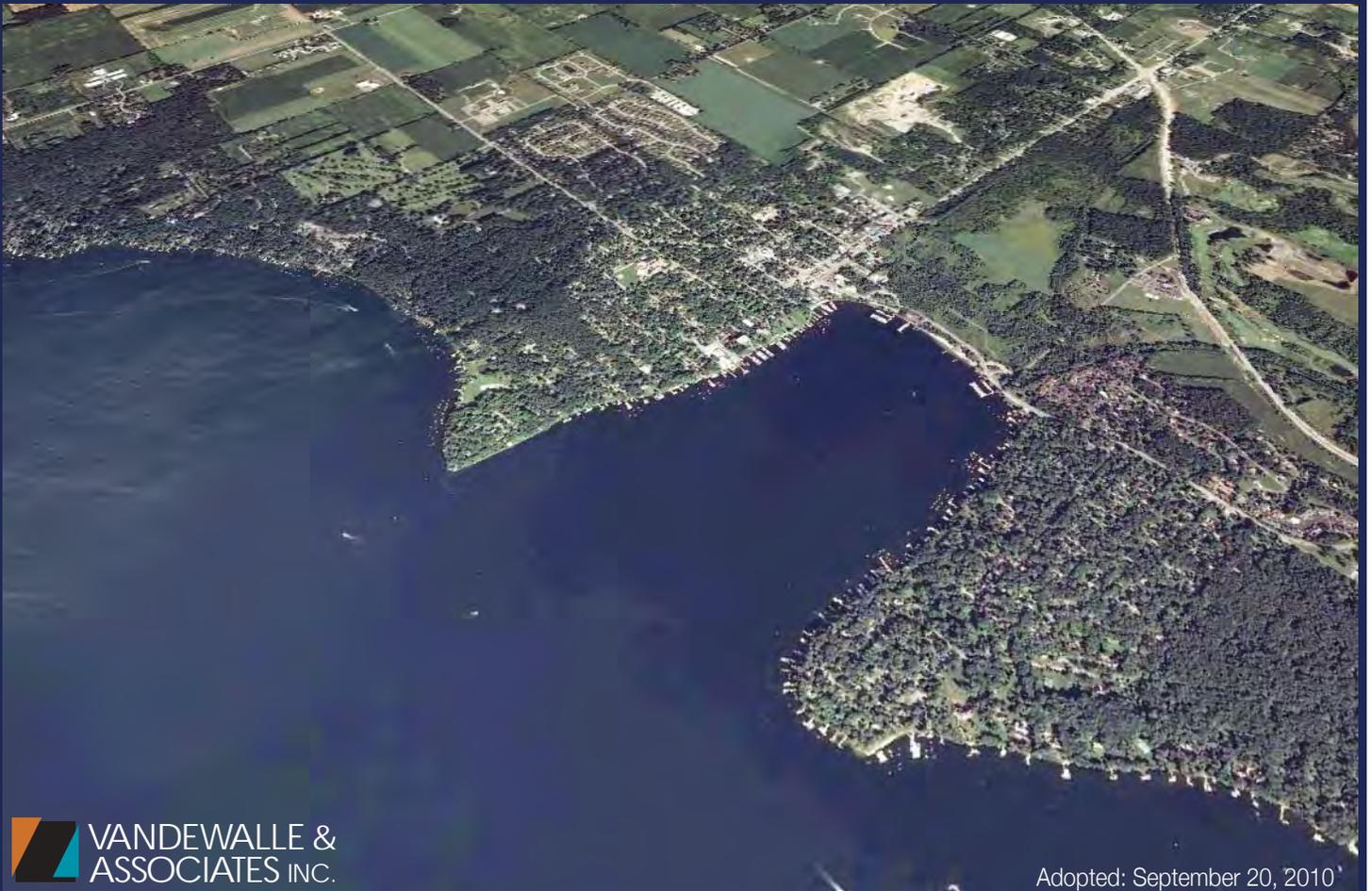




Williams Bay Comprehensive Plan



ORDINANCE NO. 7-10
AN ORDINANCE CREATING CHAPTER 26
OF THE CODE OF ORDINANCES
OF THE VILLAGE OF WILLIAMS BAY
ADOPTING THE COMPREHENSIVE PLAN
OF THE VILLAGE OF WILLIAMS BAY

WHEREAS, pursuant to Sections 62.23(2) and (3) and 66.1001 of Wisconsin Statutes, the Village of Williams Bay is authorized to prepare and adopt a Comprehensive Plan as defined in Sections 66.1001(1)(a) and 66.1001(2) of Wisconsin Statutes; and

WHEREAS, the Village Board of the Village of Williams Bay has adopted and followed written procedures designed to foster public participation in every stage of the preparation of its Comprehensive Plan as required by Section 66.1001(4)(a) of Wisconsin Statutes; and

WHEREAS, the Plan Commission of the Village of Williams Bay, by a majority vote of the entire Commission recorded in its official minutes, has adopted a resolution recommending to the Village Board the adoption of the document entitled, "Village of Williams Bay Comprehensive Plan", containing all of the elements specified in Section 66.1001(2) of the Wisconsin Statutes; and

WHEREAS, The Village of Williams Bay has held at least one public hearing on this ordinance, in compliance with the requirements of Section 66.1001(4)(d) of the Wisconsin Statutes and provided other opportunities for public involvement per its adopted public participation strategy and procedures;

NOW, THEREFORE, the Village Board of the Village of Williams Bay do hereby ordain as follows:

Chapter 26 of the Code of Ordinances of the Village of Williams Bay is hereby created to read as follows:

SECTION I: Chapter 26. Comprehensive Plan

26.01 Adoption of Comprehensive Plan.

The Village Board of the Village of Williams Bay, Wisconsin, does, by enactment of this ordinance, formerly adopt the document entitled, "Village of Williams Bay Comprehensive Plan" on file in the office of the Village Clerk.

SECTION II. This ordinance shall take effect upon passage and publication as

provided by law.

Approved by the Village Board of the Village of Williams Bay this 20th day of September, 2010.

VILLAGE OF WILLIAMS BAY

By: Donald Weyhrauch
Donald Weyhrauch, President

ATTEST:

By: Jacqueline Hopkins
Jacqueline Hopkins, Clerk

First Reading: 09/20/10
Second Reading: 09/20/10
Date Passed: 09/20/10
Date Published: 09/21/10

**PLAN COMMISSION RESOLUTION R-12-10
RECOMMENDING THE COMPREHENSIVE PLAN
FOR THE VILLAGE OF WILLIAMS BAY, WISCONSIN**

WHEREAS, Section 66.1001(4), Wisconsin Statute, establishes the required procedure for a local government to adopt a comprehensive plan, and Section 66.1001(2) identifies the required elements of a comprehensive plan; and

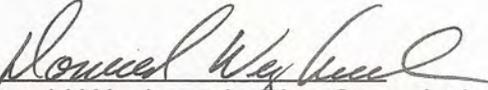
WHEREAS, the Village of Williams Bay Plan Commission has the authority to recommend that the Village Board adopt a "comprehensive plan" under Section 66.1001(4)(b) ; and

WHEREAS, the Village has prepared the *Village of Williams Bay Comprehensive Plan* containing all required maps and other descriptive materials, to be the comprehensive plan for the Village under Section 66.1001, Wisconsin Statutes;

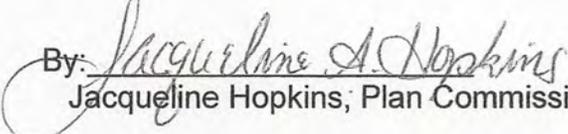
NOW, THEREFORE, BE IT RESOLVED that the Plan Commission of the Village of Williams Bay hereby recommends that the Village Board adopt an ordinance to constitute official Village approval of the attached *Village of Williams Bay Comprehensive Plan* as the Village's comprehensive plan under Section 66.1001(4), Wisconsin Statutes, incorporating any changes recommended as part of the Commission's motion.

Approved by the Village Board of the Village of Williams Bay this 20th day of September, 2010.

VILLAGE OF WILLIAMS BAY

By: 
Donald Weyhrauch, Plan Commission Chair

ATTEST:

By: 
Jacqueline Hopkins, Plan Commission Clerk

ACKNOWLEDGEMENTS

Village Board of Trustees

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Richard Chroust, Trustee
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Jane Pegel, Commissioner
Jess Haak, Commissioner
Mark Resh, Commissioner
John Hopkins, Commissioner

Plan Prepared for:

Village of Williams Bay

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INTRODUCTION

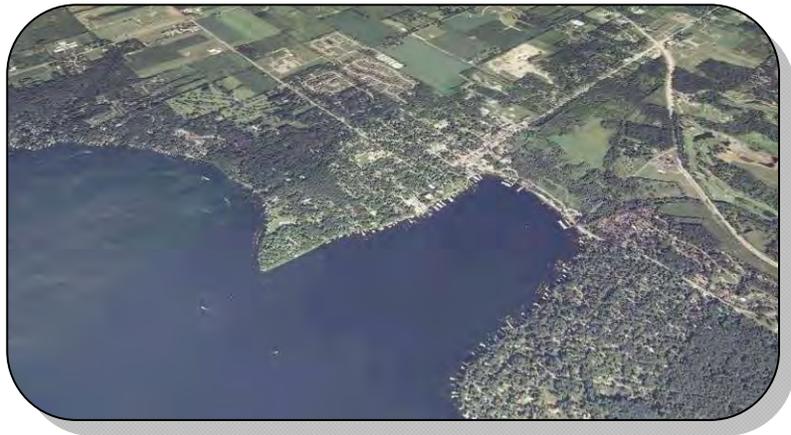
Located on the beautiful shores of Geneva Lake, Williams Bay is a charming, resort community known throughout southeastern Wisconsin for its abundant natural resources and picturesque location. The Village is located about an hour from Milwaukee, an hour from the northern suburbs of Chicago, and an hour and a half from Madison. The Village's regional location and natural landscape have both helped to shape its character and culture.

