

Introduction:

The Implementation Element of the Comprehensive Plan will help identify necessary actions to implement the goals and objectives within this Plan. These implementation measures may include review of existing ordinance to determine any required changes as well as a discussion of future studies required, and procedures for amending the plan. Implementation of this plan will be an ongoing process for the City.

The goals listed in this section recognize that the tools and procedures as outlined are necessary to achieve the goals and objectives identified in the other plan elements. The Wisconsin “Smart Growth” Comprehensive Planning Law requires that the implementation element “describe how each of the elements of the comprehensive plan shall be integrated and made consistent with the other elements of the comprehensive plan”. The City of Oconomowoc has achieved consistency and integration by preparing all elements simultaneously and under the guidance of experienced City Staff.

The City of Oconomowoc held a public hearing in November of 2009 as part of the creation and adoption of this Comprehensive Plan. In addition, the City collaborated with Waukesha County in the creation of the Waukesha County. Some ideas and concepts from the Waukesha County Plan have been included in this plan to ensure consistency. Specifically, ideas and feedback from the public participation survey completed by the County have been used in the creation of this plan. However, it is recognized by both the Plan Commission and the Common Council that there periodically will be changes made to the Comprehensive Plan, and any future changes will follow the process for review and adoption as required by State Statute.

Housing Goals:

Goal #1: Enhance the environmental and residential assets so the City continues to be an attractive place to live.

Objective #1: Encourage traditional neighborhood development within the City that allows for a variety of dwelling types and uses.

Objective #2: Provide pedestrian access and amenities as part of all housing developments. This includes considering location choices for developments that cater to seniors and families (children) that provide opportunities to walk to schools, parks, shopping, etc.

Objective #3: Encourage housing designs that serve the elderly and people with disabilities. This could include developing standards for home construction so that a certain percentage of new developments include specific features such as wide passage doors, a full bathroom on the main floor and at least one zero-step entrance.

Objective #4: Promote and encourage housing development that involves adaptive reuse of existing buildings.

Objective #5: Encourage all new developments to incorporate sustainable and innovative site design to conserve energy resources, and protect environmental resources.

Objective #6: Encourage all new residential building construction to be considered environmental sustainable or green.

Objective #7: Foster and promote energy conservation programs.

Objective #8: Encourage residential development and redevelopment within the Downtown.

Objective #9: Encourage conservation and clustered housing developments to protect open spaces, provide alternative housing options, promote the sharing of services, and to potentially provide shared community garden spaces for residents.

Goal #2: Maintain housing values and quality of life over time.

Objective #1: Conduct an internal review of City codes, ordinances and plans every five (5) years to consider amendments to address housing concerns.

Objective #2: Promote inspection, maintenance and rehab programs that help owners maintain current dwellings.

Objective #3: Continue to protect the character and scale of existing residential areas and carefully plan new ones so that large, non-residential uses such as parking lots, roadways or institutional growth, minimize negative impacts on residential properties and residential neighborhoods.

Objective #4: Work with property owners and developers to improve the quality of repair and adaptation of existing residential buildings, and promote the quality of new design and construction to enhance new developments.

Objective #5: Direct growth of new housing toward areas that are already planned for urban services and toward infill and redevelopment of existing areas in a way that harmonizes with existing housing and neighborhoods.

Goal #3: Provide a variety of housing types, designs, densities, and price ranges to meet the needs of residents of varying incomes, ages and lifestyle preferences.

Objective #1: Consider providing zoning incentives to developers who provide affordable housing. These incentives could include density bonuses.

Objective #2: Update existing development controls to ensure housing is constructed that is easily adaptable for seniors and residents with disabilities and that policies do not restrict affordable housing development.

Objective #3: Promote the development and operation of multi-modal transportation so housing can be built or expanded along predictable transit zones and corridors that encourage reasoned land use, reinvestment, viable neighborhoods with a full range of neighborhood-serving businesses, and compact development.

Objective #4: Streamline approval processes for developments that focus on central issues like affordability, functionality, design, sustainability, and neighborhood fit to achieve balance with the established City objectives.

Objective #5: Support non-profit and private-public partnerships to ensure Oconomowoc citizens have quality, affordable housing.

Objective #6: Provide clear explanations of the City's decision processes and expectations to developers, builders, owners, and property managers as they become involved in those processes.

Objective #7: Consider allowing accessory dwelling units and "live-work-units" to help provide housing as well as affordable office or work spaces for entrepreneurs.

Objective #8: Require high-density development in and near Downtown.

Objective #9: Provide flexible and streamlined zoning standards that encourage creativity in development designs.

Objective #10: Inventory existing City housing stock to track types of housing units located within the City.

Objective #11: Continue to work towards the City having a housing stock ratio of 60% single-family dwellings and 40% multi-family (including duplexes).

Objective #12: Create citywide design requirements for multi-family and two-family housing units.

Transportation Goals:

Goal #1: Develop and maintain a coordinated and balanced transportation system that provides a variety of choices among transportation modes.

Objective #1: Plan for and provide a balanced and efficient transportation network that offers realistic and viable alternatives to automobile travel and maximizes use of existing transportation investments.

