

# City of Waupaca Comprehensive Plan & Zoning Code Update

Visioning Workshop  
January 6<sup>th</sup>, 2020







# AGENDA

6:00 PM	WELCOME
6:15 PM	COMPREHENSIVE PLANNING 101
6:30 PM	HOPES & CONCERNS
7:00 PM	AERIAL MAPPING
7:45 PM	ZONING 101
8:00 PM	WRAP UP



# Comprehensive Plan

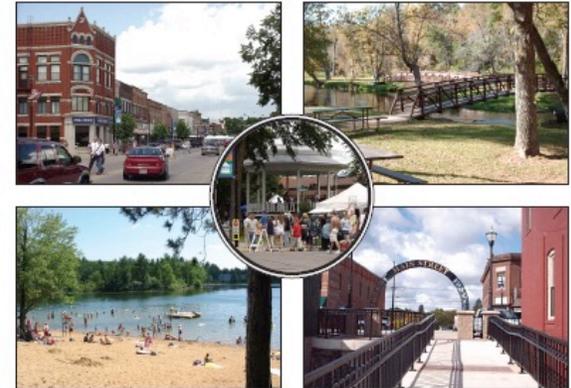
- Long-range plan that helps guide decision making about the future:
  - Transportation
  - Community facilities
  - Economic development
  - Arts, culture, natural resources
  - Intergovernmental cooperation
  - Land use

Plan Recommendations Report

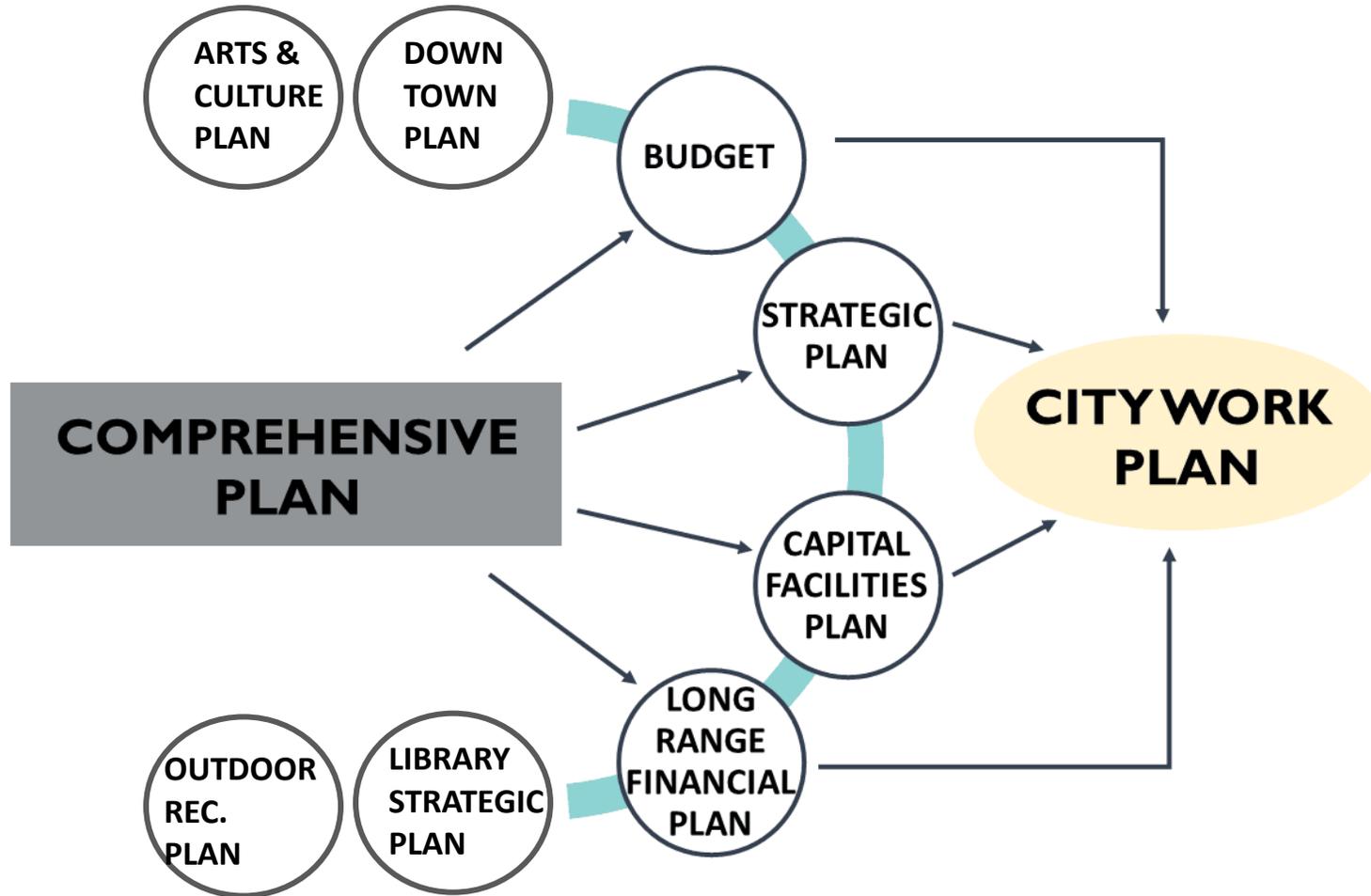
## City of Waupaca—Year 2030 Comprehensive Plan

