

3 Goals and Objectives

The following goals and objectives were developed based on the results of the 2000 City of Eagle River and Town of Lincoln Community Planning Survey, the July, 1999 Joint Land Use & Planning Issues Workshop, and direction from the Joint Land Use Planning Committee.

Goals are broad statements that express public priorities about how the Town of Lincoln and the City of Eagle River should develop and redevelop over the next twenty years. Objectives are more specific than goals and are attainable through the application of plan recommendations and implementation strategies identified through the public participation process. The goals and objectives should always be consulted to evaluate growth management decisions.

Mission Statement

To develop a joint land use plan that balances economic, social, environmental and aesthetic concerns which conserve the natural resources and enhance the quality of life in the Town of Lincoln and the City of Eagle River, and to make recommendations for the plan's implementation to guide town, city, and county officials when managing growth and development.

Land Use Goals and Objectives

A. Goal: *Guide the future development and redevelopment of both public and private property.*

Objectives:

1. Complete a mapping inventory of land use, zoning, resource management (ownership), and water features to evaluate the conditions, features, density, location and uses that occupy land.
2. Plan for future residential, light industrial, commercial, forestry, recreational, and conservancy and other uses in accordance with public input.
3. Recommend development patterns that provide for a diversity of lot sizes.
4. Recommend standards for land divisions.
5. Recommend standards for home-based businesses in accordance the community planning survey.
6. Guide future development within or adjacent to existing compatible development.
7. Analyze land use trends and potential land use conflicts that may impact development or redevelopment.

8. Develop a preferred land use map for the preferred use, location, and density of land uses for the next 20 years.
9. Manage growth to ensure that the primary use of land relates to opinions derived from the 2000 Joint Community Planning Survey and public input

B. Goal: Develop joint community atmosphere and development aesthetics standards.

Objectives:

1. Develop and coordinate Town of Lincoln standards for business advertising signs including directives for location, size, design standards, lighting, and maintenance standards.
2. Evaluate and coordinate City of Eagle River standards which exist now for business advertising signs, including where they can be located, their size, design standards, lighting, and maintenance standards.
3. Develop compatible minimum Design Review standards for both the City of Eagle River and the Town of Lincoln for commercial and industrial development. The standards should address such items as site design, landscaping, exterior building materials, lighting, colors, and building design.
4. Promote new commercial and light industrial development which is consistent with the small-town character.
5. Promote signage which is consistent with the areas community character and that is cooperatively developed and endorsed by the business community.
6. Manage growth to ensure that it fits within the character of the area as well as the specific location in which the development is proposed.
7. Encourage natural buffers where they exist, and encourage native tree planting or tree replacement in areas without natural buffers to minimize the potential of land use conflicts and promote rural atmosphere.
8. Utilize professional assistance and expertise within the Eagle River Revitalization Program/ Mainstreet Program and the Chamber of Commerce to develop community aesthetic standards.

C. Goal: *Preserve forestry integrity.*

Objectives:

1. Classify and designate forest resource lands for the long-term commercial production of timber products.
2. Encourage retaining large, contiguous forestry tracts in the town.
3. Encourage land owners to develop forest management plans.
4. Examine population density standards for forested areas consistent with forestry management practices.
5. Evaluate cluster development to reduce forest fragmentation.

Natural and Cultural Resource Goals and Objectives

Goal: Maintain and enhance the aesthetic, ecological quality, function, and other values of the land and water resources.

Objectives:

1. Discourage structural development within environmentally sensitive areas such as wetlands, floodplains, lowlands, and steep slopes.
2. Evaluate waterfront development impacts in the City of Eagle River.
3. Encourage natural buffers and building setbacks between intensive uses and lake, stream, creek, and wetland areas.
4. Promote established public health rules for on-site sewage systems.
5. Protect wetlands and control erosion in shoreland areas.
6. Encourage and provide assistance in the development and maintenance of lake associations and districts.
7. Cooperate in efforts with Vilas County to address documented water quality degradation in lakes and streams.
8. Encourage and support the development of comprehensive stream and lake management plans which include surveys, assessment and monitoring, and recommendations for restoration and improvement.

