



Public Review  
August 2, 2007  
August 8, 2007

# How'd We Get Here?



# How'd We Get Here?

## ● Public Participation

- Public Input tonight
- Citizen-driven from day one
  - Over 120 citizens participated on a regular basis
  - Thousands of volunteered hours
  - 105 consensus-based public meetings
  - 28,000 hits on planning web site

# How'd We Get Here?

## ● Public Participation

### ● Work Groups

- Agriculture, Natural and Cultural Resources,
- Transportation, Utilities and Community Facilities
- Housing and Economic Development.

### ● Steering Committee



# How'd We Get Here?

## ● Public Participation

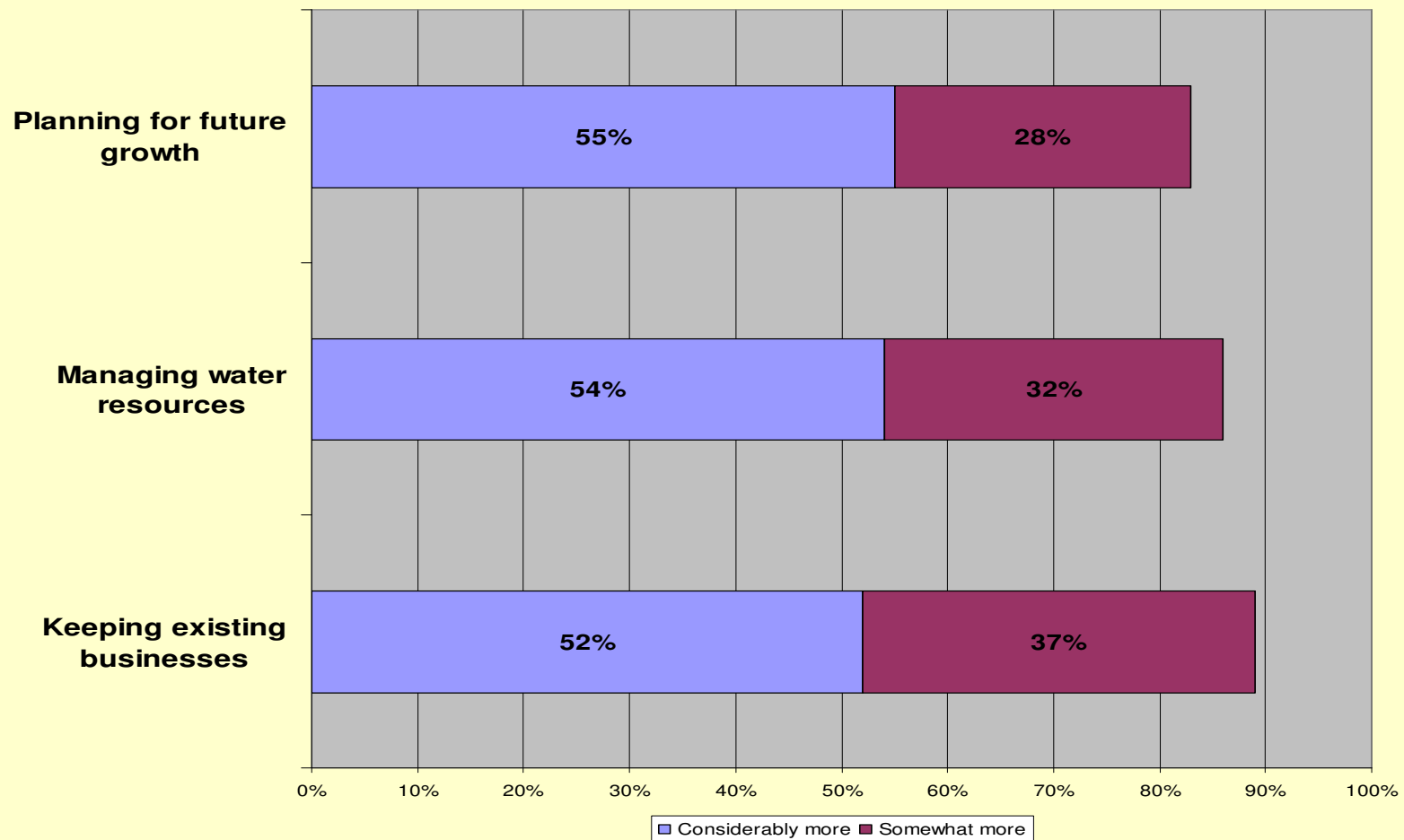
### ● Comprehensive Plan Survey

- Chamberlain Research Consultants conducted survey in 2005.
- 500 randomly-selected county residents.
- Respondents favored an “active role” for Dane County government.

