

Vision Statements

Deciding to work together on a plan was a major leap of faith on the part of the City and the Town of Brillion. Historically, these two communities have had their differences and have not always been able to see “eye-to-eye” on important land use and development issues. Therefore, agreeing to work together to develop a multi-jurisdictional comprehensive plan was a major undertaking that would require a cooperative spirit for the good of both communities. Initially, both the City and Town were skeptical about their ability to develop a single plan. Many questions and doubts were raised.

To ease concerns and establish a focus for the planning program, the Coordinated Comprehensive Planning Committee participated in an extensive visioning process. The result of this process was a vision statement for each of the nine required plan elements and an overall vision for both communities. The result was recognition by the participants that their visions were more alike than different. This process was critical to establish a unified vision for both the City and Town of Brillion and provide a direction and focus for the planning effort.

Below are the community vision statements, which represent the broad interests of the City of Brillion and Town of Brillion residents, elected/appointed officials, business leaders and property owners. These visions establish the planning framework and a direction for subsequent planning efforts.

ISSUES AND OPPORTUNITIES (Overall Vision)

In 2020, the Brillion Area enjoys a high quality of life in a rural setting with abundant natural and cultural resources. Efficient municipal services and opportunities for residential, commercial, industrial and agri-business growth continue to be achieved through mutual efforts of the City and Town.

HOUSING VISION

The City of Brillion contains a wide variety of housing types to meet the lifestyle, demographic and economic needs and desires of its residents. The Town of Brillion maintains a mix of farm residences and single-family homes.



Desired Starter Homes

TRANSPORTATION VISION

In 2020, the City and Town of Brillion are served by a limited variety of transportation options, including paths and trails, that provide safe, efficient, and environmentally friendly choices.



CE Trail

UTILITIES AND COMMUNITY FACILITIES VISION

Residents of the City of Brillion will have access to a full-range of municipal utility services, primary medical care, general



Brillion Community Center

merchandise retailing, educational facilities, and selective entertainment choices. Town residents will have access to basic municipal services and will utilize additional services available in the City of Brillion.

AGRICULTURAL, NATURAL & CULTURAL RESOURCES VISION

Although the area will experience a decrease in the number of small family farms, the increase in large corporate farming operations will help to maintain agriculture as an important economic and cultural part of the Brillion Community. Niche and family farms also remain a vital part of the local farm economy.



Brillion Nature Center

Community and faith-based organizations continue to provide leadership in developing educational and cultural activities for the Brillion Community.

In 2020, the protection and enhancement of natural resources will play a dominant role in growth and development decisions, so that the area's rural character and quality of life is maintained.

ECONOMIC DEVELOPMENT VISION

In 2020, non-agricultural economic activity has expanded but is still concentrated along the STH 10 corridor, Forest Junction and downtown Brillion. Agri-business has remained strong in the rural portions of the Town. Economic development has been accomplished in harmony with the area's natural environment and its residential neighborhoods.



Strong Downtown District

INTERGOVERNMENTAL COORDINATION VISION

In 2020, the City and Town work cooperatively to provide residents with a wide variety of cost-efficient, non-duplicative services for the betterment of both communities. Through this cooperation, both communities have preserved their rural lifestyle, while providing a unique blend of needed and desired commercial, industrial and residential development.



LAND USE VISION

In 2020, the Brillion area boasts an orderly blend of housing, commercial, industrial and open spaces. The open spaces are well maintained and interspersed between other land uses. Large areas of productive agricultural land are still an important part of the rural landscape.



Productive Agricultural Land

IMPLEMENTATION VISION

The widely supported Coordinated Comprehensive Plan is the accepted guide for the area's growth and development. It outlines the cooperative activities necessary to provide both communities with effective and efficient municipal services. It contains the flexible tools needed to preserve the small town and rural character of the area.