Town of La Pointe

Comprehensive Plan: 2006 to 2025

Amendment: 2014

DRAFT 7/9/2014

Policy Document

Adopted by Town Board On: April 28, 2006
Update Adopted by Town Board On:_____

NOTE: ADDITIONS TO THIS DRAFT ARE UNDERLINED; DELETIONS ARE STRUCK OUT

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Town of La Pointe
Comprehensive Plan - Policy Document

Plan Adopted April 28, 2006

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Wisconsin Coastal Management Program

Vierbicher Associates, Inc.; Madison, Wisconsin

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Comprehensive Plan - Policy Document

2014 Update
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Foreword

In 2002, all of the jurisdictions in Ashland County worked in concert to submit a grant to the Wisconsin Land Council to help fund the preparation of comprehensive plans for each consistent with the new planning legislation adopted in 1999. The application was funded in 2003. The County hired Vierbicher Associates to assist with the county-wide plan, and plans for 15 of the 16 individual jurisdictions.

Introduction Chapter Contents

- Foreword
- What is a Comprehensive Plan?
- How Will This Plan Be Used?
- Public Participation and Adoption Process
- Organization of Plan Documents
- Plan Monitoring and Amendment
- Community Survey
- Previous Local Planning Efforts
- Statewide and Regional Plans

What is a Comprehensive Plan?

A comprehensive plan is a document that describes a long-term vision that a community wants to achieve. It is a broad brush look at the entire community in terms of where it is now and where it would like to be in the coming years. It looks at the many parts of the community, how the community functions, and its role in the region.

The future vision is depicted with maps showing future conditions and with goals, objectives, and policies. Tasks and activities are also identified that need to be achieved to help implement the plan. By law, this comprehensive plan must look out at least 20 years.

"A comprehensive plan is intended to provide a rational basis for making local land use decisions and to serve as a blueprint for community-wide effort to achieve its vision."

Having described what a comprehensive plan is, it's also appropriate to describe what a comprehensive plan is not. Because a comprehensive plan is strategic in scope, it does not focus on physical design elements. It does not design a park for example, although the plan may identify a need for the park and prescribe some parameters for creating one. Neither is a comprehensive plan an engineering document intended to fix safety problems at a particular road intersection, for example. The fine details of design and engineering and many others will flow from the basic direction described in the plan.

How Will This Plan Be Used?

Prior to the passage of the comprehensive planning legislation in 1999, most comprehensive plans in Wisconsin were not used as intended. In practice, many communities used their plans sporadically and inconsistently. Other plans were soon forgotten following adoption.

After January 1, 2010, land use decisions including zoning, subdivision regulations, and official mapping will have to be consistent with this plan (Exhibit 1-1). This means that land use regulations of these types must be revised or prepared so as to implement the vision articulated in this plan. Not only do the regulations have to be consistent with the plan, all individual decisions affecting land use must be consistent with the plan.

Exhibit 1-1. Governmental Actions that Must be Consistent with a Municipality's Adopted Comprehensive Plan

- official maps
- zoning of shorelands or wetlands in shorelands
- local subdivision regulations
- zoning regulations

Source: §66.1001(3), Wis. Stats.

Each rezoning after 2010, by law, has to be consistent with the community's comprehensive plan, including the future land use map.

Public Participation and Adoption Process

Prior to starting the planning process, the town board adopted a public participation plan, consistent with state requirements (§66.1001(4)a, Wis. Stats), to document the ways town residents would be involved in the preparation, review, and approval of the plan.

Preparation and adoption of this plan occurred over a 36-month period. The town board established an advisory planning committee and gave it the responsibility of developing the first draft of the plan. After the committee finished its work, it submitted a draft plan to the town's plan commission, which by statute must adopt a resolution recommending it to the town board. The plan commission reviewed the draft as prepared by the committee and made changes prior to sending it to the town board with its recommendation. The town board adopted the plan by ordinance, a copy of which is included as Appendix A. Following plan adoption, a copy of the adopted plan was mailed to the surrounding governmental entities, Wisconsin Department of Administration, and others as required by state law.

A county oversight committee was also established and consulted throughout the planning process. The oversight committee's role was to oversee the county-wide planning process, and to ensure that the individual jurisdiction comprehensive plans included a regional perspective.

Organization of Plan Documents

The comprehensive plan for Ashland County, as well as each individual jurisdiction, consists of two documents. The first document is the background report. It contains information that describes what is and what has been. It is organized into the following chapters:

- Housing
- Transportation
- Utilities and Community Facilities
- Agricultural, Natural, and Cultural Resources
- Economic Development
- Intergovernmental Cooperation
- Land Use
- Demographics

The second document is referred to as the policy document. It focuses on future conditions including:

- Community Vision
- Goals, Objectives, and Policies
- Plan-Based Forecasts
- Future Land Use
- Future Transportation
- Future Utilities & Community Facilities

Collectively, the background document and policy document constitute the comprehensive plan.

Plan Monitoring and Amendment

From time to time, it will become necessary to amend this plan. The specific details regarding the amendment process are outlined in the last chapter.

Community Survey

A written questionnaire was sent to a random sample of households in the county during fall 2003, in an effort to collect resident opinions and preferences on a number of important questions relating to the preparation of this plan.

The survey consisted of four pages and included approximately 20 questions. Sixteen of the questions were standard questions asked of the entire county sample, while the remaining questions were specific to the community that the respondent lived in. Of the 1,800 surveys that were mailed out, there was a response rate of 32 percent. Survey results were used to fashion this plan's long-term vision. A copy of the summary report is on file with the town clerk.

Previous Local Planning Efforts

In recent years, the following planning-related documents have been prepared for the Town of La Pointe:

- Park and Recreation Plan: 2000-2005
- Madeline Island Airport Improvement Plan (proposed)
- Sanitary Sewer System Evaluation Plan (2001)
- Technical Memorandum #1
- Town of La Pointe Zoning Ordinance
- Technical Memorandum #3
- Report on the Master Plan Map (1972)
- Subdivision Regulations (1972, amended 2002)
- Harbor Plan

Statewide and Regional Plans

A number of statewide policy plans have also been prepared (Exhibit 1-2). Each was reviewed and incorporated into this plan when appropriate.

Exhibit 1-2. Statewide Plans: 1994 to 2004

Title	State Agency	Year
Translink 21	Department of Transportation	1994
Wisconsin Bicycle Transportation Plan: 2020	Department of Transportation	1998
Midwest Regional Rail System	Department of Transportation	2000
Wisconsin State Highway Plan 2020	Department of Transportation	2000
Wisconsin State Airport System Plan 2020	Department of Transportation	2000
State Recreational Trails Network Plan	Department of Transportation	2001
Wisconsin Pedestrian Plan	Department of Transportation	2001
Wisconsin Statewide Comprehensive Outdoor Recreation Plan 2000-2005	Department of Natural Resources	2000
State Rail Plan	Department of Transportation	Pending
Wisconsin Consolidated Housing Plan; 2000-2005	Department of Administration and Department of Commerce	2000
Wisconsin Historic Preservation Plan; 2001–2005	Wisconsin Historical Society	2001
State of Wisconsin Hazard Mitigation Plan	Wisconsin Emergency Management	2001

Comprehensive Plan Update – 2014

The Town Plan Commission decided in 2013 to prepare a Comprehensive Plan update for two reasons. One, because the plan is required to be updated every 10 years in Wisconsin Statutes 66.1001(2)(i). Secondly, because the population numbers presented in the original plan were based on a target population of 500 by 2025; however the actual population growth was nowhere near that mark.

The Town Plan Commission set out to gather information to assist in accomplishing the update in the following ways:

- Prepare and distribute a comprehensive community survey
- Hold public meetings to gather information using a focused conversation approach, facilitation by Ashland County Extension Services
- Review U.S. Census and Wisconsin Department of Administration population data and estimates

Community Survey

In the fall of 2013, the Town of LaPointe issued a survey designed to gather information to help determine what changes, if any should be made to the Town of LaPointe's Comprehensive Plan. The 11 page survey asked participants to rate several different factors regarding life in LaPointe: Land use/Zoning, Housing, Transportation, Economic Development, Community Services/Facilities, Agriculture, Natural and Cultural Resources, Sustainability and Intergovernmental and Community involvement. A total of 1,389 surveys were mailed out to property owners and registered voters on Madeline Island. A total of 404 were returned, making the response rate 29%. In statistical analysis this is a sufficient percentage of responses to paint an accurate point of view for the property owners on Madeline Island.

The survey also provided the opportunity to respond to open-ended questions. The results of the survey, including comments, are found in Appendix 10-2.

Public Meetings

Three public meetings were held on September 9, 2013, September 17, 2013, and October 24, 2013 at the La Pointe Library to gather comments from the public regarding the Comprehensive Plan. All meetings were facilitated by Tom Wojciechowski from the Ashland County Extension Service. Minutes were recorded at each of the meetings for review by the Town Plan Commission members to integrate comments into the Comprehensive Plan update.

Data Review

Data reported in the original Comprehensive Plan was predicated on the goal at the time of the town's population reaching 500 by the year 2025. This is clearly not a realistic target. Population data and projections have been amended based on U.S. Census and Wisconsin Department of Administration data where indicated.

Introduction

Vision Chapter Contents

- Introduction
- Goals, Objectives, Policies, and Plan Implementation

As most people who travel know, it's a good thing to know where you're going and generally how to get there. While an adventurous traveler may relish the unknown, a community can't leave its future to happenstance. It takes a lot of hard work to maintain a high quality of life.

Healthy communities don't just happen – it takes commitment and hard work to develop and sustain them.

And it all starts with a clear vision.

