



# City of Racine

City Hall  
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[www.cityofracine.org](http://www.cityofracine.org)

## Legislative Report

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**File Number: Res. 0024-22**

**Agenda Date: 01/18/2022**

**File Type: Resolution**

### **RESOLUTION ADOPTING PUBLIC PARTICIPATION PROCEDURES FOR AMENDING THE COMPREHENSIVE PLAN FOR THE CITY OF RACINE, WISCONSIN**

**WHEREAS**, pursuant to Section 66.1001 of the Wisconsin Statutes, all units of government that enact or amend zoning, subdivision, or official mapping ordinances on or after January 1, 2010, must adopt a comprehensive plan; and

**WHEREAS**, the City of Racine adopted a comprehensive plan under the authority of and procedures established by Section 66.1001 of the Wisconsin Statutes on November 9, 2009; and

**WHEREAS**, Section 66.1001(4)(a) of the Wisconsin Statutes requires that the Common Council adopt written procedures designed to foster public participation during the preparation or amendment of a comprehensive plan; and

**WHEREAS**, The Common Council of the City of Racine and the Planning, Heritage, and Design Commission for the City of Racine believes that regular, meaningful public involvement in the comprehensive planning process is important to ensure that the comprehensive plan reflects the goals, values and direction of the community; and

**WHEREAS**, The Common Council for the City of Racine has adopted ordinances with the purpose of reducing the number of people who are exposed to COVID-19 and reducing the number of people are hospitalized due to COVID-19 and as such, the public participation events will be held virtually; and

**WHEREAS**, public participation procedures have been developed to foster public participation in the comprehensive plan amendment process in a safe manner during the COVID-19 pandemic.

**NOW, THEREFORE, BE IT RESOLVED** that the Common Council of the City of Racine hereby adopts the Public Participation Procedures for Amending the Comprehensive Plan attached hereto as Exhibit A to fulfill the requirements of Section 66.1001(4)(a) of the Wisconsin Statutes.

Fiscal Note: The comprehensive plan amendment and all associated work is funded in full with PO 2100624.

# Exhibit A

## COMMUNITY ENGAGEMENT PLAN FOR COMPREHENSIVE PLANNING

City of Racine

### INTRODUCTION

In order to facilitate public knowledge and involvement in the Comprehensive Planning Process, the City of Racine has prepared the following community engagement plan. The plan was prepared in conformance with Section 66.1001(4)(a) of Wisconsin Statutes, which states: "The governing body of a local government unit shall adopt written procedures that are designed to foster public participation, including open discussion, communication programs, information services, and public meetings for which advance notice has been provided, in every stage of the preparation of a comprehensive plan. The written procedures shall provide for 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."

Public participation helps to ensure that the 2050 Comprehensive Plan accurately reflects the needs, opportunities, and desires of our community. This document outlines the procedures that will be used in the Comprehensive Planning Process to foster public participation, and to ensure that there are opportunities for public participation at every stage of the preparation of the Comprehensive Plan Update.

### GOALS OF COMMUNITY ENGAGEMENT PLAN

The major goals of the community engagement plan are as follows:

- Reach residents who may not find traditional outreach events successful (e.g. residents 65 years or older, youth residents, disabled residents, single parents, Black and/or Indigenous Residents of Color)
- Provide a range of opportunities and venues for the residents of the City of Racine to participate in the Comprehensive Planning Process.
- Meet the standards set forth in Section 66.1001(4)(a), Wisconsin Statutes.
- Establish a formalized and recorded framework for public participation.
- Work with The City Plan Commission and City Board to create a thorough plan that can implement the goals and vision of The City.

### PUBLIC PARTICIPATION STRATEGY AND METHODS

The City of Racine has hired GRAEF to carry out the 2050 Comprehensive Plan. GRAEF, in coordination with City staff, will work with all necessary parties develop the Comprehensive Plan Update. Local residents and interested parties are encouraged to attend and provide input at Plan Commission meetings, as well as any of the "community touchpoints" planned throughout the project duration. The public participation strategy provides a timeline, outlines notification methods and identifies how to submit written comments.

#### *Timeline:*

The timeline is project specific. It provides an approximate timeframe and a description of the key events and opportunities for public participation. The exact dates are subject to revision as the planning process unfolds. See Attachment A.

#### *Website and Technology*

A page will be created on the City website specifically for information pertaining to the 2050 Comprehensive Plan. Information will include meeting notices and summaries and drafts of chapters of the plan. An email feedback option will be provided so that questions and comments can be forwarded electronically to the Department of City Development.

December 10, 2021

#### *Surveys*

A community-wide survey will be conducted to gather opinions from City residents with respect to the 2050 Comprehensive Plan. Survey results will be viewable on the City Website as well as woven into the 2050 Comprehensive Plan document itself. Additionally, mini-surveys are planned from time to time throughout the project duration to be found on the Comprehensive Plan website.

#### *Stakeholder Meetings*

GRAEF is proposing two virtual stakeholder meetings for two special interest groups. These groups plan to comprise individuals across non-profits, businesses, neighborhood organizations, and other local organizations.

#### *Self-guided Engagement Toolkits*

Taking into consideration the limited capacity of the City and GRAEF teams for in-person meetings, GRAEF will prepare a self-guided feedback toolkit for a variety of organizations. These toolkits can be housed on the website, so that engagement stays centralized. Local leaders will be able to utilize the input package as a DIY meeting kit to share information about the 2050 Comprehensive Plan, collect feedback, and channel feedback to the City and GRAEF team. This engagement process allows individuals to provide their experiences within the structure of the organizations with which they already have relationships.

