

The comprehensive plan



What is a Comprehensive Plan and why do one?

Long range vision to guide community action

Intended to identify key challenges and opportunities facing a community and focus resource investment

Identifies links between different issues that may be overlooked

Land Use and Transportation

Land Use and Drainage

Economic Development and Historic Preservation

Others

Sometimes can be a plan to plan because more detailed plans are developed based on comp plan recommendations



What is a Comprehensive Plan and why do one?

Long range planning

....is an organized way of determining community needs and setting goals and objectives to address the needs.

... is the art and science of anticipatory problem solving.

...bridges the gap from where we are to where we want to go.


...is defending the common interest against the onslaught of outside interests

...allows the City to identify its values and encourage development that reflects those values



State Authority for Planning

State of Wisconsin mandates that communities develop and adopt a comprehensive plan

- Does not regulate specifics of the plan or how communities should grow but plans must include the following:
 - Issue and Opportunities
 - Housing
 - Transportation
 - Utilities and Community Facilities
 - Agricultural, Natural, and Cultural Resources
 - Economic Development
 - Intergovernmental Cooperation
 - Land Use
 - Implementation
 - Does require public engagement in the process
 - Requires updates every 10 years
 - Provides grants for communities
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Typical Elements of a Comp Plan

Vision

A distinct, vibrant, and safe community with an abundance of nature and easy access to metropolitan amenities. A place where families, students, and businesses flourish.

Mission

To coordinate and deliver essential services and ensure a sustainable future.

Our Values

- Put people first
- Pursue excellence
- Act with integrity
- Embrace change
- Serve our community
- Consider future generations



Write your own Vision and Mission Statements

I aspire to look like Brad Pitt and have a voice like James Earl Jones.

I will achieve my Vision through a strict regime of wishful thinking and bourbon.



Typical Elements of a Comp Plan

Demographic and Economic Profile

Provides information on existing population and economic characteristics

Provides population projections

Understanding the characteristics of the community is important to guide decision making

Different population characteristics require different approaches to action

e.g. Older population typically requires more public services like emergency services, recreation, etc.



