

**CHAPTER 10**  
**Plan Implementation**

**Introduction**

The development and adoption of a Comprehensive Plan becomes meaningful only if the Plan is implemented. The Plan is best implemented when it is used as a guide for future decisions and kept current with new information, as it becomes available. Beyond the maintenance of the Plan itself, the Plan can be used to guide the Village’s development decisions for zoning, subdivision regulations and intergovernmental relations.

**Survey Results**

Only about one third of the respondents felt that the Village communicates adequately with the Village.

Communication from the Village is adequate		
	Count	Percent
I strongly agree	2	1.7%
I agree	38	32.5%
Not sure	40	34.2%
I disagree	28	23.9%
I strongly disagree	9	7.7%
	117	100.0%

The top two preferred methods of communication from the Village are newsletters (83) and newspaper notices (59).

Best way to communicate	
	Count
Website	18
E-mail announcements	9
Newsletters	83
Newspaper notices	59
Public meetings	55
Other (NARRATIVE)	224

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## **Available Implementation Tools**

### **Zoning Ordinances**

Zoning Ordinances control the use of the land. They are used to ensure that land uses are compatible with one another with regard to type and spatial layout. Zoning can also direct growth in appropriate areas and protect existing property against zoning conflicts.

### **Subdivision Ordinances**

Subdivision Ordinances control the development of land. They enable a community to control the subdivision of land by a developer. A community can specify lot sizes, density, design features, infrastructure, etc. They can also help guarantee that sufficient existing and planned public utilities and facilities such as schools, parks and emergency services will be there for future growth.

### **Building and Housing Codes**

Building codes control the construction of buildings. The codes are put in place so that newly constructed and remodeled buildings conform to state building, plumbing, and electrical codes. Housing codes are passed to discourage housing from becoming dilapidated and blighted.

### **Official Map Ordinances**

The official map is a legal document. It shows existing and future streets, right-of-ways, parks, school sites, and other public facilities. It ensures that future development does not infringe on planned streets and public facilities. In conjunction with the Comprehensive Plan, the Official Map can be a very effective implementation tool.

### **Sign Ordinances**

A sign ordinance controls the placement of signs within a community and contributes to the community's aesthetics and character. The ordinance restricts the size, location, and types of signs. As well as the material a sign can be made of.

### **Site Plan Review**

A Site Plan Review is mostly concerned with residential land use, commercial and industrial properties. It is in place to make sure storm drainage, parking, and setback requirements are met.

### **Historic Preservation Ordinances**

A Historic Preservation Ordinance aims to protect historic buildings, structures, and districts. The Village may address historical accuracy when designated buildings, structures, or districts are rehabilitated or redeveloped. It is designed to protect communities from development that would detract from its appearance and character.

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## **Access Control Ordinances**

An Access Control Ordinance provides for safe and efficient movement of traffic and provides safe access to land adjacent to roadways. Through this, land development along roadways can be managed. State, county, and local governments often use this to implement roadway traffic, access, and development issues.

## **Flood Plain Ordinances**

Flood Plain Ordinances control the use of land within a flood plain. This type of ordinance is used to minimize expenditures for flood control projects, business interruptions, and damage to public facilities. The Flood Plain Ordinance can also be used as a tool to discourage the victimization of unwary land and homebuyers.

## **Transportation Plans**

A transportation plan is the document to follow when new subdivisions are developed. Existing and future road corridors are mapped and should be followed to form continuity between existing and future development. The State requires that a PASER Study be completed every three years. Updating the PASER Study would be a component of a Transportation Plan.

## **Code of Ordinances**

A Code of Ordinances covers a wide variety of regulations to help protect the Village. Some of the issues covered in the Code include: Building Construction, Citations, Emergency Management, Impact Fees, Parks, Subdivision of Land, and Zoning.

## **Transfer of Development Rights (TDR)**

A TDR Program allows land owners to transfer development rights from a sending area (area to be protected in perpetuity) to a receiving area (land to be developed). This program would allow the land owners in the Village to permanently preserve the best farmland and still be able to get an equitable value for the development rights on their land.

