



COMPREHENSIVE LAND USE PLAN UPDATE STEERING COMMITTEE MEETING #2

February 27th, 2019 – 6:30 PM

City Hall, Conference Room #3 - 2nd Floor

Notice: If a person with a disability requires that the meeting be accessible or that materials at the meeting be in accessible format, call the City Clerk at least 48 hours prior to the meeting to request adequate accommodations. Telephone Number: 262-569-2186.

Agenda:

1. Call to order and confirmation of appropriate meeting notification.
2. **Survey Results** – Discussion of the results for both the Public Survey and Student Survey.
3. **Public Participation Plan** – Consider / Act on the Public Participation Plan.
4. **Existing Goals** – Discussion of existing goals within the 2010-2030 Comprehensive Land Use Plan.
5. **Topic Discussion** – Discussion by group of various topics to be included in the Land Use Plan update.
6. **Public Open House #1** – Discussion of date, time and location for the first public open house / informational meeting.
7. Comments and questions from Committee Members.
8. Next Steps.
9. Adjourn.

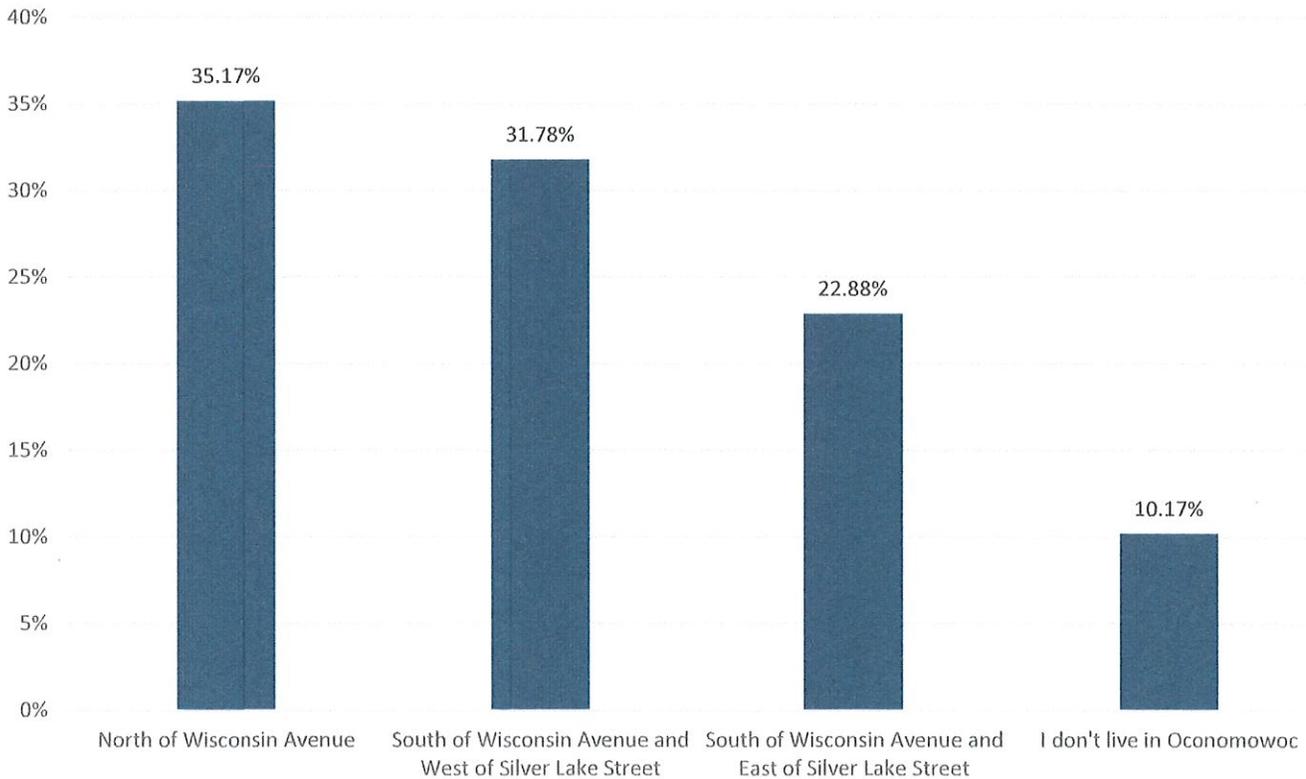
Notice is hereby given that a majority of the Common Council or other governmental bodies may be present at the meeting of the Steering Committee for the Comprehensive Land Use Plan Update scheduled for February 27, 2019 to gather information about a subject over which they have decision-making responsibility.