Williams Bay provides an ideal retreat for those seeking a temporary respite from their busy lives, and also provides a picturesque place to call home for more than 2,500 permanent residents. Those who spend time in Williams Bay value the Village's beautiful natural setting, small town character, and culture that defines the community.

Purpose of this Plan

This Village of Williams Bay Comprehensive Plan is intended to guide planning and development in the Village over a 20 year planning horizon to ensure continued community prosperity. Specifically, the Village will use this Comprehensive Plan as a guide to:

- ≈ Preserve natural and agricultural resources in and surrounding the Village.
- ≈ Enhance the Village's unique community character.
- ≈ Recommend appropriate land uses for specific areas in and surrounding the Village.
- ≈ Identify necessary transportation and public facilities to serve future residents and new development.
- ≈ Direct public and private investments in the Village.
- ≈ Provide detailed strategies to implement recommendations within this Comprehensive Plan.



Organization of this Plan

This Comprehensive Plan is organized into chapters that specifically address each of the nine elements required by the State of Wisconsin comprehensive planning law. Each chapter provides an inventory of existing conditions; describes the Village's goals, objectives, and policies; and includes detailed recommendations to implement the stated goals within each chapter. The final chapter (Implementation) outlines proposed strategies and implementation timelines to ensure that the recommendations presented in this Plan become a reality over the 20 year planning horizon.

Planning Process

This Comprehensive Plan was prepared under the State of Wisconsin's comprehensive planning legislation, adopted in 1999 and contained in §66.1001, Wisconsin Statutes. This Plan meets all of the statutory elements and requirements of the comprehensive planning law. As of January 1, 2010, only those comprehensive plans that contain the nine required elements and are adopted under the State's prescribed planning process have legal standing for local government actions related to zoning,

subdivision, and official mapping. The Williams Bay comprehensive planning process was guided by the Village of Williams Bay Plan Commission, Village Board, Village staff, and community members.

Williams Bay's Legacy of Planning and Zoning

Incorporated in 1919, Williams Bay has a strong history of land use and development planning. Williams Bay's first Development Plan was prepared by Jacob L. Crane in 1922. This plan, which served as the Village's first comprehensive plan, envisioned the development of an aviation field to serve future residents of the Village. This airport was intended to complement passenger rail service, which, in that era, provided service to the Geneva Lake region from Chicago. The 1922 plan was eventually superseded in 1964 by a plan prepared by Maynard W. Meyer and Associates. The 1964 plan proposed an extension of the Highway 50 corridor to connect the Village to the region as an alternative to rail transportation. In 1992, an appointed Comprehensive Master Planning Committee prepared a draft Master Plan; however, this plan was not officially adopted by the Village. The most recent comprehensive plan, predecessor to this Comprehensive Plan, was adopted in 1999.

Regional Context

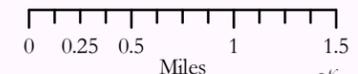
Map 1 shows the relationship of the Village of Williams Bay to neighboring communities in the region. The Village is located along the northwest shores of Geneva Lake in southwestern Walworth County. The Village is bordered by the towns of Linn, Geneva, Delavan, and Walworth, with the neighboring Village of Fontana-on-Geneva Lake to the southwest and the City of Lake Geneva to the east.

Planning Area

The Village of Williams Bay encompasses approximately 2.8 square miles. The planning area for this Comprehensive Plan includes all lands currently within the Village's corporate boundary as well as lands within the Village's extraterritorial jurisdiction (ETJ). The ETJ generally extends 1.5 miles beyond the Village's boundary, except in areas where it abuts an adjacent village ETJ. An intergovernmental agreement between Williams Bay and the Village of Fontana designates the western boundary of the ETJ. The Village's planning area is depicted on Map 1.

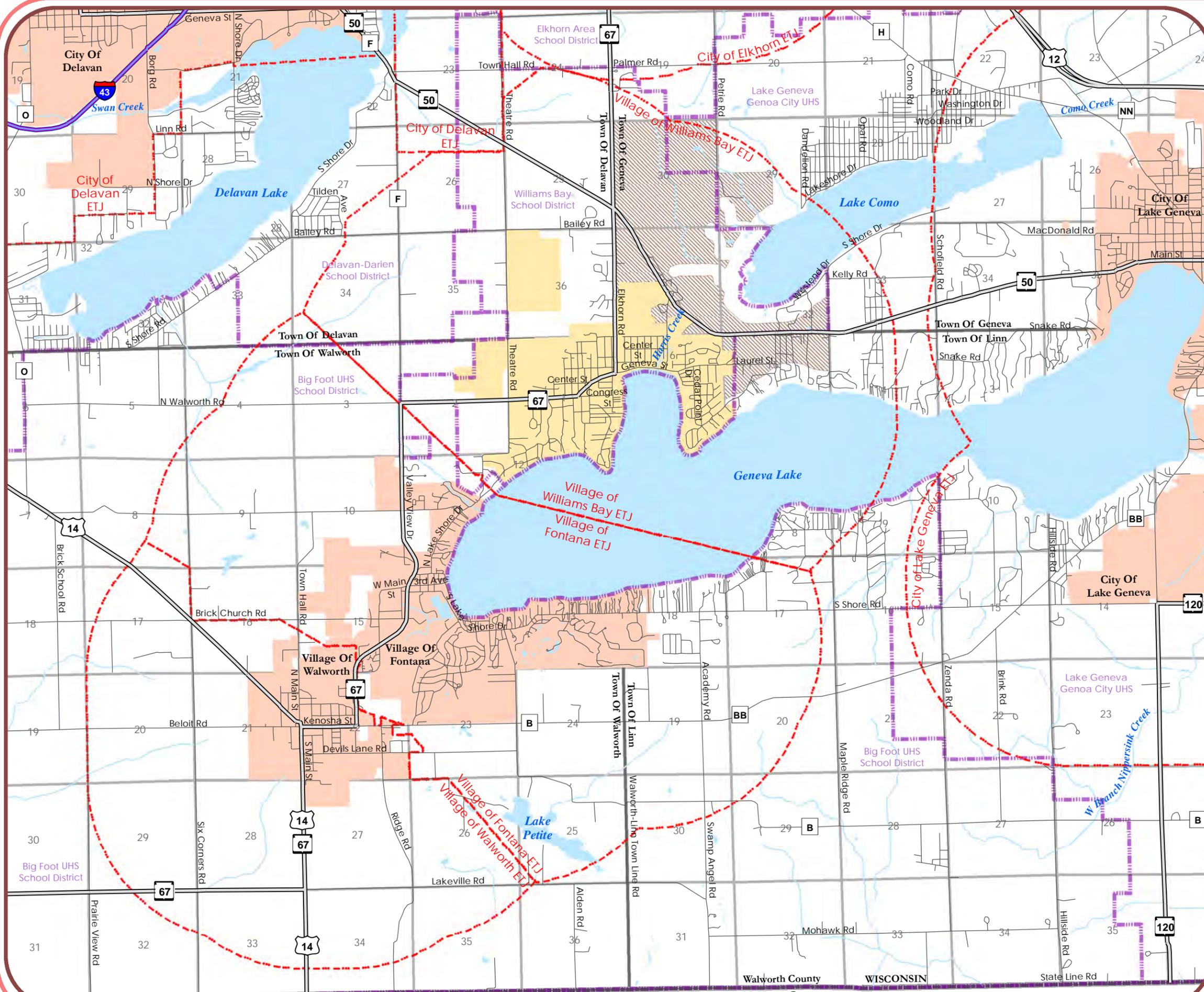
Village of Williams Bay Comprehensive Plan

- Village Of Williams Bay (2010)
- Other City/Village Boundaries
- Town Boundaries
- Sections w/Section Numbers
- State Boundary
- School District Boundaries
- Extraterritorial Jurisdiction Boundaries
- Village of Williams Bay/Town of Geneva Extraterritorial Zoning Area
- Surface Water
- Interstate
- Major Road
- Local Road



Adopted: September 20, 2010

Source: Walworth Co. LIO; US DOT; V&A; SEWRPC



Walworth County
McHenry County

WISCONSIN
ILLINOIS

CHAPTER ONE: ISSUES AND OPPORTUNITIES

This chapter of the Plan provides an overview of the pertinent demographic trends and background information necessary to develop an understanding of the changes taking place in Williams Bay. This chapter also explores key planning issues and opportunities as identified by Village staff and through public events including a community vision workshop and regular Plan Commission meetings. This chapter concludes with a vision statement of the Village’s overall planning goals and objectives for the 20 year planning horizon. This vision statement serves as the basis for the goals, objectives, policies, and detailed recommendations included within each subsequent chapter of this Comprehensive Plan.

POPULATION AND DEMOGRAPHIC TRENDS

Population Trends

Figure 1.1 compares the population trends of Williams Bay from 1970 to 2009 with the neighboring Village of Fontana, the City of Lake Geneva, adjacent towns, Walworth County, and the State of Wisconsin. Of these communities, the Wisconsin Department of Administration (WisDOA) estimated that between 2000 and 2009 the Town of Geneva experienced the fastest rate of growth (12.4 percent), with Williams Bay following as a close second (10.7 percent). Figure 1.1 demonstrates that each comparison community, including Walworth County, has grown at a substantially faster rate than the rest of the State.

