

**BERLIN 2046 COMPREHENSIVE PLAN  
PLAN APPENDIX**

**APPENDIX B  
ACTION PLAN**

# ACTION PLAN

GOALS & ACTIONS FOR SECTIONS 3-9		TIMEFRAME FOR COMPLETION			
		ONGOING	PRIORITY (2026-2027)	SHORT TERM (2027-2030)	LONG TERM (2030+)
<b>3. AGRICULTURAL, NATURAL, &amp; CULTURAL RESOURCES</b>					
<b>GOAL 3.1</b>	<b>Ensure productive agricultural lands are preserved in balance with the City's development and growth.</b>				
A	Initiate meetings with adjacent townships to discuss items of mutual concern, particularly related to preserving productive farmland and agricultural practices that protect natural resources from runoff and chemical contamination.		X		
<b>GOAL 3.2</b>	<b>Conserve, protect, and improve the City and its surrounding environmental resources.</b>				
B	Develop a stormwater management plan that pays particular attention to the areas adjoining development. The plan should also identify priority protection areas that are vital for the protection of the City's groundwater.			X	
C	Continue to partner with the counties and other municipalities to proactively address flood mitigation, especially in implementing county natural hazards mitigation plans.	X			
D	Consider purchasing properties within the floodplain as they become available and restore properties to natural vegetation for stormwater management and flood mitigation.	X			
E	Develop and make available public education materials discussing practices and strategies to minimize runoff, chemical pollution and contamination to protect ground and surface water.		X		
F	Develop and maintain a list of preferred native plants and trees for landscaping to be used for assistance in development review and project planning.			X	
G	Review and consider revising the stormwater management (SWM) ordinance to allow for prairie/natural plantings around the stormwater management facility.			X	

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GOALS & ACTIONS		ONGOING	PRIORITY (2026-2027)	SHORT TERM (2027-2030)	LONG TERM (2030+)
H	Encourage all landowners to maintain and enhance natural buffers along waterways and wetlands. Enforce stream and river setback requirements.	X			
I	Encourage developers to recycle as much construction waste as possible.	X			
<b>GOAL 3.3</b>	<b>Create and actively use community spaces/events that contribute to the identity of Berlin.</b>				
J	Adopt a zoning ordinance that will allow for adaptive reuse of buildings that cannot be used for their original purposes.		X		
K	Identify local organizations with whom the City can partner to support the promotion and funding of community-wide events.			X	
L	Maintain an inventory of historic, architecturally significant and culturally significant buildings.	X			
M	Use city funding tools to support restoration of blighted properties when possible.	X			
N	Pursue funds and assistance through both public and private sources, such as the State of Wisconsin's 'Main Street' program and other Wisconsin Historical Society programs, to support preservation work.			X	
O	Commission local artists to create murals, sculptures, and other public art installations that celebrate Berlin's cultural heritage.				X
<b>4. HOUSING GOALS &amp; ACTIONS</b>					
<b>GOAL 4.1</b>	<b>Support a range of housing options to retain and attract City residents.</b>				
A	Review the City's Zoning Ordinance, Future Land Use Map, and other land use regulation tools to ensure that sufficient sites are available for future housing development.	X			

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GOALS & ACTIONS		ONGOING	PRIORITY (2026-2027)	SHORT TERM (2027-2030)	LONG TERM (2030+)
B	Update the City of Berlin Housing Study at least every 10 years to assess long-term changes in the local and regional housing market.				X
C	Address housing affordability through the following actions:				
	i. Promote the availability of Wisconsin Housing & Economic Development Authority (WHEDA) and other state and federal down payment assistance programs.			X	
	ii. Review and amend the zoning ordinance as appropriate to enable development of housing formats that limit cost – such as smaller lots, smaller homes, ADU’s, attached units (duplexes) and “cottage court” clusters of detached homes—and identify appropriate locations for these housing formats in the City.			X	
<b>GOAL 4.2</b>	<b>Develop and maintain quality housing to ensure safe and healthy neighborhoods for all City residents.</b>				
D	Review and approve housing development proposals based on consistency with the Land Use chapter of this Plan, including the Future Land Use Map and associated policies.	X			
E	Update and maintain the City’s Architectural/Historical Survey Report as a method of determining which buildings should be preserved and recognized due to historic significance.	X			