Objective #2: Work closely with the Wisconsin Department of Transportation and Waukesha County to develop long-range regional land use and transportation plans.

Objective #3: Create transportation infrastructure that promotes land use patterns that encourage the sustainable use of resources and reduces demands on natural resources.

Goal #2: Develop and maintain a transportation system that supports new and existing residential, employment, commercial and recreation areas, preserves and enhances neighborhood livability and the quality of life for the City of Oconomowoc residents, while providing for the safe, efficient and effective movement of people and goods.

Objective #1: Provide and improve transportation infrastructure, such as roadways, sidewalk, etc., in coordination with developments in a manner that fosters urban development patterns in accordance with the Land Use Chapter.

Objective #2: Encourage a mixture of land uses in areas that help foster a transportation environment that allows numerous transportation modes to interact effectively.

Objective #3: In new neighborhoods, plan and construct a pattern of streets, sidewalks, bicycle facilities that maximize the connectivity of land uses within the neighborhood and connectivity to areas outside the neighborhood.

Objective #4: Encourage redevelopment to occur in a manner that is integrated with various components of the transportation system.

Objective #5: Consider upgrading current and future rail crossings to rail quiet zones.

Objective #6: The City will consider traffic calming techniques, including roundabouts, when designing street and intersection improvements.

Goal #3: Encourage the construction and use of mass transit within and around the City.

Objective #1: Support the Midwest Regional Rail Initiative and encourage the location of a station stop within the City.

Objective #2: Promote and plan for a future passenger rail station within the Downtown.

Objective #3: Explore the connection between Downtown and the Pabst Farms development. Any Downtown connection stop should be located in close proximity to the passenger rail station.

Goal #4: Continue to be an active partner in transportation improvements made in the City, surrounding municipalities, and WisDOT.

Objective #1: Work with the Southeastern Wisconsin Regional Planning Commission to conduct a major review and reevaluation of the jurisdictional transfer recommendations in the year 2035 Regional Transportation System Plan.

Objective #2: Support and encourage the expansion of the Lake County Recreation Trail from Oconomowoc to Watertown in Jefferson County.

Objective #3: Work with the County in evaluating dedicated funding sources for County wide shared taxi service to meet the needs of a growing elderly population.

Objective #4: Evaluate recommendations contained in the 2035 Regional Transportation System Plan for Southeastern Wisconsin.

Utility & Community Facilities Goals:

Goal #1: Provide adequate active and passive recreational opportunities to all people of the City.

Objective #1: Coordinate with the school district and local organizations to improve recreation choices, including the shared use of facilities for community benefit.

Objective #2: Consider natural and manmade features that may act as barriers for people when locating parks. Provide pedestrian access that is separate from vehicular traffic as needed.

Objective #3: Implement the Bike and Pedestrian Plan, and Park and Open Space Plan. Provide for more diverse recreational opportunities such as the development of bike trails and walking trails.

Goal #2: Ensure that all City development is served by adequate, efficient, cost-effective utilities and community facilities.

Objective #1: Continue to utilize the City’s CIP to develop needed utilities and community facilities.

Objective #2: Communicate with the school district about new development to allow the district to plan for staff, building additions, and other needs. Provide a copy of all Plan Commission and Common Council agendas to the district.

Objective #3: Upgrade utilities located in street right-of-ways when streets are reconstructed.

Objective #4: Reserve street right-of-way, parkland and easements in undeveloped areas by amending the Official Map.

Objective #5: Pursue opportunities for intergovernmental cooperation to improve efficiencies and reduce costs with respect to garbage collection, road maintenance, equipment purchase and sharing, and snowplowing.

Goal #3: Provide the City Staff and infrastructure needed to meet the needs of a growing population.

Objective #1: Conduct an internal audit of City Staff to determine opportunities to effectively reorganize job responsibilities to improve communication and efficiencies. This may include the creation of new departments to consolidate services, identifying needs for additional staff, and reorganizing space or acquiring additional space to accommodate increased staff.

Goal #4: Maintain an electric, water, and sanitary system that is capable of serving the needs of the growing City population.

Objective #1: Update and maintain utility facility plans to determine long-term strategies to providing efficient and additional utility capacity.

Objective #2: Continue to replace undersized, aged, and damaged utilities as necessary.

Objective #3: Continue to enhance well-head protection and well abandonment as necessary to protect future water supply.

Objective #4: Encourage water conservation techniques that reduce water usage within the City.

Objective #5: The City will generate 25% of its electricity, and 25% of transportation fuels from renewable resources by 2025.

Objective #6: Encourage the construction and generation of alternative forms of energy (e.g. solar, wind, geo-thermal).

Agricultural, Natural & Cultural Resources Goals:

Goal #1: Protect wetlands in the City of Oconomowoc.

Objective #1: All wetlands in the City shall not be developed, except limited passive recreation.

Objective #2: Consider creating building and development setbacks from wetlands to minimize potential negative impacts on wetlands and water quality.

Goal #2: Preserve, protect and expand the natural resources of the City for the use and enjoyment by residents and visitors.