Figure 1.1 Population Trends

	1970	1980	1990	2000	2009*	2000-2009 Numeric Change	2000-2009 Percent Change**
V. Williams Bay	1,544	1,763	2,108	2,415	2,673	258	10.7%
V. Fontana	1,464	1,764	1,635	1,754	1,890	136	7.8%
T. Delavan	3,798	4,182	4,195	4,559	4,893	334	7.3%
T. Geneva	3,490	3,933	3,472	4,642	5,218	576	12.4%
T. Linn	1,910	2,064	2,062	2,194	2,407	213	9.7%
T. Walworth	1,370	1,443	1,341	1,676	1,792	116	6.9%
C. Lake Geneva	4,890	5,612	5,979	7,148	7,673	525	7.3%
Walworth County	63,444	71,507	75,000	93,759	101,808	8,049	8.6%
Wisconsin	4,417,821	4,705,767	4,891,769	5,363,675	5,688,040	324,365	6.0%

*Sources: US Census 2000,
Wisconsin Department of Administration

Age and Gender Distribution

Figure 1.2 shows Williams Bay’s age and gender distribution in 2000 compared to surrounding communities, Walworth County, and the State. The overall population of Williams Bay and surrounding communities is significantly older than the State average; although Walworth County as a whole is slightly younger than the State average. Similarly, the percentage of individuals over the age of 65 is considerably higher in Williams Bay than in Walworth County and the State. When compared to neighboring communities, the percentage of school aged children in Williams Bay is similar to that of all neighboring communities, Walworth County, and the State.

Figure 1.2: Age and Gender Distribution, 2000

	Median Age	Percent Under 18	Percent Over 65	Percent Female
V. Williams Bay	41.4	24.4	19.3	52.1
V. Fontana	45.5	20.1	20.2	50.1
T. Delavan	38.4	24.9	13.6	49.1
T. Geneva	42.0	22.9	16.5	49.1
T. Linn	41.9	22.6	15.6	48.1
T. Walworth	41.0	24.6	16.2	50.7
C. Lake Geneva	36.5	23.0	15.0	51.3
Walworth County	35.1	24.2	12.7	50.3
Wisconsin	36.0	25.5	13.1	50.6

Source: US Census 2000

Population Projections

Figure 1.3 shows WisDOA’s population projections for permanent, full-time residents of Williams Bay in five year increments through the year 2030. This projection will be used for housing and land use demand projections later in this Plan.

Figure 1.3: Permanent Resident Population Forecasts

	2009*	2010	2015	2020	2025	2030
Wisconsin DOA	2,673	2,773	2,951	3,126	3,287	3,426

Source: Wisconsin Department of Administration
 2009 population represents an estimate prepared by the Department of Administration.

ISSUES RAISED THROUGH PUBLIC PARTICIPATION

In addition to providing sound public policy guidance, a comprehensive plan should incorporate an inclusive public participation process to ensure that Plan recommendations reflect a broadly supported future vision for the community. A process of citizen review and approval was critical to this comprehensive planning process. This met the formal requirements outlined in §66.1001, Wisconsin Statutes, but also included other mechanisms such as Plan Commission work sessions, a community vision workshop, and a public open house to solicit public input throughout the planning process.

At the outset of this planning process, the Village Board adopted by resolution its Public Participation Plan to ensure that this Plan accurately reflects the vision, goals, and values of its residents. This Public Participation Plan reflects the dedicated commitment of the Village Board, Plan Commission, and Village staff to inform and receive input from local citizens, community and special interest groups, and representatives from neighboring jurisdictions. The following is a summary of the issues identified through public participation activities conducted during and prior to this comprehensive planning process.

Geneva Lake Watershed Survey

Prior to this planning process, the Geneva Lake Conservancy (GLC) partnered with the University of Wisconsin-Whitewater Center for Fiscal and Economic Research to design a survey to gather information from property owners in the Geneva Lake Watershed regarding growth and development. Households in the Geneva Lake Watershed play a vital role in the regional economy, generating \$321 million in spending, \$57 million in labor income, and 2,904 jobs in the regional economy.

Key findings of the survey include:

- ≈ Participants generally supported the establishment of a formal lake management district.
- ≈ Overall, participants did not support large subdivision development in the area surrounding Geneva Lake.
- ≈ Participants generally desired intergovernmental cooperation and the development of a shared vision regarding residential, commercial, and industrial development within the region.
- ≈ Participants were generally concerned that a reduction in water quality would have significant environmental and quality of life impacts on the region.
- ≈ The majority of participants believed that the existing supply of single-family housing and condominiums is adequate.
- ≈ Participants generally opposed industrial development in the region and had an overall concern about regional development pressures.
- ≈ The majority of participants believed that more residents are likely to move away from the Geneva Lake region as development pressures increase.



Over forty residents participated in the vision workshop.

Plan Commission Meetings

Throughout the planning process, the consultant met with the Plan Commission to discuss key Plan direction and policy issues and to review draft components of the Plan. All Plan Commission meetings were open to the public. Prior to the Village Board passing the ordinance to adopt the Plan, the Plan Commission reviewed and made a recommendation on the entire Comprehensive Plan.

Community Vision Workshop

The Village held a Vision Workshop on February 2, 2010 to provide an opportunity for residents to identify and prioritize key issues to be addressed in the Comprehensive Plan. Key findings are detailed below. A complete summary of workshop is available at the municipal building.

Values, Assets, Challenges, and, Trends, and Opportunities

Participants were asked to individually complete worksheets that generally included questions about what participants valued most about the Village and what opportunities and challenges face the community in the future.

In general, participants valued the community's clean, quiet, small town atmosphere; the quality of life in the Village, Williams Bay's strong sense of community; and the Village's numerous natural features, including Geneva Lake, Kishwauketoe Nature Conservancy, and Village owned parks and open spaces.

Participants reported uncontrolled/unmanaged growth as the greatest threat to the community. Other perceived threats to the Village included an undiversified tax base, loss of businesses, loss of young people, and an unwillingness to cooperate with neighboring communities. Participants identified the following as potential challenges the Village may face in the future: appropriately managing growth, supporting appropriate economic growth while maintaining the Village's character, and improving infrastructure while maintaining reasonable property tax levels.

Participants identified numerous positive trends in the Village, including growth of small businesses in the community, interest in revitalizing the downtown, slow and controlled growth in new subdivisions, and new young families moving into the community. Participants also reported a number of important opportunities for Williams Bay, including opportunities to manage growth; encourage the development and growth of small businesses, including a small grocery store; establishing more family-focused Village amenities; planning for a local farmer's market; establishing Yerkes Observatory as a national education and outreach center for science education. Related to this, participants named the following as community assets: Geneva Lake, the lakefront, beach, and lakeshore path; Kishwauketoe Nature Conservancy; Yerkes Observatory; George Williams College; and the quiet peaceful character of the community.



Participants identified areas in and around the Village they believe should be singled out for special focus in the Plan.

Special Focus Mapping

For the mapping exercise, participants were asked to identify areas in and around the Village they believe should be singled out for special focus in the Comprehensive Plan.

Four of the six group maps identified Country Highway F as a Highway 67 “bypass” route. Three of the six maps also indicated a need for improvements along Theater Road. Five of the six maps showed some variation of an east west recreation/pedestrian trail, proposed routes were located south of Lake Como or along Geneva Street south of Kishwauketoe Nature Conservancy. Pedestrian/bike routes were also shown between Williams Bay and the Village of Fontana.

Generally, participants indicated that they wanted to preserve environmental corridor areas, most notably lands in Kishwauketoe Nature Conservancy. Village parkas and lands owned by George Williams College were also identified as key preservation areas.

Infill and redevelopment areas were concentrated around the Village's existing downtown as well as at the intersection of Elkhorn and Bailey Roads, and the elementary school property. Areas identified for new residential development were primarily located within existing subdivisions that have been platted, but not yet built out. New industrial development was shown on only one of the six maps located on the west end of the Village and east of County Highway F.

Priorities

Participants were asked to individually identify the top five priorities they would like the Village to address over the next decade. Each individual's top response was then reported to their table group. Each table then reported their group's top priorities to the workshop facilitator who recorded them to large sheets of paper that could be mounted on the wall. Once all of the priorities were transcribed onto the large sheets, each participant had the opportunity to vote on their priorities by placing stickers next to their preferred priorities.

Participants identified addressing issues in the downtown, re-routing Highway 67 to CTH F, controlling development, more formally linking the Village's identity and image to its abundant natural resources, establishing regional bike and pedestrian connections, preserving the Village's open spaces, and maintaining public spaces as the Village's top priorities for the next 10 years.

Sustainability Strategies

Overall, participants identified a number of sustainability strategies that should be assertively advanced by the Village, including, but not limited to, promoting infill and redevelopment, promoting bicycle and pedestrian facilities, promoting energy efficiency and lighting regulations, and reducing the use of fertilizers, pesticides, road salt, and chemicals. Generally participants felt that the Village should not be involved in the advancement of "traditional" neighborhood development, promoting narrower streets, or promoting the use of energy efficient vehicles.



Participants voted on the top five priorities they would like the Village to address over the next decade.

Comprehensive Plan Public Open House

On June 23, 2010 the Village held a public open house to present the draft *Comprehensive Plan* to the community and to gather feedback on the *Plan* before beginning the adoption process. Results of the open house are available at the Municipal Building.

