

Implementation Program Objectives and Policies



Green Bay Smart Growth 2022

Implementation Program

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Implementation Program

Program Overview

There is an old saying in the community planning profession that a plan is only as good as its implementation. The City of Green Bay began to prepare this document with the intention that it would be used by staff and elected or appointed officials on a regular basis to guide decisions. Some plans are approved but are rarely referenced. Hopefully, that will not be the case here. Therefore, the planning process should generate new attitudes about the comprehensive plan, build new habits of use, and institutionalize the plan's role in City decision-making.

Another planning axiom is that a community plan is only worthwhile if it influences how a City (or other unit of government) writes its regulations or spends its money; leadership and encouragement alone are rarely sufficient to effect changes. Therefore, the plan should provide guidance in both of those topics.

Goal: Use *Smart Growth 2022* to make both short-term and long-term decisions about land development, public spending and local ordinances.

Summary of Objectives

The following objectives were established for the *Smart Growth 2022* Implementation Program.

Objective 1 – Official Controls. Amend the zoning and subdivision ordinances to be consistent with and supportive of *Smart Growth 2022*.

Objective 2 – Budgets and Spending. Guide decisions about the City's capital budget with *Smart Growth 2022*.

Objective 3 – Staff Activities. Use *Smart Growth 2022* to review development applications, prepare area and neighborhood plans, guide redevelopment assistance and direct operational decisions.

Objectives and Policies

Objective 1 – Official Controls

Ordinances are the legal tools used to implement the policy guidance of the comprehensive plan, and the plan is the legal foundation of those amendments.

Amend the zoning and subdivision ordinances to be consistent with and supportive of *Smart Growth 2022*.

Recommended Policies:

- 1. Zoning Ordinance:** The City will completely rewrite its zoning ordinance (including the sign ordinance) to make it consistent with this plan, update it with contemporary standards and nomenclature, and make it easier to use.
- 2. Subdivision Ordinance:** The City will amend its subdivision ordinance to require narrower local residential streets, sidewalks or interconnected trails along every local residential street and trees in the planting strip of every local and collector residential street.

Objective 2 – Budgets and Spending

The City of Green Bay regularly updates and adopts a multi-year plan for revenues and spending on physical improvements. This plan should establish a general policy for which types of investments have priority and include guidelines for how the comprehensive plan will be used to select among competing projects. Those guidelines should reflect the objectives of *Smart Growth 2022*. While the plan will not tie the hands of elected officials, it should provide guidance. If it is determined after several years that the plan is not useful for this purpose, the plan should be changed and improved.

Use *Smart Growth 2022* to guide decisions about the City's capital improvements program.

Recommended Policies:

- 1. Capital Improvements Program:** Department directors will consult *Smart Growth 2022* when preparing annual proposals for the City's multi-year capital improvements program.

A process for ranking all proposed projects should use the plan's Objectives and Policies as a starting point then consider mandates, prior commitments, project interrelationships and cost effectiveness.

A perfect convergence of the plan and the capital improvement program will not likely emerge, but a higher degree of consistency should result than if *Smart Growth 2022* were not formally considered at all. In addition, this disciplined process will force a greater recognition of the importance of *Smart Growth 2022* in the minds of staff and local public officials and also lead to regular, thoughtful plan amendments.

Objective 3 – Staff Activities

This comprehensive plan is a guide to many other actions, some of them involving more planning. Thus, to faithfully execute *Smart Growth 2022*, these subsequent actions should be consistent with the comprehensive plan, or the comprehensive plan should be amended to fall into line with the new thinking. Many of these actions may be taken by City staff without direction from the Common Council.

Use *Smart Growth 2022* to review development applications, prepare area and neighborhood plans, guide redevelopment assistance and direct operational decisions.

