

APPENDIX 1-7

SPECIAL ISSUE OF “THE VILLAGE” NEWSLETTER

A special edition of *The Village* newsletter, as shown on Figure 1-7a, was mailed to all Village property owners and other interested persons informing them of the Plan update. This publication provided general information related to the Plan and invited property owners to view the Plan online or at the Village Hall. In addition, this newsletter also invited persons to attend the Open House held on December 1, 2009, the Public Hearing held on December 14, 2009 and the Village Board meeting held on December 21, 2009.

FIGURE 1-7a
THE VILLAGE NEWSLETTER



Comprehensive Community Planning Through 2035



Attendees at the Pleasant Prairie Café, a community input session that was part of Smart Growth planning.

During the month of December, Pleasant Prairie will host three public meetings regarding proposed updates to the Village Comprehensive Plan. The Plan is a tool that guides long-range growth and development for our community. It is used by Village officials and staff, residents, landowners, developers, the business community and others to make land use and planning-related decisions.

Background Information

The first Comprehensive Plan for Pleasant Prairie was completed in 1967 and has evolved through the years. In 1996, updates were made to the 1967 plan to help guide the Village through 2010. The updates currently being made will see the Village through the year 2035. In 1999, the Wisconsin Legislature, enacted a comprehensive planning law called Smart Growth. Smart Growth provides a revised framework for comprehensive planning in Wisconsin and requires that all Village zoning, subdivision and mapping ordinances be consistent with the Village Comprehensive Plan as of January 1, 2010.

Comprehensive Plan Update

Pleasant Prairie's Community Development staff, along with other Village departments, officials and residents, have worked with Kenosha County, neighboring municipalities within the County, the Southeastern Wisconsin Regional Planning Commission and the UW-Extension, to prepare a Multi-Jurisdictional Comprehensive Plan for the County. Pleasant Prairie has prepared the 2035 Village Comprehensive Plan based on the information that was included in the Multi-Jurisdictional Plan. The updated Village Plan, will meet the new requirements of the Smart Growth law. The Plan includes detailed recommendations for:

- protecting and preserving natural and agricultural resources;
- determining placement of residential, educational, commercial, industrial, institutional, agricultural, and park and recreational facilities;
- determining population and housing projections;
- developing transportation, bicycle, pedestrian and park facilities; and
- identifying public utilities and facilities to meet the needs of the future population.

The Plan is also used when preparing more detailed neighborhood plans and when planning for the placement of future roadways and utilities. The plan is a tool that will help the Village maintain and

improve a thriving and desirable place to live, work and play.

You Are Invited to Learn More

During December, the Village will host three public meetings regarding the Plan. The meetings will be held in the Village Hall auditorium, at 9915 39th Avenue. You are invited to attend one or all of the meetings.

- **Open House** on December 1 from 3:00 until 8:00 pm
- **Public Hearing** on December 14 during the Plan Commission meeting at 5:00 pm
- **Public Meeting** on December 21 during the Village Board meeting at 6:30 pm

If you would like to comment on the Plan, you can do so at the **Open House** and **Public Hearing**, or you can email your comments to CommunityDevelopment@pprairie.com. To review a copy of the Plan by chapter, please visit PleasantPrairieOnline.com. There you will find a related news article with a link to access the Plan chapters. You may also visit Village Hall to view a complete copy of the Plan. Turn to pages two and three to view one component of the Plan, the 2035 Village Land Use Plan Map. A larger version of the map is also available for viewing at Village Hall during regular business hours.

For additional information, please contact the Community Development Department at [262/925-6717](tel:262-925-6717). □



A great place to live, work & play!

More information about the Comprehensive Plan is available at PleasantPrairieOnline.com. Look for a link to the Plan chapters in the related News article.

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Comprehensive Planning

Its purpose and how it affects Village residents



The Purpose Behind the Plan

The information that will be available during the Open House is intended to provide a general awareness and an understanding of Village planning goals and objectives related to land use. The need for these defined goals and objectives has grown along with the community since incorporation in 1989. As the Village has grown, staff has identified an increasing number of development issues needing additional consideration; some of these include the:

- *rate and location of new urban development;*
- *need to construct and expand utilities, storm water management facilities, transportation facilities, area-wide schools, and other essential urban services;*
- *need to coordinate efforts in multiple jurisdictions;*
- *availability of affordable housing;*
- *protection of the natural resource base, including preservation of open space; and*
- *resolution of conflicts between municipalities relating to annexations and exercise of extraterritorial authorities.*

Updates to the Comprehensive Plan outline steps to address these development issues while taking into consideration the State comprehensive planning law; a projected increase in Village population and employment; an aging population; and the continued trend of multi-jurisdictional efforts.

How the Plan Affects Village Residents

Through a careful, thoughtful and comprehensive approach, the updated Plan can spur positive outcomes and benefits for the Village, its residents and neighboring communities. In short, the Comprehensive Plan affects residents by providing a framework to create a higher quality of life for those who live, work and play in the Village. A well-thought Plan will:

- *define the future character of a community;*
- *protect natural and cultural resources;*
- *provide a rational basis for local government decisions;*

- *offer certainty regarding future development;*
- *save money for the community;*
- *promote economic development; and*
- *advance public health and welfare.*

The Comprehensive Plan is a dynamic document that can be improved and adapted over time in response to new and evolving conditions in the community. While planning sets the stage for a positive outcome, it is important to recognize that a Comprehensive Plan is not an "end result." Rather, the Plan provides the framework for future actions that can result in the positive outcome. The Plan recommendations are meant to be fulfilled over time, in small incremental steps.

