

### **3. Goals and Objectives**

Goals are broad statements that express general public priorities about how Vilas County should address growth. The goals also create the framework to advance the general vision and respond to the issues and challenges facing the County. The objectives are more specific than goals and provide greater guidance to accomplish the goals. Policies are general rules or courses of action that guide the decisions that facilitate plan implementation and the ultimate fulfillment of plan recommendations. The goals, objectives, and policies should be consulted by County and local decision-makers to evaluate growth opportunities on a day-to-day basis.

The following goals, objectives, and policies were evaluated and developed by the County Land Use Planning Committee to establish the general framework of how land use and growth management decisions can be evaluated. Many of the items identified in this section were derived from the local comprehensive plans, materials, reports and publications, and from a wide variety of public input.

#### **3.1 Issues and Opportunities Goals and Objectives**

*Overall Goal: The County's overall goal is to develop a comprehensive land use plan by working with local governments to identify areas appropriate for development and preservation through recommended land uses identified through Town, County, and public involvement. In conjunction with local municipalities, the plan should promote sustainable economic development, wise use and conservation of natural resources, and compatible and coordinated development patterns, while preserving northwoods aesthetics.*

##### *Supporting Objectives*

1. Work with and coordinate planning with Towns and the City of Eagle River on growth and development issues.
2. Continually explore new opportunities for balancing conservation of natural resources with new growth while monitoring the effectiveness of current development regulations and policies.
3. To the maximum extent possible, provide opportunities for interested parties to be involved in ideas and decisions regarding the Vilas County Comprehensive Land Use Plan.
4. Implement appropriate land use regulations that balance public and community interests with individual property rights.
5. Evaluate land use and related decisions on their ability to provide for a sustainable development pattern that will meet the County's vision for the future.

6. Assure that the location and the amount of development does not exceed the capacity of services such as roads, schools, and utilities, and is compatible with the natural environment.
7. Support development decisions that are consistent with and advances this Comprehensive Land Use Plan and the more detailed local land use plans.
8. Capitalize on the county's natural advantages through a coordinated economic development strategy.
9. Seek opportunities to gain improved information about the county's land uses and natural features, transportation system, economic and housing issues and service capabilities to support development that is compatible with the County's desired character.

### **3.2 Housing Goals and Objectives**

*Goal: Provide opportunities for a broad range of housing choices that will meet the needs of all residents while maintaining the predominantly rural forested and lakeshore residential character of Vilas County.*

#### *Supporting Objectives*

1. Provide for a wide choice of housing types serving different age levels, income, and need.
2. Support local, regional and state efforts and programs to provide housing development or rehabilitation in Vilas County for individuals of low to moderate income.
3. Guide housing development to areas capable of serving it, such as lands served by existing roads, public utilities, parks or other services.
4. Encourage high quality construction, enforcement, and maintenance standards for old and new housing.
5. Utilize various programs and concepts that can encourage creative ways to preserve rural character and natural resources and incorporate the environment into development.
6. Encourage maintenance and rehabilitation of historically significant homes that will encourage their existence.
7. Encourage subdivision designs and locations of residential development that protect residential areas from incompatible land uses.
8. Pursue redevelopment efforts which serve to enhance community values; enhance natural resources and recreation; and minimize the costs of providing services.

9. Encourage conservation subdivisions as development options that provide for protection of natural resources and open space while promoting clustered residential development that minimizes the costs of providing services.

### **3.3 Transportation Goals and Objectives**

*Goal: Maintain and support a safe, efficient and reliable transportation system which, through its location, capacity, and design, will effectively serve the existing land use development pattern and meet anticipated transportation demand generated by both existing and planned land uses.*

#### *Supporting Objectives*

1. Maintain the efficiency, safety, and functionality of the county's existing transportation system which links the local road network (and most of the rural development) to adjacent communities and the outlying region.
2. Pursue coordination and cooperation between the County and other units of government for the ongoing development and maintenance of the transportation system.
3. Direct future residential, industrial and commercial development to roadways capable of accommodating the service demands and resulting traffic.
4. Attempt to minimize the negative impacts of transportation facility expansion.
5. Support the development of County and local road plans that address short-term and long-term needs for road maintenance, road upgrades, new roads and alternative forms of transportation (i.e., car, biking, walking, snowmobiling, etc) available to county residents and visitors.
6. Continually assess and integrate local, state and regional transportation related plans.
7. Guide new growth so as to develop a road system that does not financially burden the community or make inefficient use of public tax dollars.
8. Preserve the scenic value along certain roadways to protect and enhance northwoods aesthetics.