Typical Elements of a Comp Plan

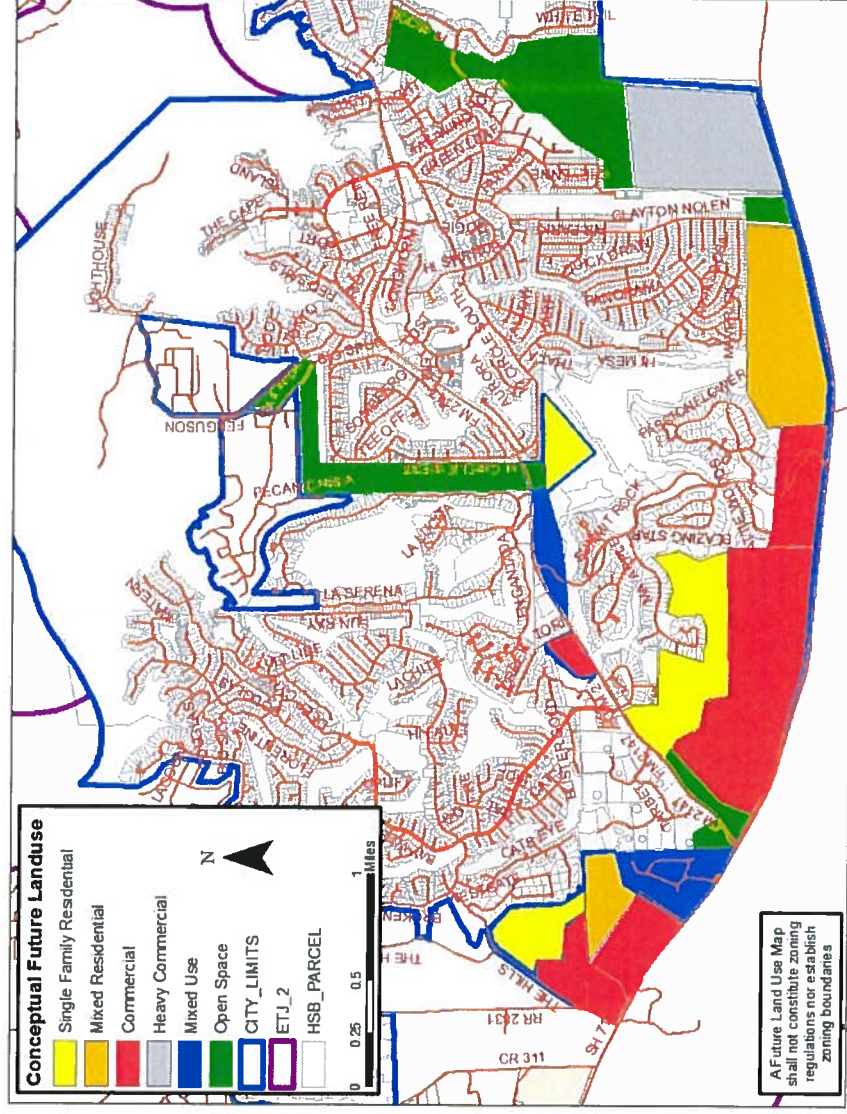
Land Use

Inventory of Current Land Use

Future Land Use

Used as basis for revising land use ordinances like zoning

Drives (and is driven by) transportation, utilities, hazards, facilities, schools, etc.



Typical Elements of a Comp Plan

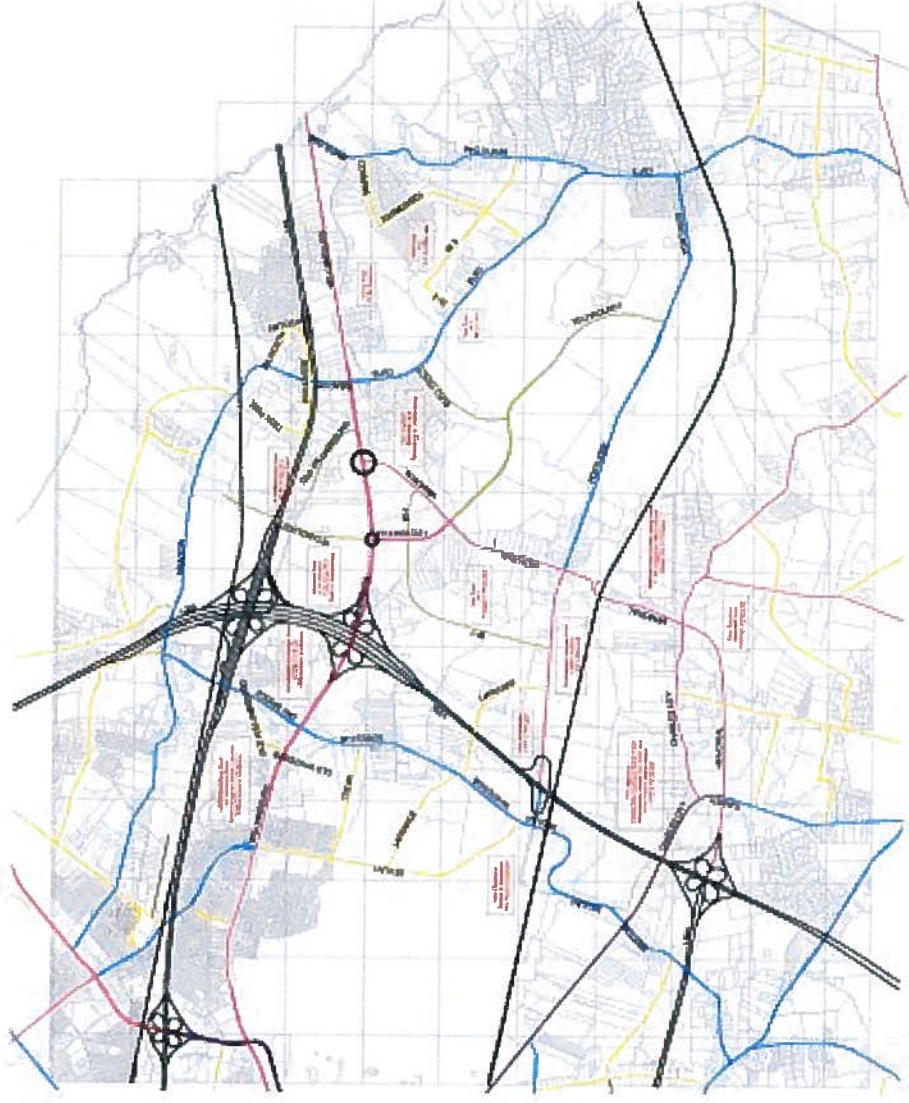
Transportation
Inventory of Current
System