# Comprehensive Plan Survey

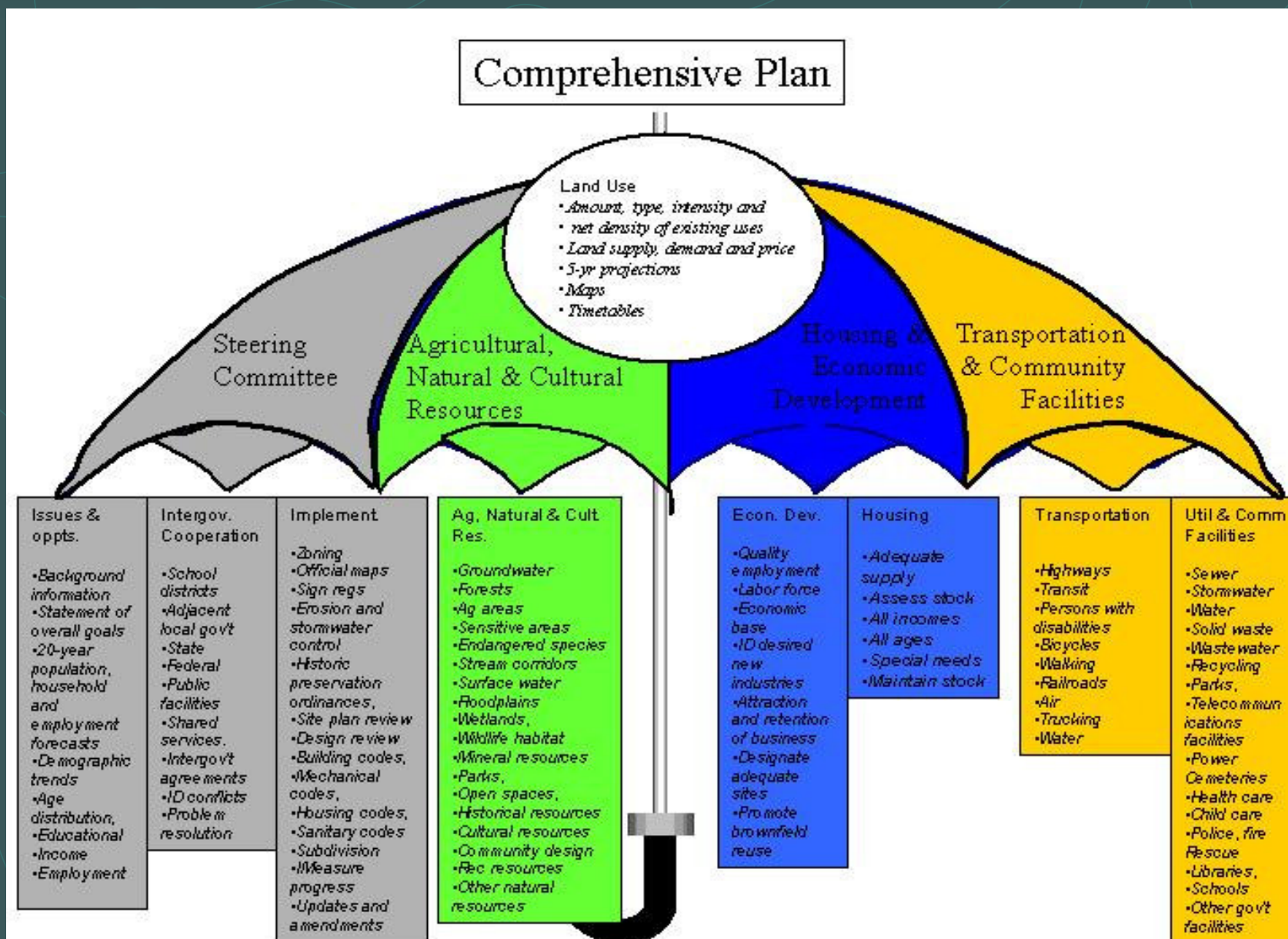
*"How much attention should Dane County pay to the following issues?"*