9. Encourage site management practices (e.g., limit/phase clearing and grubbing), erosion control, and other measures designed to prevent rather than treat sediment and other pollutants from land disturbing activities and storm water runoff.
10. Educate residents on the proper maintenance of septic systems, shoreland areas, and water conservation.
11. Assess development impacts on natural features such as surface water, environmentally sensitive areas, wetlands, and natural areas.
12. Maintain and enhance storm sewers for prevention of runoff pollution.
13. Maintain and enhance sanitary sewers for prevention of point source pollution.
14. Assess development impacts on public well water sources to protect wellhead area(s) from contamination.

Administration and Intergovernmental Cooperation Goals and Objectives

A. Goal: Strengthen local control of land use decisions.

Objectives:

1. Utilize the Joint Town of Lincoln and City of Eagle River Year 2020 Comprehensive Land Use Plan as a tool to guide and support growth management.
2. Establish a formal review process for amendment and administration of the Joint Town of Lincoln and City of Eagle River Year 2020 Comprehensive Land Use Plan.
3. Establish and implement policies and actions related to goals and objectives.

B. Goal: Seek and establish mutually beneficial intergovernmental relations between the City of Eagle River and the Town of Lincoln, and with other units of government.

Objectives:

1. Coordinate and communicate land use planning activities with neighboring towns, Vilas County, and any applicable state and federal agencies to realize individual and shared visions, goals and objectives; to address regional issues that cross political boundaries and jurisdictions; to ensure efficient use of municipal resources; and to provide for increased certainty among all levels of government, developers and landowners.
2. Continue to cooperatively provide library, airport, fire, ambulance, Park Commission, economic development, Chamber of Commerce, Highway G Landfill, and Housing Block Grant services.

3. Assess feasibility of developing additional shared services including police protection, snow plowing, sanitary district services for sewer and water, road maintenance, and garbage collection.
4. Pursue both local and county implementation of the Joint Town of Lincoln and City of Eagle River Year 2020 Comprehensive Land Use Plan.
5. Coordinate the planning efforts with Vilas County throughout the planning process.
6. Coordinate land and water conservation with appropriate resource agencies and private conservation organizations to take advantage of both technical and financial assistance, to promote consistency in preservation and stewardship efforts, to facilitate information exchanges, and to avoid duplication of efforts.
7. Identify existing or potential land use, administration, or policy conflicts that may instigate poor cooperation.

C. Goal: *Increase community awareness, support, and involvement in growth management and land and water conservation efforts.*

Objectives:

1. Create opportunities for citizen participation throughout all stages of plan development and implementation.
2. Promote public access and understanding of available land use, planning, zoning and environmental information.
3. Support community organizations such as the Eagle River Revitalization Program/ Mainstreet Program, Lake Associations or service groups that dedicate time and resources to community development and conservation efforts.

D. Goal: *Maintain high quality services and equitable administration.*

Objectives:

1. Ensure that existing and future land use regulations are fair and equitable for both municipalities.
2. Balance community improvements with available funding sources to ensure equitable taxation.
3. Provide clear guidance to landowners and citizens as to the appropriate land uses and standards for development.

4. Provide a point of contact to guide developers and individuals through all local regulations and approval processes.
5. Encourage notification of landowners when changes are proposed to land use plans and regulations.
6. Continue to improve the high quality of existing services.
7. New development and redevelopment should provide for and/or contribute its proportionate fair share of expenses associated with impacts to public services and utilities.
8. Maintain a pro-active planning process.
9. Develop a "Development Procedures Manual" which outlines the application, review, license, and public notification process of development activity in the town.
10. Monitor and evaluate shared service agreements in accordance with increased demand.
11. Assess and evaluate the mutual benefits of potential expansion requests of the City limits into the Town of Lincoln.
12. Determine potential for a development agreement and/or a boundary agreement concerning the municipal boundaries.

Transportation Goals and Objectives

A. Goal: Provide and maintain a safe and reliable transportation network.

Objectives:

1. Utilize road standards for public and private roads in accordance with existing town and city standards.
2. Consider access controls in accordance with specific planned uses along roadways.
3. Develop and maintain a road plan to address long-term needs for road upgrades and new roads, including where possible parallel pathways for alternative forms of transportation, e.g., bicycle, pedestrian, snowmobile, and disabled vehicles.
4. Reserve adequate right-of-way for future road linkage.
5. Identify roads and highways by function.
6. Assess and integrate local, state, and regional road or transportation plans.

7. Maintain airport safety standards in accordance with Federal Airport Administration and Department of Transportation regulations.

