

Chapter 10

Plan Implementation

Summary

- The Plan Implementation chapter prioritizes recommendations in the Plan and places them within a timeframe to address the recommendations.
- There are a variety of tools that can be used to implement the Village's Comprehensive Plan.
- The Implementation Schedule should be reviewed yearly to monitor progress.
- The Comprehensive Plan must go through a major review and revision every ten years.

Introduction

Once the Village of Bellevue adopts its revised Comprehensive Plan, it can then be implemented. Often the term “tools” is applied to the different methods that can be used to accomplish this. Implementation tools can be recommendations, educational materials, committees, area groups, local government, web sites, ordinances, etc.

There are goals, objectives, and recommendations at the end of each Chapter in the Village of Bellevue Comprehensive Plan. These represent the end result that the Village hopes to achieve by implementing the Plan. Though there are many excellent ideas in each Chapter, it may be impossible to address them all at the same time. Potentially, budgets, time constraints, manpower, or changes in attitude may cause some of the ideas not to be realized.

The Plan Implementation Chapter will review the goals, objectives, and recommendations at the end of each Chapter to determine which policies should be implemented and in what time frame.

Potential Implementation Tools

Implementation tools can be grouped into regulatory and non-regulatory categories. Regulatory tools can be state, county, and municipal codes that the Village of Bellevue uses to regulate itself. Non-regulatory tools can be actions the Village government, groups, or residents voluntarily take to achieve a goal. Throughout the plan, ways of achieving the goals have been identified.

Roles and Responsibilities

Residents and Property Owners: The Village of Bellevue encourages continuous input from its residents and property owners. The planning process does not end with the adoption of the Comprehensive Plan. Views change, regulations are amended, new ideas evolve over time, and with this, the Comprehensive Plan will need to be updated. Therefore, public participation will always be needed and encouraged.

Plan Commission: The Village of Bellevue Plan Commission's role in the planning process is to review all pertinent information, give input, and act as advisory to the Village Board. The Plan Commission will use the Comprehensive Plan as a guide for decision making.

Village Board: In order for the Comprehensive Plan to be implemented, the Village Board must formally adopt it. Upon adoption, the Comprehensive Plan becomes a guide for decision making by Village officials. As chief policy makers, the Board is also responsible for establishing and actively supporting a continuing planning program. Periodically, the Village can assign the task of revising the Plan to the Plan Commission or an Ad-Hoc Committee.

Plan Updates

Ongoing evaluation of the Village of Bellevue Comprehensive Plan is important. The needs of the community today may be different from the needs of tomorrow. Revisions and amendments to the Village's Comprehensive Plan can be done at any time by following the procedures for adopting a Comprehensive Plan required by state statutes. These include publishing a Class I notice, having the plan available for the public to review for 30 days, and holding a public hearing.

The Village of Bellevue Comprehensive Plan 2023–2043 Implementation Schedule should be reviewed annually by the Bellevue Village Board and/or Plan Commission to measure the progress of the plan implementation.

The review of individual Comprehensive Plan map or policy amendments should consider the cumulative transportation, land supply, and environmental impacts of other plan amendments proposed within the same annual cycle.

At least once every ten years, the plan should be reviewed and updated using a formal process that includes the Plan Commission and a citizen-based Ad-Hoc Committee.

Plan Consistency

There were no known inconsistencies identified in the adopted plan. Any inconsistencies were identified and addressed during the planning process.



Plan Implementation Goals, Objectives, and Recommendations

Goal 1: Maintain a relevant and useful Comprehensive Plan.

