

Town of

# River Falls

*Implementation Element*





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## s. 66.1001(2)(i) Wis Stats

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### s. 66.1001(2)(i) Wis Stats

The *Implementation Element* is a compilation of programs and specific actions to be completed in a stated sequence, including any proposed changes to any applicable zoning ordinances, official maps, sign regulations, erosion and storm water control ordinances, historic preservation ordinances, site plan regulations, design review ordinances, building codes, mechanical codes, housing codes, sanitary codes or subdivision ordinances, to implement objectives, policies, plans and programs contained in pars. (a) to (h). The element shall describe how each of the elements of the comprehensive plan will be integrated and made consistent with the other elements of the comprehensive plan, and shall include a mechanism to measure the local government's progress toward achieving all aspects of the comprehensive plan. The element shall include a process for updating the comprehensive plan. A comprehensive plan under this subsection shall be updated no less than every 10 years.

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## **Introduction**

There are multiple elements involved in the comprehensive planning process. Of all the steps, implementation requires the most attention and has typically been the most problematic for the vast majority of communities. Once the comprehensive plan is adopted, a significant new phase begins – implementation. A comprehensive plan is of little use to a community if it is not being implemented.

“Implementation involves any action or activity following plan adoption that helps to achieve the vision outlined in this plan ”

Implementation is a critical component of Wisconsin’s smart growth legislation. All actions of a local government that affect land use must be consistent with its comprehensive plan by January 1, 2010. Completing and adopting a comprehensive plan is an important accomplishment for a community, but once the plan is adopted the efforts must continue. A great deal of effort is needed following plan adoption to bring the Town’s rules and regulations into compliance.

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## **Implementation Schedule**

The implementation schedule provided in this section is a listing of all of the activities and actions necessary to implement the intentions of this comprehensive plan. The activities correspond to multiple aspects of the plan, and are grouped accordingly. Some of these groupings relate directly to various elements of the plan, while others do not.

The range and difficulty of implementation actions contained in this section varies based on length of time it will take to complete. Some of the items will be relatively simple and require little effort, while others are more complicated and will take more time and resources to complete. Based on these variations, it should be apparent that it will take a number of years to fully implement this plan. The items listed in the schedule include an approximate implementation date, as well as a responsible party. This outline provides a framework for the Town to follow when implementing its comprehensive plan.

The upkeep of this list will be necessary in order to ensure that the implementation items listed are being achieved. Some of the items are ongoing, and will not see a completion date. Others should be removed from the list when they have been completed in order to keep this schedule up to date. It is recommended that the Town Board conduct an annual review of this section to ensure that the steps and actions necessary to implement the plan are being done in a timely manner.

It is necessary to work continuously to ensure that the plan is being utilized, implemented, and updated. A standing committee called the Comprehensive Plan Committee (CPC) will be created, consisting of from three to five members who were involved in the formation of the plan. This CPC will meet at least twice annually and will be charged with “keeping the plan.” The CPC will meet before the Town Board prepares its budget, so the committee can advise the board as to what funds it may need for the upcoming year to accomplish its tasks and again in March, to prepare a report for the Town meeting. It may meet at other times as needed.

The committee members should initially be from the comprehensive plan advisory committee but gradually be replaced by others from the Town, so that knowledge of our plan will be updated, ongoing, and dispersed throughout the community. Tasks of the committee will be to undertake those tasks and actions listed as being the responsibility of the CPC and to assist the Plan Commission in conducting a comprehensive review of the comprehensive plan every five years. The committee will report to the Town plan commission.

