CITY OF STEVENS POINT
COMPREHENSIVE PLAN UPDATE
2014-15
WHAT’S AHEAD

- Analysis of Wisconsin’s Comprehensive Planning Law
- Strengths of Comprehensive Planning
- History of Comprehensive Planning in Stevens Point
- Stevens Point Update Process
- Establishing a vision for Stevens Point
As part of Wisconsin’s 1999-2001 biennial budget, Governor Tommy Thompson signed into law *1999 Wisconsin Act 9*, which then became known as Wis. Stat. § 66.1001, Wisconsin’s Comprehensive Planning Law.

The intent of this legislation was to provide local governmental entities with the necessary tools to establish current comprehensive plans to allow for more prepared, well-informed decision-making, and to allow state agencies to establish balanced land use rules and regulations.
WHAT IS A COMPREHENSIVE PLAN?

- 66.1001(1)(a) "Comprehensive plan" means a guide to the physical, social, and economic development of a local governmental unit that is one of the following:
  - 2. For a city, village, or town, a master plan that is adopted or amended under s. 62.23 (2) or (3).

- 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.

- In order for a plan to be comprehensive, the plan must have three distinct elements:
  - Geographical coverage
  - Subject matter
  - Time horizon
Components of Wisconsin’s Compressive Planning Law

- Creates specific requirements that communities must meet when constructing a comprehensive plan.
- Creates a required nine-element definition of a comprehensive plan.
- Outlines the procedures for adopting a comprehensive plan.
- Outlines state planning grants and other funding sources.
- Outlines fourteen comprehensive planning goals.
- Provides the opportunity for public participation.
Specific Requirements for a Comprehensive Plan

Consistency

- E.g. Official mapping, subdivision regulation, & zoning
- 66.1001(1)(am) "Consistent with" means furthers or does not contradict the objectives, goals, and policies contained in the comprehensive plan.

January 1, 2010 deadline

Adoption by ordinance
Wisconsin Statute §§ 66.1001(2) details the contents that a comprehensive must entail:

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
9. Implementation
PROCEDURES FOR ADOPTING A COMPREHENSIVE PLAN

- Promotion of public participation at every stage in the process.

- Plan must be adopted in its entirety.

- Plan must be adopted by ordinance.
14 Comprehensive Planning Goals

1. Promotion of the redevelopment of lands with existing infrastructure and public services and the maintenance and rehabilitation of existing residential, commercial and industrial structures.

2. Encouragement of neighborhood designs that support a range of transportation choices.

3. Protection of natural areas, including wetlands, wildlife habitats, lakes, woodlands, open spaces and groundwater resources.

4. Protection of economically productive areas, including farmland and forests.

5. Encouragement of land uses, densities and regulations that promote efficient development patterns and relatively low municipal, state governmental and utility costs.
14 Comprehensive Planning Goals

6. Preservation of cultural, historic and archaeological sites.

7. Encouragement of coordination and cooperation among nearby units of government.

8. Building of community identity by revitalizing main streets and enforcing design standards.

9. Providing an adequate supply of affordable housing for individuals of all income levels throughout each community.

10. Providing adequate infrastructure and public services and an adequate supply of developable land to meet existing and future market demand for residential, commercial and industrial uses.
14 Comprehensive Planning Goals

11. Promoting the expansion or stabilization of the current economic base and the creation of a range of employment opportunities at the state, regional and local levels.

12. Balancing individual property rights with community interests and goals.

13. Planning and development of land uses that create or preserve varied and unique urban and rural communities.

14. Providing an integrated, efficient and economical transportation system that affords mobility, convenience and safety and that meets the needs of all citizens, including transit-dependent and disabled citizens.
Nine (9) Key Elements

1. Issues and Opportunities
2. Housing Element
3. Transportation Element
4. Utilities and Community Facilities Element
5. Agricultural, Natural and Cultural Resources Element
6. Economic Development Element
7. Intergovernmental Cooperation Element
8. Land Use Element
9. Implementation Element

- Several Maps and Appendices included
STRENGTHS OF COMPREHENSIVE PLANNING

- Comprehensive plans coordinate community activity.