### **3.4 Utilities and Community Facilities Goals and Objectives**

***Goal: Support service delivery and development of high quality community utilities, facilities and services that meet the existing and future demands and expectations (service and cost) for residential, commercial, industrial and recreational lands.***

#### ***Supporting Objectives***

1. Actively pursue the development of the highest level of community services, facilities and utilities that can be provided efficiently and cost effectively.
2. Coordinate community service, facility and utility systems planning with land use, transportation, and natural resource planning.
3. Continually balance the need for growth and development with the costs of providing additional services and/or facilities.
4. Assist and encourage cooperation among communities in the county to avoid duplication of services or facilities and increase the cost effectiveness of providing services to residents.
5. Direct more intensive development to areas where utilities, community facilities, and public services are available.
6. Maintain a level of emergency preparedness so that prompt and efficient reaction may be taken to protect the lives and property within the county.
7. Provide an appropriate level of community and administrative services within fiscally responsible means.
8. In conjunction with Vilas County towns, encourage clustering of more intensive residential and commercial development to allow for more efficient delivery of community services.
9. Encourage local governments to explore joint service agreements where consolidating and coordinating services will result in cost savings.

#### **Sanitary Sewer and Wastewater**

***Goal: Ensure proper disposal of wastewater to ensure public health and protect ground and surface water quality.***

#### ***Supporting Objectives***

1. Increase resident education on the proper maintenance of Privately Owned Wastewater Treatment Systems (POWTS).

2. Assess funding improvements and options for POWTS owners to upgrade failing and non-complying systems.
3. Coordinate any wastewater facility planning with the location of future service areas as guided by the comprehensive land use plan, environmental considerations, economic development and growth management objectives.
4. Work with the Towns, lakes associations, and others to implement new and pending state rules related to on-site waste disposal systems.
5. Support cooperative public sanitary sewer service area planning as a means to provide efficient utility services within planned growth areas.

### **Stormwater Management**

***Goal: Promote stormwater management practices which reduce property and road damage and ensure a high level of water quality.***

#### ***Supporting Objectives***

1. Increase and promote the use of stormwater management practices to abate non-point source pollution and ensure water quality.
2. Preserve natural open space areas such as wetlands and floodplains that will accommodate flood water and minimize flooding.
3. Ensure the maintenance of road-side swales/ditches/culverts and other related stormwater facilities for both stormwater quantity and quality control.
4. Secure, to the best extent possible, multiple community benefits such as open-space protection, increased recreational opportunity, and enhanced landscaping from stormwater management facilities.

### **Water Supply**

***Goal: Protect and improve the quality and quantity of ground and surface water features for drinking water.***

#### ***Supporting Objectives***

1. Support data collection and monitoring efforts that further the understanding of factors influencing the quality, quantity and movement of ground and surface water features.
2. Continually evaluate the potential impacts of development proposals on groundwater quality and quantity.

3. Pursue partnerships for technical assistance and funding among community, non-profit groups, state, and individual landowners to address known water quality issues.
4. Ensure proper wellhead planning for areas served by public water supply.
5. Encourage education of private well owners on monitoring and maintaining safe drinking water and preventing groundwater degradation.