Needed future
Improvements

Can include transit and
alternative transportation

Not always engineering
plans

Ties to land use and is key driver in future
development (development follows roads)



Typical Elements of a Comp Plan

Infrastructure

Inventory of Current Infrastructure

Future Needs

Tied to land use, population growth, economic development

Often not engineering plans, but focused on where new facilities are needed and general capacity. Detailed engineering comes later.



Typical Elements of a Comp Plan

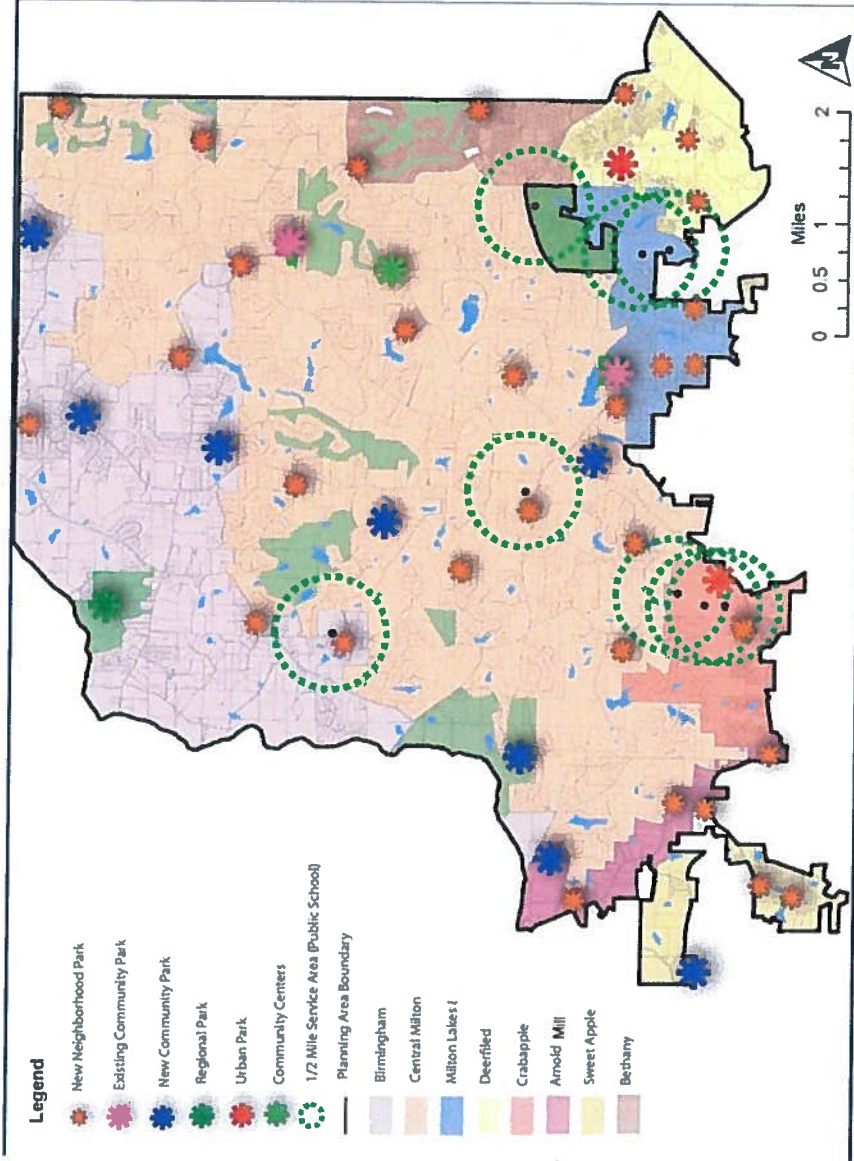
Parks and Recreation
Inventory of Current
Facilities

