

CHAPTER 2 - VISION, GOALS, OBJECTIVES & POLICIES

On January 28, 2009, MSA held a meeting with the Plan Commission to discuss assets and liabilities and help develop a vision statement for the community. A vision statement identifies where an organization (the Village of Plainfield) intends to be in the future and how to meet the future needs of its stakeholders: citizens. The vision statement incorporates a shared understanding of the nature and purpose of the organization and uses this understanding to move towards a greater purpose together. The vision statement, written in present tense, describes an ideal future condition.

VISION STATEMENT

The Village of Plainfield is...

A self-sustaining, growing community that is considered one of the areas preferred bedroom communities. It is easily-accessible from Wisconsin Rapids and Stevens Point, and has a thriving industrial area, an abundance of commercial and business services, and a mix of housing options.

The Village maintains a healthy and attractive downtown business district, serving the needs of both residents and visitors. The Village manages growth at a reasonable pace and new development is designed to harmoniously integrate with the traditional, rural character of the Village of Plainfield.

The Village maintains strong public infrastructure, and local leaders continue to work with adjoining towns and Waushara County to manage development and the delivery of services for the betterment of the region.

General Goals

Each chapter of this plan contains goals specific to one of the nine elements of the comprehensive plan. The following three goals are general in nature, and along with the vision statement, are intended to guide actions the Village of Plainfield makes in the future. If there is a question regarding a land use decision that is not clearly conveyed in the details of this comprehensive plan, then the decision shall be based on the intent of the vision statement and the general goals. The essence of these recommendations, reflected in the Vision statement and throughout the entire plan, is to create a sustainable future for the Village of Plainfield. A sustainable community is one where economic prosperity, ecological integrity and social and cultural vibrancy live in balance. For the Village of Plainfield, a sustainable future will create conditions that:

- **Protect and improve the health, safety, and welfare of residents in the Village of Plainfield.**
- **Preserve and enhance the quality of life for the residents of the Village of Plainfield.**
- **Protect and reinforce the community character of the Village of Plainfield.**

A Sustainable Community Framework



Each element of the comprehensive plan contains goals, objectives, and policies established during the planning process based on the information contained in Chapter 5, Existing Conditions. This section defines goals, objectives, and policies as follows:

Goal: A goal is a long-term target that states what the community wants to accomplish. Written in general terms, the statement offers a desired condition.

Objective: An objective is a statement that identifies a course of action to achieve a goal. They are more specific than goals and are usually attainable through planning and implementation activities.

Policy: A policy is a specific course of action or rule of conduct that should be followed in order to achieve the goals and objectives of the plan. Policies are written as actions that can be implemented, or as specific rules to be followed by decision-makers. Policies that direct action using the words “shall” or “will” are mandatory aspects of the implementation of the Village of Plainfield Comprehensive Plan. Those policies using the words “should,” “encourage,” “discourage,” or “may” are advisory and intended to serve as a guide.

2.1 HOUSING

2.1.1 Issues and Opportunities Identified During the Planning Process

During the assets and liabilities exercise (see table 1.1), residents spoke about the lack of affordable housing, the need for (more) quality multi-family housing, and the high number of homes in disrepair. A Plan Committee member added that many of the single-family homes are over-occupied.

2.1.2 Goals, Objectives, and Policies

GOAL 1

Plan for safe, attractive, and affordable housing to meet existing and forecasted housing demands for all Plainfield residents

Objectives:

1. Create attractive and safe neighborhoods to protect the public health and a stable tax base.
2. Ensure that residential developments are built and maintained according to levels deemed safe by industry standards.

Policies:

1. The Village encourages development of a range of housing types to meet the needs of residents of various income, age, and health status.
2. The Village supports infill and redevelopment practices to reinvigorate older portions of the community.
3. The Village encourages high quality development that would attract professionals, entrepreneurs and families.

4. The Village will maintain a comprehensive building code that requires inspection of new structures and repair of unsafe and unsanitary housing conditions.
5. The Village supports programs that maintain or rehabilitate the local housing stock. The Village encourages voluntary efforts by private homeowners to maintain, rehabilitate, update or otherwise make improvements to their homes. The Village discourages the use of properties for the accumulation of “junk” materials.

“Junk” – Any worn out or discarded materials including but not necessarily limited to scrap metal, inoperable motor vehicles and parts, construction material, household wastes, including garbage and discarded appliances.

GOAL 2

Maintain housing types and densities that reinforce the traditional character of the Village

Objectives:

1. Design mixed use neighborhoods that provide a range of housing types, densities, and costs.
2. Recognize the importance of environmentally sensitive areas when considering residential development in the Village.

Policies:

1. The Village encourages the integration of varied housing types and lot sizes within the community. This may include a blend of single-family, two-family, multiple family, or senior housing choices within the same development. In general, residential areas of new neighborhoods should feature 60-80% single-family detached homes, 15-25% two-family or duplex housing units, and 5-15% multi-family housing units.
2. In appropriate areas, the Village will encourage creative development or redevelopment that includes a mix of residential units, small businesses, and civic spaces.
3. The Village will plan for multiple-family developments in parts of the Village where streets and sidewalks can handle increased amounts of traffic; there are adequate parks, open spaces, shopping, and civic facilities existing or planned nearby; and the utility system and schools in the area have sufficient capacity. Disperse such developments in smaller projects throughout the Village, rather than larger projects in isolated area.
4. The Village will maintain site and design guidelines for new residences that aim to reinforce traditional neighborhood design principles and protection of environmentally sensitive areas (refer to Section 2.8).

2.2 TRANSPORTATION

2.2.1 Issues and Opportunities Identified During the Planning Process

During the assets and liabilities exercise (see table 1.1), residents mentioned issues with sidewalk conditions, snow plowing, drainage, and a lack of bike/hiking trails. Members of the Plan Committee recognized that many of the Villages’ streets need improvements. The Plan Commission

also mentioned a need for more public transit opportunities, in particular within the downtown area.

2.2.2 Goals, Objectives, and Policies

GOAL 1

Provide a safe, efficient, multi-modal, and well-maintained transportation network for all residents, businesses, and emergency vehicles

Objectives:

1. Ensure a diverse transportation system to meet the needs of multiple users.
2. Manage access and design of the transportation network in order to effectively maintain the safe and functional integrity of Village streets.
3. Maintain the Village's transportation network at a level of service desired by Village residents and businesses.
4. Coordinate major transportation projects with land development, neighboring communities, Waushara County, and the WisDOT.