Public Hearing

On July 13, 2010, the Village conducted a public hearing at a joint meeting of the Plan Commission and Village Board on a draft of the *Comprehensive Plan*. Based on input received at the hearing, the Plan Commission recommended revisions to the draft plan and postponed further action until a subsequent meeting. On August 10, 2010, the Plan Commission and Village Board held a second joint meeting and public hearing to discuss proposed revisions to the *Plan*. On September 14, 2010, the Plan Commission made a recommendation that the Village Board to adopt the *Comprehensive Plan*. On September 20, 2010, the Village Board adopted the *Plan* by ordinance, per legislative requirements.

Williams Bay Community Vision (from 1999)

Williams Bay will be a small, friendly community of year-round and seasonal residents, businesses, and institutions developed in harmony with Geneva Lake, natural resources, and surrounding rural areas. The community culture will be that of a retreat from the more intense lifestyles of resort areas, enhancing leisure, opportunity for spiritual renewal, outdoor recreation, and contact with nature. Businesses, employment centers, and community services will be those which respond to the specific needs of residents and visitors, and sustain the vitality of the community as a whole. A source of community pride will be the lakefront, enhanced natural areas, and the attractive design and maintenance of all man-made improvements respectful of their environment.

CHAPTER TWO: AGRICULTURAL RESOURCES

The Agricultural Resources chapter provides background on these resources in Williams Bay and its extraterritorial jurisdiction. This information will be used to guide future land use decisions so that these resources will be protected to the greatest extent possible.

AGRICULTURAL RESOURCES

Agriculture is an important component of the regional economy. While Walworth County's population has increased by 25 percent since 1990, farmland accounts for over 60 percent of land in the County. Walworth County farmers produce a fairly diverse range of agricultural products including specialty meats, horticulture crops, dairy, and grain. A large number of equine facilities are also located throughout the County.

Assessment of Soil Suitability for Farming

The Natural Resources Conservation Service (NRCS) groups soils into classes based on their capability to produce common cultivated crops and pasture plants without deteriorating over a long period of time. These capability classifications are based on numerous criteria that include, but are not limited to, the soil's salinity, capacity to hold moisture, potential for erosion, depth, texture, and structure, as well as local climatic limitations (e.g. temperature and rainfall). Under this system of classification, soils are separated into eight classes. Generally, Class I and Class II soils are the best suited for the cultivation of crops.

Class I soils have few limitations that restrict their use. These soils can sustain a wide variety of plants and are well suited for cultivated crops, pasture plants, range lands, and woodlands. Class II soils have moderate limitations that restrict the types of plants that can be grown or that require simple conservation practices or soil management techniques to prevent deterioration over time. However, these practices are generally easy to apply, and, therefore, these soils are still able to sustain cultivated crops, pasture plants, range lands, and woodlands.

Soils in Class III have severe limitations that, under natural circumstances, restrict the types of plants that can be grown, and/or that alter the timing of planting, tillage, and harvesting. However, with the application and careful management of special conservation practices, these soils may still be used for cultivated crops, pasture plants, woodlands, and range lands.

Soils in capability classes IV through VIII present increasingly severe limitations to the cultivation of crops. Soils in Class VIII have limitations that entirely preclude their use for commercial plant production.

Map 2 depicts the locations of Class I, II, and III soils in the Village and surrounding area. Class I soils account for 19 percent of the Village's land area. These soils are generally located in the Village from Baileys Road to just south of Highway 67. Additional areas of Class I soils are located to the northwest, between the Village and Delavan Lake.

Farmland Preservation

In the summer of 2009, the Wisconsin legislature signed into law the 2009-2011 State budget, which included funding for the Wisconsin Working Lands Initiative. Three main components of this program include continuation of the Wisconsin Farmland Preservation Tax Credits program, establishment of Agricultural Enterprise Areas (AEA) program, and the Purchase of Agricultural Conservation Easements (PACE) program. The Wisconsin Department of Agriculture, Trade, and Consumer Protection

(DATCP) administers all three programs under the State's Working Lands Initiative. Each program is described in greater detail as follows:

- ≈ Wisconsin Farmland Preservation Tax Credits program provides land owners with an opportunity to claim farmland preservation tax credits which are applied against tax liability. To be eligible, acres claimed for the tax credit must be located in a farmland preservation area that is identified in a certified county farmland preservation plan.
- ≈ An Agricultural Enterprise Area (AEA) is defined as a contiguous land area devoted primarily to agricultural use and locally targeted for agricultural preservation and agricultural development. Over the two year pilot period of this program, the State is authorized to designate up to 15 AEAs and up to 200,000 acres of farmland. Land eligible for AEA designation must be a contiguous land area, primarily in agricultural use, and located in a farmland preservation area as identified in a certified county farmland preservation plan.
- ≈ The Purchase of Agricultural Conservation Easements (PACE) program provides state funding for the purchase of agricultural conservation easements to prohibit development that would make the farmland unsuitable or unavailable for agricultural use. The easements are completely voluntary and allow the land owner to be compensated for limiting the development potential of the farmland. Agricultural Conservation Easements are permanent and are carried over to subsequent land owners as property is sold.

In addition to the State's Working Lands Initiative, the Wisconsin Department of Revenue continues to offer two important farmland preservation programs, the Farmland Preservation Credit Program and the Farmland Tax Relief Credit Program.

- ≈ The Farmland Preservation Credit Program strives to preserve Wisconsin farmland by means of local land use planning and soil conservation practices and provides property tax relief to farmland owners. To qualify for the credit, farmland must be 35 acres or more and zoned for exclusive agricultural use or be subject to a preservation agreement between the farmland owner and the State. In addition, in order to be eligible for this credit, all program participants must comply with soil and water conservation standards set by the State Land Conservation Board.
- ≈ The Farmland Tax Relief Credit Program provides direct benefits to all farmland owners with 35 or more acres. The credit is computed as a percentage of up to \$10,000 of property taxes, with the maximum credit of \$1,500.

AGRICULTURAL RESOURCE GOALS, OBJECTIVES, AND POLICIES

Goal:

Work with surrounding towns and the County to preserve rural character outside the Village.

Objectives:

1. Promote compact development patterns and infill and redevelopment both within the Village and its extraterritorial area to limit the use of productive agricultural land for development.
2. Discourage land uses, land divisions, and activities that may conflict with agricultural uses or adversely affect farm investments in long-term farming areas around the Village.
3. Work with the surrounding towns, Walworth County, and the State of Wisconsin to help preserve farming as a viable occupation and way of life.

Policies:

1. Work with surrounding towns to encourage an orderly, efficient development pattern that minimizes conflicts between development and rural uses and that preserves rural character.
2. Work with surrounding towns to encourage a land use pattern that directs residential and commercial development into the Village and preserves natural resources and productive agricultural lands in rural areas.
3. Work cooperatively with Walworth County and the surrounding towns, villages, and cities to explore innovative techniques for preserving agricultural lands in the towns, including participation in the State's Purchase of Agricultural Conservation Easements (PACE) program in areas not planned for development.
4. Where appropriate, encourage compact development as well as infill and redevelopment within the Village to preserve lands outside the Village for agriculture.
5. Utilize the Village's four extraterritorial powers enabled by state statutes, as appropriate, to help preserve areas for long-term agriculture.
6. Cooperate with surrounding communities and the County to advance a regional open space preservation initiative (see the Intergovernmental Cooperation chapter).

AGRICULTURAL RESOURCE PROGRAMS AND RECOMMENDATIONS

Limit Exurban Development within the Village's Extraterritorial Jurisdiction

Keeping non-farm development out of farming areas is a key component of an overall program of farmland preservation. Except for those areas that were already developed with some exurban (non-farm) development at the time this Plan was written, lands outside the Village limits that are not planned for Village development have been indicated on the Village's Future Land Use map (Map 5) as appropriate for continuation in agricultural use. Such areas are designated in the Agriculture/Rural land use category and color light "willow" green. The Village intends to exercise its land division review authority within its extraterritorial jurisdiction to limit development in these areas, directing such development to the Village or other areas planned for development by both the Village and other jurisdictions and provided with full utilities and urban services.

Some of the lands outside the Village's 2010 municipal limits, but within the Village's extraterritorial jurisdiction, have been indicated on the Future Land Use map (Map 5) as appropriate for future Village development. The Village anticipates that much of these areas are not likely to be developed for many years. Therefore, although these lands provide logical growth areas, in the shorter-term they should be preserved for agricultural and other open space uses so as to maintain a well-defined edge between Village development and the surrounding countryside, and to ensure that these lands are "reserved" for Village growth in the future.

Overall, the Village will utilize its extraterritorial powers to achieve the following goals in areas intended for long-term Village growth:

- ≈ Prohibit exurban (un-sewered) housing development at gross densities higher than one new house per 35 acres within all areas identified for future Village development (see Intergovernmental Cooperation chapter).
- ≈ Discourage and, where already occurring, require clustering of rural development at gross densities of less than 1 new house per 35 acres over all areas identified for future Village development or on Map 5. Scattered development could impede logical and cost-effective future utility and road extensions, result in an inefficient use of land since such developments need to accommodate large septic drain fields or buffers, and/or be incompatible with future surrounding Village growth.

- ≈ Discourage loud, unattractive, or malodorous rural businesses in areas that will likely be appropriate for future Village residential development.
- ≈ Discourage uses and project designs that typify a rural level of improvements (e.g., gravel drives, metal buildings) that will not fit in the context of a future village environment or may impede future investments in high-quality development in the surrounding area.

Collaborate on Mutually-Beneficial Farmland Preservation Initiatives

Representatives of surrounding towns have expressed an interest in preserving farmland in the Village's planning area. Walworth County's 2009 Multi-Jurisdictional Comprehensive Plan, identifies long-term farmland preservation as a priority. The County has instituted and administered various strategies for achieving this goal, including an "Prime Agriculture" zoning district and the use of sewer service areas to promote planned city and village growth. In addition, the State's recently adopted Working Lands Initiative provides funding for the purchase of conservation easements in areas designated for long-term farming.

