

Chapter 2: PLANNING PROCESS & PUBLIC PARTICIPATION

Chapter 2: Planning Process & Public Participation

Chapter 2 discusses planning process, the community survey and the two public information meetings that were held during the plan making process.

26 The Planning Process

28 Community Survey

30 Public Meetings

THE PLANNING PROCESS

The Village of Waunakee and Town of Westport engaged MSA Professional Services, Inc. to assist in consolidating and updating their Comprehensive Plans, complying with Wisconsin's "Smart Growth" requirements, §66.1001. Per the Statute, Comprehensive Plans must be updated every 10 years. Waunakee-Westport also hired MSA to consolidate and update their Comprehensive Outdoor Recreation Plans (CORPs) and Bike and Pedestrian Plan.

To guide logistics and outreach for both joint plans, the Village and Town created a joint Steering Committee. The Steering Committee met six times throughout the planning process. The Town and Village chose to utilize the Joint Planning Commission (JPC) to guide the development of the Comprehensive Plan, complemented by check-ins with each of their individual Planning Commissions. The JPC met seven times during the planning process.

As required by §66.1001, communities must adopt a public participation plan at the beginning of the planning process. The purpose of the plan is to define the procedures for public involvement during every stage of the planning process (See Appendix D for the complete Joint Public Participation Plan).

All meetings of the Village and Town Planning Commissions and the Joint Planning Commission were public meetings. Public Information Meetings were facilitated by the consultant team in April and November 2016. The Public Hearing was held in January 2017.

Key components of the planning process schedule are described in the right side bar. A complete schedule (for both the Comprehensive Plan and CORP update) are included on the page to the right).

PROJECT SCHEDULE

February 2016

Steering Committee kick-off meeting

March 2016

*Steering Committee meeting
Joint Plan Commission (JPC)
meeting - kickoff*

April 2016

*Community survey
Public information meeting*

May 2016

*JPC meeting - survey review, goals,
objectives and policy review (part
1), community indicators review*

August 2016

*Steering Committee meeting
JPC meeting - Goals, objectives
policy review (part 2)*

September 2016

*Town, Village, JPC meetings -
land use policies review*

October 2016

*JPC meeting - Goals, objectives
and policy review (part 3)
Steering Committee meeting*

November 2016

*JPC meeting - Review draft
Steering Committee meeting
Public meeting*

January 2017

*JPC meeting - Plan adoption
Public hearing*

COMMUNITY SURVEY

The Village and Town conducted a Community Survey in April 2016 to collect public input on the various topics addressed in this plan. The survey was available online via Survey Monkey from March 28 through May 1, 2016. It was promoted through the following methods:

- Waunakee Utility Bill stuffer (5,134 homes)
- Lobby posters with take-away handouts during April General Election
- Village website
- Town website
- Village Facebook, WaunaBlog and Twitter
- Town Facebook
- Police Department April Email Newsletters (1,500 emails)
- Village Center email communication
- School District Superintendent email to all parents
- Three intersection banners promoting public meeting and website
- Various other direct email promotion from Village and Town staff

In total, 809 individuals started the survey and 628 individuals responded to questions through the end of the survey. Approximately 76% of those who took the survey live in Waunakee and 20% live in Westport. The remainder were primarily from Madison and surrounding towns (Vienna and Springfield). Since nearly all of the respondents live in Waunakee or Westport, responses are representative of those living in the community.

This section summarizes how respondents desire that the communities grow in the upcoming years. A comprehensive summary of survey responses can be found in Appendix B.

HOUSING

- 50% of respondents believe that Waunakee and Westport need more starter homes
- 59% of respondents would support a “Good Neighbor Program” that would offer grants to teachers, firefighters, EMS and policemen to use towards downpayment and closing costs on a home

LAND USE, GROWTH & COMMUNITY DESIGN

- 64% of Westport residents would prefer slow growth (0.5% per year) in Westport over the next 20 years
- 51% of Waunakee residents would prefer moderate growth (2.0% per year) in Waunakee over the next 20 years
- 76% of survey respondents would like to preserve the rural character in Westport
- 80% of survey respondents strongly support or support the protection of community separation and open space between Waunakee and surrounding cities and villages
- 68% of respondents feel Waunakee and Westport are all part of one community

NATURAL & AGRICULTURAL RESOURCES

- 71% of respondents have witnessed conflicts between agricultural uses and other activities in the Waunakee-Westport area
- 70% of respondents believe issues between agricultural uses and other activities could be addressed through providing information to residents about typical farming practices and rural living expectations
- 60% of respondents believe there should be stronger regulation of stormwater runoff from agricultural properties

ECONOMY

- 74% of respondents would like to see more sit-down restaurants in Waunakee-Westport
- 47% of Waunakee residents believe the Village should direct more local tax dollars to help grow businesses and jobs in the community (33% opposed)
- 34% of Westport residents believe the Town should direct more local tax dollars to help grow businesses and jobs in the community (50% opposed)

Figure 2.1 Question 9 from Community Survey

Q9* PLEASE SHARE YOUR OPINIONS ABOUT THE SUPPLY OF VARIOUS HOUSING TYPES IN WAUNAKEE AND WESTPORT.