#### *"Unmanned" stations at community events*

In-person events may occur if deemed safe by local, state, and federal public health officials. While the GRAEF team is not anticipating in-person events under current public health conditions related to the COVID-19 global pandemic, there is still an opportunity for the Comprehensive Plan project process to be promoted at public events through "unmanned" stations. GRAEF could coordinate events with Downtown Racine or the Public Library among other organizations.

Even if there are not any GRAEF or City personnel present, having a presence at established community events provides residents an opportunity to organically engage with the Comprehensive Plan without having to attend a separate meeting or event.

#### *Notification Methods and Written Comments*

All meetings on the 2050 Comprehensive Plan will be open to the public. Except for Stakeholder Meetings, the City of Racine will post a notice of all meetings at City and on The City's Website in accordance with Chapter 985.02(2) of the Wisconsin Statutes. Meeting agendas will be posted at City Hall, as well as on the posting board at the Racine Public Library. Press releases will be provided at key points in the planning process.

Written comments will be collected both electronically and on paper throughout the Comprehensive Planning Process. Electronic comments should be submitted via the pending Comprehensive Plan website. Written comments should be directed to the Department of City Development at 730 Washington Ave, City Hall Room 102, Racine, WI 53403 or emailed to [citydevelopment@cityofracine.org](mailto:citydevelopment@cityofracine.org). Copies of the comments will be routed to city staff and the project consultant. City staff will respond to the written comments by acknowledging that the document has been received and that the comments have been shared with those noted above for consideration in the final plan.

#### **PLAN ADOPTION PROCESS**

When complete, a draft plan will be available at the Racine Public Library, The City Hall and on the Comprehensive Plan website. At least 30 days before the public hearing, written notice of when and where the 2050 Comprehensive Plan can be inspected and how a copy of the plan can be obtained will be sent to all the relevant parties as specified in Chapter 66.1001(4) of the Wisconsin Statutes. Additionally, written notice will be sent to every governmental body that is located in whole or part within the boundaries of the City of Racine and the clerk of every local governmental unit that is adjacent to the City of Racine.

The City will publish a class one notice at least 30 days prior to the public hearing. The notice will include the date, time, and place of the public hearing; a summary, which may include a map, of the draft plan; the name of an individual employed by the local governmental unit who may provide additional information regarding the proposed ordinance; information relating to where and when the draft plan or amendment may be inspected before the hearing, and how a copy of the draft plan or amendment may be obtained.

The City of Racine Planning, Heritage, and Design Commission will adopt a resolution to recommend the draft plan to The Common Council, after the public hearing. A public hearing will be held in accordance with Wisconsin Statutes 66.1001(4)(d) prior to Common Council approval of the draft plan. Subsequent to the public hearing and on the recommendation from the Planning, Heritage, and Design Commission, The Common Council will enact an ordinance adopting the Comprehensive Plan Update. The City of Racine will send one copy of the adopted 2050 Comprehensive Plan to all of the following: every governmental body that is located in whole or part within the boundaries of the City of Racine, the clerk of every local governmental unit that is adjacent to the City of Racine, the Wisconsin Department of Administration, Southeastern Wisconsin Regional Planning Commission, and the Racine Public Library.

**Attachment A: City of Racine Comprehensive Plan 2050**

<b>Phase</b>	<b>Timeframe (Approximate)</b>	<b>Description/Key Events</b>
Organization	Nov 2021 - Jan 2022	<ul style="list-style-type: none"><li>• Creation &amp; adoption of community engagement plan</li><li>• Establishment of 2050 Comprehensive Plan website</li></ul>
Plan Initiation & Discovery	Jan - Feb 2022	<ul style="list-style-type: none"><li>• Launch website</li><li>• Review of existing plans</li><li>• Update inventory of the physical, social, and economic resources of the City</li><li>• Conduct community-wide survey</li></ul>
Issues/Opportunities & Visioning	Jan - Feb 2022	<ul style="list-style-type: none"><li>• Conduct virtual stakeholder meetings</li><li>• Identify and prioritize issues and opportunities</li></ul>
Chapter Updates & Recommendations (Land Use, Housing, Economic Development, Transportation/Mobility, Parks/Open Space/Environment/Community Facilities/Utilities)	Jan - Apr 2022	<ul style="list-style-type: none"><li>• Update/develop Plan alternatives and goals, strategies and recommendations</li><li>• Infuse community feedback into chapter updates</li></ul>
Plan Development & Implementation	Mar – May 2022	<ul style="list-style-type: none"><li>• Develop final plan, strategies and recommendations</li><li>• Update/create actions, timing, responsibilities, and accountability for each element of the Comprehensive Plan</li></ul>
Plan Review, Public Hearing & Adoption	Jun - Aug 2022	<ul style="list-style-type: none"><li>• Develop draft Comprehensive Plan Update document</li><li>• Publish 30-day public notice</li><li>• Hold Public Hearing at Planning, Heritage, and Design Commission Meeting</li><li>• Planning, Heritage, and Design Commission recommendation of Comprehensive Plan Update</li><li>• City of Racine adoption of Comprehensive Plan Update by ordinance</li></ul>

