



2040 COMPREHENSIVE PLAN UPDATE

Plan Overview

NOVEMBER 18, 2020

PROJECT TEAM



City of Fond du Lac
Community Development
Director

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2040 COMPREHENSIVE PLAN UPDATE

A **Comprehensive Plan** is a guide for the City's physical, social, and economic development.

The **Comprehensive Plan** offers:

- a **Vision for the future of the City** over the next 20 years, and
- helps City staff and officials **make budget and land use decisions**.

2040 COMPREHENSIVE PLAN UPDATE

The plan should be **updated and amended** periodically:

- As new data are available
- As conditions and opportunities change
- State statute requires an update every 10 years

2040 COMPREHENSIVE PLAN UPDATE

Plan Topics

1. Issues and Opportunities
2. Agriculture, Natural & Cultural Resources
3. Utilities & Community Facilities
4. Intergovernmental Cooperation
5. Economic Development
6. Housing
7. Transportation
8. Land Use
9. Implementation

2040 COMPREHENSIVE PLAN UPDATE

Plan Content

1. Feedback from online survey/mapping, open house, Steering Committee (*PC*), focus group meetings, etc.
2. Data analysis (*e.g. census and City records*)
3. Goal and Policy Statements
4. Strategies/Actions to implement the plan
5. Maps of existing and planned facilities or land uses

SUSTAINABILITY CHALLENGES

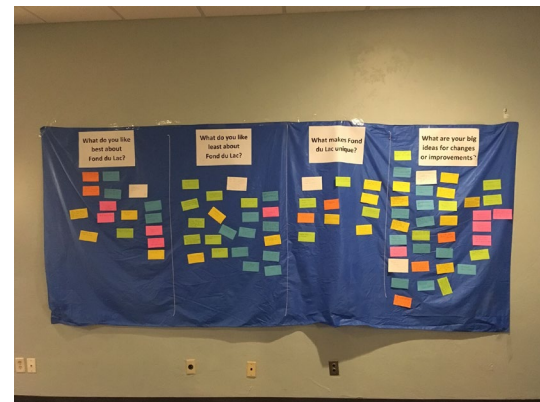
The Plan includes goal, policies and actions that consider the short- and long-term impacts of local decisions on the economy, on the natural environment, and on the social vibrancy of the City.



Planning Process

Planning Process *(Aug 2019-present)*

- **4 Steering Committee (Plan Commission) Meetings**
 - August 2019, February 2020, July 2020 & October 2020
- **2 Public Informational Meetings**
 - September 2019
 - **TODAY**
- **Online Community Survey**
(1,000+ responses)
 - September 24, 2019 – November 22, 2019



Planning Process *(Aug 2019-present)*

- **Online Community Mapping Tool**
(1,000+ responses)
 - November 1-22, 2019
- **4 Focus Groups and Department/Commission Feedback**
 - Housing, ED, Young Professionals, & Youth in Gov't
 - Sustainable FDL, Historic Preservation Commission, etc.
- **City Council Public Hearing / Adoption Meeting**
 - January 2021 (likely)

The screenshot shows the homepage of the '2040 Comprehensive Plan Update Community Mapping Tool'. At the top, it says 'City of Fond du Lac' and '2040 COMPREHENSIVE PLAN UPDATE'. Below this is the title 'Community Mapping Tool' in a large, handwritten-style font. There are five colored boxes with icons representing different categories: 'road improvement & traffic or speed concern' (yellow), 'pedestrian & bike improvement' (blue), 'park or landscape opportunity' (green), 'redevelopment opportunity' (dark blue), and 'community asset' (light blue). Below these boxes is the website address 'www.fdl.wi.gov'. A paragraph of text encourages participation: 'Be part of the process to update the Comprehensive Plan by using the COMMUNITY MAPPING TOOL. Whether you live, work or play in Fond du Lac - share your input!'. It then provides instructions on how to access the tool via the City of Fond du Lac website or a direct link. The link is: <https://msa-ps.maps.arcgis.com/apps/webappviewer/index.html?id=749695747fcb480696ca7f5a68d7fc15>. A note says 'Please take 5-10 minutes to utilize the COMMUNITY MAPPING TOOL'. At the bottom, a blue button says 'ACCESS THE COMMUNITY MAPPING TOOL UNTIL November 22, 2019'.

