

Figure 12: Richland Center Zoning Map, 2022

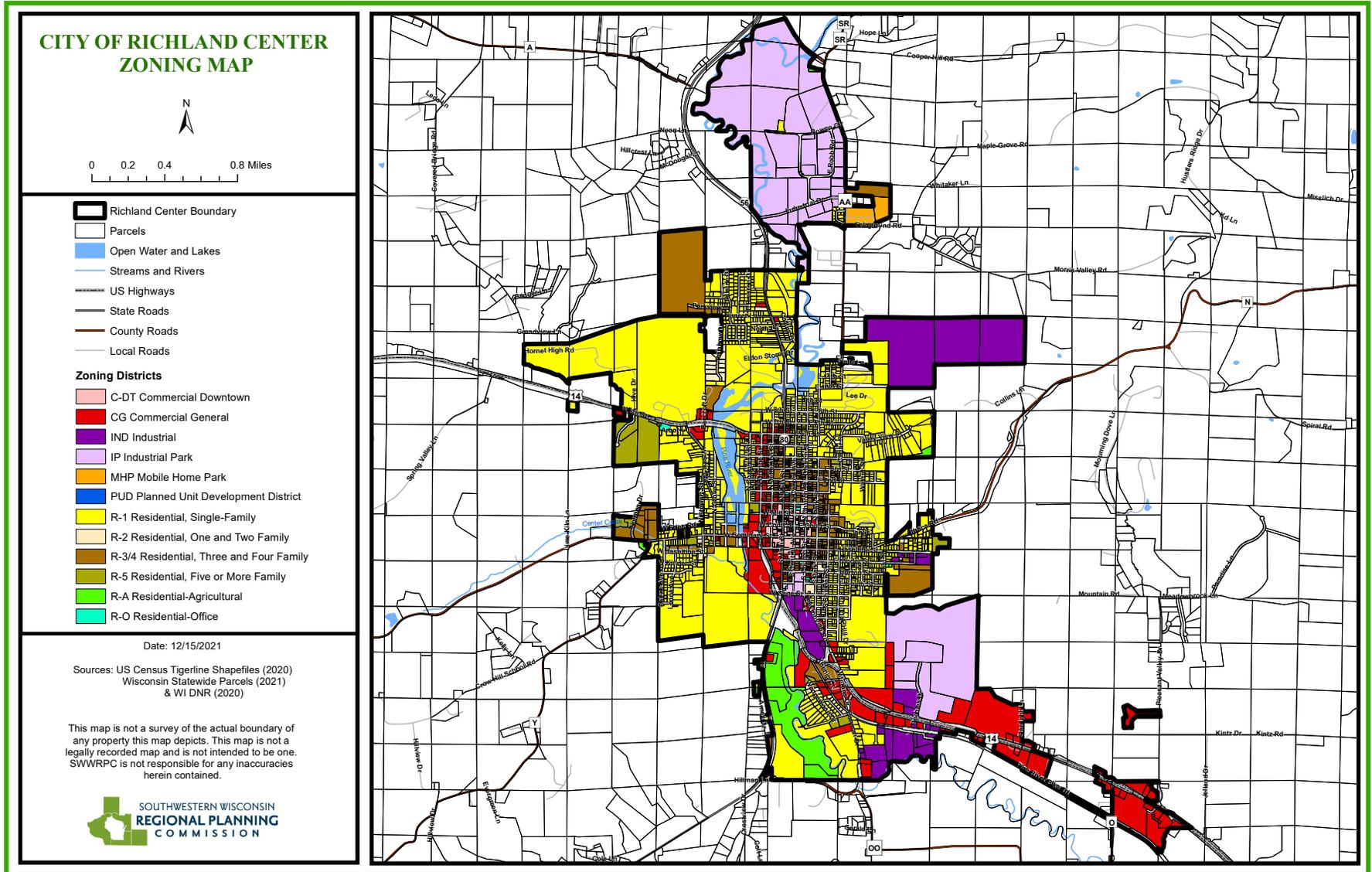
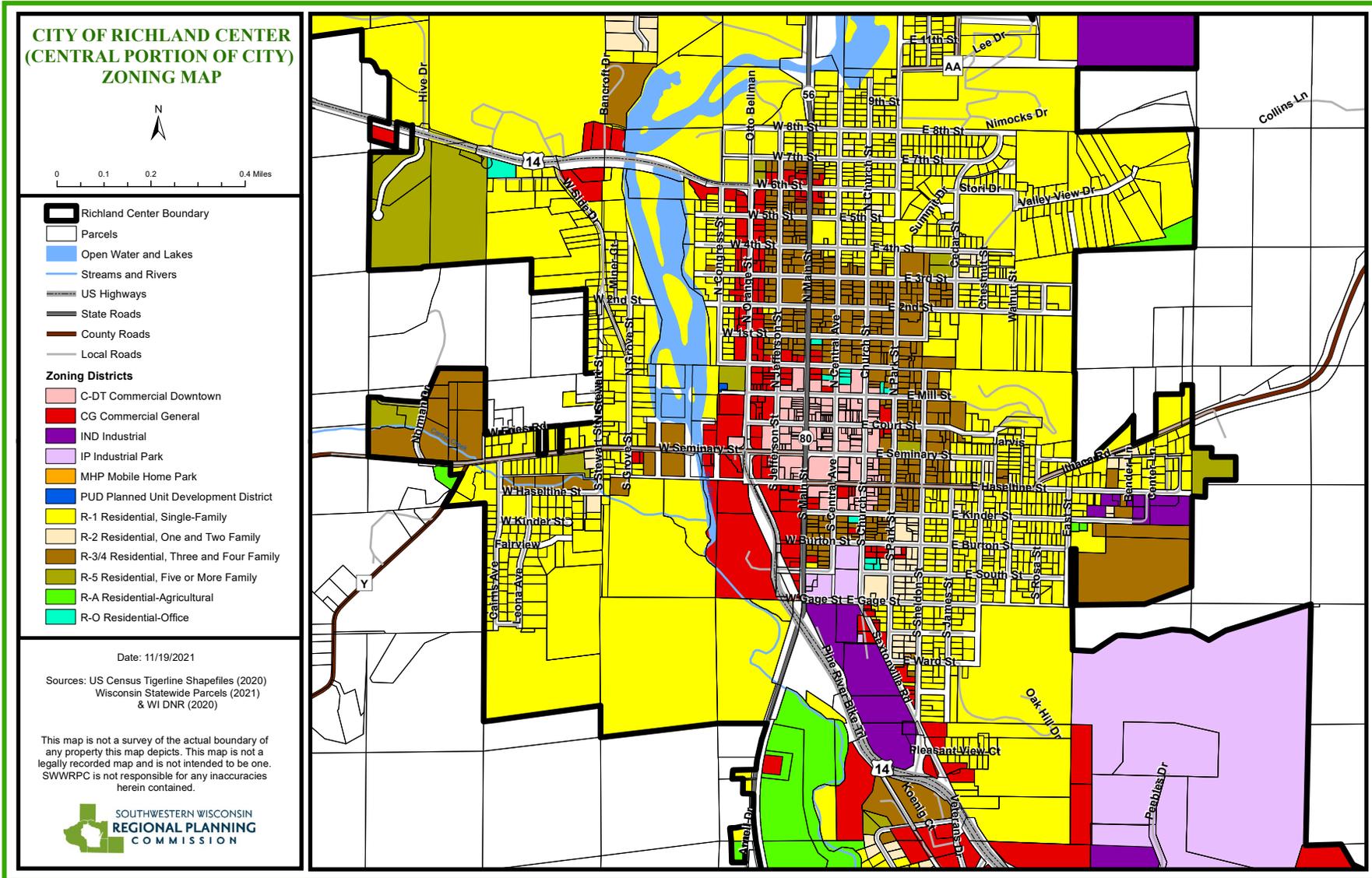