Objectives

1. Create and maintain a planning document that is used to guide the future growth and development of the Village.

Recommendations

1. Form an Ad Hoc Committee to review the implementation schedule annually to gauge implementation progress and make recommendations for revisions if necessary.
2. Create a list of local and area groups, organizations, and committees that could potentially help implement Bellevue's Comprehensive Plan and meet with them regularly to discuss and coordinate these activities.
3. Use a variety of methods to solicit public opinion during the plan implementation process, including surveys, neighborhood meetings, use of Village's website, community events and open house meetings.
4. Consult annually with other governmental agencies and neighboring communities to get their input regarding how their community activities relate to the recommendations of the Comprehensive Plan.
5. Perform a review of the entire Comprehensive Plan at least once every five years. Revise sections of the plan that are determined to be out of date and sections that are not serving their intended purposes.
6. Perform a complete update of the Comprehensive Plan every 10 years.

Ad Hoc Committee's Priority Plan Implementation Directives

The Comprehensive Plan Ad Hoc Committee strongly recommends that the Village increase and improve its commitment to the monitoring and implementation of the updated Comprehensive Plan. The Village should increase the role of Plan Commission and/or support the creation of a permanent Ad Hoc Committee to oversee and work with staff on regular reviews of the plan's policies and implementation activities. These elevated efforts could help ensure the Village stays on target with achieving the Plan's overall vision and goals. While the updated plan contains dozens and dozens of recommendations, the Ad Hoc Committee feels that the most of important directives, in terms of overall positive impact on the community, are as follows. Please note that these directives are not listed in any priority order as the Ad Hoc Committee feels all ten are near equal in terms of importance.

1. **Commit to the creation of a new Village Square** bounded by Allouez Avenue, CTH GV (Monroe Rd.), WIS 172, and Bellevue Street. The Village of Bellevue lacks a center focal point (downtown), and development of a Village Square takes Bellevue from a "burb" of Green Bay to a complete community with a unique identity.



2. **Diversify the future housing stock** in order to accommodate the changing population and workforce. Based on the residential housing market trends, this should include allowances for, and promoting of, additional senior housing, “age in place” housing, missing middle housing (generally 2 to 6 dwelling units), cottage style developments, and accessory dwelling units (ADUs).
3. **Increase overall residential density** using “missing middle” style housing and the creation of truly “walkable” mixed use neighborhoods that have smaller lots. Create and enforce design standards to ensure quality environments are created.
4. **Connect parks and neighborhoods** with a variety of on-road trails, off-road trails, and sidewalks. This is especially important for ensuring good connectivity with regional trail systems such as the East River Parkway.
5. **Include/protect more natural greenspace and passive recreation opportunities** within new developing areas. Incorporation of natural features, drainage corridors, and wildlife habitats can provide a variety of environmental and recreational benefits to newly developing neighborhoods.
6. **Reduce future traffic congestion by using a gridded street system** when developing large tracts of land. Good street connectivity provides easy-to-navigate alternative routes which do not funnel all traffic to just a handful of intersections.
7. **Integrate local history and the arts** within existing and future developments, whether its celebrating the agricultural history of the Village along the Eaton Road corridor, or the installation of artworks as part of commercial and/or public space development in the new Village Square.
8. **Initiate community-wide dialogue regarding construction of a new Community Center** including its functions, alternative locations, and costs. Coming to resolve on this issue will further enhance future planning activities and development opportunities.
9. **Prepare detailed redevelopment plans** for the two northern ‘gateway’ corridors (Bellevue St. and Lime Kiln Rd.) as indicated on the Future Land Use Map. Explore new opportunities for commercial, industrial, and housing development.
10. **Promote, require, and utilize as appropriate, low-impact development practices** including, natural stormwater management, use of sustainable materials, and small scale renewable energy installations, as part of all new public and private development projects.



Implementation Recommendations and Schedule

There are numerous recommendations throughout the Village of Bellevue Comprehensive Plan. Personnel and budget limitations can make it difficult to address all of them in a short period of time. The Village of Bellevue Comprehensive Plan 2023–2043 Implementation Schedule should be used as a practical guide to prioritize and schedule implementation recommendations (see Tables 10-1 through 10-3).

