

### 3 Goals and Objectives

The following goals and objectives were developed based on the results of the 1999 - 2000 Town of Presque Isle Community Planning Survey, the Land Use and Planning Issues Identification Workshop held in June, 1999, and direction from the Town of Presque Isle Land Use Planning and Lakes Classification Committee.

Goals are broad statements that express public priorities about how the Town of Presque Isle 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 opportunities in the town.

#### Mission Statement

To develop a locally based long range land use plan which safeguards our land and water resources, guides our economic development and preserves the quality of life in our community. This shall be accomplished by:

- ◆ Developed by public input.
- ◆ Inform and guide land and business owners.
- ◆ Understanding the demographics and culture of our town.
- ◆ Identify unique characteristics.
- ◆ Classify our natural resources.
- ◆ Promote financial integrity and protect property values.

#### 3.1 Land Use Goals and Objectives

- A. Goal:** *Provide for a well-balanced mix of residential, business, recreational and forestry uses to serve the future needs of the community and to maintain the town as a desirable place to live and work.*

#### **Objectives:**

1. Complete a mapping inventory of land use, zoning, resource protection (ownership), and water features to evaluate the conditions, features, and uses that occupy land.
2. Designate and maintain suitable lands for future residential, commercial, forestry, and recreational uses in accordance with public input.
3. Focus commercial development within the unincorporated village to define a Town of Presque Isle business district, characterized by mixed uses and convenience businesses and services.

4. Assess potential commercial development west on CTH W, and north and east on CTH B.
5. Address nuisances and aesthetic standards as identified by the town.
6. Establish minimum standards for home-based businesses.
7. Guide future development within or adjacent to existing compatible development and to areas with existing community services.
8. Examine multi-family development throughout the town.
9. Maintain the town's two acre minimum lot size for off-water lots.

**B. 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.

**C. Goal: *Preserve and enhance the Town of Presque Isle's rural character and related quality of life.***

***Objectives:***

1. Manage town growth to ensure that the primary use of land in the town relates to opinions derived from the 1999 Town of Presque Isle Community Planning Survey and public input.
2. New commercial and business development should be consistent with our existing small-town character through items such as architecture, landscaping, exterior building materials, color, signage, and lighting.
3. Evaluate existing signage ordinances to ensure consistency with the town's small town character.
4. Enforce nuisance ordinances that address junk vehicles, white goods, and illegal dumping.

5. Preserve 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.

### 3.2 Natural Resource Goals and Objectives

- A. **Goal:** *Maintain and enhance the aesthetic, ecological quality, function, and other values of the town's land and water resources.*

**Objectives:**

1. Prohibit development within environmentally sensitive areas such as wetlands, floodplains, lowlands, and steep slopes.
2. Evaluate lakeshore development impacts in the Town of Presque Isle.
3. Maintain natural buffers and building setbacks between intensive uses and lake, stream, creek, and wetland areas.
4. Identify and designate unique natural resources and features that may warrant increased protection from development or alteration.
5. Assess classifying the most sensitive lakes under 50 acres separately and individually from the Vilas County Lakes Classification standards.
6. Encourage site management practices (e.g., limit/phase clearing and grubbing), wetland protection mechanisms, erosion control, and other measures designed to prevent rather than treat sediment and other pollutants from land disturbing activities and storm water runoff.
7. Encourage and provide assistance in the development and maintenance of lake associations and districts.
8. Develop and coordinate partnerships and cooperative efforts to address documented water quality degradation in town lakes and streams.
9. Encourage and support the development of comprehensive stream and lake management plans which include surveys, assessment and monitoring, and recommendations for restoration and improvement.
10. Consider adopting a forest management practice to protect water quality by restricting logging near wetlands and shorelands.

### 3.3 Administration and Intergovernmental Goals and Objectives

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

**Objectives:**

1. Utilize the *Town of Presque Isle Year 2020 Land Use Plan* as a tool to guide and support town actions.
2. Establish a formal review process for amendment of the *Town of Presque Isle Year 2020 Land Use Plan*.
3. Monitor and report on the effectiveness and implementation of the *Town of Presque Isle Year 2020 Land Use Plan* and amend/revise where appropriate.
4. Assess the relationship of the Presque Isle Comprehensive Shoreland District and Zoning Ordinance and any other town-level codes and ordinances and their ability to administer plan goals, objectives, and policies.

**B. Goal:**        *Seek and establish mutually beneficial intergovernmental relations 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 town resources; and to provide for increased certainty between all levels of government, developers and landowners.
2. Coordinate efforts with Vilas County to pursue implementation of the *Town of Presque Isle Year 2020 Land Use Plan*.
3. Coordinate the town planning efforts with Vilas County throughout the planning process.
4. 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.

**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 lake associations or service groups that dedicate time and resources to conservation efforts.

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

***Objectives:***

1. Ensure that existing and future land use regulations are fair and equitable.
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 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 town 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 in the town.
9. Monitor and evaluate shared service agreements in accordance with increased demand.

### **3.4 Transportation Goals and Objectives**

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

**Objectives:**

1. Adopt town road standards for public and private roads in accordance with Wisconsin Information System for Local Roads (WISLR)
2. Develop and maintain a town road plan to address long-term needs for road upgrades and new roads.

### **3.5 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 citizens.
2. Support business 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.
3. Accommodate home-based businesses which do not significantly increase traffic, noise, odor or detract from the rural character of the surrounding area.
4. Work with and coordinate economic development activities with the local Chamber of Commerce and other applicable agencies and organizations.

### **3.6 Recreational Goals and Objectives**

**A. Goal:** *Enhance and develop year-around recreational opportunities in the town while minimizing user conflicts.*

**Objectives:**

1. Promote common sense regulations to coordinate the proper use, access, and opportunity of land or water recreational motorized water craft.
2. Enhance existing recreational facilities in the town that provide multi-use recreation opportunities.

3. Maintain existing and improve public access to waterways.
4. Support existing and provide additional snowmobile, hiking, skiing and biking trails.
5. Explore opportunities to develop a town multi-use trail system, including connecting Town of Presque Isle multi-use trails to other Vilas County communities, if possible.
6. Consider designating areas for motorized and non-motorized land and/or water-based recreation.
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. Maintain the town's eligibility to compete for WDNR recreational program grants through a current master park plan.
10. Continue to work with, support and cooperate with service clubs and organizations related to the maintenance and development of recreational facilities and activities.