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Completion Schedule	Responsible Party	Activity Description
<b>General Administration</b>		
Upon plan adoption		Send a copy of the adopted plan to Pierce County and request adoption.
Upon plan adoption		Send a copy of the adopted plan to the Wisconsin Land Council and to local units of government as required by 66.1001(4)(c), Wis. Stats.
Upon plan adoption		Send a copy of the adopted plan to the River Falls Public Library as required by 66.1001(4)(c), Wis. Stats.
Ongoing		Conduct a thorough review of all land development regulations to ensure they are consistent with the adopted plan and make revisions as necessary.
Annual	CPC	Include "Implementation of the Comprehensive Plan" on the Town Board's agenda at least once a year to review progress made in implementing the plan and tasks yet to be completed.
Annual	CPC	Prepare a report outlining those implementation tasks that have been completed and those tasks yet to be completed.
Ongoing	Town Board	Anticipate and budget for costs related to plan implementation and maintenance.
Ongoing	Plan Commission	Conduct a comprehensive review of the comprehensive plan every 5 years.
Ongoing	CPC	Monitor the Town's population and compare with the population forecasts contained in this plan and update the plan as may be needed.
Annually	CPC	Prepare a report outlining those implementation tasks that have been completed and those tasks yet to be completed.

Completion Schedule	Responsible Party	Activity Description
<b>Public Involvement &amp; Information</b>		
2005	Plan Commission and Staff	Prepare an executive summary of the adopted plan and make it available at Town Hall and River Falls Public Library. Distribute to potential developers.
Ongoing	CPC	Integrate non-for-profit and special interest groups into all implementation aspects of the Comprehensive Plan to which they can play a role.
Annually	Town planning staff	Update and inform residents annually via the Town newsletter on plan implementation through periodic press releases pertaining to annual reporting.
Ongoing	Plan Commission	Continue to involve and engage the public in all subsequent planning projects.

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Completion Schedule	Responsible Party	Activity Description
Ongoing	Town Staff	Encourage participation in the Town's government process.
<b>Public Involvement &amp; Information Continued</b>		
Ongoing	Plan Commission	Educate new resident to the Town services.
Ongoing	Plan Commission	Educate residents concerning the use and development of land within the Town.
Ongoing	Town staff	Encourage residents to become involved in their community.
Ongoing	CPC	Educate Town residents about non-point pollution, including the impact of run-off from residential lawns.
Ongoing	CPC	Educate the general public on the protection of public and private wellheads.
Ongoing	CPC	Build awareness among residents regarding agricultural concerns such as line-fence maintenance, manure handling, after-hours machinery operation, etc.
Ongoing	Town Board	Continue Town sponsored community events such as the Town meeting, Town picnic, and other events.
Ongoing	Town staff	Provide opportunities for resident involvement in the functions and operation of the Town.

Completion Schedule	Responsible Party	Activity Description
<b>Housing</b>		
Ongoing	Plan Commission	Consider all types of need including assisted living, independent living, full-time care, developmentally disabled, and the integration of multiple needs within any one project type.
Ongoing	Plan Commission	Allow for diversity of housing opportunities to serve all residents.
Ongoing	Town Board	Consider cluster development with smaller lot sizes to help maintain the efficiency of farming operations and to maintain wildlife habitat.
2005/06	Plan Commission	Create Transfer of Development Rights (TDR) program to allow rural landowners the opportunity to realize profit on their investment in land while directing residential development to areas closer to urban services.
2005/06	Plan Commission	Craft and approve a subdivision ordinance that will address design characteristics to preserve rural character.
Ongoing	Plan Commission	Conduct site reviews on all proposed significant developments
Ongoing	Plan Commission	The Town's building code should stay current with state regulations to encourage the preservation of existing housing structures and protecting safety.
Annually	Town Board	Investigate the potential of obtaining funding through the Community Development Block Grant program for housing.

