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TOWN OF MENASHA  
MUNICIPAL CODE

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**CHAPTER 30**  
**COMPREHENSIVE PLAN\***

**30.01 INTENT** *[Created 8/25/03]*

The purpose of this section is to establish the 2003 Town of Menasha Comprehensive Plan as the official comprehensive plan of the Town of Menasha, as defined by WI Statutes. The 2003 Town of Menasha Comprehensive Plan is intended to promote public health, safety, and welfare of the Town by effectively guiding long-range growth and development. The 2003 Town of Menasha Comprehensive Plan provides goals, objectives, policies, and recommendations for future land use, transportation, housing, economic development, utilities, community facilities, agricultural resources, natural resources, cultural resources, intergovernmental relations, and implementation. Implementation of the comprehensive plan is accomplished through other sections of the 2003 Town of Menasha Municipal Code and through more detailed plans, public investments, private development decisions, intergovernmental cooperation, and citizen involvement.

**30.02 STATUTORY AUTHORITY**

The authority for the Town of Menasha to prepare and adopt a comprehensive plan is established under Section 62.23 and Section 66.1001, WI Statutes. Section 66.1001(2) specifies the required contents of a comprehensive plan.

**30.03 ADOPTION AND AMENDMENT OF THE COMPREHENSIVE PLAN**

**(1) Adoption**

The Town of Menasha Comprehensive Plan was recommended for adoption by Resolution #051403-01 of the Planning Commission on May 14, 2003 and by this Ordinance #030623-5:ORD by the Town of Menasha Board of Supervisors on August 25, 2003.

**(2) Amendment** *[Added 4/12/04]*

- (a) An amendment to the Town of Menasha Comprehensive Plan was recommended for adoption by Resolution #040218-2 of the Planning Commission on March 17, 2004, and by this Ordinance Amendment #040322-1:ORD by the Town of Menasha Board of Supervisors on April 12, 2004. *[Added 4/12/04]*
- (b) An amendment to the Town of Menasha Comprehensive Plan was recommended for adoption by Resolution #040721-1 of the Planning Commission on July 21, 2004 and

by this Ordinance Amendment #040726-5:ORD by the Town of Menasha Board of Supervisors on August 9, 2004. *[Added 8/9/04]*

- (c) An amendment to the Town of Menasha Comprehensive Plan was recommended for adoption by Resolution #050119-1 of the Planning Commission on January 19, 2005, and by this Ordinance Amendment #050124-2:ORD by the Town of Menasha Board of Supervisors on February 14, 2005. *[Added 2/14/05]*
- (d) An amendment to the Town of Menasha Comprehensive Plan was recommended for adoption by Resolution #050420-1 of the Planning Commission on April 20, 2005, and by this Ordinance Amendment #050425-1:ORD by the Town of Menasha Board of Supervisors on May 9, 2005. *[Added 5/9/05]*

All subsequent amendments shall also require a recommendation by resolution of the Planning Commission and amendment of this ordinance that states the date of the amendment. This adopted and/or amended plan is the official Comprehensive Plan of the Town of Menasha. The above mentioned comprehensive plan supercedes and replaces all comprehensive plans previously adopted by the Town of Menasha, except as explicitly provided for in the comprehensive plan document or under Section 30.06 below. The text, maps, tables, graphics, goals, objectives, policies, and recommendations of the comprehensive plan are intended to serve as a guide, as the Town of Menasha undertakes subsequent actions to implement the plan, except as otherwise provided for under WI Statutes.

**30.04 DISTRIBUTION OF COMPREHENSIVE PLAN OR AMENDMENTS**

Per Section 66.1001(4)(b) of WI Statutes, following adoption or amendment of the comprehensive plan, the Town of Menasha shall send a copy of the adopted or amended ordinance, and the adopted or amended comprehensive plan document to all of the following:

- (1) Every governmental body that is located in whole or in part within the boundaries of the Town of Menasha.
- (2) The clerk of every local governmental unit that is adjacent to the Town of Menasha, including every Town, city, village, county and regional planning commission.
- (3) The Wisconsin Land Council, in care of the Office of Land Information in the Wisconsin Department of Administration, or the Department of Administration after September 1 2003.
- (4) The Secretary of the Wisconsin Department of Administration.

(5) The Neenah, Menasha, and Appleton Public Libraries.

calendar” announcement, a Town newsletter article, direct mailing, and the Town’s web page.

