment.
- **Socio-Demographic** strategies that focus on bolstering educational attainment and income advancement.
- **Disaster** preparedness to mitigate or eliminate the negative impacts of natural or manmade disasters.

Sustainable

This principle focuses on the ability to undertake sustainable development, which meets the needs of the present without compromising the ability of future generations to meet their own needs. Specifically, Sustainable focuses on the following elements:

- **Environmental** natural systems and built structures that protect and enhance habitats, create a healthy environment, address climate change, and promote energy efficiency.
- **Economic** policies that promote a vibrant economy offering choices in living wage jobs, businesses, services, and entertainment throughout the community.
- **Social** services that fulfill the basic needs of all people without regard to income, age, race, gender, or ability.