

Implementation

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The implementation element of the Comprehensive Plan is intended to provide a summary of actions necessary to carry out the goals and objectives determined through the planning process. Beginning on January 1, 2010, any program or action of a local governmental unit that affects land use is required to be consistent with that local governmental unit's comprehensive plan. For the City of Appleton, actions that are included in this requirement are:

- municipal incorporation procedures under s. 66.0201, 66.0203 or 66.0215;
- annexation procedures under s. 66.0217, 66.0219, or 66.0223;
- cooperative boundary agreements entered into under s. 66.0307;
- consolidation of territory under s. 66.0229;
- detachment of territory under s. 66.0227;
- municipal boundary agreements fixed by judgment under s. 66.0225;
- official mapping established or amended under s. 62.23 (6);
- local subdivision regulation under s. 236.45 or 236.46;
- extraterritorial plat review within the City's extraterritorial plat approval jurisdiction, as is defined in s. 236.02 (5);
- zoning ordinances enacted or amended under s. 62.23 (7);
- an improvement of a transportation facility that is undertaken under s. 84.185;
- agricultural preservation plans that are prepared or revised under subchapter IV of chapter 91;
- impact fee ordinances that are enacted or amended under s. 66.0617;
- land acquisition for recreational lands and parks under s. 23.09 (20);
- zoning of shorelands or wetlands in shorelands under s. 59.692, 61.351 or 62.231;
- construction site erosion control and storm water management zoning under s. 59.693, 61.354 or 62.234; and
- any other ordinance, plan or regulation of a local governmental unit that relates to land use.

Plan Implementation Measures

The following items are listed for implementation by the City, as outlined in the various chapters of this Comprehensive Plan.

Zoning and Other Land Use Regulation

Following adoption of the **Comprehensive Plan** it should be an immediate priority for the City of Appleton to conduct a review and update of its Zoning Ordinance to determine what changes are necessary to be in compliance with the recommendations of the **Comprehensive Plan**. At a minimum, it will be necessary to define one or more new mixed-use districts to implement recommendations in the Downtown Plan, For River Corridor Plan, and plans for Wisconsin Avenue, Richmond Street, and South Oneida Street. The following should apply to zoning enforcement:

- The data used to map wetlands, streams, and similar features at the scale used in this **Comprehensive Plan**, while suitable for planning purposes, is not accurate enough to be used when planning development projects. The City should require surveys of all properties on which development plans are submitted, to include delineation of wetlands and flood elevations, and to identify the locations of significant features such as mature trees, wildlife habitat, and other environmental and cultural resources on the property.



- In its administration of zoning powers, the City should ensure that its decisions concerning zoning petitions and map amendments are consistent with land use patterns indicated in the **Comprehensive Plan** in terms of permitted uses, densities, and character.
- Along with a review of zoning, the City of Appleton should revise its Official Map to reflect the recommendations of the **Comprehensive Plan**.
- Appleton may consider adopting recommended design guidelines for the downtown, Fox River Corridor, Wisconsin Avenue, Richmond Street, and South Oneida Street through its zoning code. Alternatively, the City may choose to create one or more stand-alone design guidelines that may either have the force of a zoning requirement, or be administered as a recommended guideline, perhaps offering less rigidity in their application.

Comprehensive Plan Elements

The following is a summary of the actions that are necessary to implement the **Comprehensive Plan**, broken out by the element under which each activity is identified and discussed. For each activity, the recommended time frame is identified.

Housing and Neighborhoods (Chapter 5)

- Monitor the housing supply, availability of land for residential development, and issues of homelessness and housing affordability. (ongoing)
- Implement and expand existing City programs, such as the Neighborhood Revitalization Program to sustain the vitality of the City's urban neighborhoods. (ongoing)
- Identify and continue to work with neighborhood groups. (ongoing)

Transportation (Chapter 6)

- Participate in regional planning for transportation in the Fox Cities. (ongoing)
- Identify a stable funding source to continue and to expand the services offered through Valley Transit (immediate)
- Complete and implement the recommendations of a bicycle and pedestrian route analysis to determine safe routes, and to recommend system-wide improvements to promote bicycling and safety. (immediate and ongoing)
- Plan and prioritize bicycle trails linking neighborhoods and important destinations in the City. (immediate and ongoing)
- Advocate for implantation of the Midwest Regional Rail Initiative to provide passenger rail service in the Fox Valley. (ongoing)
- Continue planning and construction of a water trail and other facilities to enhance boating on the Fox River. (ongoing)
- Implement the parking analysis process for downtown public parking, as identified in the Downtown Plan (Chapter 14). (ongoing)

Utilities and Community Facilities (Chapter 7)

- Use the development review process to discourage development in locations that cannot be easily served by municipal water and sanitary sewers. (ongoing)
- Investigate, and when appropriate, act on opportunities to share facilities or combine municipal services with other communities in the region. (ongoing)

Agriculture, Natural, Historic, and Cultural Resources (Chapter 8)

