

APPENDIX A: PUBLIC PARTICIPATION PLAN & SWOT ANALYSIS

Introduction

Public participation is vital to the creation of a Comprehensive Plan that prioritizes the residents' needs and recognizes their specific desires for the future. By allowing the public to participate in planning meetings, either by written or oral comments, the Village will be able to establish a plan that will ensure the safe and appropriate development of its land and commercial and residential areas while maintaining its rural character and charm.

Smart Growth Law

The Village of Rosendale shall abide by the guidelines for adoption and distribution of written procedures as set forth in Wis. Stat. § 66.1001 (4) (a) which states:

The governing body of a local government unit shall adopt written procedures that are designed to foster public participation, including open discussion, communication programs, information services, and public meetings for which advance notice has been provided, in every stage of the preparation of a comprehensive plan. The written procedures shall provide for wide distribution of proposed, alternative or amended elements of a comprehensive plan and shall provide an opportunity for written comments in the plan to be submitted by members of the public to the governing body and for the governing body to respond to such written comments.

Intent

The Village of Rosendale intends to create opportunities for the public to participate in the planning process by allowing public input in the form of written and oral comments and questions which will be shared at various planning meetings. By allowing the public to participate in the planning process, the Village will be able to cover all potential concerns of the residents. The Village also intends to create a plan that is a fair compromise between its residents' needs and desires and what is best for the future success of the community.

Procedures

In order to encourage the highest level of participation within the community, and to meet the standards set forth in Wis. Stat. § 66.1001 (4) (a), the Village of Rosendale, Fond du Lac County, Wisconsin, has adopted several procedures. These procedures are intended to provide opportunities for community members to involve themselves in the development of the plan, especially since it will affect their current and future properties.

The Village of Rosendale has designated the Village of Rosendale Smart Growth Committee to head the public involvement effort. The Committee shall be responsible for the following Public Participation Procedures:

- Work closely with the consultant hired to prepare the Comprehensive Plan.
- Keep meeting attendance sign in sheets for both the members of the Committee and the public attendees.
- Recommend that the Public Participation Procedures be adopted by the Village of Rosendale Board.
- Solicit feedback from residents and property owners in and around the community, nearby governmental units, school districts, and other persons in the area that will be affected by the final rules set forth in the Plan.

- Accept written comments from residents and property owners in the community. These comments should be read back at the Committee meetings so all members are aware of residents' concerns and questions.
- Prepare meetings summaries. These summaries should be made available to the public for a fee of \$0.25 per page. They will only be available to those individuals who provide a written request to the Smart Growth Committee Secretary. Requests should be submitted to the Village of Rosendale Clerk, Doris Tetzlaff, at 211 North Grant Street, Rosendale, Wisconsin 54974.
- Make information about the planning process and copies of documents created as part of the proposed plan available to the public. This information shall be provided to the public in newsletters at the Village Hall, information discussed at public meetings and documents posted on the Internet.
- Assess duplication costs for documents available to the public by written request. Black and white copies shall cost \$0.25 per page, color copies shall cost \$1.00 per page, and 11" x 17" maps shall cost \$2.00 per map. A complete copy of the Village of Rosendale Comprehensive Land Use Plan shall cost \$(# of total pages x 0.25, rounded up to closest dollar).
- Conduct a survey to determine what residents of the Village see as its strengths, weaknesses, opportunities, and threats with regard to each of the elements required in the Plan. The results of the survey will help the Committee prioritize comprehensive planning goals for the best interest of the Village's future.

All Comprehensive Planning meetings shall be open to the public and duly posted pursuant to Ch. 985.02 (2). The required public hearing on the plan shall be published as a Class 1 notice pursuant to Ch. 985.02 (1) at least 30 days prior to the actual hearing. Class 1 notices shall include the following: (1) date, time and location of the hearing, (2) a summary of the proposed Comprehensive Plan, (3) the name of the Village employee who may provide additional information regarding the plan, and (4) where and when a copy of the proposed Comprehensive Plan may be viewed prior to the hearing, and how a copy of the plan, or portion of the plan, may be obtained (duplication costs are listed above).

After the notice of the public hearing has been published, anyone wishing to submit written requests on the plan may do so until two weeks after the public hearing. Comments on the proposed plan should be submitted to: Todd Fischer, Chair, Village of Rosendale Smart Growth Committee, and Molly Engedal, Secretary, Village of Rosendale Smart Growth Committee. Written comments received prior to the public hearing will be addressed at the hearing and will be given the same weight as oral testimony.

A Strengths, Weaknesses, Opportunities, and Threats analysis was conducted by the Smart Growth Committee and is summarized below according to the nine planning elements. The strengths, weaknesses, opportunities, and threats were recorded as individuals who attended these meetings presented them. The responses do not represent a consensus viewpoint or official Village policy.