Top 3 responses:





# What's In the Plan?



# What's In the Plan?

- Volume I: Policy Recommendations
- Volume II: Issues, Opportunities, Data Inventory & Maps
- Volume III: Supplemental Materials
  - Public Participation Plan
  - Economic Development Resource Guide
  - Comprehensive Plan Survey Results and Analysis
  - Fact Sheets



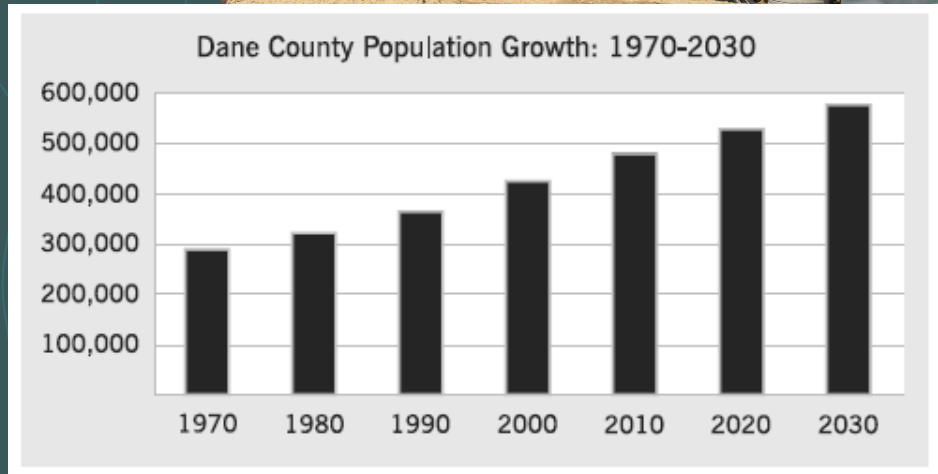
# What's In the Plan?

- **Nine Elements of a Comprehensive Plan** (s. 66.1001, Wis. Stats.)
  - Issues and Opportunities (Volume II, Chapter 1)
  - Housing (Volumes I & II, Chapter 2)
  - Transportation (Volumes I & II, Chapter 3)
  - Utilities and Community Facilities (Volumes I & II, Chapter 4)
  - Agriculture, Natural and Cultural Resources (Volumes I & II, Chapter 5)
  - Economic Development (Volumes I & II, Chapter 6)
  - Intergovernmental Cooperation (Volumes I & II, Chapter 7)
  - Land Use (Volumes I & II, Chapter 8)
  - Implementation (Volume I, Chapter 9)

# What's in the Plan?

- Consensus decisions of work groups & steering committee
- Data and information required by state law.
- Responsive to public opinion.
- Tonight, a sample of recommendations from Volume I.

# Planning for Future Growth



# Planning for Future Growth

## ● Sample Goals

- *“Promote the efficient use of land for housing.”* (Chapter 2: Housing)
- *“...ensure that transportation facilities are compatible with planned development.”* (Chapter 3: Transportation)
- *“Promote the redevelopment of lands with existing infrastructure...”* (Chapter 8: Land Use)
- *“Provide adequate infrastructure and ... developable land to meet existing and future market demand...”* (Chapter 8: Land Use)
- *“...support a range of transportation choices.”* (Chapter 8: Land Use)



# Planning for Future Growth

## ● Sample Objectives

- *“...minimize the conversion of agricultural land, reduce scattered site non-farm development...”* (Chapter 2: Housing)
- *“Promote ... low-income and moderate-income housing.”* (Chapter 2: Housing)
- *“Promote ... business and industrial development... where a full range of urban services exists.”* (Chapter 8: Land Use)
- *“Encourage ... development that has the least impact on or enhances existing and local regional facilities.”* (Chapter 8: Land Use)
- *“Plan... varied and unique urban and rural communities.”* (Chapter 8: Land Use)
- *“Promote mobility ... via multiple modes of transportation.”* (Chapter 8: Land Use)