Components of the Plan

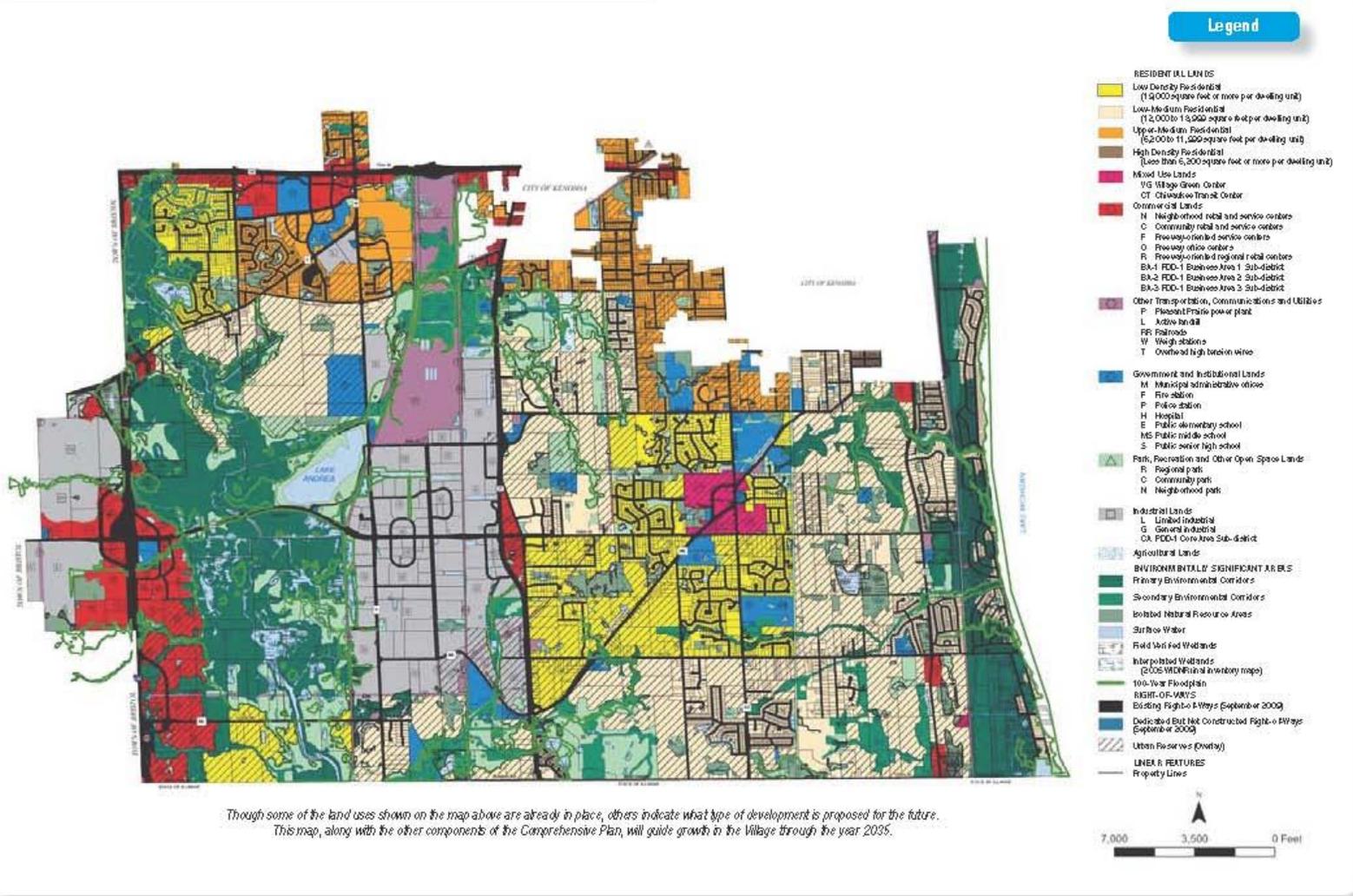
Wisconsin's Smart Growth law requires that a Comprehensive Plan incorporate the following nine planning elements: *issues and opportunities; transportation; utilities and community facilities; agricultural, natural and cultural resources; economic development; intergovernmental cooperation; land use; and implementation.* In response to a public participation component, in 2006, the Village Board and Kenosha County adopted Public Participation Plans to enhance public awareness of this planning effort and its importance. Both have since been working to solicit feedback and share information through: café-style and other public meetings, programs aired on Channel 25, newsletters, the Village and County websites, and press releases.

We would like to thank those who have taken the time to learn more about the future direction of the Village and those of you who have actively participated in the public input sessions. This input was vital in identifying important issues and preparing this update. Given that the 2035 Comprehensive Plan will guide the development of our community for the next 25 years, we encourage further community participation and input. Please consider joining us at one of the Comprehensive Plan public meetings listed on the first page of this publication. □

More information about the Comprehensive Plan is available at PleasantPrairieOnline.com. Look for a link to the Plan chapters in the related News article.

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2035 Village Land Use Plan Map



Though some of the land uses shown on the map above are already in place, others indicate what type of development is proposed for the future. This map, along with the other components of the Comprehensive Plan, will guide growth in the Village through the year 2035.

Send feedback about the Plan to communitydevelopment@plprairie.com. 2