City of Waupaca  
Waupaca County, Wisconsin

October 2007



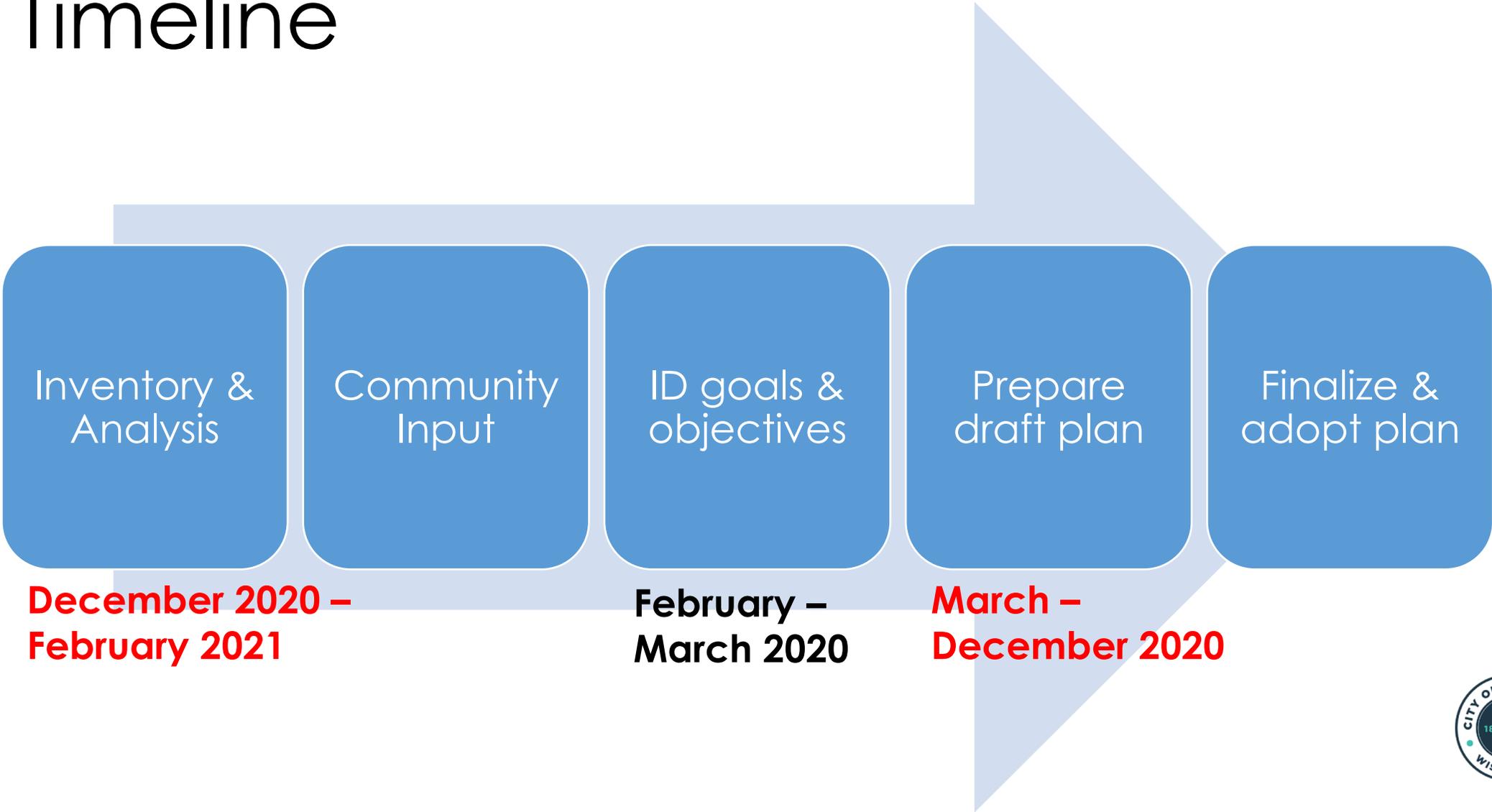