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GOALS & ACTIONS		ONGOING	PRIORITY (2026-2027)	SHORT TERM (2027-2030)	LONG TERM (2030+)
F	Investigate implementing programs and incentives to preserve and rehabilitate existing housing stock, particularly historic homes or buildings. Consider using Tax Incremental Financing (TIF) to offer financial assistance for repairs and renovations, especially for older homes with desirable character.	X			
G	Encourage and support reinvestment in existing housing, including:				
	i. Work with developers experienced in rental housing renovation to pursue State and Federal 4% tax credit funded renovation of aging units to reinvest in units while protecting their affordability.			X	
	ii. Apply for grants through State and Federal Programs including HOME Investment Partnership Program and WHEDA programs to support community development projects, including housing rehabilitation.			X	
H	Update the City website to promote local, neighborhood level events in support of neighborhood organizing.		X		
I	Continue to provide and regularly update the City's Capital Improvements Plan for maintenance of public utilities and services in all residential areas.		X		
<b>5. ECONOMIC DEVELOPMENT</b>					
<b>GOAL 5.1</b>	<b>Provide a robust local economy for residents and visitors through diverse employment opportunities in commercial, industrial, and recreational sectors.</b>				
A	Meet regularly with the counties and neighboring municipalities to ensure that efforts for economic development activities in the region are coordinated.	X			
B	Identify appropriate areas for additional industrial/manufacturing operations to expand the City's tax and employment base.		X		
C	Review and revise the City's Tax Increment Finance policy (as needed) to prioritize business attraction, retention and expansion; conduct further internal review of City codes and ordinances every five years to address economic/commercial concerns.	X		X	
D	Regularly (at least once per year) meet with industry leaders to ensure that existing businesses have tools and resources to expand and remain in Berlin.	X			

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GOALS & ACTIONS		ONGOING	PRIORITY (2026-2027)	SHORT TERM (2027-2030)	LONG TERM (2030+)
<b>GOAL 5.2</b>	<b>Prioritize the Downtown area as a pedestrian-friendly and attractive center of economic activity designed to meet community needs.</b>				
E	Create a Business Improvement District (BID) and improvement plan for the River District to fulfill a vital role in retail district success by organizing a professional management or volunteer structure for the commercial area. An improvement plan will provide funding mechanisms through special assessments for: <ul style="list-style-type: none"> <li>i. Upgrades for public utilities</li> <li>ii. Facade improvements</li> <li>iii. Established development criteria</li> <li>iv. Streetscape amenities such as benches, lighting, and other amenities.</li> </ul>				X
F	Work with local businesses and the counties to market the Berlin area as a tourist destination via brochures, websites, and signage.	X			
<b>6. TRANSPORTATION &amp; MOBILITY</b>					
<b>GOAL 6.1</b>	<b>Increase mobility and access for all through a well-integrated, multi-modal transportation system.</b>				
A	Biennially evaluate City roads using the Pavement Surface Evaluation and Rating (PASER) program.		X		
B	Annually review and update the City's Official Map, or as needed.	X			
C	Evaluate road performance and traffic concerns on a regular basis, considering need for narrow streets or other traffic-calming measures to slow traffic through neighborhoods, minimize construction, stormwater, and maintenance costs, and maximize safety.			X	
D	Work with the Berlin School District to provide bicycle education in grade schools and middle schools every year.			X	

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GOALS & ACTIONS		ONGOING	PRIORITY (2026-2027)	SHORT TERM (2027-2030)	LONG TERM (2030+)
E	Every 2-3 years, evaluate the availability of publicly provided parking (especially in Downtown and other commercial areas) to maintain a healthy supply of parking spaces. If the evaluation suggests an undersupply of parking, consider improvements such as short-term parking, compact car spaces, better signage to under-utilized parking lots, and expanding/building new parking lots.			X	
F	Review the City's off-street parking requirements periodically (at least every five years) to assess their effectiveness in making efficient use of land for vehicle parking.			X	X
<b>GOAL 6.2</b>	<b>A cost-effective transportation network that conserves resources and coordinates with other governing agencies to provide safe travel options to and from the City.</b>				
G	Work with the Town of Berlin and Green Lake and Waushara Counties to promote the addition of bicycle accommodations along town and county roads, including exploring funding opportunities through the Department of Transportation [e.g., Transportation Alternative Program (TAP)].				X
H	Consider steps on an annual basis to complete connections with the regional bikeway network. Work with neighboring jurisdictions, WisDOT, Wisconsin DNR and other key stakeholders to plan, study and fund expansion of the regional network.				X
I	Identify a system of truck routes throughout the City and mark them with unique signs to enable them to be easily identified.				X
<b>7. UTILITIES &amp; COMMUNITY FACILITIES</b>					
<b>GOAL 7.1</b>	<b>Provide community facilities and services that create a safe, attractive, and healthy environment to meet the needs of current and future City residents.</b>				
A	Identify representatives from local organizations, such as sports clubs, churches, and youth groups, to foster collaboration and:				
	i. Develop a unified parks and recreation program.				X
	ii. Coordinate shared use of parks, recreational facilities, public buildings, and community spaces, along with programming accessible to all residents.			X	

