

CITY OF STEVENS POINT COMPREHENSIVE PLAN UPDATE 2014-15

Stevens Point



Comprehensive Plan

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



1999 WISCONSIN ACT 9

- 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



9 ELEMENT DEFINITION OF A COMPREHENSIVE PLAN

- 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 saves 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.



1965

STATE HIGHWAY COMMISSION OF WISCONSIN

URBAN AREA BOUNDARY

ESTABLISHED IN ACCORDANCE WITH FEDERAL-AID
HIGHWAY ACT OF 1944

— LEGEND —

FEDERAL AID PRIMARY SYSTEM



FEDERAL AID SECONDARY EXTENSIONS



CORPORATE LIMITS



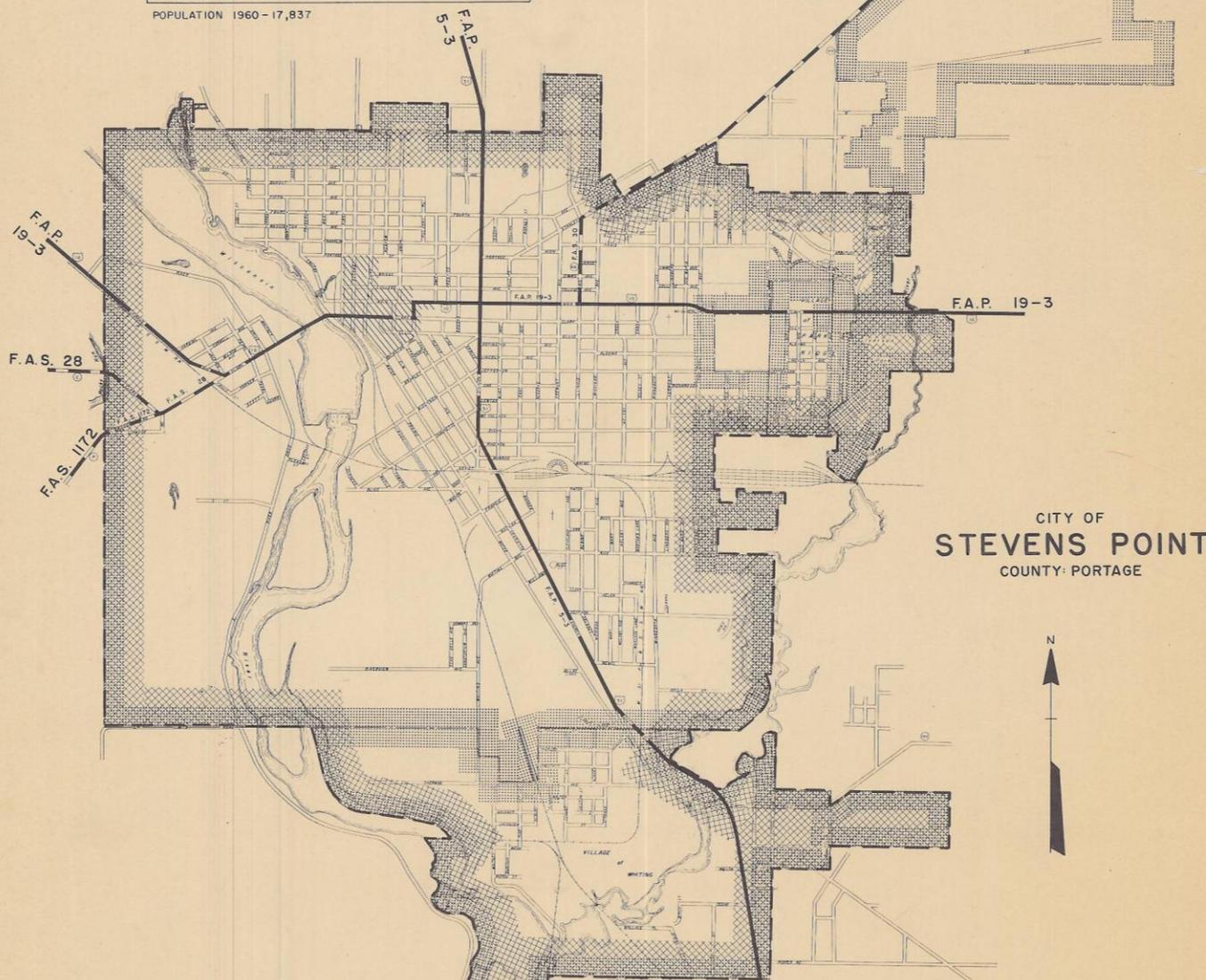
URBAN AREA BOUNDARY



CENTRAL BUSINESS DISTRICT



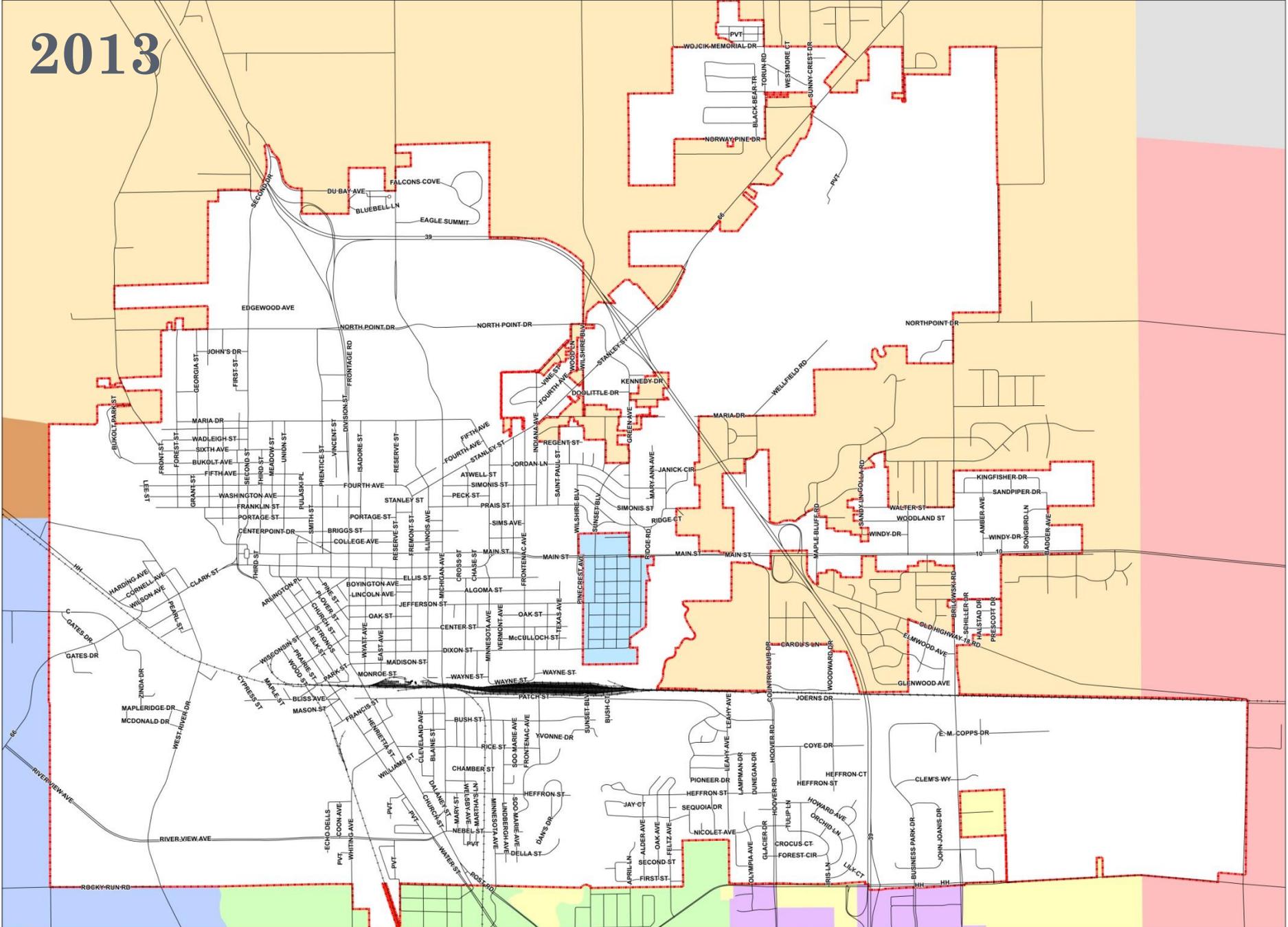
POPULATION 1960 - 17,837



CITY OF
STEVENS POINT
COUNTY: PORTAGE



2013

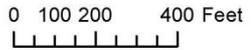
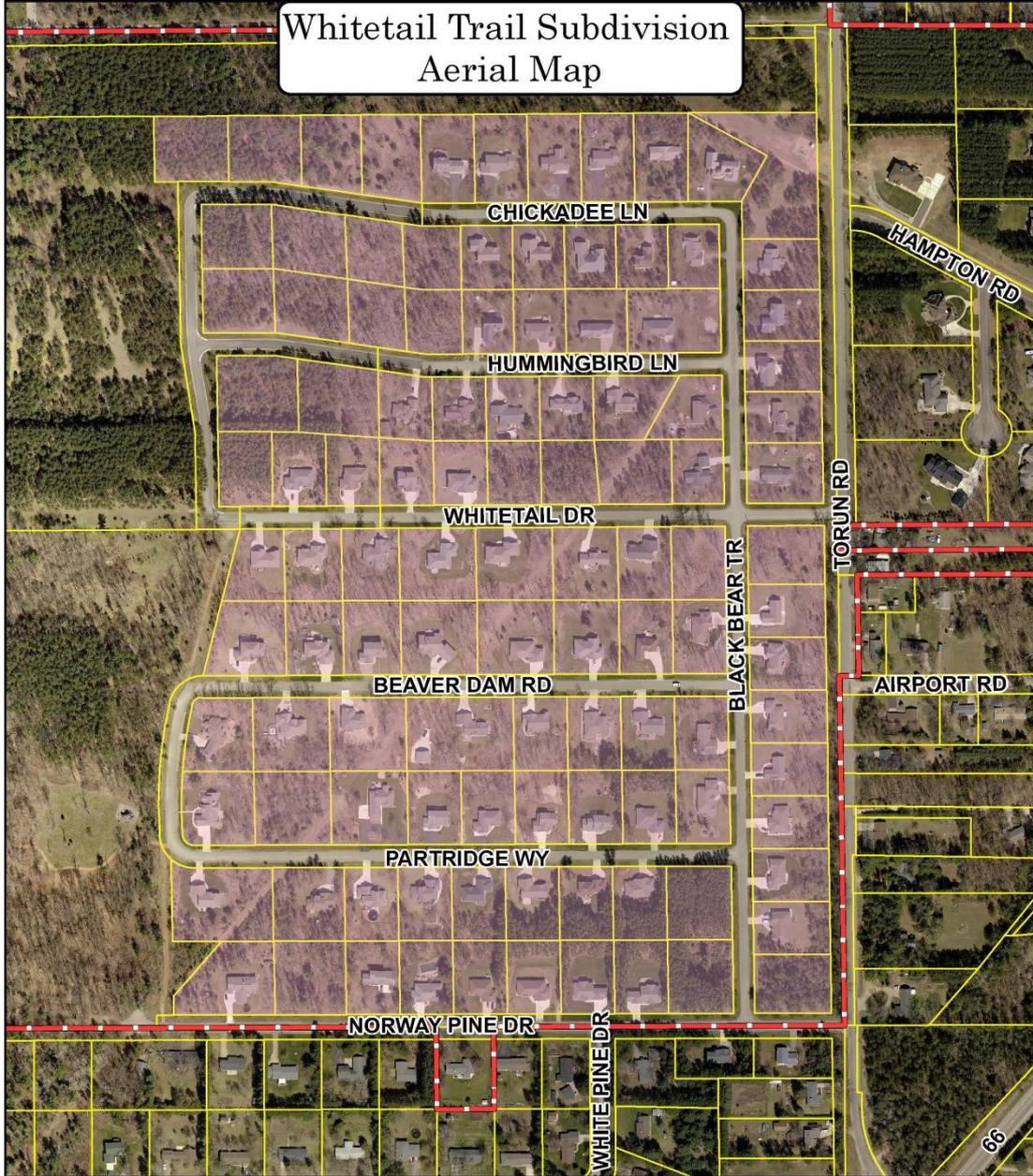