City of Fond du Lac
2040 COMPREHENSIVE PLAN UPDATE
Community Mapping Tool

road improvement & traffic or speed concern
pedestrian & bike improvement
park or landscape opportunity
redevelopment opportunity
community asset

www.fdl.wi.gov

Be part of the process to update the Comprehensive Plan by using the **COMMUNITY MAPPING TOOL**. Whether you live, work or play in Fond du Lac - share your input!

Visit the City of Fond du Lac website homepage to access the Community Mapping Tool under "Latest News" or on the Community Development Department webpage, "2040 Comprehensive Plan". Or, enter the following link into your web browser:

<https://msa-ps.maps.arcgis.com/apps/webappviewer/index.html?id=749695747fcb480696ca7f5a68d7fc15>

Please take 5-10 minutes to utilize the **COMMUNITY MAPPING TOOL**.

ACCESS THE COMMUNITY MAPPING TOOL UNTIL November 22, 2019

Major Issues and Opportunities

and the Plan response to each

Major Issues and Opportunities

AG, NATURAL & CULTURAL RESOURCES

- **Local Food Access** *is an important cultural amenity with many noting a lack of lack of culturally-specific foods.*
- **Activating the Downtown** *through pop-up stores, events, public art, parklets, etc.*
- **Flood Risk** *due to changes in weather patterns impacting public and private property.*
- **Community Events** *seen as a way to engage the larger FDL community.*

AG, NATURAL & CULTURAL RESOURCES

- Preserve productive ag lands in balance w/ development of the City.
- Increase access to local, healthful, affordable and culturally-specific food options.
- Balance conservation of and increased access to natural resource amenities.
- Preserve and create new places and events that contribute the identity of Fond du Lac.
- Preserve and promote the City's historic structures and sites, especially in the Downtown.

AG, NATURAL & CULTURAL RESOURCES

- Remove barriers to **small-scale agricultural operations** (community gardens, CSA plots, etc.)
- Conduct a **public market feasibility study**.
- Actively **purchase properties w/in the floodplain** as they become available.
- Annually consider funding recommendations that **enhance cultural/historic characteristics of the Downtown**.



Major Issues and Opportunities

UTILITIES & COMMUNITY FACILITIES

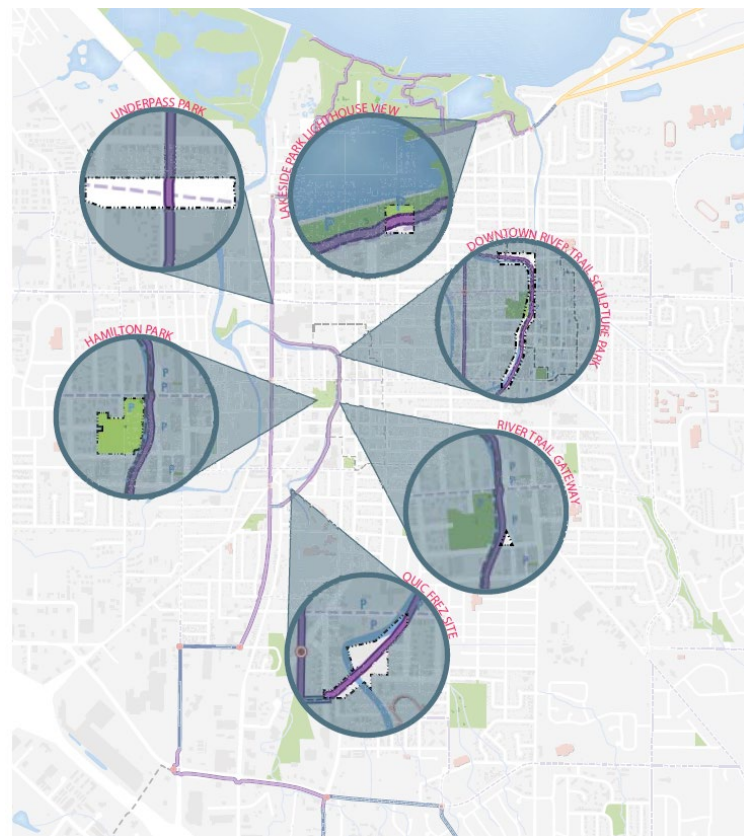
- **Sustainability & Renewable Energy** *can be implemented in City facilities and infrastructure with local regulations encouraging incremental change.*
- **Access to Amenities** *can be increased throughout the City.*
- **Park Preservation vs. Expansion** *debate on the balance of enhanced facilities, programming and economic development.*

UTILITIES & COMMUNITY FACILITIES

- The City of FDL will have a high-quality, cost-effective, well-planned and efficient system of public utilities.
- Utility system planning and implementation will occur in coordination with land use and transportation plans and projects.
- The City of FDL will have high quality community facilities for residents, businesses, and visitors alike.