The Village believes that a healthy farm economy adds many benefits to the region. To this end, it supports and will help implement long-range farmland preservation in areas shown for future "Agricultural/Rural" use on the Village's Future Land Use map (Map 5). The Village will work to ensure that all farmland preservation initiatives are compatible with long-term Village growth within the Village's identified future development areas as illustrated on the Village's Future Land Use map (Map 5) and does not consider these locations appropriate for development rights/conservation easement purchases.

Village of Williams Bay Comprehensive Plan

-  Village Of Williams Bay (2010)
-  Other City/Village Boundaries
-  Town Boundaries
-  Sections w/Section Numbers
-  State Boundary
-  Surface Water
-  Interstate
-  Major Road
-  Local Road

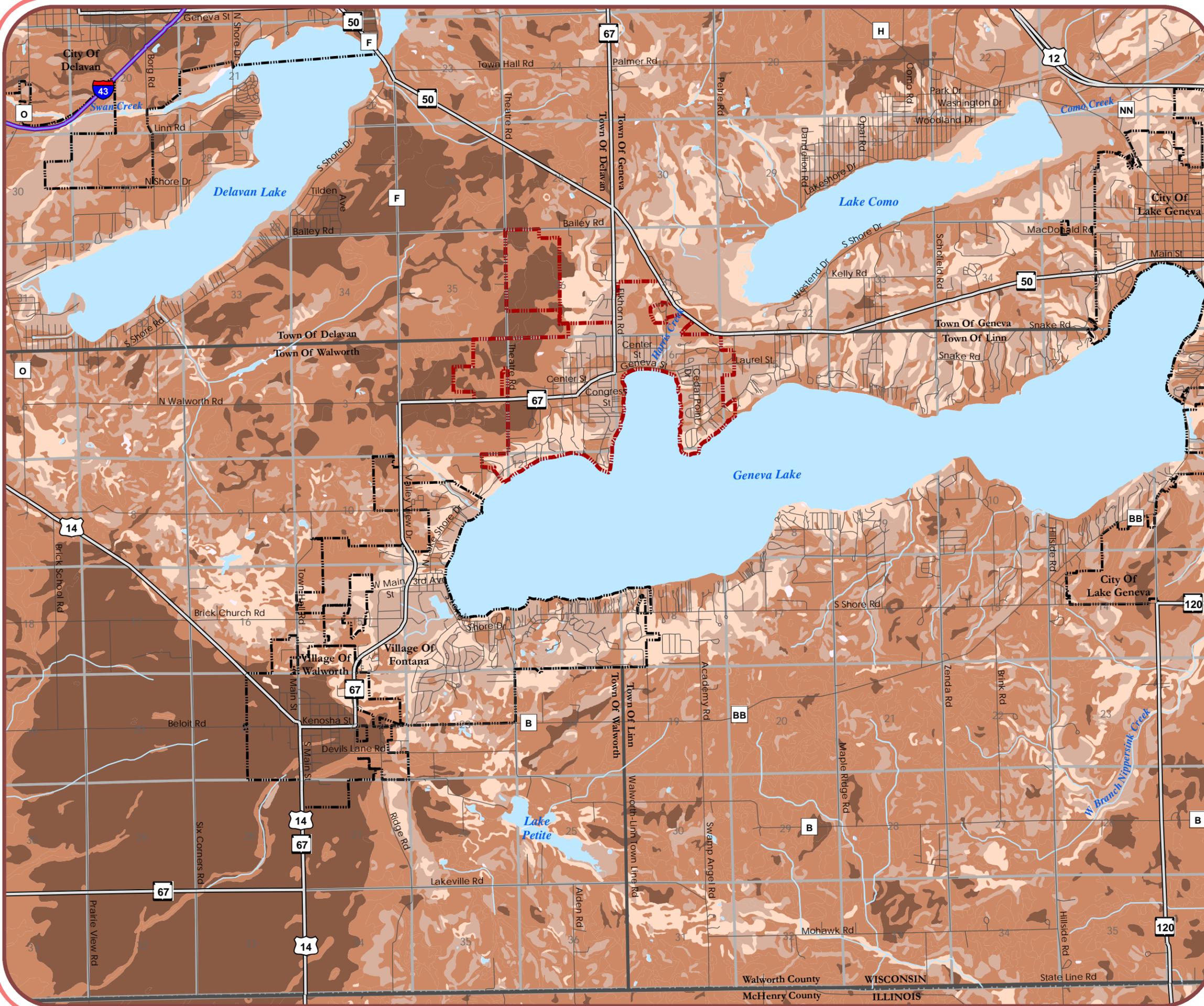
Soil Capability Class (Most Productive to Least)

-  Capability Class I
-  Capability Class II
-  Capability Class III
-  Capability Class IV - VIII
-  Not Rated or Not Available

Note: This map is for general informational use only and is not to be used to obtain detailed siting information. Soil classes derived from the USDA-NRCS Land Evaluation System. The system uses three factors to determine a numeric rating from Class I to VIII: prime farmland, soil productivity for corn & alfalfa, & land capability class. Class I soils have the highest crop yield & few limitations that restrict their use for agriculture. Refer to NRCS documentation for further explanation.



Adopted: September 20, 2010
 Source: Walworth Co. LIO;
 US DOT; V&A; SEWRPC;
 USDA-NRCS



Walworth County WISCONSIN
 McHenry County ILLINOIS

CHAPTER THREE: NATURAL RESOURCES

One of the distinguishing features of the Williams Bay area is the predominance of its natural resources. A survey of natural resources provides an important framework for guiding several elements of the comprehensive planning process. Preservation of environmentally sensitive areas and natural features is important for both the visual attractiveness of the community, as well as the integrity and sustainability of the environment.

Ecological Landscape

An ecological landscape is defined as a region of Wisconsin that is characterized by a unique combination of physical and biological attributes such as climate, geology, soils, water, or vegetation. Different ecological landscapes offer distinct management opportunities based upon their levels of biological productivity, habitat suitability for wildlife, and presence of rare species and natural communities. Williams Bay falls entirely within the Southeast Glacial Plains ecological landscape, which is largely composed of glacial materials deposited during the Wisconsin Ice Age. Vegetation in this ecological landscape consists primarily of agricultural cropland and forests of maple-basswood, lowland hardwoods, and oak. Understanding the distinct attributes of each of these landscapes will be important when identifying future land management and land use goals. Many of these attributes are identified in the following sections.



Williams Bay's character is largely defined by its natural resources, particularly its location on the beautiful shores of Geneva Lake.

landscapes will be important when identifying future land management and land use goals. Many of these attributes are identified in the following sections.

Environmental Corridors and Isolated Natural Resources Areas

According to Southeastern Wisconsin Regional Planning Commission (SEWRPC), environmental corridors and isolated natural resource areas consist of the following elements: 1) lakes, rivers, and streams, and their associated shorelands and floodplains; 2) wetlands; 3) woodlands; 4) prairies; 5) wildlife habitat areas; 6) wet, poorly drained, or organic soils; 7) rugged terrain and high-relief topography; 8) existing park and open space sites; 9) potential park and open space sites; 10) historic sites; 11) significant scenic areas and vistas; and 12) natural and scientific areas.

Primary environmental corridors include a wide variety of these resource elements and are at least 400 acres in size, two miles in length, and 200 feet in width. Secondary environmental corridors generally connect with primary environmental corridors, and are at least 100 acres in size and one mile in length. Isolated natural resource areas contain some of these resource and resource-related elements, are separated physically from environmental corridors by intensive urban or agricultural land uses, and are at least five acres in size.

Environmental corridors generally lie along major stream valleys, around major lakes, and in the moraine areas of southeastern Wisconsin. Almost all of the remaining high-value wetlands, woodlands, wildlife

habitat areas, major bodies of surface water, and delineated floodplains and shorelands are contained within these corridors. Protection of environmental corridors from intrusion by incompatible land uses, and thereby from degradation and destruction, should be an essential planning objective for the preservation of open natural spaces. These corridors should be preserved and protected in essentially natural, open uses.

Metallic and Non-Metallic Resources

There are currently no metallic mining operations in Wisconsin. There are, however, 30 non-metallic extraction sites within Walworth County, including two quarries within the Williams Bay planning area which are located north of Lions Field off of Highway 67.

Under §295.20, Wisconsin Statutes, landowners who want to register their property as a non-metallic mining deposit are required to notify each county, city, village and/or town that has zoning authority over their property. Registrations must be recorded at the County Register of Deeds office where the mineral deposit is located.

State law limits the ability of a municipality or a county to rezone or otherwise interfere with the future extraction of a mineral resource from a registered non-metallic mineral deposit. It is important to note that zoning changes prohibiting mining on land registered as a marketable non-metallic mining deposit cannot take effect during the registration period. Registration is effective for ten years and renewable for an additional ten years. In addition, registration on property with active mining operations can be renewed as long as mining is ongoing. Zoning changes may take effect after the registration has expired.

Topography

The topography of southeastern Wisconsin was shaped during the most recent period of glacial activity. This glacial activity created the lake basin and shaped the landscape. The geological formation of Geneva Lake began with the melting of the Troy Valley glacial lobe. The Troy Valley was a depression that ran from Troy to Lyons, then to Lake Geneva and Beloit. This activity led to the formation of Lake Como, Delavan Lake, and Geneva Lake. As a result of this glacial activity, the landscape is now characterized by glacial till plains and moraine ridges.

