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These documents were developed early in the planning process to provide ample opportunities for public involvement throughout the planning programs. Both the City and Town adopted these plans in 2001.

PUBLIC PARTICIPATION PROCEDURES AND PLAN ADOPTION

City of Brillion Public Participation Procedures

The City of Brillion, Calumet County, Wisconsin, in order to provide the greatest amount of public involvement possible, and to meet the provisions of Section 66.1001(4) (a) Wis. Stats., has adopted the following Public Participation Procedures. It is the intent of these procedures to provide opportunities for the public to be meaningfully involved in our efforts throughout the planning process.

The City Council has designated the City of Brillion Plan Committee to lead this public involvement effort. This committee includes members of the City of Brillion Planning Commission, the Mayor, City Administrator, Director of Community Development, Brillion School District Superintendent, representatives from the local utility providers, residents and business owners. The committee was established by the Planning Commission to include broad representation from the City's varied geographic, political, business, and social circles.

It shall be the responsibility of this committee to:

- Make available to the public, information about the planning process and copies of plan documents. This information shall be made available in the most suitable variety of media possible, including newsletters, public meetings, workshops and the internet.
- Recommend the adoption of the Public Participation Procedures.
- Actively solicit comments and suggestions from the residents of the city, neighboring governmental units, school and special purpose districts serving residents of the city, Calumet County, East Central Wisconsin Regional Planning Commission, Wisconsin Department of Natural Resources, Wisconsin Department of Transportation, Wisconsin Land Council, the University of Wisconsin Extension (UW-EX) and the general public. As part of this effort, the committee shall conduct a survey to obtain resident opinions on comprehensive planning and the City's Strengths, Weaknesses, Opportunities and Threats.
- Work closely with the consultant hired by the city to prepare the Comprehensive Plan.

All meetings on the comprehensive plan shall be open to the public and duly posted pursuant to Ch. 985.02(2). The public hearing shall be published as a class 1 notice, pursuant to Ch. 985.02(1) at least 30 days prior to the hearing. The class 1 notice shall include the following: (1) date, time and place of the hearing, (2) a summary of the proposed Comprehensive Plan, (3) the name of the city 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 may be obtained.

Copies of the proposed Comprehensive Plan shall be made available for viewing by the general public at the same time as the hearing notice is published. Copies of the proposed plan shall be available from the City Clerk's Office (130 Calumet Street, Brillion, WI 54110) and at the City of Brillion Public Library (326 North Main Street, Brillion, WI). After the notice of the public hearing has been published, those wishing to submit written comments on the plan may do so until two weeks prior to the public hearing. Comments on the draft plan should be submitted to: Ms. Heather Zander, Community Development Director, City of Brillion, 130 Calumet Street, Brillion, WI 54110. Written comments will be addressed at the public hearing and will be given the same weight as oral testimony.

City of Brillion Plan Adoption

City Council - Based on the recommendation of the Brillion Plan Committee and comments received at the public hearing, the City Council, by majority vote, shall enact an ordinance adopting the Comprehensive Plan. A copy of the ordinance and adopted plan shall be sent to neighboring units of government, school and special

purpose districts serving residents of the city, Calumet County, East Central Wisconsin Regional Planning Commission, Wisconsin Department of Natural Resources, Wisconsin Department of Transportation, the University of Wisconsin Extension (UW-EX), the Wisconsin Land Council and the City of Brillion Public Library. A copy of the resolution and adopted plan shall be available for inspection at the office of the City of Brillion Clerk. Copies of the Comprehensive Plan may be purchased from the City Clerk at a cost of \$30.00 each.

Planning Commission – The City of Brillion Planning Commission shall assist the City Council in implementing the provisions of the Comprehensive Plan.

From time to time, but not less than once every ten (10) years, the Planning Commission shall review the Comprehensive Plan for potential changes, additions or corrections. The Planning Commission shall also be responsible for recommending Comprehensive Plan amendments to the City Council on a majority vote of its entire membership.

Town of Brillion Public Participation Procedures

The Town of Brillion, Calumet County, Wisconsin, in order to provide the greatest amount of public involvement possible, and to meet the provisions of Section 66.1001(4) (a) Wis. Stats., has adopted the following Public Participation Procedures. It is the intent of these procedures to provide opportunities for the public to be meaningfully involved in our efforts throughout the planning process.