UTILITIES & COMMUNITY FACILITIES

- Review City's **stormwater management requirements** for new development to evaluate their adequacy to prevent flooding.
- Investigate incorporating **sustainability criteria** in **City purchasing policies**.
- Codify the City's current practice of encouraging **recycling of construction waste materials** on public funded construction projects.
- Annually consider budgeting **implementation of City's adopted recreation/park plans**:
 - Recreation Plan, FDL Loop Landscape Master Plan, Bike & Ped Plan, Lakeside Park Master Plan



Major Issues and Opportunities

INTERGOVERNMENTAL COOPERATION

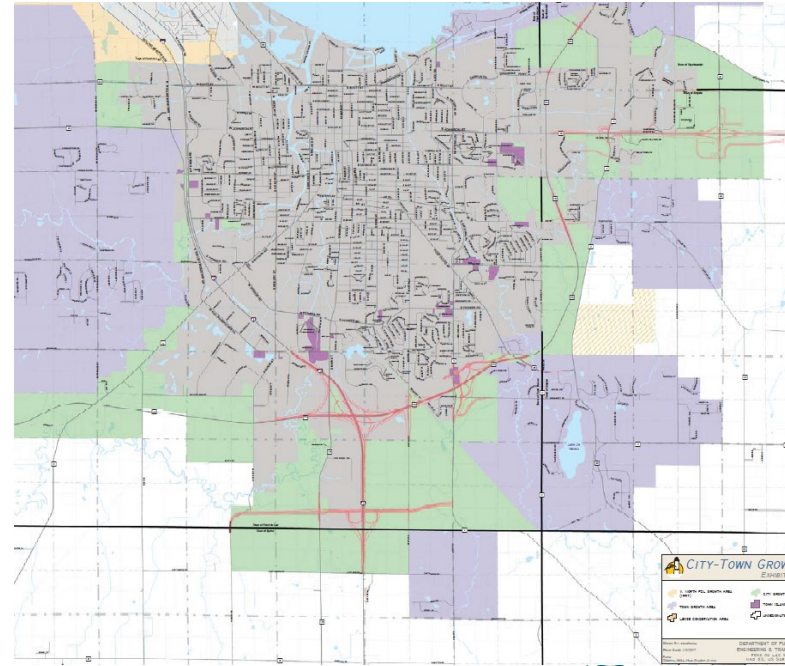
- **School Districts** *and the City depend on each to meet community needs, and maintain the City a desirable place to live.*
- **Growth in the Townships** *is governed by the 2017 Cooperative Plan. Over time lands annexed will need to be upgraded with City services and infrastructure.*
- **Coordination & Efficiency** *is important in leveraging projects that benefit residents across the region.*

INTERGOVERNMENTAL COOPERATION

- Work closely w/ neighboring jurisdictions and other governmental entities to:
 - achieve sustainable development patterns, and
 - enhance the efficiency and quality of public services.

INTERGOVERNMENTAL COOPERATION

- Schedule a **working session w/ each School District** no less than once a year.
- **Review 2017 Cooperative Plan** at least every 5 years to determine if amendments are needed.
- **Meet with ECWRPC** as necessary to expand USA consistent w/ the Comp Plan.
- **Coordinate w/ all adjoining jurisdiction during outdoor rec. planning** to seek complementary recreation investments where services overlap



Major Issues and Opportunities

ECONOMIC DEVELOPMENT

- **Attracting Workforce** *is one of the most prominent economic issues facing local employers to find and retain staff.*
- **Attracting & Retaining Business** *is important to grow the wider economy, especially those with higher-paying jobs.*
- **Room for Growth** *with great highway access, over 250 acres available in the three business and industrial parks, and opportunities to expand with 2017 Cooperative Plan.*
- **Retail Volatility** *creates risk for large and small retailers. Of greatest concern are larger retailers, even those that currently are strong, could close leaving behind a large, empty building.*

ECONOMIC DEVELOPMENT

- City residents will have the skills to achieve personal success and financial stability, and employers will have access to skilled staff to maintain and expand business development initiatives.
- The City will attract, expand and diversify the local economy.
- Business investment will support the health and vitality of the FDL community.