## **Design Review Ordinance**

A Design Review Ordinance protects property rights and values, enhances important environmental features of the Village and ensures that the general appearance of buildings and site improvements are consistent with the goals of the Village. A Design Review Ordinance could achieve the following: require adequate landscaping, ensure proper circulation within parking areas, provide sidewalks to meet pedestrian needs, and encouraging architecture that responds to the needs of the users and presents an attractive exterior to the public and adjoining property owners.

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## **Financial Tools**

### **Capital Improvements Program (CIP)**

A CIP allows you to prioritize and budget monies for future improvements to public buildings, roads, parks, and utilities. It examines available tax dollars and future revenues to predict expenditures for the future.

### **Tax Increment Financing (TIF)**

A TIF program allows the Village to use the taxes collected on the increase in the value of taxable property for financing additional property improvements. This tool is used by communities to capture future increases in property tax revenue and make these dollars available as a development incentive, subsidy or investment. Villages can create TIF districts to encourage economic development in distressed or underdeveloped areas where development would not otherwise occur.

### **Community Development Block Grants (CDBG)**

CDBGs are used to improve local housing and public buildings. Several state and federal programs are available for various housing needs.

### **Impact Fees**

Impact Fees can be used to offset the cost of infrastructure needs in a community. New developments will be charged impact fees per dwelling. In turn, that money is used to upgrade wastewater treatment plants, libraries, parks, police departments, utilities, and roads. This shifts much of the financial burden of these upgrades to the people that initiate them.

### **Regional Loan Fund Programs**

Once the Village creates a committee to locally review requests for grant dollars, they can participate in the Regional Loan Fund Program. Funds from this program can be used to help local businesses improve their facades, startup, and create more jobs. Below is a brief description of those programs:

- Downtown Façade Loan Program – provides financial assistance to encourage property and business owners in core downtowns to revitalize downtown commercial buildings.
- MicroLoan Fund Program – provides small loans to start-up, newly established, or growing small businesses. The key objective is to assist business owners, who have traditionally had difficulty accessing debt financing, by affording them another alternative for obtaining credit.
- Revolving Loan Fund – is a flexible source of loan funds for commercial and industrial projects that create quality jobs and increase tax base.

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## **Existing Implementation Tools**

There are a number of implementation tools already in place for the Village of Clear Lake. Some of these tools are already implemented and enforced by Village of Clear Lake, such as the zoning code.

- Comprehensive Plan
- Zoning Code
- Parks Plan
- Driveway Ordinance
- Code of Ordinances
- Shoreland and Floodplain Zoning
- Subdivision Ordinance

### **Comprehensive Plan**

The Plan is meant to be a guide for all types of community development decisions. With adoption by the Village Board and County Board, the Plan becomes the official policy of the Village for planning and development issues in Clear Lake. Development of a community happens incrementally, one development, and sometimes, one parcel at a time. In addition, decision-making committees and boards responsible for making development decisions change over time. Therefore, using the Plan as a guide for overall development decisions will build consistency, continuity and legal protections into the development process.

### **Zoning Code**

The Village of Clear Lake is in the process of revising their Zoning Code and Zoning Map. Zoning classifications are currently in place to generally carry out the land use provisions of the Plan. Once again, the Village should use the goals, objectives and policies of the Plan as a guide for decisions for rezonings, special exceptions and variances under the Zoning Ordinance. Currently, the Future Land Use map does not match the revised Zoning Map.

This does not mean that rezonings cannot take place, but should make the following considerations when reviewing a potential rezoning:

- A rezoning would make the use of the property more compatible to adjacent uses.
- Not rezoning would cause an unnecessary hardship on the property owner.
- A variance or conditional use is not permitted under the requirements of the existing zone of the land of the property owner requesting the rezoning.

### **Parks Plan**

The Village of Clear Lake currently has a Park Plan. This plan will be updated and become the guidance document regarding park and recreation issues for the

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Village of Clear Lake. It is important to include the neighboring towns because they can assist in estimating the recreation needs for the area residents such as capacity, number of facilities and location of facilities.