### **Solid Waste Disposal and Recycling Facilities**

***Goal: Promote effective solid waste disposal and recycling services that protect the public health, natural environment, and general appearance of land use within Vilas County.***

#### ***Supporting Objectives***

1. Increase community and citizen involvement in decisions involving the type, location and extent of disposal facilities and services.
2. Continue to facilitate local municipal solid waste disposal through the Vilas County Landfill Venture Group throughout the planning period.
3. Ensure that recycling and waste disposal services are meeting demand and will be adequate for the future.
4. Require major development to adequately address solid waste disposal and recycling needs.
5. Protect public and environmental health through proper waste disposal.
6. Continue to seek state recycling grant funding support for municipal and County recycling programs and monitor any legislative, industry and market changes that would affect these recycling programs.

### **Parks and Recreation**

***Goal: Maintain and enhance year round recreational opportunities and facilities within the county while minimizing user conflicts.***

#### ***Supporting Objectives***

1. Support integration and implementation of the Vilas County Outdoor Recreation Plan (2002-2006) and future updates adopted by Vilas County and/or local communities.
2. Follow the recommendations of the County's Outdoor Recreation Plan (CORP) when making park acquisitions and development decisions.

3. Monitor and update the CORP based on recommendations of this Comprehensive Land Use Plan and any other local opportunity to maintain relevance and grant potential.
4. Continually evaluate the need, conditions, and maintenance requirements of public access to waterways.
5. Pursue state and federal funding programs which can aid in the development and acquisition of parks, trails, scenic areas, open space and environmentally significant areas.
6. Recognize the need to accommodate all age groups and abilities in recreational pursuits.
7. Work with and support service clubs and organizations related to the maintenance and development of recreational facilities and activities.
8. Evaluate the use of an impact fee on new or expanded developments to support the acquisition, development, and service costs of recreational facilities and conservation efforts.

## **Utilities**

***Goal: Ensure the provision of reliable, efficient, and well-planned utilities to adequately serve existing and future development.***

### ***Supporting Objectives***

1. Plan and coordinate the location and use of utilities with other agencies, affected jurisdictions, interested parties and individuals.
2. Continually monitor the location, condition and capacity of existing and future public utilities in order to efficiently and cost effectively serve existing users and planned service areas.
3. Discourage utility development in environmentally sensitive areas.
4. Encourage development of fiber optic cable systems, DSL, wireless web technology, high speed, broadband Internet access, and other high technology development to service an expanding home based business and other economic development markets.
5. Discuss the planned future business needs and anticipated location of new light industrial and business development with power/electrical providers to expand the 3-phase grid system and increase power access and reliability.

## **Libraries and Schools**

***Goal: Promote quality schools and access to educational opportunities for everyone.***

### ***Supporting Objectives***

1. Increase coordination of planning efforts with local school districts in order to coordinate anticipated future growth.
2. Continue coordination and support of libraries in their efforts to increase community services, education and social relevance.
3. Support school districts and local community organizations in their sponsorship of child care programs and early developmental programs.
4. Support high quality preschool, K-12, higher education and continuing adult educational opportunities for Vilas County residents.

## **Public Safety and Law Enforcement**

***Goal: Promote the public health, safety, and general welfare of Vilas County.***

### ***Supporting Objectives***

1. Continue to evaluate the service demands and capabilities of County law enforcement in coordination with anticipated growth.
2. Protect the lives, property, and rights of all residents and guests through law enforcement and fire protection.
3. Support local coordination of joint service agreements.

## **3.5 Agricultural, Natural and Cultural Resources Goals and Objectives**

***Goal: Preserve, protect, and enhance the ecological quality, function, and other values of the county's land and water resources.***

### ***Supporting Objectives***

1. Support integration and implementation of the Vilas County Land and Water Resource Management Plan (2000-2005) and future updates adopted by Vilas County.
2. Discourage development within environmentally sensitive areas such as wetlands, floodplains, lowlands, steep slopes, and contiguous forest or farmland areas.

3. Coordinate lakeshore development with Vilas County's lakes classification system, Shoreland Zoning Ordinance and the Comprehensive Land Use Plan.
4. Maintain natural buffers and building setbacks between land uses and lake, stream, creek, river and wetland areas.
5. Conserve productive forest and farmland.
6. Preserve the county's most important and sensitive natural resources and areas.
7. Protect and enhance surface water, ground water, and shoreline quality.
8. Encourage and explore measures to decrease point and non-point source pollution and run-off.
9. Preserve, protect and promote historical features, buildings and sites in Vilas County.
10. Preserve the county's scenic beauty, history and heritage, and archeological resources.
11. Work with local governments to protect natural and cultural resources.