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Completion Schedule	Responsible Party	Activity Description
<b>Transportation</b>		
Ongoing	Town Board	Assure that all roads and bridges to be taken over from developers by the Town meet the Town of River Fall's standards.
Ongoing	Town Board	Assure that all Town roads and bridges are properly maintained. Insure that all state and county roads within the Town are adequately maintained.
Ongoing	Plan Commission	Strive to keep town roads having a rustic appearance while making safety a top priority. Consider an ordinance to allow reduced cutting in right-of-way.
Ongoing	Plan Commission	Consider establishing additional bicycle paths and pedestrian paths.
Ongoing	Town Board	Consider more stringent design standards for the construction of driveways and the subsequent runoff.
Annually	Town Board	Specific standards for Town roads, private access roads, and driveways should be periodically reviewed. Increasing development results in an increasing demand for road maintenance in summer and winter.
Ongoing	Plan Commission	Reduce the potential for traffic accidents and provide for safe transportation throughout the Town.
Ongoing	Town Board	Develop new portions of the transportation system to be compatible with existing and future land use patterns.
Ongoing	Plan Commission	Work with State, County, and City agencies to integrate transportation plans that will benefit the Town residents.
Ongoing	Town Board	Encourage land development patterns that foster bicycle and pedestrian activity and minimize the reliance on the automobile as the sole means of transportation.
Ongoing	Town Board	Oppose transportation projects that threaten the Town's rural character.
Ongoing	Town Board	Coordinate land use and transportation facilities so they support one another.
Ongoing	Town Board	Provide a balanced and efficient transportation network that offers multimodal opportunities and maximizes use of existing transportation resources.
2005/20	Plan Commission	Implement the projects, goals and objectives contained within the bike and pedestrian master plan.
Ongoing	Plan Commission & Town Board	Promote compatibility between among local, regional and state transportation policies and plans.
Ongoing	Plan Commission	Incorporate interconnected street patterns where appropriate.



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Ongoing	Town Board & Road Staff	Plan and budget for roads as identified in the comprehensive plan.
Completion Schedule	Responsible Party	Activity Description
Utilities and Community Facilities		
2005/06	Parks & Plan Commission	Review subdivision regulations for open space and dedication requirements to ensure that adequate lands are protected and set aside as growth occurs.
Ongoing	CPC	Encourage the redevelopment of underutilized sites throughout the Town.
Ongoing	Town Staff & Town Board	Investigate the use of Community Development Block Grant (CDBG) funds to help finance needed infrastructure and public service facilities and submit applications when appropriate.

Completion Schedule	Responsible Party	Activity Description
Agricultural, Natural and Cultural Resources		
Ongoing	Town & Chamber of Commerce	Capitalize on the area's heritage by working with local producers of farm products, specialty products, wine, cheese, micro-brew beers, crafts and the like to not only bring their products to market within existing commercial outlets, but also by encouraging them to start up new commercial operations focused on this concept.
Ongoing	Town in general	Promote agriculture and agricultural activities.
Ongoing	Town Board	Encourage the continuation of farming by controlling the use of special assessments that increase costs to large landowners.
Ongoing	Town Board	Continue to support Exclusive Agricultural Zoning.
Ongoing	Plan Commission & Town Board	Prime agricultural land should be preserved from all types of development and/or non-farm uses.
Ongoing	Plan Commission	Direct non-farm land uses to less productive lands.
Ongoing	Park Board	Nominate historic buildings to the national list of historic sites.
Ongoing	Plan Commission & Town Board	Seek grant funding to preserve older sites and historic resources.
Ongoing	Town Planning staff & Plan Commission	Work with the local historical society.

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Completion Schedule	Responsible Party	Activity Description
<b>Agricultural, Natural and Cultural Resources Continued</b>		
Ongoing	Town & Historical Society	Submit applications to the Wisconsin Historic Markers Program administered by the Wisconsin Historical Society to recognize the importance of any significant event.
Ongoing	Plan Commission & Town Board	Preserve and promote the natural, scenic, and conservation areas.
Ongoing	Town Board	Effectively use lands dedicated for parks, recreation, and open space.
Ongoing	Plan Commission & Town Board	Encourage the wise management of woodlands for the production of wood products, energy utilization and erosion control.
Ongoing	Plan Commission	Encourage the wise management of woodlands for the production of wood products, energy utilization and erosion control.
Ongoing	Plan Commission	Preserve and promote the natural, scenic, and conservation areas.
Ongoing	Town Board	Promote, as well as maintain, conservation, environmental and ecological programs.
Annually	Plan Commission	Lands dedicated for parks, recreation, and open space should be reviewed periodically.
Ongoing	Town staff, Plan Commission, & Town Board	Recognize and support those organizations, facilities, and events that contribute to community life and bring town residents together. Examples include 4-H and other youth organizations, area clubs and churches, the town recycling center, etc.
Ongoing	Plan Commission	Provide buffering between all conflicting land uses.
Ongoing	Plan Commission & Town Board	Support best management practices for soil and water conservation on all lands.
2005/06	Town Board	Establish a wellhead protection ordinance.
2006/09	Ad Hoc Land Use Committee	Develop and refine water protection ordinances based on a watershed model utilizing the Town of River Falls Water Quality Management Plan, and the 205J Water Quality Management Plan developed by the City of River Falls as a foundation.
2005	Town Board	Consider how salvage yards are regulated, and their potential impact on environmentally sensitive areas. Work with the WDNR and landowner to see that appropriate testing is done to guard and maintain the quality of water in the Town.

