

3 Goals and Objectives

The following goals and objectives were developed based on the results of the 1999 Town of Washington Community Planning Survey, a series of collaborative learning workshops facilitated by the Wisconsin Rural Partners, and direction from the Town of Washington Land Use Planning Forum.

Goals are broad statements that express public priorities about how the Town of Washington 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 land use plan that balances economic, social, environmental and aesthetic concerns which conserve the natural resources and maintain the quality of life in the Town of Washington, and to make recommendations for the plan's implementation to guide town and county officials when managing growth and development in the Town of Washington.

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.***

Supporting 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, light commercial, industrial, forestry, and recreational uses in accordance with public input.
3. Plan commercial development within the vicinity of USH 45 from the Chain of Lakes Road to Lake of the Hills, and along STH 17 to clearly define a Town of Washington business district.
4. Designate commercial and industrial lands based on sound planning techniques in order to avoid incompatible land uses and arbitrary reaction to individual requests.
5. Ensure development patterns provide for a diversity of lot sizes to support various rural lifestyles.
6. Provide minimum standards for land divisions.

7. Address nuisances and aesthetic standards as identified by the town.
8. Provide minimum standards for home-based businesses in accordance the community planning survey.
9. Provide standards for mobile/manufactured housing.
10. Guide future development within or adjacent to existing compatible development and to areas with existing community services.
11. Examine multi-family development throughout the town.

B. Goal: Preserve Forestry Integrity.

Supporting 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 farming as a business and agricultural land for farming.

Supporting Objectives:

1. Maintain the integrity and viability of agriculture so that traditional farming practices can occur without creating conflicts with non-agricultural uses.
2. Encourage retaining the towns large, contiguous farmland tracts.
3. Plan preferred land uses in the event of agricultural transition to different use.

D. Goal: Preserve and enhance the Town of Washington's rural character and related quality of life.

Supporting 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 Washington Community Planning Survey and public input.
2. Promote new commercial and light industrial development which are consistent with our existing small-town character. Consider items such as architecture, landscaping, exterior building materials, color, signage, and lighting.
3. Promote signage which is consistent with the towns small town character.
4. Control nuisances such as junk vehicles, white goods, and illegal dumping.
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 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.

Supporting Objectives:

1. Discourage development within environmentally sensitive areas such as wetlands, floodplains, lowlands, and steep slopes.
2. Evaluate lakeshore development impacts in the Town of Washington.
3. Maintain natural buffers and building setbacks between intensive uses and lake, stream, creek, and wetland areas.
4. Promote 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. Develop and coordinate partnerships and cooperative efforts to address documented water quality degradation in town 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.

3.3 Administration and Intergovernmental Goals and Objectives

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

Supporting Objectives:

1. Utilize the *Town of Washington 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 Washington Year 2020 Land Use Plan*.
3. Establish and implement town policies related to goals and objectives.
4. Monitor and report on the effectiveness and implementation of the *Town of Washington Year 2020 Land Use Plan* and amend/revise where appropriate.
5. Assess the feasibility to enact town-level codes and ordinances within cost, personnel, and administrative constraints.

B. Goal: Seek and establish mutually beneficial intergovernmental relations with other units of government.

Supporting Objectives:

1. Coordinate and communicate land use planning activities with neighboring towns, City of Eagle River, 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. Work with Vilas County to pursue implementation of the *Town of Washington 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.

Supporting 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.

Supporting 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 distribution.
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 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. Develop a "Town 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.

3.4 Transportation Goals and Objectives

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

Supporting Objectives:

1. Adopt town road standards for public and private roads in accordance with Wisconsin Information System for Local Roads (WISLR)
2. Consider access controls along all town roadways (i.e., driveway permits).

3. Develop and maintain a town road plan to address long-term needs for road upgrades and new roads.
4. Reserve adequate right-of-way for future road linkage.

3.5 Economic Development Goals and Objectives

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

Supporting Objectives:

1. Retain and provide new opportunities for local employment of town 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 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.***

Supporting Objectives:

1. Promote common sense regulations to coordinate the proper use, access, and opportunity of land or water recreational motorized water craft.
2. Enhance 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.
6. Connect Town of Washington 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 development of an impact fee on new or expanded developments to support the acquisition, development, and service costs of recreational facilities.
10. Develop a Town of Washington 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.