

The City of Oconomowoc: Located in western Waukesha County, the City of Oconomowoc is a fast growing community of approximately 14,300 people. The City is located conveniently on Fowler Lake and Lac La Belle, and is best characterized by these two natural features. Northwest of the City is the Village of Lac La Belle which encompasses the northern boundary of Lac La Belle. To the west and north is the Town of Oconomowoc, while the Village of Oconomowoc Lake is tucked to the east around Oconomowoc Lake. South and east of the City is the Town of Summit in Waukesha County. The western boundary of the City abuts Jefferson County, specifically the Towns of Concord and Ixonia.

2030 Plan: Through cooperation with Waukesha County and other County municipalities, the City of Oconomowoc collected data and public input that is being used in the City's 2030 plan. This plan is intended to provide orderly development within the City, while still protecting the health, safety, welfare and morals of the general public. This plan will guide all land use activities until the year 2030.

City of Oconomowoc



History: The City of Oconomowoc has a thriving history that dates back many years. The City was called Coo-No-Mo-Wauk, where the waters meet or river of lakes, by the Potawatomi American Indians. In 1837 the first American arrived and the City has been expanding ever since. Later, John S. Rockwell, the “Father of Oconomowoc” started the first fire department, the library, built schools, the first store and a hotel. Fueled by its growing reputation,



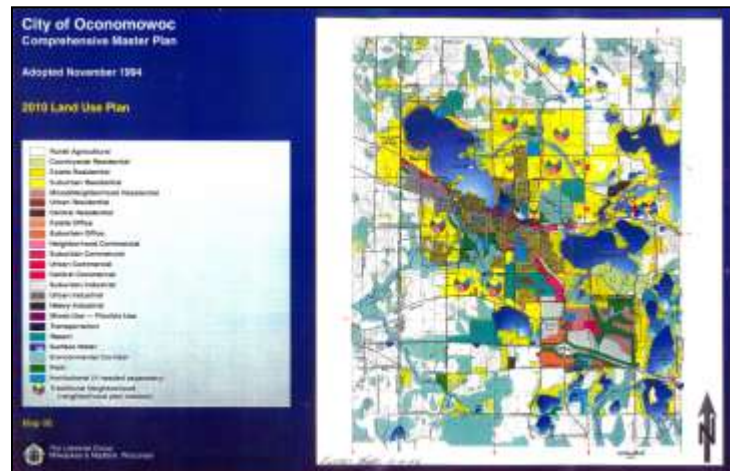
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<http://freepages.nostalgia.rootsweb.ancestry.com/~sponholz/ocondtown.JPG>

Oconomowoc became known as the “Newport of the West”. This era began in the 1870s and continued into the 1930s. During this time, families of wealth from Chicago, St. Louis and Milwaukee vacationed on the lakes and lived in their mansions. At one time, Lake Road was referred to as President’s Avenue since Taft, Grant, Cleveland, Coolidge, McKinley, and Teddy Roosevelt had visited Draper Hall.

Today, the summer mansions have become year round homes and thriving industries help support what was once primarily heralded as a vacation destination. The largely intact, late 19th century downtown and many stately historic houses are reminders of those years. Historic walking tours around Fowler Lake, either guided or self-guided provide a snapshot of the grandeur of yesterday.

Past Planning Efforts: Many past plans have been prepared by the City to assist in the orderly development of the community. These past plans relating to land use planning, downtown revitalization and economic development have been incorporated into this comprehensive plan. Plans that have been incorporated into this 2030 plan include:

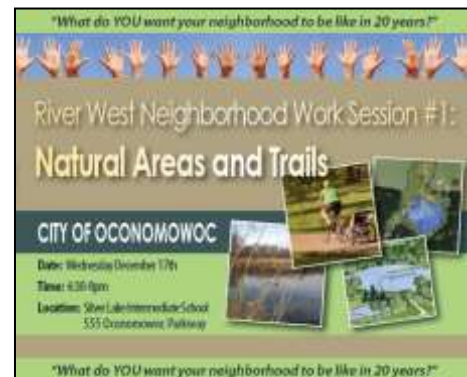
- **Comprehensive Plan** – Created in 1994, the City’s most recent comprehensive plan has guided the City for the past 15-years. This plan included community character, transportation, community facilities, utilities, and implementation elements.
- **Peripheral Area Plan** – Adopted in December of 1996, this plan has assisted the City in planning areas outside of the City’s current boundaries.