Issues and Opportunities

Strength: Residents have a feeling of personal safety in the Village. They enjoy the rural nature of the community and all that it has to offer.

Weakness: The Village is very dependent upon surrounding municipalities for goods and services.

Opportunities: The Village has great potential for population and economic growth. With such growth comes the opportunity for increased cultural diversity and the ability to become less dependent upon surrounding municipalities.

Threats: There is the potential for significant conflict between land owners and the intended land use as laid out by the Comprehensive Plan. The Village must be able to deal with such conflicts, recognizing that the overall welfare of the Village must take precedence over individual desires.

Housing

Strength: The Village boasts a multitude of large residential lots. There is also a strong sense of community in the Village, which is exhibited through well-kept homes and quality, inexpensive housing options for new residents.

Weakness: There are several dilapidated properties within the Village that create an unkempt appearance to visitors, as well as residents. There are also unimproved driveways throughout the Village, along with cars parked in yards rather than driveways or garages.

Opportunities: There are substantial financial and other resources available in the Village than can be dedicated to development and preservation projects in the Village. Residents should promote “protecting the interior” by using government programs to create a Historic District. The Village should also consider tearing down the dilapidated homes and building new homes in their stead to create more visual appeal. New homes would most likely sell more quickly than dilapidated ones, although a grant or loan program could be put into place to assist residents with cleaning up yards, replacing unimproved driveways and the like.

Threats: There are too many townhouses, duplexes, and apartments in the Village. Also, those being offered as available housing options are being offered at a rental rate that exceeds the current financial resources of most citizens already residing or looking to reside in the Village.

Transportation

Strength: The Village is bisected by both Highway 23 and Highway 26, which intersect in the middle of the Village. These two major highways direct passers-by through the Village, which allows for expanded visibility and, in turn, increased commercial revenue for the Village.

Weakness: The Village is considered a “speed-trap” by passers-by due to the vigilant efforts of the police department to monitor and cite individuals exceeding the posted speed limit within the Village limits. Residents are also concerned about the potential for accidents involving pedestrians and children due to the heavy flow of traffic on Highways 23 and 26. Also, there is no public transportation provided to residents or visitors, obligating individuals without a personal vehicle to rely on the kindness of neighbors or a taxi service from a local municipality.

Opportunities: While Highways 23 and 26 are both a strength and a weakness for the Village, they also provide an opportunity for expansion. If additional properties were converted to commercial lots, or if additional commercial lots were created from some of the existing agricultural lots on the outskirts of the Village, the Village could significantly expand its appeal to passers-by as well as provide residents with additional shopping and grocery options, which would increase the overall revenue of the Village.

Threats: Again, Highways 23 and 26 not only create strengths, weaknesses, and opportunities for the Village, but also a significant threat. Besides the substantial number of traffic accidents along the roadways, the Village residents must also endure lengthy delays and detours when these roads require maintenance and reconstruction efforts.

Agriculture, Natural, and Cultural Resources

Strength: The Village is surrounded by agricultural land which creates a quiet, rural environment for residents. The water supply does not contain any chlorine. The Village has quality parks, good soil, and large areas of open space. It is located within 20 miles of Fond du Lac and Oshkosh, which offer additional resources for the Village residents. The Village also enjoys the rewards of quality teachers and coaches, as well as churches that work together for the good of the community, and a government that works with its residents.

Weakness: Without municipal water services being provided by the Village, residents are forced to drill wells for well water. This is an increased cost to those individuals purchasing old homes where new wells are needed or those building new homes on the outskirts of the Village where no wells exist. Water quality is below the expectations of some village residents.

Opportunities: There is significant room for improvement of the water quality being provided to residents via their various well systems. Additionally, if the Village were able to provide a municipal water service to those residents interested in changing over from their well systems, water quality for those residents would improve. By leaving the municipal water service as an option to current and new residents, the Village would both please those individuals unhappy with the current water quality while not disturbing residents that are content with their current well water systems.

In addition to water system improvements there are significant areas of potential park land in the village. Connections with the schools and the parks could provide a healthier community environment. The educational level of the citizens also represents a significant opportunity for cultural development.

Threats: Overuse of the current green spaces and threats from outside developers who do not have a sense of community loom as the most significant challenges to the preservation of the village's limited resources.

Utilities and Community Facilities

Strength: While the Village does not provide municipal water to its residents, the well water brought into each home is chlorine-free. Also, the contract that the Village has with Waste Management for refuse and recycling services has always been adequate for the community. Residents are also able to depend upon the services of its own police force, volunteer fire department, and volunteer first responder team in emergency situations.