This part of the plan provides a vision that will help to avoid the tyranny of small decisions. The town's vision is a description of what the town will be like in 20 years. The goals, objectives, and policies listed in this chapter build off of the vision statement.

The information provided in this chapter will help to guide decisions and decision-makers in the coming years. It will guide development occurring in the private sector. It will guide capital expenditures made by the Town Board and the various town departments.

It will also help give direction to a wide range of non-governmental organizations providing services within the community. It will guide the formation (or revision) of land development regulations, including zoning regulations.

Goals, Objective, Policies, and Plan Implementation

Goals, objectives, and policies help to put the vision statement into bite-sized pieces and provide additional guidance for decision-makers. A goal is a long-term target that may or may not be achieved, but describes a desired outcome. Objectives are slightly different than goals. Objectives for the most part are measurable and therefore achievable. When an objective is achieved, one can see or sense a difference – something has changed.

In contrast, a policy is a statement describing a predetermined position on a particular issue or opportunity. These policy statements are designed to help achieve one or more objectives. Achieving an objective, in whole or in part, will help achieve a stated goal.

A Vision for La Pointe

Vision Statement

The preferred future for Madeline Island shows respect for nature, open government, social diversity, life-long learning and an economy that will sustain steady, low-impact growth of both seasonal and year-round populations.

Values and Beliefs That Form and Sustain This Vision

1. The island is a special place where the spirit of community is strong.
2. Preserving the Island Way for future generations is esteemed.
3. Tourism is a traditional source of revenue that needs to be managed.
4. Long-term historical, cultural and environmental preservation takes precedence over short-term social and economic gain.
5. Governance by means of open forum and debate is intrinsic to the culture.
6. The value of primary, secondary and life-long learning is rooted in the historical, cultural and environmental context of the island.
7. Residents recognize the benefits of social and economic diversity.*****
8. Artists and crafts people are integral to the social fabric of the community.
9. Functional town government, emergency services, seasonal transportation, recycling and waste reduction, the airport, the Gazette, recreational and athletic facilities, the museum, the school, the library, social organizations, and an active church community all attest to the legacy of caring and conscientious self-sufficiency.

*******Businesses are both commercial, office and home based goods and services such as construction, maintenance, cafes, restaurants, taverns, craft shops, gift shops, rentals, accommodations and real estate & property management and include emerging web-based activity such as consulting, design, writing services, and art sales. The result of this activity is a social and economic mix of incomes generated by professionals,*

Goals
1. Housing
2. Transportation
3. Utilities and Community Facilities
4. Agriculture
5. Natural Resources
6. Cultural Resources
7. Economic Development
8. Intergovernmental
9. Land Use
10. Community Involvement
11. *Sustainability*
12. Plan Monitoring and Evaluation

Implementation actions are identified here as specific things that should be done to achieve these goals, objectives, and policies.

The town has a lot to do with the quality of life in the community. However, it cannot and should not try to do it all alone. Many other local entities can also help achieve the overall vision for the Town. Churches, civic organizations, the school district, and community leaders, for example, can and do affect the quality of life for town residents. Given the limited resources these entities have, it will become very important for each of these to look for public/private partnerships whenever they can.

It should be noted that preparation of this plan, and especially the future transportation, and land use maps, implement a number of the goals, objectives, and policies outlined below. Some of the goals and objectives contained in this chapter can be mapped. These maps identify in broad terms how development should occur in the future and is included in Chapter 5. Once adopted, the maps will form the basis for more specific land development regulations. The future transportation map, also included in Chapter 5, identifies how the transportation network should look by the end of the 20-year planning period.

Taken together, these individual parts will help avoid the "tyranny of small decisions", which occurs when decisions are made without a view toward the future or without a desired end goal.

This comprehensive plan has been drafted as an integrated whole so that all of the parts are consistent with and support each other and the town's overall vision. As discussed in chapter 4, much of the plan centers on the anticipated change in the town's population base. The growth rate and the number of additional housing units certainly have direct implications for the housing stock and also for land use. The future land use map has been fashioned to identify those areas where additional development could occur. Environmental constraints such as wetlands, floodplains, and other environmentally sensitive resources dictate what areas should be left undeveloped or perhaps used in such a way as to preserve the integrity of the resource. In turn, the transportation plan along with the goals, objectives, and policies all support housing and future land use considerations. The same holds true for community facilities and utilities. The presence or absence of certain facilities/ services can help to define those areas best suited for development. Economic development strategies recognize the town's position in the regional economy and accommodate the growing population. Because all of the goals, objectives, and policies are contained in this one chapter,

it is possible to ensure consistency by reviewing just a few pages out of the entire document.

Goal #1. – Housing: Provide for a variety of housing choices that promote affordable and decent housing.

Objectives:

1. Maintain the quality of the Town's housing stock.

2. Increase cooperation among both public and private agencies to address the provision of affordable housing for residents.

3. Increase the range of affordable housing types and prices in order to meet the needs of the residents.

4. Minimize the environmental impact of residential growth.

5. ~~Maintain~~ *Support* a residential growth rate ~~of 3 percent per year~~ *based on U.S. Census and Wisconsin Department of Administration, Demographic Services Center estimations*, ~~which is what the Town experienced between 1990 and 2000~~.

6. Increase the supply of housing available to both seasonal workers and year-round residents.

7. Support the maintenance and rehabilitation of the Town's existing housing stock.

8. Increase the supply of housing in or near the downtown.

~~9. For new single-family residential development, create housing densities in approximately the following proportions:~~
   ~~Low density - 15%~~
   ~~Medium density - 50%~~
   ~~High density -35%~~

~~10. Achieve a mix of housing types in approximately the following proportions:~~
   ~~Single family units - 87%~~
   ~~Duplex units - 5%~~
   ~~Multi-family units - 8%~~

~~11. Maintain a mix of housing ownership in approximately the following proportions:~~
   ~~Year-round residents - 16%~~
   ~~Seasonal residents - 84%~~

12. ~~Increase the~~ *Encourage a* supply of independent and assisted housing facilities for special populations (elderly, developmentally disabled, etc.).

Policies:

1. Encourage the maintenance of housing units to safeguard the health, safety, and welfare of Town residents.

2. Encourage residential development that establishes a variety of lot sizes, dwelling types, densities, and price points.

3. Support residential design with transportation in mind.

4. Work with the County to ensure that the sanitary guidelines under Comm. 83 are being followed.

5. Work with the County to ensure that the standards of the shoreland, wetland, and floodplain overlay zoning districts are being conformed with.

6. Work with County and state agencies to build awareness of housing programs available to Town residents.

7. Match land use intensity with available infrastructure.

8. Match new land uses to adjacent existing uses, structuring transitions between land use types that minimize any potential conflicts.

9. New development will be encouraged to meet the needs of the Town.

10. Encourage the use of new housing units for year-round occupancy.

11. Encourage the preservation of existing housing structures to protect the Town's rural character and enhance community health, safety, and welfare.

12. Encourage maintenance of identified historical housing structures to preserve the town's heritage.

13. Manage the location of residential growth.

14. Use the Future Land Use Plan when making development decisions to ensure the availability of land for construction of residential units to meet the projected population demands.

15. Enforce existing zoning regulations on a consistent basis.

16. ~~Adopt a policy that requires~~ *Encourage* a designated amount of affordable housing.

17. Utilize a density-bonus system to encourage developers to include affordable housing in new developments.

18. Maintain residential areas and especially higher density development in close proximity to services, school, and other community facilities.

19. Locate multi-family units in different areas of the community so as not to congregate them in a few locations.

20. Ensure that housing demand does not outstrip capacity.

21. Identify potential expansion areas to accommodate residential development.

22. Encourage employers to provide housing options on island for seasonal employees.

23. Maintain a local site plan review process.

24. Encourage more housing to locate near the downtown area.

Implementation Action Items	Schedule 2006 to 2010	2011 to 2015	2016 to 2020	2021 to 2025	Responsible Entity
1. Develop guidelines (recommendations) for residential development that will maintain the Town's rural character.	X	X			Plan Commission
2. Seek planning funds to conduct a study to determine the feasibility of and developer/owner interest in downtown housing development/redevelopment	X	X			Town Board
3. See funding to establish a home-improvement grant program.	X	X			Town Board/Ashland County
4. Investigate the possibility of creating affordable single or multi-family housing on Town owned land.	X	X			Town Board

Goal # 2 - Transportation: Provide a transportation network that will ensure the safe and efficient movement of individuals and goods, while respecting the quality of life and character of the community.

Objectives:

1. Maintain the natural beauty of the Town's roadways and scenic views.
2. Reduce the traffic congestion and parking problems during peak tourist times of the year in the downtown area.
3. Maintain the tree canopy along North Shore Road.
4. Increase the number of public slips and moorings around the island.
5. ~~Improve and increase, where possible, the number of boat ramps and other accesses to the lake~~.
6. Increase the area in the downtown that is served with sidewalks.
7. Increase pedestrian paths and bikeways that serve the Town.

Policies

1. New Town roads shall be built to Town standards.
2. Where feasible, new development shall provide for the potential of recreational modes of transportation.
3. New Town road development should occur in accordance with local, state, and county transportation plan schedules.
4. Appropriate marking, signage, and protective devices should be installed where they are needed (especially for ATV designated areas).

~~5. Compatibility between public and private transportation services will be promoted.~~

6. Compatibility of local, regional and state transportation policies and plans shall be promoted.

7. All driveway culverts intersecting Town roads shall meet adopted standards.

8. Any driveway that accesses a lot of record which either becomes a subdivision or is subsequently divided into five or more lots must convert said driveway into a road meeting all Town road design standards.

9. Encourage Ashland County Aging Unit to provide transportation to the elderly population.

10. Work with area snowmobile clubs to produce and distribute snowmobile maps.

11. Work with the Ashland County Land Conservation Department, the Ashland County Highway Department, WisDOT, and the DNR to implement best management practices when doing transportation work.