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Future Land Use

During the final public input session, residents were asked how they would like to see the city grow. Residents were not just asked where the city should grow but where they would like to see specific new developments take place, such as where new parks should go and the best place for new housing. The result of these conversations was the Future Land Use Map. The Future Land Use Map is a primary objective of the planning process and the map is required to be followed in any instances of rezoning. The map is truly a guide to the future land use of the city.

In creating the Future Land Use Map, considerations were given to the high priorities placed on additional residential development, the unique geography of Richland Center, avoiding incompatible land uses, and the projects identified throughout the process that have direct land-use impacts, such as a campground.

The Future land use maps provide a general guidance as to where future residential, commercial, industrial, recreational, institutional, and mixed-use development should take place. Actual zoning should conform to these land uses if any zoning changes take place, but the future land use does not designate the density or specific type of use. For example, future land use is designated as residential but does not specify the number of units that can be build on a parcel.

Mixed Use Designation

To provide future flexibility for the city, the future land use map identifies a significant amount of land (all dependent on annexation) as mixed use. Mixed use is short for “Residential Mixed Use” and the intention of this designation is to increasing housing, encourage a variety of businesses which offer consumer goods and services in close proximity to residential neighborhoods, and offer the opportunity to prioritize pedestrian access. The districts should allow for a complementary mix of residential, commercial, as well as “light” industrial uses which will reflect in the permitted and condition uses. Richland Center’s current zoning ordinance does not yet set the specifics of this use. It is recommended the zoning ordinance be updated to provide for the flexibility that a Mixed-Use District allows the city.