# Comprehensive Plan



# Project Approach



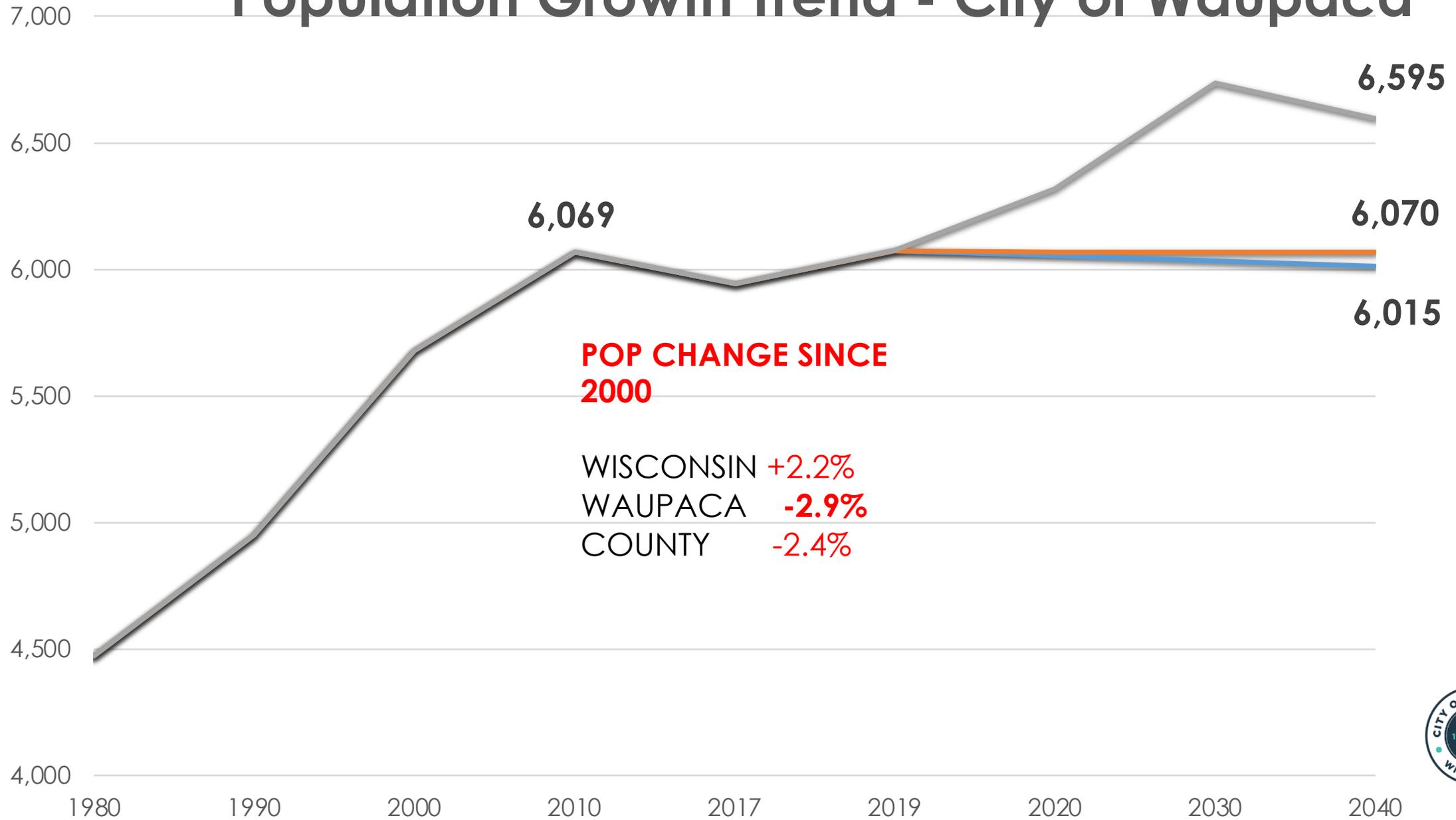