The Town Board has designated the Town of Brillion Land Use Committee to lead this public involvement effort. This committee includes more than a dozen volunteers from the local business community, farmers, residents from Forest Junction, and the Town Chairman. It shall be the responsibility of this committee to:

- Make available to the public, information about the planning process and copies of plan documents. This information shall be made available in the most suitable variety of media possible, including newsletters, public meetings, workshops and the internet.
- Recommend the adoption of the Public Participation Procedures.
- Actively solicit comments and suggestions from the residents of the town, neighboring governmental units, school and special purpose districts serving residents of the town, Calumet County, East Central Wisconsin Regional Planning Commission, Wisconsin Department of Natural Resources, Wisconsin Department of Transportation, Wisconsin Land Council, the University of Wisconsin Extension (UW-EX) and the general public. As part of this effort, the committee, in cooperation with the UW-EX shall conduct a survey to obtain resident opinions on comprehensive planning and the town's Strengths, Weaknesses, Opportunities and Threats.
- Work closely with the consultant hired by the town to prepare the Comprehensive Plan.

All meetings on the comprehensive plan shall be open to the public and duly posted pursuant to Ch. 985.02(2). The public hearing shall be published as a class 1 notice, pursuant to Ch. 985.02(1) at least 30 days prior to the hearing. The class 1 notice shall include the following: (1) date, time and place of the hearing, (2) a summary of the proposed Comprehensive Plan, (3) the name of the town 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 may be obtained.

Copies of the proposed Comprehensive Plan shall be made available for viewing by the general public at the same time as the hearing notice is published. Copies of the proposed plan shall be available from the Town Clerk and at the City of Brillion Public Library (326 North Main Street, Brillion, WI). After the notice of the public hearing has been published, those wishing to submit written comments on the plan may do so until two weeks prior to the public hearing. Comments on the draft plan should be submitted to: Ms. Mary Eickert, Chair, Town of Brillion Land Use Committee, N8865 Tiffany Lane, Brillion, WI. Written comments will be addressed at the public hearing and will be given the same weight as oral testimony.

Town of Brillion Plan Adoption

Town Board - Based on the recommendation of the Land Use Committee and comments received at the public hearing, the Town Board, by majority vote, shall enact an ordinance adopting the Comprehensive Plan. A copy of the ordinance and adopted plan shall be sent to neighboring units of government, school and special purpose districts serving residents of the town, Calumet County, East Central Wisconsin Regional Planning Commission, Wisconsin Department of Natural Resources, Wisconsin Department of Transportation, the University of Wisconsin Extension (UW-EX), the Wisconsin Land Council and the City of Brillion Public Library. A copy of the resolution and adopted plan shall be available for inspection at the office of the Town of Brillion Clerk. Copies of the Comprehensive Plan may be purchased from the Town Clerk at a cost of \$30.00 each.

Planning Commission – The Town of Brillion Board established a 7-member Planning Commission upon completion of the Coordinated Comprehensive Planning Process with the City of Brillion. The newly established Town of Brillion Planning Commission included members of the Land Use Committee. The Planning Commission recommended approval of the Town of Brillion Comprehensive Plan to the Town Board.

From time to time, but not less than once every ten (10) years, the Planning Commission shall review the Comprehensive Plan for potential changes, additions or corrections. The Planning Commission shall also be responsible for recommending Comprehensive Plan amendments to the Town Board on a majority vote of it's entire membership.

COGNITIVE MAPPING



This appendix provides the results of the cognitive mapping exercise as presented by Dr. Thomas Greene on November 7, 2001.

At the meeting, Dr. Thomas Greene, from St. Lawrence University in New York State, returned to present the results of the cognitive mapping exercise that the Coordinated Plan Committee completed in June of 2001. At the June meeting, the Coordinated Plan Committee responded to a series of maps by reporting districts of distinctive character and individual travel routes. Participants then indicated pleasant or unpleasant zones and areas in which they would or would not like to see additional development. After the meeting, several participants provided positive comments about the exercise, but were somewhat disappointed that the scale of the maps didn't provide a very large or detailed are of the City.