12. Pursue state and federal grant funding for trails.

13. Involve the public in planning for new trails and in repairing and restoring damaged areas.

~~14. .~~

15. Develop new portions of the transportation system to be compatible with existing and future land use patterns.

16. Develop an integrated transportation system that enables residents to use multiple modes of transportation.

17. Work with agencies to provide and maintain access to recreational boat landings.

18. Provide for bike parking in the downtown area.

19. Encourage quiet sports such as walking, sailing, kayaking, snowshoeing, skiing, and sled dog mushing.

20. Establish a terminal at the Madeline Island Ferry dock.

21. Encourage BART to create a stop at the ferry terminal in Bayfield.

22. Work to improve the ice road approach in Bayfield.

23. Continue to work with the police department to ensure speed limits are being adhered to.

24. All new development will be encouraged to be designed pedestrian friendly.

25. Work to install sidewalks in the downtown area of Madeline Island.

26. The Town will continue to cooperate with the Ferry Company to make operations more efficient as evidenced by the numerous cooperative dock and seawall modernizations.

27. The Town will work with the Ferry Company to build a seawall that will allow the Ferry to access the Town dock without ever having to go around to the inside.

28. ~~Work with the Ferry Company to determine if a passenger only ferry is feasible~~.

29. Investigate the possibilities of relocating US Post Office 54850 to allow for better traffic flow from the Ferry dock.

Implementation Action Items	Schedule 2006 to 2010	2011 to 2015	2016 to 2020	2021 to 2025	Responsible Entity
1. Develop guidelines to maintain forest buffers along roads		X			Town Board
2. Plan and budget for the repair and maintenance of existing Town roads.	X	X	X	X	Town Board
3. Investigate the need for preparing a recreational trail master plan for the Town.	X	X			Town Board, CAPP, Trail Committee
4. Create a citizen committee as a means of soliciting input when planning for trails.		As needed			Town Board
5. Work with the County to submit Town road repair requests in a format that is acceptable to the County Highway Commissioner.	X	X			Town Board, Road Supervisor
6. Prepare an island wide bike and pedestrian plan	X	X			Trail Committee
7. Explore the feasibility of and support for creation of a harbor master plan to include a ferry staging area.	X	X			Town Board
8. Create a road name ordinance.	X	X			Town Board with Town Foreman
9. Write a letter to DOT to discuss keeping the tree canopy on the North Shore.	X	X			Town Board
10. Create a Capital Improvement Program to budget and delegate annual funds to allow for Town blacktop road improvements.	X	X			Town Board
11. Investigate the feasibility and support for developing a shuttle service to take visitors around the island.	X				Town Board
12. Expand bike trail.	X				Town Board

Goal #3 – Utilities and Community Facilities: Ensure adequate provision of public services by encouraging development within the Town's capacity to provide such services.

Objectives:

1. Enhance the maintenance of existing public recreational facilities and trails in the Town.

2. Increase coordination of the siting, building, and redevelopment of public facilities and the sharing of public services when possible.

Policies:

1. Continue coordination with adjacent jurisdictions and between Town departments to expand upon and/or develop shared facilities and services as needs arise and where cooperation results in cost savings and efficiencies for participating entities.

2. Promote regular coordination meetings with adjacent and nearby municipalities to discuss issues related to facilities and services currently being shared, and to identify other opportunities for beneficial partnerships and sharing of facilities and services.

3. Provide or support basic rural utilities and community facilities that can be economically and efficiently delivered in a rural environment.

4. Encourage residents to volunteer for the fire department and as EMTs for the EMS team.

5. Encourage the development of child care services in the Town.

6. Work with cellular companies to expand coverage on the island.

7. Work with the Sanitary District to upgrade and expand the system where needed.

8. Establish a policy for developing storm sewer systems.

Implementation Action Items	Schedule 2006 to 2010	2011 to 2015	2016 to 2020	2021 to 2025	Responsible Entity
1. Investigate options for promoting recreational opportunities, including identifying funding source for future land acquisitions.	X				Town Board
2. Explore the feasibility and support for creating a recreation or community center that is available to all ages.	X				Town Board
3. Determine if it is economically feasible to expand the sewer system to serve other portions of the island.	X				Town Board, Public Works Department
4. Explore the feasibility of and support for burying overhead power lines in the downtown area of the island.	X				Town Board
5. ~~Expand the feasibility of and~~ Encourage support for creating a health care clinic on the island.	X				Town Board
6. Create a utility and stormwater ordinance.	X				Town Board

Goal #4 - Agriculture: Preserve the Town's agricultural land base to protect the Town's aesthetics, rural character, and agricultural areas for future generations.

Objectives:

1. Support and encourage the operation of existing farms.

2. Preserve and protect of agriculturally productive soils in the Town.

3. Protect against cropland soil erosion and runoff.

Policies:

1. Preserve rural landscapes through agricultural land preservation, conservation, and other sensitive land use measures.

2. Support the County in assisting local landowners who want to participate in sustainable agricultural programs.

3. Provide continuing support to existing operations and agriculture activities throughout the Town.

~~4. Identify prime farmland in the Town and protect it from development.~~

5. Work with the Ashland County Land Conservation Department and the DNR to implement best management practices in agricultural areas.

6. Encourage Ashland County to create and budget for an active countywide conservation easement acquisition program.

7. Protect the surface and groundwater resources in the Town.

8. Support efforts to preserve farmland in the Town and elsewhere in the County.

9. Assist Town residents in pursuing sustainable and diverse agricultural ventures.

Implementation Action Items	Schedule 2006 to 2010	2011 to 2015	2016 to 2020	2021 to 2025	Responsible Entity
1. Identify options for preservation and development of sustainable agriculture in the Town.		X			Plan Commission, Town Board
2. ~~Investigate the possibility~~ Encourage and continue expansion of ~~starting~~ a farmers market ~~or~~ and ~~organic produce~~ community garden.	X	X			Town Board, CAPP

Goal # 5 – Natural Resources: Preserve and protect the Town's natural resource base from potential degradation and contamination.

Objectives:

1. Increase the preservation and protection of environmental corridors for wildlife, water quality values, habitat protection, ecosystem and ecology purposes.

2. Increase protection of the surface and groundwater resources in the Town.

3. Maintain the natural beauty of the Town's roadways and scenic views.

Policies:

1. Support the efforts of state and federal agencies to protect threatened or endangered species if found with Town limits.

2. Support Island landscapes through land preservation, conservation development, and other sensitive land use measures.

3. Support the preservation of wetlands for their ecological and hydrological functions.

4. Promote an understanding of and appreciation for the area's historic and cultural landscape.

5. Promote and encourage private forestland owners to participate in the DNR's Master Woodland Steward Program.

6. Fully consider the impacts of new development on all natural resources.

7. Work with the DNR and the Ashland County Land and Water Conservation Department to help educate the public about the spread of invasive species (. esp. Eurasian Water milfoil).

8. Support and assist when appropriate, existing natural resource preservation groups and associations.

9. Encourage the active involvement of the Ashland County Land and Water Conservation Department in the Town of La Pointe.

10. Encourage and assist with the planning for and wise management of the Town's natural resource base.

11. Protect aquifers.

12. Improve Town road maintenance and construction practices to reduce non-point water pollution.

13. Require all non-metallic mines to have a reclamation plan.

14. Assist in applying Ashland County's non-metallic mining ordinance to ensure the wise use of available resources incorporating reclamation procedures that will allow for a safe and reusable site.(Note: this was moved up to be close to #13)

15. Promote the maintenance of existing public recreational facilities and trails in the Town.
16. Coordinate with the DNR and the Ashland County Land Conservation Department to ensure that Best Management Practices are being utilized in critical areas that are in need of stabilization and in areas where habitat needs to be preserved.

17. Work in cooperation with the Ashland County Land Conservation department to implement its water quality and conservation programs locally, encouraging their use by local residents and property owners.

18. Build and maintain trails so as to protect both the environment and the safety of those who use them.

19. When reviewing new subdivisions and conditional use permits, consider the impacts on all natural resources including the potential impacts to:
    - Water quality
    - Habitat and reproduction
    - Ecosystems
    - Movement corridors
    - Endangered and threatened species
    - Aesthetic values

20. Encourage the county to adopt a stormwater and erosion control ordinance to preserve and protect soils and water quality.

21. Work with community members to promote more businesses related to eco-tourism (silent sports).

Implementation Action Items	Schedule 2006 to 2010	2011 to 2015	2016 to 2020	2021 to 2025	Responsible Entity
1. Meet with DNR land managers periodically to understand and assist with the management of the protected areas.	As needed.				Town Board
2. Develop guidelines to maintain forest buffers along roads.	X	X			Town Board, Plan Commission

Goal #6 - Cultural Resources:
Promote and preserve the Town's cultural resource base.

Objective:
1. Increase awareness of local historic properties.

2. Maintain the natural beauty of the Town's roadways and scenic views.

Policies:
1. Support the identification and designation of eligible national, state, and local historic properties.

2. Continue to encourage the preservation, rehabilitation, and adaptive reuse of historic buildings.

3. Promote and protect local cultural resources.

4. Continue to value ethnic diversity.

5. Work with local, regional and state tourism promotional groups such the Ashland & Bayfield County Tourism, the State Heritage Tourism Council, and the Wisconsin Department of Tourism to promote and protect local cultural resources.