ECONOMIC DEVELOPMENT

- **Work w/ Envision Greater FDL to:**
 - List of skills/training resources available.
 - Annual survey of employees to identify hiring and retention needs.
 - Support a business workshop for local business leaders/employers/entrepreneurs/ED professionals.
- **Facilitate enhanced partnership w/ School District & Envision Greater FDL to coordinate activities in support of the local economy.**
- **Conduct an incubator feasibility study.** (useage, location, cater to specific industry sector)
- **Continue to implement plans that further economic and neighborhood vitality consistent w/ City's vision plans.**
(Downtown Market Plan, Downtown Exploratory Com. Report, Placemaking Strategy)

Major Issues and Opportunities

HOUSING

- **Quickly Appreciating Market** *due to large-scale economic trends bringing housing affordability into focus as a prominent issue.*
- **Neighborhood Revitalization** *that includes a mix of unit types and better access to amenities.*
- **Diversity of Housing Stock** *to provide suitable housing for everyone. This includes low- to high-density inclusive of rental and homeowner housing units.*
- **Attracting Young Adults & Families** *is important to the local economy and to maintain the quality of life present in FDL.*

HOUSING

- The City will achieve balanced neighborhoods w/ a mix of housing types and price-points that provide suitable housing for everyone.
- The City will maintain quality-housing options as part of safe and healthy neighborhoods for all residents.
- Housing policies will complement economic development goals of the City, growing business and population in tandem.

HOUSING

- Prepare a **detailed housing study** that evaluates all aspects of local housing market conditions.
- Create an **Affordable Housing Fund**.
- **Amend zoning ordinance** to enable development of housing formats that limit costs or increase options (smaller lots, smaller homes, “cottage court” clusters of detached homes, ADUs)
- Encourage/Support reinvestment in existing housing stock. (Revolving Loan Funds, State/Fed 4% Tax Credit, LIHTC)
- Continue to **fund annual neighborhood grant programs**. (welcome signage, public art, etc.)

Major Issues and Opportunities

MOBILITY & TRANSPORTATION

- **Bicycle & Pedestrian Facilities** *are desired community amenity that needs to be maintained and expanded.*
- **Shifting Transportation Technology** *(electric vehicles, electric motor-assisted devices, autonomous vehicles, etc.) will impact the built environment and will require review of current regulations.*
- **Public Transportation** *service is integral to the overall multi-modal transportation network, providing an alternative to personal vehicles.*

MOBILITY & TRANSPORTATION

- Create connected, livable neighborhoods that have multi-modal transportation options for all residents.
- Link City residents to jobs, services and other regional amenities through a multi-modal transportation system.
- Improve public health and safety through an integrated public transportation network.
- Reduce the environmental impact of the transportation system.

MOBILITY & TRANSPORTATION

- Track and share progress annually of achievements of the City's **Complete Streets Policy**.
- Continue to promote the **need for an interchange at south end of Fox Ridge Business Park**.
- Annually plan for new connections that **increase resident access to regional bike & trail network**.
- **Evaluate City's transit system annually**, making sure the system is efficient and cost effective in meeting demands of all City residents.
- Evaluate the potential for, and funding of, **plug-in outlets for electric vehicles in City owned lots**.

Major Issues and Opportunities

LAND USE

- **Balanced Growth** *includes mix of densities, including multi-unit structures. Typically these larger structures offer more affordable housing types, use utility infrastructure more affordably, and are desired by those looking for an alternative to single-unit housing.*
- **Balanced Neighborhood** *include a mix of housing types with varying price points. Unbalanced neighborhoods puts stress on the education system, resulting in concentrations of either lower- or higher-income households.*
- **Urban Design Guidance** will help to design with care to avoid negative impacts of commercial uses and larger, multi-unit residential buildings conflict with lower-density neighborhood areas.
- **Retail Volatility** resulting in business closures and empty buildings.

LAND USE

- Create an economically and environmentally sustainable development pattern.
- Establish balanced neighborhoods throughout the City.
- Create places that are vibrant, attractive and unique, especially along the City's Main Street Corridor and Downtown.