At June meeting, 31 members of the Coordinated Plan Committee were in attendance. In order to increase the number of respondents to help ensure that collective cognitive maps were based on a consensus and not inappropriately skewed by individual responses, Dr. Greene had hoped at least 70 complete cognitive mapping exercises were completed. Additional copies of the cognitive mapping exercise were distributed to residents of the City and Town and to those members of the Coordinated Plan Committee who were not in attendance. Unfortunately, Dr. Greene only received 3 additional responses from these distributed copies. As a result, the cognitive mapping results primarily express the desires and expectations of the Coordinated Plan Committee.

PERCEIVED DISTRICTS MAPS

On the first series of cognitive maps, the Coordinated Plan Committee was asked to identify areas that are perceived to have a distinctive character or a common feel, the responses identified: farm areas, school zones (particularly around the new Brillion High School), and recreational areas (i.e. Brillion Marsh). The most common responses identified Forest Junction as an area of distinctive character and residential areas in the Forest Junction and City of Brillion. Development along USH 10 in the City of Brillion was also identified as an area with a distinctive character.

TRAVEL PATHS MAP

Not surprisingly, the travel path maps identified USH 10, CTH 57 and CTY PP as important transportation corridors in the City and Town of Brillion.

PLEASANTNESS AND DEVELOPMENT ZONES MAP

Finally, participants at the June 6, 2001 meeting were asked to rate the relative visual pleasantness of areas in the community and indicate where they would like to or would not like to see additional development. Pleasant areas identified included farms in the Town of Brillion, the Brillion Marsh, and the golf course in the City of Brillion.

These maps illustrate where the Coordinated Plan Committee participants indicated future development is most appropriate and least appropriate in the City and Town of Brillion.

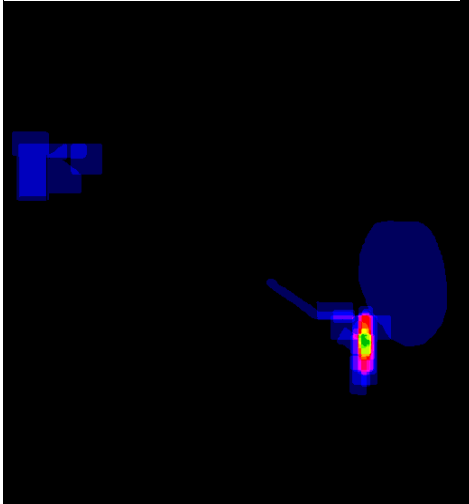
CONCLUSION

As is evident from the cognitive maps in this appendix, the desires for future development are not uniform. For example, some of the same areas are identified for recreational and industrial development, etc. These types of conflicts were resolved by the Coordinated Comprehensive Plan using information from the community survey, public meetings, and recommendations made by OMNNI Associates, the planning consultant for the project. Nevertheless, the cognitive maps were an important source of base information used to develop the *Future Land Use Maps*.

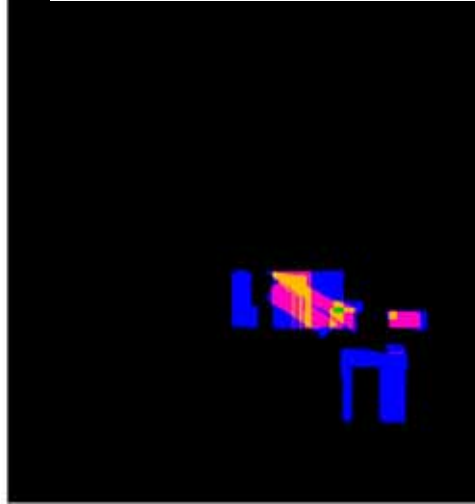
Perceived Districts

- ◆ Participants were first asked to volunteer areas which they perceived to have a “distinctive character” or “common feel about them.”
- ◆ Individuals identified farm areas, the school zones, and recreation areas. The greatest agreement, however, was in identifying Forest Junction and zones characterized as either residential or industrial.