The Implementation Schedule should be reviewed at the end of each year to determine what recommendations have or have not been implemented, what are the successes, what have been the obstacles, and if the schedule should be revised. The timeframes used for the recommended actions are:

Short Term:	0–5 Years.
Mid Term:	6–10 Years.
Long Term:	11–20 Years. (No recommendations in this category.)
Routine:	Annual or Ongoing actions with no definite beginning or end.

The following tables summarize the ‘action-based’ recommendations from the previous plan elements. The key for assigned Potential Lead Group(s) is as follows:

- *VB – Village Board*
- *PC – Plan Commission*
- *CD – Community Development Dept.*
- *PW – Public Works Dept.*
- *PR&F – Parks, Recreation & Forestry Department*
- *PS – Public Safety Department*
- *JRB – Joint Review Board*

Table 10-1: Short Term Recommendations (0 to 5 years).

Element	Goal #	Recc. Subsection	Recommended Action (# from Chapter)	Timeframe	Potential Lead Group(s)
Ag/Nat./Cult. Resources	Goal 1		1. Continue to explore the Official Mapping of environmentally sensitive areas (ESAs).	0–5 Years	CD
	Goal 1		15. Create a list of potential community projects and work with community organizations to carry them out.	0–5 Years	CD, PW, PR&F
	Goal 2		1. Create and maintain display cases of historical photographs and artifacts at the Village Offices pertaining to different aspects of the Village’s history such as the Fire Department, infrastructure, park system, community events, and daily life.	0–5 Years	CD
	Goal 2		2. Create and maintain a local history page on the Village’s website and periodically include information in the Village’s newsletter.	0–5 Years	CD
	Goal 2		7. Connect with the Brown County Historical Society for information and guidance on how the Village can enhance efforts related to historic preservation.	0–5 Years	CD
Ag/Nat/Cul Resources, cont.	Goal 4		1. Pursue and design a Village Square concept to include outdoor seating areas, public gathering spaces, and public facilities such as a band shell or pavilion that create a unique space within the Village.	0–5 Years	CD, PC, VB



	Goal 4		2. Review and revise, as needed, the Physical Development Standards in the Village's Zoning Ordinance and Subdivision Ordinance, which is intended to promote development in an aesthetically pleasing way.	0–5 Years	CD, PC, VB
	Goal 4		3. Review and revise, as needed, the Physical Development Standards in the Village's Zoning Ordinance and Subdivision Ordinance, to improve the overall 'walkability' of new development.	0–5 Years	CD, PC, VB
Community Facilities	Goal 1	Solid Waste	1. Study the feasibility of a joint solid waste and/or recycling collection program with adjacent communities.	0–5 Years	PW, VB
	Goal 1	Solid Waste	2. Continue to rebid solid waste collection services on a routine basis.	0–5 Years	PW, VB
	Goal 2	Comm. Facil.	1. Continue to evaluate options and solutions for meeting the Village's current and future space needs for administrative, public works, and recreation program functions. This includes the development of a new annex to the Village Hall, a consolidated public works facility and a new community center facility.	0–5 Years	VB
	Goal 2	Energy	1. Evaluate opportunities for the installation of solar energy systems as part of future public and private development projects including but not limited to WisDOT ROW, Redevelopment Areas, new Village Square, Agricultural Lands	0–5 Years	CD, PC, VB
	Goal 2	Energy	2. Review existing ordinances to ensure that the Village follows all State rules and requirements pertaining to the review and approval/denial of solar energy systems at all scales..	0–5 Years	CD, PC, VB
	Goal 2	Parks & Rec.	10. Consider the creation of a formal Bicycle/Pedestrian/Trail Committee to assist with the implementation of newly planned facilities.	0–5 Years	VB
	Goal 2	Schools	1. Continue to work closely with school districts and neighboring communities to address the future needs of the school districts in the most cost-effective and timely manner possible, which would include assisting the school districts find the most likely locations for future school sites.	0–5 Years	CD, PC, VB
Economic Development	Goal 1	Policy/Action	5. Promote applicable industrial sites using the New North's Gold Shovel Ready program	0–5 Years	CD, VB
	Goal 1	Site Related	2. Develop a building and site maintenance ordinance to ensure that the industrial parks remain attractive to new businesses, while remaining sensitive to existing ones.	0–5 Years	CD, PC, VB
	Goal 1	Biz Dev.	1. Continue to regularly survey existing businesses and industries as needed to identify any issues or concerns there may be regarding doing business in Bellevue and maintain an open line of communication with them and share the survey results.	0–5 Years	CD
Economic Development, cont.	Goal 2		2. Develop an updated conceptual plan (last done in 2006) for the Village Square mixed-use commercial area with pedestrian friendly streets and guidelines for amenities, banners, and other features that make this area unique to other areas of the Village and region and	0–5 Years	CD, PC, VB



