What will it cost? How long will it take.
Most towns and villages with populations of 2,000 or less would be required to contribute a maximum of $8,000. If a town has completed a land management plan within the last 10 years it would receive an additional $2,500 reduction. The process is expected to take about 30 months.

What do we get out of it?
Each participating community will receive a draft comprehensive plan and land use map for review. A final plan and map will also be developed to reflect community comments on the draft versions. Local plans may incorporate more detailed strategies of individual communities, but extensive revisions will be at the expense of the local community. Once adopted, the plan would be used to guide a community’s individual decisions so that resulting investments and developments are more coordinated and cost-effective. Basing important decisions on a plan also ensures that community’s vital local land use actions are legally defensible.

Why do we need planning?
Comprehensive planning is not the same as regulation. Rather, just as a business needs a long-term strategy for improvement, a community needs to spell out its goals and track its progress. Planning is also used to establish methods of resolving any conflicts between neighboring governments or land uses. By encouraging foresight and cooperation, planning can protect property uses, rights and values. Local laws are just one tool that makes the blueprint a reality. Economic initiatives, tax incentives, boundary agreements, education and other tools are also part of the planning equation.

Whose plan prevails?
Comprehensive planning does not change who administers or enforces land use decisions. Any decisions that are currently made at the community level may remain there. The community adopts its own comprehensive plan and its decisions must be consistent with its plan. The county adopts a separate plan that incorporates key elements of local plans, such as land use maps. The county plan guides decisions currently made at the county level and is not intended to expand county authority. Likewise, the planning process is designed to address any obvious conflicts between local and county plans so that questions of “whose plan controls” do not arise.

What is the next step?
Communities are asked to discuss the proposal at or before their annual meetings. Minimum requirements before submittal of the grant on Nov 1st are: 1) a community resolution in support of the grant application and 2) community signature on a joint planning contract. These documents will be provided for review in the near future.

More questions? Contact Tim Funk or Tim Reed at the Shawano County Planning & Development Department: 715-526-6766 or visit our department’s web page: www.co.shawano.wi.us

2004 JOINT PLANNING GRANT PROPOSAL
To the Communities of Shawano County

How do you create a Comprehensive Plan for your individual community? How will it increase cooperation with neighboring communities? How will Shawano County arrive at a plan—one that fully recognizes and reflects the individually-adopted plans of local communities?

Local representatives have been working to answer these questions for many months. This brochure will introduce their “Plan for Planning” — a blueprint for a three-year process that will provide each town, village, and city, as well as the county, with its own legally-valid Comprehensive Plan for the future.

Please review this proposal and discuss it with your neighbors. Your community will be asked whether it would like to join in a combined planning process to be funded in part with state planning grant dollars. The grant application will be submitted in October of 2004.

Key Points about Joint Planning
- Joining the cooperative planning process is completely voluntary.
- The amount any one community pays is not dependent on the number participating. The majority of towns and villages will pay a maximum of $8,000 in any case ($5,500 for those with land mgmt plans completed in past 10 years) See the Planning Contract for more information.
- Joining with others to plan does not mean that a given community has to adopt the group’s plan. The joint planning process will provide communities with maps and a complete plan to which revisions can be made by individual communities.

How are plans jointly created?
The proposal is to divide the county into planning ‘clusters’ based on the topic being discussed. Each community’s planning commission would send at least one representative to regular cluster meetings where ideas are generated and key decisions are made. Meetings are facilitated by consultants and local experts.

‘Cluster reps’ return to their communities to share information and gather input for the next meeting. At least one meeting is expected each month.
Technical Advisory Committee (TAC): Professionals and citizens from the area who have experience and expertise on a planning topic.

Consultants and staff: Planning professionals working to coordinate, research, and produce the planning documents and computerized maps. Will include a planning consulting firm, county and community planners, and issue specialists as necessary.

THE PLAYERS

Comminutes: elected officials, plan commission members, local interest groups, institutional representatives, and the public.

THE PLANNING TEAM consisting of:

Technical Advisory Committee (TAC): Professionals and citizens from the area who have experience and expertise on a planning topic.

THE PROCESS

Inventory and Analyze
Data collection and trend analysis. Establish baseline measures of future progress. Prepare reports for community review. Disseminate info to public.

Set Goals
Determine community needs & desires. What do we want and how do we get there? Set broad goals and outline specific objectives.

Generate and Evaluate Strategies
Consider what strategies—initiatives, incentives, regulations—may achieve the objectives. Each community selects from its list of final strategy alternatives based on public input and consultation. County incorporates each community’s preferred plans and maps into the county plan and adds county-wide planning issues.

Compare and Share
Throughout the process of planning, communities compare their goals with those of other communities and institutions in the area. Identify opportunities for cooperation. Address known and potential conflicts. If appropriate, revise strategies to take advantage of shared resources and goals.

Agriculture and Natural Resources
How do we manage development to be compatible with agriculture? How do we balance private growth with public resource protection?

Transportation, Utilities, and Community Facilities
How will existing or proposed roads & utilities attract or support developments? Can we reduce roads & utility costs by better intergovernmental cooperation? How can we fund more capital improvements?

Public Participation
Planning is complex, but communication about planning need not be. Through a variety of educational and participatory events, the communities will learn about alternative futures and the consequences of different goals and actions, and citizens will help the planning team to develop a thoughtful, positive plan that reflects the community’s values. Participation in the process will be fostered through two types of events:

Awareness & Education
Purpose: To interest and inform. Provide public with objective facts with which they can form opinions and help to find solutions.
Events: Media releases, exhibits, educational meetings, direct mailings, website.

Input & Interaction
Purpose: To incorporate community information concerns, priorities, and preferred solutions into the final plan alternatives.
Events: Open houses, workshops, visual preference surveys, traditional surveys, focus groups, toll-free call-in lines, website discussion forums, public hearings.

* For a more detailed participation plan, please visit www.co.shawano.wi.us/subwebs/pnd/Plng.aspx

THE ISSUES

Housing & Economic Development
How do we maintain quality, affordable housing to meet the needs of different groups? How can more jobs and income be generated? Are we making the best of our business-development programs?

Land Use
What land uses are needed for the future? How can they be accommodated responsibly and with the fewest costs and conflicts? Are existing programs and regulations effective?

Cultural and Historic Resources, Recreation & Tourism
What community features should we change or preserve to enhance tourism & recreation and enrich our culture? In what ways might we bring cultures together through planning? How can such projects best be implemented?
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Planning & Zoning Committee of the County Board: administrative and fiscal oversight of the grant.

THE PLAYERS

COMMUNITIES: elected officials, plan commission members, local interest groups, institutional representatives, and the public.

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Adopt & Implement
Final review and public hearings. Participating communities and the County separately adopt plans and implement plan-approved initiatives.

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**Frequently Asked Questions...**

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