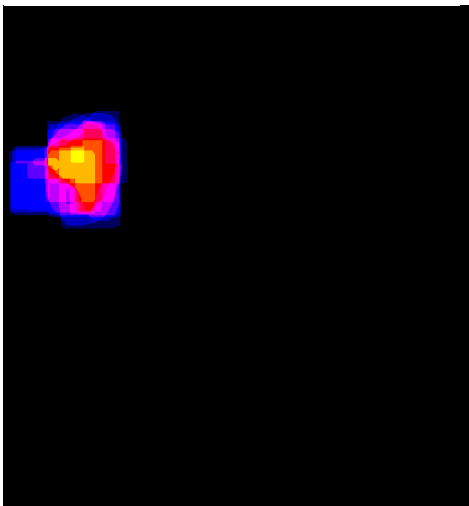
Perceived Residential



Perceived Industrial



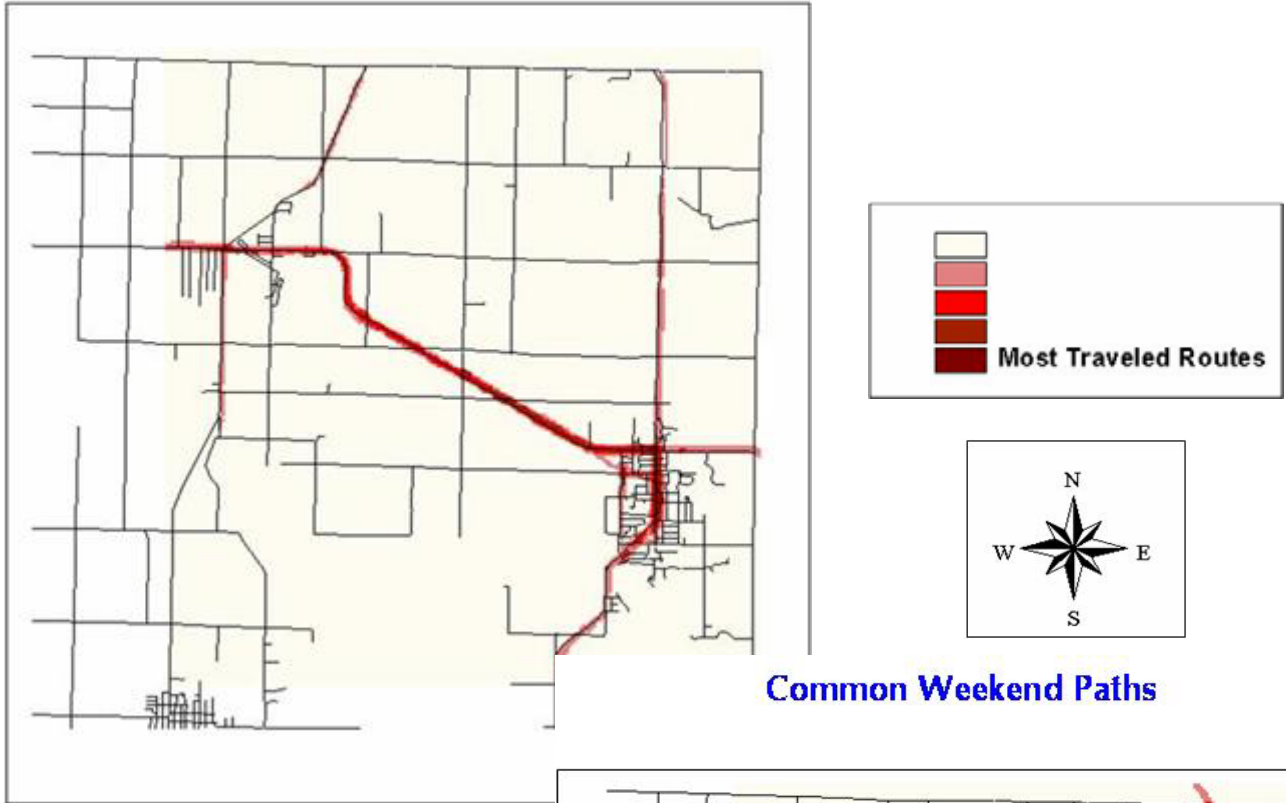
Forest Junction



Travel Paths

- ◆ Participants then indicated their usual travel paths on a base map. Summed over all of the 34 participants, common travel patterns appeared.