Future Needs

Intended to ensure
adequate access to
facilities for all residents

Ensure facilities reflect community
needs

Tied to land use, transportation,
schools, etc.



City of Milton - Parks Master Plan
Master Plan

Typical Elements of a Comp Plan

Downtown Revitalization

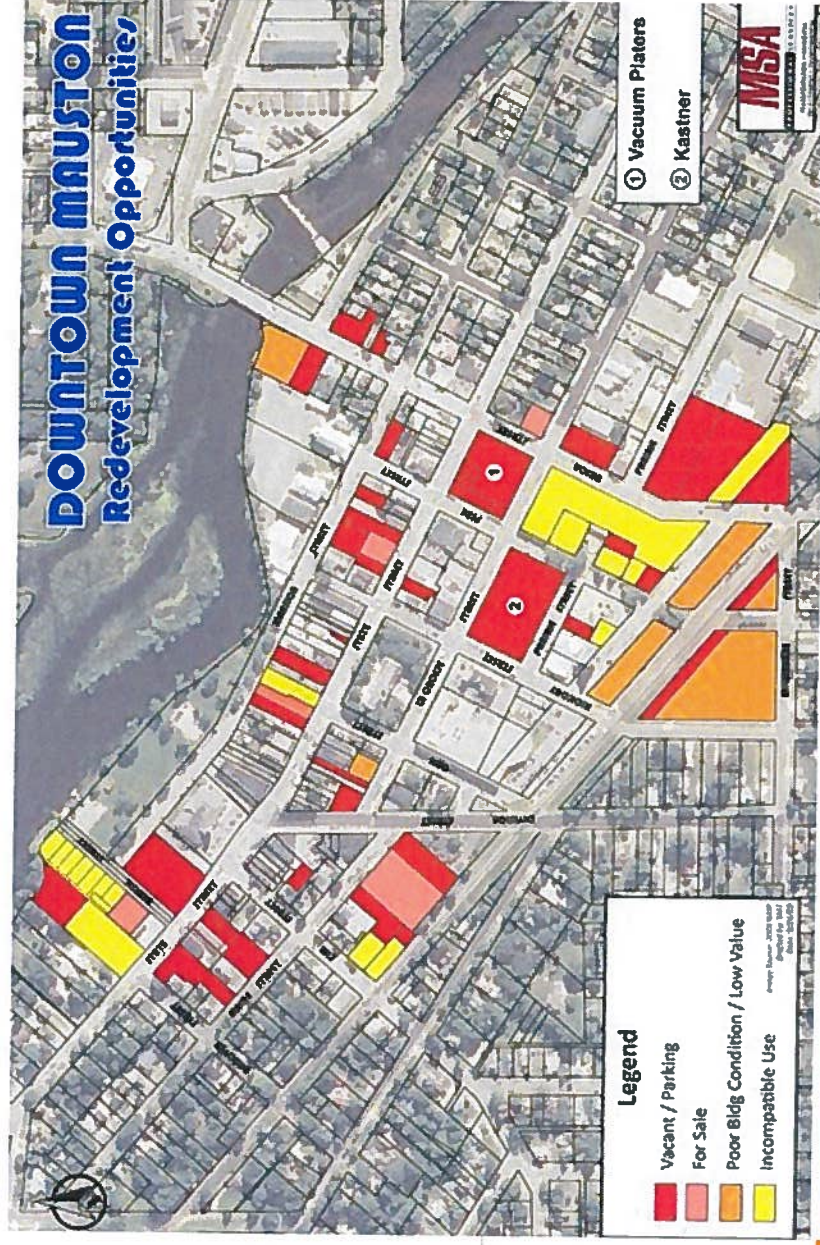
Analysis of current conditions

Building and Use Inventory

Gap Analysis (what is missing)

Parking Assessment

Ties to economic development, land use



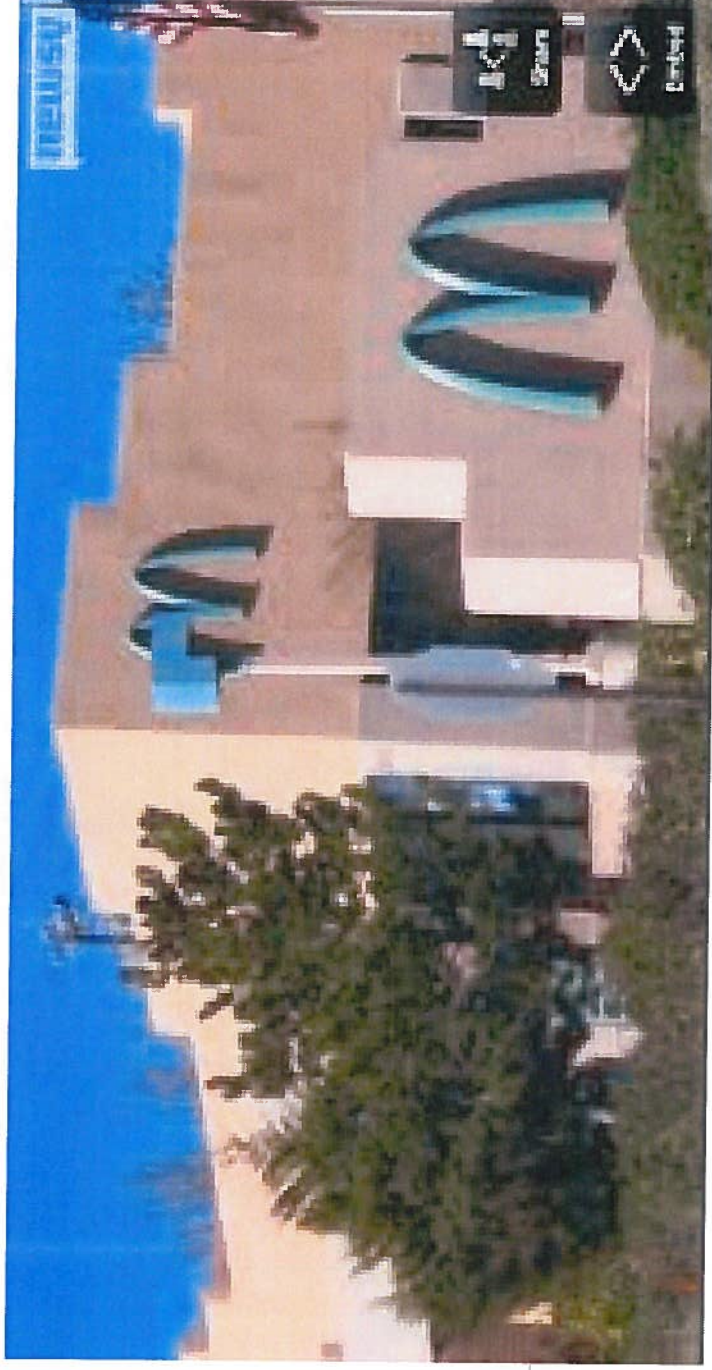
Typical Elements of a Comp Plan

Urban Design

Inventory of existing urban design character

Desired standards

Ties to downtown revitalization, historic preservation



Typical Elements of a Comp Plan

Historic Preservation

Inventory of Historic Sites and Bldgs

Determination of District Boundaries

Development of Local Regulations

Ties to downtown revitalization, economic development



Typical Elements of a Comp Plan

Economic Development

Inventory of existing employers

Existing workforce characteristics

Desired businesses to target

Ties to land use, transportation, utilities, demographics, education, parks and rec, downtown revitalization, historic preservation