# Timeline



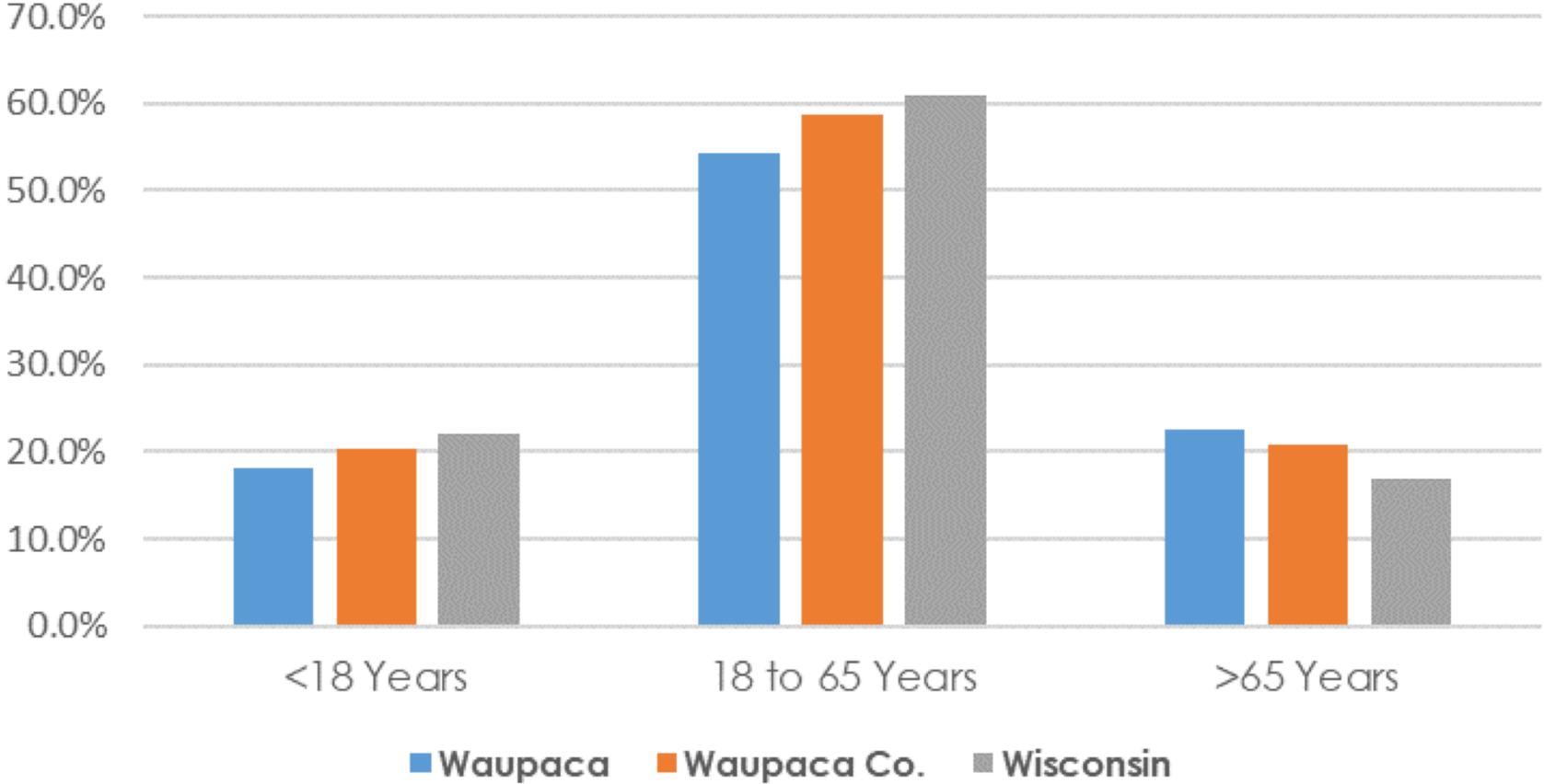
# Population + Demographic Trends



