



CITY OF KIEL 2042 COMPREHENSIVE PLAN

ADOPTED | DECEMBER 13, 2022

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INTRODUCTION

INTRODUCTION



WHY PLAN

The purpose of this plan is to establish a shared vision for Kiel that will guide future actions and decisions. This guidance improves the City's ability to work cohesively and consistently over time.

PURPOSE & INTENT

The Comprehensive Plan is a resource for managing the growth of the City of Kiel. It is designed to be a working document used by City officials to direct community development decisions, to assist with capital and operational budgeting, and as a tool to focus and stimulate private housing, business and industrial investment.

A Comprehensive Plan functions as an umbrella document that considers most issues affected by City government, and it is to be used in coordination with other documents and ordinances. The plan refers to other plans and studies that address specific topics in greater detail.

The plan is implemented through the use of ordinances, especially the zoning and subdivision ordinances. This plan is intended to help the Plan Commission and City Council apply those ordinances; in fact, State statutes require that certain decisions must be consistent with this Plan.

PLAN MAINTENANCE

The plan represents the City's best effort to address current issues and anticipate future needs, but it can and should be amended as conditions warrant reconsideration of policies. The plan can and should be amended from time to time to adjust to changing conditions, and it should be fully updated with new data every 10 years.

WELCOME TO THE CITY OF KIEL'S COMPREHENSIVE PLAN!

The Comprehensive Plan is intended to guide decisions and actions affecting City budgets, ordinances and growth. The Plan looks 20 years into the future, but focuses on action steps to guide the City's near-term efforts to help realize the long-term goal. As a broad based plan, it relies on other more detailed plans, budgets and other processes that bring more clarity and specifics to everyday decisions.

The Plan's recommendations are intended to:

- » Create a collective vision for the future of Kiel.
- » Establish priorities for public investment, including the City's Operating Budget, Capital Budget, and 5-year Capital Improvement Program.
- » Inform policies that guide City decision-making.
- » Align the work of City agencies around the issues that matter most to our residents and stakeholders.
- » Create a framework for topic-specific plans and initiatives that will expand on the Comprehensive Plan's recommendations.
- » Guide private development through the Future Land Use map and policies.
- » Foster partnerships with other entities to address shared goals.

Plan Adoption and the Consistency Requirement

Under Wisconsin's comprehensive planning statute, a comprehensive plan must receive a public hearing and be approved by resolution by the Plan Commission, and adopted by ordinance by the City Council.

Wisconsin's Comprehensive Planning law requires that if a local government unit enacts or amends any of the following ordinances, the ordinance *must be consistent* with the comprehensive plan:

- » Official maps
- » Local subdivision regulations
- » General zoning ordinances
- » Shoreland/wetland zoning ordinance

Though adopted by ordinance, the plan itself is not an ordinance. This plan is not intended to be a literal "road map" for the City that provides a clear path from the present to a point twenty years into the future. Rather, it is intended to guide decision making in the years to come toward a unified vision expressed in this plan. Over the course of time many factors will arise that will significantly influence the day-to-day decision making that occurs at the local government level, and in the community in general. This plan should continue to be consulted to ensure that such decisions contribute to the established vision in this plan.

OVERALL VISION

Kiel's vision statement is intended to set the general tone for the rest of the plan. It encapsulates the major themes woven throughout the plan.

2042 VISION: "The City of Kiel seeks to preserve, improve, and promote the reasons why people choose Kiel for home, work, and recreation."

Plan Organization

This plan is organized around the nine required plan elements as outlined in state statutes:

1. Introduction
2. Public Engagement
3. Agricultural, Natural & Cultural Resources
4. Utilities & Community Facilities
Intergovernmental Cooperation
5. Economic Development
6. Housing
7. Transportation
8. Land Use
9. Implementation

Each section includes issues and opportunities (identified during the process), voices from the community (public input gathered), 2020 snapshot (of existing conditions), and goals, policies and actions.

Appendix A: Plan Adoption & Amendments

Appendix B: Action Plan

Appendix C: Maps

Goals, Policies & Actions

The policy content of this plan is organized into Goals, Policies and Actions.

Goals

A goal is a general statement about a desired future outcome. Goals provide the big idea and direction but do not indicate how they will be achieved.

