



## Smart Growth Plan

### **Public Participation Plan**

Adopted by Common Council Action

March 3, 2003

The intent of “Smart Growth” comprehensive planning is to generate a plan for the future of Cedarburg which reflects the attitude and desires of its citizens. To create a plan that truly reflects the feelings of Cedarburg residents, public input is imperative. For public input to be effective, it must be more than a one-way flow of sentiment. This participation process began with the creation of the Blue Ribbon Visioning Committee and their diligent and tireless effort that resulted in the establishment of a vision that represents the desires of the citizens of Cedarburg. Public opinion must continue to be solicited throughout this planning process and then formed, honed and given full consideration to guide land use policy.

For this reason, Wisconsin’s Smart Growth Comprehensive Planning legislation requires public participation throughout the planning process. Specifically, Wisconsin Statutes, Section 66.1001(4)(a) states “The governing body of a governmental unit shall adopt written procedures that are designed to foster public participation, including open discussion, communication programs, information services, and public meetings for which advanced notice has been provided, in every stage of the preparation of a comprehensive plan. The written procedures shall provide for a wide distribution of proposed, alternative or amended elements of a comprehensive plan and shall provide an opportunity for written comments on the plan to be submitted by members of the public to the governing body and for the governing body to respond to such written comments.”

To comply with this mandate, Cedarburg’s Public Participation Plan will serve to establish guidelines to provide continued and meaningful input throughout the process. The plan will utilize a variety of public forums to garner input on a broad range of planning issues and will provide mechanisms for the public to ask questions about the planning process and obtain responses to those questions.

Public participation will be solicited through the use of direct mail, news releases, a website, displays and exhibits which will provide citizens with balanced and objective information to assist them in understanding issues and provide alternatives to address them. As part of each step in this Planning process, reports, fact-sheets and other printed material will be posted on the Smart Growth Planning website, distributed to the Common Council and made available at City Hall, the Library, Police and Fire Station and the Lincoln Building. Public input will be encouraged in a number of ways. Opportunities for interactive questions and answers will be made available through the Smart Growth Plan website as well as through traditional means of communication (i.e. phone, mail etc).

The Public Participation Plan will include the following seven steps:

*Step 1: Establish Website and Commence Public Education:*

Public education will begin and informational efforts will focus on describing the comprehensive planning process and establishing a Smart Growth Plan website. Throughout this planning effort, Plan Commission meetings will be reference on the website to identify topics for discussion and encourage public input and interaction.

*Step 2: Assess Vision Survey and Existing Comp Plan*

Building public awareness will be the major objective of this step. Awareness will be built through the continued use of the Smart Growth Plan website, open discussions at the Plan Commission and through written reports and fact sheets.

*Step 3: Inventory and Analysis: Trend Assessment*

Step 3 provides for the collection and analysis of data related to growth and changes in Cedarburg and identifies Issues and Opportunities. Public awareness related to the inventory and assessment is critical to the understanding of community issues. In addition to the on going distribution of written reports and fact sheets, public education will be provided through open discussions of information at Plan Commission meetings.

*Step 4: Determine Objectives for Key Plan Elements*

Step 4 is the most intensive public participation step in the Smart Growth planning process. In this step key community issues will be defined and a vision will be developed for what Cedarburg should look like in the year 2020.

Public awareness efforts will continue to focus on the utilization of Plan Commission meetings, print material and the Smart Growth Plan website to inform people of opportunities to participate. Citizens will be asked to provide input on draft vision statements. Graphic visions will then be developed to be used to visualize comments collected.

*Step 5: Prepare Key Plan Elements and Prepare Draft Smart Growth Plan*

In this step, alternative strategies will be developed to address the issues identified in Step 3 and to reflect the vision established in Step 4. The Plan Commission will conduct a series of public educational sessions to provide information and education regarding strategy formulation. In an effort to gather public input, opportunities for interactive questions and answers will be available through the Smart Growth Plan website as well as through traditional means of communication (i.e. phone, mail). Open houses will be

scheduled to gather information related to graphic and narrative strategies development. This information will be assessed by the Plan Commission to develop preferred strategies to pursue in the development of the Draft Smart Growth Plan.

*Step 6: Plan Review and Adoption*

In this step, the Plan Commission, other local units of government and citizens will review the Smart Growth Plan. Public awareness surrounding the review and adoption step will utilize print material, community presentations and the Smart Growth Plan website.

Public participation will be solicited through open houses and one or more official public hearings. Public participation efforts will be focused on the Plan Commission and Common Council taking final action to approve the Smart Growth Comprehensive Plan.

*Step 7: Plan Implementation*

This step focuses attention on updating all development related ordinances in Cedarburg to achieve consistency with the Smart Growth Plan. As in preceding steps, public involvement in this process is critical, and will be more formally designed as the Smart Growth Plan is adopted.