***Goal: Preserve forest integrity throughout Vilas County.***

***Supporting Objectives***

1. Conserve forest lands for sustaining the long-term commercial production of timber products and other values of forest ecosystems.
2. Encourage land trades or acquisition that maintains blocks of contiguous public forest lands and minimize isolated residential and other development.
3. Continually explore options for more effective incentives, voluntary measures, and other land use practices for retaining the county's large, contiguous forestry tracts.
4. Encourage landowner and community support for development of forest management plans and voluntary enrollment in forest conservation programs.
5. Recognize the right to practice forestry as critical for public and private land stewardship.
6. Examine population density and road development standards for consistency with forestry management practices.
7. Work cooperatively with the WDNR and other forestry agencies and organizations in sponsoring workshops and educational materials regarding sound forest management practices and programs.

8. Support integration and implementation of the Vilas County Forest Comprehensive 10 Year Plan, 1996-2005 and future updates adopted by Vilas County.

### **3.6 Economic Development Goals and Objectives**

*Goal: Encourage a variety of economic development opportunities appropriate to the resources and character of Vilas County. The County should also strive to enhance and diversify the economy consistent with other County goals and objectives.*

#### *Supporting Objectives*

1. Retain and help grow existing businesses and new opportunities in Vilas County.
2. Support business and light industrial development which diversifies the economic base, creates family wage jobs and operates in a manner that protects the environment and efficiently uses resources.
3. Recognize the value of home-based businesses and support their development when they do not significantly increase traffic, noise, odor or detract from adjacent land uses.
4. Work with and coordinate economic development activities with local area Chambers of Commerce and other applicable local and regional agencies and organizations.
5. Support sustainable and quality economic development along selected highway corridors consistent with local plans and any site design or design review criteria.
6. Continue to promote and enhance Vilas County's tourism industry in cooperation with the Vilas County Chamber of Commerce, local chambers and municipalities, and other organizations.
7. Pursue state and federal funding programs which can aid in the recruitment and expansion of light industrial, technology, forest products and other business sectors.
8. Encourage shared access and clustered commercial development along selected highways.
9. Discourage unplanned, continuous strip commercial along selected highways.
10. Seek new economic development that capitalizes on the county's natural advantages and resource base.
11. Assess current pedestrian corridors and trails and support improvements which have the potential to increase consumer activity and outdoor recreation.
12. Encourage and promote recreational activities and areas within the county that promote tourism.

13. Encourage the redevelopment of small community downtown areas.
14. Direct large-scale economic development projects to areas that can support them, typically with a full range of services, utilities, roads and other available infrastructure.
15. Encourage development of light industrial and business parks with infrastructure to concentrate these more intensive uses.
16. Coordinate the small scale economic development in conjunction with the local comprehensive plans.

### **3.7 Intergovernmental Cooperation Goals and Objectives**

*Goal: To establish mutually beneficial relationships between Vilas County and local governments; to coordinate and communicate land and natural resource decisions and planning activities with communities in the county, as well as state and federal levels; to realize shared goals; to address regional issues and issues that cross political boundaries; to ensure efficient use of resources; and to provide for increased coordination between all levels of government and citizens in Vilas County.*

#### *Supporting Objectives*

1. Utilize the Vilas County Comprehensive Land Use Plan as a tool to guide planning and coordinated growth management in Vilas County.
2. Consider the recommendations of Town plans when amending, updating, or approving County level plans and/or ordinances.
3. Provide Town governments with a regular and meaningful role in County land use and zoning decisions.
4. Recognize and cooperate with all levels of government, private organizations, school districts and non-profit groups which have vested interest in Vilas County.
5. Support processes to resolve conflicts between the plans of governments with overlapping or adjacent jurisdictions.
6. Encourage joint planning activities and service agreements that will improve land use and efficiency of services.
7. Develop and provide educational materials and conduct local workshops or presentations on topics that will aid communities in reaching their planning goals and meeting goals established within the Vilas County Comprehensive Land Use Plan.