Policies

Policies are rules of conduct to be used to achieve the goals of the plan. They are intended to be used regularly to guide City decisions. Some of the policies in the plan could also be stated as actions, but have not yet been assigned to anyone to pursue action.

Actions

Actions are specific activities that someone within city government should actively pursue, sometimes in coordination with non-governmental agencies. All actions are repeated in Section 10 (Implementation) with approximate deadlines and responsible parties assigned.

CENSUS DATA

The Census Bureau collects basic data every 10 years as part of the federal population census, but it also collects much more information every year through the American Community Survey (ACS). That data is collected using a relatively small sample of the local population, which is then reported not as a snapshot in time, but as a reflection of conditions over a five-year sampling period. The data are reported as “estimates” and every estimate has a certain amount of error calculated based on the number of responses in the sample.

EXISTING PLANS REVIEWED

- 2002 Kiel Comprehensive Plan

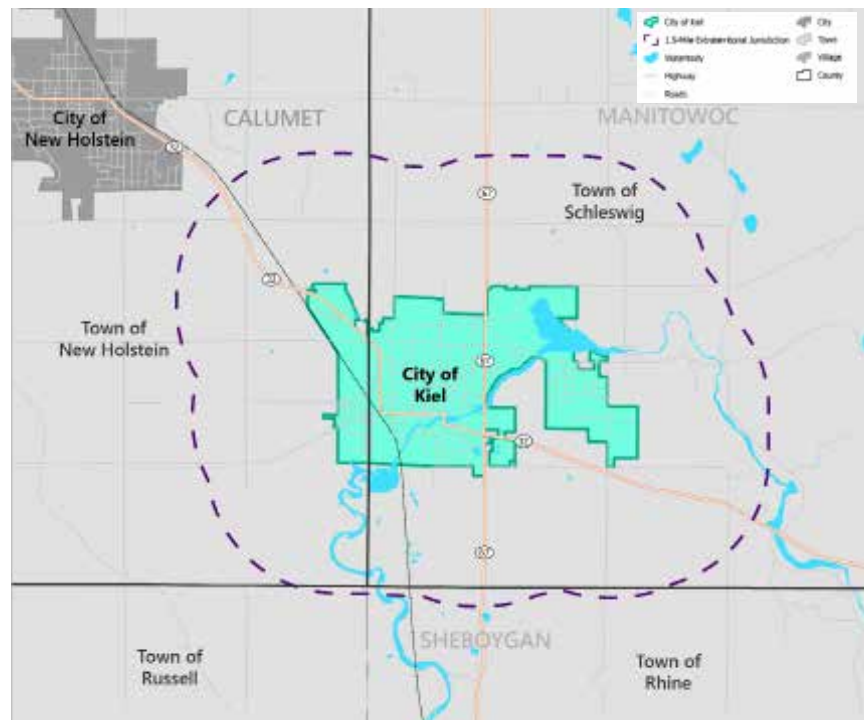
Regional Context

Kiel is a community of about 3,900 located between Lake Winnebago and Lake Michigan. It is located within a 25-mile radius of Sheboygan, Manitowoc, and Fond du Lac, and is 60 miles north of Milwaukee.

Known for local traditions such as German Day and Kiel Picnic, the community is part of a growing region and economy.

Anchored by City government the Kiel Area School District, and large employers like Sargento Foods Inc. and Amerequip Headquarters, the Kiel population has shown a declining, but still positive, rate of growth since 1980.

PLANNING JURISDICTION MAP



Planning Jurisdiction

The study area for this plan includes all lands in which the City has both a short-and long-term interest in planning and development activity.

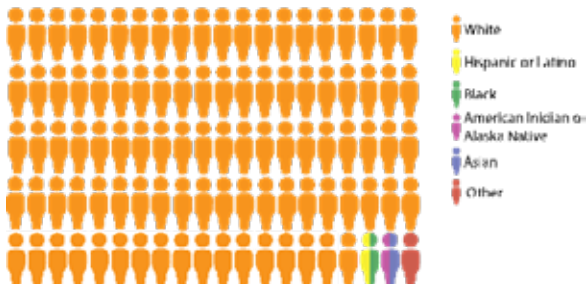
The city's growth and authority are impacted by natural limitations (e.g. Sheboygan River, wetlands, and topology). As a result, there are areas in which growth would otherwise be possible but are not designated as planned growth areas.