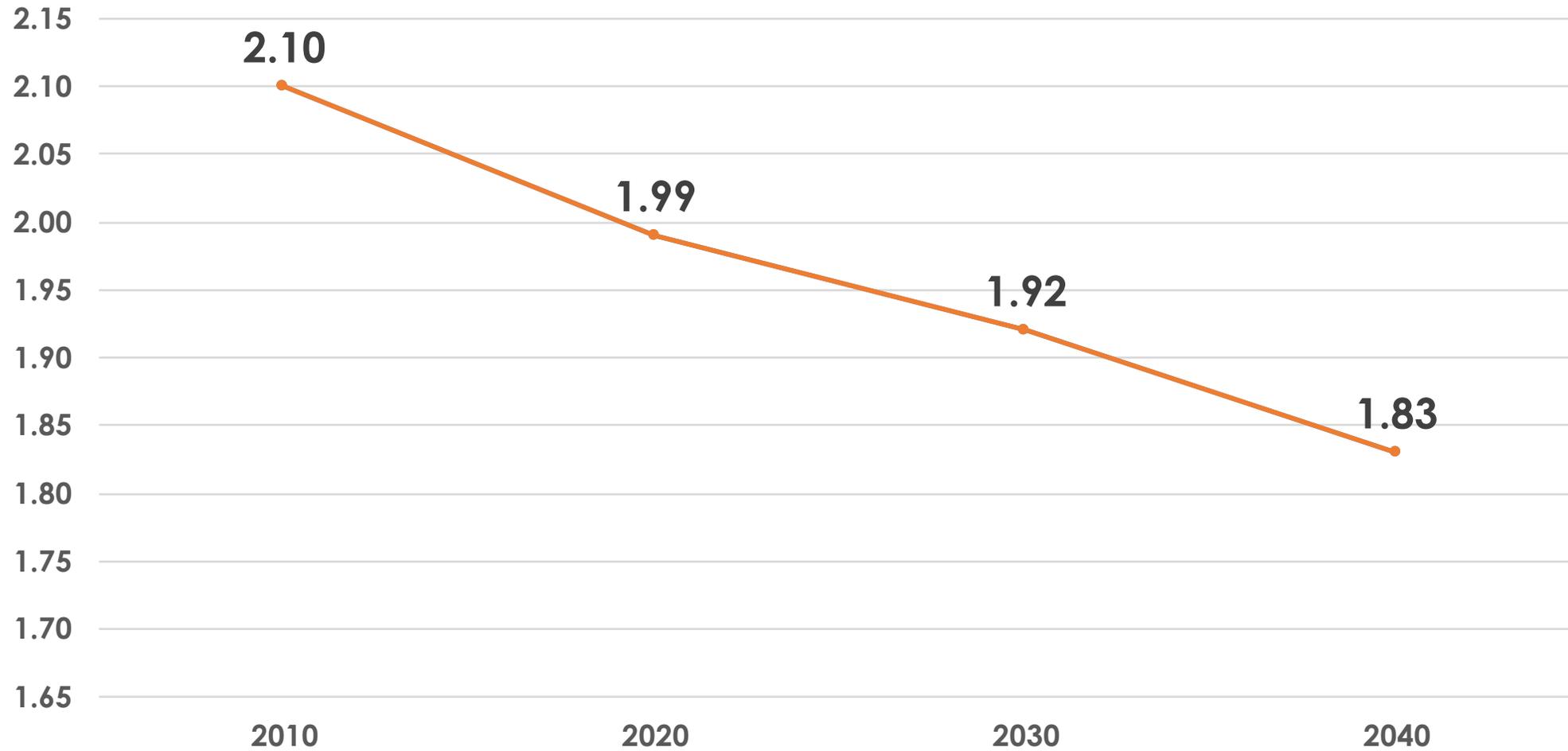
# Population Growth Trend - City of Waupaca



