

Policies:

1. This *Plan* should be consulted by the Village Board, Planning Commission, Zoning Board of Appeals, Public Works Committee, other governmental bodies and agencies, and the private sector before any decisions related to community development or redevelopment are made.
2. Implement this *Plan* through the Village's Zoning Ordinance, Subdivision Ordinance, Official Map, and Capital Improvements Programming. These should be amended or created as necessary to implement this *Plan*.
3. Prepare and implement detailed planning efforts to supplement this *Comprehensive Plan*. Such detailed efforts include:
 - Implement the Downtown Plan and Design Guidelines for the Village's planned downtown area.
 - Prepare or require Neighborhood Development Plans for Planned Neighborhood residential areas shown on Map 5, Future Land Use.
 - Implement and continue to update the Park and Open Space Plan every 5 years to incorporate, refine, and expand the recreation recommendations contained in the *Comprehensive Plan*.
 - Update the Wellhead Protection Plan to incorporate planned growth areas.
 - Continue to implement and adopt a new Tax Increment Finance (TIF) District Plans as necessary.
 - Prepare detailed Utility Plans to incorporate, refine, and expand the utility recommendations contained in the *Comprehensive Plan*.
4. Provide clear and concise application and procedural requirements for zoning, land division, and other community development related activities.
5. Adopt regulations with explicit performance criteria for petitioners and clear requirements and clear review criteria for Village staff.
6. Provide clear enforcement procedures for Village ordinances, and ensure that these ordinances are enforced.
7. Allow for creative land development techniques, such as mixed use developments, planned developments, and cluster developments.
8. Update this *Plan* comprehensively at least once every 10 years, and keep it in conformance with State of Wisconsin Statutes.

C. Use of the Plan in Village Decision Making

The final key to successful *Plan* implementation entails the processes by which development proposals and municipal actions are evaluated. The most effective results are produced by proposal review systems which integrate *Plan* recommendations, regulatory controls, professional staff recommendations, appointed body consideration, and elected official actions.

Plan Monitoring and Role of Plans

All public policy and Village spending decisions related to land use and economic development must be reviewed by the Village Plan Commission prior to final Village Board approval. Plans should be detailed enough to provide effective guidance on typical development and public investment actions. In instances where the *Plan* is becoming irrelevant or contradictory to emerging policy or common sense, the *Plan* should be carefully re-evaluated and revised if necessary.

This *Plan* is intended to be used by government officials, developers, residents, and others interested in the future of the Village to guide growth, development, redevelopment, and preservation. The Village intends to

constantly evaluate its decisions on private development proposals, public investments, regulations, incentives, and other actions against the recommendations of this *Plan*. On January 1, 2010, zoning, subdivision, and Official Map ordinances and decisions will have to be consistent with the *Comprehensive Plan*, Wis Stat 66.1001(3). In those cases where the plan has become out-of-date, or does not provide specific enough advice, the Village Plan Commission is responsible for updating the plan as needed or directing further study. Since this *Village of Cottage Grove Comprehensive Plan* is a legal comprehensive plan under Wisconsin Statutes 66.1001, any future changes or amendments to the *Plan* should be made through the formal public hearing process.

This *Plan* will only have value if it is used, understood, and supported by the community. It is critical that the Village make concerted efforts to increase community awareness and education on this *Plan*. To this end, efforts may include:

- Prominently displaying *Plan* materials in Village offices and gathering places.
- Ensuring that up to date materials are easily accessible on the Village’s website.
- Speaking to community organizations about the *Plan*.
- Regularly presenting implementation progress reports to the Village Board, Plan Commission, and other municipal bodies.
- Incorporating *Plan* implementation steps in the annual budget process.
- Encouraging all Village staff and elected officials to become familiar with and use the *Plan* in their decision making.

Role of Regulations

Ideally, planning related regulations should provide a bridge between proposed development review or public investment actions and the recommendations of adopted plans. Once this evaluation has occurred, good regulations should help staff and officials focus on the critical technical and policy issues.

Role of Village Staff

Municipal staff must assist applicants in following procedures and provide officials with all information necessary to make an informed decision. In this light, staff should help applicants refine their proposals to bring them into full consistency with established policies and standards, and other elements of design.

Role of Advisory Boards and Commissions

Advisory boards and commissions must evaluate proposals from a substantive, rather than a political, point of view. As individuals and as a group, they are less constrained by political expediency, and therefore should feel comfortable challenging applicants and staff to make the best possible case for their proposal and recommendations.

Role of Elected Officials

Elected officials must make their decisions from the standpoint of overall community impact—tempered by site-specific factors. In this task, they must balance the recommendations made by plans and policies, the objectives of the applicant, the technical advice of staff, and the politically-neutral recommendations of advisory boards, with their own judgment on the matter at hand.