***Goal: Maintain high quality County services while providing equitable administration.***

***Supporting Objectives***

1. Require fiscal responsibility from government officials which will promote equitable taxation for services received.
2. Ensure that government services can be accessed equally and without burden by all residents, landowners or other groups which are allowed such services.
3. Seek opportunities to enhance the provision of coordinated public services and facilities.
4. Provide administrative services that are efficient and cost-effective.

**3.8 Land Use Goals and Objectives**

***Goal: Provide for a well-balanced mix of residential, business, industrial, recreational, forestry and other uses to serve the future needs of Vilas County and to maintain the area as a desirable place to live and work; to work cooperatively with Town and City government to promote coordinated land use and a compatible development pattern that respects private property rights; to minimize land use conflicts and negative development impacts; to carefully consider the use, location, and density of development and how it affects the natural resources, community character, anticipated growth, and need for utilities and services.***

***Supporting Objectives***

1. Guide the use, location and density of development within both public and private lands consistent with the Vilas County Comprehensive Land Use Plan.
2. Designate, maintain and regulate an adequate quantity of suitable lands for future residential, commercial, forestry, industrial, recreational and other uses in accordance with the Comprehensive Land Use Plan and public input.
3. Focus new areas of growth within or near existing areas of development where adequate public facilities and services exist or are planned for expansion and where there is adjacent existing compatible development.
4. Encourage the clustering of new business, residential, commercial and industrial development into planned development areas in order to promote defined development districts, conserve resources, and maintain the character of the area.
5. Encourage public land management in a manner compatible with Vilas County Comprehensive Land Use Plan goals, objectives, policies, and programs.
6. Work directly with the Towns and City to plan for a compatible land use pattern throughout Vilas County.

7. Promote development patterns which provide current and future residents with a diversity of lot sizes and uses.
8. Ensure that future land use policies and decisions are based on sound planning techniques and are consistent with the comprehensive land use plan.
9. Promote flexibility and provide for incentives to encourage desired outcomes.
10. Encourage early identification of potential negative impacts from development proposals and promote strategies to minimize those impacts on neighbors, the community and the natural resources.

***Goal: In conjunction with local municipalities, retain and preserve the rural, northwoods aesthetics and related quality of life.***

***Supporting Objectives***

1. Encourage new commercial or business development to be consistent with and complement adjacent land uses and character through such items as architecture, landscaping, signage, lighting, exterior building materials, and color.
2. Increase enforcement of existing nuisance, design or aesthetic ordinances and support local enforcement or development of ordinances such as those that address signage, junk vehicles, white goods, and illegal dumping.
3. 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 further promote the rural atmosphere of the county.

***Goal: Protect the ability of existing areas of farmland to remain in agricultural use.***

***Supporting Objectives***

1. Maintain the integrity and viability of existing agricultural areas so that farming practices can occur without conflict with non-agricultural uses.
2. Encourage retaining large, contiguous farmland tracts.
3. Implement farmland preservation and other programs as requested by agricultural property owners.

### **3.9 Implementation Goals and Objectives**

*Goal: Promote consistency and coordination between the integration of the Vilas County Comprehensive Land Use Plan, County ordinances and recommendations and local comprehensive plans and implementation tools.*

#### *Supporting Objectives*

1. Conduct annual reviews of the Comprehensive Land Use Plan for consistency with the goals, objectives, maps, policies and programs contained within; amend when appropriate.
2. Update the Comprehensive Land Use Plan every 10 years or as needed.
3. Assist communities in developing strategies that can be utilized to administer and enforce the local and countywide plan recommendations.
4. Address the integration, administration, and enforcement of local land use regulations with County regulations where applicable to ensure consistency and efficiency of public services.
5. Review and update where necessary County ordinances and documents that can assist in plan implementation and fulfillment of County goals, objectives, policies, and recommendations.