# Population by Age Cohort



# Persons per Household – City of Waupaca



# Housing Trends

- Median HH income/wealth levels have gone down or stayed even since 2007
- 2/5ths of U.S. households have <\$25K net worth
- >1/2 millennial HH's can't meet FICO credit requirements to take out a mortgage





Duplex

Live/Work

DETACHED SINGLE-FAMILY HOMES

DUPLEX

TRIPLEX & FOURPLEX

COURTYARD APARTMENT

BUNGALOW COURT

TOWNHOUSE

MULTIPLEX

LIVE/WORK

MID-RISE

MISSING MIDDLE HOUSING

MissingMiddleHousing.com is powered by Opticos Design. Illustration © 2015 Opticos Design, Inc.



A small- to medium-sized structure that consists of two dwelling units, one next to the other, both of which face and are entered from the street.

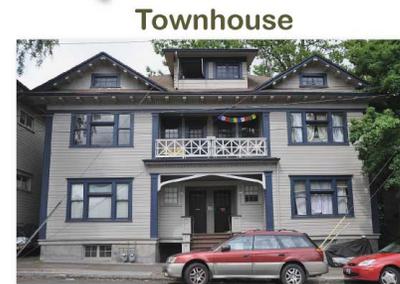
A small to medium attached or detached structure consisting of one dwelling unit above or behind a flexible ground floor space for residential, service, or retail uses. Both the primary ground-floor flex space and the second unit are owned by one entity.

Triplex or Fourplex

Courtyard Apartment

Bungalow Court

Multiplex



A medium structure that consists of three or four units: typically two on the ground floor and two above with a shared entry.

A medium to large structure consisting of multiple side-by-side and/or stacked dwelling units accessed from a courtyard or series of courtyards. Each unit may have its own individual entry, or up to three units may share a common entry.

This type consists of a series of small, detached structures, providing multiple units arranged around a shared court. The shared court takes the place of a private rear yard and is an important community-enhancing element.

A small to medium structure, consisting of usually two to eight attached single family homes placed side by side.

