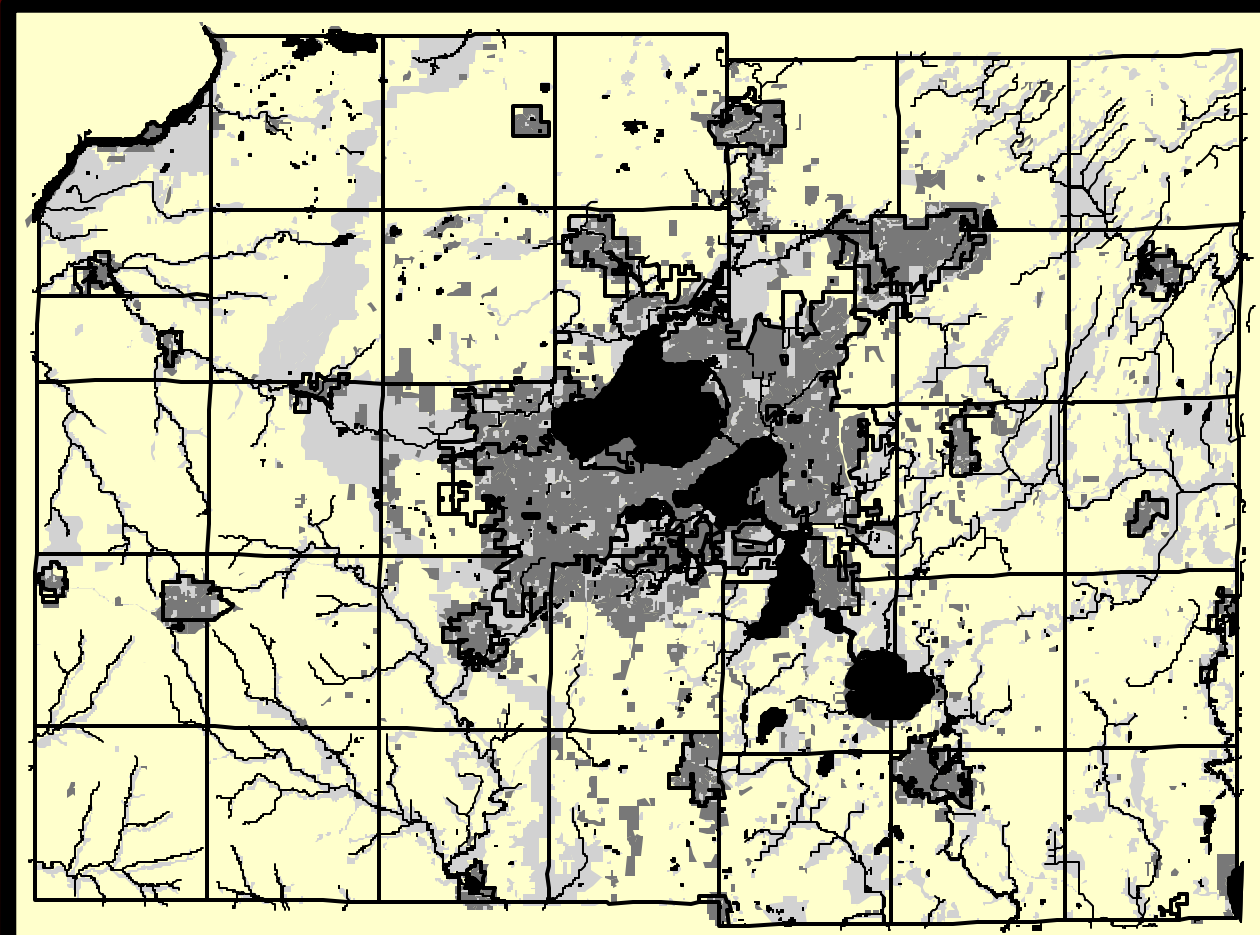




# Dane County Comprehensive Plan



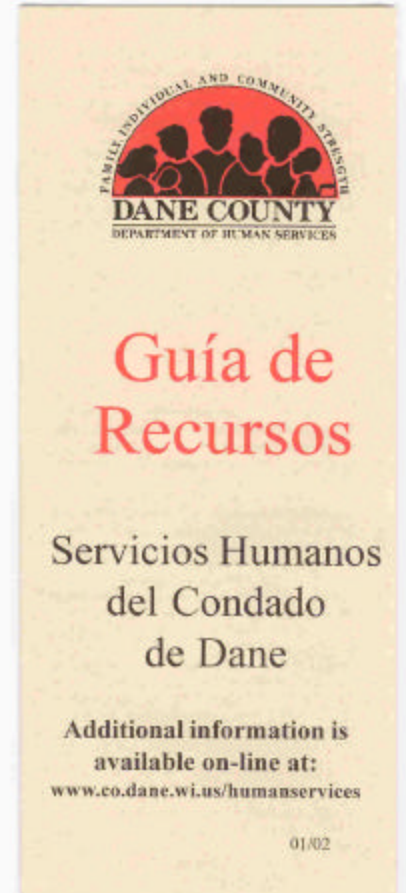
# Why Plan?

- Map out a vision of our future
- Guide public & private investment
- Provide rational basis for decisions by local government



# Dane County Demographic Trends

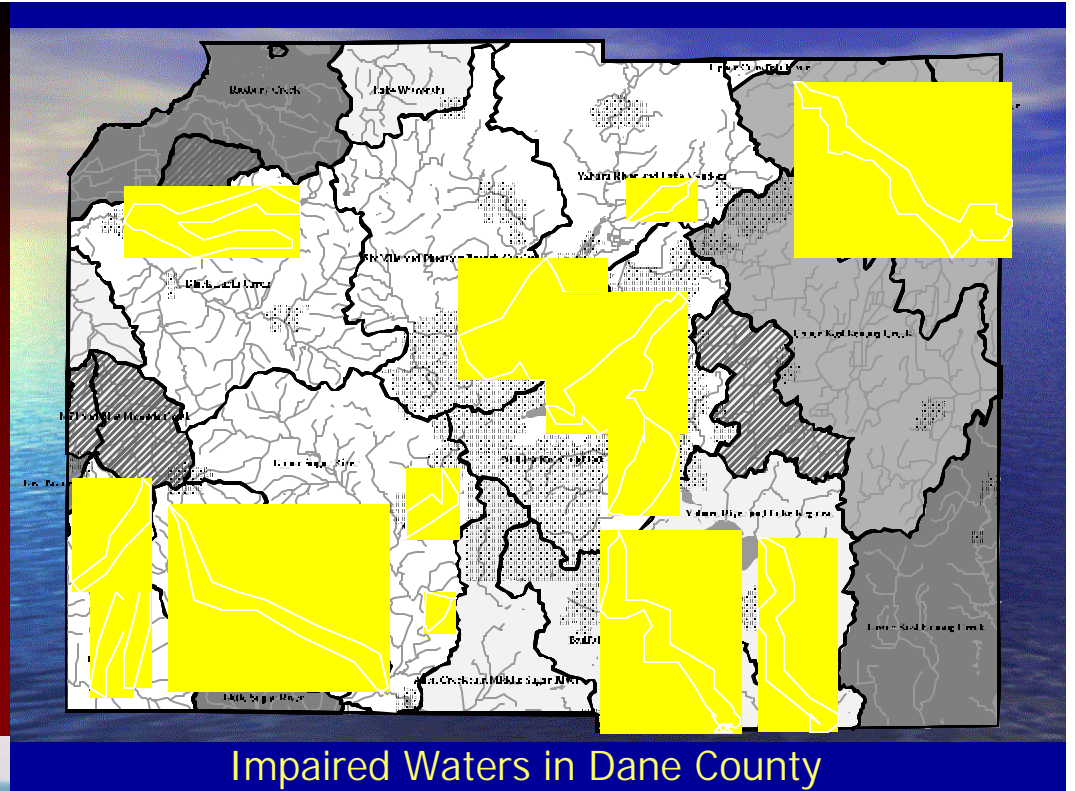
- Aging "Boomers"
- Delayed retirement
- Shifting birth trends
- Changing nature of work
- Greater educational attainment
- Looming labor shortages
- Growth: migration & natural increase
- Hispanic & Asian influence
- Widening geographic differences
- Changing age structure