This constitutes a meeting of the Common Council pursuant to State ex rel. Badke v. Greendale Village Board, 173Wis. 2d 553, 494 N.W. 2d 408 (1993) and must be noticed as such, although the Common Council will not take any formal action at this meeting.

Oconomowoc General Survey Response Summary

Question 1: In which area of Oconomowoc do you live?

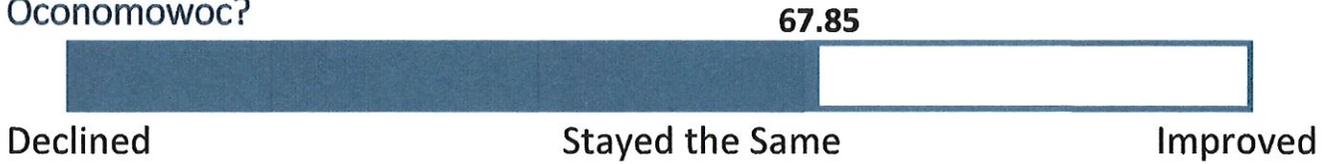
Answer Choices	Responses
North of Wisconsin Avenue	166
South of Wisconsin Avenue and West of Silver Lake Street	150
South of Wisconsin Avenue and West of Silver Lake Street	108
I don't live in Oconomowoc	48
Total	472



ENTIRE SURVEY RESULTS
CAN BE FOUND AT:
www.oconomowoc-wi.gov/2050

Oconomowoc Student Survey Response Summary

Question 1: Within the past ten years, how would you evaluate the quality of life in Oconomowoc?