# Planning for Future Growth

## ● Sample Policies and Programs

- *“...provide low-cost or free planning services directly to rural town governments.” (Chapters 2, 5, 6 & 8)*
- *“Develop an integrated set of model community and neighborhood design principles...” (Chapters 2, 5, 6 & 8)*
- *“Provide incentives for development and/or infill in established transportation corridors ...” (Chapter 2: Housing)*
- *“Continue to direct urban development requiring a full range of public services to designated Urban Service Areas.” (Chapters 2, 4, 5 & 8)*
- *“Continue to consider a permanent, countywide Transfer of Development Rights program.” (Chapters 2, 5, 6 & 8)*
- *“Continue to develop a permanent, countywide Purchase of Development Rights (PDR) program” (Chapters 2, 5, 6 & 8)*

# Managing Water Resources



# Managing Water Resources

- Dane County has 182,000 acres (23% of total area) covered by water, wetlands, regulated buffers, floodplain or hydric soils.
- Overarching theme from survey results:
  - *"Preserve the resource."*
    - Productive Farmland
    - Water
    - Land
    - Mineral Resources
  - *"Steer new development away from resource areas."*
  - *"Steer new development toward areas that have already been developed."*



# Managing Water Resources

## ● Sample Goals

- *“Protect, improve, and preserve the quality and quantity of water resources.”* (Chapter 4: Utilities and Community Facilities)
- *“...consider... the connections between land-use, urban growth, and surface water and groundwater issues.”* (Chapter 5: Agricultural, Natural and Cultural Resources)
- *“...Provide a sustainable supply of drinking water while maintaining the natural hydrologic cycle and groundwater-dependent ecosystems.”* (Chapter 5: Agricultural, Natural and Cultural Resources)

# Managing Water Resources

## ● Sample Supporting Objectives

- *“Ensure that public water (systems) ....accommodate anticipated population growth.”* (Chapter 4: Utilities and Community Facilities)
- *“Locate and design urban development in order to minimize potential adverse impacts...”* (Chapter 4: Utilities and Community Facilities)
- *“...preserve the integrity of the natural hydrologic system, including the balance between ground and surface waters.”* (Chapter 5: Agricultural, Natural and Cultural Resources)
- *“Determine an ideal level for the regional water table... stabilize the water table... and start increasing groundwater level...”* (Chapter 5: Agricultural, Natural and Cultural Resources)
- *“Map areas of high infiltration, soils, known recharge areas and areas suitable for wetland restoration.”* (Chapter 5: Agricultural, Natural and Cultural Resources)
- *“Expand the range of tools available to protect groundwater quality...”* (Chapter 5: Agricultural, Natural and Cultural Resources)

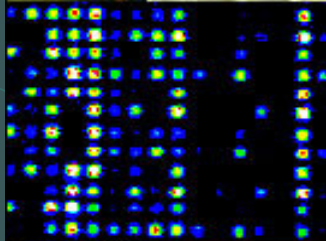
# Managing Water Resources

## ● Sample Policies and Programs:

- *“...support extension of public sewer service only within those areas designated as urban service areas or limited service areas...”* (Chapter 5: Agricultural, Natural & Cultural Resources)
- *“Develop clearinghouse of information re: groundwater recharge rates, well locations, draw down rates, etc...”* (Chapter 5: Agricultural, Natural & Cultural Resources)
- *“Develop model watershed plans that introduce the concept of a “groundwater budget” to encourage conservation, recycling and reuse of groundwater, for each watershed.”* (Chapter 5: Agricultural, Natural & Cultural Resources)
- *“Analyze economic impacts of impaired waters, exceptional resource waters and outstanding resource waters.”* (Chapter 5: Agricultural, Natural & Cultural Resources)



# Keeping Established Businesses





# Keeping Established Businesses Focus on Agriculture



# Keeping Established Businesses

## ● Sample Goals

- *“...Keep farming economically viable in Dane County through the 21st century.”* (Chapter 5: Agricultural, Natural and Cultural Resources)
- *“Support and promote the development of community, regional, national and international markets for agricultural products...”* (Chapter 6: Economic Development)
- *“Support the creation of conventional, organic and sustainable agricultural enterprises...”* (Chapter 6: Economic Development)

# Keeping Established Businesses

- Sample Supporting objectives

- *“Ordinances and regulations, which restrict noise, odors, keeping of animals or other activities... should not apply in agricultural areas.”* (Chapter 5: Agricultural, Natural and Cultural Resources)
- *“Actively promote and develop direct-marketing alternatives for all agricultural foods and products.”*  
(Chapter 5: Agricultural, Natural and Cultural Resources)
- *“Develop marketing tools to promote use of Dane County grown goods in local, regional and wider markets.”* (Chapter 5: Agricultural, Natural and Cultural Resources)