Wisconsin state law divides cities into four classes relating to government administration and local governmental power. Kiel is considered a fourth class city, which corresponds to a 1.5-mile extraterritorial jurisdiction. Due to Kiel's location, the extraterritorial jurisdiction extends into Sheboygan County.

The city itself is approximately 2.46 square miles in size with the planning jurisdiction covering approximately 14.5 square miles.

2020 SNAPSHOT OVERVIEW

RACE AND ETHNICITY



2020 TOTAL POPULATION

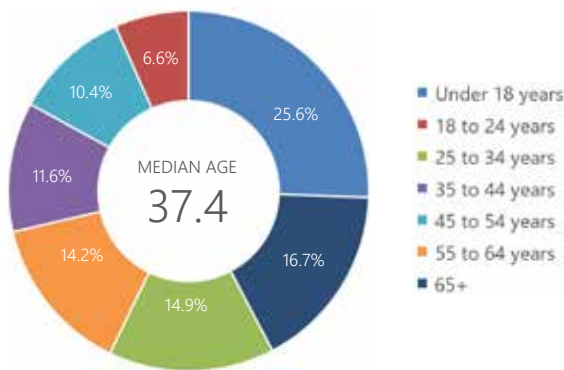
3,932

EDUCATIONAL ATTAINMENT

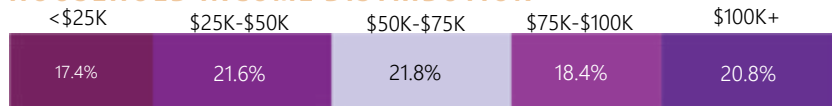
More than 4 out of 10 residents over 25 (41.6%) have at least some college education; 43.5% graduated high school.