6. Continue to support the arts community and other related businesses on the island.

Implementation Action Items	Schedule 2006 to 2010	2011 to 2015	2016 to 2020	2021 to 2025	Responsible Entity
1. Contact and meet with the local and/or State Historical Society representatives to better understand programs and opportunities.	X				~~Plan Commission~~ Town Board

Goal #7 - Economic Development: Develop and maintain a strong year-round economy that supports residents and the community with services, opportunities, and amenities consistent with the vision of rural living in our scenic area.

Objectives:

1. Expand joint effort marketing programs.

2. ~~Maintain and improve~~ Encourage existing home-based businesses.

3. Increase the number of small businesses in the Town.

4. Expand the winter and shoulder seasons to support existing businesses.

Policies:

1. Encourage business retention and assist when feasible with expansion.

2. Promote job-training programs to enhance the existing local workforce.

3. Allow home occupations in residential areas provided they fit into the character of the neighborhood.

4. Assist and facilitate economic development planning and coordination between all active local and regional partners.

5. Promote economic development and redevelopment opportunities that fit into the community's vision as articulated in this plan.

6. Work to promote needed health care and child care facilities.

7. Encourage development of home-based business.

8. Ensure that new development is compatible with maintaining scenic views and local character, and have a low impact on the environment.

9. Encourage development of farm production, forestry, and cottage industry.

10. Promote development of public recreational opportunities in Town.

11. Utilize local natural resources to produce value-added products to support sustainable home-based businesses.

12. Improve and develop partnerships with other communities and state agencies that share the same customers.

13. Market information available for home-based businesses.

14. Encourage development of small business, especially those that provide year-round employment.

15. Enhance high-speed networks and provide access to training for small & home-based businesses.

16. Encourage eco-friendly tourism and quiete sports.

17. Expand water, ground, and air transportation networks.

~~18. Increase commercial zone area.~~

19. Encourage a year-round service station to locate on the island.

20. ~~Improve and market airport industrial space to local entrepreneurs~~.

21. The Town welcomes all businesses to the community but would like to especially encourage businesses types such as the following to locate in the community:
    - Education, arts, and crafts
    - Sustainable forest management
    - Locally created products
    - Renewable energy

Implementation Action Items	Schedule 2006 to 2010	2011 to 2015	2016 to 2020	2021 to 2025	Responsible Entity
1. Explore available educational and financial resources and programs which will promote home-based businesses.	X	X			Town Board
2. Reinstate home occupan~~cy~~tion ordinance.	X	X			Town Board
3. Establish on advisory committee to evaluate winter and shoulder month tourism opportunities and prepare recommendations.	X	X			Town Board
4. Lengthen the Madeline Island Airport runway for safety reasons.	X	X			Town Board
5. Create an ordinance to allow for guest homes and guest home rentals.	X	X			Plan Commission
6. Improve and market airport industrial space to local entrepreneurs.	X	X			Town Board

Goal #8 - Intergovernmental: Achieve a high level of cooperation and consistency among local units of government and between Town departments.

Objectives:

1. Improve communication with nearby municipalities, school districts, special districts, and other government entities.

2. Increase coordination of the siting, building, and redevelopment of public facilities and the sharing of public services when possible.

3. Enhance coordination/communication with the state agencies.

4. Minimize costs and maximize services for residents by working more effectively with other units of government.

Policies:

1. Develop and/or ~~M~~maintain existing service sharing agreements with neighboring communities and explore opportunities to create new alliances.

2. Maintain regular contacts, both formal and informal, with surrounding jurisdictions and school districts.

3. Provide surrounding jurisdictions the opportunity to review and comment on proposed amendments to this plan as required by state law.

4. Cooperate with adjoining jurisdictions to save money and create efficiencies in the provision of public services by sharing resources, facilities, and services.

5. Maintain an accurate inventory of all active and terminated intergovernmental agreements.

6. ~~Work with neighboring communities to share building inspector services~~.

7. Improve lines of communication with the Bad River and Red Cliff tribes

Implementation Action Items	Schedule 2006 to 2010	2011 to 2015	2016 to 2020	2021 to 2025	Responsible Entity
1. Invite area governments and school districts to participate in facility planning meetings.	As needed				Town Board
2. Send copies of draft plan amendments to surrounding jurisdictions to allow the opportunity to review and comment on proposed amendments.	As needed				Town Board
3. Develop an accurate inventory of all active and terminated intergovernmental agreements.	X				Town Clerk
4. Initiate joint Plan Commission meetings with surrounding jurisdictions on a periodic basis to discuss issues of common concern.	X	X	X	X	Plan Commission
5. Develop a method of carrying out regular contact, both formal and informal, with surrounding jurisdictions and the school district.	X	X			Town Board

Goal #9 – Land Use: Create a pattern of sustainable development that preserves forests and agriculture as important land uses, and supports forestry practices and forest-based activities.

Objectives:

1. Minimize the negative effects of incompatible land uses.

2. Maintain a well-balanced mix of land uses within the Town.

Policies:

1. Retain large, contiguous tracts of forest land.

2. Use existing land designated for urban uses before permitting development within or adjacent to forested lands.

3. Provide for the long-term utilization of productive forestland Promote land uses, densities, and regulations that result in the protection of valued resources and recognize existing physical limitations (e.g., slope, woodlands, water).

4. Protect scenic vistas from inappropriate development.

5. Encourage the use of natural resources as visual and physical amenities for development.

6. Support private and public initiatives to protect natural features through the use of conservation strategies such as easements, covenants, and deed restrictions.

7. Rezoning proposals should be consistent with this plan.

8. Require buffers between incompatible land uses to minimize potential negative effects.

9.

10. Development proposals shall reflect the Future Land Use Plan.

11. New lots and building sites shall be located and designed to protect environmental resources and reflect the character of the Town.

12. Encourage ~~i~~identification of~~y~~ scenic vistas, natural resources, and large tracts of forest or agricultural lands that should be protected.

13. Promote mixed-use development to capitalize on existing transportation facilities and other infrastructure, and link jobs with residential areas and commercial uses.

Implementation Action Items	Schedule 2006 to 2010	2011 to 2015	2016 to 2020	2021 to 2025	Responsible Entity
1. Review each request for rezoning and development proposal for consistency with this plan, and for its impacts on the community, ecological system, and local economy.	Ongoing				Plan Commission, Town Board
2. Develop standards for buffering between incompatible land uses.	~~X~~Ongoing				Plan Commission, Town Board

Goal #10 – Community Involvement: Encourage every household to be involved in the affairs of the community.

Objectives:
1. Increase the number of families and individuals who volunteer their time within this community.
2. Increase citizen involvement and interest in the functions of Town government.

Policies:
1. Seek out and use the skills and expertise of residents to serve on volunteer committees.

2. Provide opportunities for resident involvement in the functions and operation of the Town.

3. Encourage residents to get out and vote.

4. Provide residents with the opportunity to review draft plans, propose plan amendments, and participate in the development of rules and regulations.

5. Encourage each household to become involved in their community.

6. Support the creation of programs in local schools to promote volunteerism and mentoring.

7. Support the creation of programs in local schools and neighborhoods that foster pride in the community.

Implementation Action Items	Schedule 2006 to 2010	2011 to 2015	2016 to 2020	2021 to 2025	Responsible Entity
1. ~~Develop a Town newsletter~~ Improve communication to involve residents in community events and issues.	X				Town ~~Clerk~~ Board
2. Continue to utilize a media message board by the Town Hall and/or other locations to disseminate local government notices.	X	X	X	X	Town Clerk
3. Create a program to annually recognize the contributions of individuals and groups who help make the Town a great place to live.	X				Town Board

Goal #11 – Plan Monitoring and Evaluation: Keep this comprehensive plan relevant, useable, and timely.

Objectives:

1. Keep the plan up-to-date.

Policies:

1. Conduct a formal review of the plan at least once every 5 years consistent with state requirements.
2. Prepare annual reviews of the plan.
3. Amend the plan in a timely fashion.
4. If actual growth and development is significantly below the forecasts contained in this plan, amend this plan as appropriate to account for lower than expected growth and/or adjust those factors that may be inhibiting growth.
5. If actual growth and development exceeds the forecasts contained in this plan, adopt appropriate growth management strategies to bring growth in line with the desired growth rate or amend this plan to account for the additional growth.

Implementation Action Items	Schedule 2006 to 2010	2011 to 2015	2016 to 2020	2021 to 2025	Responsible Entity
1. Every 12 months, the Plan Commission will prepare and present a report to the Town Board summarizing: • How the plan was used to direct major spending, regulatory, and construction decisions; • How development and redevelopment did or did not coincide with the guidelines of this plan; • How the Town has changed in ways that may call for amendments to the plan.	X	X	X	X	Town Board/Plan Commission
2. Review the adopted comprehensive plan and revise as necessary (minimum once every 5 years following adoption).	X	X	X	X	Plan Commission
3. Plan for and anticipate costs for amending this plan.	X	X	X	X	Plan Commission, Town Board, Office Staff
4. Monitor the rate of growth on a yearly basis, and submit this information to Town Board in a timely manner.	X	X	X	X	Plan Commission
5. Annually review the capital expenditure budget to ensure that infrastructure will meet the anticipated growth.	X	X	X	X	Town Board

Introduction

Issues and Opportunities Chapter Contents

- Introduction
- Identification of Issues and Opportunities
- Economic Development Approach
  - Desirable Businesses
  - Assessment of Strengths and Weaknesses

This part of the plan documents the issues that were considered in the preparation of this policy document. The importance of issues cannot be overstated. This whole planning exercise and the resultant plan was issue-driven.

Issues can be an emerging concern or an old unresolved problem. Issues could be addressed one time, never to reemerge. Or, an issue could never really go away and may always need attention. Issues could range from localized concerns to those that are more global and affect many communities throughout the state and nation. Although the town has limited control over global, national, or statewide events, they are included here to ensure that they are considered and factored in the preparation of this plan to the extent appropriate.