**30.05 PUBLIC PARTICIPATION PLAN**

**(1) Requirements**

The Wisconsin Smart Growth Act. Section 66.1001(4)(a) WI Statutes requires the Town to “adopt written procedures that are designed to foster public participation, including open discussion, communication programs, information services and public meetings for which advance notice has been provided, in every stage of the preparation of a comprehensive plan. The written procedures shall provide for wide distribution of proposed, alternative, or amended elements of a comprehensive plan and shall provide an opportunity for written comments on the plan to be submitted by members of the public to the governing body and for the governing body to respond to such written comments.” (a)

(c) A method of developing a strategy to reach citizens with special transportation needs shall be made during the plan review process. This method shall include the notification of disabled people now receiving benefits from the County, State, or Federal Government.

(d) For those citizens who cannot attend one of the public meetings, or for those who did attend but did not verbally communicate their thoughts, a handout may be provided at the end of all the meetings or sent out to those who request a copy. Citizens shall also be encouraged to submit written comments regarding the Plan.

**(2) Purpose**

This Public Participation Procedure is prepared to implement a public involvement process for the(b) development of the Comprehensive Plan’s 2010 Smart Growth Update and its components. The procedure brings diverse stakeholder viewpoints into the decision-making(c) process, enabling the Town to make more informed decisions and improve quality through collaborative efforts. This procedure is designed as a general framework within which 2010 Smart Growth Updates will operate. It promotes openness and two-way communication. It is not intended to affect requirements imposed by law, regulation, or contract agreements; neither does it modify any rights available to the public under the current law.

**Meetings:**

The first public meeting will be to introduce the history, background, and purpose of Comprehensive Planning in the Town (past, present and future), and seek public input regarding attitudes toward growth and development issues.

A second public meeting shall encourage surrounding communities to discuss mutual and bordering land use issues.

Additional meetings shall be held to determine core values and land use goals and objectives, as well as neighborhood concerns and issues. The Town staff shall refine values, goals, and objectives and hold additional meetings, if necessary. Findings from these additional meetings would assist in preparing the final recommendations at the end of the process.

**(3) Public Participation Goals And Objectives**

The effectiveness of a plan depends upon its success in(e) meeting the expectations of the public. Further, plans need to be reassessed periodically to determine if the public’s evolving needs and expectations are adequately being met. This procedure ensures that the public will be kept informed of activities and given meaningful opportunities to participate in the development and review of public plans and policy.

(d) During the initial public meetings, the existing land use map shall be reviewed with citizen input on future growth areas (by land use), shall be encouraged.

A draft proposed land use map shall be prepared, based upon public comment, town staff, and committee/board input and consultant recommendations. Once the proposed plan has been formulated, another public hearing or series of hearings shall be held to obtain public comment on the proposed land use map. Surrounding communities shall again be invited to make comments and suggestions.

(f) The Planning Commission shall hold a public hearing on the final version of the comprehensive plan and make a recommendation to the Town Board. The Board would hold its own public hearing and shall adopt the proposed comprehensive plan by ordinance.

**PROCEDURES FOR PUBLIC PARTICIPATION**

**Public Information Dissemination:**

(a) The Town shall conduct periodic household surveys(g) that measure people’s opinion regarding growth and development issues in the Town of Menasha. The survey shall include questions that will solicit people’s opinion on a variety of planning and land use topics.

Amendments to the comprehensive plan shall follow the same general public participation process when appropriate.

(b) The Town shall advertise public meetings, utilizing all forms of venues. These shall include articles and notices in the local newspapers, radio announcements on the local radio stations such as a “community

**30.06 DETAILED COMPONENTS OF  
COMPREHENSIVE PLAN**

Section 62.23(2) of WI Statutes provides that the Town of Menasha may from time to time amend, extend or add to the Comprehensive Plan or carry out any part of the subject matter in greater detail. The following are more detailed components of the Town of Menasha Comprehensive Plan, which shall therefore have the same force and effect as the adopted comprehensive plan:

- (1) The Current Park and Open Space Plan
- (2) Site Plan Review Regulations
- (3) East and West Side Drainage Plans
- (4) Landscaping Ordinance
- (5) Erosion & Stormwater Ordinance

Design Guides adopted by this section are advisory documents of the 2003 Comprehensive Plan of the Town of Menasha, and may be changed or varied from time to time, or by other methods as may be set forth in each of said documents.

**\*The 2003 Comprehensive Plan is too large to include in this document. It will be on file in its entirety for viewing in the Clerk's Office and Community Development Department.**