# Keeping Established Businesses

## ● Sample Policies/Programs

- *“Include transportation of agricultural goods to market in all long-term planning related to air, rail and truck freight.”* (Chapter 3: Transportation)
- *“Work to develop viable, affordable options for rural farm families needing health insurance.”* (Chapter 4: Utilities & Community Facilities)
- *“Continue and expand direct services, marketing assistance and on-demand technical assistance provided to farmers...”* (Chapter 5: Agricultural, Natural and Cultural Resources)
- *“...establish design guidelines that minimize conversion of agricultural land, and support farm operations and agriculture-related businesses.”* (Chapter 5: Agricultural, Natural and Cultural Resources)
- *“Examine zoning process... local codes, administration and procedural requirements to minimize negative impacts on agriculture.”* (Chapter 5: Agricultural, Natural and Cultural Resources)
- *“Support and promote, using targeted investments of public funds where necessary, infrastructure and organizational capacity that serves agriculture and related enterprises.”* (Chapter 6: Economic Development)

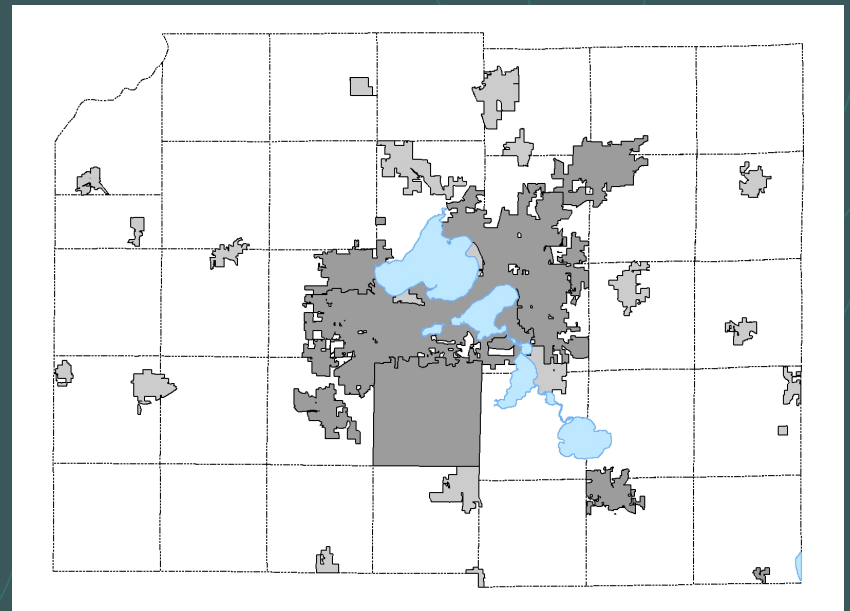


# Intergovernmental Cooperation

## (Chapter 7)

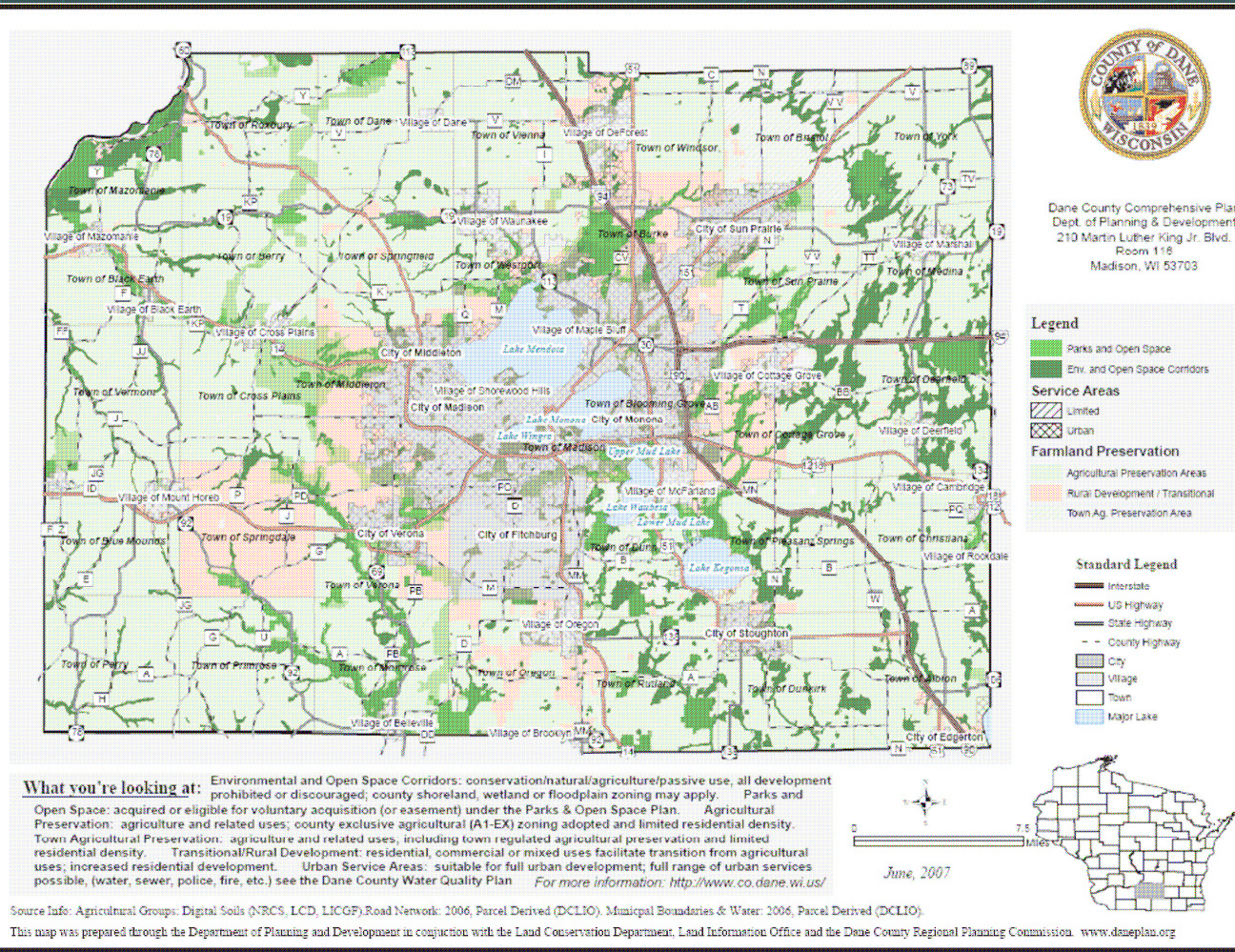
- *“Facilitate and encourage cooperation and communication between all levels of government.”*

- Conflict Resolution
- Intergovernmental Agreements
- Cooperative Planning
- Other Units of Government
  - State Government
  - Neighboring Counties
  - Regional Entities
  - Cities and Villages
  - Towns