LAND USE

- Update the Zoning & Subdivision Ordinance as necessary per Comp Plan policies.
- Monitor downtown parking supply and demand to seek efficient use of parking investments.
- Develop a long-term master plan for Main St (outside of the downtown):
 - N. Main Street (from Follett Street to Scott Street)
 - S. Main Street (from I-41 to Maria Lane)
- Consider creating & managing a Main Street Building Improvement Matching Grant program to encourage exterior building improvements.

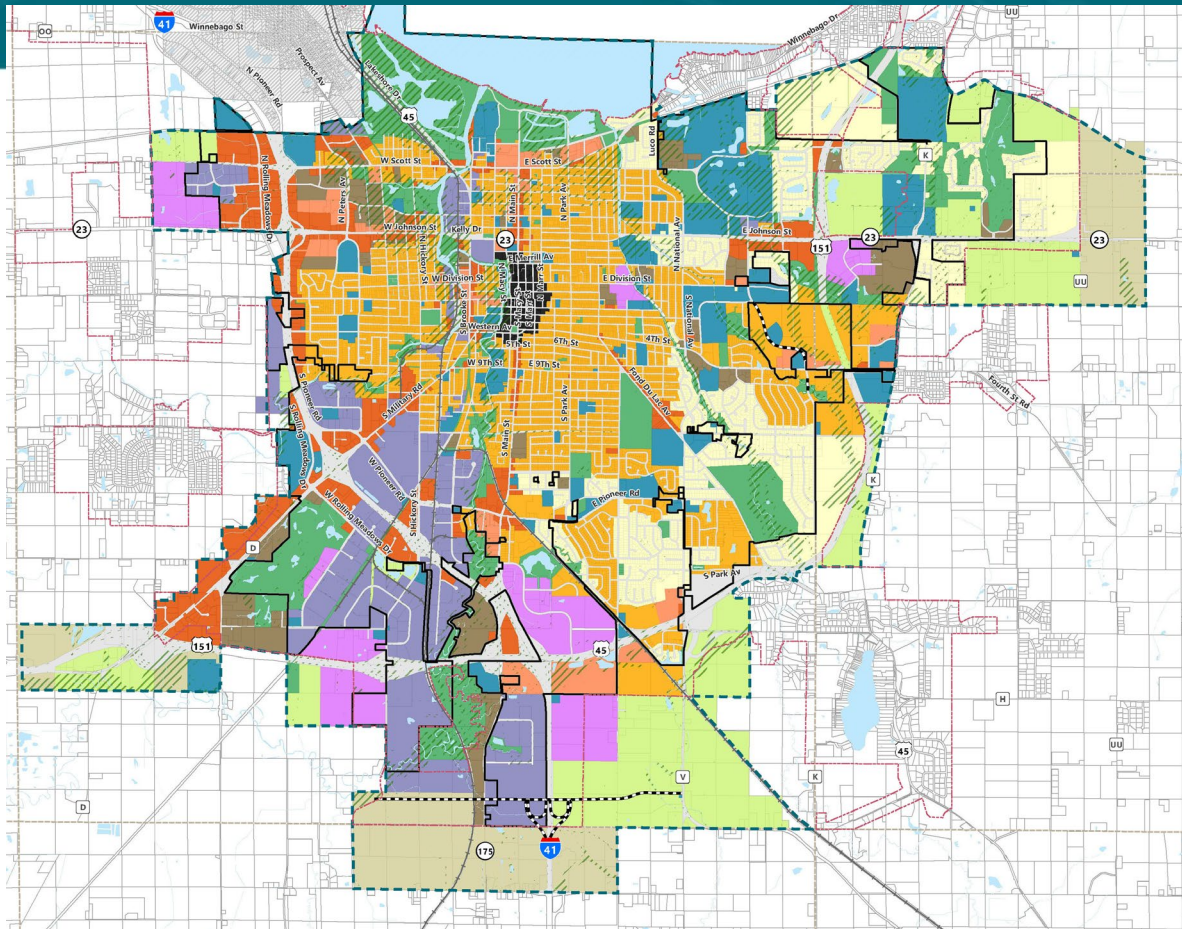
Implementation

Implementation

FLU Map

Future Land Use Designations

- 3 Residential Districts
(by density)
- 2 Mixed Use Districts
(Downtown MU, Neighborhood MU)
- Gen. Com, Industrial, & Employment
- Park/Open Space & Natural Protection Overlay
- 2 Growth Area Districts
(Urban Reserve, Rural Lands)