# Dane County Environmental Trends

- Fish consumption advisories
- Nitrate, salt, atrazine in wells
- Flood damages, frequency up
- More exotic species
- Loss of habitat



- Lake clarity very good to poor
- Stream clarity holding steady
- Growing county park system
- Lower soil loss from farmland
- Expanding woodlands

# Dane County Economic Trends

- Service sector now top employer
- Growing high-tech & biotech sectors
- Home values growing faster than income
- Employment growing faster than population
- Residential construction at 30-year high
- Poverty rate declining
- Number of farms, acres of farmland declining

**Recent downturn:**  
**A "blip" or a new trend?**

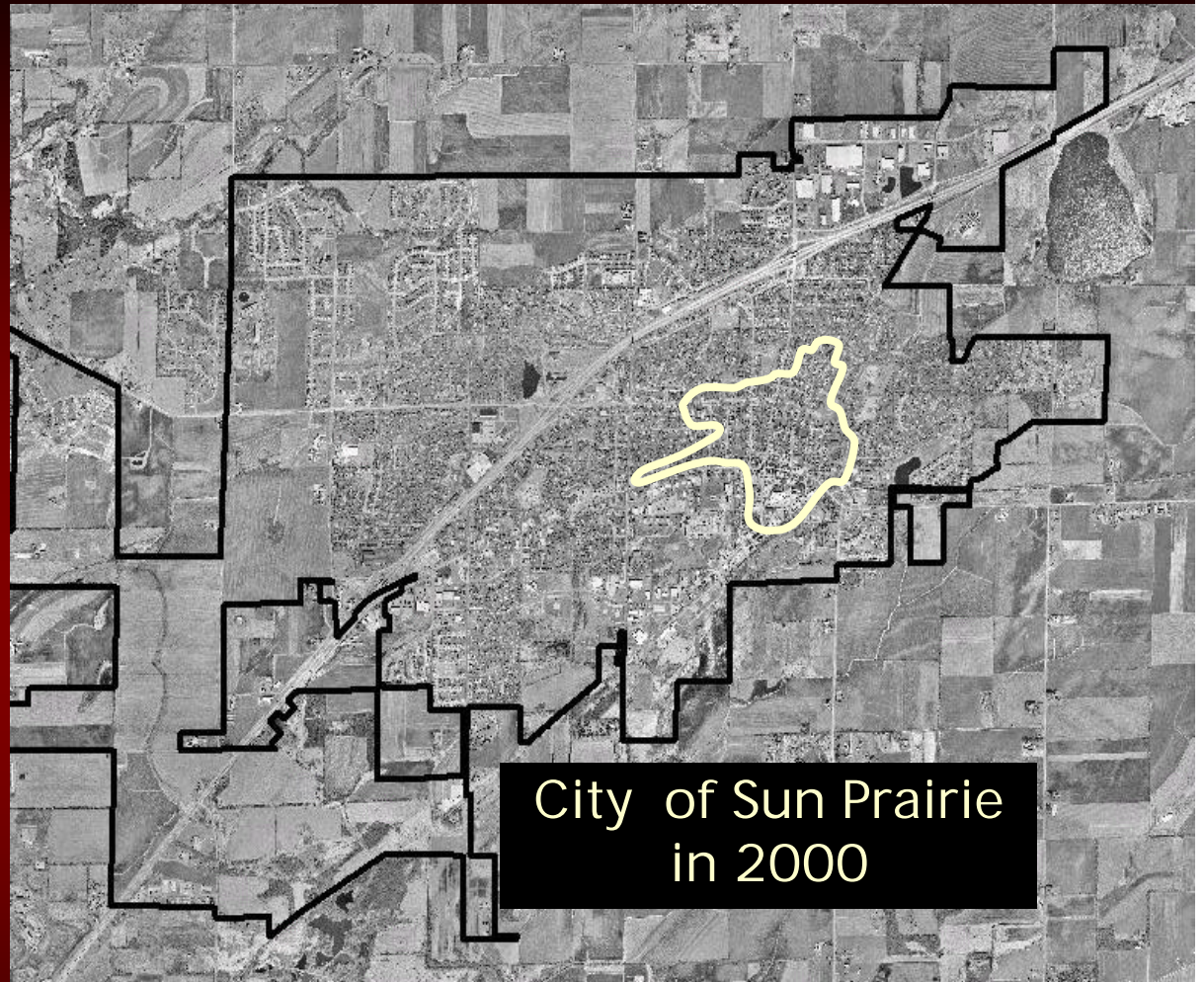




# Dane County Land Use Trends



Village of Sun Prairie  
in 1945



City of Sun Prairie  
in 2000

- Commercial density (jobs / acre) decreasing
- Residential density (homes / acre) increasing
- 4,000 acres farmland converted each year
- Small cities and villages growing fastest

# Why Plan?

## Some Specific Objectives

- Meet state law requirements
  - 9 elements of a Comprehensive Plan
  - 14 goals for participation in grant
- Coordinate existing planning efforts
- Promote intergovernmental cooperation
- Increase public involvement
- Set benchmarks and evaluate success
- Promote better decision-making