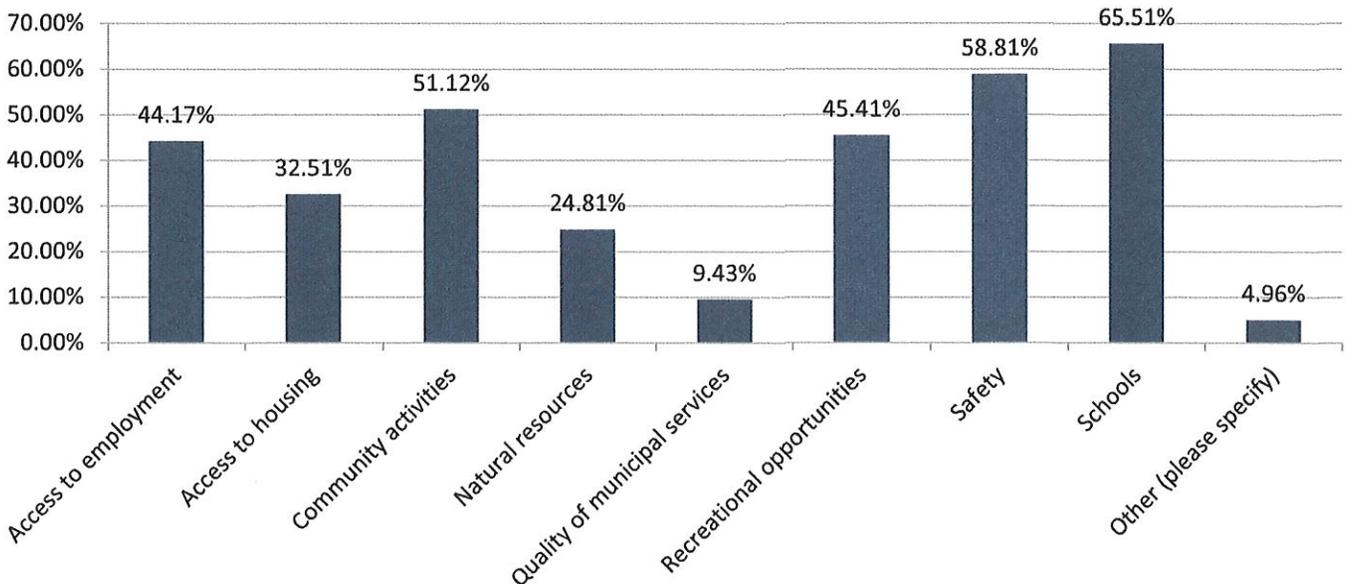


Total respondents: 405

Question 2: What primary factors contribute to a positive quality of life for you in Oconomowoc? (Select up to 3)

Answer Choices	Responses
Access to employment	178
Access to housing	131
Community activities	206
Natural resources	100
Quality of municipal services	38
Recreational opportunities	183
Safety	237
Schools	264
Other (please specify)	20
Total	403

ENTIRE SURVEY RESULTS CAN BE FOUND AT: www.oconomowoc-wi.gov/2050



Public Participation Plan

Oconomowoc 2050 Comprehensive Plan

Background

The City of Oconomowoc has begun the process of updating its Comprehensive Plan. This document serves as the guiding document for the City as it makes decisions related to growth and development. The Comprehensive Plan will focus on nine plan elements:

- Issues and Opportunities
- Housing
- Transportation Facilities
- Community Facilities and Utilities
- Agricultural, Natural and Cultural Resources
- Economic Development
- Intergovernmental Cooperation
- Land Use Plan and Regulations
- Implementation

A successful Comprehensive Plan is one that weaves participation from residents and stakeholders throughout the entire process and is built from the input that is received. This Public Participation Plan outlines the goals of the participation process, the target audience, and the outreach efforts. This document will be updated throughout the planning process to document the results of the public engagement efforts. These updates are identified in [blue text](#) throughout this plan.

Goals

Public participation is a critical component of the Oconomowoc Comprehensive Plan. The goals of public participation for the comprehensive planning process include:

- Broad community engagement, connecting with stakeholder groups and the public throughout Oconomowoc.
- An open and inclusive process.
- Receive guidance for how the City should grow and use land, provide for a high quality of life, and protect City investments.
- Educate and inform the public about the Oconomowoc Comprehensive Plan.
- Provide accessible opportunities for public participation.
- Facilitate dialogue among the public, business owners, the City, and other stakeholder groups to identify issues and craft policy solutions.

The engagement phases and strategies described below are intended to support these goals.

Target Audience

All residents of Oconomowoc are actively encouraged to participate in the 2050 Comprehensive planning process. Tailored outreach efforts will be made to connect with populations traditionally underrepresented in planning and other decision-making processes, including minorities, low-wealth communities, and senior populations. Overall, the participation plan is devised to provide accessible engagement options for all Oconomowoc community members.

Outreach Process

There are four phases of community outreach:

1. Steering Committee
2. Exploratory phase
3. Plan Analysis phase
4. Draft Plan Review phase

Steering Committee

The long-range planning process will be guided by a Project Steering Committee. Members of this group will be charged with playing an important role in guiding and promoting the planning process, reviewing materials and sharing updates to their network. The committee includes 13 members, each representing various groups within the City.

The Committee will meet at least three times during the planning process. These meetings will be held at project milestones as deliverables and findings are reviewed prior to public release. Materials will be provided via email to the members a week prior to each meeting, to provide time for review.