Policies:

1. New Roads and Driveways – The Village supports the use of the existing road network to the greatest extent possible before creating additional streets to accommodate future development. The Village will utilize its official mapping powers to coordinate long-term facility planning in its extraterritorial area. New roads shall be built according to Village standards and inspected before accepting for dedication. The Village will maintain site and design requirements for new roads and driveways that aim to reinforce traditional neighborhood design principles and safe transportation facilities. The Village encourages the use of grid-like street patterns as opposed to multiple cul-de-sacs and will consider the use of transportation calming devices and alternative designs to provide a safe and fluid street network (refer to Section 2.8).
2. Transportation Alternatives for Disabled and Elderly Residents – The Village will collaborate with Waushara County and private vendors in the region to provide transportation services for disabled and elderly residents.
3. Incorporation of Pedestrian and Bicycle Planning – The Village encourages the (re)development of neighborhoods that are oriented towards pedestrians and well-served by sidewalks, bicycle routes, and other non-motorized transportation facilities. Bicycle and pedestrian ways, including sidewalks within developments shall be designed to connect to adjacent developments, schools, parks, shopping areas, and existing or planned pedestrian or bicycle facilities.
4. Protection of Village Streets – The Village may require intergovernmental agreements that define the responsibilities of the Village, the developer and neighboring communities regarding any required improvements to Village streets and funding of such improvements. The Village may also require that the property owner, or their agent, fund the preparation of a traffic

impact analysis by an independent professional prior to approving new development. Where appropriate, the Village may designate weight restrictions and truck routes, to protect local streets.

5. Maintain Condition Standards for Village Roadways – The Village will strive to maintain an average PASER rating of 7 for all Village streets (considering budgetary constraints), and establish and prioritize future road projects based on the applicable PASER scores, ADT data, current and future land use plans.
6. Coordination of Improvements to County and State Highways – Keep informed of WisDOT and Waushara County’s efforts to maintain and improve State and County highways. The Village will coordinate improvements to adjacent local roads whenever feasible.
7. Joint Planning of Roads that Cross Jurisdictions – The Village will work with the Town of Oasis and the Town of Plainfield to plan, construct and maintain those roadways that cross jurisdictions, including cost sharing where appropriate.

PASER – Pavement Surface Evaluation and Rating. The WisDOT recommends municipalities maintain an average rating of “7” for all roads.

GOAL 2

Be prepared to address other transportation-related policies required by Wisconsin’s Comprehensive Planning law

Objectives:

1. Be prepared to plan for and discuss transportation options that are not available to the Village at this time.

Policies:

1. Future Cooperation and Planning – The Village will actively participate in any discussions and planning for any form of public transit, passenger rail, public air transportation or water transportation should any of these transportation alternatives become feasible for the Village in the future.

2.3 AGRICULTURAL, NATURAL, & CULTURAL RESOURCES

2.3.1 Issues and Opportunities Identified During the Planning Process

During the assets and liabilities exercise (see table 1.1), residents had concerns regarding the condition of the Opera House.

2.3.2 Goals, Objectives, and Policies

GOAL 1

Reinforce the character of the Village and surrounding landscape by preserving sensitive environmental areas, wildlife habitat, rural vistas, and local cultural resources

Objectives:

1. Avoid fragmentation of significant natural areas.
2. Avoid detrimental impacts that new development could have on natural resources, environmental corridors, or habitat areas.
3. Avoid detrimental impacts that new development could have on local historical and cultural resources.
4. Avoid land use conflicts between urban and rural uses along the periphery of the Village.

Policies:

1. The Village will not allow development in areas that have documented threatened and endangered species, or have severe limitations due to steep slopes, soils not suitable for building, or sensitive environmental areas such as wetlands, floodplains, and streams in order to protect the benefits and functions they provide. The Village shall require these natural resources features to be depicted on all site plans, preliminary plats, and certified survey maps in order to facilitate preservation of natural resources (refer to Section 2.8 and Chapter 3).
2. The Village will support programs to prevent the spread of exotic species and to restore natural areas to their native state, including efforts to reduce non-point and point source pollution into local waterways.
3. The Village encourages maintenance and rehabilitation of historic areas and buildings and will support community events and programs that celebrate the history and culture of Plainfield. The Village will ensure that any known cemeteries, human burials or archaeological sites are protected from encroachment by roads or other development activities. Construction activities on a development site shall cease when unidentifiable archaeological artifacts are uncovered during either land preparation or construction. The developer shall notify the Village of such potential discovery.
4. The Village will use its zoning, subdivision, and official mapping powers to protect waterways, shorelines, wetlands, steep slopes, and floodplain areas within the Village's extraterritorial area.
5. The Village will work with surrounding communities to encourage an orderly, efficient development pattern that preserves natural resources and creates a tight edge between Village and rural development to minimize conflicts between urban and rural uses.
6. The Village encourages all farming or forestry operations to incorporate the most current "Best Management Practices" or "Generally Accepted Agricultural and Management Practices" (GAAMPS) as identified by but not limited to the following agencies:

- a. Waushara County
- b. University of Wisconsin Extension
- c. Wisconsin Department of Agriculture, Trade and Consumer Protection
- d. Wisconsin Department of Natural Resources
- e. National Resource Conservation Service

2.4 ENERGY, UTILITY, & COMMUNITY FACILITIES

2.4.1 Issues and Opportunities Identified During the Planning Process

During the assets and liabilities exercise (see table 1.1), residents mentioned stormwater ponding, a lack of water pressure to support new growth, and a lack of community facilities (i.e. swimming pool, skateboard park, etc.) as current issues affecting the Village. The Plan Committee recognizes the issues regarding drainage, suggesting upgrades to the storm sewer and connecting the entire road system to the sewer system.

2.4.2 Goals, Objectives, and Policies

GOAL 1

Maintain high quality services, utilities, and facilities

Objectives:

1. Ensure that public and private utilities and facilities are constructed and maintained according to professional and governmental standards to protect the public health, minimize disruption to the natural environment, and to reinforce the traditional character of the Village (refer to Section 2.8).
2. Phase new development in a manner consistent with future land use plans, public facility and service capacities, and community expectations.
3. Ensure that public facilities continue to meet the needs of residents.
4. Monitor satisfaction with public and private utility and service providers, and seek adjustments as necessary to maintain adequate service levels.

Policies:

1. Utility Services and Extensions – The Village encourages logical, cost-efficient expansion of utilities to serve compact development patterns. The Village will generally require all development that relies on municipal services to be located within the Village of Plainfield's corporate limits. Development permits shall not be issued unless there is adequate provision for necessary public facilities to serve such developments.
2. Sanitary Sewer – The Village will guide new urban growth to areas within the *Sanitary Sewer Service Area* (SSA). Development in the SSA shall be designed so that it can be easily and efficiently served with municipal services. Non-farm development not served by public sanitary sewer and water is discouraged within the 2025 SSA boundary, except as approved through

intergovernmental planning or related agreements, consistent with adopted comprehensive plans, and designed to potentially accommodate the long-term retrofitting of public services into the development. In areas not served by municipal sewer, the Village requires adherence to the *Wisconsin Sanitary Code* and *Waushara County Sanitary Code*.

3. Water Supply - The quality and quantity of water from the Village's wells should be closely monitored to ensure that they continue to meet the needs of development across the Village. The Village encourages programs that support water conservation within the region.
4. Stormwater Management – The Village will work with the WIDNR to minimize stormwater quality and quantity impacts from development. Natural drainage patterns, including existing drainage corridors, streams, floodplains, and wetlands will be preserved and protected whenever possible. Developers will be responsible for erosion control and stormwater quality and quantity control both during and after site preparation and construction activities in accordance with local regulations. The use of Best Management Practices (BMPs) is highly encouraged.
5. Solid Waste and Recycling – The Village will review annually levels of service provided by the contracted solid waste disposal and recycling services and meet with them to address any concerns raised by residents or local businesses. The Village will encourage participation in recycling and clean sweep programs for the disposal of hazardous materials.
6. Parks – The Village will maintain a Five Year Park, Recreation and Open Space Plan to coordinate and prioritize long-term park and recreation improvements. The Village encourages the connectivity of local park and recreational facilities with regional facilities, via bicycle trails or marked routes on existing roads. The Village will require all proposed residential subdivision developments to dedicate land, or pay a fee in lieu thereof, for public parks, recreation, and open space acquisition and development (in accordance with State Statute).