# How will Dane County do this?

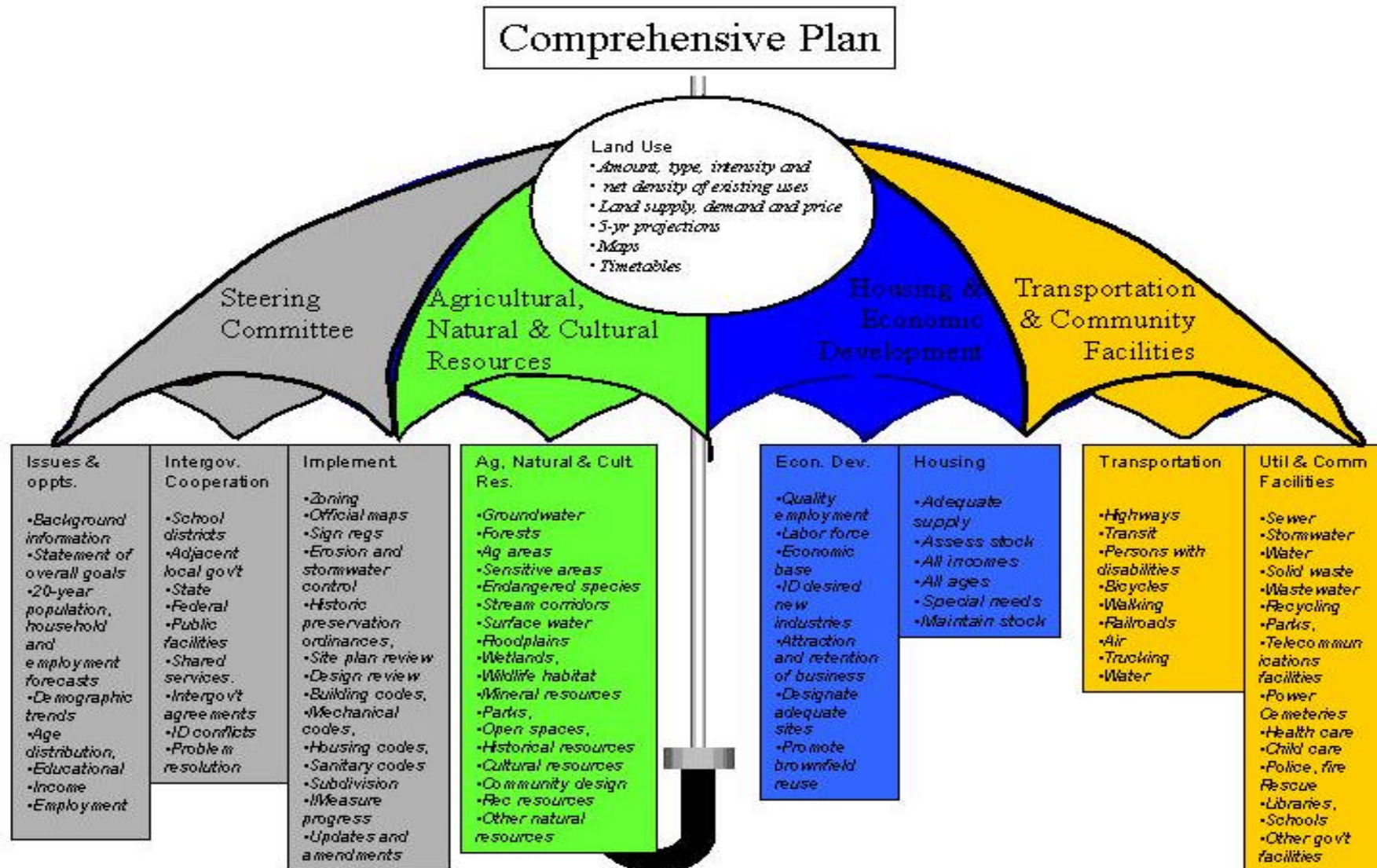
## Steering Committee

- Supv. Lyman Anderson  
(ZNR Chair)
- Supv. Vern Wendt  
(ZNR)
- Supv. Brett Hulse  
(Strategic Growth Chair)
- Supv. Karen Cornwell  
(Strategic Growth)
- Supv. Chuck Erickson  
(interest in transportation)
- Supv. Eileen Bruskewicz  
(interest in housing)
- Jerry Bradley  
(Farm Bureau)
- Dave Cieslewicz  
(1000 Friends of Wisconsin)
- Jerry Derr  
(Towns Association)
- Judy P. Olson  
(Madison Mayor's designee)
- Bill Clausius  
(Cities & Villages Association)
- David Simon  
(Builder / Realtor)