- Comprehensive plans save communities money.
  - Duplication of services
  - Proactive rather than retro-active

- Comprehensive plans promote economic development.
STRENGTHS OF COMPREHENSIVE PLANNING

- Comprehensive plans allow for a greater understanding of the past and present in order to pave the road to the future for communities.

- Preserves local control and autonomy for both the community and residents.
HISTORY

- 5-year process led by Portage County beginning in 2001.
  - State enacted law requiring municipalities to create Comp. Plan by 2010, to include nine (9) key elements. Grant awarded to Po. County to assist with planning processes.

- Comp Plan Joint Steering Committee Created

- Surveys to community (6,600 responses)

- Comprehensive Plan Adopted in January, 2006

- Amended once in June, 2006.
PROCESS
UPDATE 2014-15

- State statute stipulates updates shall occur no less than every 10 years.
- Timeframe 14-21 months for adoption
- Detailed review of all 9 comprehensive plan elements and analysis of additional elements:
  - Sustainability
  - Health
- Adoption anticipated for late 2015 or early 2016
- Monitoring and evaluation, along with adjusting and retooling will be ongoing.
## Comprehensive Planning Process
for the City of Stevens Point

<table>
<thead>
<tr>
<th>Step</th>
<th>Task</th>
<th>Details</th>
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</table>
| 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.  
**Timeframe:** 1 to 2 months |
| 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.  
**Timeframe:** 2 to 4 months |
| 3    | Assessing the community | Through sound research, profile and assess the local community.  
**Timeframe:** 8 to 10 months |

Source: International Economic Development Council
## Comprehensive Planning Process
for the City of Stevens Point

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<tr>
<th>Step</th>
<th>Description</th>
<th>Timeframe</th>
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<tr>
<td>4</td>
<td>Identifying issues and formulating realistic goals, objectives, and strategies</td>
<td>2 to 3 months</td>
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<tr>
<td>5</td>
<td>Adoption and publicizing the plan</td>
<td>1 to 2 months</td>
</tr>
<tr>
<td>6</td>
<td>Identifying, evaluating, and prioritizing projects</td>
<td>1 to 2 months</td>
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</table>

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.

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.

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.

Source: International Economic Development Council
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<tr>
<td>7</td>
<td>Developing plans of action&lt;br&gt;&lt;br&gt;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.&lt;br&gt;&lt;br&gt;Timeframe: 2 to 3 months</td>
</tr>
<tr>
<td>8</td>
<td>Implementing plans&lt;br&gt;&lt;br&gt;Carry out the action plans. This may require an implementation structure or modification of the organizational structure for the start-up planning steps.&lt;br&gt;&lt;br&gt;Timeframe: Ongoing</td>
</tr>
<tr>
<td>9</td>
<td>Monitoring and evaluating outcomes&lt;br&gt;&lt;br&gt;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.&lt;br&gt;&lt;br&gt;Timeframe: This is ongoing and should take place consistently, be it months, quarters, years, etc.</td>
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<tr>
<td>10</td>
<td>Retooling and adjusting</td>
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</table>
|      | 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 |
PUBLIC PARTICIPATION
EXTREMELY IMPORTANT!

Public participation is extremely important throughout the comprehensive plan update as public comment, solutions, innovation, and advice are essentially assisting in shaping the community for decades to come. Now is the chance to plan for Stevens Point’s future.
OPPORTUNITY FOR PUBLIC PARTICIPATION

- Two required public participation steps:
  1. Local governments must hold at least one public hearing in the process of adopting a comprehensive plan.
  2. Local governments must provide an opportunity for citizens to comment on the draft of the comprehensive plan.

