

# 10. IMPLEMENTATION

## GUIDING DAILY DECISIONS

### CITY ROLES & RESPONSIBILITIES

Responsibility for implementing this plan lies primarily with Common Council, several City boards and commissions, including the Plan Commission and City Staff.

#### COMMON COUNCIL

Common Council sets priorities, controls budgets and tax rates, and typically has the final say on key aspects of public and private development projects. Each council member should know where to find this plan and should be familiar with the major goals described herein. Common Council should expect and require that staff recommendations and actions both reference and remain consistent with this Comprehensive Plan.

#### CITY PLAN COMMISSION

Land use and development recommendations are a core component of this Plan, and the Plan Commission has a major role in guiding those decisions. Plan Commission members must each have access to this Plan and must be familiar with its content, especially the Land Use section. It is the responsibility of Plan Commission to determine whether proposed projects are consistent with this Plan and to make decisions and recommendations accordingly. In cases where actions that are inconsistent with the Plan are believed to be in the city's best interest, the Plan Commission should seek public feedback before recommending amendments to the Plan.

#### COMMUNITY DEVELOPMENT AUTHORITY

Some of the actions related to economic development and land use address redevelopment potentially require some sort of public funding. This Plan assumes that the Community Development Authority will have lead roles to implement blight removal and prevention programs.

#### OTHER COMMITTEES, BOARDS AND COMMISSIONS

All committees, boards and commissions that serve as an extension of the City of Berlin should treat this Plan as relevant to their activities in service to the Community and should seek outcomes consistent with the goals and policies herein.

### UTILIZING EXISTING TOOLS

Many of the strategies identified in the Plan presume the use of existing City ordinances and programs. Key tools which can be utilized by the City for Implementation include:

#### Operational Tools

- Annual Budget Process
- Capital Improvement Program

#### Regulatory Tools

- Zoning & Subdivision of Land Ordinances
- Site Plan Requirements
- Historic Preservation Ordinance
- Building and Housing Codes
- Official Map

#### Funding Tools

- Tax Incremental Financing (TIF) Districts
- State and Federal grant programs

## CITY STAFF

Key City staff have a significant influence on capital projects, operational initiatives, and regulatory decisions. It is imperative that individuals in key roles know about, support, and actively work to implement the various policies and actions in this Plan. Specifically, the following people should consult and reference the Comprehensive Plan for goal-setting and budgeting processes, planning for major public projects, and reviewing private development projects:

- Zoning Administrator
- City Administrator
- Department of Public Works – Street Superintendent

These key staff members should be familiar with and track the various goals, policies and actions laid out in this Plan and should reference the provided content in communications with residents and elected and appointed officials when appropriate. Other division heads should also be aware of the Plan and its connections to City projects. Thorough understanding of the Plan will strengthen staff recommendations and reinforce the Plan as a relevant tool integral to City functions.

The City Administrator is responsible for ensuring that other key staff members are actively working to implement this Comprehensive Plan.

## EDUCATION & ADVOCACY

Implementation of this Plan also depends, to a great degree, on the actions and decisions of entities other than City government. The Action Plan indicates a few responsible parties that the City of Berlin does not control or direct. It is necessary to persuade these entities to be active partners in the implementation of the goals, strategies, and actions set forth in the Plan.

The following City activities can support this effort:

- Share this plan with each organization, including a memo highlighting sections of the Plan that anticipate collaboration between the City and the organization.
- Take the lead role in establishing collaboration with these organizations.
- Know and communicate the intent of relevant objectives and strategies - partner organizations need to understand and buy in to the rationale before they will act.

## GUIDING ANNUAL DECISIONS

### LINK TO ANNUAL BUDGET PROCESS

The most important opportunity for this Plan to influence City growth and improvement is through the annual budgeting and capital planning processes. These existing annual efforts determine what projects will and will not be pursued by the City, so it is very important to integrate this plan into those processes every year. The compiled Action Plan in the Appendix is a resource to support decisions about how and where to invest the City's limited resources. The Plan Commission should make formal recommendations for Council consideration, identifying those choices and commitments most likely to further the goals and objectives identified in this Plan.

### AMENDING THE PLAN

Although this Plan is intended to guide decisions and actions by the City over the next 10 to 20 years, it is impossible to accurately predict future conditions in the City. Amendments may be appropriate from time to time, particularly if emerging issues or trends render aspects of the Plan irrelevant or inappropriate. The City may be faced with an opportunity, such as a development proposal, that does not fit the plan but is widely viewed as appropriate for the City. Should the City wish to approve such an opportunity, it must first amend the Plan so that the decision would be consistent with the Plan. Such amendments should be carefully considered and should not become the standard response to proposals that do not fit the Plan; frequent amendments to meet individual development proposals threaten the integrity of the Plan and the planning process.

