

Chapter 1

Introduction

Geographical Context

The Village of Bellevue is located in central Brown County and is adjacent to the City of Green Bay which is to the north (see Map 1-1). To the east of the Village are the Towns of Humboldt and Eaton, to the south is the Town of Ledgeview and the City of De Pere, and to the west is the Village of Allouez. The Village is the fifth largest community in Brown County with a population of 16,122 (2021 Census estimate) and contains growing residential neighborhoods, commercial areas, park/recreation sites, and many other features.

Bellevue's growth and development is attributed, in part, to its location in the growing Green Bay metropolitan area and accessibility to major transportation arterials. Much of the Village's recent growth has occurred in the central area where Interstate 43 (I-43) intersects with State Trunk Highway 29 (WIS 29) and US Highway 141 (USH 141) and the east end of State Trunk Highway 172 (WIS 172). The east and west sides of the Village are predominantly agricultural and provides room for future growth.

Purpose and Origins of the Village's Comprehensive Plan

The purpose of Bellevue's Comprehensive Plan is to serve as a guide for not only Village government, but also local industries, businesses, developers, and residents so that informed decisions can be made about the growth and development of Bellevue. It provides consistency in decision-making and is meant to be reviewed and revised as needed as the vision of the Village evolves over time.

The first Comprehensive Plan for the Village was adopted in 2006. It was the first Village Comprehensive Plan created under Wisconsin's Comprehensive Planning Law (sec. 66.1001) or "Smart Growth Law." The second plan (first update) was prepared and adopted in 2012. The State's Smart Growth Law requires that, beginning on January 1, 2010, any municipality that amends or enacts specific ordinances, the ordinances must be consistent with the municipality's comprehensive plan.

These ordinances are:

- Official mapping ordinances enacted or amended under s. 62.23 (6).Housing.
- Local subdivision ordinances enacted or amended under s. 236.45 or 236.46.
- City or village zoning ordinances enacted or amended under s. 62.23 (7).
- Shorelands or wetlands in shorelands zoning ordinances enacted or amended under s. 59.692, 61.351 or 62.231.

This Comprehensive Plan update is a review and amendment of the Plan adopted in 2012.



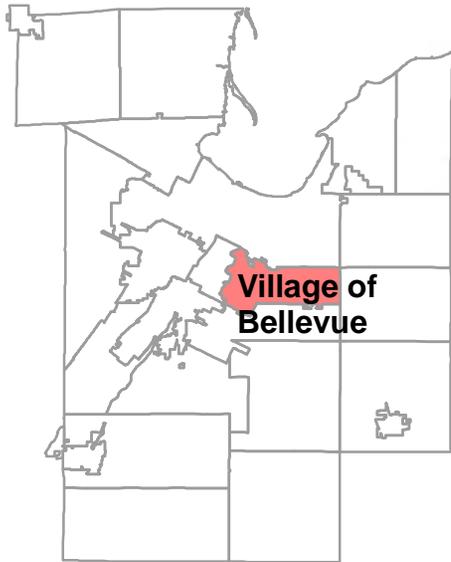


Map 1-1 Project Location



Brown County

State of Wisconsin



Village of Bellevue

Brown County



Village of Bellevue

Disclaimer:

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Questions or comments regarding the cartographic composition of this map including, but not limited to, errors, omissions, corrections, and/or updates should be directed to the map author:

Tim Hennig, GIS Coordinator, Village of Bellevue, (920) 468-5225.
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Drawn By: Tim Hennig, GIS Coordinator	
Inspected By: Andrew Vissers, Community Development Director	
File: Q:\Community Development\Comprehensive Plan Maps\1-1_ProjectLocation.mxd	
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Components of a Comprehensive Plan

Wisconsin statutes state that a comprehensive plan must contain, at a minimum, the following elements:

- Issues and Opportunities
- Housing
- Transportation
- Utilities and Community Facilities
- Agricultural, Natural, and Cultural Resources
- Economic Development
- Land Use
- Intergovernmental Cooperation
- Implementation

In addressing these elements, the Village collects background information of existing conditions, identifies trends, and reviews its major policies concerning the future physical development of the community in each area.

