

Purpose of the Comprehensive Plan

Why Plan?

Planning is being prepared for what will likely happen “tomorrow,” and being ready with an alternate strategy if something else happens instead. Planning is laying out shorts and a T-shirt to wear tomorrow, but having a sweater and raincoat handy in case the weather guy is wrong.

Planning is knowing what you have today before deciding on what to do tomorrow. Planning is knowing the process to determine the village goals and aspirations for sound community development moving forward into the future.

Planning is knowing the big picture for your future, so you don’t make rash decisions when a new idea comes along. Planning is already knowing you have a direction to head, but maybe not a specific end or destination you will end up at due to changes that may occur over time.

We all do a little planning each day, each month, each year. If we didn’t, our lives would likely be chaos. We plan in groups, too – at home, at work, at church, at the Village Hall.

When we plan at the Village Hall we’re deciding how we want our community to look, function, and feel. We create a “Comprehensive Plan,” but this is not just the title of a document, it’s the description of a process, too. This plan is really little more than the documentation of the **planning process**. During that process, Village of Campbellsport officials, with aid from the consultant and input from residents, took a **comprehensive look** at the village in order to create a vision and work plan for the future.

“Comprehensive” means complete, wide-ranging, and thorough. A community has many aspects that contribute to its success as a place to live and play and work and run a business. Individual persons or groups will be aware of, or consider important, some aspects more than others. The role of the planning process is to consider all the various aspects and issues of the community, facilitate agreement on common goals, and lay out a path to achieve them.

So, the “**Comprehensive Plan**” records facts, documents a vision for the future, and aids in the allocation of financial and human resources; but “**comprehensive planning**” brings people together to talk about what responsible growth looks and feels like. It encourages discussion among citizens, agencies, and governments. It is an opportunity to discuss options and develop common goals. It provides a focus for finding and discussing innovative ways to meet diverse community needs.

This plan is not the end of a process but the beginning of a new one. It is the starting point for implementation, a guide for change. It cannot be viewed strictly as “law,” but, rather, as a reference for decision-making. The plan is a tool, not just a product.

Martenson & Eisele, Inc.

Comprehensive Planning Legislation

The most complete planning legislation in Wisconsin's history was included in the State of Wisconsin Biennial Budget for 1999-2001 and was revised in May 2000 and updated in 2015 as Wisconsin Act 391:Consistency Revisited for technical changes related to the Village Zoning Ordinances and Comprehensive Planning. The planning legislation found in State Statute 66.1001 provides local governmental units with the framework to develop comprehensive plans and assists the community in making informed land use decisions. The framework includes nine specific elements:

Issues and Opportunities

Housing

Transportation

Utilities and Community Facilities

Agricultural, Natural, and Cultural Resources

Economic Development

Intergovernmental Cooperation

Land Use

Implementation

As of January 1, 2010, all communities in Wisconsin that make land use decisions will need to base those decisions on an adopted comprehensive plan based on the legislation.

Planning in the Village of Campbellsport

Campbellsport is an incorporated community of approximately 1,907 residents per the Welcome to THE VILLAGE OF CAMPBELLSPORT website. The Village is located within the southeastern portion of Fond du Lac County and is situated west of scenic Kettle Moraine State Park. While predominately rural in character, Campbellsport offers a plethora of urban amenities to its residents.

Surrounding the Village of Campbellsport are several rural and urban communities. The Towns of Ashford and Auburn abut the village's municipal boundaries, while the Cities of Fond du Lac and West Bend are located north and south of the village respectively.

The major transportation feature in Campbellsport is State Highway 67, which generally runs east-west throughout the village. This transportation route also provides critical access to the village's commercial corridor.

In 2004, Martenson & Eisele was retained to work with the Village of Campbellsport Plan Commission, the Village Board, Village staff, and the residents of the community in preparing a Comprehensive Plan to meet the requirements of Wisconsin's comprehensive planning legislation. In 2022, Martenson & Eisele was again retained for the update to the Comprehensive Plan with the intentions of completing the update in 2024.

As part of the process, the Village of Campbellsport adopted a Citizen Participation Community Survey, which was posted on the Village web-site and mailed out to residents to better understand the view and opinions of its citizenry. All Planning Commission meeting were open to the public for their comments as well. These critical steps ensured village residents would be actively involved throughout the process. Each of these activities comprised the concentrated and cooperative effort that has produced the Village of Campbellsport's Comprehensive Plan.

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