Typical Elements of a Comp Plan

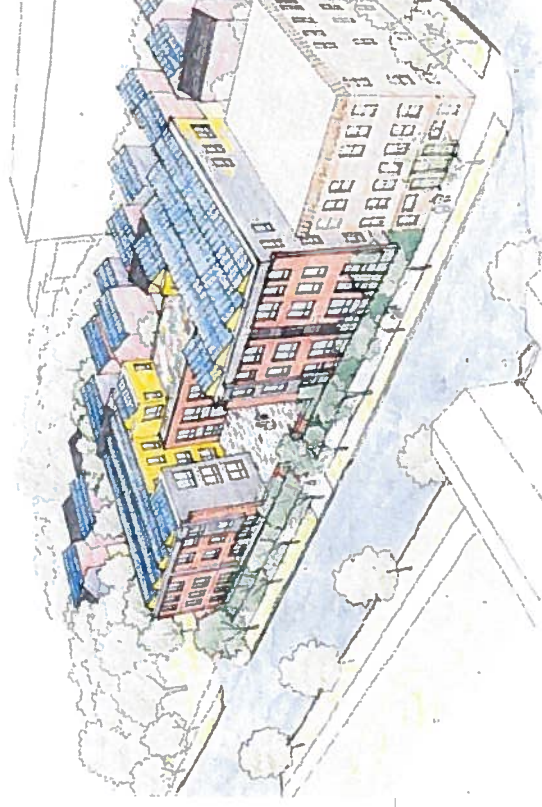
Housing

Existing characteristics of housing

Gaps in housing availability

Opportunities to support new housing development

Ties to land use, transportation, utilities, demographics, economic development



Typical Elements of a Comp Plan

Hazards

Inventory of risks

Potential areas of risk
impact

Resiliency planning



Ties to land use, transportation, utilities,
demographics, facilities, economic development



Typical Elements of a Comp Plan

Facilities

Inventory of facilities

Expected growth

New and upgraded
Facilities needed

Ties to demographics, economic development, land
use, transportation, hazards



Typical Elements of a Comp Plan

Environment / Natural Resources

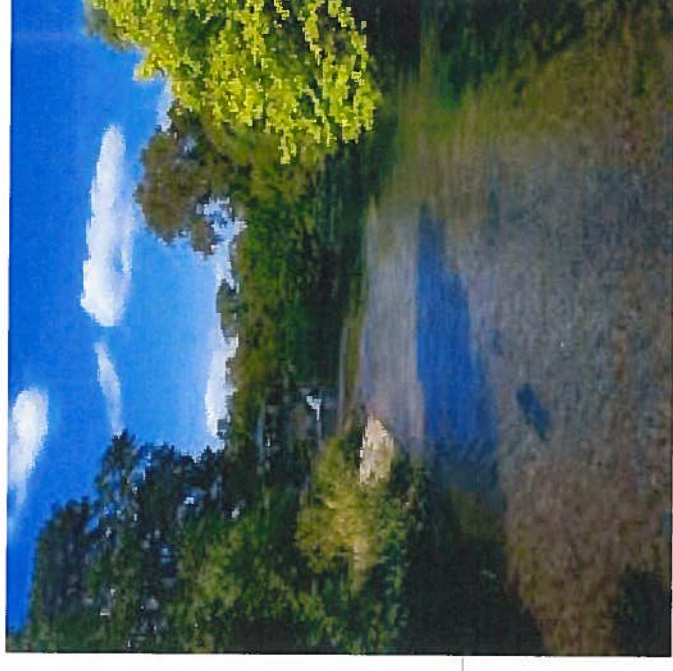
Water Quality and Quantity

Air Quality

Open Space Protection

Endangered Species

Ties to demographics, economic development, land use, transportation, hazards



Typical Elements of a Comp Plan

Implementation Guide

Detailed action plan for making plan goals a reality

Should include:

- Goals
 - Specific Action steps
 - Responsible Parties
 - Timelines
 - Estimated Costs
 - Benchmarks and Measureables
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Goal: Encourage Development on Vacant and Undeveloped Land Within the City Limits

Action	Timeline	Date	Responsible Party
Establish an Inventory of Undeveloped and Vacant Land within the City	6 Months	January - June 2018	Planning Commission
Consider incentives for redevelopment of these properties	6 Months	January – June 2018	CDC, City Council
Develop feasibility studies for large abandoned properties to use as marketing tool (start with shopping center at SH 60 south)	9 Months	January – September 2019	Planning Commission, City Council, City Staff
Provide outreach and education to property owners to build redevelopment	On-going	On-going	Planning Commission
Review ordinances to ensure they allow for quality redevelopment	Underway	Underway	Planning Commission

Potential Barriers to Implementation: Property owners expecting high prices for property, lack of retail demand to spur redevelopment, costs
Stakeholders and Partners: Local developers, property owners, business owners, CDC
Potential Funding Needs and Sources: \$25,000 - \$50,000 for feasibility studies, dependent on incentives provided, CDC and City funds

**'NOW THIS IS NOT THE
END. IT IS NOT EVEN THE
BEGINNING OF THE END.
BUT IT IS, PERHAPS, THE
END OF THE BEGINNING.'**



Before you Begin

Reason for Doing the Plan

Is Community / Leadership Ready for It?

Review Other Plans to See What you Like and Don't Like

Internal vs. Consultant



May

Steering Committee Appointment
Existing Plan Review
Survey Development
Demographic Analysis

June

Interviews
Land Use Workshop
Conduct Survey

July

Survey Analysis
Town Hall Meetings
Focus Groups
Interviews

August

Goal Development and Prioritization

September

Draft Plan Development

October

Draft Presentation
Final Draft Development

November

Final Plan Presentation

December

Plan Adoption



Define What You Want

Clearly articulate the elements you expect and
how you want plan written

Establish expectations for updates and
communication

It is your plan, make sure it is written for your
community



Goals and Implementation

Consultant won't be the one implementing
the Plan

Implementation Guide – specific action steps,
timelines, responsible parties, metrics, costs,
and potential funding sources

Plan should be written so anyone can pick up
and start working



Working the Plan

Someone Needs to Own The Plan

Set Low Hanging Fruit

Plan Needs to Be Incorporated into City Processes

Plan Needs to be Part of Budget Process

Other Organizations Engaged

Celebrate Successes



Why Plans Fail

No Clear Implementation

No Detailed Action Plan with Specifics, Benchmarks, etc.

No Partnerships and Help

Plan Shouldn't be ONLY City responsibility, use EDC, ISD, Chamber, Civic Groups, others

No Ownership

City Council, P&Z, City Staff don't feel responsible



Due March 11

Grading will be as follows:

Select a Comprehensive Plan from a community of your choice that has been adopted within the last 10 years

Review the plan and provide a 4-5 page report that:

Identifies major themes / subject areas of the plan

Identifies key goals and objectives from the plan

Identifies the Vision and Mission Statements (if included)

Presents your assessment of the plan including:

Are the goals clearly identified

Is there any implementation guide that includes action steps, responsible parties, timelines, etc.

What, if any public engagement, was included in the planning process

Is the writing clear and well organized

Does the plan provide clear direction for leadership to implement

I strongly encourage you to use the Writing Center as a resource, they can help turn a mediocre paper into a solid final product