2002 Park & Open Space Plan – The City of Oconomowoc is dedicated to providing sufficient park and open space to its residents. The park plan was adopted in order to ensure future implementation of parks and open spaces in the City. The City is in the process of updating the 2002 Park and Open Space Plan.



- **St. Paul-East Wisconsin Avenue Redevelopment Plan** – This downtown redevelopment plan provided recommendations and implementation actions for the St. Paul/Wisconsin Avenue area of downtown.
- **Downtown Revitalization Plan & Market Analysis** – Adopted in 2004, this plan provides a comprehensive long-range vision and implementation strategy for the redevelopment of downtown Oconomowoc.
- **Bicycle & Pedestrian Trail Plan** – The City’s Bicycle and Pedestrian Plan, adopted in 2006, identifies trails, paths and other routes for non-motorized modes of transportation throughout the City.
- **Southwest Summit Avenue Land Use Plan** – The Southwest Summit Avenue Land Use Plan, adopted in 2007, conceptualizes five (5) development alternatives for this planning area of the City.
- **Downtown Waterfront Master Plan & Parking Solutions** – Adopted in 2009, this plan identifies the location, scale, character and potential costs of a lively, public waterfront promenade; the potential for property redevelopment; connectivity between the downtown and the waterfront; and potential locations, types, sizes, character, costs and management of public parking facilities to support downtown.
- **River West Neighborhood Plan** – Started in 2008, this plan was completed in 2009 to assist in the land use planning of areas of land that will be attached to the City on January 1, 2010.



Wisconsin Comprehensive Planning Law: In 1999, the Wisconsin Legislature enacted a comprehensive planning law which is set forth in Section 66.1001 of the Wisconsin Statutes. The comprehensive planning law requires comprehensive plans to be completed and adopted by the City no later than January 1, 2010 in order for the City to enforce its zoning, subdivision, or official mapping ordinances. The law requires that all comprehensive plans address the following nine (9) elements:

1. Issues and Opportunities
2. Housing
3. Transportation
4. Utilities and Community Facilities
5. Agricultural, Natural, and Cultural Resources
6. Economic Development
7. Intergovernmental Cooperation
8. Land Use
9. Implementation

The Comprehensive Planning Law identifies 14 local goals for comprehensive planning:

1. Promotion of the redevelopment of lands with existing infrastructure and public services and the maintenance and rehabilitation of existing residential, commercial and industrial structures. 
2. Encouragement of neighborhood designs that support a range of transportation choices.
3. Protection of natural areas, including wetlands, wildlife habitats, lakes, woodlands, open spaces, and groundwater resources.
4. Protection of economically productive areas, including farmland and forests.
5. Encouragement of land uses, densities and regulations that promote efficient development patterns and relatively low municipal, state governmental and utility costs.
6. Preservation of cultural, historic and archaeological sites.
7. Encouragement of coordination and cooperation among nearby units of government.
8. Building of community identity by revitalizing main streets and enforcing design standards.
9. Providing an adequate supply of affordable housing for individuals of all income levels throughout the community. 
10. Providing adequate infrastructure and public services and an adequate supply of developable land to meet existing and future market demand for residential, commercial and industrial uses.
11. Promoting the expansion or stabilization of the current economic base and the creation of a range of employment opportunities at the state, regional and local levels.
12. Balancing individual property rights with community interests and goals.
13. Planning and development of land uses that create or preserve varied and unique urban and rural communities.
14. Providing an integrated, efficient and economical transportation system that affords mobility, convenience and safety and that meets the needs of all citizens, including transit-dependent and disabled citizens.

Waukesha County Planning Partnership: In May of 2003 the City signed a cooperative agreement with the Southeastern Wisconsin Regional Planning Commission and Waukesha County. Twenty-nine of the 37 local government units in Waukesha County signed this agreement to work together on the creation of a County plan. These communities agreed to collaborate and develop parts of a comprehensive plan that addresses both countywide issues and local concerns, and may be used by

local communities to create their own comprehensive plan. Data and information from working with this partnership has assisted in the creation of the City's comprehensive plan.

Public Participation: Wisconsin's Comprehensive Planning law requires public participation in every stage of the development of a plan. As required by the Statute's, a public participation plan was adopted by the Waukesha County Board of Supervisor's on April 15, 2005. This public participation plan and direct public input helped form the goals, objectivities and policies in the City's plan.