Any changes to the Plan text or maps constitute amendments, which should follow a standard process (described below). Amendments may be proposed by either the Common Council or the Plan Commission, though a landowner or developer is also allowed to apply and initiate this process.

## UPDATING THE PLAN

The 20-year horizon of this Plan defines the time period used to consider potential growth and change; however, market conditions and priorities change, community preferences shift, and technology evolves over time. The community's Comprehensive Plan needs to be amended and adjusted to keep pace with these changes to remain relevant.

## AMENDMENT PROCESS

In years between major plan updates, it may be necessary or desirable to amend this Plan. A straightforward amendment, such as a strategy or future land use map revision for which there is broad support, can be completed through the following process:

### Step One

Amendments can be initiated by referral by the Plan Commission or Common Council, or may be requested by application from a member of the public. For amendments affecting a large geographical area of the City or proposing major changes to Plan policies, a more involved public input process should be considered to ensure that proposed amendments are in the best interest of and are well supported by the community.

### Step Two

The Plan Commission shall hold a public hearing on the proposed amendment, preceded by a 30-day public notice. Notice of the proposed amendment should also be transmitted as appropriate to other governmental entities that may be affected by or interested in the change, such as a neighboring jurisdiction. After holding the public hearing, Plan Commission can approve or deny a resolution to adopt the plan as amended, or recommend adjustments to the proposed amendment. The Commission may request more information before taking action on any proposed amendment.

### Step Three

Common Council hears a report from Plan Commission on the amendment and considers adoption of the amended Plan, by ordinance. The Common Council may choose to revise the Plan after it has been recommended by Plan Commission on such changes prior to adoption, but, depending on the significance of the revision, such consultation may be advisable.

### Step Four

Staff completes the amendment as approved, including an entry in an amendment log. A revised PDF copy of the plan is posted to the City website.

# IMPLEMENTATION

## ACTION PLAN

Appendix B features a compilation of actions identified in Sections 3-9 to help the City achieve its various goals and objectives.

### “TARGET COMPLETION” DEADLINES

The deadlines identified to achieve these actions are not firm - rather they are indications of when the City may choose to pursue an action based on its importance or difficulty. The general timelines identified are:

- Immediate (2025-2026)
- Short-Term (2026-2030)
- Long-Term (2030-2040)
- On-going (or repeating activity)

### LEAD AGENCIES

Most of these actions require leadership and effort by multiple people and organizations. These tables indicate the lead agency (or agencies) necessary to initiate and sponsor the action. Other City departments, City officials, and (in some cases) external organizations/ agencies will likely be involved in implementing each action.

### PLAN CONSISTENCY

Once formally adopted, the Plan becomes a tool for communicating the City’s land use policy and for coordinating legislative decisions. Per the requirements of Wisconsin’s Comprehensive Planning Law, after January 1, 2010, if a local government unit enacts or amends any of the following ordinances, the ordinance must be consistent with that local governmental unit’s Comprehensive Plan:

- Official maps
- Local subdivision regulations
- General zoning ordinances
- Shoreland/wetland zoning ordinances

An action will be deemed consistent if:

1. It furthers, or at least does not interfere with, the goals, objectives, and policies of this Plan,
2. It is compatible with the proposed future land uses and densities/intensities contained in this Plan,
3. It carries out, as applicable, any specific proposals for community facilities, including transportation facilities, that are contained in the Plan.

The State of Wisconsin planning legislation requires that the implementation element describes how each of the nine elements will be integrated and made consistent with the other elements of the Plan. Prior to adoption of the Plan, the City reviewed, updated, and completed all elements of this Plan together, and no inconsistencies were found.

### SEVERABILITY

If any provision of this Comprehensive Plan is found to be invalid or unconstitutional, or if the application of this Comprehensive Plan to any person or circumstances is found to be invalid or unconstitutional, such invalidity or unconstitutionality will not affect the other provisions or applications of this Comprehensive Plan, which can be given effect without the invalid or unconstitutional provision or application. If any requirement or limitation attached to an authorization given under this Comprehensive Plan is found invalid, it shall be presumed that the authorization would not have been granted without the requirement or limitation and, therefore, said authorization shall also be invalid.

# **BERLIN 2046 COMPREHENSIVE PLAN PLAN APPENDIX**

Visit the Plan Appendix for additional information:

## **APPENDIX A PLAN ADOPTION & AMENDMENTS**

## **APPENDIX B ACTION PLAN**

## **APPENDIX C COMMUNITY ENGAGEMENT**

## **APPENDIX D MAPS**