

3 Goals and Objectives

The following goals and objectives were developed based on the results of the 1999 Plum Lake Issues Identification Workshop and direction from the Town of Plum Lake Land Use Planning Committee.

Goals are broad statements that express public priorities about how the Town of Plum Lake 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. The goals and objectives should always be consulted to evaluate growth opportunities in the town.

Mission Statement

To develop a land use plan that balances economic, environmental and aesthetic concerns which preserve the natural resources and quality of life in Plum Lake, and to make recommendations for the plan's implementation to guide town and county officials when managing future growth and development in Plum Lake.

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.*

Objectives:

1. Complete a land use inventory on the location, amount and type of developed and vacant residential, commercial, industrial, and forestry lands, among others.
2. Designate and maintain suitable lands for future residential, commercial, forestry, and recreational uses in accordance with the *Town of Plum Lake Year 2020 Comprehensive Land Use Plan*, Planning Issues Workshop, and public input.
3. Plan commercial development in Sayner and in Star Lake, or to areas with existing commercial development in order to clearly define a Plum Lake business district.
4. Cluster business, commercial, and light industrial development into planned commercial development areas.
5. Ensure that the development patterns provide for a diversity of lot sizes to support various rural lifestyles.

6. Explore the establishment of a Town of Plum Lake Land Division Ordinance tailored to implementation of the Year 2020 Preferred Land Use Map (Map 12-).
7. Develop an ordinance that regulates nuisances and aesthetic standards as identified by the town.
8. Develop a home-occupation ordinance that addresses home-based businesses: definition, location, appropriate uses, signage, outdoor storage, noise, employees, lighting, buffering, etc.
9. Explore the establishment of a mobile/manufactured housing ordinance.
10. Regulate large multi-family development throughout the town.

B. Goal: Preserve forest integrity.

Objectives:

1. Classify and designate forest resource lands for the long-term commercial production of timber products.
2. Explore more effective land use controls and incentives for retaining the town's large, contiguous forestry tracts including but not limited to: establishing larger minimum lot sizes, setting maximum residential densities, controlling the location and extent of the non-forestry areas.
3. Encourage land owners to develop forest management plans, and enroll forested properties into tree farm programs, and/or the Managed Forest Program.
4. Develop population density standards for forested areas.
5. Evaluate the feasibility of cluster development which reduces further forest fragmentation.
6. Work cooperatively with the WDNR and other forestry agencies and organizations in sponsoring workshops and educational materials regarding sound forest management practices and programs.

C. Goal: *Retain and preserve the Town of Plum Lake's rural character and related quality of life.*

Objectives:

1. Manage and direct town growth to ensure that the primary use of land in the town relates to rural residential, lakeshore, recreational, limited commercial, and forestry lifestyles. Other uses may be considered, provided they are not incompatible with the primary use of those areas.
2. Develop and implement design review standards for new commercial and light industrial development which are consistent with the existing quaint, small-town character. Consider items such as architecture, landscaping, exterior building materials, color, signage, and lighting.
3. Review the existing Town of Plum Lake Sign Ordinance for compliance to town needs.
4. Develop Sayner/Star Lake signage and other methods of promotion to increase the town's aesthetics, vitality, and commercial appeal.
5. Manage growth to ensure that it fits within the character of the town as well as the specific location in which the development is proposed.
6. 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.

3.2 Natural Resource Goals and Objectives

A. Goal: *Preserve and protect 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. Lakeshore development shall be in concert with Lakes Classification and Vilas County Shoreland Zoning.
3. Maintain natural buffers and building setbacks between intensive uses and lake, stream, creek, and wetland areas.
4. Work with the county to ensure better oversight and enforcement of public health rules for on-site sewage systems.

5. Support the enforcement of wetland protection and erosion control in shoreland areas.
6. Encourage and provide assistance in the development and maintenance of lake associations and districts.
7. Explore the use of innovative and/or cluster-type wastewater treatment within existing and proposed areas of more intense residential, commercial, and industrial development.
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. Require 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.
11. Educate residents on the proper maintenance of septic systems, shoreland areas, and water conservation.

3.3 Administration and Intergovernmental Goals and Objectives

- A. Goal:** *Strengthen local control of land use decisions and maintain the ability and right to guide the town's own destiny.*

Objectives:

1. Utilize the *Town of Plum Lake Year 2020 Comprehensive Land Use Plan* as a tool to guide and support town actions.
2. Support and actively work with the Wisconsin Towns Association to promote positive changes to state laws and programs which present opportunities for the town to implement town goals and objectives.
3. Establish a formal review process for amendment of the *Town of Plum Lake Year 2020 Comprehensive Land Use Plan*.
4. Monitor and report on the effectiveness and implementation of the *Town of Plum Lake Year 2020 Comprehensive Land Use Plan* and amend/revise where appropriate.

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 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. Review, and if appropriate, work with Vilas County to pursue change in the Vilas County Zoning Ordinance to accurately reflect Plum Lake's land use vision, in accordance with the Year 2020 Preferred Land Use Map.
3. Coordinate the town planning efforts with Vilas County throughout the planning process.
4. Recognize and cooperate with the various levels of government and private organizations which have a vested interest in the protection and conservation of land and water resources.
5. 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 and ordinance development.
2. Improve public access and understanding of available land use, planning, zoning and environmental information.
3. Develop and provide educational materials and conduct local workshops on topics pertinent to town goals, objectives and land use controls.

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

Objectives:

1. Ensure that the property rights of landowners are protected from arbitrary and discriminatory actions.
2. Balance community improvements with available funding sources to ensure equitable taxation.
3. Process town permits and approvals in a timely and fair manner to ensure predictability.
4. Provide clear guidance to landowners and citizens as to the appropriate land uses and standards for development.
5. Provide a point of contact to guide developers and individuals through all local regulations and approval processes.
6. Notify landowners when changes are proposed to land use plans and regulations.
7. Maintain and improve the high quality of existing town services.
8. Ensure that new development and redevelopment provides for and/or contributes it's proportionate fair share of expenses associated with impacts to public services and utilities.
9. Maintain a pro-active planning process in the town.
10. Pursue the development of a "Town Procedures Manual" which outlines the application, review, license, and public notification process.
11. Establish an improved town records maintenance system/program to track land division requests, permits, etc.

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.
2. Implement and preserve access controls along all town roadways (i.e., driveway permits).

3. Develop and maintain a transportation plan to address long-term needs for road upgrades and new roads.
4. Ensure that new roads can connect to future streets on abutting properties, whenever possible.

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. Explore possibilities to increase and support commercial 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 Sayner-Star Lake Chamber of Commerce.

3.6 Recreational Goals and Objectives

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

Objectives:

1. Establish common sense regulations to coordinate the proper use, access, and opportunity of motorized watercraft on lakes and rivers.
2. Maintain the town's existing recreational facilities that provide multi-use recreation opportunities.
3. Maintain existing and improve public access to waterways.
4. Maintain existing and provide additional snowmobile, hiking, skiing and biking trails.

5. Explore opportunities to develop a town multi-use trail system.
6. Connect Plum Lake 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 in recreational pursuits.
9. Consider the development of an impact fee on new or expanded developments to support the acquisition, development, and service costs of recreational facilities.
10. Periodically review and update the of Plum Lake Comprehensive Outdoor Recreation Plan to direct improvement projects and maintain the town's eligibility to compete for WDNR recreational program grants.
11. Continue to work with, support and cooperate with service clubs and organizations related to the maintenance and development of recreational facilities and activities.