Recommended Policies:

- 1. Development Applications:** The City staff, Planning Commission and Common Council will refer to the maps, objectives and policies of this plan when reviewing applications for rezoning, conditional use permits, land subdivision or site plan approval. Because the plan's policies are not sufficiently detailed to answer all questions, judgement will be required in many cases to interpret the intention of the plan.
- 2. Sub-Area and Neighborhood Plans:** The City will prepare more detailed plans for neighborhoods and sub-areas, including redevelopment districts, that are consistent with the objectives and policies of *Smart Growth 2022*. The comprehensive plan may be amended to reflect the new or more detailed ideas generated from such plans.
- 3. Operational Decisions:** Daily operational decisions should also be consistent with the comprehensive plan. These may include actions such as park design or maintenance (e.g., leaving some areas wild), the level of enforcement of the housing maintenance code, or means of managing surface water.



Summary of Key Plan Implementation Actions

The following table lists the major actions that should be taken, designates their priority and indicates which departments or agencies should be involved.

Table 30-1: Summary of Key Implementation Actions

Priority	Action	Lead and Coordinating Agencies
1	<p>Plan Adoption: The City of Green Bay will formally adopt <i>Smart Growth 2022</i> as its guiding document for land development and related infrastructure planning. Use this plan to adjust zoning ordinances and capital improvement programs.</p>	<p>Planning Department Public Works Department Law Department Green Bay Historic Preservation Commission</p>
1	<p>Zoning and Subdivision Ordinances: Completely rewrite the Green Bay zoning ordinance to bring it into conformance with this plan and contemporary practices, to improve site planning standards, and to clarify administrative procedures, among other changes.</p> <p>Amend the City’s subdivision ordinance to require narrower local residential streets, sidewalks or interconnected trails along every local residential street and trees in the planting strip of every local and collector residential street.</p>	<p>Planning Department Public Works Department Law Department Green Bay Historic Preservation Commission</p>
1	<p>Small Area Plans: Continue to prepare small-area plans to guide future subdivisions in order to promote consistency with <i>Smart Growth 2022</i>.</p>	<p>Planning Department Public Works Department Parks, Recreation and Forestry Department</p>

Priority	Action	Lead and Coordinating Agencies
1	Redevelopment: Continue the process of redevelopment and infill development in older neighborhoods and districts and along the Fox River using all available tools of assistance including brownfields remediation funds. Systematically prepare plans for and engage in business-like assistance to private investors in targeted locations.	Planning Department Green Bay Redevelopment Authority Department of Public Works Wisconsin Department of Natural Resources
1	Park Dedication Ordinance: Study the ordinance regulating the dedication of land and/or cash (14.04(8)) to ensure that the fee bears a rational relationship to the need for parks to serve the property being developed. Amend the ordinance if appropriate.	Parks Department City Attorney
2	Fox River: Continue to remediate the soil and water contamination in and near the Fox River.	Economic Development Department Wisconsin DNR US Environmental Protection Agency
2	Intergovernmental Coordination: Continue to coordinate planning efforts with adjacent units of government, Brown County and the Green Bay Metropolitan Planning Organization. Meet at least once per year with representatives of adjacent communities to discuss matters of common interest in land use, parks, roads, utilities, surface water and economic development.	Planning Department Public Works Department Parks, Recreation and Forestry Departments
2	Greenways: Continue to acquire land for the extension of Baird Creek Greenway, both through direct acquisition and through dedication during the approval of subdivision plats. Require adjacent subdivisions to “open up” to those green edges.	Parks Department Planning Department
2	New Parks: Confirm the location of the future parks shown in this plan through more detailed studies then acquire those sites through negotiation or eminent domain proceedings prior to reviewing subdivision plats.	Parks Department Planning Department

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Priority	Action	Lead and Coordinating Agencies
2	Parkways: Begin to apply the design concepts of the Parkways plan to new roads such as the extension of Huron Road.	Public Works Department Planning Department
3	Development Review: Use the plan daily to review applications to rezoning, subdivision or site plan approval.	Planning Department Public Works Department
3	Surface Water: Follow the guidelines of the Green Bay Surface Water Management Plan during land development, public improvements or maintenance.	Public Works Department