
The Promise of Wisconsin's 1999 Comprehensive Planning Law – *A Play in Three Acts*

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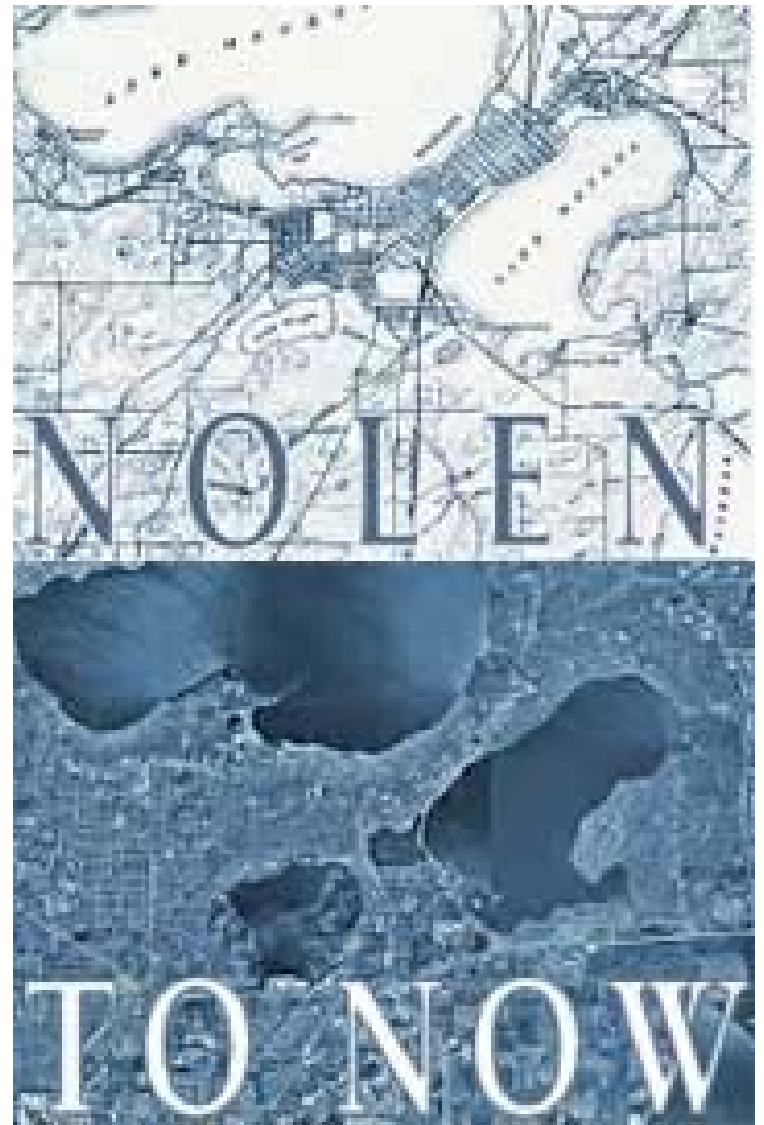


Preview –

- Show the promise of planning and zoning reform as an important active living strategy
- Highlights the links between research, policymaking, and practice
- Illustrates the contemporary policy battles over smart growth, land use, and private property rights

Why Wisconsin?

- Wisconsin's 1999 Comprehensive Planning Law (AKA the *Smart Growth Law*) ensures that most communities will be guided by a Comprehensive Plan by 2010.
- Traditional Neighborhood Development Ordinances are required for communities over 12,500.
- Partnership with 1,000 Friends of Wisconsin
- Progressive planning legacy



Evaluating the Wisconsin Experience

- Case Study One: policy change process of creating the *Smart Growth Law*
- Case Study Two: implementation by state and local governments
- Qualitative Methods: via interviews, document research, focus groups, study visits, etc.

