



UPDATE AND AMENDMENT PROCEDURE FOR COMPREHENSIVE PLANNING

Summary of Proposed Procedure Updates
December 2016

BACKGROUND

Timeline:

2000: State of Wisconsin adopts Comprehensive Planning (“Smart Growth”) Legislation

2004: City of Milwaukee adopts Public Participation and Evaluation, Update and Amendment Procedures for Comprehensive Planning

2010: City of Milwaukee adopts the 13 Area Plans and Citywide Policy Plan as the Comprehensive Plan

PROPOSED CHANGES

Primary Goals:

1. Clarify process for initiating Comprehensive Plan Updates / Amendments
2. Formalize use of E-Notify as one method of providing notice of Comprehensive Plan updates.
3. Require development of project-specific Public Involvement Plan at outset of Plan Update projects.

1. Initiating Comprehensive Plan Updates/Amendments

Current:

- Evaluate Comprehensive Plan within 10 years of adoption (2020), with Common Council to direct needed updates.
- Silent on process for initiating Action Plans or other amendments outside of evaluation process.

Proposed:

- Action Plans, Corridor Studies, and other major Plan Amendments to be initiated as needed at the direction of the Common Council.
- Minor modifications can still be proposed for consideration by the local Common Council member, DCD, or neighborhood stakeholders.

2. Use of E-Notify

Current:

- Lists multiple avenues for outreach. Formal process is silent on use of E-Notify, though it is frequently utilized by DCD during Planning projects.
- Class 1 Notice published at least 30 days prior to the Plan being heard at ZND public hearing.

Proposed*:

- Memorializes that E-Notify will be utilized for informational notices during Comprehensive Planning process. City website will inform residents of their ability to sign-up to receive these notices.
- E-Notify will be sent at same time as Class 1 Notice.

**These changes are being proposed to comply with recent changes to Wisc. Stat 66.1001(4)(f)*

3. Public Involvement Template

Current:

- Public Participation Procedure includes a series of steps designed to maximize public input in the process.
- Procedure specifies neighborhood meeting and notice requirements for each stage of planning process (Analysis, Visioning, Synthesis, Review/Approval).

Proposed:

- Existing Public Participation requirements will remain in place for Comprehensive Plan Updates and Amendments.
- A more detailed Public Involvement Template will be prepared at the onset of Plan Update and Amendment projects to design an outreach strategy tailored to the needs of a particular project.

3. Public Involvement Template

What?

Framework for engaging City residents and stakeholders in every planning effort

Why?

- There is no one-size fits all approach to public involvement!
- Need a communication tool about public involvement to share with elected officials and stakeholders
- Document public involvement efforts



3. Public Involvement Template

Key Features:

- List the key stakeholders
- Explain how information will be shared and received from the public
- Special focus on how to reach underrepresented populations
- Document participation at public involvement meetings
- Evaluate the success of public involvement efforts

PUBLIC INVOLVEMENT PLAN

City of Milwaukee - Planning

STUDY PURPOSE

Include a brief description of the study, such as any important background information, the problem to be addressed, and any study partners involved.

STUDY GOALS

List and explain the desired outcome(s):

STAKEHOLDERS

List stakeholder groups / key individual stakeholders. This could include those who could be affected by plan recommendations or people and organizations that have implementation responsibility. Note if any have already voiced a position:

Are there historically underrepresented populations in area?

The American Planning Association's Code of Ethics reminds us that we have a particular obligation to seek social justice and promote racial and economic integration. While not a comprehensive list, underrepresented populations may include low-income, racial and ethnic minorities, non-English speakers, persons with disabilities, the elderly, and youth.

PUBLIC INVOLVEMENT METHODS

The purpose of this section is to describe how you will share information and receive input. Some public involvement activities may fall into both categories. Update information as needed throughout the study, and include any known figures on how many people were reached.

Methods to share information with public:

How will information be shared with the public? Possibilities include: e-notify; direct mailings, flyers and handouts at local institutions, articles in neighborhood publications; social media; study website; and using email lists from BIDs, neighborhood associations, elected officials, etc.

Method for Sharing Information	Yes, please provide brief description.	No	Number of People Reached (if known)
E-notify (area plans and aldermanic districts)			
Public meeting(s)			
Neighborhood association networks			
BID(s) email lists			
Direct mailings			
Social media			
Renderings/ Graphics			
Fliers in public spaces			
Attend external stakeholder meetings			
Website			
Other(s):			

Note: All planning meeting notices will include the following language, along with the contact information of the project manager: Upon reasonable notice, efforts will be made to accommodate the needs of disabled individuals through sign language interpreters or other auxiliary aids.