City of Stevens Point

- City of Stevens Point
- Village of Whiting
- Village of Park Ridge
- Town of Hull
- Town of Sharon
- Village of Plover
- Town of Stockton
- Town of Carson
- Town of Linwood
- Town of Plover
- RailRoad



Whitetail Trail Subdivision Aerial Map



City of Stevens Point
Community Development
Department

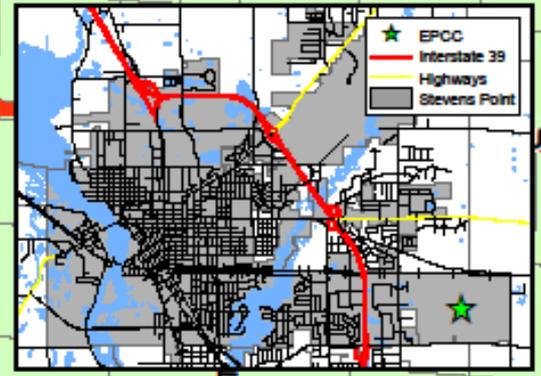
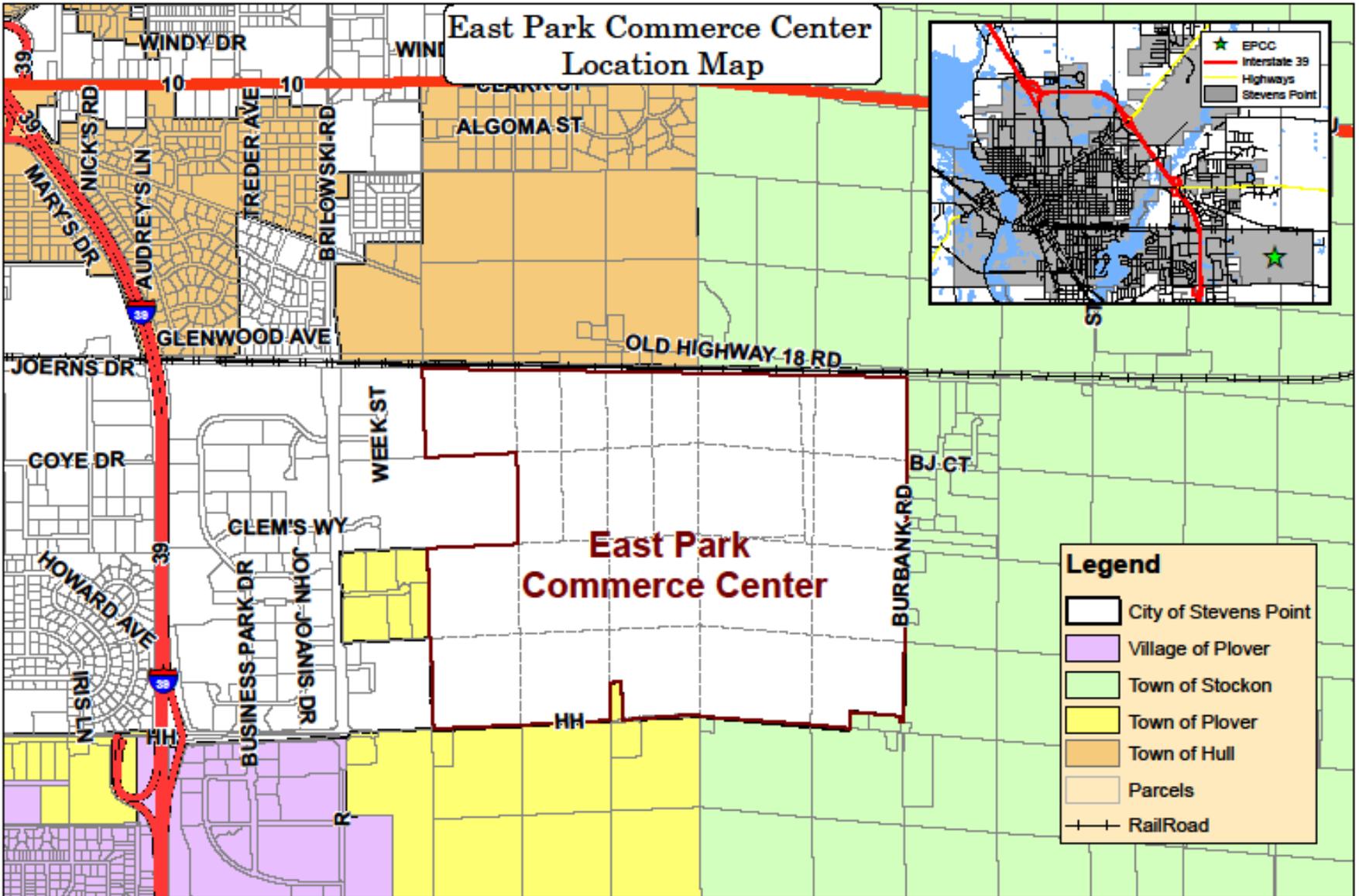
-  City Boundary
-  Parcel Lines
-  Whitetail Subdivision