Figure 13: Richland Center Future Land Use Map, 2022

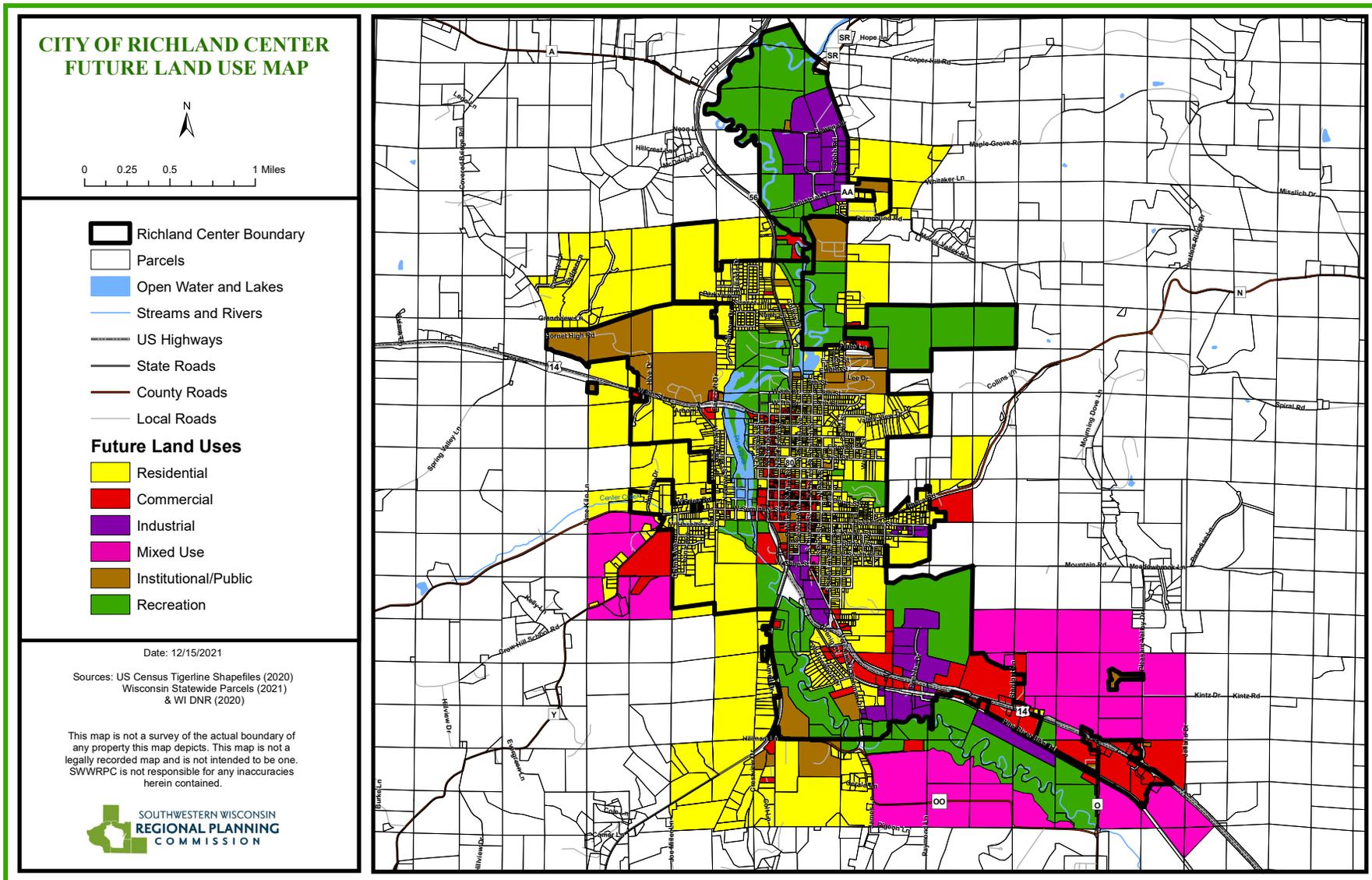