			implement.		
	Goal 3		2. Develop a conceptual plan for the creation of a mixed-use commercial areas within the Neighborhood Business Districts associated with the Northeast Development District which incorporate pedestrian friendly streets and guidelines for amenities, banners, and other features that make these areas unique to other areas of the Village.	0–5 Years	CD, PC, VB
	Goal 4		1. Develop a conceptual plan for the creation of the WIS 29 Business Park which incorporate guidelines for amenities and building design.	0–5 Years	CD, PC, VB
Housing	Goal 1		2. Review current regulations so that they are more supportive and encouraging of the development of ‘missing middle’ housing styles in appropriate areas.	0–5 Years	CD, PC, VB
	Goal 1		4. Consider reducing minimum lot width requirements from 100 feet to 50 feet.	0–5 Years	CD, PC, VB
	Goal 1		5. Consider modifications to the Village’s zoning ordinance which incorporates the concept of “maximum lot sizes.”	0–5 Years	CD, PC, VB
	Goal 1		6. Modify the Village’s ordinances to allow for Accessory Dwelling Units (ADUs) within specific residential districts.	0–5 Years	CD, PC, VB
	Goal 1		7. Develop various regulatory incentives, such as smaller minimum residential lot sizes, in return for various housing options.	0–5 Years	CD, PC, VB
Implementation	Goal 1		1. Form an Ad Hoc Committee to review the implementation schedule annually to gauge implementation progress and make recommendations for revisions if necessary.	0–5 Years	VB
	Goal 1		2. Create a list of local and area groups, organizations, and committees that could potentially help implement Bellevue’s Comprehensive Plan and meet with them regularly to discuss and coordinate these activities.	0–5 Years	CD, PW, PR&F, PS
Intergovernmental Coop.	Goal 1		4. Formalize existing informal agreements to address issues related to purchasing, maintenance, and costs associated with these agreements.	0–5 Years	VB
Land Use	Goal 1		6. Review and revise the Village’s subdivision ordinance as necessary to reflect the concepts identified in the Comprehensive Plan.	0–5 Years	CD, PC, VB
	Goal 1		8. Review and revise the Village’s zoning ordinance as necessary to promote concepts from the Comprehensive Plan. Some of these concepts include mixed land uses, zero/minimal setback development, traditional neighborhood development, and neighborhood commercial nodes.	0–5 Years	CD, PC, VB

Land Use, cont.	Goal 2		2. Begin detailed planning for the Village Square area, working with landowners and adjacent neighborhoods as needed.	0–5 Years	CD, PC, PW, PR&F
	Goal 2		11. Review and/or create appropriate road standards to allow for the utilization of narrow streets in combination with sidewalks and traffic calming techniques to slow vehicular traffic where necessary	0–5 Years	CD, PW, VB
Transportation	Goal 1		7. Improve designated truck route signage and GPS information throughout the entire system.	0–5 Years	PW
	Goal 1		9. Begin discussion how the Village can plan for and support the deployment of electric vehicle charging stations in key areas of the community.	0–5 Years	CD, PC
	Goal 2		1. Consider creating an Advisory Committee that can provide input on vehicle, bicycle, and pedestrian safety needs and concerns.	0–5 Years	VB
	Goal 3		7. Seek to move up the construction schedule of the connector road segment between WIS 29 and I-43.	0–5 Years	VB

Table 10-2: Medium Term Recommendations (6 to 10 years).