The success of this plan in part rests on identifying relevant issues, prioritizing them for action, and adopting appropriate goals, objectives, and policies to address each.

This chapter of the plan also identifies those types of businesses that are compatible with the Town's long-term vision.

Identification of Issues and Opportunities

During the early phase of this project, a number of opportunities were utilized to involve town residents in identify important issues facing the community as a whole. Ms. Jane Silberstein with the Ashland County Extension Office conducted four visioning sessions during 2003. The sessions were held on April 16, May 8, July 10, and August 5. On average, 45 people attended the sessions. She also conducted an exercise with the children in the 3rd through 6th grade classes at La Pointe School on May 17, 2002. The results from those sessions are contained in another report which is available from the town clerk. The most pressing issues facing the Town area addressed in this plan. Over the course of the planning process additional ideas were also generated. Key issues are shown in Exhibit 3-1.

Exhibit 3-2 lists the issues and opportunities that were of common concern to those jurisdictions participating in this multi-jurisdictional planning effort. Each was ranked using a 10-point scale to help determine the relative importance of the issues. Also, each issue was evaluated to determine if it is becoming more important or less important, or whether it is stable with little movement anticipated.

Exhibit 3-1. Issues and Opportunities

Issues:

- ~~Affordable housing for the young and elderly~~
- ~~A year-round center for both the young and elderly~~
- Road improvement
- ~~Taxes~~
- ~~A year-round youth center~~
- Year-round jobs
- ~~Low cost housing; retain and attract more young people~~
- Expanding year-round industry
- ~~Recreational facilities for residents~~
- Control of taxes
- Access to the lake
- *Aging population*
- *Year-round community recreation center for all residents*
- *Coastal erosion*
- *Harbor expansion*

Opportunities:

- ~~Develop industrial park -- light industry~~
- Incubator to help small businesses get started
- ~~Protection of wetlands~~
- ~~More public campsites~~
- Expand public sanitary sewer system
- ~~Many more summer homes~~
- ~~Better inland roads~~
- A new post office with parking
- *Agriculture/sustainability*
- *Downtown pedestrian plan*
- *Harbor expansion*

Note: Items in *italics* are 2014 additions; items crossed out are 2014 deletions.

Note: in Exhibit 3-2 below, added bullets are represented by +; deleted bullets are represented by X

Exhibit 3-2. Issues and Opportunities: 2004

	Importance										
Governance / Citizen Involvement	**Low**								**High**		**Trend**
Lack of interest in serving in an elected capacity	●	●	●	●							–
Lack of interest in local issues until personally affected	●	●	●	●	●	●	●				–
Polarization of public opinion on some local issues	●	●	●	●	●	●					–
Development of new avenues to inform town residents	●	●	X	X	X						–
Volunteerism and community involvement	●	●	●	●	●	●	●				▲
Jurisdiction is receiving proper level of representation at the county level	●	●	●	●	●	●	●	●	●		▲
Tax Base											
Loss of state shared revenue	●	●	●	●	●	●	●	●	●		▲
Citizens wanting lower local property taxes	●	●	●	●	●	●	●	●			▲
Over reliance on residential property	●	●	●	●	●	●	●	●			▲
Potential negative impacts of growth on local property taxes	●	●	●	●	●	●	●	●	●		▲
Apostle Island National Lake Shore	●	●	●	●	●	●					–
State Park	●	●	●	●							–
Wilderness Preserve	●	●	●	●	●						▲
Demographics											
Aging of population	●	●	●	●	●	●	+	+	+		▲
Changing nature of households (more single member households, etc)	●	●	●	+	+						–
Declining household size	●	●	●	●							–
Housing											
Affordability	●	●	●	●	●	●	●	●	●	●	▲
Availability	●	●	●	●	●	●	●	●	●		▲
Housing age/maintenance	●	●	●	X	X						–
Few options for housing other than single-family units	●	●	●	●	●	●	●				▲
Few housing options for certain groups (elderly, handicapped) in the Town	●	●	●	●	●	●	●	●	●		▲
Absentee landowners	●	●	●	●	●	●					▲
Predominance of increasing seasonal housing	●	●	●	●	●	●	●				▲
Community Character											
Unsightly or blighted properties	●	●	●	●	+						–
Lack of community identity	●	●									–
Community gathering place/recreation facility	●	●	●	●	●	X	X				▲
Crime	●	●	●	●							▲
Maintenance of quality of life	●	●	●	●	●	●	●	●			▲
Historic preservation	●	●	●	●	●	●	●				–

continued

Transportation	Importance: Low									High	Trend
Level of truck traffic on town roads	●	●	●	●	●	●	●				▲
Number of speeding motorists	●	●	●	●	●	●	●				▲
Safety concerns at problem intersections	●	●	●	●	+	+					–
Maintenance of local roads	●	●	●	●	●	●	●	●			▲
Limited specialized transportation for elderly, handicapped	●	●	●	●							–
Accessibility of pedestrian or bike trails	●	●	●	●	●	●	●	●			▲
Ferry line services	●	●	●	●	●	●	●	●	●	●	▲
~~BART service~~	X	X	X	X	X	X	X				▲
Proximity to major airport	●	●	●								–
Madeline Island Airport	●	●	●	●	●	●					▲
Winter transportation system	●	●	●	●	●	●	●	●			▲
Utilities and Community Facilities											
Child care services	●	●	●	●	●	●	●				–
Health care services - availability	●	●	●	●	●	●	●	●			▲
Quality of K-12 education	●	●	●	●	●	●	●	●	●		–
Recreation facilities for youth year round	●	●	●	●	●						▲
Recreation facilities for teenagers year round	●	●	●	●	●						▲
Recreation facilities for elderly year round	●	●	●	●							▲
Maintenance of park facilities (if applicable)	●	●	●	●	●	●	●	●			▲
Organized sport facilities	●	●	●	●	●	●	●				–
Passive / unorganized recreation opportunities	●	●	●	●	●	X	X				▲
Public facilities/services (e.g., parks, shelters, trails, etc.)	●	●	●	●	●	X	X	X			▲
Energy supply	●	●	●	●	●	●	●	●	●		▲
Electrical distribution	●	●	●	●	●	●	●	●			▲
Need for more Town hall or other municipal building space (e.g., office space, garage, etc.)	●	●	●	●							–
High-speed Internet access	●	●	●	●	●	●	X	X			▲
Improved cellular reception	●	●	●	●	●	●	+	+			▲
Agriculture											
Farmland loss	●	●	●	●	●	●	●	●			▲
Decline in the state and national farm economy	●	●	●	●	●	●	●				▲
Farmers Market	●	●	●	●	●	●	●	●	+		▲

continued

Natural Resources	Importance: Low								High		Trend
Cumulative environmental impacts	●	●	●	●	●	●	●	●	●		▲
Air quality	●	●	●	●	●	●	●	●	●		▲
Surface water quality	●	●	●	●	●	●	●	●	●		▲
Ground water quality	●	●	●	●	●	●	●	●	●		▲
Flooding	●	●	●	+	+						–
Stormwater	●	●	●	●	●	●					▲
Forest management on private lands	●	●	●	●	●	●					▲
Loss of wetlands	●	●	●	●							–
Development along shores	●	●	●	●	●	●	●	●			▲
Development on steep slopes	●	●	●	●	●						–
Economic Development											
Lack of jobs in the Town	●	●	●	●	+	+					–
Lack of island residents to fill island jobs	●	●	●	●	●	●	●	●			▲
Local forestry economy	●	●	●	●	●	●	●				▲
Opportunities for home occupations	●	●	●	●	●	●	●	●	●		▲
Comparatively low household income as compared to others in region	●	●	●	●	●						–
Intergovernmental Cooperation											
Relationship with National Park	●	●	●	●	●						–
Relationship with State Park (if applicable)	●	●	●	●	●	●	●				–
Relationship with Bad River Tribe	●	●	●	●	●	●	●				–
Opportunities for intergovernmental cooperation	●	●	●	●	●	●					▲
Unfunded state and federal mandates	●	●	●	●	●	●	●	●			▲

continued

Land Use	Importance: Low									High	Trend
~~Conflict of incompatible land uses~~	X	X	X	X	X	X	X				–
~~Existing~~ Lland use conflicts	●	●	●	●	●	●	●				▲
Zoning enforcement	●	●	●	●	●	●	●	●			▲
Inappropriate signage (size, location, etc.)	●	●	●								–
Cell towers (location, height, appearance)	●	●	●	●	●	●	●	●			–
Loss of rural character	●	●	●	●	●	●	●				▲
Scattered commercial uses	●	●	●	●	●	●	●				▲
Amount of land in public ownership (federal, state, county, local)	●	●	●	●	●	●	●	●			–
Managing growth	●	●	●	●	●	●	●	●	●		▲
Management and use of forest land	●	●	●	●	●	●	●				–

Key for Trend

▲ The issue is anticipated to become more important in the coming years.

▼ The issue is anticipated to become less important in the coming years.

– The issue will likely remain stable in the coming years.

2014 Update: X= remove bullets; +=add bullets

Economic Development Approach

This section documents in general terms the Town's approach to economic development. It should be emphasized that this section has a limited scope. It certainly doesn't substitute for a detailed economic development plan or strategic plan. It looks at economic development primarily from the perspective of its relationship to land use. It focuses on what types of economic activity are compatible with the Town's long-term vision. It then identifies the Town's strengths in attracting and keeping those types of businesses and weaknesses that may be working to keep those types of businesses from coming to the town.

♦ Desirable Businesses

As part of the planning process, we asked the question: "What types of economic activities are consistent with the town's vision". The types are shown in Exhibit 3-3, which range from very specific businesses to broad classes of businesses. Most of the businesses are intended to build off of the permanent residential base, although there is a secondary role for tourism-related businesses.

