

Comprehensive Planning Approach

Portage County Comprehensive Plan

July 25, 2001

Step 1: Committee Formation and Initial Meetings

Action 1.01 Initial meetings of staff to discuss planning approach

Action 1.02 Meeting of Elected Leaders of all jurisdictions involved in the comprehensive planning effort in an attempt to:

- Define purposes of effort
- Review the comprehensive planning process
 - Specific Smart Growth mandates
- Gain commitment from elected leaders to the planning process
- Establish the composition of the Planning Committees
 - Urban Area: 2 members from each community – appointed by the elected body
 - Rural Area: 1 member from each community – appointed by the elected body
- Assess Resource Needs – staff and fiscal resources necessary to complete effort and willingness of each jurisdiction to provide support

Action 1.03 Official appointment of committee members by all jurisdictions

Step 2: Plan for the Planning

Action 2.01 Joint meeting of the Planning Committees (Urban and Rural)

Meeting will define:

- Purpose of Planning Committees
 - Planning process approach, Smart Growth elements, and 14 Planning Principles
 - Scope of project (i.e. urbanizing area, rural regions)
- Operational Issues
 - Inclusion of other community/citizen members or experts on committees (non-voting members – technical advisors)
 - Leadership Structure of Committees
 - Consensus-based decision making (voting backup – one vote per jurisdiction or other mechanism)
 - Attendance and length of meetings
 - Reporting back to jurisdictions
 - Other

- Plan for the Planning
 - Startup needs (i.e. place to meet, schedule of meetings, other logistics)
 - Resources – staff and fiscal resources necessary to complete plans
 - Outputs from the planning process (e.g. plans, reports, etc.)
 - Planning timeline
 - Public participation process – development of a public participation process framework to recommend for adoption
 - Evaluation plan – for assessing planning approach and citizen participation effort throughout all steps of the planning process
 - Initial Publicity and Educational process (continued below)

Initial Publicity and Educational Process:

Objective: To increase public awareness and understanding of the comprehensive Planning process.

Messages:

- The comprehensive plan is the vision for the future of our community.
- A unique approach to comprehensive planning using a regional approach – 28 separate jurisdictions planning together.
- All jurisdictions need to update and/or develop their comprehensive plans
- Smart Growth law mandates planning be complete by January 1, 2010.
- Intergovernmental cooperation – working together to develop a plan for the entire county

Audiences:

- General public
- Planning Committees
- Elected officials
- Business Community (e.g. builders, realtors, others)
- Environmental Groups
- School Boards
- Youth
- Diverse Populations
- Others

Methods of Delivery:

- PowerPoint presentations at various community meetings
- Newspaper
- Radio
- Cable Access TV
- Newsletters
- Websites (with interactive component for questions and answers)

Portage County UW-Extension and Portage County Planning Staff will provide for the development and delivery of educational programs.

- Action 2.02** Adopt Public Participation Plans
- Action 2.03** Review Existing Plans and Planning Resources
- Action 2.04** Adopt Planning Profile Reports (Steps & Timeline)

Step 3: Background Information and Inventory – Trends Assessment

Action 3.01 Profile each element and develop trends assessment for those elements requiring assessment (noted with an *). Urban and rural committees work together for this step.

- Issues and Opportunities Element (population and demographics)*
- Housing Element*
- Transportation Element
- Utilities and Community Facilities Element
 - Health Care
 - Human Services
 - Religion
 - Education
- Agriculture, Natural Resources and Cultural Resources Element*
- Economic Development Element*
- Intergovernmental Cooperation Element
- Land Use Element*

Staff will complete this function. Detailed tabular and narrative reports will be prepared for the Planning Committees. Staff will make presentations to the Planning Committee in regard to each element. The Planning Committees will provide comment on and subsequently adopt the information prior to release to the general public.