National Recreation and Park Association recommends that most residents should be within a ten-minute walk or 1/3 mile from a public park or open space area and communities should maintain an average of 12 acres of park and recreational land per 1,000 residents.
7. Power Plants, Transmission Lines, and Telecommunication Facilities – The Village will actively participate in the planning and siting of any major transmission lines, facilities, natural gas lines, or wind towers, or telecommunication towers. If such facilities are proposed, they should be located in an area safely away from existing residential uses and should avoid environmentally sensitive areas. Underground placement and co-location (or corridor sharing) of new utilities is encouraged.
8. Energy Conservation – The Village will support the efforts of energy providers, government agencies and programs, and others to inform residents about energy conservation measures. The use of energy-efficient materials or designs is highly encouraged, including LEED certification. The Village will consider the use of energy efficient alternatives when upgrading local buildings or equipment.

Leadership in Energy and Environmental Design (LEED) is a rating system developed by the U.S. Green Building Council that provides a suite of standards for environmentally sustainable construction.
9. Renewable Energy Facilities – Work with energy providers and neighboring jurisdictions to support appropriate applications of renewable energy and utilization of onsite distributed

energy generation (e.g., solar, wind, geo-thermal, biomass, solid waste) as a means of reducing protecting the Village against future fluctuations in energy costs:

- a. Allow the installation of solar and wind energy systems in line with WI State Statute 66.0401: Regulation relating to solar and wind energy systems.
- b. Consider the adoption of a Small Wind Energy Ordinance to facilitate the safe permitting of small wind energy systems.
- c. Encourage the use of bio-fuels using biomass and other products for power generation.

WI State Statute 66.0401: Solar and Wind Systems

No county, village, town or village may place any restriction, either directly or in effect, on the installation or use of a solar energy system (as defined in s.13.48(2)(h)1.g.), or a wind energy system (as defined in s.66.0415 (1)(m)), unless the restriction satisfies one of the following conditions:

- (a) Serves to preserve or protect public health or safety.
- (b) Does not significantly increase the cost of the system or significantly decrease its efficiency.
- (c) Allows for an alternative system of comparable cost and efficiency.

10. Cemeteries – The Village will collaborate with local church associations regarding the need for additional or expanded cemeteries.
11. Special Needs Facilities – The Village will work with Waushara County and adjacent communities to maintain and improve access to special needs facilities (i.e. health care, childcare) for area residents. The Village will actively participate in the planning and siting of any new special needs facility.
12. Emergency Services – The Village will work with the Plainfield Police Department, the Plainfield Fire Department, and its ambulance service to maintain an adequate provision of emergency services (i.e. fire, police, EMS) for Village residents and businesses, and will review service provision levels with the appropriate agencies annually. The Village encourages opportunities for intergovernmental cooperation on emergency services.
13. Schools – The Village will collaborate with the Tri-County Area School District and other post-secondary institutions to provide high quality educational facilities and opportunities for Village residents. The Village will actively participate in the planning and siting of any new school facility.
14. Libraries – The Village will work with Plainfield Public Library to maintain and improve access to public library facilities for Village residents, as well as residents from area Towns as applicable.
15. Village Facilities - The Village will annually evaluate the condition of the Village facilities and associated equipment to ensure that it will continue to meet Village needs. Upgrades for handicap accessibility will be considered for all village facilities (including parks) whenever changes are made to those facilities. The Village will continue to use its Five Year Capital Improvement Plan to coordinate and prioritize long-term public needs.
16. Village Fees - The Village may require developer agreements or fees to recoup the costs associated with processing, reviewing, or inspecting land use proposals and permits, including pass through fees of consultants hired by the Village. The Village may also assess impact fees to recoup the measurable capital costs necessary to support new developments (in accordance with State Statutes).

2.5 ECONOMIC DEVELOPMENT

2.5.1 Issues and Opportunities Identified During the Planning Process

During the assets and liabilities exercise (see table 1.1), residents had concerns about the poor business retention within the downtown. Members of the Plan Committee discussed a need for small manufacturing, (nicer) restaurants, and sports and recreational facilities.

2.5.2 Goals, Objectives, and Policies

GOAL 1

Attract and retain businesses that strengthen and diversify the local economy

Objectives:

1. Seek businesses that strengthen and diversify the economic base, expand and enhance the tax base, improve wage and salary levels, and utilize the resident labor force.
2. Develop a long-term area strategy to promote sustainable economic development, with a special emphasis on promoting existing businesses, vacant land or commercial buildings within the Village.

Policies:

1. The Village encourages tourism, light manufacturing, transport industrial, high technology manufacturing, and agriculture-related businesses as the major economic development types in Plainfield. In designated areas, the Village supports the development of retail businesses, professional services, and restaurants to better serve the needs of residents and visitors.
2. The Village encourages public-private partnerships as a way to promote investment in local economic development.
3. The Village will collaborate with neighboring municipalities, Waushara County, and local economic development organizations to develop a long-term area strategy to promote sustainable economic development.
4. The Village supports the development of farm-based businesses and cottage industries within its extraterritorial area to assist farm families with a second income.

A cottage industry is generally defined as a small business located entirely within a dwelling, or as an accessory structure located on the same lot or tract as a dwelling, which complies with the requirements of local code. The use is clearly incidental and secondary to the use of the property and is compatible with adjacent land uses. Cottage industries generally employ less than five full time employees, generate low traffic volumes, and have little or no noise, smoke, odor, dust, glare, or vibration detectable at any property line.

GOAL 2

Plan efficient, well-designed business and employment centers

Objectives:

1. Identify strategic locations for business development.
2. Avoid land use conflicts between business and non-business use.
3. Maintain standards and limitations for home occupations and home-based businesses in residential areas to minimize noise, traffic, and other disturbances.

Policies:

1. The Village will promote its downtown business district while allowing for some business development at the edge of the Village or as part of new traditional neighborhood developments or planned business parks.
2. The Village encourages the creation of highly planned mixed-use activity centers that include employment, shopping, housing, and recreation opportunities in a compact, pedestrian-oriented setting. The Village will focus neighborhood-oriented commercial development in areas that will conveniently serve existing and planned residential areas.
3. The Village will require large-scale industrial and commercial businesses (those that generate large volumes of traffic or wastewater, or have a high water demand) to locate where a full range of utilities, services, roads, and other infrastructure is available to adequately support such developments.
4. The Village encourages brownfield or infill (re)development and expansion of existing business and industry areas in the region before considering creating new business or industry area.
5. The Village will work with private landowners and State agencies to clean up and redevelop contaminated sites that threaten the public health, safety, and welfare.
6. The Village will maintain design guidelines for businesses to address landscaping, aesthetics, lighting, noise, parking, and access (refer to Section 2.8).
7. The Village will investigate opportunities to expand the industrial and commercial tax base of Plainfield, including possible acquisition of land.
8. The Village will prohibit home based businesses within residential subdivisions, or groups of residences, which would cause safety, public health, or land use conflicts with adjacent uses due to such things as increased noise, traffic, and lighting, unless these detrimental affects can be sufficiently addressed.