Exhibit 3-3. Desirable Businesses: 2004

~~Campground~~	Marina and related services
Cottage industries	Non-metallic mining (selected locations)
Daycare	Nursing home
~~Elder host~~ *Home care*	Owner-occupied contractor yard
Entertainment	Professional services - offices
Gas station	Restaurant
Golf course	Specialty farming
Grocery store	Specialty schools / training
Group retreat	Specialty shops
Health care	Tourist services
Home occupations	Veterinarian services
Light manufacturing / industry	
Lodging	

2014 Update: Crossed out=remove; *italics*/underline=add

♦ Assessment of Strengths and Weaknesses

Having identified the types of economic activity that are part of the town's vision, two questions arise. First, "What will draw them here?" and secondly, "What is keeping them from coming?" The results are shown in Exhibit 3-4. It is interesting to note that many of the characteristics that make Madeline Island unique can be seen as a weakness from a business perspective.

Exhibit 3-4. Economic Strengths and Weaknesses: 2004

What will draw / keep the identified desirable businesses here?	What is keeping the identified desirable businesses from coming?
High quality of life for those living on the island	High tax burden
High potential	Accessibility -- getting to the island
Comparatively high disposable income of many residents	Low year-round consumer base
Central water and sewer available in town center	Additional costs for living on the island
Low crime rate	Remoteness

2014 Update: Crossed out=remove; italics/underline=add

Introduction

Plan Based Forecasts Chapter Contents

- Introduction
- Population Forecasts
- Housing Forecasts
- Employment Forecasts
- Land-Use Forecasts

This chapter presents each of the four 20-year forecasts that are fundamental to the preparation of this plan. The smart growth legislation requires that the plan be based on population forecasts over the 20-year planning horizon.[1] The anticipated population base can then be translated into the number of additional housing units that will be needed over the planning period to accommodate the anticipated population base. This same section of the legislation also requires a set of 20-year forecasts for employment.

The final set of forecasts relate to future land use and arise out of the foregoing forecasts[2]. The future land use plan must show additional land for development to accommodate the anticipated number of new households and to facilitate the addition of new employment opportunities.

Table 4-1 presents the four sets of forecasts. The following sections in this chapter present background information about each of the forecasts and describe in more detail how they were prepared.

Table 4-1. Plan-Based Forecasts: 2006 to 2025

	2006 to 2010	2011 to 2015	2016 to 2020	2021 to 2025	2006 to 2025
Additional population [1]	103 (-10)	137 (14)	185 (15)	246 (20)	671 (39)
Additional households	56 (-10)	76 (13)	105 (11)	142 (16)	379 (30)
Additional housing units	310 (54)	420 (81)	582 (69)	786 (100)	2098 (304)
Additional land (acres) [2]					
Agricultural	0	0	0	0	0
Commercial	3	4	5	6	18
General industrial	3	5	6	7	21
Residential	585	650	708	785	2,662
Additional employment (jobs)	32	38	44	50	90

Notes:

1. The total population includes those living in an institutional setting and those living in households.

2014 Update:Iinformation updated effective June 2014. Sources: U.S. Census and Wisconsin Department of Administration, Demographic Services Center.

2. The amount of land needed for each of these uses includes public infrastructure. A factor was also applied to increase the supply of land to account for consumer choice.

Population Forecasts

After evaluating a number of growth rates and looking at potential consequences of each, an annual average growth rate of 2.4 percent was selected and is used throughout this plan. ~~This rate is consistent with the town's long-term vision and is a realistic assessment.~~ It was fashioned around creating a year-round population of 500 residents. It is however not realistic. The 2014 Comprehensive Plan update is based on population estimates and not a population target.

Table 4-2 shows the year-end population counts and the number of new full-time residents added in each of the five-year increments based on this growth rate. Between 2006 and 2025, approximately ~~213~~ 39 new residents are anticipated.

Because a certain percentage of the population may be living in an institutional setting (e.g., nursing home, group home), forecasts were also prepared showing the population living in a household setting (Table 4-2). This step is needed to accurately estimate the number of acres needed for residential purposes. For the purpose of this plan though, it is assumed that all of those living on the island will be living in a household situation over the next 20-year period.

Table 4-2. Population: 2006 to 2025

Time Period	Total Resident Population [1]	Population In Households
2005	283 (271)	283 (271)
2006	291 (276)	291 (276)
2007	299 (281)	299 (281)
2008	308 (287)	308 (287)
2009	317 (295)	317 (295)
2010	325 (261)	325 (261)
2011	334 (261)	334 (261)
2012	344 (265)	344 (265)
2013	354 (268)	354 (268)
2014	365	365
2015	375 (275)	375 (275)
2016	387	387
2017	399	399
2018	410	410
2019	422	422
2020	434 (290)	434 (290)
2021	445	445
2022	457	457
2023	470	470
2024	483	483
2025	496 (310)	496 (310)
Number Added During Period		
2006 – 2010	42 (-10)	42 (-10)
2011 – 2015	50 (14)	50 (14)
2016 – 2020	59 (15)	59 (15)
2021 - 2025	62 (20)	62 (20)
2006 - 2025	213 (39)	213 (39)

Housing Forecasts

Having established the anticipated resident population living within the Town in a household setting, it is possible to forecast the number of housing units that will be needed to accommodate the growing population.

The number of households was estimated by dividing the anticipated population living in a household by the average household size for each of the time periods. Nationally, the average household size has been on a steady downward trend for a number of decades. This trend is also evident throughout much of Wisconsin and in La Pointe. From 1990 to 2000, the average household size in the Town declined from 2.13 to 1.96. It is anticipated this trend will continue throughout the planning period, but at a slower rate of decline, causing the figure to drop to about 1.8.

This demographic trend suggests that even if the population of the town did not grow, additional housing units would be needed to maintain the same population base to account for a smaller number of people living in each housing unit.

Table 4-3 shows the anticipated number of households over the 20-year planning horizon by year and for each of the 5-year increments. Having established the number of households that will be living in the Town, it is necessary to determine the number of housing units that will be needed to house them. The number of housing units will exceed the number of households in that a certain share of the housing units will be vacant at any point in time. A unit may be vacant because it is not considered a primary residence, because it is for rent or for sale, or is not occupied for any number of other reasons. For the purpose of this plan, it is assumed that roughly 75 percent of the housing units area vacant in 2025, due in large part to a high percentage of seasonal housing. The calculated number of housing units is also shown in Table 4-3.

Table 4-3. Housing: 2006 to 2025

Year	Full-time Households	Housing Units
2005	148	812
2006	153	837
2007	158	863
2008	163	887
2009	168	913
*2010	173 *(138)	939 *(866)
2011	178	965
2012	184	993
2013	190	1021
2014	196	1050
2015	202 (151)	1079 (947)
2016	209	1109
2017	215	1139
2018	223	1169
2019	230	1199
2020	237 (162)	1229 (1016)
2021	244	1259
2022	251	1289
2023	259	1320
2024	267	1351
2025	275 (178)	1382 (1116)
Number Added During Period		
2006 – 2010	25 (-10)	127 (54)
2011 – 2015	29 (13)	140 (81)
2016 – 2020	35 (11)	150 (69)
2021 - 2025	38 (16)	153 (100)
2006 - 2025	127 (30)	570 (304)

1. The total population includes those living in an institutional setting and those living in households.

2. 2010 Census

Employment Forecasts

As shown on the future land use map, land is allocated to accommodate new commercial and industrial enterprises. Using employment ratios based on acreage, the number of potential new jobs by type was calculated (Table 4-4). During the first five-year increment, it is anticipated that the land designated for commercial and industrial land uses could support 18 additional jobs. Home occupations during the same period could account for 14 jobs.

Table 4-4. Anticipated Number of New Jobs: 2006 to 2025

	2006 to 2010	2011 to 2015	2016 to 2020	2021 to 2025	Total 2006 to 2025
Commercial	10	12	14	16	52
General industrial	8	9	10	11	38
Home occupation	14	17	20	23	74
Total	32	38	44	50	164

Land-Use Forecasts

In Chapter 2, there is a set of objectives that are intended to help guide the housing mix of new residential development in the coming years. These proportions are shown in Table 4-6 and are used to determine the number of housing units by type (Table 4-5).

The land area requirements for each of these housing types were calculated by applying an average density to each of the categories. These values were then adjusted upward to account for infrastructure (e.g., roads, smaller community parks). Each of these values were then adjusted upward to allow consumers a choice between different competing housing developments. Table 4-6 shows the number of acres needed for each of the housing types for each of the five-year increments. A total of 2,662 acres should be shown on the future land use map for residential purposes.

Table 4-5. Housing Types: 2006 to 2025

	Percent Of Total	Percent Of Total
Single-Family		87
High Density	35	
Medium Density	50	
Low Density	15	
Two-Family		5
Multi-Family		8

1. Numbers not updated in 2014 because factor applied is unknown.

It should be noted that these data are intended for planning purposes only. It is important to keep tabs on actual development levels and update these forecasts based on more current information and to account for actual development activity and shifts in the housing market.

Table 4-6. Land Area Requirements by Housing Type: 2006 to 2025

	2006 to 2010	2011 to 2015	2016 to 2020	2021 to 2025	Total 2006 to 2025
Low Density	285	315	345	345	1,290
Medium Density	256	280	300	308	1,144
High Density	44	55	63	132	228
Total	585	650	708	785	2,662

Reviewed in 2014; unsure of importance, so not updated.

