



**City of Racine, Wisconsin**  
**AGENDA BRIEFING MEMORADUM**

**AGENDA DATE:**

October 11, 2021 – Finance and Personnel Committee

October 19, 2021 – Common Council

**SUBJECT:** Communication sponsored by Mayor Cory Mason, on behalf of the Director of City Development, requesting approval of Comprehensive Plan Update (as solicited by Official Notice #10-2021 RFP Comprehensive Plan) and the permission to execute the necessary purchase order and enter into an agreement to perform this project with GRAEF.

**PREPARED BY:** Jeff Hintz, CNU-A – Planning Manager, City Development Department

**PROJECT BACKGROUND & ANALYSIS:** State Statute Section 66.1001 requires communities have a comprehensive plan and make zoning and land use decisions in accordance with the adopted plan. Furthermore, the section also requires among other things that, “A comprehensive plan under this subsection shall be updated no less than once every 10 years.” Cities with out of date comprehensive plans risk that land use decisions rendered under outdated plans become invalidated and possible disqualification for State grant opportunities.

The comprehensive plan is extremely important for other reasons; the document serves as a destination point for the community. The plan contains goals, objectives and recommendations around the following topics (typically done as chapters in the plan), which are mandated to be included per State Statute:

- Issues and Opportunities
- Housing
- Transportation
- Utilities and Community Facilities
- Agricultural, Natural and Cultural Resources
- Economic Development
- Intergovernmental Cooperation
- Land Use
- Implementation

The [current comprehensive plan](#) was adopted in November of 2009 and includes these topics, as will the future plan. It is also required by State Statute that official mapping (zoning district map), zoning ordinances, shoreland/wetland ordinances, and subdivision ordinances be consistent with the comprehensive plan. Public input, open discussion and meetings with advance notice be included in the development of the comprehensive plan.

The technical and regulatory requirements aside, the comprehensive plan is a document that all City Departments and staff should be using to make decisions about policies, programs and other matters in which could impact the citizens of the community. Plans are typically more

successful as public involvement and stakeholder participation increase in their development and implementation.

Notice of this project was provided as required under Official Notice # 10-2021 and was published in the paper as required on August 25 and August 27 of 2021. The notice was posted online on August 25, 2021 with Request for Proposal (RFP) bids due on September 13, 2021.

**RECOMMENDED ACTION:** That City staff be authorized to execute the necessary purchase order and enter into an agreement to perform this project with GRAEF.

**FISCAL NOTE:** \$75,000 has been allocated in the City budget since 2018 for the completion of this project.