

Memorandum

To: Plan Commission

From: Katherine Holt – Community Development Specialist

Date: July 5, 2022

Re: **Comprehensive Plan**

A Comprehensive Plan is a twenty (20)-year planning document required by State Statute and is common planning practice throughout the United States. Each state has different requirements and how the recommendations are implemented. In Wisconsin, the Comprehensive Plan is required by Wisconsin State Statute 66.1001 but is a guide for future development.

In September of 2019, the Common Council reconfirmed the Comprehensive Plan with an update of the Comprehensive Plan to begin after the release of the 2020 United States Census data to ensure it will be updated on a regular ten (10)-year cycle after the United State Census data is released.

The following requirements must be included in a Comprehensive Plan per State Statute.

- **Issues and opportunities** – These are statements of overall goals and objectives.
- **Housing** – This section shall assess the age, structural, value, and occupancy characteristics of housing stock. The Census information contains some of this information as does the City's assessment information.
- **Transportation** – Evaluates all modes of transportation with connectivity to other jurisdictions.
- **Utilities and community facilities** – This section focuses on sanitary sewer, stormwater, water, recycling, parks, healthcare, daycare, and other public facilities.
- **Agricultural, natural and cultural resources** – The City would map the natural resources to preserve such as large groves of quality trees and map stream buffers.
- **Economic development** – This section focuses on types of businesses and industries that are desired in Verona

- **Intergovernmental cooperation** – Confirm that coordination occurred when creating the document by the surrounding jurisdictions and identify existing agreements with other governments.
- **Land-use** – Designate land uses for each property within the City and the growth area for the City.
- **Implementation** – Verification that the Zoning Ordinance and other policies will support what is proposed in the Comprehensive Plan. Phasing plans were included in implementation, but those can be omitted.

Currently the City's Comprehensive Plan is heavy on existing information such as what occurred in 2010 and lacks a comprehensive future land use map for all property. The Woods at Cathedral Point was not included in any future land use map. The Neighborhood Plans that amended the Comprehensive Plan such as the Southeast Neighborhood Plan contain very broad land use categories such as non-residential, medium density residential, and transition. The lack of specifics forces Planning Staff to interpret for developers and the public what type of land uses could fit into these categories.

The Comprehensive Plan was written as continuous thoughts without definitive endings to sentences or ideas. The maps included in the document are not easily translated and did not easily integrate into the digital document. One of the main goals of updating the Comprehensive Plan is to make it user friendly especially for a future vision of the City and implementation of the vision, while still meeting the legal requirements of the document.

The Comprehensive Plan is a robust vision for the City for the next twenty (20) years. Community input is a must for this type of document to be successful. A public participation plan is required by State Statute and would be created to ensure the public has ample opportunities to give input. There are various ways to gain insight from the community from attending existing City functions and recreational games, online surveys to get quick feedback on an idea (not a 25 minute survey), host a booth a Hometown Days or the Farmer's Market, have small focus groups, contacting property owners directly, ask the school to partner with the City for a modified box city and add older children to the mix to help design/draw building styles, newspapers articles to get the word out, and ask people to post things online (i.e. HOA, NextDoor, etc.) about the process. Planning Staff has not determined how the community will be involved; however, we are steering away from one (1) large focus group making decisions for all topics in the Comprehensive Plan.

Based on discussions at the Plan Commission, ideas that could be added to the Comprehensive Plan document center around height of buildings, locations for

apartments and single-family homes, expansion of infrastructure needed to support development, and sustainability features for development.

The Comprehensive Plan can take up to two (2) years to complete especially with Staff doing most of the work. Outlines of the document and background information can be worked on prior to the Census information being released. This is a very public process and is dependent on scheduling meetings to avoid major events in the City especially from the school system. Staff would give periodic updates to the Plan Commission through each step of the Comprehensive Plan such as the beginning of the transportation discussion and the conclusion of that topic. Although the State Statute established topics that must be included, all of the topics are integrated when making decisions such as apartments are not typically located on low volume or residential streets, but are placed in areas that would have more traffic, bus routes, and accessibility to high intensity land uses such as commercial or restaurants.