Wild and Rare Species

Species of wildlife common to the southeastern Wisconsin region are rabbits, squirrels, woodchucks, raccoons, muskrats, and beavers. Larger mammals such as white-tailed deer, coyotes, and foxes also inhabit the region. Common bird species include cardinals, robins, woodthrushes, great blue herons, wrens, blue jays, cranes, hawks, and killdeer.

According to the Wisconsin Department of Natural Resources (WisDNR), there are several occurrences of aquatic endangered species in Williams Bay, generally in the land surrounding the lakeshore. Detailed information regarding the types of endangered animals, plants, and natural communities can be obtained by contacting WisDNR.

Woodlands and Natural Vegetation

Woodland areas cover approximately 200 acres of land within Williams Bay. Woodland areas predominantly surround Geneva Lake on the eastern and western edges of Williams Bay. Existing woodlands that have not been broken up by residential development are invaluable to the Village's character and natural beauty. As such, remaining woodland areas should be preserved, and any development in and around them should take special care not to destroy these resources.

Floodplains

The Federal Emergency Management Agency (FEMA) designates floodplains, which are predicted to be inundated with flood waters in the 100-year storm event (e.g. a storm that has a one percent chance of happening in any given year). Approximately 4 percent of land within Williams Bay is located within a floodplain; primarily within the Kishwauketoe Conservancy.

Drainage Basins and Watersheds

Williams Bay is located within the Mississippi River Basin, and is almost entirely within the Geneva Lake—White River Watershed, with a small portion of the northwest corner of the Village in the Delavan Lake Watershed. The greatest threats to these watersheds include urban and agricultural runoff, habitat modification, and ditching/channelization.

Surface Water

Williams Bay surrounds the “bay” of Geneva Lake and lies southwest of Lake Como. Geneva Lake is a 5,262-acre lake with a maximum depth of 135 feet. The lake is 2.1 miles wide, 7.6 miles long, and 21 miles around.

Geneva Lake is a deep spring lake and contains a diverse fish population including smallmouth bass, largemouth bass, walleye, brown trout, and two species of special concern: the least darter and the lake herring (also known as cisco). Lake Como is 946 acres with a maximum depth of 11 feet. Common species include northern pike, largemouth bass, bluegill, crappie, muskie, and walleye. Threats to lake quality include exotic species, excess nutrients, heavy boating pressure, storm water runoff, urban development along the shoreline, and issues related to on-site wastewater (septic) systems.



The shore of Geneva Lake with Yerkes Observatory in the background.

Southwick Creek, a local trout stream located within the Kishwauketoe Nature Conservancy, has been ranked as an Aquatic Area of County-wide or Regional Significance (AQ-2). In 2006, volunteers began restoration work of Southwick Creek to restore it to a condition where it can again support a reproducing population of trout. Restoration work has included removal of invasive species of plants and trees as well as extension of a trail along the creek. Future restoration projects will include planting of native ground cover such as wildflowers, grasses, legumes, and sedges.

Groundwater

Groundwater is comprised of the portion of rainfall that does not run off to streams or rivers and that does not evaporate or transpire from plants. This water percolates down through the soil until it reaches the saturated zone of an aquifer. Drinking water in Williams Bay comes from three deep wells which draw water from the glacially-deposited sand and gravel aquifer. In the rural areas located throughout Walworth County, a potential groundwater contaminant is nitrate-nitrogen, which can come from

improperly functioning on-site wastewater systems, animal feedlots, livestock waste facilities, sludge and septage application, lawn and agricultural fertilizers, and decaying plant debris.

Wetlands

Wetlands are important ecological features that help protect and enhance regional water quality by preventing pollutants from reaching lakes, rivers, streams, and groundwater. Wetlands protect shorelines from erosion and reduce potential flood damage by storing and infiltrating runoff from rain storms and snow melt. Additionally, wetlands provide critical habitat for many native plant and animal species.

A significant wetland complex is located north of the Bay, in the Kishwauketoe Conservancy, as well as along the western edge of Lake Como. According to the WisDNR's Wetland Inventory Maps, wetland habitats comprise approximately 5 percent (89 acres) of the Village's total land area. These ecosystems play significant roles in maintaining the quality of groundwater and surface water and provide valuable habitats for fish, birds, and other wildlife.



The Kishwauketoe Nature Conservancy is one of the jewels of Williams Bay, offering residents and visitors a chance to explore the community's wetland habitats.

State Parks, Natural Areas, and Wildlife Areas

Walworth County contains numerous exceptional natural resources, many of which are located within close proximity to Williams Bay. Below is a sampling of the many parks, natural areas, and wildlife areas Walworth County has to offer.

- ≈ The Kishwauketoe Conservancy Natural Area was established in 1989. "Kishwauketoe," meaning "sparkling water," is a 231-acre wetland area with more than four miles of trails. Kishwauketoe is located in Williams Bay along Highway 67 just north of Geneva Street. Kishwauketoe is the most intact, undisturbed wetland area of Geneva Lake.
- ≈ Walworth County is home to Big Foot Beach State Park, a 271-acre park on the southeastern shore of Geneva Lake which offers 100 campsites, a sand beach, picnic areas, and six miles of hiking trails through forest and open meadow.
- ≈ Fontana Fen and Prairie is one of Wisconsin's rare wetland communities consisting of calcareous fen. The 10-acre Fen and Prairie is located between the Villages of Fontana and Walworth along Highway 67.
- ≈ The Turtle Creek Wildlife Area is a 1,035-acre property located in western Walworth and eastern Rock Counties. This property straddles four areas of Turtle Creek within a ten-mile segment of the waterway, beginning just west of County Highway P outside of the City of Delavan. The habitat consists of sedge meadow, shrub carr, hardwood forest, and small prairie remnants. Large fall and winter concentrations of Canada Geese can be seen at Turtle Creek. It is also home to a number of rare fish and reptile species. Permitted activities include wildlife viewing, hiking, fishing, paddling, hunting, trapping, and berry picking. Hunting/viewing opportunities include deer, waterfowl, small game, and partridge.

- ≈ Lyons Wildlife Area, located just north of the City of Lake Geneva, is a 135-acre property that consists of grasslands, lowland brush, and wetlands. Recreational opportunities include hunting, trapping, fishing, hiking, canoeing, and berry-picking.
- ≈ The Bloomfield Wildlife Area is located off Highway 12 between the Cities of Lake Geneva and Genoa City. This 1,203-acre property consists of wetlands, grasslands, and scattered woodlots. The numerous wetlands and grassy areas present a favorable opportunity for pheasant and deer hunting. Other activities include hiking, wildlife watching, and berry-picking.
- ≈ Other natural areas in Walworth County which are easily accessible from Williams Bay include Beulah Bog, Lulu Lake, Young Prairie, Pickerel Lake Fen, Clover Valley Fen, and Bluff Creek.

Natural Areas of Local Significance

The Walworth County Park and Open Space Plan defines natural areas as tracts of land or water so little modified by human activity, or sufficiently recovered from the effects of such activity, that they contain intact native plant and animal communities believed to be representative of the landscape before European settlement. Three natural areas within Williams Bay, or in the surrounding area, have been classified by Walworth County as areas of local significance (NA-3). These include:

- ≈ Peninsula Woods, a 39-acre privately owned tract located on the north side of Geneva Lake containing dry-mesic hardwood. Specific species include the American gromwell, a State designated special concern species.
- ≈ Williams Bay Lowlands, an 8-acre parcel owned by the Village of Williams Bay, consists of moderate-quality complex of sedge meadow, shrub-carr, shallow marsh, wet prairie, and lowland hardwoods. The Williams Bay Lowlands also contains the white lady's slipper orchid, a State-designated threatened species.
- ≈ Lake Como Wetlands is a 50-acre tract owned by the Geneva National Real Estate Group. This wetland area consists of deep and shallow marsh at the west end of Lake Como. This wetland complex has suffered recent disturbance from construction of an adjacent resort.

NATURAL RESOURCE GOALS, OBJECTIVES, AND POLICIES

Goal:

Preserve the natural systems that sustain and characterize the Village of Williams Bay.

Objectives:

1. Protect natural features, including wetlands, lakes, woodlands, wildlife habitats, open spaces, groundwater resources, and other environmentally sensitive areas.
2. Preserve the natural beauty and biological integrity of Geneva Lake and other regional lakes, streams, and wetlands.
3. Develop strategies for reducing and mitigating point and non-point sources of pollution.
4. Conserve groundwater supplies, encourage development practices that allow for groundwater recharge, and protect underground aquifers from contamination.
5. Utilize a variety of approaches for managing storm water runoff, including both regional and site specific strategies.
6. Preserve tree canopy cover, where appropriate, and promote the planting of native landscaping.

7. Encourage energy efficient building and site design.
8. Preserve sufficient lands to ensure the protection of the natural resource base and the enhancement of social and economic well-being for all residents.

