

**City of Oconomowoc**  
**Comprehensive Land Use Plan Update – Steering Committee Meeting #2**  
**6:30 PM, February 27, 2019 – City Hall, Conference Room #3**

Mayor Dave Nold called the meeting to order at 6:30 pm and confirmed that appropriate meeting notification was provided.

**Members Present:** Mayor Nold, Ald. Spiegelberg, Ald. Kowieski, Ald. Ellis, Ald. Shaw, and Plan Commissioner Frederick.

**Others Present:** Planner Gallo, Planner Weber, Economic Director Duffy, DPW Frye, SRF Consultants Paul Chellevoid and Stephanie Falkers.

**Excused:** Ald. Rosek, Ald. Zwart, Ald. Strey, Ald. Miller, Park Board Member Moroni, CDA Member Manke and Plan Commissioner Ritt.

**#2 Survey Results** – Consultants Chellevoid and Falkers explained that two individual surveys regarding a variety of topics were drafted and sent out. The first was 25 questions and was made available to the general public through the City’s website and Facebook. The second was nine questions and sent to Oconomowoc High School, where each student was asked to participate. Gallo thanked Alderman Kowieski for taking hard copies of the general survey to the Senior Center and other elderly housing establishments, as this age group is less likely to contribute a digital response. The hard copies returned to City Hall were hand entered in to the digital version by City Staff. The response rate was better than typical surveys, with each survey having over 400 responses. The results were tabulated and displayed in a slide presentation. The questions covered quality of life, transportation, shopping choices, jobs, housing, demographics, walkability and general thoughts regarding the City. The answers to these survey questions will help direct the Consultants and Steering Committee members to discuss certain topics within the chapters of the Land Use Plan. Summaries of the results from both the general and high school student survey can be reviewed on the City’s website: <https://www.oconomowoc-wi.gov/785/2050-Comprehensive-Plan>.

**#3 Public Participation Plan** – The Consultants explained that the written public participation plan is a requirement of the State Smart Growth legislation. This document is a narrative of how the Steering Committee and Consultants are engaging with the public to obtain feedback for this Planning document. Some of the items noted include the community survey, public information meetings, pop-up events, open house, and public hearings. The document will be updated throughout the process to reflect the events and participation that occur. The City will be using a webpage for various updates and sending press releases detailing the significant upcoming events. The group asked if social media could be included in the Plan, as we are using Facebook and other forms of social media to push the information out to the public. Also discussed was the notification for public participation on Utility bills, as that was already being done for encouraging people to take the survey and may be utilized more in the future. Motion was made by Ellis to recommend the Public Participation Plan be incorporated into the Land Use Plan subject to incorporating the discussion points; seconded by Kowieski. Motion carried 6-0.

**#4 Existing Goals** – The Consultants went through each of the 25 existing goals identified in the current Comprehensive Land Use Plan 2010-2030. These goals are categorized as either Housing; Transportation; Utility & Community Facilities; Agricultural, Natural & Cultural Resources; Economic Development; Intergovernmental Cooperation; Land Use; and Implementation. The Committee felt the goals overall were still valid and asked that some goals be tweaked and some additional goals be added. There was discussion about encouraging mass transit within and around the City. The Committee asked what mass transit options are currently available and should the word “encourage” be changed to

“consider and support”. It was asked to add a goal under Utility & Community Facilities regarding being supportive of the City using alternative energy to become as sustainable as possible. It was discussed if the City should be supportive from an economic development standpoint to help enhance historic preservation, such as help secure funding for rehab projects. Planning staff was asked to consider tracking the goals of the Comprehensive Plan and providing updates to the Common Council. Planning explained that as each application comes forward, the decision of the Council must be in accordance with the Comprehensive Plan. Staff provides in the staff reports if the request complies with the goals of the Comprehensive Plan, such as the housing ratios. Staff can give consideration to providing other style reports and updates to the Council regarding reaching the goals of the Comprehensive Plan.

**#5 Topic Discussion** – The Committee was provided a list of a dozen topics that the Consultants feel should be highlighted with more detail in the Comprehensive Plan. This list was created with the help of City Staff, results of the survey, and discussions with the public from the first two pop-up events. 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 in the future. The Committee was asked to provide feedback to keep, remove or add to the topic list. Overall, the Committee agreed with the list of items, but wanted to add topics they felt have changed in the last 10 years since the adoption of the previous Plan. Topic items to be added included the current and future development of the NE area of the City, how to calculate the housing ratios, designated trucking routes, bike trails and the watershed protection program. The Consultants will add these to the list and will provide additional narrative and research on these topics within the Plan.

**#6 Public Open House #1** – The Consultants stated they feel they are ready to hold the first of two public open houses. This is to provide a presentation to the public for this Plan update and get initial feedback. They would hold this open house prior to drafting the Plan, to make sure no big topic is overlooked. The date of the meeting was discussed, and it was decided to focus on early April, after spring break is over. The location was thought to be best at the Community Center. Planning Staff will help coordinate the meeting time, date, and location. The Community Center is used most nights, so Planning will need to see what dates would be available. The Committee will be invited to this meeting to hear the feedback but are not required to attend.

Hearing no other comments or questions from the Committee members, the Chair asked for a motion to adjourn. Motion made by Spiegelberg to adjourn; seconded by Ellis. Motion carried 6-0.

The meeting adjourned at 8:55 PM.

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Jason Gallo, AICP  
City Planner / Zoning Administrator