Weakness: There are no water utility services being provided to residents of the Village. Well water is the only source of water for residents, regardless of whether they live in the Village center or on the outskirts of the Village limits. Due to its small population, the Village must depend upon satellite dishes, cable or private antenna for television service and CenturyTel or Charter for land line telephone service.

Opportunities: There is significant room for improvement of the water quality being provided to residents via their various well systems. Additionally, if the Village were able to provide a municipal water service to those residents interested in changing over from their well systems, water quality for those residents would improve. By leaving the municipal water service as an option to current and new residents, the Village would both please those individuals unhappy with the current water quality while not disturbing residents that are content with their current well water systems. The Village also has the opportunity to make further use of its contract with Waste Management by increasing its community wide recycling efforts.

Threats: There is the potential of water pollution in the well water being used by the residents of the Village. If a municipal system is developed there would be a potential financial burden on village residents.

Economic Development

Strength: Current businesses in the Village are thriving, which may be contributed to the location of most commercial properties, namely, in the center of the Village on the corner of Highway 23 and Highway 26.

Weakness: There is a significant lack of professional service providers in the Village. A number of business ventures in the Village have either failed or remain unfinished. Due to regional competition and a lack of a business base, there is little interest in the development of business parks or office buildings by residents or outside developers.

Opportunities: The Fox Valley is growing and the Village could benefit from this growth. Significant financial resources could be utilized for future development and preservation of the businesses and business ventures in the Village that are currently experiencing problems. The Village could encourage new business growth by using these resources.

Expanded commercial and industrial growth would increase the revenue in the Village, which would create increased appeal for potential residents and business ventures.

Threats: State and federal mandates placed upon the Village without any means of financing such projects; lack of financing from the state or federal government places a financial strain on the Village budget.

Intergovernmental Cooperation

Strength: The size and location of the Village promotes intergovernmental cooperation with neighboring communities. While located close to Fond du Lac, Oshkosh, and Ripon, the Village of Rosendale does maintain its own education system in the form of the Rosendale-Brandon School District. Students from the surrounding municipalities are encouraged to attend the schools in this system: Rosendale Primary School, Rosendale Intermediate School, and Laconia High School.

Weakness: The Village does not currently maintain emergency services of its own other than police services. With no medical clinic or local EMT facility the village has to rely on outside municipal services. The Village is interested in hiring a quality group of emergency service providers, but has not done so to date.

Opportunities: Declining municipal revenues should provide a backdrop for more cooperative municipal service programs that are regionally motivated not centered in individual communities. Joint police and fire districts along with expanded municipal court services represent a significant opportunity to provide services that could not otherwise be made available.

Threats: State mandates and rising costs to provide services are two significant threats to accomplish cooperative agreements.

Land Use

Strength: The Village maintains substantial open space. It also offers several parks to its residents. The Village's zoning districts are almost completely separate and distinct from each other. Residential properties are maintained in the middle of the Village while the industrial and agricultural properties lie on the outskirts of the Village's borders. The majority of the commercial properties are located in the center of the Village where Highway 23 and Highway 26 intersect.

Weakness: There is a lack of residential expansion areas in the Village, especially because the residential zoned lots are clustered together in the center and northern end of the Village.

Opportunities: Expansion of the residential lots would be beneficial for the Village. Currently, the residential lots are clustered in the center of the Village and the agricultural lots surround the residential lots. If agricultural lots are not being utilized by the owners, the expansion of residential lots would assist in the promotion of the Village.

Threats: Uncontrolled development and reluctant zoning ordinance enforcement is the biggest set of concerns. Individuals with large tracts of land wish to maximize their return regardless of the best interests of the community. If zoning ordinances are not updated and strictly enforced this pressure of unrestricted land use may injure the community's image.

Implementation

Strength: The Village is dedicated to improving itself overall as well as the quality of life offered to its residents. Residents are committed to changing the visual appeal of the Village, especially along Highway 23 and Highway 26, the two major roadways running through the center of the Village. The strong ties developed between the business personnel and residents will benefit the Village when it comes to attaining the goals set in this plan.

Weakness: As a community that is highly dependent upon surrounding municipalities, the Village may lack the resources necessary for fully implementing the ambitious ideas set forth in this Comprehensive Plan.

Opportunities: The Village may be eligible to receive assistance in the form of grants or other funding as it moves forward with its goals.

Threats: The Village may have to face a lack of funding when attempting to move forward. It may also be very difficult to get many members of the community actively involved in the execution of the Plan. Finally, the Village may also experience difficulty in procuring the cooperation and/or involvement of Fond du Lac County or other governing bodies.