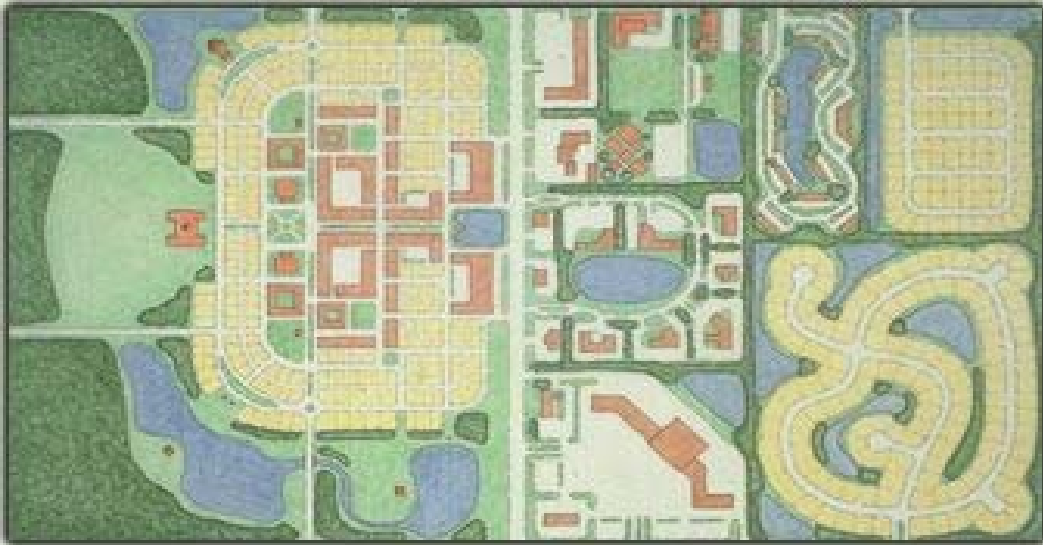


Policy Research Premise

**Planning and
Zoning Reforms**

**Built
Environment** + **Physical Activity
Healthy Eating** =

***Healthier
Communities***



Traditional

Conventional

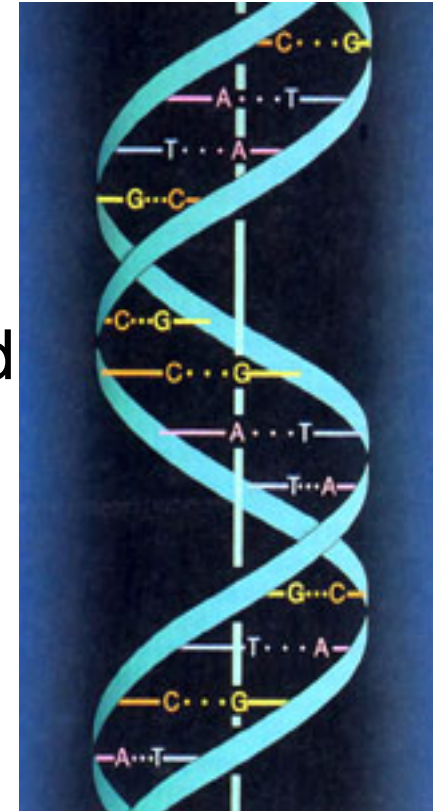


Ryan Snyder, Los Angeles



Planning and Zoning Reform as Promising Policy Strategy for Active Living

- Planning and zoning are the *Regulatory DNA* of our cities
- Build more compact neighborhoods
- Improve infrastructure for walking and biking (multi-modal transport)
- Strengthen links between land use, schools, mixture of neighborhoods uses



Setting the Stage—Wisconsin's Changing Landscape

- Consumption of farmland
- Explosive population growth
- Degradation of natural resources
- Local govt. fragmentation
- 1990s Wisconsin at a planning crossroads



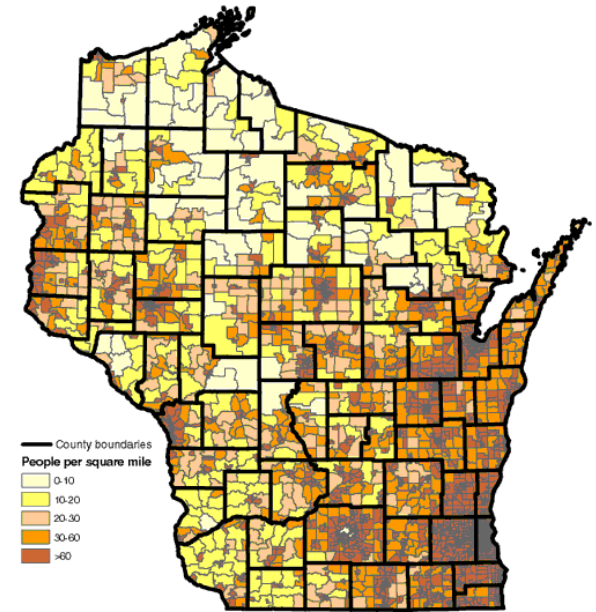
Downtown Eau Clair, 1925, www.veykeep.com



Sun Prairie,, Wi. 2006

Recipe for Policy Conflicts

- Sprawl impinging on environment
- Uncertain development decisions
- Independence of rural towns and respect for property rights
- Litigation and legislation



Act One—Convergence of People and Process

- Catalyst and champions
 - Governor Tommy Thompson
 - Mayor Dave (1000 Friends)
 - Tom Larson (Realtors)
- The Ohm process
- Diverse faces behind the reform
- Legislative hearings & votes
- Enacted through state budget



Dave Cieslewicz



The Wisconsin *Smart Growth Law*

- 14 elements define Comprehensive Planning
- Conditional mandate for local governments
- Public participation requirements
- Smart Growth components
 - TND ordinances
 - Smart Growth Dividend
- State planning grants



Context of Planning Policy Continuum

Limited State Involvement
Permissive Legislation



More State Involvement
Oversight and Control

Virginia



Wisconsin



California



New Jersey
Florida
Oregon

Act One Insights

- **Champions and Catalysts** to launch and sustain reforms
- **Convergence**—knowing when to seize the opportunity for reform
- **Consensus Building** through a collaborative process and neutral convener
- **Multi-faceted Law** that accommodates multiple interests