The primary purpose of doing this is to establish goals, objectives, and recommendations for the future growth of the community. These are used to create a vision for each element and identify ways to achieve that vision. Definitions of these terms are listed below.

Goal: A general statement that describes a desired future result.

Objective: Objectives are statements that describe what the Village hopes to achieve by a goal.

Recommendations: Recommendations are specific implementation strategies to be carried out in order to achieve a goal and meet the objectives.

The Village's Comprehensive Plan also addresses 14 local comprehensive planning goals described below that are incorporated in the elements:

- (1) *Promotion of redevelopment* of land with existing infrastructure and public services, and maintenance and rehabilitation of existing residential, commercial, and industrial structures.
- (2) *Encouragement of neighborhood designs* that support a range of transportation choices.
- (3) *Protection of natural areas*, including wetlands, wildlife habitats, lakes, woodlands, open spaces, and groundwater resources.
- (4) *Protection of economically productive areas*, including farmland and forests.
- (5) Encouragement of land uses, densities and regulations that *promote efficient development patterns* and low costs.



- (6) *Preservation of cultural, historic, and archaeological sites.*
- (7) *Encouragement of cooperation and coordination among nearby units of government.*
- (8) *Building community identity by revitalizing main streets & enforcing design standards.*
- (9) *Providing an adequate supply of affordable housing for all income levels within the community.*
- (10) *Providing infrastructure, services & developable land adequate to meet market demand residential, commercial, and industrial uses.*
- (11) *Promoting expansion or stabilization of the economic base and job creation.*
- (12) *Balancing individual property rights with community interests & goals.*
- (13) *Planning & developing land uses that create or preserve unique urban & rural communities.*
- (14) *Providing an integrated, efficient, and economical transportation system that meets the needs of all citizens.*

Public Participation

In the preparation of a comprehensive plan, Wisconsin Statutes require that the Village adopt written procedures designed to foster public participation at every stage of the preparation of the comprehensive plan. The Village's adopted public participation methods are listed below:

- Create an Ad-Hoc Committee and hold open meetings.
- Engage with citizens at the annual Lion's Club Community Picnic and similar events.
- Implement a Citizen's Opinion Survey regarding land use issues.
- Post information on Village's website.
- Provide access to planning documents at the Village Office.
- Use social media to disseminate information.
- Conduct a review of the plan with the Planning Commission.
- Conduct a public open house to review the plan.
- Conduct a public hearing.
- Review public hearing comments by the Village Board.

The adopted public participation resolution and plan can be found in Appendix A.



Plan Development Process

The Village is no stranger to planning and, since the adoption of this plan the Village had completed the following planning efforts (Figure 1-1):

- Village of Bellevue Strategic Plan (2014).
- 2nd Update of Pedestrian, Bicycle & Safe Routes to School Plan (2016).
- 5-Year Urban Forestry Strategic Plan (2017).
- Multi-Department Existing Building Analysis & Space Needs Study (2018).
- Village of Bellevue Master [facility] Plan Report (2019).
- 6th Update of Comprehensive Outdoor Recreation Plan (2021).

Cedar Corporation was hired in 2022 to provide professional planning services and to review the previous Comprehensive Plan and new information with the assistance of a formal Ad-Hoc Committee. The Committee was comprised of a diverse set of seven (7) dedicated residents as listed in the front inside cover of this report. The Ad Hoc Committee met a total of eight (8) times during this process to review updated plan elements and mapping, as well as discuss and debate strategies to manage future growth within the community.

The Ad Hoc Committee also assisted in many additional aspects of this process including the creation of logo and moniker for the effort. “Bellevue & Beyond” was chosen as an uplifting name for this planning effort, with the term ‘beyond’ being a subtle reference to both the future, and the desire to plan in context with Bellevue’s surrounding communities.

The Village Plan Commission reviewed and recommended adoption of the final draft

Comprehensive Plan on November 15, 2022. An Open House on the final draft plan was held on December 6, 2022 to present the revised comprehensive plan to the community and a public hearing was held on January 11, 2023 just prior to the adoption of updated Plan by the Village Board.