Element	Goal #	Recc. Subsection	Recommended Action (# from Chapter)	Timeframe	Potential Lead Group(s)
Ag/Nat./Cult. Resources	Goal 2		8. Develop and adopt an historic preservation ordinance to assist in preserving historic structures.	6–10 Years	CD, PC, VB
	Goal 3		7. Enhance the main Village entrance corridors with signs and landscaping.	6–10 Years	CD, PW, VB
	Goal 3		8. Erect signs that identify the names of creeks at road crossings.	6–10 Years	PW, VB
Community Facilities	Goal 2	Emerg. Services	2. Periodically study the Village's police, fire, and rescue services to ensure that they continue to provide the appropriate level of service.	6–10 Years	PS, VB
	Goal 2	Library	1. Continue to consider a branch library within the Village, if the opportunity arises, to meet Bellevue's as well as the County's library needs.	6–10 Years	CD, PC, VB
Economic Development	Goal 2		5. Work with landowners in the Village Square area to create a marketing and development plan and develop marketing materials to outline the types of development desired, provide examples of site amenities preferred, provide examples of incorporating bicycle and pedestrian friendly infrastructure, and list local, regional, and state economic development programs available. These materials would be available to anyone inquiring about opening a new business in this area.	6–10 Years	CD, VB
	Goal 2		6. Work with regional economic development partners and realtors to market a development plan for the WIS 172/CTH GV area.	6–10 Years	CD, VB
Economic	Goal 2		8. Consider the creation of Tax Incremental	6–10 Years	CD, VB,



Development, cont.			Financing Districts for applicable projects so that the Village can offer incentives to potential businesses.		JRB
Implementation	Goal 1		6. Perform a review of the entire Comprehensive Plan at least once every five years. Revise sections of the Plan that are determined to be out of date and sections that are not serving their intended purposes.	6–10 Years	CD, PC, VB
	Goal 1		7. Perform a complete update of the Comprehensive Plan every 10 years.	6–10 Years	CD, PC, VB

Table 10-3: Routine Recommendations (Annually or Ongoing).

Element	Goal #	Recc. Subsection	Recommended Action (# from Chapter)	Timeframe	Potential Lead Group(s)
Community Facilities	Goal 2	Parks & Rec.	8. Explore the use of DNR Stewardship grants to offset costs for land acquisition and park/trail development.	Annually	PR&F, VB
	Goal 2	Parks & Rec.	9. Continue the Village's capital improvements programming efforts to help plan, prioritize, and budget for park improvements and maintenance.	Annually	PR&F, VB
Economic Development	Goal 1	Policy/Action	3. Village staff should periodically develop, maintain, and disseminate a comprehensive list of potential economic development funding mechanisms through the state and federal government.	Annually	CD
Housing	Goal 1		10. Periodically review and update the Village's "Residential Infrastructure Policy and Assistance" document.	Annually	CD, PC, VB
Implementation	Goal 1		5. Consult annually with other governmental agencies and neighboring communities to get their input regarding how their community activities relate to the recommendations of the Comprehensive Plan.	Annually	CD
Intergovernmental Coop.	Goal 1		1. Meet on an annual basis, prior to budget development, with representatives of the surrounding communities and government agencies to discuss methods of cooperation to help reduce operational costs, provide, or expand services (solid waste, recycling collection, equipment purchases, etc.), plan for parks and trails, and promote economic development.	Annually	VB, CD, PW, PR&F, PS
	Goal 1		3. Continue to review the cooperative agreement with NEW Water to ensure that the agreement addresses the community's needs as it grows.	Annually	VB, PW
Land Use	Goal 1		1. Continue to update the Existing Land Use Map to monitor development patterns in the Village so that the Village is able to amend the Future Land Use Map and related policies as needed.	Annually	CD