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GOALS & ACTIONS		ONGOING	PRIORITY (2026-2027)	SHORT TERM (2027-2030)	LONG TERM (2030+)
B	Require fiscal impact analyses of all major capital projects considered for funding. Such analyses should include, but not be limited to, one-time capital costs, life cycle operating and maintenance costs, revenues from the project, and costs of not doing the project.		X		
C	Make major project-specific capital decisions by the Common Council through the adoption of the City's operating budget and the Capital Improvement Plan.	X			
D	Annually review the police, fire, and emergency medical services in the City and continue to review all options for providing services that meet the needs of residents. Meet with neighboring jurisdictions, as necessary, to review fire protection and ambulance service mutual aid and/or contractual intergovernmental services.	X			
E	During the annual capital improvement planning process, consider budgeting for implementation of the recommendations in the City's Comprehensive Outdoor Recreation Plan.		X		
F	Review subdivision ordinances for requirements of parkland dedication, considering dedication fees for all rezones that increase the number of dwelling units.		X		
G	Update the City's Comprehensive Outdoor Recreation Plan every five years to maintain grant eligibility.		X		
H	Develop a strategy to encourage and recognize community involvement in volunteer services by people of all ages.				X

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GOALS & ACTIONS		ONGOING	PRIORITY (2026-2027)	SHORT TERM (2027-2030)	LONG TERM (2030+)
<b>GOAL 7.2</b>	<b>Provide adequate water, sewer, and other infrastructure to support the orderly and cost-effective development of the community.</b>				
I	Require new development proposals be reviewed by all City departments to ensure that essential utilities can be provided to the subject area in a timely and efficient manner.		X		
J	Require new development to pay the full cost of new municipal services needed to support the development, so that the existing taxpayers are not burdened with inequitable taxes or service costs. Consider methods to recover the costs of utility facilities necessitated by new growth, such as impact fees.		X		
K	Annually review existing data relative to the conditions and capacity of municipally provided facilities (water and wastewater); repair/upgrade facilities as needed to serve both existing and future populations.	X			
L	Promote available incentives, energy audits and appliance recycling offered through Berlin Water/Sewer Utility, Focus on Energy, or other sources to assist individuals and businesses with energy efficiency and renewable energy measures.			X	
M	Conduct an Impact Fee Needs Assessment on all potential municipal utilities and facilities in order to impose impact fees on any new development which impacts the level of service within the system; review and potentially update every ten years, at a minimum.			X	

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<b>8. INTERGOVERNMENTAL COOPERATION</b>					
<b>GOAL 8.1</b>	<b>Collaborate with neighboring communities and other government entities to achieve sustainable growth patterns in the Berlin area.</b>				
A	Meet annually with representatives from neighboring municipalities, Green Lake County, and Waushara County to discuss common issues related to planning, zoning, and land use	X			
B	Work with the Town of Berlin to develop an intergovernmental agreement that protects future growth areas and utilities extensions routes for the City, protects stormwater/environmental corridors, and defines the jurisdiction and maintenance of certain roads that serve both jurisdictions.			X	
C	Distribute development plans to contiguous local governments and the Berlin Area School District when there is mutual interest.		X		
D	Consider working with the town to develop extraterritorial zoning to manage growth, smooth transitions, and prevent conflicting land uses.				X
<b>GOAL 8.2</b>	<b>Enhance the efficiency and quality of public services by collaborating with other governmental entities in the region.</b>				
E	Meet annually with the Berlin Area School District involving elected officials and key City/district staff to discuss opportunities for collaboration and issues of concern.		X		
F	Review existing intergovernmental agreements at least every five years and amend the agreement as needed.	X		X	
G	Explore opportunities for state and federal grants to develop joint services with contiguous municipalities to reduce costs and improve services.		X		

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GOALS & ACTIONS		ONGOING	PRIORITY (2026-2027)	SHORT TERM (2027-2030)	LONG TERM (2030+)
<b>9. LAND USE GOALS, STRATEGIES, &amp; ACTIONS</b>					
<b>Goal 9.1</b>	<b>An economically and environmentally sustainable development pattern.</b>				
A	Meet annually with representatives from contiguous government entities and Green Lake and Waushara County to discuss land use issues as needed.	X			
<b>Goal 9.2</b>	<b>Established, balanced neighborhoods throughout the City.</b>				
B	Review and update the City of Berlin's Zoning Ordinances (Section 13.1.30) as necessary to align with the land use goals as established in this Plan.		X		
C	Considering developing an interactive online zoning map for use by city staff and the general public.		X		
<b>Goal 9.3</b>	<b>Placemaking that is vibrant, attractive and unique, especially within Downtown.</b>				
D	Develop and implement a plan to make the City's entry corridors attractive and inviting through landscaping, lighting, etc.			X	
E	Implement streetscaping improvements, wayfinding signage, placemaking, and connectivity strategies to make Downtown unique, memorable, and attractive.		X		