

**PUBLIC PARTICIPATION PLAN  
FOR THE  
TOWN OF HOLLAND  
COMPREHENSIVE PLAN PROCESS**

I. Introduction.

The Town of Holland has jointly applied with La Crosse County and the Townships of Bangor, Barre, Campbell, Greenfield, Hamilton, Medary, Shelby, and Washington and the Village of West Salem, for a State of Wisconsin Planning Grant to update their individual Comprehensive Plans pursuant to the State's Comprehensive Planning Law, Section 66.1001 of the Wisconsin Statutes. The Town of Holland did not receive a State of Wisconsin Planning Grant in 2005. However, the Town has decided to begin the comprehensive plan process in anticipation of such funding in 2006.

Section 66.1001(4)(a) of Wisconsin Statutes specifically requires the governing body of the local government unit to adopt written procedures designed to foster public participation, including open discussions, communication programs, information services, and public meetings for which advance notice has been provided, in every stage in the preparation of the comprehensive plan. These written procedures contained within this Public Participation Plan (hereinafter referred to as the "Plan") satisfy this requirement. This Plan will guide public participation throughout the Town of Holland's Comprehensive Planning Process.

This Public Participation Program offers all citizens, businesses, interest groups, housing authorities, affected units of government, and other parties a range of opportunities to participate through the planning process in a meaningful way to shape the future of the Town and region. Effective public input is critical for the success of this planning process because it is our citizens, businesses, and groups that will experience the Plan's costs and benefits on a daily basis for many years. This Plan will, in part, determine where and how our residents live, work and play, and how they travel from one place to another. They will also be the main implementers and enforcers of the Plan.

Our participation program is creative, inclusive, and persistent. It employs the use of innovative, unique, and thoughtful ways to encourage people to participate in the process and to maximize the effectiveness of their contributions. The opportunities are open to everyone with a stake in the outcome of the comprehensive plan. And, several participation opportunities are available to a wide range of citizens—people with different incomes, races, ages, and occupations—in all stages of the planning process.

Our public participation process will:

- Ensure all planning decisions are open to public comment;
- Produce better planning decisions;
- Support and add credibility to all Town decision-making processes;
- Provide opportunities to disseminate information about the Plan and process to all segments of the Town;

- Strengthen the relationship between our decision makers and citizens; and,
- Develop a shared vision for the future of The Town of Holland and La Crosse County.

## II. Public Participation Opportunities.

The Town of Holland has established the following list of public participation opportunities because these techniques are designed to maximize public participation in every stage of our planning process. This collection of opportunities will meet both the letter and spirit of Wisconsin's Comprehensive Planning Legislation and will include the following:

### 1. **Community Survey.**

A community survey will be distributed to all Town of Holland households. The survey will be designed to obtain public opinions and preferences on key subjects addressed in each of the nine comprehensive plan elements.

### 2. **Visioning Meeting 1: Issue Identification.**

The visioning meeting will create public awareness of and provide education about the planning process and to answer questions. It will also facilitate a goal setting exercise. Planning Commission members and La Crosse County Planning will lead an exercise that will engage community participants in a discussion about issues and opportunities that should be addressed in the comprehensive planning process. Participants will also set their top priorities for the process and Town of Holland over the next twenty (20) years by ranking issues and opportunities. The results of this exercise will provide the foundation for the development of project and community goals and objectives.

### 3. **Visioning Meeting 2: Visual Preference Survey.**

A Visual Preference Survey (VPS) is a planning tool that provides the public with the opportunity to offer its opinions about the visual quality of various types of development (i.e., single family residential, apartments, retail establishments, industrial buildings, office, etc.). One of the unique features of our VPS will be that up to 25 residents or groups of residents will be given cameras to take pictures of buildings, places, and features of the community that they like and do not like.

The public will rank these photographs to determine the Town of Holland's visual preferences for different types and styles of development.

The results of the VPS can be used by the Town to create specific Plan recommendations and implementation ordinances to facilitate the types and styles of development the public prefers. The VPS can be a powerful and effective planning tool for gauging the public's opinions about the visual quality of development and land use patterns that the community desires.

### 4. **Stakeholder Interviews.**

The Town Planning Commission and La Crosse County will conduct interviews to gain additional input and support for the comprehensive planning process.

**5. Website.**

The Town of Holland will post on its website the Comprehensive Plan and planning process information. This information may include the project schedule, agendas, draft plan elements and reports, maps, photographs, updates and survey results.

**6. Press Releases.**

The Town of Holland will produce press releases and other public information pieces at key points to facilitate widespread awareness and education of events and overall plan creation progress.

**7. Past Planning Accomplishments Memorandum.**

The Planning Commission and Town Board will prepare a public document that highlights previous planning efforts in the Town of Holland and the outcomes of such plans. This report will contribute to the public awareness and successes of past plans.

**8. Public Comments.**

The Town Board and the Planning Commission will always welcome written comments regarding issues presented. Direct written responses will be made where a response is appropriate. Comments will always be addressed and discussed at meetings.

**9. Meeting Notices.**

The Town of Holland will post meeting notices for each meeting and event in a timely manner at accessible locations, and the notices will meet the requirements for proper notification regarding date, time, location, etc.

**10. Planning Commission Meetings.**

The nine elements of the Town of Holland Comprehensive Plan will be developed at a series of meetings of the Town of Holland Planning Commission. La Crosse County may participate in these meetings as well. The meetings, unless otherwise noted, will be open to the public and allow opportunities for public comments. The meetings will focus on the development of plans, policies, and programs to implement the community defined vision.

**11. Open House to Review Draft Plan.**

The Comprehensive Planning Law requires municipalities to hold at least one (1) formal public hearing with a Class 1 public notice prior to adoption of the "Final Comprehensive Plan." Prior to adoption of the Final Comprehensive Plan, the Town of Holland will conduct an open house that will be chaired by the Planning Commission. The intent of the community open house is to provide an opportunity for the public to review and comment on the complete "Draft Comprehensive Plan."

**12. Public Hearing on Final Plan Adoption.**

The final step in the Plan adoption process is for the Town Board to hold a public hearing on the proposed "Final Comprehensive Plan" adoption ordinance and the "Final Comprehensive Plan" document. The Town Board is required to consider any comments received on the Recommended

Comprehensive Plan prior to adopting a Final Comprehensive Plan. After adoption of the ordinance for the Final Comprehensive Plan, the Plan and adoption ordinance shall be distributed by the Town to recipients listed in Section 66.1001(4)(b) of the Wisconsin Statutes.

13. **Other.**

Planning is a continuous process that does not end with the adoption of the Plan. Unforeseen issues at the time this Plan was prepared, or as future issues arise, the Planning Commission may organize additional public participation activities or as it considers specific planning issues and amendments to the Comprehensive Plan. The topics of the meetings or open houses will depend on these issues and will be designed to feature opportunities for public education, input, and interaction.

III. Adoption.

This Plan was adopted by the Town of Holland Board on this \_\_\_\_\_ day of \_\_\_\_\_, 2005.

(SEAL)

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George Hammes, Chairman

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Marilyn J Pedretti, Clerk