Land Use, cont.	Goal 3		3. Review existing ordinances to ensure unnecessary barriers do not exist for solar energy systems less than 100MW in size.		
Ag/Nat./Cult. Resources	Goal 1		12. Provide educational information on the Village's website related to the testing and maintenance of private wells and Brown County's program of inspecting private onsite sewage disposal systems to guard against failing systems.	Ongoing	CD
	Goal 1		6. Continue to develop and provide downloadable brochures on the Village's website related to Bellevue's natural resources, their protection, and what residents can do to help protect them (volunteering for community projects, using rain barrels, installing rain gardens, etc.)	Ongoing	CD
Community Facilities	Goal 1	San. Sewer	6. Continue to conduct regular maintenance of the sanitary sewer system to identify inflow/infiltration problems.	Ongoing	PW
	Goal 1	Stormwater	2. Review the Village's stormwater management utility, ordinance, and plan to ensure that they remain consistent with federal and state requirements.	Ongoing	PW
	Goal 1	Stormwater	3. Continually update the Village's stormwater management plan based on changes to regulations.	Ongoing	PW
	Goal 1	Stormwater	4. Continue to model the Village's stormwater management system to determine the pollutant removal efficiency and implement improvements, as necessary.	Ongoing	PW
	Goal 1	Stormwater	5. Implement the recommendations in the Village's Comprehensive Stormwater Management Plan to address water quantity issues (such as flooding) and water quality issues (through the protection of wetlands and stream habitats).	Ongoing	PW
	Goal 1	Stormwater	6. Consider and evaluate low impact or "green" options to manage stormwater and runoff as new technologies evolve to reduce the environmental impact and cost.	Ongoing	PW
	Goal 1	Water Supply	5. Continually review and update as necessary Village Water System Plans.	Ongoing	PW
	Goal 2	Emerg. Services	1. Continue mutual aid agreements with neighboring communities.	Ongoing	PS, VB
	Goal 2	Emerg. Services	3. Continue the development of the First Responders program in cooperation with the Green Bay Metro Fire Department.	Ongoing	PS, VB
	Goal 2	Parks & Rec.	1. Continue to participate in the Tree City USA program.	Ongoing	PR&F
	Goal 2	Parks & Rec.	2. Continue to construct and maintain Bellevue's portion of the East River Trail.	Ongoing	PR&F
	Goal 2	Parks & Rec.	5. Continue to implement the recommendations in the Village's Comprehensive Outdoor Recreation Plan and update the plan every five (5) years.	Ongoing	PR&F



Economic Development	Goal 1	Biz Dev.	3. Consider engaging with Village businesses and industries to discuss trends, needs, and the future development of Bellevue. If necessary, have follow-up discussions with specific business groups and educational institutions.	Ongoing	CD, VB
	Goal 1	Biz Dev.	7. Provide staff assistance as needed to ensure that business expansion or new business development is done in an organized and straightforward manner.	Ongoing	CD
	Goal 1	Biz Dev.	8. Monitor home-based business activity over the planning period and consider adjustments in existing codes where necessary.	Ongoing	CD
Transportation	Goal 3		1. Evaluate new construction and reconstruction of streets, trails, and sidewalks for appropriate grant opportunities to offset costs. Coordinate projects with grant cycles.	Ongoing	PW, CD
	Goal 3		6. Continue to use tools such as PASER Ratings, Capital Improvement Plans, and other long-term planning tools to help manage transportation infrastructure projects and costs.	Ongoing	PW
Ag/Nat./Cult. Resources	Goal 1		7. Continue to promote and maintain Bellevue's Tree City USA designation and its urban/community forestry. Continue to explore pursuing other designations such as Bird City, Wisconsin.	Ongoing	PR&F

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