Brownfield development refers to the redevelopment of blighted or contaminated commercial or industrial parcels.

Infill development refers to developing vacant sites within built up areas or redeveloping existing parcels.

Home occupations refer to office types of uses that do not alter the residential character of a home and its neighborhood.

Home-based businesses are selected types of small businesses that can include buildings, yards, and vehicles, that have the physical appearance of a business rather than a home, located on the same parcel of land as the residence. Examples may include veterinary, animal boarding, hair styling, or woodworking businesses.

2.6 INTERGOVERNMENTAL COOPERATION

2.6.1 Issues and Opportunities Identified During the Planning Process

During the assets and liabilities exercise (see table 1.1), residents mentioned communication issues with Waushara County, Town of Plainfield, and the East Central Wisconsin RPC. Members of the Plan Committee recognize the need to strengthen their cooperation efforts with local government agencies and to be more aware of County and State programs.

2.5.2 Goals, Objectives, and Policies

GOAL 1

Maintain mutually beneficial relationships with neighboring municipalities, Waushara County, State and Federal agencies, and the schools serving Plainfield residents

Objectives:

1. Coordinate with Waushara County, the Town of Plainfield, and the Town of Oasis to jointly plan boundary areas and coordinate their long-term growth plans with the Village Comprehensive Plan.
2. Coordinate Village planning efforts with the Tri-County Area School District as necessary to allow the district to properly plan for facility needs.
3. Identify opportunities for shared services or other cooperative planning efforts with appropriate units of government.
4. Improve communication and levels of transparency with Town of Plainfield officials regarding shared development goals and objectives and development proposals in the extraterritorial area.
5. Identify existing and potential conflicts between neighboring municipalities and establish procedures to address them.

Policies:

1. The Village encourages an efficient and compatible land use pattern that minimizes conflicts between land uses across municipal boundaries and preserves natural resources in mutually agreed areas. To the extent possible, coordinate the Village's Comprehensive Plan with Waushara County's, the Town of Oasis', and the Town of Plainfield's Comprehensive Plan.
2. Where intergovernmental cooperation efforts do not yield desirable results, the Village will utilize its zoning, subdivision, official mapping, and extraterritorial powers where necessary to protect Village interests and coordinate development in the Planning Area with the Village's Comprehensive Plan.
3. Prior to the adoption of the Plainfield Comprehensive Plan, and for subsequent updates, the Village will request comments from Tri-County Area School District officials, neighboring municipalities, and Waushara County.

4. The Village will request that School District official's keep the Village informed of any plans for new facilities and will coordinate land use planning to encourage compatible uses and safe routes to schools.
5. The Village will actively participate, review, monitor, and comment on pending plans from neighboring municipalities, Waushara County, and State or Federal agencies on land use or planning activities that would affect Plainfield.
6. The Village will continue to work with neighboring municipalities and Waushara County to identify opportunities for shared services or other cooperative planning efforts.

2.7 LAND USE

2.7.1 Issues and Opportunities During the Planning Process

Members of the Plan Committee mentioned that many of the properties within the downtown area are strong candidates for redevelopment. Plan Committee also stated there is demand for more apartment complexes with creative layouts.

2.7.2 Goals, Objectives, and Policies

GOAL 1

Ensure that a desirable balance and distribution of land uses is achieved which enhances the Village's unique community character and sense of place

Objectives:

1. Maintain a comprehensive future land use plan and map that ensures a desirable and compatible mix of land uses.
2. Develop detailed neighborhood and corridor plans and policies for areas planned for new growth or redevelopment.

Policies:

1. The Village will map sensitive environmental features requiring protection including steep slopes, wetlands and floodplains (refer to Map 5 and 8 in the Appendix). The Village will prepare a description of these areas that designates them for conservation or protection where development is severely limited (refer to Chapter 3).
2. The Village will map areas in agricultural use or that have highly productive soils for agricultural use (refer to Map 3 and 4 in the Appendix). When development occurs on the urban fringe, the Village will encourage site designs that aim to limit conflicts between new urban land uses and existing farm operations.
3. The Village will map the location of residential land uses throughout the Planning Area (refer to Map 6 and 7 in the Appendix). Using this information, and considering other factors including the potential for land use conflicts with other existing land uses, soil conditions, and topography, the Village will identify areas suitable for future residential development and will

develop one or more descriptions for the type and density of residential development appropriate for these areas (refer to Chapter 3).

4. The Village will map existing commercial and/or industrial uses that are found in the Planning Area (refer to Map 6 and 7 in the Appendix). Using this information, and considering other factors including the potential for land use conflicts with other existing land uses, soil conditions, and topography, the Village will identify areas suitable for future business development and will develop one or more descriptions for the type and density of commercial or industrial development appropriate for these areas (refer to Chapter 3).
5. The Village will map existing public or recreational uses (refer to Map 7 in the Appendix). The Village will delineate areas having these features on the Future Land Use Map and prepare a description of these areas that designates them as areas for public or recreational use.
6. The Village may require detailed development plans, neighborhood plans, or corridor plans prior to the platting and development of land. These detailed plans should include the proposed land use pattern of the area, recommended zoning for the area, recommended lot pattern, location of necessary municipal utilities, locations of parks, open space, civic or institutional buildings, and the proposed street system that will serve the area. The plans should also provide a development-phasing timetable so the Village can coordinate capital improvements with the development of the area. New development plans, neighborhood plans, and corridor plans shall be adopted as appendices to the Comprehensive Plan.

GOAL 2

Balance land use regulations and individual property rights with community interests

Objectives:

1. Maintain policies for considering amendments to the Future Land Use Map if and when requested by eligible petitioners.
2. Provide flexibility in development options/tools to create win-win outcomes between landowner desires and community interests.
3. Maintain policies for interpreting mapping boundaries.

Policies:

1. Amending the Future Land Use Map²: A property owner may petition for a change to the Future Land Use Map (refer to Section 3.4).
2. Planned Unit Development: A subdivider may elect to apply for approval of a plat employing a planned unit development (PUD) design.

A *Planned Unit Development (PUD)* refers to a parcel of land planned as a single unit, rather than as an aggregate of individual lots, with design flexibility from traditional siting regulations. Within a PUD, variations of densities, setbacks, streets widths, and other requirements are allowed. The variety of development that is possible using PUDs creates opportunities for creativity and innovation within developments. Since there is some latitude in the design of PUDs, the approval process provides opportunities for cooperative planning between the developer, reviewing boards, and other interested parties.

² Petitions to change future land use classifications may only be submitted by landowners (or their agents) within the Planning Area, by Town Officials, or by officials from adjacent municipalities.

3. Conservation Subdivision Development: A subdivider may elect to apply for approval of a plat employing a conservation subdivision design (refer to Section 2.8b).
4. Transfer of Development Rights:³ The Village may consider the use of transfer of development rights to increase the allowable density of new development, if Waushara County develops this program.