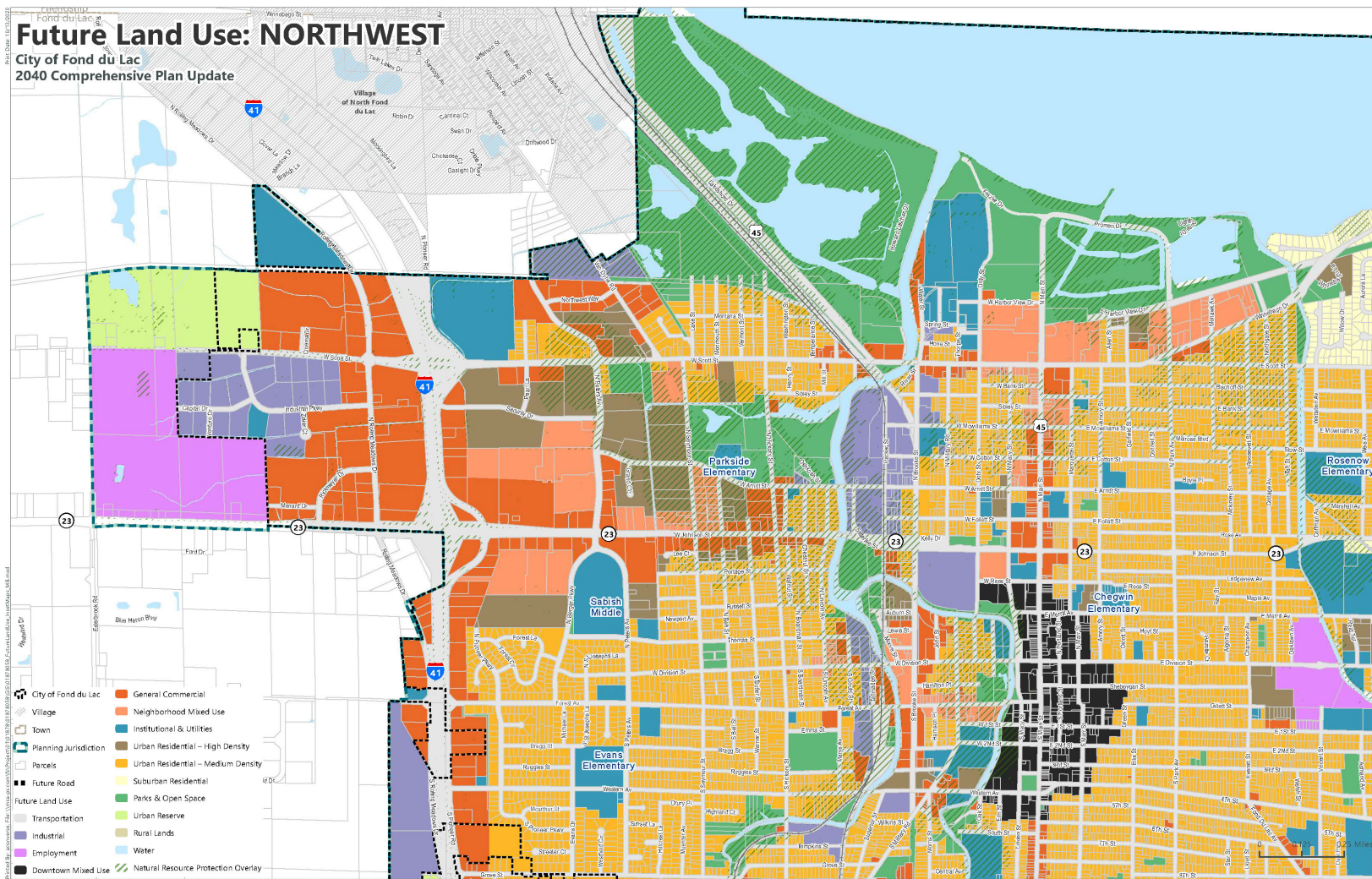


Future Land Use: NORTHWEST

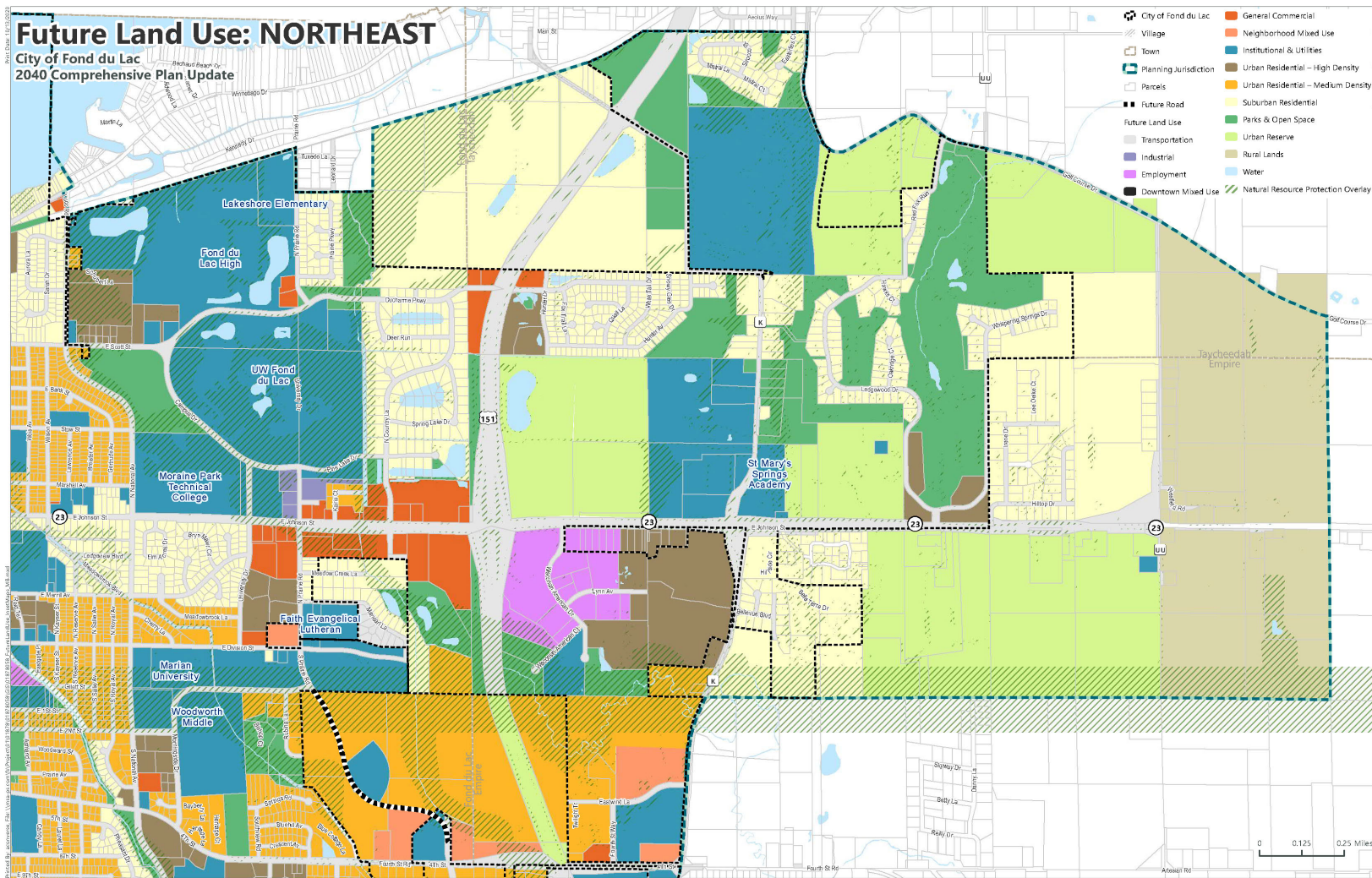
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Future Land Use: NORTHWEST