Exploratory Phase

The exploratory phase includes outreach and engagement efforts for gathering data and identifying issues. The engagement strategies employed in this phase include:

- Online Community Survey – An online community survey provides an opportunity to gain a wide range of feedback from residents about the strengths and weakness within a community. The 25-question survey will include information that can be used to develop an overall vision for the plan, along with goals and policies specific to each plan element. The survey will be hosted online via SurveyMonkey. Individuals can access the survey online using a common URL. Paper copies of the survey will also be available for those without internet access.
 - Community Survey – A general community survey will be developed with the intent of asking targeted questions to inform the Comprehensive Plan update. This survey will be open to all stakeholders within Oconomowoc.
 - The survey was open from the final week of October 2018 through Friday, January 4, 2019. A total of 474 responses were received during this time period. Notification of the survey was provided through multiple forms, which included the Comprehensive Plan website and the City's Facebook page.
 - High School Survey – A High School survey will be developed to supplement the results of the general community survey. The intent of this survey is to provide a shortened ten question survey that included specific questions targeted at this demographic. The

survey will be hosted online via SurveyMonkey and distributed to students through emails for school administration. To incentivize participation, a drawing for three gift cards from all participants at the close of the survey.

- The survey was open from early November through December 21, 2018. A total of 408 students participated in the survey.
- Pop-Up Events – Pop-up meetings provide an approach that brings in person engagement to the people, rather than asking them to come to an event. Two pop-up events will be held during the exploratory phase of the public engagement process. These events will introduce the public to the Comprehensive Plan process while collecting input. Each event will include the setup of a booth or table at an existing community event for a minimum of two hours.
 - Pop-up events were held at two community events in the summer and fall of 2018. A variety of activities and exercises were available for participants to interact with and provide feedback. Staff were also available to answer questions. The two events included:
 - Moonlit Movies Pop-Up (August 17, 2018) – Over 100 responses were received during this event
 - Touch-A-Truck Pop-Up (October 19, 2018) – Over 50 people were introduced to the Comprehensive Plan process during the event.

All Oconomowoc residents will be encouraged to participate in these engagement activities that will help identify needs and issues pertaining to planning for the future of the city.

Plan Analysis Phase

The Plan Analysis Phase provides an opportunity for the public to review and comment on draft materials that are produced in the planning process. The intent of the events in this phase is to ensure that the process is heading in the right direction and that we are appropriately responding to the feedback we receive. Two events will be held in this phase, including:

- Open House – An open house will be held during this phase to provide an opportunity for the public to learn about the progress of the Comprehensive Plan update. The open house will strive to present relevant materials while providing opportunities for the public to engage and provide feedback. The meeting will be held in an accessible location for a minimum of two hours. Notices of the meeting time and location will be published prior to the meeting date.
- Pop-Up Event – A third pop-up event will be held during this phase to present information similar to the open house, but in another format. Information gathered at these events will be used to complete plan analyses as the draft plan is compiled.

Draft Plan Review Phase

The Draft Plan Review Phase provides comment period (20 to 30 days) for community members to provide feedback on the draft plan and move through the public hearing process. In this phase, engagement opportunities include:

- Open House – An open house will be held to present the draft Comprehensive Plan and collect input from residents and stakeholders. Summary documents will be created to document the development of the draft plan and summarize the plan content. Comments will be processed, and updates will be made to the plan as needed.

- **Plan Commission Public Hearing** – A public hearing of the Plan Commission will be held to discuss the Comprehensive Plan update and commission will be asked to take action on the plan.
- **Common Council** – A public hearing of the Common Council will be held for the approval of the Comprehensive Plan.

Notification Process

Proposed public notification methods include:

- **Notice of Intent.** A published notice by the City announcing the creation of the Comprehensive Plan.
- **Plan Webpage.** (<https://www.oconomowoc-wi.gov/2050>) The establishment of the Oconomowoc 2050 Comprehensive Plan webpage, used for updates, community engagement, and the posting of materials.
- **Online Survey.** A survey developed to solicit community feedback for Comprehensive Plan development. The survey will be sent out via City communications channels to connect with as many community members as possible, including social media.
- **Press Release.** Press releases will be created for each of the public open house events to inform the media and stakeholders of upcoming events.
- **Public Notice.** The appropriate public notices will be published prior to the Plan Commission and Common Council hearings pursuant to City Ordinances and State Statutes for public hearings.

Meeting Accessibility

The project team will provide convenient engagement opportunities to the maximum extent practicable. All public engagement locations will feature ADA accessible facilities. Meeting materials and presentations will be presented in clear and accessible language. Translation services are provided upon request.