  - School Districts



# Land Use:

## Built from goals & objectives of all other chapters.



LU - 1

**Planned Land Use**



# Implementation

- Four Categories of Implementation Strategies
  - Education and Incentives
  - Public Investment, Infrastructure & Direct Services
  - Ordinances and Regulations
  - Acquisition

# Implementation Summary Tables

- For each recommendation, the tables identify:
  - The anticipated implementation sequence
    - Immediate = ASAP
    - Short-term = 1-4 years
    - Mid-term = 5-9 years
    - Long-term = 10+ years
    - Ongoing = Current activities that should continue indefinitely.
  - The county agencies, commissions, or other entities that will implement the program.
  - Any related, independent county planning initiatives.



# Next Steps

- Public meetings: *August 2<sup>nd</sup> & August 8<sup>th</sup>*
- Comments received on plan: *By September 1<sup>st</sup>*
- Public notice to comply with state law: *Late August*
- Steering Committee review of comments: *Early September*
- Zoning Committee (ZLR) public hearing: *Late September*

# County Board Process:

- Introduction to county board: *September, 2007*
- Zoning Committee (ZLR) public hearing: *Late September*
- County board action: *Late 2007*

# For More Information:

## ● Copies of the Plan

- Ask for a copy tonight
- Online: [www.daneplan.org](http://www.daneplan.org) (Click on "Draft Plan")

## ● Questions, Comments, Feedback

- E-Mail: [daneplan@co.dane.wi.us](mailto:daneplan@co.dane.wi.us)
- Phone: (608) 266-4183
- Write:

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