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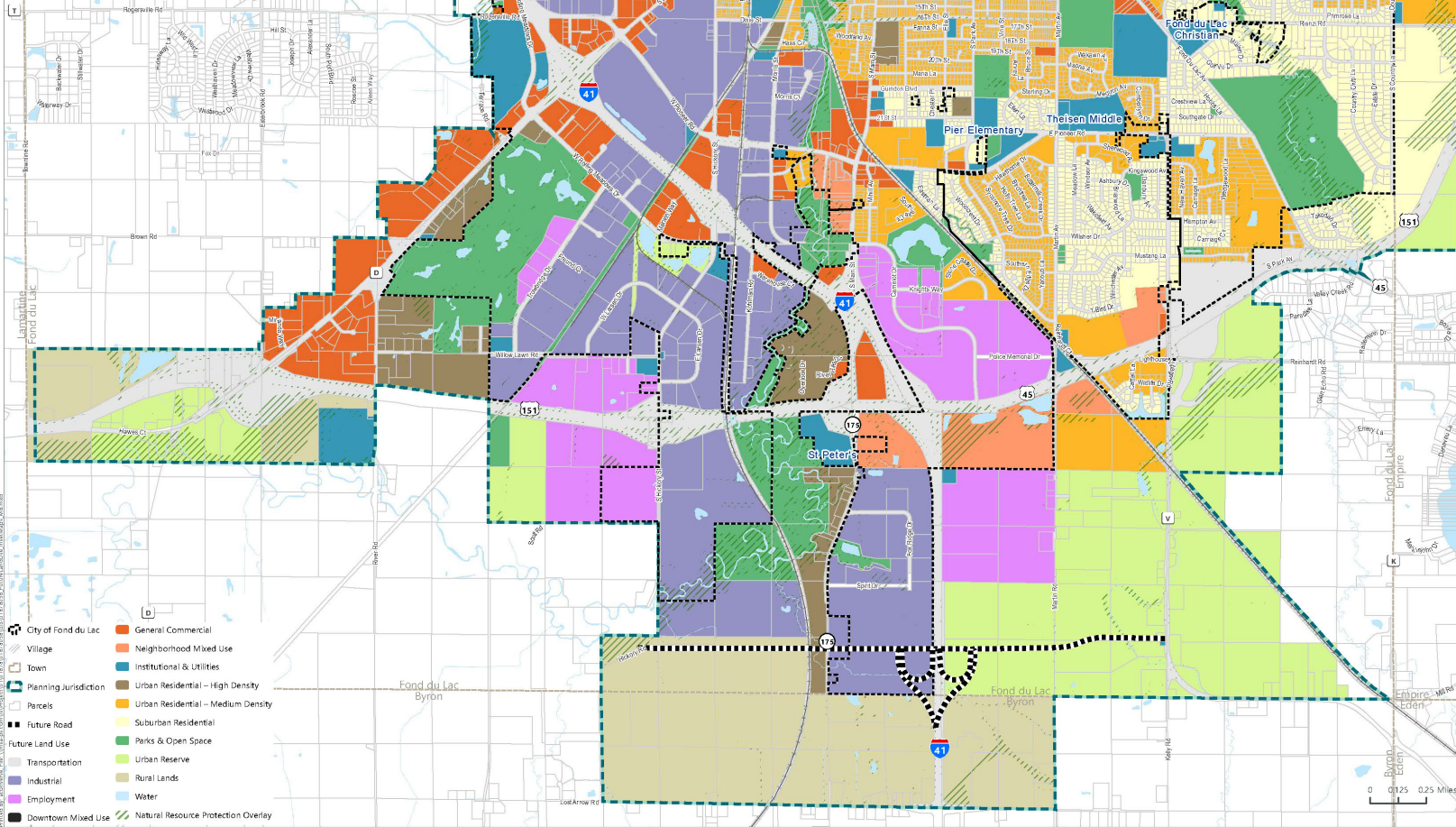


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Future Land Use: SOUTH

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68 specific actions to be completed in the coming years, including some in the next 2 years, next 5 years and next 10+ year timeframe.

Direction for key **City committees and City staff** to use this plan routinely to guide decisions, especially **Plan Commission**.

Updating the **Comprehensive Plan Action Checklist** to inform and guide the City's budgeting process.

Next Steps?

Next Steps?

Road to Adoption

- **TONIGHT's** Public Information Meeting (*soon*) & Draft Documents Available Online

<https://www.fdl.wi.gov/community-development/planning-zoning/comprehensive-plan/>

11/18-12/20 Public Feedback Opportunity

12/23/20 Public Hearing Draft Available

1/27/21 (*likely*) Public Hearing / Adoption at City Council

Draft Documents available here:

Through the City's website : *Your Government > Community Development*



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