- Continue to collaborate with the Wisconsin Department of Natural Resources and other local governments to clean up the Fox River and to promote it as a destination. (ongoing)



- Provide support for Appleton’s historic and cultural resources that make it the preeminent City in the Fox Valley. (ongoing)
- Continue to assess the viability, and potential locations for a convention center, in partnership with the Fox Valley Convention and Visitors Bureau and the Chamber of Commerce. (immediate)

Economic Development (Chapter 9)

- Continue to make downtown revitalization a top priority of the City of Appleton and implement the recommendations of the Downtown Plan. (ongoing)
- Implement a business retention, expansion, and attraction program. (immediate, ongoing)
- Develop a program for entrepreneurial development based in Appleton (ongoing)
- Identify appropriate locations for redevelopment. (See especially the Downtown Plan, Fox River Corridor Plan, and corridor plans for Wisconsin Avenue, Richmond Street, and South Oneida Street.) Provide the resources necessary to enable redevelopment at these locations. (ongoing)
- Continue to encourage redevelopment within the river corridor. (ongoing)

Comprehensive Plan Update Procedures

Wisconsin State Statute 66.1001(2)(i) requires a community to have a plan amendment process, and that process must be implemented at least every ten years. The amendment process must follow the same procedures that are necessary in adopting the original plan. Specifically, the amendment process must allow opportunities for public input, and follow the adoption process set forth in the statute.

Appleton recognizes that some changes to the plan are so minor as to not require modification of the **Comprehensive Plan**. In fact, many of these changes may have been anticipated within the language of the plan. As an example, the mapping of wetlands in the plan is an approximation based on remote sensing techniques. During the development review process, the property owner or developer will be required to perform a more accurate delineation of the boundaries of these areas. Subsequent changes to the mapped boundaries of these areas, based on more accurate data, should not require an amendment to the **Comprehensive Plan**.

The following procedure is established to provide for a periodic major update to the **Comprehensive Plan**, and for more frequent minor updates to accommodate changing conditions within Appleton as well as the greater metropolitan area.

Minor Updates to the Comprehensive Plan

Periodically, development proposals or changing circumstances within the City may trigger consideration of an amendment to the **Comprehensive Plan**. Examples may include requests to change the zoning of a parcel to a use that is inconsistent with the future land use mapped in the Comprehensive Plan, omission or alternative routing for planned streets, or broader changes recommended through detailed neighborhood or special area planning conducted by the City. It is the City’s intent to address these issues on an as-needed basis, rather than waiting for a scheduled review of the plan. At a minimum, the following steps will be followed when considering a minor amendment to the **Comprehensive Plan**:

- The City will prepare a written summary, maps, or other exhibits that thoroughly explain the proposed amendment. These will be made available for public review prior to consideration of the amendment by the Plan Commission.
- One copy of the amendment to the plan will be sent to all of the following:
 - every governmental body that is located in whole or in part within the boundaries of the City (ex., counties, school districts, etc.);
 - the clerk of every local governmental unit that is adjacent to the City;
 - the Wisconsin Land Council;



- the Wisconsin Department of Administration;
- the East Central Wisconsin Regional Planning Commission; and
- the public library.
- The Plan Commission will conduct a public hearing on the proposed amendment. The public hearing will be noticed in accordance with Wisconsin State Statutes (currently as a Class I notice requiring 30 days notice). The Plan Commission will act on the proposed amendment and forward it by resolution to the Common Council with a recommendation (by majority vote) to accept or deny the amendment.
- The Common Council will consider an ordinance to adopt the amendment to the **Comprehensive Plan**, and act by a majority vote to approve or deny the amendment.

Five-Year Updates to the Comprehensive Plan

At a minimum the City will conduct a periodic review of the **Comprehensive Plan** every five years following its adoption. This review will be initiated by the City and include the following actions:

- Assemble the adopted plan and all adopted amendments to the plan during the previous five-year period.
- Compile current demographic and economic data, particularly with the issues and opportunities element (Chapter 4), housing and neighborhood element (Chapter 5), and the economic development element (Chapter 9).
- Compile applicable information regarding community services, utilities, and facilities to update these elements of the plan.
- Solicit recommendations from City staff, the Common Council, the Plan Commission, and other City boards and commissions for issues that may be addressed in the update process.
- Prepare an update to the Parks and Recreation Master Plan to meet the requirements of the Wisconsin Department of Natural Resources.
- Conduct a public participation process to gain input on community needs and desires, and to update the goals and objectives in the **Comprehensive Plan**.
- Prepare an amendment to the **Comprehensive Plan** that addresses issues raised through the internal and public review process.
- Review and act to adopt, modify, or reject the proposed amendment through the process identified for minor updates to the **Comprehensive Plan**.

Ten-Year Updates to the Comprehensive Plan

Every ten years the Plan Commission will consider the need to amend the **Comprehensive Plan**. This amendment may follow the format of the five-year update process, or, depending on the extent of revisions contemplated by the Plan Commission, may result in a re-writing of the plan. The Plan Commission will recommend an approach to the Common Council.