# How are we going to do this?

## Elements & Working Groups



# How are we going to do this?

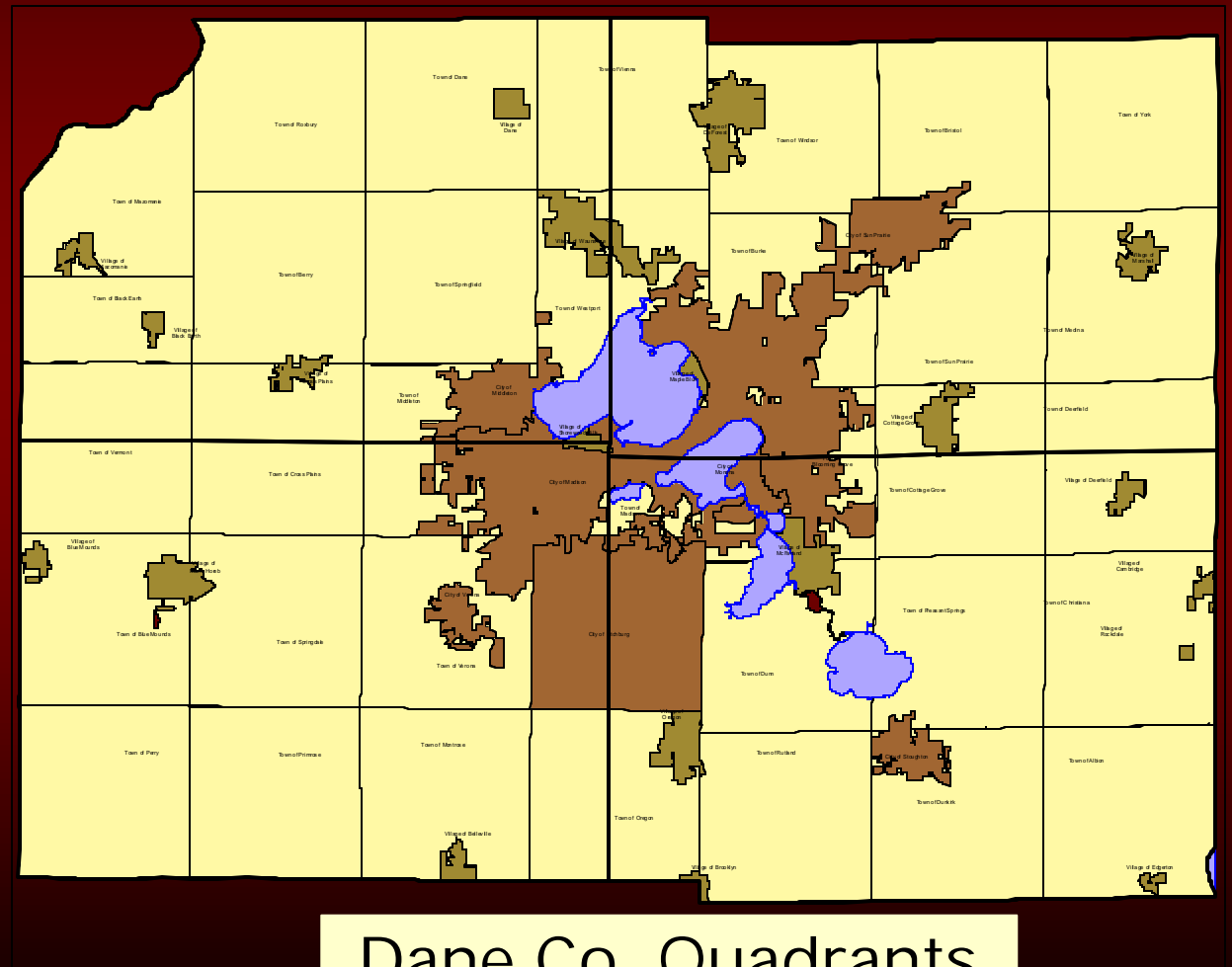
## Planning Steps by Year

- *2002:* Pre-planning
- *2003:* Generate baseline data & goals
- *2004:* Develop plan alternatives
- *2005-2006:* Plan review, adoption & implementation
- *Ongoing:* Evaluation & updates, public participation

# How are we going to do this?

## Public Participation Plan

- Public awareness
- Public education
- Public input
- Public interaction
- Public partnership





# 2003 Opportunities for Public Participation

- Website, mailing lists, newsletter
- Focus groups and data collection
- Open houses, workshops & other public events
- Workgroup formation & quadrant meetings
- Steering Committee meetings

# Review & Validate Previous Work

## An Example:

### Summary of land use goals from previously adopted plans:

- *Maintain quality of life*
- *Promote distinct, separate & balanced communities*
- *Maintain rural character*
- *Promote infill and compact urban development*
- *Create buffer or transition zones between rural, natural and developed areas*
- *Promote diverse, mixed-use neighborhoods*
- *Reduce traffic impacts of development*
- *Provide for efficient delivery of public services*

### Questions to consider:

- *Are these goals still valid?*
- *Are there goals that are missing?*
- *What else has changed since we last looked at this issue?*

# 2004-2006 Opportunities for Public Participation

- Website, mailing lists, mass media
- Open houses, workshops & other public events
- Workgroup quadrant meetings
- Steering Committee meetings
- Public hearings



# Final Products

- County comprehensive plan
- 14 community comprehensive plans
- Strategies for implementation
- Framework for intergovernmental cooperation
- Plan evaluation and updates
- Permanent public participation process

# Next steps tonight

- Resources available in lobby
- Talk to steering committee, staff
- Tell us how you want to participate
- Tell us how to improve the process

Steering Committee

Housing & Economic  
Development

Transportation, Utilities &  
Community Facilities

Agricultural, Natural &  
Cultural Resources

# Keep in touch / find out more

On the Web (under construction):  
*[www.daneplan.org](http://www.daneplan.org)*

E-mail: *[daneplan@co.dane.wi.us](mailto:daneplan@co.dane.wi.us)*

Telephone: (608) 266-4183

Or write:

*Dane Co. Comprehensive Plan  
Department of Planning & Development  
210 Martin Luther King, Jr. Drive, Room 116  
Madison, WI 53709*