This map was compiled by the City of Stevens Point's Community Development Department for reference purposes only. The accuracy of this map is not guaranteed and the City makes no express or implied warranties of any type regarding this map. Furthermore, the City is not liable for any direct or indirect damages suffered related to the use of this map.

2012 Aerial Photo



East Park Commerce Center Location Map



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

1 Organizing and pre-planning	<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>
2 Visioning	<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>
3 Assessing the community	<p>Through sound research, profile and assess the local community.</p> <p>Timeframe: 8 to 10 months</p>



Comprehensive Planning Process

for the City of Stevens Point

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.

Timeframe: 2 to 3 months

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.

Timeframe: 1 to 2 months

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.

Timeframe: 1 to 2 months



Comprehensive Planning Process

for the City of Stevens Point

7 Developing plans of action	<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>
8 Implementing plans	<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>
9 Monitoring and evaluating outcomes	<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>



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



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> 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



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?

Contact Information:

Michael Ostrowski

mostrowski@stevenspoint.com

Kyle Kearns

kkearns@stevenspoint.com

Community Development Department

City/County Building

1515 Strongs Avenue

7:30 AM – 4:00 PM, Mon. – Fri.

715-346-1567

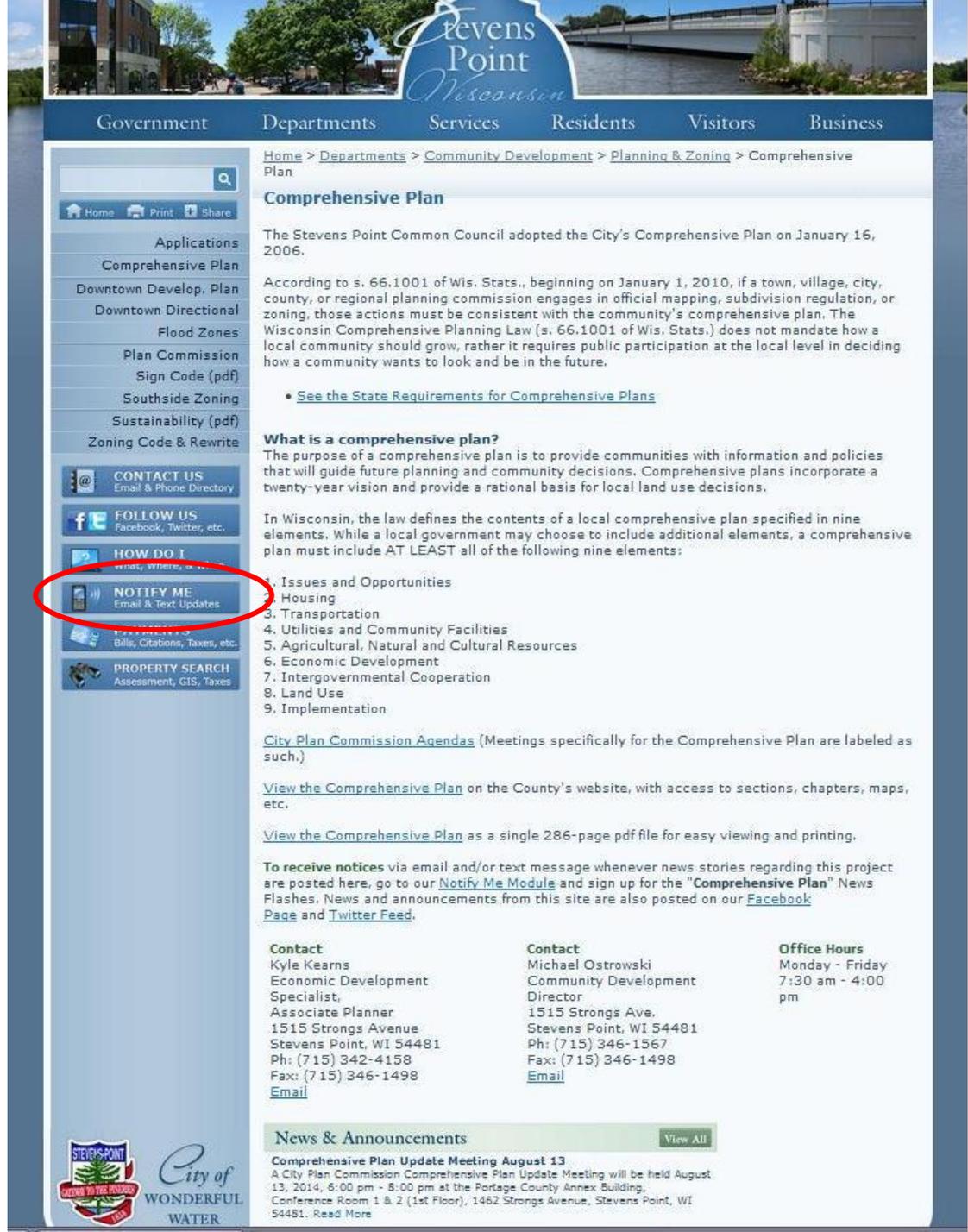
More Information:

www.stevenspoint.com/compplan



COMP PLAN NOTIFICATION ALERTS

STEVENSPOINT.COM/COMPPLAN



Stevens Point Wisconsin

Government Departments Services Residents Visitors Business

Home > Departments > Community Development > Planning & Zoning > Comprehensive Plan

Comprehensive Plan

The Stevens Point Common Council adopted the City's Comprehensive Plan on January 16, 2006.