Act Two—Implementing the Comprehensive Planning Law

- State assistance
 - Competitive Planning Grants
 - Encourage multi-jurisdictional cooperation
 - Little oversight
- Technical assistance:
 - 1,000 Friends workshops
 - University of Wisconsin model ordinances
- Boon for planning consultants

	State Grant Awards for Comprehensive Planning	
Year	Total amount of grant funds	Number of recipient communities
2000	\$1,002,838	43
2001	\$2,497,175	158
2002	\$2,825,000	170
2003	\$2,713,800	224
2004	\$1,829,000	99
2005	\$2,000,000	97
2006	\$1,975,500	77
Totals	\$13,840,475	868

TNDs = Active Living Infrastructure

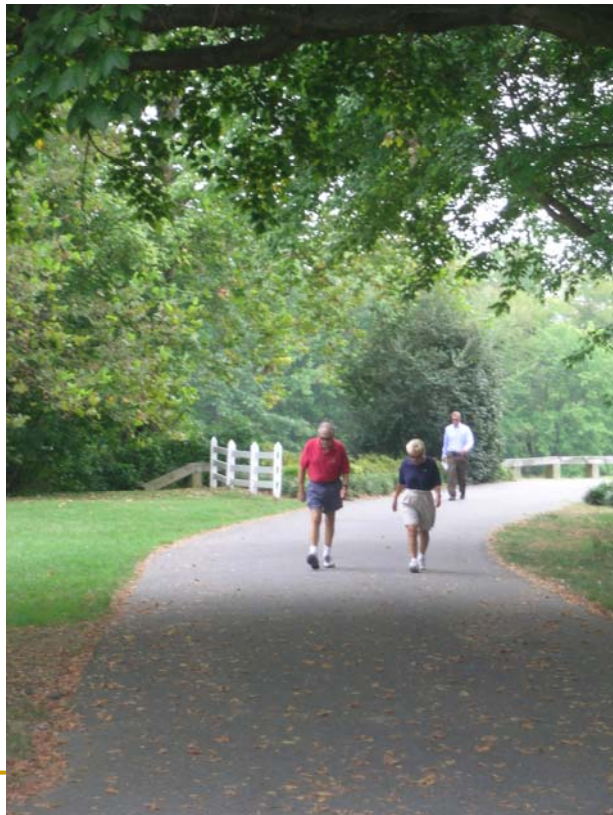


TND-Waiting for the Market

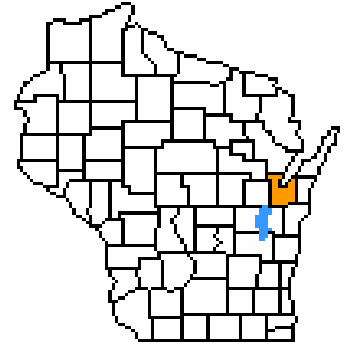
- TND Requirement
 - cities with population over 12,500 @ 60
 - Nearly 2/3rd have ordinance in place or in progress
- Result—few cities use the ordinance
- TND projects done through discretionary review process (planned district development)



City of Middleton—Trails and Open Space Elements



Brown County: Local Planners Translating



- County planners guided town/village plans
- Facilitators of planning process
- Introduced Smart Growth
- Inter-jurisdictional efforts

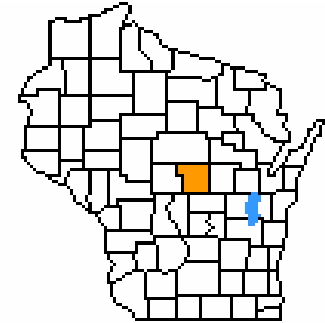


Village of Howard—Comp Plan in Action



- Struggle to integrate
- Political changes
- “Baby-steps”
 - Sidewalks
 - Town Center concept

Rural Resistance & Urban Apathy



- 2003 & 2005 state legislative attempts to repeal
- Portage and Marathon County—property rights and smart growth push back
- City of Madison & Dane County
 - Long tradition of planning = little motivation
 - Changes in county leadership

On the Horizon

- 616 of almost 1,900 communities have adopted Comp Plans
- Race to 2010 deadline—more state support?
- November 2006 elections results
- Possible court challenges in 2010
- Annexation, inter-jurisdictional coordination, and state agency cooperation

Act Two—Implementation Insights

Planning Practice

- State Grants and Nonprofit/University Assistance
- Planners as Translators and Facilitators
- Boiler plating

Policy Process

- Political Pitfalls—Property Rights
- Rural plan vs. Smart Growth
- Evaluation and refining the reform

Postscript for Active Living

- Wisconsin's experience provides a **Policy Template** for building active living communities
 - Phase one—strong legal and policy foundation in place
 - Phase Two—infuse new planning provisions that explicitly foster active living goals and principles.
- **Active Living Planning Menu** with specific active living—planning strategies based on neighborhoods type
- **Active Living Scorecard** that documents the numbers and types of projects that facilitate active living
- Leadership development through an **Active Living Policy Academy**