Policies:

1. Utilize subdivision review authority and official mapping authority to protect environmental corridors and significant environmental features within Village limits and the Village's extraterritorial jurisdiction.
2. Preserve sensitive environmental features by limiting new construction in mapped environmental corridors.
3. Protect groundwater quality by encouraging the clean-up of environmentally contaminated sites, monitoring uses that may cause contamination in the future, identifying and protecting wellhead protection areas for municipal wells, and maximizing infiltration in groundwater recharge areas.
4. Preserve the region's natural resources, particularly Geneva Lake and the Kishwauketoe Nature Conservancy to protect threatened or endangered species and other wildlife, and to promote local economic development.
5. Cooperate with other units of government on the preservation of natural resources that cross jurisdictional boundaries.
6. Where appropriate, encourage a compact development pattern, infill, and redevelopment in the Village to preserve open spaces and natural resources.
7. Support responsible, low-impact development practices that promote the preservation of natural resources.
8. Enhance and enforce erosion control and storm water management standards. Emphasize the use of natural drainage systems, construction site erosion control and permanent, ongoing storm water management and erosion control measures that control the quality, quantity, and temperature of water leaving any site.
9. Develop a marketing and community image strategy that is based around Williams Bay's natural resources and recreational heritage (see the Cultural Resource and Economic Development chapters).
10. Recognize the importance of preserving and diversifying vegetation and tree cover within the Village, including street trees, wooded areas, and natural areas.
11. Continue to require "dark skies" lighting standards throughout the Village.
12. Cooperate with surrounding communities and the County to advance a regional open space preservation initiative (see the Intergovernmental Cooperation chapter).

NATURAL RESOURCE PROGRAMS AND RECOMMENDATIONS

Utilize the Lake and Kishwauketoe Nature Conservancy as "Living Classrooms"

In a 1998 study titled "Closing the Achievement Gap: Using the Environment as an Integrating Context for Learning," a survey was given to 40 K-12 schools in 13 states that used offsite open spaces to teach their children. Measured by the student's standardized achievement scores, the results of the survey demonstrated the positive impact of such learning opportunities.

In recent years, books such as “Last Child in the Woods: Saving Our Children from Nature-Deficit Disorder” document the observation that children are spending less and less time experiencing nature and the environment first-hand, which is a fundamental first step in ensuring that a strong environmental ethic will be passed on to the next generation. Further, studies have indicated that exposure to the natural environment has dramatic effects on all people’s physical and psychological well-being.

The Village of Williams Bay maintains an important legacy of environmental and science education, which can be further sustained and expanded upon by continuing to encourage the use of the Lake and Kishwaukee Nature Conservancy (KNC) for outdoor learning experiences. Such programs can be towards both adults and children. The KNC staff, through partnerships with the Village, UW Extension, and other public and private agencies and organizations already offer a variety of activities and education programs. The Village intends to continue to support and facilitate the growth of such programs and the development of programs in cooperation with partners such as George Williams College, Yerkes Observatory, the Williams Bay School District, and other local and regional institutions.

Build an Ethic of Progressive Surface and Ground Water Management

Various strategies may be used to mitigate storm water runoff. Generally, the best strategies are designed to manage runoff onsite, facilitating the infiltration of water back into the ground, or allowing it to evaporate back into the atmosphere. Such approaches typically decrease the quantity of runoff and improve the quality of the runoff that does end up in streams and lakes. The Village encourages the following practices for addressing storm water runoff:

- ≈ Maximize permeable surface areas. This technique focuses on reducing the impervious footprint of development sites and breaking up large paved areas with permeable surfaces and/or natural ground cover and vegetation. Where paved surfaces are necessary, these areas should be graded so they drain to infiltration areas. This approach also includes the incorporation of narrower street widths into neighborhoods, where possible, and the development of smaller lots, which are typically associated with less impervious surface per lot (e.g., less street frontage needed per lot).
- ≈ Preserve and enhance environmental corridors. Since the impacts of storm water runoff are far more effectively managed by natural systems, such as wetlands and forest ecosystems, than by pervious ground cover that has been altered by construction or other human impacts such as lawns, the preservation of environmental corridors will go a long way in mitigating storm water impacts.
- ≈ Install native landscaping. Natural landscapes and vegetation are far better at managing storm water than manicured groundcover or grounds that have been altered by construction. To save dollars on



A rain garden located outside the Village of DeForest Municipal Center provides attractive landscaping, as well as a location for storm water to filter back into the ground. A rain barrel has also been installed to directly collect rainwater from the roof.

lawn maintenance and provide better storm water management, native vegetation and landscaping (e.g., prairie, wetland, woodland) can be installed on appropriate sites.

- ≈ Consider unique infiltration and retention areas. Where storm water basins are necessary to effectively manage runoff, such basins and associated conveyance routes should be carefully integrated into the surrounding development pattern and should incorporate native/natural edge vegetation whenever possible to ensure the aesthetic and functional integrity of the site. Aside from more traditional techniques like storm water basins, other possible infiltration techniques include:
- Rain gardens: A rain garden is a landscaping feature that is designed, located, and installed for the purposes of capturing storm water runoff and allowing it to infiltrate back into the ground. The Village may consider codifying rain garden design standards and allowing the construction of rain gardens to apply toward meeting Village landscaping requirements, provided these features are installed in appropriate locations in the Village.
 - Rain Barrels: A rain barrel collects and stores the water that drains from rooftops to prevent it from running off-site. A hose can be connected to the barrel and the collected rain can be used to water the lawn or garden, or to wash the car. Barrels can also be set to slowly empty themselves, allowing the water to filter back into the ground. The Village may actively promote this program and provide residents with information about how and where they can purchase their own rain barrels.
 - Green (vegetated) roofs: Green roofs effectively act like sponges, absorbing water from rain storms that would otherwise run off the roof. Green roofs also function as filters, removing pollutants from rainwater. The Village will consider installing green roofs on new municipal buildings constructed in the future, and promote them in private developments.
 - Vegetated buffer strips and berms: Locating areas of vegetation either alone or in combination with landscaping berms around properties helps restrict the off-site flow of water. Also, the addition of organic material to soil aids in the decomposition and filtration of pollutants. The Village may seek funds from programs that are designed to assist in efforts to protect and enhance surface water quality in key areas. Programs include the WisDNR Target Runoff Management Program and the WisDNR River Protection Grant Program.

Density and Water Quality

Development has negative impacts on water quality by decreasing natural ground cover and increasing the amount of storm water runoff that enters streams and lakes. Water bodies can become impaired when just ten percent of the adjacent land is impervious. As a result, some communities have concluded that lower-density development patterns will have less of an impact on water quality by spreading out development and allowing for more pervious surface around and between buildings, roads, driveways, and parking lots.

However, when the quantity of storm water runoff in a given area is measured per building or per capita, versus per acre, higher density developments generate less storm water runoff than lower density developments and consequently have less of a negative impact on the overall watershed.

Nevertheless, it should be recognized that with denser development comes localized increases in impervious surfaces, which, over time will contribute to the impairment of waterways. Therefore, in addition to promoting compact development patterns, communities should take additional measures to mitigate the impacts of storm water runoff.

Source: USEPA report "Protecting Water Resources with Higher Density Development"

- **Bioswales:** Bioswales are linear, vegetative storm water runoff conveyance systems that are designed to store and infiltrate water from small storm events back into the ground and direct water from heavy rain events to appropriate storm sewer inlets or other management facilities. The flow of water being conveyed through a bioswale is slowed down, allowing for municipal storm systems or other regional storm water management facilities to more effectively manage heavier rain events and help reduce the risk of flooding on or off-site. Water being infiltrated or conveyed via a bio-swale is also filtered by the vegetation, generally improving both ground and surface water quality.
- ≈ Enforce progressive construction site erosion control practices. Construction sites generate a significant amount of sediment runoff if not managed properly. Under current state laws, erosion control plans are required for all construction sites that are larger than one acre. Working with WisDNR, the Village will consistently enforce erosion control ordinances and techniques for the protection and continued improvement of water quality. In particular, progressive erosion control systems should be components of new development sites. These techniques include providing silt fencing surrounding the construction project, minimizing the amount of land area that is disturbed throughout the construction process, and quickly reestablishing displaced vegetation.
- ≈ Foster a compact, development pattern. The Village intends to promote a compact development pattern, focusing on techniques that minimize the amount of land required for additional growth such as infill development and redevelopment and neighborhood design principles described in the Housing and Neighborhoods chapter. Not only will compact development benefit regional water quality (see “Urban Density and Water Quality” sidebar), but it will also facilitate walking and biking, help keep development out of agricultural and natural areas, and be less expensive to serve with public utilities and services.

Why Preserve Urban Forests?

An urban forest is comprised of all the trees and associated vegetation and ecosystems found in developed community. Urban forests are, by their very nature, characterized by the unique interaction between the natural world and the man-made environment. In 2001, it was estimated that urban trees covered approximately 25 percent of Wisconsin’s urbanized areas. Interestingly, this is somewhat lower than in other Midwest States (30 percent in Michigan, 37 percent in Minnesota, and 34 percent in Illinois). Williams Bay wishes to preserve and enhance its urban forest amenities, recognizing that higher percentages of tree and vegetative cover are associated with tremendous benefits to the community. These benefits include the following:

- ≈ Enhancements to air quality
- ≈ Management of storm water runoff and flooding
- ≈ Reductions in ambient noise levels
- ≈ Improvements in water quality
- ≈ Preservation of wildlife habitat
- ≈ The moderation of ambient temperature
- ≈ Reductions in energy use
- ≈ Contributions to community aesthetics
- ≈ Increases in property values
- ≈ Opportunities for recreation
- ≈ Enhancements in the connections between people with the natural environment
- ≈ Opportunities for education
- ≈ Enhancements in overall human well-being

Source: People and Trees: Assessing the US Urban Forest Resource. David J. Nowak, Mary H. Noble, Susan M. Sisinni, John F. Dwyer. 2001. Journal of Forestry. 99(3)

Continue to Preserve and Enhance Williams Bay’s “Urban Forest”

The Village recognizes the important value in preserving and enhancing Williams Bay’s “urban forest” (see call-out box). The community’s established neighborhoods boast tree lined streets and the Village is a member of Tree City, USA. To preserve this important legacy, the Village will continue to manage and

maintain its trees and work with other partners such as WisDNR to enhance and expand the size and diversity of forested areas, as well as opportunities to utilize such areas for education, recreation, and rejuvenation. In areas where street trees are not currently present, the Village will undergo continued efforts to install trees, where appropriate, and will require developer installation of street trees in association with all new developments.