Conservation Subdivisions allow for an adjustment in the location of residential dwelling units on a parcel of land so long as the total number of dwelling units does not exceed the number of units otherwise permitted in the zoning district or comprehensive plan. The dwelling units are grouped or “clustered” on only a portion of a parcel of land. The remainder of the site is permanently preserved as open space or farmland held in common or private ownership. Sometimes additional dwelling units may be permitted if certain objectives are achieved. Conservation subdivisions enable a developer to concentrate units on the most buildable portion of a site, preserving natural drainage systems, open space, and environmentally and culturally sensitive areas.

2.8 COMMUNITY DESIGN PRINCIPLES

2.1.1 Issues and Opportunities Identified During the Planning Process

In general, the Plan Committee thought development should strive to enhance the community’s character, minimize impacts to adjacent uses, and reflect sound architectural, planning and engineering principles.

2.1.2 Goals, Objectives, and Policies

GOAL 1

Promote high quality site and building designs within the community to uphold property values and reinforce the character of the Village.

Objectives:

1. Maintain site and building design guidelines for all new development, which reinforces traditional neighborhood design and new urbanism principles.

Policies:

1. Sites, buildings and facilities shall be designed in accordance with the policies outlined below:
 - a. **Building Locations in the Extraterritorial Area** - Lots and buildings shall be arranged for potential re-subdivision into Village-sized lots to facilitate higher density development once the property has been annexed, including reduced setbacks to allow an efficient and economical connection to Village water and sanitary sewer systems at the time of annexation.
 - b. **Environmentally Sensitive Areas** - Avoid fragmentation and isolation of remaining natural areas and corridors. Lots and buildings shall be configured to retain large tracts of undeveloped land. Developers shall strive to connect undeveloped lands with existing undeveloped areas to maintain environmental corridors. No buildings shall be allowed in areas with slopes greater than 20% and building development shall be severely limited in areas designated as wetlands, floodplains, and areas with slopes between 12-20%. To the extent possible, developers shall preserve existing woodlands and mature trees during and

³ No such program existed when this plan was completed.

after development. The Village encourages the use of conservation subdivisions, rather than the conventional lot-by-lot division of land in areas containing environmentally sensitive resources (see Figure 2.1 and 2.2).

Figure 2.1: Conventional vs. Conservation Subdivision Design

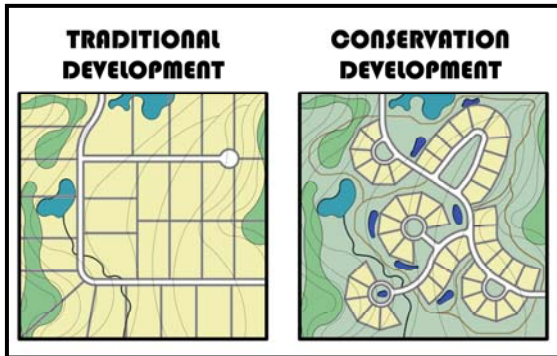
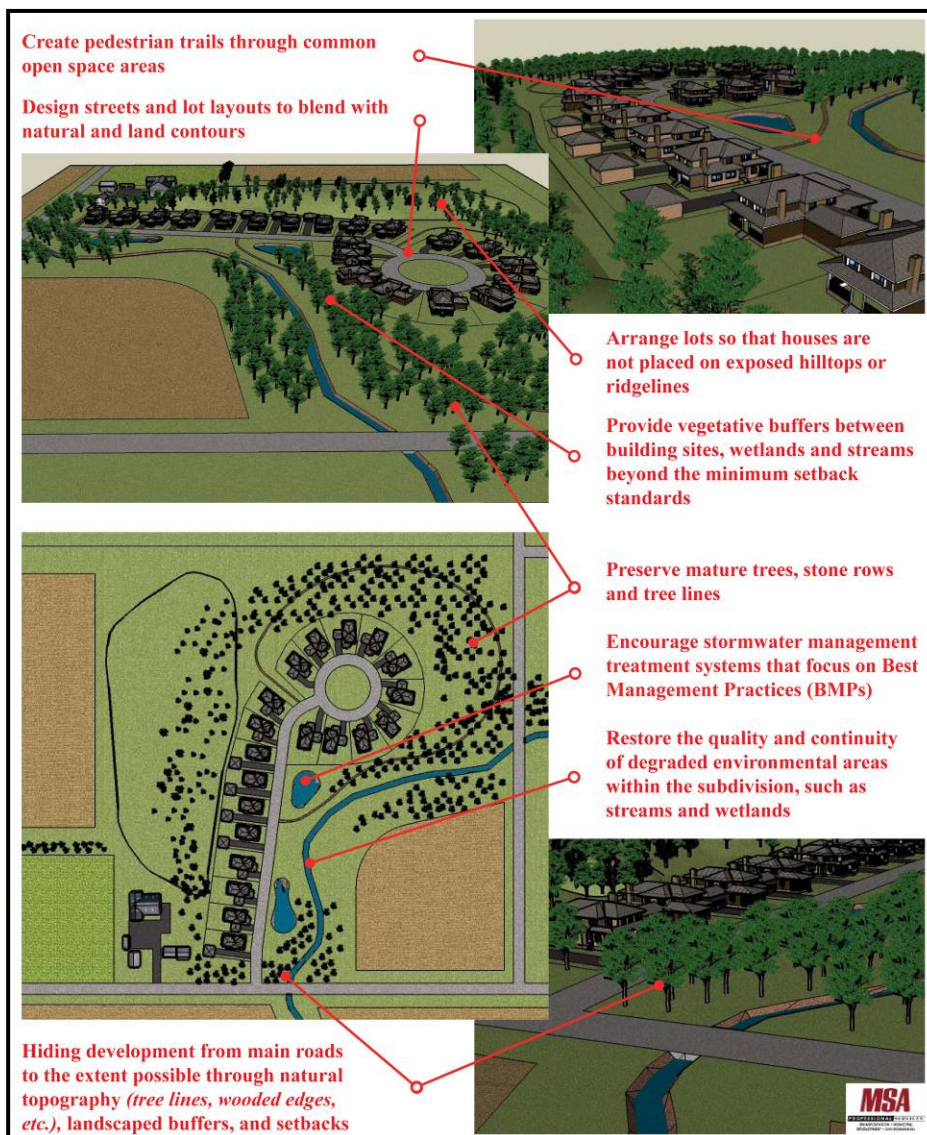
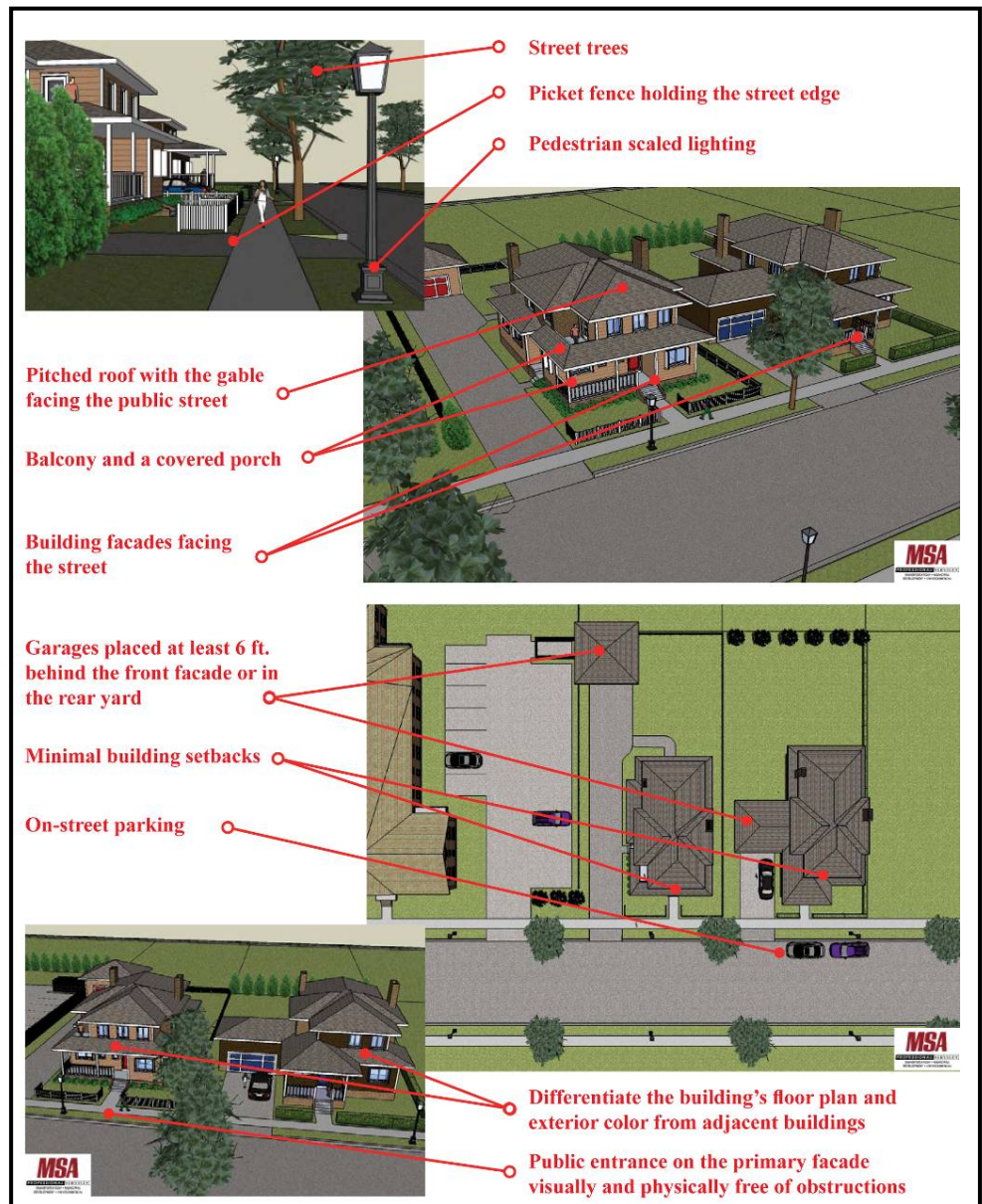