- More public participation is encouraged.
PUBLIC PARTICIPATION

- Regular Plan Commission & Common Council meetings
- Public workshops and visioning sessions
- Press releases, public hearing notices, fact sheets, & other publications
- Dedicated project website: [http://stevenspoint.com/compplan](http://stevenspoint.com/compplan) and other social media avenues, including a dedicated project email list
- Community Development Department staff via office, email, and phone
- Meeting minutes from meetings indentified above

- A great deal of public participation is encouraged from all stakeholders.
PROJECT STAKEHOLDERS
(not all inclusive or in order)

- General Public
- Business Owners
- Alderpersons (Common Council)
- Plan Commissioners
- Other committee and commission members
- City staff across all departments
- Neighborhood Associations
- Other community organizations, clubs, and associations.
ROLES

- Public: provide comments, solutions, ideas, visions, and advice on the existing plan, recommendations, and strategies.
- City & County Staff: organization and management of revision process; includes drafting revisions, providing recommendations and creating supplemental materials, while also the managing public participation.
- Plan Commission: draft, revise, and oversee the comprehensive plan update process, and eventual implementation, making recommendations to Common Council based off of staff direction and public comment.
- Common Council: participation with all project processes & final adoption of the comprehensive plan.
VISION
STEP 2
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. (source: IEDC)

Definition: A vision of success is a clear and succinct description of what the community should look like after it successfully implements its strategies and achieves its full potential. It is an expression by the people about what they want the community to be – a preferred future, a picture of a community. (source: UW-Extension)
A VISION SHOULD...

- Provide a basis for developing the other aspects of the comprehensive planning process
- Include desired community outcomes and benefits
- Grow out of past decisions and actions
- Be inspirational - Inspire community members to realize their dreams through positive, effective action
- Be widely disseminated and used to help guide community decisions and actions
- Draw people to common work
- Give hope for a better future
DESCRIBING THE PREFERRED COMMUNITY.

THINK ABOUT…

- Transportation
- Housing
- Downtown
- Industry
- Employment
- Parks
- Natural Resources
- Geography
- Public Health
Questions to Consider:

- What is your dream for our community?
- What would you like to see change?
- What kind of community (or program, policy, school, neighborhood, etc.) do we want to create?
- What do you see as the community's (or school's, neighborhood's, etc.) major issues or problems?
- What do you see as the community's major strengths and assets?
- What do you think should be the purpose of this comprehensive plan?
- Why should these issues be addressed?
- What would success look like?
Questions, Comments, Concerns, Feedback?

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Community Development Department
City/County Building
1515 Strongs Avenue
7:30 AM – 4:00 PM, Mon. – Fri.
715-346-1567

More Information:

www.stevenspoint.com/commpplan
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- [Sign In]

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### Government Jobs

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<td>Subscribe to this category to receive notices when City of Stevens Point (government) job openings are posted here.</td>
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### News Flash

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<td>Assessor</td>
<td>News stories and announcements featured on the Assessor’s Department pages.</td>
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<td>Business S1 Improvement</td>
<td>News and information regarding the Business S1 Improvement Study and Project.</td>
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<td>City Hall RFP</td>
<td>Subscribe to receive notices when news is published about the City’s RFP for needs analysis and space/facilities assessment for the relocation of City Hall to the MSTC building.</td>
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<td>Comprehensive Plan</td>
<td>News and information regarding the Stevens Point Comprehensive Plan.</td>
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<td>Elections / Voting</td>
<td>News stories and announcements about elections in the City of Stevens Point.</td>
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<td>Emergency Alerts</td>
<td>Subscribe to receive notices about emergencies declared in the City of Stevens Point.</td>
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<td>Employees</td>
<td>News and information specifically for City of Stevens Point employees and their families. (Employees should also monitor the Employee Calendar.)</td>
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<td>Garbage &amp; Recycling</td>
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<td>News and information regarding the Hoover Rd. / Country Club Dr. Railroad Grade Separation Project.</td>
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