



Comprehensive Plan Cookbook

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Purpose

The purpose of this "cookbook" is to assist the Town of Concord in the preparation of a comprehensive master plan that is fully compliant with current statutory requirements. Ruekert-Mielke has been selected to assist the Town with the planning process, with the understanding that the citizen planning group will actively assist throughout the process in order to create the best possible plan while minimizing expenditure of tax dollars.

For each of the elements, where the table says "a compilation of objectives, policies, goals, maps and programs", we will need to have at least one item completed in each row and at least one of each type of item. That is, for each specific topic we must have an objective, policy, goal or program (some can be addressed with a map, but many cannot), and for each group of topics we must have at least one objective, policy, goal or program (for example, we can't address all topics with objectives only).

The statutes do not define the terms *goals*, *objectives*, *policies*, and *programs*. Some common understandings of these terms are:

Goals - broad and general expressions of a community's aspirations, towards which planned effort is directed. Goals tend to be ends rather than means.

Objectives - more specific targets, derived from goals and necessary to achieve those goals. While still general in nature, objectives are more precise, concrete, and measurable than goals.

Policies - rules or courses of action necessary to achieve the goals and objectives they are derived from. They are precise and measurable.

Programs - a system of projects or services necessary to achieve plan goals, objectives, and policies.

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Section 1: Public Participation Plan

At the outset of the process, the Town must develop and adopt a Public Participation Plan to maximize citizen engagement. The plan must identify the means by which citizens will be informed about and engaged in development of the plan. Components of the public participation plan could include, but are not limited to:

- Holding regularly scheduled public meetings, open to "all comers"
- Engaging attendees in preparation of plan content, presentation materials, discussions, and review of plan drafts
- Publication and posting of all public meetings
- Issuance of press releases to stimulate coverage by the local media
- Posting plan and process-related information on the Town website
- Maintaining a forum for on-line discussion
- Establishing an email list for interested parties
- Mailings to Town property owners and residents
- Establishing a methodology for interested parties to provide comment regarding plan content
- Providing regular updates regarding the planning process at Town Board meetings
- Providing an update at the annual Town Meeting

- ✓ **Town Task:** Underlined above

Section 2: Contents of a Comprehensive Plan - 9 Elements

ISSUES AND OPPORTUNITIES ELEMENT [s. 66.1001 (2)(a), Stats.]		
REQUIRED INFORMATION		COMMENTS
1. A statement of overall objectives, policies, goals, and programs of the local governmental unit to guide the future development and redevelopment of the local governmental unit over a 20-year planning period.		
2. Background Information:		
Population Forecasts		
Household Forecasts		
Employment Forecasts		
Demographic Trends		
Age Distribution		
Education Levels		
Income Levels		
Employment Characteristics		

Section 2: Contents of a Comprehensive Plan - 9 Elements, cont.

HOUSING ELEMENT [s. 66.1001 (2)(b), Stats.]			
REQUIRED INFORMATION		COMMENTS	
1. A compilation of objectives, policies, goals, maps, and programs of the local governmental unit to provide an adequate housing supply that meets existing and forecasted housing demand in the local governmental unit.			
Objectives			
Policies			
Goals			
Maps			
Programs			
2. Housing Stock Assessment Information:			
Age Characteristics			
Structural Characteristics			
Value Characteristics			
Occupancy Characteristics			
3. Identify policies and programs that:	Policies	Programs	Comments
Promote development of housing for residents of the local governmental unit and provide a range of housing choices that meet the needs of persons of all income levels and of all ages groups and persons with special needs.			
Promote the availability of land for the development or redevelopment of low-income and moderate-income housing			
Maintain or rehabilitate the local governmental unit's existing housing stock.			

Section 2: Contents of a Comprehensive Plan - 9 Elements, cont.