Future Conditions Chapter Contents
♦ Introduction
♦ Future Land Use Plan
♦ Future Transportation Plan
♦ Future Utilities and Community Facilities

Introduction

Among the most effective tools a community possesses to influence its future environment and quality of life is the ability to control and direct future growth patterns. This can be accomplished in a variety of ways, but is most commonly accomplished through zoning and land development ordinances, transportation systems, and public utilities.

For many years, transportation planning and land use planning were seen as independent activities. In recent years, however, there has been a growing recognition, especially at the state and federal levels that land use and transportation are linked in that a change in one will undoubtedly have consequences for the other.

As the Town's population increases in the coming years, it is important to consider what additional utilities and community facilities may be needed to accommodate the additional residents. Although a growing population is an important consideration, it is not the only factor that needs consideration. Other demographics should be considered as well. As documented elsewhere in this plan, the aging population of Ashland County will have a profound impact on the types of public services that ought to be available.

This portion of the document is intended to answer a basic question: What type of land uses, transportation systems, utilities and community facilities will be needed to accommodate a growing population and a changing population base?

Future Land Use Plan

Through its zoning powers, La Pointe has the opportunity to guide future growth in a manner that enhances its residents' quality of life and is consistent with its long-term vision. However, misguided or inappropriate use of these tools can lead to undesirable results including unnecessary land use conflicts, inefficient service delivery, a decreased quality of life, and premature loss of agricultural farmland, among other potential problems.

The foundation for sound decision-making is a clear land use plan based upon sound planning principles and the community's vision for its future.

In the background report, environmental constraints for development were identified and mapped, including wetlands and floodplains. Using this information as a point of reference, a number of alternative land use options were developed. Each of these were developed and evaluated as the Town crafted its long-term vision. As the vision of the community became more refined, a final land use plan was developed.

The future land use map included in this chapter is intended to illustrate this vision and guide the future growth and development of La Pointe over the next 20 years and beyond. It will serve as a guide for the Plan Commission and Town Board when making land use, zoning, and infrastructure-related decisions. It will also provide direction for property owners and developers when making decisions about the future of their property in the Town.

Map 5-1 shows the locations of the various land use districts and a description of the districts is included in Exhibit 5-1. A significant portion of the Town is intended for residential uses at varying densities. The most intense development is found in and near the downtown area. A small portion of the Town is located within the Bad River Indian Reservation and is therefore not part of the land use plan.

Exhibit 5-1. Land Use Districts

Base Districts	General Description
Residential	This district supports residential uses at specified densities. Public facilities such as parks and trails are also allowed. Most of the dwelling units will be served by on-site water and wastewater treatment facilities. Higher density lots will be served by the Town's water and wastewater systems.
Government and institutional	This district includes governmental and institutional uses, some of which occupy a significant land area. Examples include educational facilities, municipal buildings, and hospitals.
Industrial – light	This district is intended to accommodate a wide array of uses including manufacturing, warehousing, and airport facilities, and the like.
Commercial	Uses in this district are characteristically auto-oriented. Development may be in a linear strip development pattern located adjacent to main roadways. Typical uses include small retail stores of various kinds, restaurants, and offices and businesses of various types.
Conservancy	This district is intended to prohibit future development in order to protect and conserve important environmental resources.
Town center	This district is intended to be a development cluster with a range of uses and activities commonly found in a small urban area. Typical uses include residential at various densities, but relatively high densities, commercial, other places of employment, and parks and/or other public gathering places. A central water and/or wastewater system accommodate this relatively high level of development.
Town park	This district includes those Town lands that currently are operated as a park and those parcels that could be used as a Town park in the future.
Marina	This district includes large marinas, whether public or private, where the primary use is related to the storage, mooring, docking, and servicing of boats and the like.
~~Mixed uses~~	~~This district is intended to accommodate residential uses and commercial uses on the same parcel. Commercial uses would be compatible with the general character of the area and would be small-scale enterprises. Examples of appropriate commercial uses include owner-occupied contractor yards, cottage industries, and home occupations. The commercial uses would be located at or near the road, with residential behind. Commercial uses would be reviewed on a case-by-case basis as a conditional uses.~~
~~Non-metallic mine~~	~~This district includes lands that are currently used as a non-metallic mine or which could be used for such use.~~
Wetland district	State law protects wetlands from inappropriate uses and development. This district identifies the approximate locations of wetlands greater than 5 acres in size which the Wisconsin Department of Natural Resources has identified. All wetlands, both mapped and unmapped, should be protected to the greatest extent possible. The locations shown are approximate and field verification will be needed to determine the location and extent of wetlands on each parcel.

Note: These descriptions correspond to the districts shown on Map 5-1.

Future Transportation Plan

The Town's road system, while functional, ~~is~~ will always be in need of improvement. It is recommended that the Town adopt a detailed road improvement program to help identify needs and to then prioritize them.

Given the low level of new development contemplated in the future land use plan, no new major road projects are identified, except for continued maintenance. Likewise, the functional classification of the roads in the Town's boundary will not change either (Map 5-2).

The Town has several recreation trails. One trail starts across the road from the Town's Emergency Building, and is known as the Capser Trail. This trail goes through the forest to Middle Road in the summer. In the winter, this trail continues out to Black Shanty Road. This trail runs about one-third the length of the island in the winter only. The other trail network is found at the other end of the island. It is recommended that a trail connect these trails to provide recreational access from one end of the island to the other (Map 5-2).

It is also recommended that the Town start investigating the feasibility of, and support for, developing a public marina near the Town center. Several possible locations are shown on Map 5-2.

Future Utilities and Community Facilities

Exhibit 5-2 identifies those utilities and community facilities provided by the Town and other service providers. By in large, the Town's facilities are in fairly good shape. The Fire Department will need to purchase another ambulance in the near term to provide continuous emergency care to town residents. If a patient is transported to the mainland, town residents would be without ambulance service for at least three hours.

Extensions to the central water and wastewater system will need to occur to accommodate the expanded Town center. It is possible that a central water system may need to be developed in the coming years.

Although a community center is desired by residents, the Town will need to investigate the feasibility of and support for building a new facility. ~~Likewise,~~ ~~h~~Health care is ~~not~~ available on the island ~~to the extent desired~~. Because some residents must go to the mainland for additional health care services, there is a need to study the feasibility of and support for helping to bring additional health care services to the island.

Map 5-3 shows the location of existing and planned facilities along with the existing and proposed service area for the sewer system.

Exhibit 5-2. Utility and Community Facility Assessment: 2006-2025

Facilities & Utilities	Status 2005	Recommendation			
		2006-2010	2011-2015	2016-2020	2021-2025
Telecommunication	Inadequate	Need better cell phone reception.	Need better cell phone reception.	Need better cell phone reception.	
Electrical Transmission	Adequate	Adequate	Adequate	-	-
Solid Waste and Recycling	Adequate	Adequate	Adequate	-	-
Central water system	Currently no system	-	-	May be needed in the Town Center	-
Central wastewater system	Adequate	Treatment facility upgrade and extensions to collection system as needed	Treatment facility upgrade and extensions to collection system as needed	Extensions to collection system as needed	Extensions to collection system as needed
Stormwater Management	Adequate	-	-	-	-

Madeline Island Airport – runway	Inadequate	Runway extension, also see 6-year improvement plan	See 6-year improvement plan	See 6-year improvement plan	See 6-year improvement plan
Madeline Island Airport – support facilities	Adequate	See 6-year improvement plan	See 6-year improvement plan	See 6-year improvement plan	See 6-year improvement plan
Commercial dock	Inadequate needs loading lane	Upgrade as needed	Upgrade as needed	Upgrade as needed	Upgrade as needed
Public marina	Currently none	Develop new facility near Town Center	-	-	-
Recreation Facilities - parks	Adequate	-	-	~~Develop~~ Consider additional facilities	Consider additional facilities
Recreational trails	Inadequate	Develop additional trails	-	-	Develop additional trails
Community center/Recreation Center	Inadequate	Develop a new facility	Consider a new facility	Consider a new facility	-
Madeline Island Airport – runway	Inadequate	Runway extension, also see 6-year improvement plan	See 6-year improvement plan	See 6-year improvement plan	See 6-year improvement plan
Madeline Island Airport – support facilities	Adequate	See 6-year improvement plan	See 6-year improvement plan	See 6-year improvement plan	See 6-year improvement plan
Commercial dock	Inadequate needs loading lane	Upgrade as needed	Upgrade as needed	Upgrade as needed	Upgrade as needed
Public marina	Currently none	Develop new facility near Town Center	-	-	-
Recreation Facilities - parks	Adequate	-	-	~~Develop~~ Consider additional facilities	Consider additional facilities
Recreational trails	Inadequate	Develop additional trails	-	-	Develop additional trails
Community center/Recreation Center	Inadequate	Develop a new facility	Consider a new facility	Consider a new facility	-
~~Recreation center~~	~~Inadequate~~	~~Develop a new facility~~	-	-	~~Potential expansion~~
Library Services	Inadequate	Upgrade	~~Upgrade~~ Adequate	~~Upgrade~~ Adequate	Upgrade
Fire Protection – Facility	Adequate	Possible expansion	Possible expansion	Possible expansion north	Possible expansion north
Fire Protection – Equipment	Inadequate	Equipment upgrades	~~Equipment upgrades~~ Adequate	~~Equipment upgrades~~ Adequate	Equipment upgrades
EMS	Adequate	Purchase a new ambulance	-	-	-
~~Municipal Building~~ Town Hall	Adequate	-	-	-	Need additional office space
Town Garage	Inadequate	-	~~Expansion / renovation~~ Adequate	Adequate	-
Public Schools	Adequate	-	-	-	Renovation
Child Care	Inadequate	Need more capacity	Need more capacity	Need more capacity	Need more capacity
Health Care	Inadequate	Renovate facility and expand hours of operation	Renovate facility and expand hours of operation	Renovate facility and expand hours of operation	Renovate facility and expand hours of operation
Cemeteries	Adequate	-	-	-	-

GENERAL PROVISIONS

PART 1.
GENERALLY

Section 1-1. Authority
This plan is enacted pursuant to and consistent with §66.1001, Wis. Stats.