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Ongoing	Town Board	Eliminate or minimize degradation of all wetlands, surface, and groundwater systems.
Completion Schedule	Responsible Party	Activity Description
Agricultural, Natural and Cultural Resources Continued		
Ongoing	Town Board	Minimize the impact of hazardous spills on all water resources.
Ongoing	Town Board	Provide planned, guided, and compatible development.
Ongoing	Town Board	Provide for limited commercial development of goods and services appropriate to the community.
Ongoing	CPC	Encourage development adjacent to public services.
Ongoing	Plan Commission & Town Board	Encourage development adjacent to public services in ETZ while discouraging urban sprawl by managing development.
Ongoing	Plan Commission & Town Board	Habitats of wildlife will be considered in all land-use planning including edge habitats and avoiding the dividing of large areas of habitat.
Ongoing	Plan Commission	Recognize the contributions of and consult area sporting, rod and gun, and conservation clubs when planning for habitat preservation.
Ongoing	Plan Commission	Recognize the organizations, facilities, and events that contribute to community life and bring Town residents together.
Ongoing	Plan Commission	Work with the County and adjoining municipalities to prepare more detailed inventories of environmental features to be designated as conservancy.
Ongoing	Town in general	Plan for, design and construct trail systems that connect long-standing attractions with natural resource amenities.
2006/07	Town Board	Adopt performance standards to protect environmentally sensitive resources such as steep slopes, wetlands riparian habitat, and the like.

Completion Schedule	Responsible Party	Activity Description
Economic Development		
Ongoing	Plan Commission	Provide planned and guided development.
Ongoing	Plan Commission	Provide for limited commercial development of goods and services appropriate to the community.
Ongoing	Plan	Ensure that the additional development costs of new

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	Commission	developments are borne by the development.
Ongoing	Town Staff	Survey local business owners periodically to understand issues and offer potential solutions.

Completion Schedule	Responsible Party	Activity Description
<b>Land Use</b>		
Ongoing	Town Board & Plan Commission	Use this plan when reviewing rezoning and subdivision applications.
2005	Town Board	Evaluate the feasibility of establishing a purchase of development rights (PDR) and transfer of development rights (TDR) program in the Town establishing sending areas from outside of the ETZ area and receiving areas within the ETZ boundary.
Ongoing	Plan Commission	Provide buffering between all conflicting land uses.
2005/06	Plan Commission	Create a subdivision ordinance that will address clustering housing, preserving open space, and contributing to rural character.
Ongoing	Town Board	Develop appropriate policies and standards for cluster development in applicable land use ordinances.
Ongoing	Town Board	Work with Pierce County to amend their zoning regulations to implement the spirit and intent of this plan.
Ongoing	CPC	Prepare and adopt a design review process for multi-family units, commercial, and industrial buildings.
Ongoing	Town staff	Assist realtors as needed to understand zoning designations and permitted uses of parcels.
Ongoing	Town Board	Conduct site reviews on proposed developments.
Ongoing	Town Board	Encourage development adjacent to public services.
Ongoing	Town Board	Maintain private ownership rights so the development controls do not remove the incentive to buy, sell and own land.
Ongoing	Plan Commission	Habitats of wildlife will be considered in all land use planning including edge habitats and avoiding the dividing of large areas of habitat.

Completion Schedule	Responsible Party	Activity Description
<b>Intergovernmental Cooperation</b>		
Ongoing	Town in general	Foster a cooperative working relationship with the City of River Falls and Pierce County.
Ongoing	Town in general	Communicate with nearby towns, municipalities, school districts, special districts, and other government entities to discuss common issues and solutions.