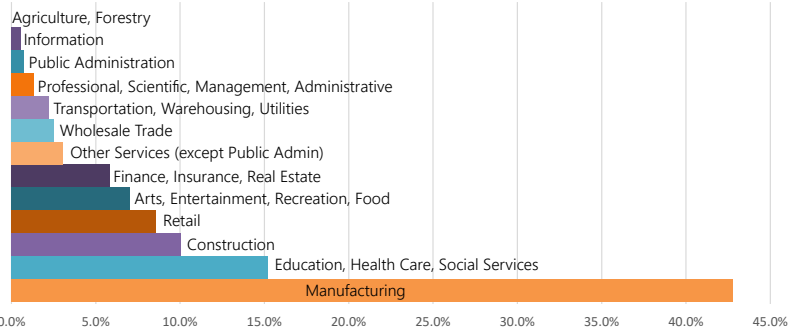
AGE DISTRIBUTION



HOUSEHOLD INCOME DISTRIBUTION



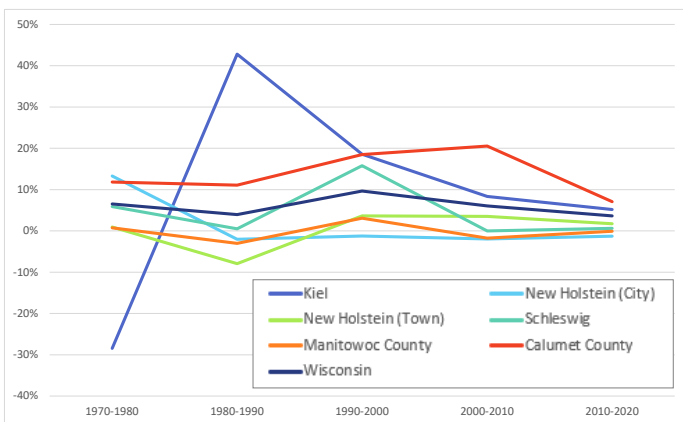
FULL TIME OCCUPATION BY INDUSTRY



HOUSEHOLD GROWTH AND PROJECTIONS

Year	City of Kiel		City of New Holstein		Town of New Holstein		Town of Schleswig		Manitowoc County		Calumet County		Wisconsin	
	Number of HH	Persons Per HH	Number of HH	Persons Per HH	Number of HH	Persons Per HH	Number of HH	Persons Per HH	Number of HH	Persons Per HH	Number of HH	Persons Per HH	Number of HH	Persons Per HH
2010	1,565	2.39	1,394	2.25	581	2.60	763	2.57	34,013	2.36	18,575	2.63	2,279,268	2.43
2015	1,611	2.27	1,406	2.12	603	2.44	783	2.45	34,244	2.32	19,527	2.57	2,371,815	2.38
2020	1,563	2.31	1,466	2.06	591	2.53	795	2.38	34,435	2.26	19,951	2.49	2,377,935	2.38
2025*	1,792	2.27	1,503	2.12	603	2.44	865	2.45	35,827	2.25	23,223	2.49	2,600,538	2.32
2030*	1,870	2.24	1,530	2.07	718	2.39	900	2.42	36,280	2.23	24,957	2.44	2,697,884	2.30
2035*	1,924	2.21	1,516	2.03	736	2.34	924	2.39	36,280	2.20	26,157	2.40	2,764,498	2.28
2040*	1,931	2.19	1,471	2.00	742	2.31	925	2.37	35,399	2.18	26,844	2.38	2,790,322	2.26

POPULATION CHANGE BY DECADE



POPULATION GROWTH AND PROJECTIONS

Year	City of Kiel	City of New Holstein	Town of New Holstein	Town of Schleswig	Manitowoc County	Calumet County
	Population					
1970	2,848	3,012	1,513	1,542	82,294	27,604
1980	2,038	3,412	1,527	1,633	82,918	30,867
1990	2,910	3,342	1,406	1,641	80,421	34,291
2000	3,450	3,301	1,457	1,900	82,887	40,631
2010	3,738	3,236	1,508	1,900	81,442	48,971
2020	3,932	3,195	1,534	1,912	81,359	52,442
2025*	4,075	3,305	1,665	2,120	82,045	58,010
2030*	4,195	3,315	1,715	2,180	82,230	61,255
2035*	4,260	3,250	1,725	2,210	81,450	63,210
2040*	4,235	3,145	1,715	2,190	78,920	64,210

Sources: 2016-2020 ACS 5-Year Estimates, Decennial Census, DOA Population and Household Projections

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PUBLIC ENGAGEMENT

PUBLIC ENGAGEMENT

PLAN ENGAGEMENT OVERVIEW

This plan was drafted through a collaboration among City staff, Plan Commission, Economic Development Committee, elected officials, MSA consultants, and most importantly residents of the community.

WORKING GROUP

Jamie Aulik, *City Administrator*

Missy Brandt, *Community Services Manager*

PUBLIC INCLUSION PLAN

The public inclusion plan was broken down as follows:

1. Project Kick-off | Issues & Opportunities
2. Policy Review | Topics and Initial Land Use Drafts
3. Full Plan Review | Review Land Use Maps and Implementation Plan
4. Public Open House | Public Comment Opportunity

City staff convened a working group comprised of staff, the Economic Development Committee, and select community leaders.

See Appendix A for the Public Inclusion Plan and resolution.

PROJECT KICK-OFF

A project kick-off meeting was held on January 26, 2022 at the Kiel Community Center. The discussion was about the current issues and opportunities in Kiel that the City hopes will be addressed by the Comprehensive Plan.

The results of the discussion included:

STRENGTHS:

- Diverse industrial base. The local jobs economy isn't reliant on one company, product, or service
- Good traffic flow through Kiel via state highways
- Community character: active school board, active community and scout troops, rich in history, forward-looking, popular community-wide events
- Proximity to Green Bay, Milwaukee, Madison, and Lake Michigan
- Good park system
- Good relationship with school and business groups

CONCERNS:

- Running out of space for development
- Tight housing market
- Some houses and businesses showing signs of distress
- Difficulty attracting young professionals and families
- Student population stagnant or declining
- Lack of quality broadband internet options

OPPORTUNITIES:

- Continuing relationships between City and community groups
- Newer and expanding City buildings
- Redevelopment and annexation
- Variety of residential living options
- Broadband internet expansion
- Upper-story housing downtown

POLICY REVIEW

City representatives met with the consultant on May 16, 2022 to review a draft of the plan and discuss future land use mapping.

City staff provided feedback on the plan document. The major proposed changes included adding opportunities for streetscaping and creating gateways to the Downtown area to reinvigorate the core of the community.

FULL PLAN REVIEW

The Economic Development Committee met on December 13, 2022 to review the completed draft.

ADOPTION

The Plan Commission met in December 2022 to review the completed draft. The Commission voted to recommend adoption to the City Council.

City Council met on December 13, 2022 to consider the document and Plan Commission's recommendation.

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