TRANSPORTATION ELEMENT [s. 66.1001 (2)(c), Stats.]						
REQUIRED INFORMATION						COMMENTS
1. A compilation of objectives, policies, goals, maps, and programs to guide the future development of the various modes of transportation including:						
	Objectives	Policies	Goals	Maps	Programs	
Highways						
Transit						
Transportation facilities for disabled						
Bicycles						
Walking						
Railroads						
Air transportation						
Trucking						
Water transportation						
1. Compare local governmental unit's objectives, policies, goals, and programs to state and regional transportation plans:						
State transportation plans						=====
Regional transportation plans						=====
2. Identify highways within the local governmental unit by function.						
3. Incorporate applicable state, regional, and other transportation plans including:						
		State Plans	Regional Plans	Other Plans		
Transportation corridor plans						
County highway functional and jurisdictional studies,						
Urban area transportation plans						
Rural area transportation plans						
Airport master plans						
Rail plans						

Section 2: Contents of a Comprehensive Plan - 9 Elements, cont.

Utilities and Community Facilities Element [s. 66.1001 (2)(d), Stats.]								
REQUIRED INFORMATION							COMMENTS	
1. A compilation of objectives, policies, goals, maps, and programs to guide future development of utilities and community facilities such as:								
	Objectives	Policies	Goals	Maps	Programs			
Sanitary Sewer Service								
Storm Water Management								
Water Supply								
Solid Waste Disposal								
On-site Wastewater Treatment Tech.								
Recycling Facilities								
Parks								
Telecommunications Facilities								
Power Plants/Transmission Lines								
Cemeteries								
Health Care Facilities								
Child Care Facilities								
Police								
Fire								
Rescue								
Libraries								
Schools								
Other Government Facilities								
2. Describe the existing and future public utility and community facilities and assess the future needs for government services related to such utilities and facilities. Describe the approximate timetable that forecasts the need to expand or rehabilitate existing utilities and facilities or to create new utilities and facilities and assess future needs for government services in the local governmental unit that are related to such utilities and facilities.							Comment	
	Existing			Future Needs	Timetable			
	Location	Use	Capacity		Expand	Rehab	New	
Sanitary Sewer Service								
Storm Water Mgmt.								
Water Supply								
Solid Waste Disposal								
On-site Wastewater Treatment Tech.								
Recycling Facilities								
Parks								
Telecom. Facilities								
Power Plants and Transmission Lines								
Cemeteries								
Health Care Facilities								
Child Care Facilities								
Police								
Fire								
Rescue								
Libraries								
Schools								
Other Govt. Facilities								

Section 2: Contents of a Comprehensive Plan - 9 Elements, cont.

AGRICULTURAL, NATURAL, AND CULTURAL RESOURCES ELEMENT [s. 66.1001 (2)(e), Stats.]						
REQUIRED INFORMATION						COMMENTS
1. A compilation of objectives, policies, goals, maps, and programs for the conservation, and promotion of the effective management, of natural resources such as:						
	Objectives	Policies	Goals	Maps	Programs	
Groundwater						
Forests						
Productive agricultural areas						
Environmentally sensitive areas						
Threatened or endangered species						
Stream corridors						
Surface water						
Floodplains						
Wetlands						
Wildlife habitat						
Metallic/non-metallic mineral resources						
Parks/open space						
Historical/cultural resources						
Community design						
Recreational resources						
Other natural resources						

Section 2: Contents of a Comprehensive Plan - 9 Elements, cont.

ECONOMIC DEVELOPMENT ELEMENT [s. 66.1001 (2)(f), Stats.]		
REQUIRED INFORMATION		COMMENTS
1. A compilation of objectives, policies, goals, maps, and programs to promote the stabilization, retention or expansion, of the economic base and quality employment opportunities in the local governmental unit.		
Objectives		
Policies		
Goals		
Maps		
Programs		
2. Analysis of:		
Labor force		
Economic base		
3. Assess the following:		
Categories or types of new businesses and industries that are desired by the local governmental unit.		
The local governmental unit's strengths for attracting/retaining business and industry		
The local governmental unit's weaknesses for attracting/retaining business and industry		
4. Designate adequate number of sites for such businesses and industries.		
5. Evaluate and promote the use of environmentally contaminated sites for commercial or industrial uses.		
6. Identify applicable county, regional, & state economic development programs that apply to the local governmental unit.		
County		
Regional		
State		

Section 2: Contents of a Comprehensive Plan - 9 Elements, cont.