Area-Wide Planning Jurisdictions and Governmental Agencies

While the Village of Bellevue plans for its own future, it also lies within multiple planning districts and government agencies that do their own planning. Available plans and initiatives were reviewed to address inconsistencies between them and the Village’s Comprehensive Plan.

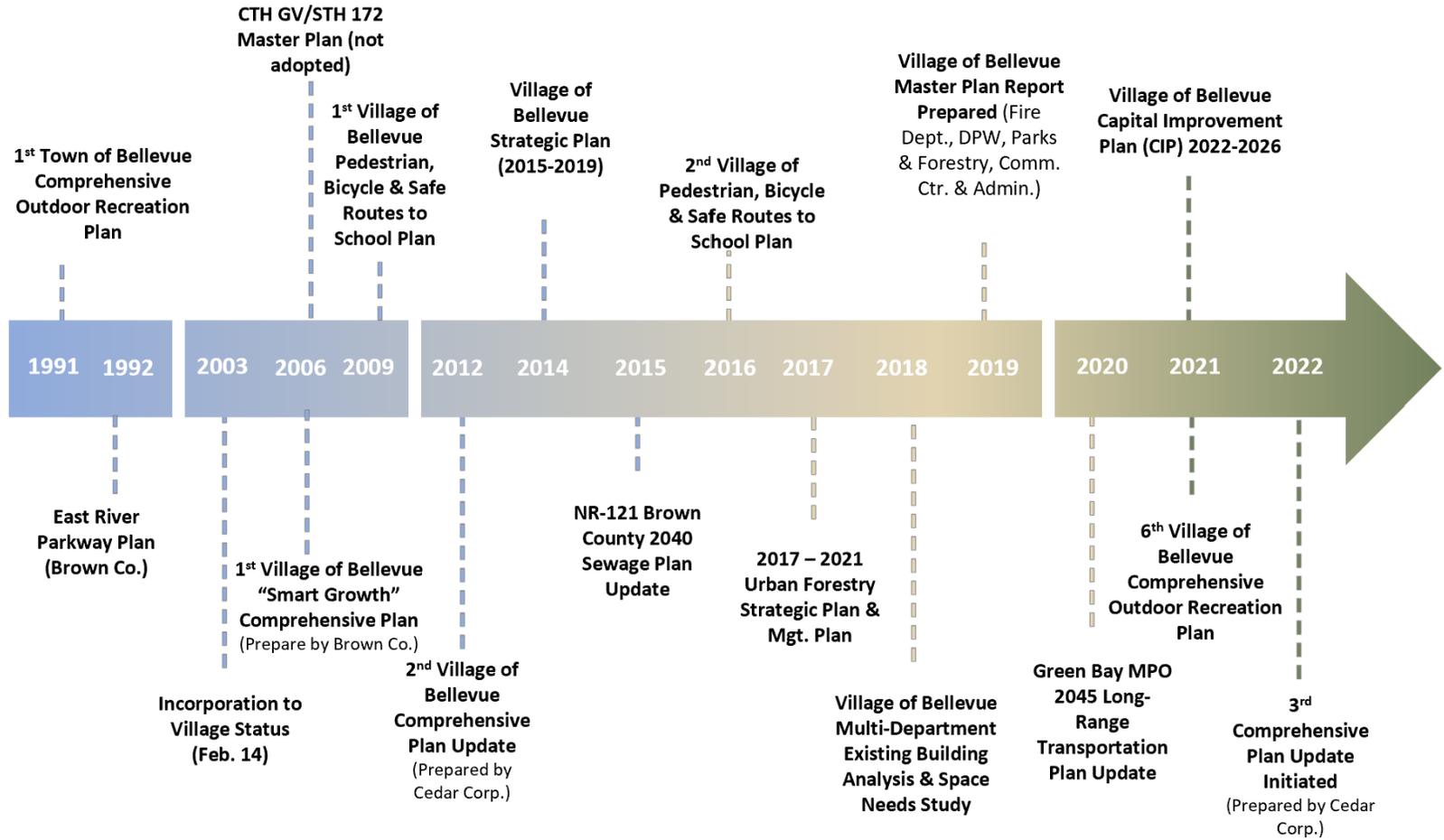


Figure 1-1: Village of Bellevue Planning History.