



CITY OF APPLETON

MEMORANDUM

Date: September 11, 2024
To: Plan Commission
From: Lindsey Smith, Principal Planner
Subject: Public Participation Plan for Upcoming Update to the City's Comprehensive Plan

BACKGROUND

The City is beginning an update to the Comprehensive Plan, and one of the first steps in the project is to create a public participation plan. Wis. Statutes 66.1001 requires the City to develop a public participation plan to foster public participation throughout the development of the Comprehensive Plan. The document serves as general guidelines on strategies to be employed, public methods for information and participation, and adoption procedures. The Comprehensive Plan Advisory Group (CPAG) will assist with further refinement and implementation of the public participation plan.

Strategic planning processes represent a transformative opportunity for the community to express their long-term vision, build health and resilience, energize programs, and proactively shape their environment. Critically, the planning process itself must be a mechanism for building collaboration between the neighborhood and its residents, the commercial district and its businesses, and institutions and their services - improving the quality of life for all the above. Our community engagement process will:

- Facilitate meetings, workshops, interviews, and the development of public outreach materials.
 - Coordinate with public sector officials/agencies and private sector stakeholders to grasp the history and understanding of the planning studies and past initiatives associated with the redevelopment of the downtown area. Establish a meeting schedule for each group.
 - Use creative strategies for public engagement and broad project participation.
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FUTURE ACTION

Periodic updates will be provided to the Plan Commission throughout the next year on the project.

RECOMMENDATION

Staff recommends the public participation plan for the upcoming update to the City's Comprehensive Plan **BE APPROVED**.