A medium structure that consists of five to 10 side-by-side and/or stacked dwelling units, typically with one shared entry or individual entries along the front.

# Economic Trends

- From 2014 to 2019 jobs declined by 8.5% (54981)
- Top 3 industries:
  - Foundries
  - Eating & Dining Establishments
  - Education & Hospitals



# Economic Trends

- Research at UW-Madison suggest small businesses startups in rural communities are as important in creating new jobs as most larger existing businesses.
- Most startups in rural areas are Baby Boomers in their 50's and 60's.
- New business startups in rural communities are often by people with a bachelors' degree or have specific skills.

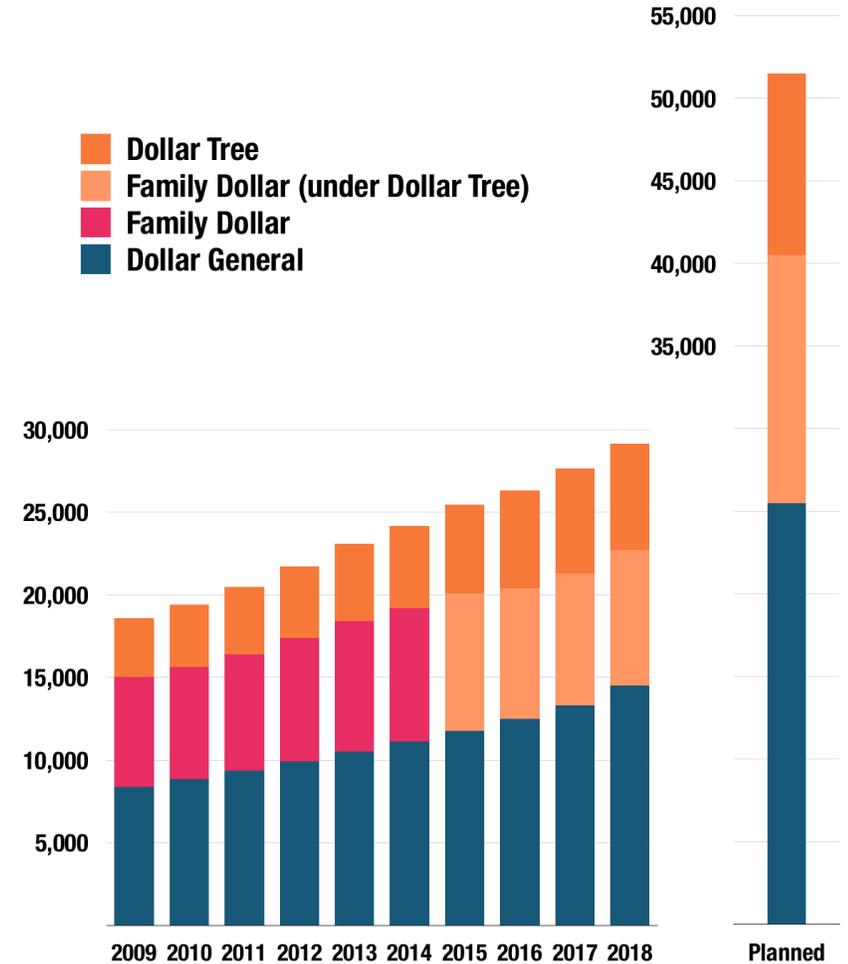


# Economic Trends

- The US is significantly oversupplied with retail space with approximately 10,000 store closures in 2019
- Smaller community malls have been hurt the most
- Non-specialty retail growth in these communities are generally limited to discount grocers and dollar stores.

## Number of Dollar Stores By Year and Planned Stores

“Planned” stores are based on identified opportunities for new locations, as reported by the major dollar store chains.