Figure 2.2:
Conservation
Subdivision
Design
Principles



- c. **Single-Family Areas** - The Village encourages well-designed neighborhoods that reflect traditional neighborhood design principles, including the elements listed below and illustrated in Figure 2.3.

Figure 2.3:
Desired Single-
Family
Development

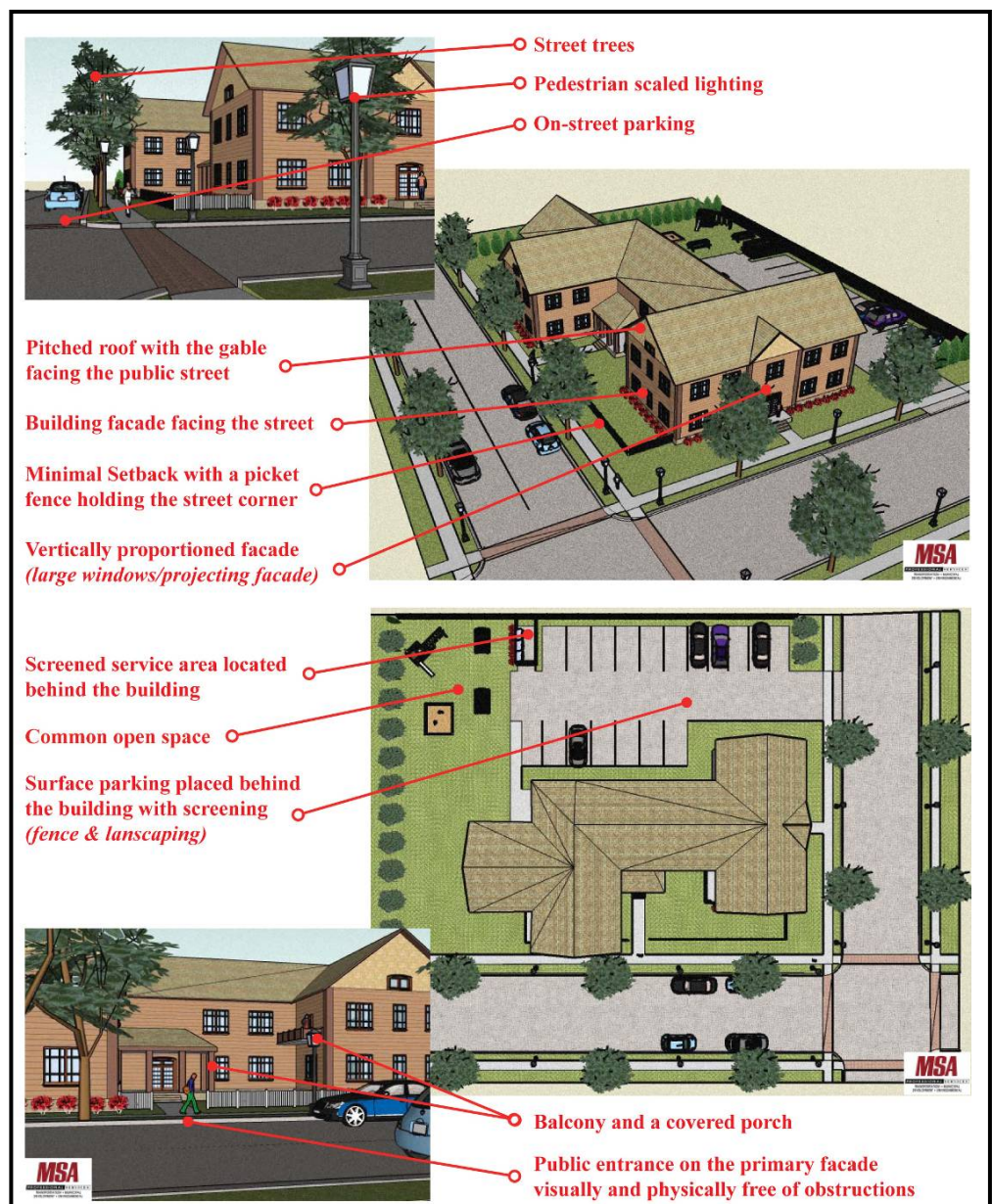


- **Relationship to the Street:** Design the building such that the primary building façade is orientated towards the street. Place the building within close proximity to the sidewalk (usually within twenty feet of the public right-of-way, or as close as applicable zoning allows), or incorporate a garden wall and/or a fence line (picket, wrought iron, etc.) that can maintain the existing street wall. A gable facing the street is strongly encouraged.
- **Architectural Character:** Incorporate elements that provide visual interest and human scale and that relate to the surrounding neighborhood context and the Village's overall character.