Objective #1: Preserve all remaining undeveloped lands within designated primary environmental corridors as natural or open space. Low impact development or conservation subdivisions are potential ways to preserve these areas.

Objective #2: Use public acquisition, dedication, or conservation easement in areas of critical environmental importance.

Objective #3: Promote cluster/conservation development as a way to preserve open space and environmentally important lands.

Objective #4: Use public acquisition, dedication, or conservation easement in critical areas.

Goal #3: Protect agricultural land from development or premature development.

Objective #1: In areas designated for the future development served by public sanitary sewer and public water systems, use a holding zone strategy (e.g. Rural Agricultural zoning) which allows only agricultural and limited site improvements until the property is developed.

Objective #2: Support community gardens on appropriate private and public property.

Goal #4: Preserve and protect the historic resources of the City.

Objective #1: Amend the City's Zoning Ordinance to provide more protection of historic structures.

Objective #2: Assist in a façade improvement program for the Downtown.

Objective #3: Seek available grant money to improve historic structures.

Goal #5: Protect groundwater recharge areas.

Objective #1: Use recharge area overlay zoning district requirements to protect recharge areas.

Objective #2: Avoid the use of directed surface water recharge near shallow well sites.

Economic Development Goals:

Goal #1: Expand economic development opportunities to grow and expand the local economy.

Objective #1: Use the City of Oconomowoc webpage as an economic marketing tool. Update the webpage to provide additional demographic, market, site locations, cost and other information about the community for prospective entrepreneurs.

Objective #2: Develop and make available a guide for local property owners who wish to establish home occupations. Include criteria for site development and information about any necessary approvals. This guide could be similar to the guide to opening a business in the City.

Objective #3: Designate an adequate number of sites for business and industry.

Objective #4: Seek grants to identify and clean-up Brownfield sites to create opportunities for redevelopment.

Goal #2: Develop and maintain a physical, cultural, educational, and recreational environment in the City that is conducive to business and residential development.

Objective #1: Update performance standards as needed (e.g. signage, noise, lighting, height, etc.)

Objective #2: Coordinate with the Oconomowoc Area School District, church and civic organizations to market the City's network of cultural and educational amenities.

Objective #3: Provide financing to assist façade improvement projects and to encourage business to locate in the Downtown.

Objective #4: Coordinate with area banks to establish a revolving loan fund for façade improvements.

Objective #5: Support development proposals that provide a mix of uses in the Downtown, including residential, retail, and service establishments.

Objective #6: Work with merchants to promote economic development programs and ordinances that affect the business economy.

Intergovernmental Cooperation Goals:

Goal #1: Cooperate with neighboring municipalities, Waukesha County, special districts, State agencies, and the Oconomowoc Area School District.

Objective #1: Maintain and pursue cooperative agreements for mutual aid and services with adjoining units of government and explore opportunities to reduce financial costs and eliminate inefficiencies and duplication.

Objective #2: Work closely with the Southeastern Wisconsin Regional Planning Commission, the Wisconsin Department of Transportation, the Wisconsin Department of Natural Resources and neighboring municipalities.

Goal #2: Resolve annexation and boundary disputes in a mutually beneficial manner.

Objective #1: Pursue the discussion of boundary agreements with neighboring municipalities.

Objective #2: Seek to work collaboratively with surrounding municipalities during the City's review of extraterritorial subdivision within surrounding Towns.

Land Use:

Goal #1: Allow for flexibility in residential development to provide a range of housing options suitable for all residents.

Objective #1: Encourage the use of planned development districts and other planning mechanisms to accommodate a range and mixture of housing options in each neighborhood.

Objective #2: Promote infrastructure and amenities that are user friendly and residential development that includes a sense of connectivity in sidewalks, streetscape, and trails. The design should be conducive for public use.

Goal #2: Provide for appropriate commercial development on a scale that accommodates the needs of the City.

Objective #1: For presently developed commercial areas, encourage infilling and redevelopment where appropriate.

Objective #2: Ensure that new development allow for adequate parking, storage, vehicular movement, landscaping, buffering, open space and public infrastructure and facilities.

Goal #3: Designate areas for industrial development, with design guidelines and development standards that contribute to the economic stability of the City.

Objective #1: Continue to direct industrial development to appropriate areas, with attention to design and development standards.

Objective #2: Support efforts of existing industrial businesses to expand and grow within the community.

Implementation Goals:

Goal #1: Implement a systematic review of all appropriate ordinances including: Zoning, Subdivision, Sign, Parking, Landscaping, Floodplain, Wetland Ordinances, etc. to ensure consistency with the adopted Comprehensive Plan.

Objective #1: Revise the City's zoning ordinance to promote concepts from the Comprehensive Plan including mixed-use development, traditional neighborhood development, and transit-orientated development.

Goal #2: Ensure the City of Oconomowoc Comprehensive Plan is an effective tool for making local land use decisions.

Objective #1: Annually review the goals and objectives to assess implementation success and consider additional objectives.

Objective #2: When available, provide updated information and data to supplement the plan (e.g. Census data, zoning map, etc.).