Common Weekday Paths

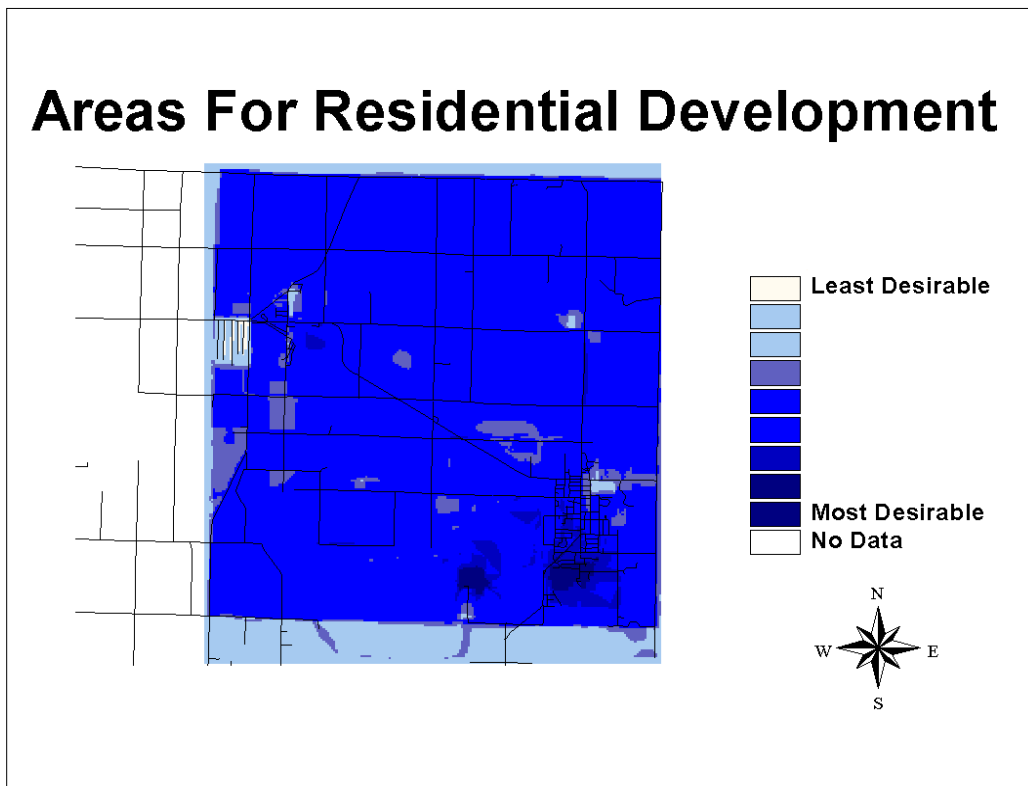
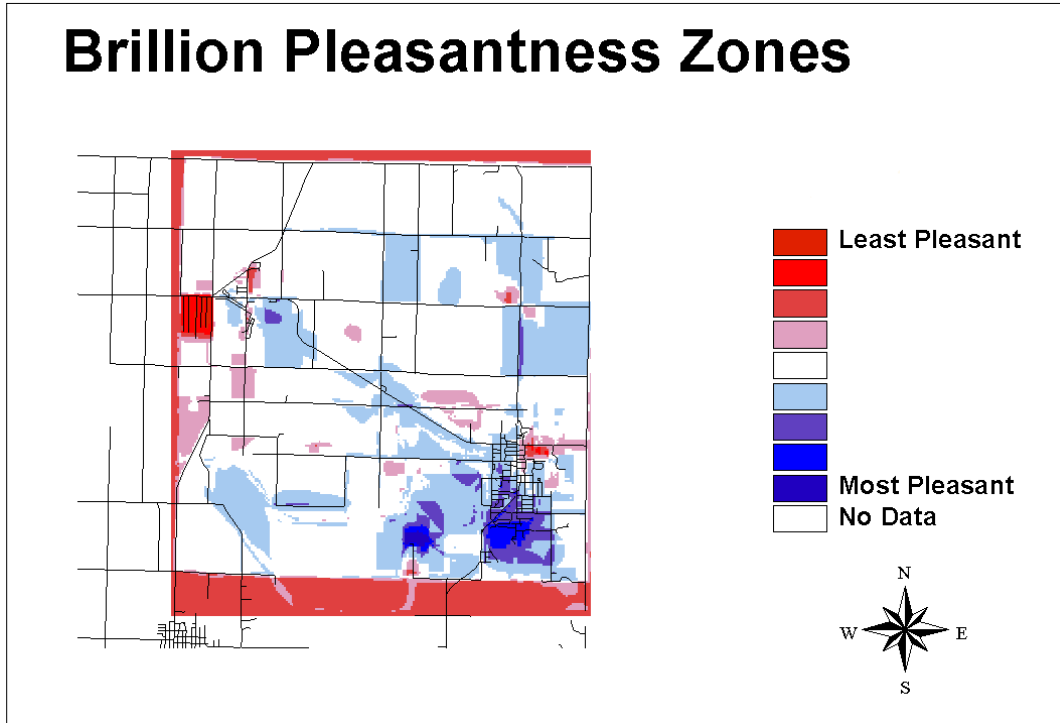