- **Building Materials:** Use high-quality, long-lasting exterior finish materials such as kiln-fired brick, stucco, and wood. All exposed sides of the building should have similar materials as used on the front façade.
 - **Building Projections:** Provide balconies, covered porches, and bay windows, especially on facades facing public streets.
 - **Garages:** Place the garage at least 6 feet behind the primary façade and front door of the home or in the rear yard to avoid a “garage-scape” street appearance.
 - **Landscaping:** Provide generous landscaping, with an emphasis on native plant species, especially along street frontages.
 - **Lighting:** All exterior lights should be full-cut-off fixtures that are directed to the ground to minimize glare and light pollution.
 - **Neighborhood Diversity:** Vary the lot sizes, building heights, building exterior colors, and housing floor plans within any given street block.
- d. **Multi-Family Areas** - The Village encourages high-quality multi-family housing designed to blend in with traditional neighborhoods. The general guidelines listed below and Figure 2.4 will provide assistance in guiding future multi-family development:
- **Relationship to the Street:** Design the building such that the primary building façade is orientated towards the street. Provide a public entrance on the primary building façade that is visually and functionally free of obstruction. Place the building within close proximity to the sidewalk (usually within twenty feet of the street’s right-of-way), or incorporate a garden wall and/or a fence line (picket, wrought iron, etc.) that can maintain the existing street wall.
 - **Architectural Character:** Design the building using architectural elements that provides visual interest and human scale that relates to the surrounding neighborhood context and the Village’s overall character. This can be accomplished by using, but is not limited to, the following techniques: expression of structural bays, variation in materials, variation in building plane, articulation of the roofline or cornice, use of vertically-proportioned windows, pitched roof with the gable(s) facing the street, etc.
 - **Building Materials:** Use high-quality, long-lasting exterior finish materials such as kiln-fired brick, stucco, wood, and fiber cement siding. All exposed sides of the building should have similar or complementary materials as used on the front façade.
 - **Building Projections:** Provide balconies, covered porches, and bay windows, especially on facades facing public streets.
 - **Parking and Buffering:** Fit the parking below the building or place surface parking behind the building. Provide landscaping of sufficient size to screen out unsightly parking areas from the street and neighboring properties. Insert landscape islands in parking lots with more than eighteen consecutive stalls.

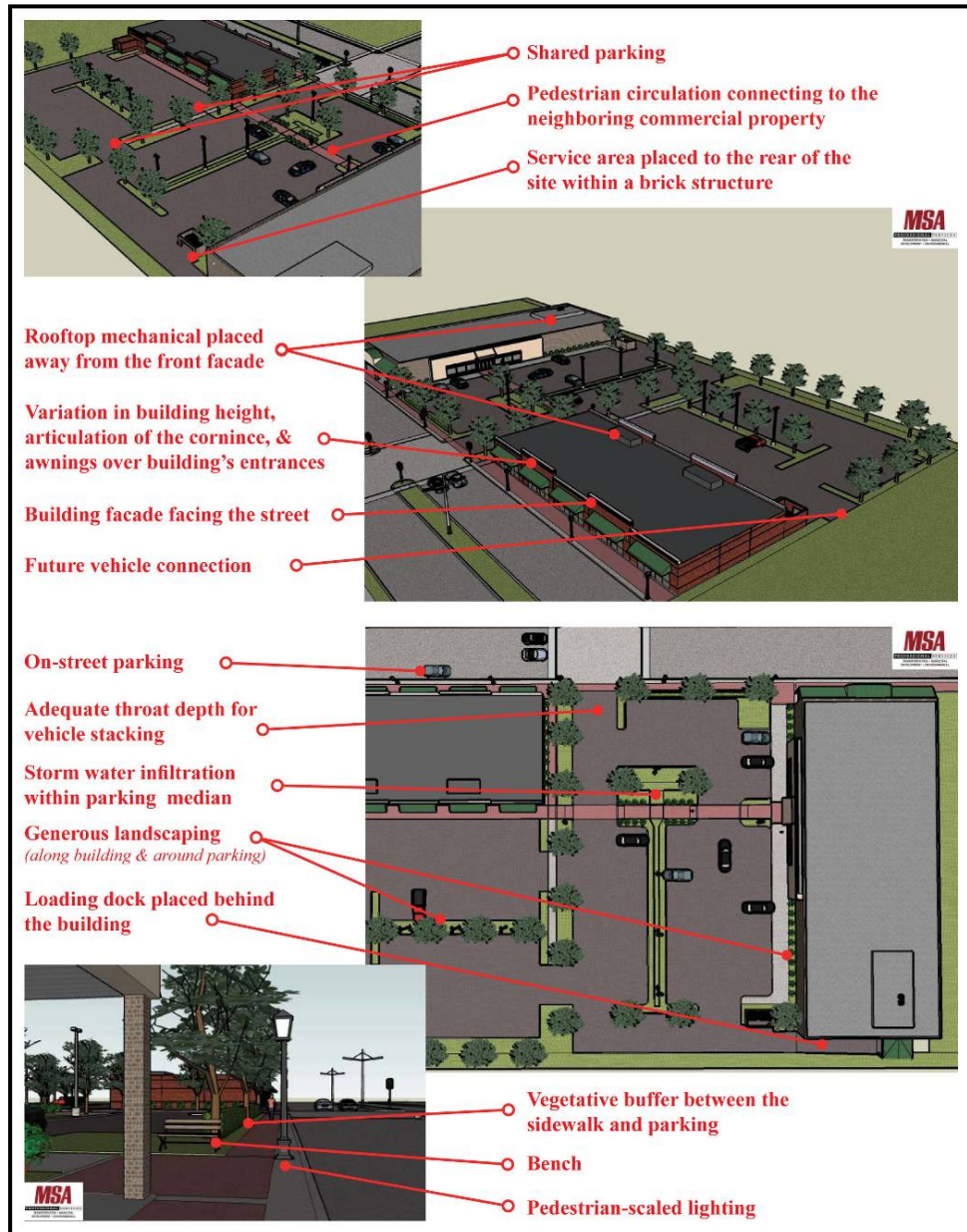
- Service Areas: Trash containers, recycling containers, street-level mechanical, and rooftop mechanical should be located or screened so that they are not visible from a public street. Screening should be compatible with building architecture and other site features.
- Common Open Space: Provide gardens, grass areas, and play areas to serve the needs of the residents. The use of contiguous back yards to create a larger network of open space is encouraged.
- Landscaping: Provide generous landscaping, with an emphasis on native plant species, especially along street frontages.
- Lighting: All exterior lights should be full-cut-off fixtures that are directed to the ground to minimize glare and light pollution.