INTERGOVERNMENTAL COOPERATION ELEMENT [s. 66.1001 (2)(g), Stats.]						
REQUIRED INFORMATION						COMMENTS
1. A compilation of objectives, policies, goals, maps, and programs for joint planning and decision making with other jurisdictions including:						
	Objectives	Policies	Goals	Maps	Programs	
School districts for siting and building public facilities and sharing public services						
Adjacent and other local govts. for siting and building public facilities and sharing public services						
2. Analyze the relationship of the local governmental unit to:						
School districts						
Adjacent local governments						
Region						
State						
Other governmental units						
3. Incorporate plans and agreements under sections 66.0301, 66.0307, and 66.0309 of the Wisconsin Statutes						
4. Identify existing/potential conflicts between the governmental unit and other governmental units.						
Existing conflicts						
Potential conflicts						
Describe the process to resolve conflicts.						

Section 2: Contents of a Comprehensive Plan - 9 Elements, cont.

LAND USE ELEMENT [s. 66.1001 (2)(h), Stats.]			
REQUIRED INFORMATION			COMMENTS
1. A compilation of objectives, policies, goals, maps, and programs to guide the future development and redevelopment of public and private property.			
Objectives			
Policies			
Goals			
Maps			
Programs			
2. Listing of existing land uses such as:	Amount	Type	Intensity or Net density
Agriculture			
Residential			
Commercial			
Industrial			
Other public uses			
Other private uses			
3. Analyze trends in:			
Land supply			
Land demand			
Land prices			
Opportunities for redevelopment			
Existing/potential land use conflicts			
4. 20-year projections, in 5-year increments for the following land uses:			
Residential			
Agriculture			
Commercial			
Industrial			
5. Maps:			
Current land use			
Future land use			
Productive ag soils			
Natural limitations for building site development			
Floodplains			
Wetlands and other environmentally sensitive lands			
Boundaries of service areas of public utilities			
Boundaries of service areas of community facilities			
General location of future land uses by net density or other classifications			

Section 2: Contents of a Comprehensive Plan - 9 Elements, cont.

IMPLEMENTATION ELEMENT [s. 66.1001 (2)(i), Wis. Stats.]			
REQUIRED INFORMATION			COMMENTS
1. A compilation of programs and specific actions to be completed in a stated sequence, including proposed changes to any:			
	Programs	Specific Actions	
Applicable zoning ordinance			
Official maps			
Sign regulations			
Erosion/stormwater control ordinances			
Historic preservation ordinances			
Site plan regulations			
Design review ordinances			
Building codes			
Mechanical codes			
Housing codes			
Sanitary codes			
Subdivision ordinances			
2. Describe how each of the elements of the comprehensive plan will be integrated and made consistent with each other.			
3. Mechanism to measure progress toward achieving all aspects of the comprehensive plan.			
4. Process for updating the comprehensive plan			

Section 3: Procedural Requirements (s. 66.1001(4), Wis. Stats.)

At the outset:

Develop and adopt Public Participation Procedures [s.66.1001(4)(a), Stats.] (see Section 1 of this document)

Once the final draft is complete:

Adopt resolution for Recommended Plan [s.66.1001(4)(b), Stats.]

Distribute Recommended Plan to statutory list*

[s.66.1001(4)(c-d), Stats.]

Once all revisions have been completed and the plan is ready for adoption:

Class 1 Notice Published & Public Hearing Held

Enact Ordinance for Adopted Plan

Distribute Adopted Plan & Ordinance to statutory list*

* For the Town of Concord the *statutory list* includes:

1. Every governmental body that is located in whole or in part within the boundaries of the Town. (This includes school districts, union high schools, technical college district, and the county)
2. The clerk of every local governmental unit that is adjacent to the Town.
3. The State of Wisconsin Department of Administration.
4. The public library that serves the area in which the local governmental unit is located.

- ✓ **Town Tasks:** All of the above. Ruekert-Mielke will assist with the preparation of the “statutory list” and public participation plan as needed.