Common Weekend Paths

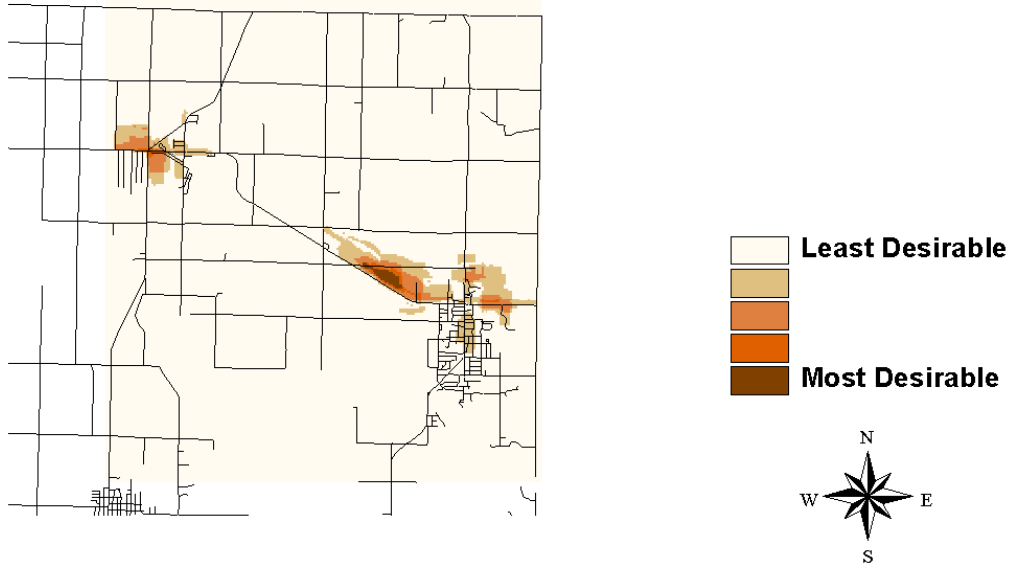


Pleasantness and development zones

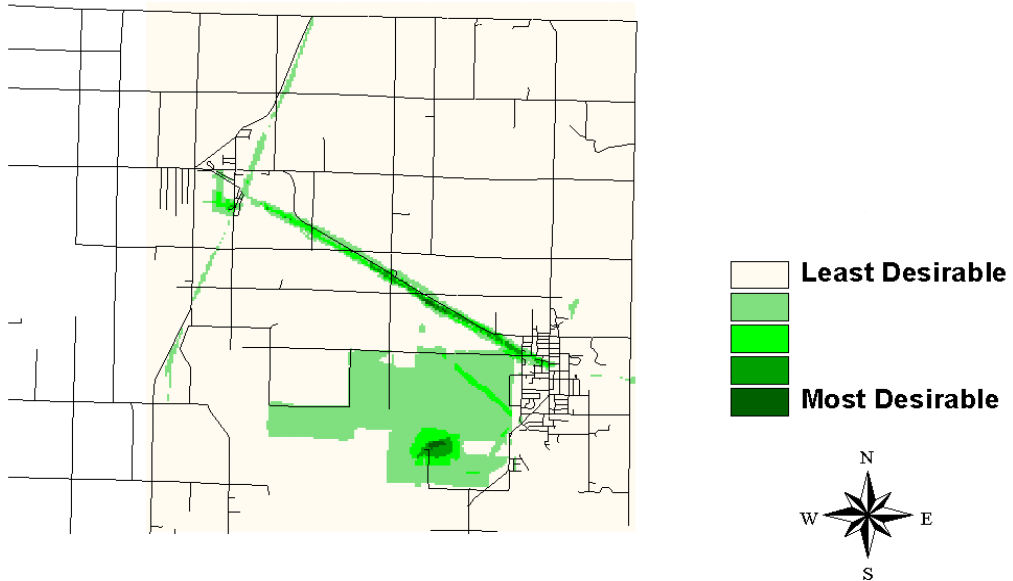
- ◆ Finally, participants rated the relative visual pleasantness of the Brillion area and indicated areas in which they would or would not like to see additional development.