Figure 2.4:
Multi-Family
Design
Guidelines



- e. **Commercial and Industrial Areas** - Commercial and industrial uses provide the Village with economic stability and provides goods, services, and jobs for its residents. However, the buildings designed for these uses are often not adaptable for another use after the initial user leaves. To ensure high-quality and long-lasting projects the following guidelines and illustrations (Figures 2.5-2.7) will provide assistance in guiding future business development:

Figure 2.5:
Business
Design
Guidelines



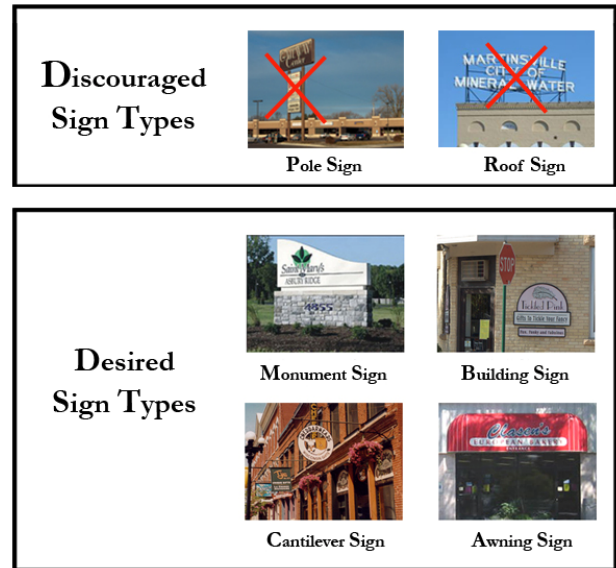
- **Relationship to the Street:** Design the building such that the primary building façade is orientated towards the street. Provide a public entrance on the primary façade that is visually and functionally free of obstruction.
- **Architectural Character:** Design the building using architectural elements that provides visual interest and human scale that relates to the surrounding neighborhood context and the Village's overall character. This can be accomplished by using, but is not limited to, the following techniques: expression of structural bays, variation in materials,

variation in building plane, articulation of the roofline or cornice, use of vertically-proportioned windows, pitched roof with the gable(s) facing the street, etc.

- **Building Materials:** Use high-quality, long-lasting finish materials such as kiln-fired brick, stucco, and wood. All exposed sides of the building should have similar or complementary materials as used on the front façade.
- **Building Projections:** Canopies, awnings, and/or gable-roof projections should be provided along facades that give access to the building.

Figure 2.6: Desired Sign Types

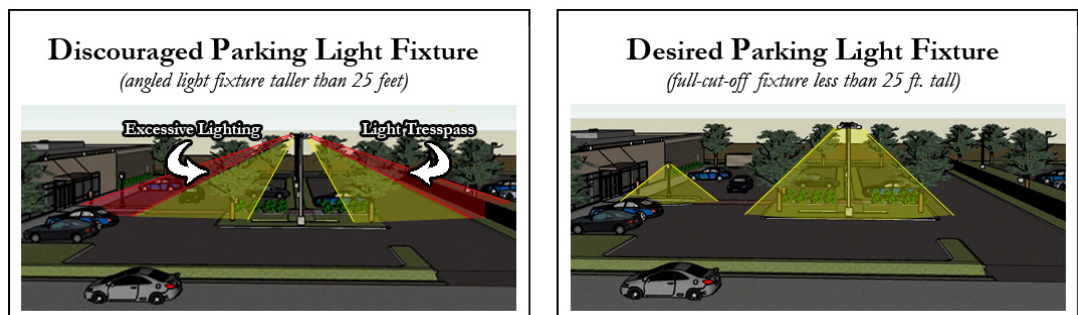
- **Signage:** Use pedestrian-scaled sign types: building-mounted, window, projecting, monument, and awning. Signs should not be excessive in height or square footage.



- **Parking:** Fit the parking below the building or place it on the side/back of the building, wherever feasible. Provide shared parking and access between properties to minimize the number of curb cuts. Provide vegetative buffers between pedestrian circulation routes and vehicular parking/circulation. Access drive lanes should have adequate throat depths to allow for proper vehicle stacking.

- **Landscaping and Lighting:** Provide generous landscaping, with an emphasis on native plant species. Landscaping should be placed along street frontages, between incompatible land uses, along parking areas, and in islands of larger parking lots. Exterior lights should be full-cut-off fixtures that are directed towards the ground to minimize glare and light pollution.

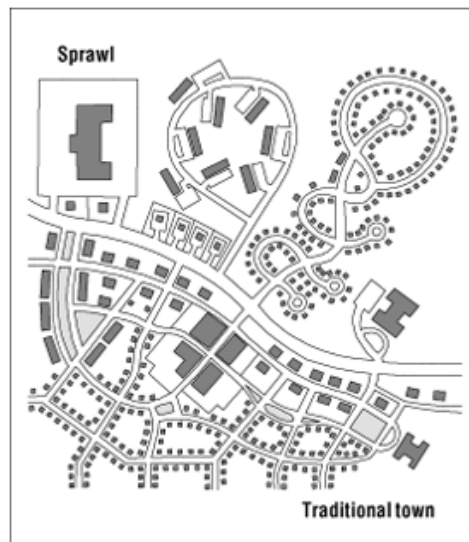
Figure 2.7: Desired Outdoor Lighting



- **Stormwater:** Use rain gardens and bio-retention basins on-site (i.e. in parking islands) in order to filter pollutants and infiltrate runoff, wherever feasible.

- **Service Areas:** Trash and recycling containers/dumpsters, street-level mechanical, rooftop mechanical, outdoor storage, and loading docks should be located or screened so that they are not visible from a public street. Screening should be compatible with building architecture and other site features.
- f. **Transportation Facilities** - Transportation facilities for new developments shall be constructed according to their functional classification and local ordinances. Direct access to arterial and collector streets will be discouraged. Most lots shall take access from local streets to minimize the impacts to existing transportation facilities and new facilities shall address future connectivity to surrounding properties.
- **Street Design:** Streets should be designed to the minimum width that will reasonably satisfy safety and maintenance needs. Local streets should not be as wide as collector streets, or “micro-freeways,” which encourages higher travel speeds. Streets should be laid out in a manner that takes advantage of the natural topography and aligns with existing facilities. The use of traditional or modified grid-like street patterns, as opposed to multiple cul-de-sacs and dead end roads, is strongly encouraged.
 - **Traffic-Calming Devices:** Traffic-calming devices and designs are encouraged. Specific measures may include: curb extensions/intersection bump outs, roundabouts, teardrop islands, speed bumps and speed tables, median and refuge islands, or turning circles.

Figure 2.8: Traditional v. Cul-de-Sac Design



Pedestrian and Bicycle Improvements: are strongly encouraged, especially in areas near existing facilities. Specific measures include sidewalks, on-street bike lanes, bicycle route markers, off-street trails, and tweetens (mid-block foot paths). Some local streets may be safe for walking and biking without the need for sidewalks; however, collector or arterial streets should feature sidewalks for walking and off-street bike paths or marked bike lanes for biking. Bicycle and pedestrian ways shall be designed to connect to adjacent developments, schools, parks, shopping areas, and existing or planned pedestrian or bicycle facilities.

Figure 2.9: Alternative Transportation Designs