Utilities and Community Facilities Goals and Objectives

- A. Goal: Guide the future development of utilities and community facilities in accordance with a jointly-developed Year 2020 Comprehensive Land Use Plan.*

Objectives:

1. Determine the use, location, and capacity of existing public utilities in the City of Eagle River to serve the existing and planned service area(s).
2. Assess future utility and communication needs and service capabilities.
3. Assess the planned growth and population impacts to the service capabilities of local schools, emergency services, parks, libraries, solid waste disposal, health care facilities, and governmental services.

Economic Development Goals and Objectives

- A. Goal: Maintain, enhance and diversify the local economy consistent with other community goals and objectives.*

Objectives:

1. Retain and provide new opportunities for local employment of town and city citizens.
2. Explore possibilities to increase and support commercial business, tourism related business, and light industrial growth within the planned commercial areas.
3. Support business and light industrial development which strengthens and diversifies the economic base; creates family wage jobs; develops and operates in a manner that protects the environment; and uses our natural resources efficiently.
4. Accommodate home-based businesses which do not significantly increase traffic, noise, odor or detract from the rural character of the surrounding area.
5. Work with and coordinate economic development activities with the local Chamber of Commerce, Eagle River Revitalization Program/Mainstreet Program, and other applicable agencies and organizations that are involved in growth management.

B. Goal: *Maintain and develop an attractive, vibrant Downtown Commercial District in Eagle River.*

Objectives:

1. Actively recruit new businesses to the Downtown Commercial District.
2. Assess the potential to develop pedestrian areas that attract customer activity and sense of place.
3. Explore the possibility of installing decorative street lighting and adding brick accents or decorative concrete accents to sidewalks to enhance the community character.

C. Goal: *Support development and marketing of light industry and business development to facilitate economic growth.*

Objectives:

1. Assess jointly siting, purchasing, developing, and servicing (sewer/water) a joint industrial/business park to benefit economic development of both communities.
2. Increase the resources allocated to economic development, including increased promotion and information on the area.
3. Assess providing other development incentives including providing reduced land cost and/or reduced utility costs to potential developers to stimulate development.
4. Seek funding assistance from community block grants or other funding sources to facilitate light industrial or business development.

D. Goal: *Designate potential commercial and industrial lands based on the existing development pattern and sound planning techniques in order to avoid incompatible land uses*

Objectives:

1. Assess potential commercial development locations, including those identified in the Community Planning Survey.

Housing Goals and Objectives

- A. Goal: *Develop land use plans that guide the location, use, and density of existing and future housing development.***

Objectives:

1. Encourage the conservation and improvements in the quality of existing housing.
2. Promote the development of housing for residents that provides for fair housing rights of all citizens.
3. Strengthen established neighborhoods by finding new uses for abandoned or under used lands.
4. Continue to pursue housing block grants.
5. Implement municipal housing codes.
6. Encourage redevelopment of available lots in existing neighborhoods.
7. Examine multi-family development within the City of Eagle River and the Town of Lincoln.

Recreational Goals and Objectives

- A. Goal: *Enhance and develop year-around recreational opportunities in the Town of Lincoln and the City of Eagle River while minimizing user conflicts.***

Objectives:

1. Promote common sense regulations to coordinate the use, access, and opportunity of land or water recreational vehicles.
2. Consider enhancing recreational facilities that provide multi-use recreation opportunities.
3. Encourage the development of (and participation in) a county Comprehensive Outdoor Recreation Plan to direct improvement projects and maintain eligibility to compete for WDNR recreational program and facility grants.
4. Support existing and provide additional snowmobile, hiking, skiing and biking trails.
5. Explore opportunities to develop integrated, multi-use trail systems.

6. Connect multi-use trails to other Vilas County communities, if possible.
7. Pursue state and federal funding programs which can aid in the development and acquisition of parks, trails, scenic and environmentally significant areas.
8. Recognize the need to accommodate all age groups and abilities in recreational pursuits.
9. Consider the implementation of an impact fee on new or expanded developments to support the acquisition, development, and service costs of recreational facilities.
10. Evaluate the need, conditions, and maintenance requirements of public access to waterways.
11. Continue to work with, support and cooperate with service clubs and organizations related to the maintenance and development of recreational facilities and activities.
12. Encourage joint funding to the Parks Commission to develop and maintain parks.