Section 1-2. Applicability
1. *Jurisdictional Area*. The provisions of this plan shall be applicable throughout the Town of La Pointe.
2. *Conformance with Plan*. After January 1, 2010, (2007) all Town programs and actions relating to zoning, subdivisions, and official mapping shall be consistent with this plan. Prior to that date, this plan shall be used as a guideline.

Section 1-3. Repeal of Prior Comprehensive Plan
All comprehensive plans previously adopted prior to the effective date of this plan are hereby repealed.

Section 1-4. Severability
If a court of competent jurisdiction determines that a section, subsection, paragraph, sentence, clause, or phrase in this plan is unconstitutional or otherwise invalid, the validity of the remaining portions shall continue in full force and effect.

Section 1-5. Effective Date
This plan shall be effective the first day after the date of publication or posting as provided for in §60.80(3), Wis. Stats.

Section 1-6. Development Expectations
As outlined in Part 3, this plan is subject to amendment and revision including the future land use map. As such, no special development rights are conferred upon any property by any designation or inclusion on the future land use map.

PART 2.
INTERPRETATION

Section 2-1. Interpretation of Boundaries of Base Land Use Districts
1. *Boundary Line Interpretations*. Interpretations regarding base land use district boundaries and designations on the future land use map shall be made in accordance with the following rules:

2.
   a. *Political Boundaries*. District boundaries shown as following, or approximately following, any political boundary shall be construed as following such line.
   b. *Property Lines*. District boundaries shown as following, or approximately following, any property line shall be construed as following such line.
   c. *Section Lines*. District boundaries shown as following, or approximately following, a section line, quarter-section line, or quarter-quarter section line shall be construed as following such line.
   d. *Centerlines.* District boundaries shown as following, or approximately following, any stream, creek, easement, railroad, alley, road, street, highway or similar feature shall be construed as following the centerline of such feature.
   e. *Natural Boundaries*. District boundaries shown as following, or approximately following, any natural feature such as a lake, pond, wetland, woodlot edge, floodplain or topographical features such as watershed boundaries shall be construed as following such natural feature as verified by field inspection when necessary.
   f. *Other.* In instances where a district boundary does not follow one of the lines or features listed above, the line shall be as drawn as provided for in subsection 2.
3. *Division of Parcels*. Where one or more district boundary line divides a parcel into 2 or more areas, the following interpretation of the boundary and designation shall apply:
   a. *Parcels of 5 Acres or Less*. For parcels of 5 acres or less, the designation of the largest area of the lot shall apply to the entire lot.
   b. *Parcels Larger than 5 Acres*. For parcels larger than 5 acres, the parcel shall be divided as depicted by the boundary.

Section 2-2. Interpretation of Goals, Objectives, and Policies

1. Recognizing that some of the goals, objectives and policies may advance or serve competing interests in varying degrees, this plan shall be interpreted so as to promote the public interest to the greatest extent.
2. In the construction of goals, objectives and policies, the following shall be observed, unless such construction would be inconsistent with the text or with the manifest intent of the comprehensive plan:
   a. *Singular and Plural Words*. Words in the singular include the plural and words in the plural include the singular.
   b. *Tense*. Words in the present tense include the past and future tense and the future tense includes the present tense.
   c. *Shall or Will*. The word "shall" or "will" is mandatory.
   d. *May or Should*. The word "may" or “should" is permissive.
   e. *Include*. The word "includes" or "including" shall not limit a term to the specific examples listed, but is intended to extend its meaning to all other instances or circumstances of like kind or character.

Section 2-3. Responsibility for Interpretation.
In the event a question arises concerning a provision, or the application of a provision, contained in this plan, the plan commission shall develop a recommended interpretation and submit it to the town board, which shall be responsible for rendering the final interpretation. In making such interpretation, the plan commission and town board shall look to the overall intent of the comprehensive plan for guidance. The town board shall provide such interpretation in writing upon request and keep a permanent record of said interpretations.

PART 3.
AMENDMENT

Section 3-1. Initiation
The following may submit an application for a plan amendment:

a. Town board;
b. Plan commission;
c. any resident of the town;
d. any person having title to land within the town;
e. any person having a contractual interest in land to be affected by a proposed amendment; or
f. an agent for any of the above.

Proposals to amend this plan shall be submitted to the town clerk between May 15 and June 15, except those recommended by the town board, which may be submitted anytime during the year.

Section 3-2. Burden of Proof
The person that proposes an amendment to the future land use map shall have the burden of proof to show that the proposed amendment is in the public interest and internally consistent with the remainder of the plan.

Section 3-3. Application and Review Procedure.

1. *Submittal of Application*. The applicant shall submit a complete application to the town clerk along with the application fee if any (See Sections 3-4 and 3-6).
2. *Transmittal of Application to Plan Commission*. The town clerk shall forward one (1) copy of the application to each member of the plan commission.
3. *Preliminary Review*. The plan commission shall review the application at one of its regular or special meetings. No decision shall be made at this time.

4. *Interdepartmental/Agency Review*. The town clerk shall forward one (1) copy of the application to appropriate town personnel and department heads that could be directly affected by the proposed amendment.
5. *Plan Commission Meeting*. Allowing for proper public notice, the plan commission shall conduct a meeting to review the application.
6. *Plan Commission Recommendation*. The plan commission shall pass a resolution stating its recommendation to the town board to either:
    a. deny the proposed amendment; or
    b. approve the proposed amendment without revision; or
    c. approve the proposed amendment with those revisions it deems appropriate, provided such revisions are related to the proposed amendment.

    A resolution recommending the amendment of the plan shall be by majority vote of the entire commission. The vote shall be recorded in the official minutes of the plan commission.
7. *Notification of Resolution*. If the plan commission adopts a resolution to not amend the comprehensive plan, the commission shall send a copy of the resolution to the town board. This action terminates the amendment process. If the plan commission adopts a resolution recommending amendment of the plan, the secretary of the plan commission shall forward a copy of the resolution and those sections of the plan containing the recommended amendments, along with an explanatory cover letter, to each of the following:
    a. La Pointe Public Library,
    b. County Clerk for Ashland County,
    c. North West Regional Planning Commission,
    d. other agencies deemed appropriate.
8. *Public Notice for Public Hearing*. The town clerk shall provide a class 1 public notice (under Chapter 985, Wis. Stats.) that is published at least 30 days before the date of the scheduled public hearing. At the discretion of the town, other notice may be provided.
9. *Public Hearing*. The town board shall hold at least one public hearing to consider the recommended amendment.
10. *Town Board Decision*. After reviewing the application and the plan commission's recommendation, the town board shall make a decision to either:
    a. deny the recommended amendment; or
    b. approve the recommended amendment without revision; or
    c. approve the recommended amendment with those revisions it deems appropriate, provided such revisions are limited to those matters considered in the public hearing.

An affirmative vote to amend the plan shall be by majority vote of the members elect (as defined in §59.001(2m) Wis. Stats.) of the town board.

11. *Interagency Notification of Decision.* If the town board passes an ordinance to amend the plan, the town clerk shall forward a copy of the ordinance and pertinent sections of the plan, as amended, along with an explanatory cover letter, to each of the following:
    a. La Pointe Public Library,
    b. County Clerk for Ashland County,
    c. North West Regional Planning Commission,
    d. Wisconsin Land Council,
    e. Department of Administration, and
    f. Other agencies deemed appropriate.

    If the town board decides to not amend the plan, the town clerk shall send a letter, which states the town board's decision, to those entities listed in this part.
12. *Applicant Notification of Decision*. The town clerk shall mail the applicant, by regular U.S. mail, the original copy of the decision and notify the plan commission in writing of the town board's decision (if it is not the applicant). If the recommended amendment is denied, the notification shall indicate the reasons for the denial.
13. *Update History of Adoption and Amendment*. If the town board passes an ordinance to amend the plan, the town clerk shall update the table found in Section 3-7 of this chapter.

Section 3-4. Application Content.

1. *Landowner-Initiated Amendment to the Future Land Use Map.* An application submitted by a landowner to amend the future land use map shall include the following:
    a. a scaled drawing of the subject property;
    b. a legal description for each of the parcels in the subject property;
    c. a map of the existing land uses occurring on and around the subject property;
    d. a written description of the proposed change;
    e. a written statement outlining the reason(s) for the amendment; and
    f. other supporting information the applicant deems appropriate.

2. *Other Amendments*. For all other types of amendments, the application shall include the following:
    a. a written description of the proposed change;
    b. a written statement outlining the reason(s) for the amendment; and
    c. other supporting information the applicant deems appropriate.

Section 3-5. Limitations on Amending the Comprehensive Plan.
Amendments shall be made so as to preserve the internal consistency of the entire plan.

Section 3-6. Application Fees.

1. *Landowner-Initiated Amendments*. For all amendments to the future land use map that are initiated by the owner or another person having a contractual interest in land to be affected by the proposed amendment, an application fee, as set by the town board and on file at the town clerk's office, shall be submitted at the time of application.
2. *Other Amendments*. For all other types of amendments, no application fee shall be assessed.

Section 3-7. Historical Summary of Plan Adoption and Amendments
The table below provides an overview of town board action regarding this plan.

Date	Ordinance Number	Description of Action
April 28, 2006	--	Town board repeals the Town's comprehensive plan and adopts a new comprehensive plan to comply with Wisconsin's Smart Growth Legislation. Town board approves 2014 updates to the 2006-2025 Comprehensive Plan