## **Driveway Ordinance**

Driveway Ordinance provides for safe and efficient movement of traffic and provides safe access to land adjacent to roadways. The Village of Clear Lake does have a Driveway Ordinance in place as part of their Code of Ordinances.

## **Code of Ordinances**

The Village of Clear Lake's Code of Ordinances covers a wide variety of regulations to help protect the Village. Some of the issues covered in the Code include: Building Construction, Citations, Emergency Management, Impact Fees, Parks, Subdivision of Land, and Zoning.

## **Shoreland and Floodplain Zoning**

The purpose of shoreland and floodplain zoning regulations is to insure the proper management and development of the shoreland of all navigable lakes, ponds, flowages, rivers and streams and the surrounding floodplain in the Village of Clear Lake. The Village has adopted Polk County Shoreland and Floodplain Zoning regulations.

## **Subdivision Ordinance**

Developments that create new parcels in the Village of Clear Lake are subject to the Village's subdivision regulations. Regulations in the Village of Clear Lake Subdivision Ordinance are made with a reasonable consideration of the character of the Village with a view of conserving the value of the buildings placed on the land, providing the best possible environment for residents, and encouraging the most appropriate use of land throughout the Village in accordance with this Comprehensive Plan. One of the requirements of these ordinances is that proposed subdivisions are to be consistent with adopted local plans and ordinances. Therefore, the review of subdivisions by the Village should include a comparison of the proposed subdivision to the goals, objectives and policies of the Plan. The Village of Clear Lake's subdivision regulations include a variety of development standards that apply to new developments.

## **Local Action**

### **Local Citizens**

The Village of Clear Lake encourages ideas from its citizens that will result in the betterment of the community. Throughout the planning process, public participation has been encouraged through several means including a Community Development Survey, newspaper notices, and monthly Planning Commission meetings. This process does not end with the adoption of the Comprehensive Plan. Situations change and new ideas evolve and with this, the

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Comprehensive Plan will need to be updated. Therefore, public participation will always be needed and welcomed.

## **Planning Commission**

The Village of Clear Lake's Plan Commission's role in the planning process is to review all pertinent information, give input, and act as advisory to the Village Board. The recommendations of the Plan Commission that are presented in this Comprehensive Plan will guide the future direction of growth and development in the Village of Clear Lake in a manner which benefits its citizens and minimizes the Village's costs.

## **Village Board**

In order for the Comprehensive Plan to be implemented, the Village Board must formally adopt the Plan. Upon this happening, the Comprehensive Plan becomes the official guide for decision-making by Village officials. As chief policy makers, the board is also responsible for establishing and actively supporting a continuing planning program.

## **Element Integration/Consistency**

Any inconsistencies among Elements of this Comprehensive Plan have been addressed during the development of said Plan. All of the goals, objectives and policies within this Comprehensive Plan as well as any maps, analysis and appendices have been presented and reviewed by members of the Village of Clear Lake's Plan Commission. Policies from each element were assessed to ensure they would address the goals and objectives of each element. Future revisions of this Plan shall take the same considerations during the updating process.

## **Plan Amendments and Updates**

Comprehensive Plans are meant to be very dynamic. The Village of Clear Lake will also require updates and changes when it is necessary. Wisconsin State Statute section 66.1001(2)(i), states that the comprehensive plan shall be updated no less than once every 10 years. Because this plan was adopted in 2008, a complete update will be required of all nine elements in 2018. Revisions or amendments to the plan can be addressed at any time by following the procedures for adopting a comprehensive plan under Wisconsin Statutes and the adapted public participation procedures. It is recommended that the Comprehensive Plan be reviewed yearly. Village Board members should be willing to address minor changes at any time when the situation is warranted.

On-going evaluation and monitoring is important to maintain the integrity of the Comprehensive Plan. The needs of the community today may not match the needs 20 years from now. Therefore, the Plan Commission will need to monitor the progress of the Plan implementation. A potentially large update may be needed after reviewing 2010 census data.