According to s. 66.1001 of Wis. Stats., beginning on January 1, 2010, if a town, village, city, county, or regional planning commission engages in official mapping, subdivision regulation, or zoning, those actions must be consistent with the community's comprehensive plan. The Wisconsin Comprehensive Planning Law (s. 66.1001 of Wis. Stats.) does not mandate how a local community should grow, rather it requires public participation at the local level in deciding how a community wants to look and be in the future.

- [See the State Requirements for Comprehensive Plans](#)

What is a comprehensive plan?

The purpose of a comprehensive plan is to provide communities with information and policies that will guide future planning and community decisions. Comprehensive plans incorporate a twenty-year vision and provide a rational basis for local land use decisions.

In Wisconsin, the law defines the contents of a local comprehensive plan specified in nine elements. While a local government may choose to include additional elements, a comprehensive plan must include AT LEAST all of the following nine elements:

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

[City Plan Commission Agendas](#) (Meetings specifically for the Comprehensive Plan are labeled as such.)

[View the Comprehensive Plan](#) on the County's website, with access to sections, chapters, maps, etc.

[View the Comprehensive Plan](#) as a single 286-page pdf file for easy viewing and printing.

To receive notices via email and/or text message whenever news stories regarding this project are posted here, go to our [Notify Me Module](#) and sign up for the "Comprehensive Plan" News Flashes. News and announcements from this site are also posted on our [Facebook Page](#) and [Twitter Feed](#).

Contact Kyle Kearns Economic Development Specialist, Associate Planner 1515 Strongs Avenue Stevens Point, WI 54481 Ph: (715) 342-4158 Fax: (715) 346-1498 Email	Contact Michael Ostrowski Community Development Director 1515 Strongs Ave. Stevens Point, WI 54481 Ph: (715) 346-1567 Fax: (715) 346-1498 Email	Office Hours Monday - Friday 7:30 am - 4:00 pm
---	--	--

News & Announcements [View All](#)

Comprehensive Plan Update Meeting August 13
A City Plan Commission Comprehensive Plan Update Meeting will be held August 13, 2014, 8:00 pm - 8:00 pm at the Portage County Annex Building, Conference Room 1 & 2 (1st Floor), 1462 Strongs Avenue, Stevens Point, WI 54481. [Read More](#)

CONTACT US
Email & Phone Directory

FOLLOW US
Facebook, Twitter, etc.

HOW DO I
Find, Where, &...

NOTIFY ME
Email & Text Updates

PROPERTY SEARCH
Assessment, GIS, Taxes

STEVENS POINT
WONDERFUL WATER

City of



Home > Notify Me

Search bar with Home, Print, and Share buttons.

- Agendas | Minutes | Videos
Code of Ordinances
Economic Development
Elections / Voting
Employment / Jobs
Garbage / Recycling
Grade Separation Project
Licenses, Permits, Applications
Pool & Waterslide

- CONTACT US
FOLLOW US
HOW DO I
NOTIFY ME
PAYMENTS
PROPERTY SEARCH

Notify Me section with instructions: 1. Type your email address... 2. If you want to receive text messages... 3. To subscribe or unsubscribe click...

Please sign in to subscribe, unsubscribe, or manage your subscriptions. Email Address field and Sign In button.

Government Jobs table with columns: METHOD, LIST NAME, DESCRIPTION. Includes Job Openings.

News Flash table with columns: METHOD, LIST NAME, DESCRIPTION. Includes Airport, Assessor, Business 51 Improvement, City Hall RFP.

Table with columns: METHOD, LIST NAME, DESCRIPTION. Includes Comprehensive Plan, Elections / Voting, Emergency Alerts, Employees, Fire Dept. / EMS, Forestry, Garbage & Recycling, Grade Separation Project, Home Page News.