- Action 3.02** Publicity and Public Education Surrounding Planning Elements
- Action 3.03** Adopt Background Analysis Report
- Action 3.04** Public Distribution of Background Analysis Report

Step 4: Issue Identification and Visioning

Action 4.01 Identify key issues and fundamental challenges facing the county

Methods of Issue Identification:

- Community “Hopes and Concerns” Workshops
The Community “Hopes and Concerns” Workshops would allow public participation in assessing the environment. The purpose of these workshops is to analyze specific strengths and weaknesses of a community or area, and also to assess opportunities that the community could take advantage of or threats that need to be overcome.
- Community Survey
 - Mail survey to all residents and property owners in Portage County
- Photographic Survey (Planning Committee members take pictures that depict issues and visual preferences)
- Focus groups (Staff would conduct each focus group in an attempt to define issues as perceived by each focus area – **focus groups tied directly to 9 Planning Elements**)
 - Agriculture
 - Realtors/Developers
 - Business
 - Environmental Groups
 - University
 - Youth
 - Diverse Populations
 - Residential living
 - Human Services
 - Health Care
 - Religion
 - Education
- Invited “experts” from specific community groups or sectors
 - LMI Housing
 - Race Issues
 - State of Planning
 - Others

The aforementioned methods of issue identification will be used by the Planning Committees as tools for “absorption” – a means to assess a variety of source data.

Action 4.02 Publicity and Public Education Surrounding Issue Identification

Action 4.03 Adopt Summary Report of Issue Identification Information

Action 4.04 Public Distribution of Issue Identification Summary Report

A summary report will be completed by staff that examines all the information gathered throughout the Issue Identification Step. The report will be open for review and comment by the public prior to the commencement of Issue Selection and Community Visioning.

- Action 4.05** Joint Facilitated process for Planning Committees
- After assimilating all the information collected, the Planning Committees will identify major community issues

Action 4.06 Community Visioning

A public process will be utilized to define a desired future end state for the county utilizing the following process:

- Publicity and Public Education Surrounding Visioning Process
- Community Mapping Exercises
- Develop Draft County Vision Statement
 - Conduct Area-wide Public Input Sessions
- Revised County Vision Statement Developed
 - Conduct Area-wide Public Input Sessions
- Adopt County Vision Statement

At this point, the planning process splits. The urban and rural planning committees will each develop vision statements for their planning areas with public review and comment before final adoption.

Each planning committee will then:

- Draft Preliminary Goals, Objectives and Policies
 - Conduct Area-wide Public Input Sessions
- Adopt Goals, Objectives and Policies

Step 5: Strategy Formulation and Draft Comprehensive Plans

Urban and rural planning committees will each develop draft comprehensive plans by:

Action 5.01 Developing Alternative Strategy Formulations to Address Issues/Vision

- Determine possible major alternatives, programs, key actions, etc.
- Create alternative graphic development scenarios
- Create narrative strategies

Action 5.02 Publicity and Public Education Surrounding Strategy Formulation

Action 5.03 Area-wide Public Input Sessions

Action 5.04 Selection/Adoption of Preferred Strategies

Action 5.05 Draft Comprehensive Plans

Step 6: Plan Review and Adoption

Urban and rural planning committees will each:

- Action 6.01** Develop Draft Comprehensive Plan Summaries
- Action 6.02** Publicity and Public Education Surrounding Comprehensive Plans
- Action 6.03** Hold Public Hearings and Provide for Open Review of Documents With Opportunity for Feedback
- Action 6.04** Develop Final Draft Comprehensive Plans
- Action 6.05** Presentations to Each Local Government Board
- Action 6.06** Adoption/Action by Each Local Government Board
- Action 6.07** Adoption/Action by Portage County Board of Supervisors

The final products of this effort will be a County plan for the unincorporated portions of Portage County and the rural Villages, and an Urban Area plan which will be incorporated into the County plan.

Step 7: Plan Implementation

Action 7.01 Implement Plan

- Revise/Update all land related ordinances to be consistent with the County's new comprehensive plan
- Development of a summary of linkages between plan and implementation
- Definition of action steps, roles, responsibilities, timelines, etc.

Action 7.02 Publicity and Public Education Surrounding Plan Implementation

Step 8: Plan Monitoring, Reassessment & Amendment

- Action 8.01** Develop Plan Evaluation Process
- Action 8.02** Develop Plan Review and Amendment Process
- Action 8.03** Definition of Plan Update Target (i.e. 5 years, 10 years, etc.)
- Action 8.04** Publicity and Public Education Surrounding Plan Management Steps

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