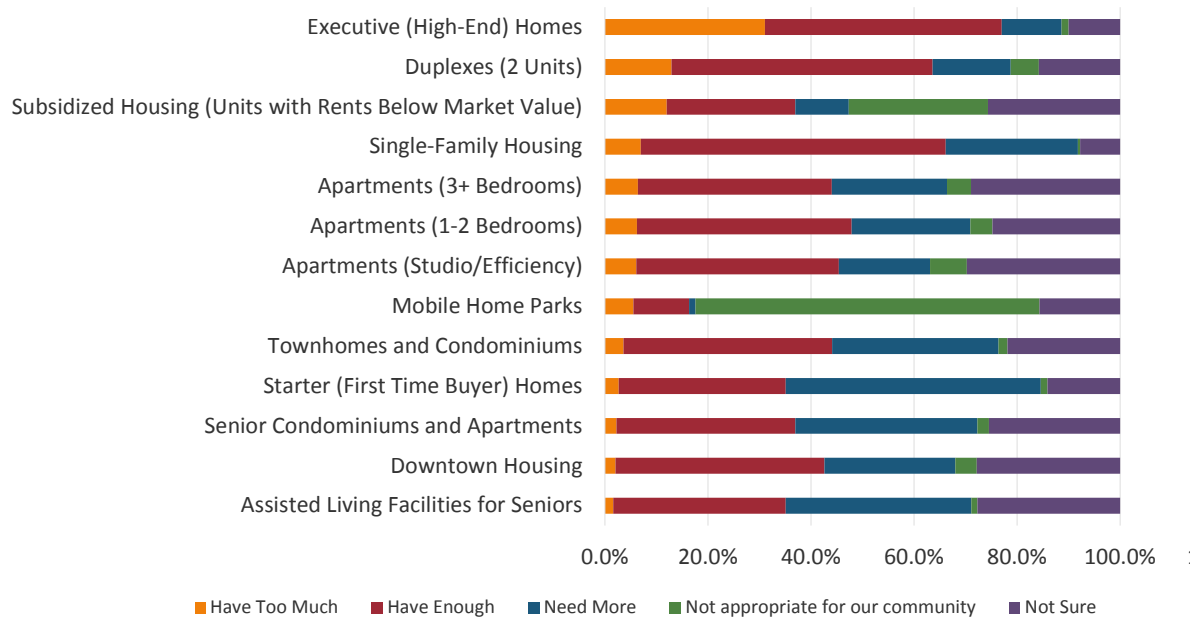
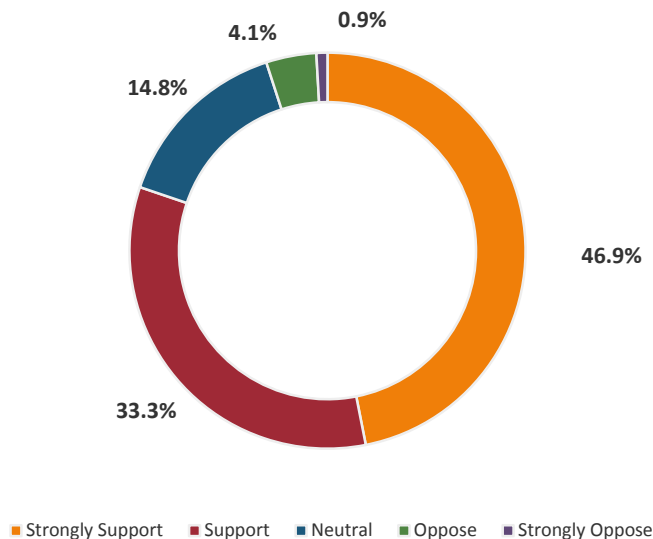


Figure 2.2 Question 16 from Community Survey

Q16 DO YOU SUPPORT THE PROTECTION OF COMMUNITY SEPARATION AND OPEN SPACE BETWEEN WAUNAKEE AND SURROUNDING CITIES AND VILLAGES?



PUBLIC MEETINGS

PUBLIC MEETING #1

An initial public meeting was held on April 19, 2016 at the Village Center to share the purpose of the Comprehensive Plan and CORP and gather stakeholder opinions about future growth and investment in both communities. Approximately 45 people attended.

One meeting activity invited everyone to share their thoughts on two questions by posting their ideas on a blue “sticky wall”. A summary of the responses follows:

1. Looking 20 years into the future, what are your big ideas and aspirations for our community? What would you change or improve?

Many of those who posted under this question desired to preserve farmland and open space, and to maintain open space separation between Waunakee and neighboring municipalities. Attendees wish to preserve the rural feel of Westport. Another common response was to have an improved roadway for through traffic between USH 12 and STH 113 (ie. the Mendota Parkway) to decrease congestion and travel time for Waunakee and Westport residents.

2. What do you love about the Waunakee-Westport community? What is the most important aspect of our community that we should be working to protect in the coming years?

The overwhelming response to this question was that attendees would like to preserve the communities’ rural character and small-town feel. Other responses included ensuring the communities are safe and welcoming for all ages and avoiding the installation of a four lane road through downtown Waunakee.

The meeting also offered participants the opportunity to review maps of both communities and join a discussion about issues and opportunities on each map.

PUBLIC MEETING #2

A second public meeting was held on November 10, 2016 at the Village Center to share the first draft of the Comprehensive Plan and Comprehensive Bicycle, Pedestrian and Outdoor Recreation Plan and get stakeholder feedback on both. Approximately 30 people attended this meeting.

At the meeting, tables were set up for attendees to review the future land use map and associated goals, objectives, policies and programs. The remaining maps found in the plan and with full copies of the draft plan were also available for viewing and comment.

On comment forms, attendees stressed the need to avoid big box development in the communities and the desire for the design of commercial and retail buildings to be more strict. Other comments related to dated signage within the Village, the importance of preserving housing that is affordable, the need for public transportation to Madison, and concern with community separation zones prohibiting development in certain areas.

Figure 2.3 Map Activity from Public Meeting #1 on April 19, 2016



This page intentionally left blank