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Ongoing	Town Board	Coordinate the siting, building, and redevelopment of public facilities and the sharing of public services if possible.
Ongoing	Town Board	Continue to share services with neighboring jurisdictions to provide for residents and businesses in the most efficient and cost-effective manner.
Completion Schedule	Responsible Party	Activity Description
Intergovernmental Cooperation Continued		
Ongoing	Town Board	Enhance coordination/communication with the DNR, DOT, and other state agencies.
Ongoing	Town Board	Work with state officials involved with property taxation to assure equitable distribution of the property tax burden.
Ongoing	Town Board	Work with the City and County in developing land-use plans, policies, ordinances, and enforcement of such.
Ongoing	Town Board	Work with the State and County to develop standards regarding large-scale farming.
Ongoing	Town Board	Submit comments to relevant jurisdictions on issues of agreement and disagreement relating to the adopted comprehensive plan of other jurisdictions.
Ongoing	Town Board	Continue to pursue intergovernmental cooperation by meeting with neighboring communities and exploring formal cooperative arrangements.
Ongoing	Town Board	Review and comment on the proposed comprehensive plans of surrounding jurisdictions as they are prepared, adopted, and amended.
Ongoing	Town Board	Invite the school district to communicate its concerns to the Town Board.
Ongoing	Town Board & Plan Commission	Use this plan when reviewing annexation applications for the City of River Falls.
2006/09	Town Board	Establish a land use plan within the ETZ.

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The implementation schedule provides a wide range and scope for the types and number of items to be completed. Although some of these items are quite simple to accomplish and will require minimum resources, others are extensive. The more complicated items will entail more time, and consequently, could benefit from the aid of outside resources. The following table has been prepared as a starting point for the Town to locate and identify potential additional resources. Each of these Wisconsin agencies provides additional public funding assistance to jurisdictions, and should be utilized throughout the implementation process.

<b>Wisconsin Public Funding Assistance</b>		
<b>Agency</b>	<b>Web site</b>	<b>Project Types</b>
DOT	<a href="http://www.dot.wisconsin.gov/localgov/index.htm">http://www.dot.wisconsin.gov/localgov/index.htm</a>	Road, bridge and transportation in general
DNR	<a href="http://www.dnr.state.wi.us/org/caer/cfa/cfindex.html">http://www.dnr.state.wi.us/org/caer/cfa/cfindex.html</a>	Land, water, air and the general environment
DOC	<a href="http://commerce.wi.gov/MT/MT-COM-4200.html">http://commerce.wi.gov/MT/MT-COM-4200.html</a>	CDBG, business and community development
DOTourism	<a href="http://agency/travelwisconsin.com/Programs/programs.htm">http://agency/travelwisconsin.com/Programs/programs.htm</a>	Advertising, marketing and promotion
WHEDA	<a href="http://www.wheda.com/PROGRAMS/Grants.about.asp">http://www.wheda.com/PROGRAMS/Grants.about.asp</a>	Housing
Forward Wisconsin	<a href="http://www.forwardwi.com/assist/finres.html">http://www.forwardwi.com/assist/finres.html</a>	Business and labor
Emergency Management	<a href="http://emergencymanagement.wi.gov/html/what_we_do.html">http://emergencymanagement.wi.gov/html/what_we_do.html</a>	Disaster planning and recovery
DOA	<a href="http://www.doa.state.wi.us/section.asp?linkid=7">http://www.doa.state.wi.us/section.asp?linkid=7</a>	Comprehensive planning, housing, costal management and GIS

In addition to the above State Agency resources, it should be noted that Wisconsin is home to some 1,160 private foundations. The Marquette University Raynor Library annually publishes *Foundations in Wisconsin: a Directory*. It is the only directory of its kind which covers every active, grantmaking foundation in the State of Wisconsin. 1,160 foundations are profiled, including contact information, total assets, grants paid and areas of interest. The directory is available in Print and Online formats. You can find out more about this resource by visiting the following web site: <http://www.marquette.edu/fic/>.