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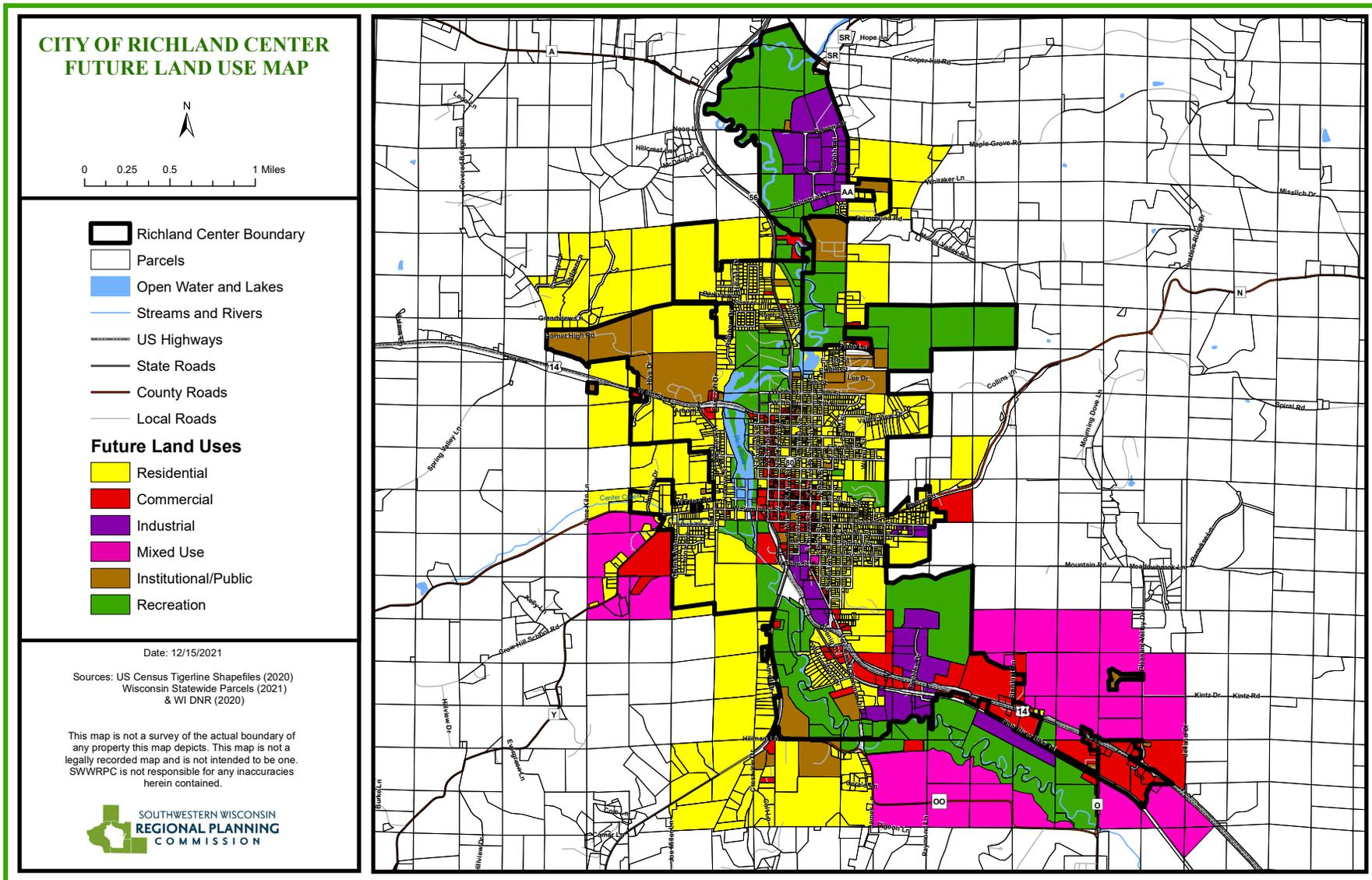
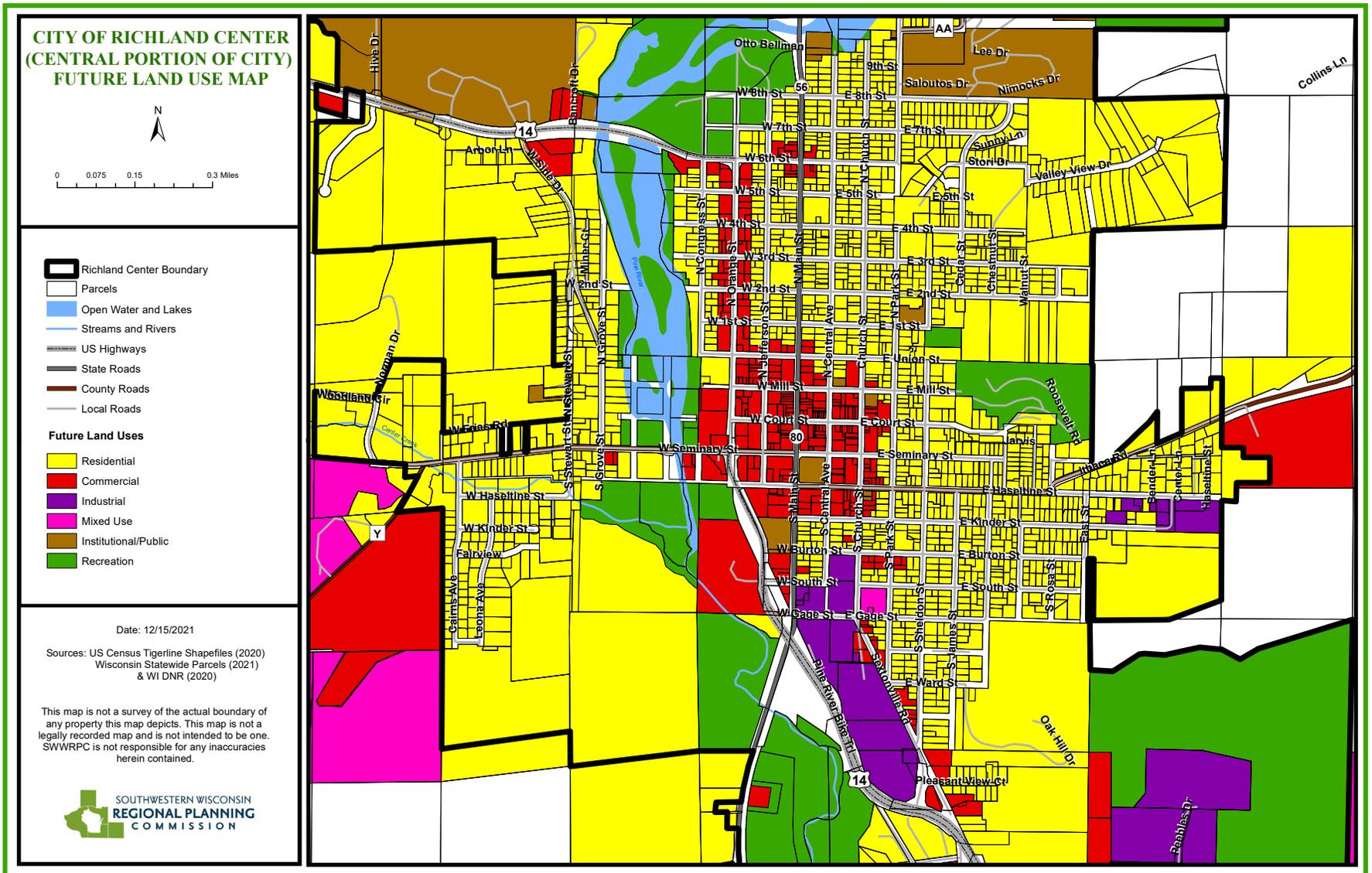