Information Availability

The City of Oconomowoc has created an exclusive webpage for information, updates, and links related to the 2050 Comprehensive Plan: [Oconomowoc 2050 Comprehensive Plan Webpage](#).

Goals of the City of Oconomowoc **Comprehensive Land Use Plan 2010-2030**

Housing Goals

Goal #1: Enhance the environmental and residential assets so the City continues to be an attractive place to live.

Goal #2: Maintain housing values and quality of life over time.

Goal #3: Provide a variety of housing types, designs, densities, and price ranges to meet the needs of residents of varying incomes, ages and lifestyle preferences.

Transportation Goals

Goal #1: Develop and maintain a coordinated and balanced transportation system that provides a variety of choices among transportation modes.

Goal #2: Develop and maintain a transportation system that supports new and existing residential, employment, commercial and recreation areas, preserves and enhances neighborhood livability and the quality of life for the City of Oconomowoc residents, while providing for the safe, efficient and effective movement of people and goods.

Goal #3: Encourage the construction and use of mass transit within and around the City.

Goal #4: Continue to be an active partner in transportation improvements made in the City, surrounding municipalities, and WisDOT.

Utility & Community Facilities Goals

Goal #1: Provide adequate active and passive recreational opportunities to all people of the City.

Goal #2: Ensure that all City development is served by adequate, efficient, cost-effective utilities and community facilities.

Goal #3: Provide the City Staff and infrastructure needed to meet the needs of a growing population.

Goal #4: Maintain an electric, water, and sanitary system that is capable of serving the needs of the growing City population.

Agricultural, Natural & Cultural Resources Goals

Goal #1: Protect wetlands in the City of Oconomowoc.

Goal #2: Preserve, protect and expand the natural resources of the City for the use and enjoyment by residents and visitors.

Goal #3: Protect agricultural land from development or premature development.

Goal #4: Preserve and protect the historic resources of the City.

Goal #5: Protect groundwater recharge areas.

Economic Development Goals

Goal #1: Expand economic development opportunities to grow and expand the local economy.

Goal #2: Develop and maintain a physical, cultural, educational, and recreational environment in the City that is conducive to business and residential development.

Intergovernmental Cooperation Goals

Goal #1: Cooperate with neighboring municipalities, Waukesha County, special districts, State agencies, and the Oconomowoc Area School District.

Goal #2: Resolve annexation and boundary disputes in a mutually beneficial manner.

Land Use Goals

Goal #1: Allow for flexibility in residential development to provide a range of housing options suitable for all residents.

Goal #2: Provide for appropriate commercial development on a scale that accommodates the needs of the City.

Goal #3: Designate areas for industrial development, with design guidelines and development standards that contribute to the economic stability of the City.

Implementation Goals

Goal #1: Implement a systematic review of all appropriate ordinances including: Zoning, Subdivision, Sign, Parking, Landscaping, Floodplain, Wetland Ordinances, etc. to ensure consistency with the adopted Comprehensive Plan.

Goal #2: Ensure the City of Oconomowoc Comprehensive Plan is an effective tool for making local land use decisions.

Comprehensive Plan Discussion Topics:

The following are ideas for topics that could be highlighted in the Comprehensive Plan. The role of the Comprehensive Plan is to discuss topics that are expected to be part of the City's focus over the Plan life and help provide options to consider and explore in the future. The Steering Committee will be asked to review and to provide feedback to keep, remove or add to the topic list.

Pabst Farms – Economic Development / Land Use

Olympia Area - Economic Development / Land Use

E. Wisconsin Avenue - Economic Development / Land Use

Downtown Parking - Economic Development / Land Use

Apartment / Housing Ratio – Housing

Senior Housing – Housing

Work-Force Housing – Housing

Road Extensions – Transportation

Official Map – Transportation

Historic Structure Preservation – Cultural Resources

Technology Infrastructure – Utilities & Community Facilities

Future City Boundaries – Intergovernmental Cooperation