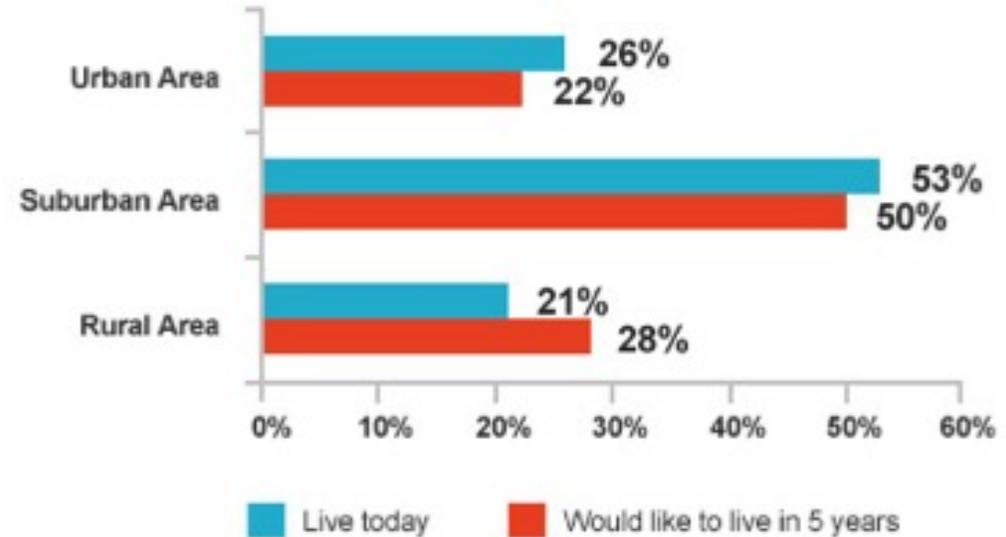


# Social Trends

- 27% of Americans would like to live in a rural area (but only 15% do)
- The appeal of rural areas is highest among those 50 and older
- Young millennials' preference is to live in a big-city suburb

trulia

Where People Live Today and Would Like to Live in 5 Years



Based on Trulia survey of 2,008 American adults, November 2014



# Hopes & Concerns Exercise

- What are your hopes and concerns for the future of Waupaca?
1. Individually jot down 5-6 ideas (one idea per sticky note)
  2. Share a few ideas with your table
  3. Cluster similar sticky notes together up front



# Aerial Mapping Exercise

- *What specific ideas do you have for improving the City?*
1. Place a numbered sticky dot on the map where you want to share a comment
  2. Write the number down on the Comment Form
  3. Write down your comment on the Comment Form



## Update of Chapter 17: Zoning Code

# Current Ordinance

- Last comprehensive rewrite in 1980s, amended multiple times since
- Audit of ordinance completed in June
- Goals:
  - Simplify and streamline application process
  - Enhance legal defensibility
  - Identify and rectify internal conflicts
  - Review special uses
  - Modernize ordinance



## Update of Chapter 17: Zoning Code

# Audit Recommendations

- Amendments to comply with statutes:
  - Act 67
  - Mobile towers
  - Wind & solar
  - Short-term rentals
  - RLUIPA
- Modernize format
- Review and update uses
- Update guidelines and application forms
- Consider alternative zoning models



## Update of Chapter 17: Zoning Code

# Zoning Methodologies

- **Euclidean** – traditional zoning, establishment & separation of uses by district
- **Performance** – based on standards, not uses
- **Form** – based on scale, design, and placement of structures within ‘zones’
- **Incentive** – Offers bonuses to achieve municipal goals (open space, parks, affordable housing)
- **Hybrid** – Euclidean base, with elements of other models



## Update of Chapter 17: Zoning Code

# Update Process

- Kick-off Meeting
- Stakeholder Workshop – March 9<sup>th</sup>
- First draft Working Session – May 18<sup>th</sup>
- First Draft Public Presentation – June 2<sup>nd</sup>
- Public Hearing – TBD



# WRAP UP/SURVEY



<https://www.cityofwaupaca.org/plan-updates/>



# Thank you!

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