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## **Communication**

The Village does strive to communicate with local residents on community activities, Village Board and Plan Commission activities, and provide easy access to information. The Village does have a website that can be viewed at [www.clearlakewi.com](http://www.clearlakewi.com). Typically, all meetings held by the Village Board and Plan Commission are open to the public.

## **Potential Implementation Tools**

- Transportation Plan
- Building Codes
- CIP Program
- Sidewalk/Trail Ordinance
- Historic Preservation
- Official Map
- TDR Program
- Design Review Ordinance
- Regional Loan Fund Programs

## **Implementation Goals, Objectives and Policies**

**Goal 1: Continue the ongoing implementation of the Village's Plans including the Comprehensive Plan and make sure it is updated accordingly.**

### **Objectives**

1. Establish a set schedule of when to review and update each plan.
2. Upon review of each Plan, amend them when necessary.
3. Look at other possible types of plans that could be beneficial to the Village.

### **Policies**

1. Update Comprehensive Plan every five years. Compare data such as housing and demographics information to make sure they follow the Plan; if not, adjust the Comprehensive Plan to coincide with the new data.
2. Develop an Official Village of Clear Lake Map.

**Goal 2: Consider new implementation tools to guide future growth.**

### **Objectives**

1. Look at other possible types of plans that could be beneficial to the Village.
2. Consider other possible types of ordinances that could be implemented.

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## **Policies**

1. Create a committee to review Downtown Façade Loan Program, MicroLoan Fund Program, and Regional Loan Fund requests.
2. Develop Implementation Task List and Schedule.

# APPENDIX A

## Public Participation Plan

RESOLUTION 2007-\_\_\_\_

VILLAGE OF CLEAR LAKE, POLK COUNTY, WISCONSIN

RESOLUTION ESTABLISHING PUBLIC  
PARTICIPATION PROCEDURES FOR COMPREHENSIVE PLAN

WHEREAS, the Village of Clear Lake has decided to prepare a comprehensive plan under the authority of and procedures established by Sec. 66.1001 Wis. Stats; and

WHEREAS, Sec. 66.1001, Wis. Stats, requires that the governing body of the local governmental unit adopt written procedures designed to foster public participation at every stage of comprehensive plan preparation, and that such written procedures shall provide for wide distribution of draft plan materials, an opportunity for the public to submit written and oral comments on the plan materials, and a process for the governing body to respond to such comments; and

WHEREAS, the Village of Clear Lake believes that regular, meaningful public involvement in the comprehensive plan process is important to assure that the resulting plan meets the wished and expectations of the public; and

WHEREAS, the "Agreement for Professional Services" between the Village and Cedar Corporation, a consulting firm, includes written procedures to foster public participation, ensure wide distribution of draft plan materials, provide opportunities for written comments on such materials, and provide mechanisms to respond to such comments.

NOW, THEREFORE, BE IT RESOLVED that the Village of Clear Lake hereby adopts the written procedures included in the "Public Participation Plan" meeting the requirements of Sec. 66.1001, Wis. Stats. A copy of said procedure is attached as Exhibit A.

Adopted this 6<sup>th</sup> day of November, 2007.

VILLAGE OF CLEAR LAKE

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Jeffrey Johnson, President

ATTEST:

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Al Bannink, Village Clerk

## ***EXHIBIT A***

### ***PUBLIC PARTICIPATION PLAN***

The following methods will be used, when practical, to foster public participation and input for the Village of Clear Lake Comprehensive Plan.

- **Opinion Surveys:** The Village of Clear Lake will conduct an opinion survey of all residents and property owners.
- **Press Releases:** Press releases will be sent periodically to the Clear Lake Museum Chronicle.
- **Websites:** The Village will update its website that to post information and drafts of the Comprehensive Plan.
- **Open Houses:** An open house will be used to educate and gather input on the more important issues. This will likely be done during the spring elections.
- **Public Meetings:** The public is invited to attend all Plan Commission meetings.
- **Public Hearing:** A public hearing is a legal requirement of the Comprehensive Planning Law. It allows residents to express their views and offer comments before adoption of the comprehensive plan.

The Village of Clear Lake is not limited to the public participation methods listed above and may engage in other methods not identified here as the planning process moves forward.