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Land Use and Implementation Strategies and Action:

Strategy 1: Maximize the current opportunities

As mentioned, Richland Center has constraints to its expansion which requires the city to take advantage of infill lots and consider an increase in residential density. Additionally, the city should empower residents to take advantage of the resources they have and permit by-right land uses that empower entrepreneurship, attract young families, and allow additional housing units.

Action: Utilize the associated Market Analysis and Action Plan to identify unused and underutilized lots. Pursue additional housing by taking advantage of unused or underutilized lots.

Action: Consider “up-zoning” single family neighborhoods. Prioritize those areas that currently have vacant lots to encourage multi-family investment.

Action: Permit by right, accessory dwelling units on all residential parcels, as long as building code standards and setback are met.

Action: Permit by right home-based businesses, backyard chickens, and food trucks

Action: Enforce all zoning ordinances with a priority on those that prohibit non-commercial uses of first floor commercial spaces within the downtown commercial district.

Action: Seek out Historic Preservation planning grants to designate downtown as an historic district, on the National, State, and Local registers of historic places. Work with the Wisconsin Historical Society to develop a Certified Local Government to oversee the design and redevelopment within the Historic District

Action: Richland Center’s assessment level is currently 86.93% of full market value. A community-wide revaluation should be done to better reflect the reality of the market.

Action: Follow the future land use map adopted with this plan.

Strategy 2: Work with neighboring municipalities to address stormwater issues.

Action: Identify stakeholders within the watershed that want to work to address the problem.

Action: Work upstream on streambank erosion control measures and utilize the multi-benefits of phosphorus reduction and conservation planting.

Action: Mitigate stormwater impacts with the city by encouraging the use of bio-swales and rain gardens in all new development and incentivize introducing these into problematic areas of the city.



Implementation

🔊 **GOAL:** Implement continual improvement using the Plan, Do, Study, Act process to ensure the planning work here is implemented and the plan remains a living document.

This plan recommends Richland Center utilize the Plan, Do, Study, Act (PDSA) Cycle to implement this plan. Through the adoption of this plan, the city has made the first step in this cycle. The Comprehensive Plan is not passive and does not represent a satisfied goal, rather it is a starting point for the city to implement their desired goals. The PDSA cycle requires this plan to be reviewed regularly and, at times, updated when determined vital to the best interests of the city.



Plan

This is the work completed through the Comprehensive Planning process, culminating in this document. It included community engagement, review of relevant data and past planning work, and conducting interviews with key personnel. This process should take place again no later than 2032

Do

This phase includes plan roll-out and executing objectives. Key aspects include:

- Identifying responsible parties – They may be city staff, city council members, or asking community associations to step into a role that uniquely fits their mission.
- Identifying required resources and partners - County-wide initiatives – Implement county-wide initiatives such as updating the HR Personnel Manual, improving the payroll system, developing on-boarding programs for staff and County Board, and improving the budget process.
- Documentation – Develop or finalize the targets and measures the team will use to measure progress towards continual improvement and plan implementation. This includes both the analysis of existing data and collection of new data to be used to measure progress.

Study

Measuring progress requires a team to monitor and manage implementation, and to record progress. Two major steps should be undertaken.

- Identify the committee or group to monitor progress and ensure there is continued momentum. The team should meet quarterly and be able to connect with city staff, committees, and city council. The team should be inter-disciplinary and include council members, city staff, business owners, and residents with varied interests in the community, all of who have a passion for this work.
- Identify and define barriers to implementation in order to overcome or surmount them when possible. When barriers cannot be overcome, they should be documented to inform future planning work. Common barriers to plan implementation include:
 - Legacy rules or procedures.
 - Lack of staff time to work on initiatives.
 - Choices or trade-offs are not made. Trying to do everything.
 - Choosing to wait for a “better time.”
 - Parochialism / narrow mindedness