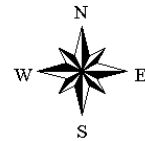
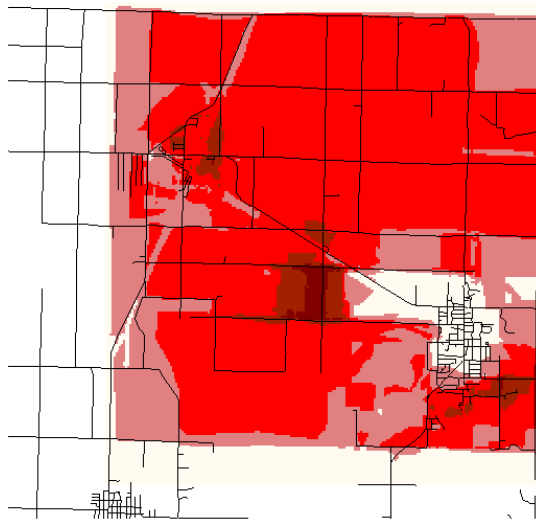
Areas For Business Development



Areas For Recreation Development



Restrict From Development



COMMUNITY SURVEY

As part of a coordinated comprehensive planning initiative, the City and Town of Brillion conducted a survey to gather public input on local priorities and planning options.

The questionnaire was developed with extensive input and review from the City and Town of Brillion Coordinated Plan Committee, OMNNI Associates, and the NRCS staff in the Social Sciences Institute and Office of Farmland Protection and Community Planning. The questions addressed community resources, preferences regarding future development and conservation, and a variety of options for implementing community decisions.

The survey effort involved a mailed survey to a random sample of 500 households in the City and Town of Brillion- approximately one-third of the total households in the two communities. Reflecting the population proportion between the City and Town, 67% of the households surveyed were from the City and 33% from the Town. The sample households were selected primarily from mailing lists provided by the City of Brillion utility records and Calumet County property ownership information for the Town. Recognizing that renters would be under-represented in the Town list, project partners attempted to obtain lists of renters from landlords in the Town. Anticipating that the survey could lose credibility if some residents felt excluded by not being selected as part of a sample group, project partners developed a separate process for other residents (those not selected as part of the random sample) to complete survey questionnaires. Nine (9) residents from the City and two (2) from the Town completed additional questionnaires; those results were summarized separately and provided to the local planning committee.

The survey was completed between October and December 2001. Two weeks before survey distribution, articles ran in two community papers describing the community survey and encouraging those receiving surveys to participate.

Surveys were mailed to the sample group using a delivery process that involved as many as five mail contacts. All 500 members of the sample group were sent advance letters addressed to them and signed by local elected officials; the advance letters included information about the planning process and the survey, and asked for their participation. One week after the advance letters were distributed, all 500 households received an initial survey packet including a copy of the survey questionnaire, a pre-addressed postage-paid envelope, and a cover letter describing the questionnaire and restating how the information would be used. All respondents were assured of confidentiality.

Those households that did not respond within the next ten-day period were sent a post card reminding them of the survey and again asking for their participation. The households that had not responded approximately ten days after the first postcard was sent, received another full survey packet, which included another copy of the survey, another stamped and addressed envelope, and another cover letter. Those who had still not responded two weeks after the second packet were sent a final post-card reminder.

Out of 500 surveys sent, 357 households returned usable surveys, 5 surveys were returned blank or largely incomplete and 12 households were dropped from the list because the individuals had moved or were deceased. The final response rate was 73 percent (357/488)."

To Learn More...

The final survey results are summarized in a detailed report developed by Dr. Ken Genskow, UW-Extension UW-Madison. The report was published under a separate cover. Copies are available from the City and Town. The report includes a copy of the survey questionnaire.

Information obtained from the survey has been included in each of the nine element chapters of this plan to reflect citizen opinions related to particular planning issues.