Protect Environmental Corridors

Preserving natural areas and environmentally sensitive lands provides significant ecological, recreational, and aesthetic benefits to a community. Such areas add considerably to the ecological integrity of a region, contribute to the aesthetic value of neighborhoods, offer natural storm water management and flood control, and protect and improve water and air quality. In addition, these areas often consist of wetlands, floodplains, steep slopes, and other specific environmental features, which present severe limitations for development. In Williams Bay, protecting such areas is of particular importance given its proximity to Geneva Lake. At the time this Plan was written, SEWRPC had not yet updated its environmental corridors to account for recent changes in FEMA floodplain and WisDNR wetland boundaries. Therefore, the environmental corridor information shown on Map 4 may have to be updated in the coming years. To assist in its review of development proposals and future Comprehensive Plan amendments, the Village intends to refine its environmental corridor data under one or more of the following circumstances:

- ≈ When SEWRPC updates its digital environmental corridor layer and provides it to the Village.
- ≈ When more detailed study reveals that the characteristic(s) that originally resulted in an area's designation as an environmental corridor no longer exists, never existed, or exists in a different location or configuration on the site.
- ≈ When approvals from appropriate agencies are granted to alter a property so that the characteristic which resulted in its classification as an environmental corridor will no longer exist.
- ≈ When a mapping error has been identified.

Consider Different Approaches for Storm Water Management for Redevelopment Projects

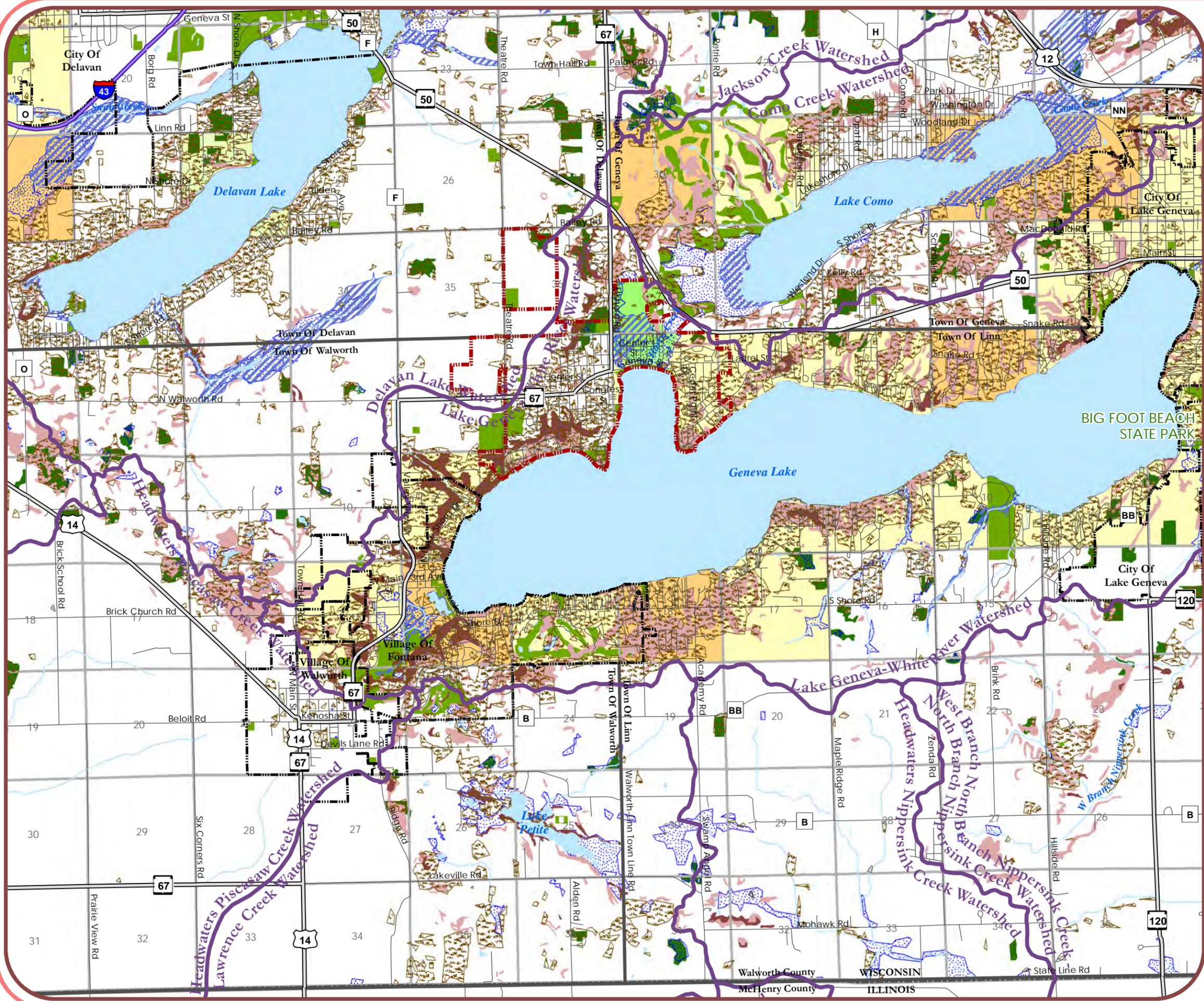
At the time this Plan was written, the Village had adopted specific, quantified storm water management standards for developments meeting the following criteria:

- ≈ Land disturbing activities involving the implementation of a residential development with a gross aggregate impervious area of 1.5 acres or greater.
- ≈ Land disturbing activities involving the development of a non-residential development with a gross aggregate area of 1.5 acres or more or that creates an impervious area of 0.5 acres or more.
- ≈ Land disturbing activities that, in the opinion of the Village, are likely to result in storm water runoff that exceeds that safe capacity of the existing drainage facilities or receiving body of water, that cause undue channel erosion, that increase water pollution by scouring or the transportation of particulate matter, or that endanger downstream property.

The Village is interested in encouraging redevelopment projects throughout the Village. It is likely that many such projects, which will occur incrementally over time, may be smaller in scale, and involve land that has already been disturbed, will not meet the criteria indicated above. Although storm water management plans are required for all development projects, the Village may consider developing specific, quantifiable storm water management standards for redevelopment projects that do not meet the above criteria, and/or revise the criteria to be more inclusive of a variety of redevelopment/infill projects. Over time, such redevelopment projects can have a significant impact (positive or negative) on storm water quantity and quality in the Village. The Village will also consider other approaches for mitigating the cumulative effects of incremental increases in impervious surfaces in the Village.

Village of Williams Bay Comprehensive Plan

-  Village Of Williams Bay (2010)
-  Other City/Village Boundaries
-  Town Boundaries
-  Sections w/Section Numbers
-  State Boundary
-  Interstate
-  Major Road
-  Local Road
-  Conservancy
-  Public Park & Recreation
-  SEWRPC Isolated Natural Resource Areas
-  Woodlands
-  Surface Water
-  Watershed Boundaries
-  Wetland
-  Floodplain
- Steep Slopes**
 -  12% to 19%
 -  20% and Greater
- Sections Containing Rare or Endangered Species**
 -  Aquatic Species
 -  Terrestrial Species
 -  Both Types



Adopted: September 20, 2010

Source: Walworth Co. LIO; US DOT; V&A; SEWRPC; USDA-NRCS, WI DNR, WI State Historical Society

0 0.25 0.5 1 1.5 Miles



CHAPTER FOUR: CULTURAL RESOURCES

Preservation of historic, archeological, and cultural resources fosters a sense of pride, contributes to a community's quality of life, and provides an important feeling of social and cultural continuity between the past, present, and future.

History of Williams Bay

Williams Bay was first settled in 1836 by Israel Williams and family, for whom the Village was named. Israel Williams constructed the first house in the community, known at one time as "Buckthorn Tavern." This historic structure once housed three generations of Williamses.

Preservation of historic, archeological, and cultural resources fosters a sense of pride, contributes to a community's quality of life, and provides an important feeling of social and cultural continuity between the past, present, and future. Many of Williams Bay's historic structures still stand today, representing a variety of architectural styles, including Victorian, Queen Anne, Prairie, Beaux Arts, California Mission, Spanish Colonial, Mediterranean, and Italianate. These structures echo the late 19th Century character of the Village that residents continue to cherish and respect in the 21st Century.

Recreational Heritage of Williams Bay

As Williams Bay developed, recreational camps were established in various locations around Geneva Lake. Beyond simple recreation, visitors of these camps shared common spiritual beliefs that were enhanced by recreation and fellowship in a beautiful natural setting. Five of the earliest camps, described below, were established between 1874 and 1898. These camps were located in the wilderness on the western end of the Village.

- ≈ Conference Point, the earliest of these camps, began as an informal retreat for members of a Delavan Church. The camp quickly gained in popularity and was soon opened to the public.
- ≈ YMCA George Williams College Camp was the next camp to open in 1886 (now owned by Aurora University). The first permanent camp building to be constructed in the Village was the Lewis Auditorium in 1890.
- ≈ Holiday Home Camp was established in 1887 by a group of summer residents who formed the Lake Geneva Fresh Air Association. The objective of this group was to provide a recreational environment for the education and enjoyment of less fortunate children of urban communities.
- ≈ The Norman Barr Camp, established in 1890, was founded with a similar purpose as Holiday Home. These camps continue to operate today as originally conceived.
- ≈ Eleanor Camp, founded in 1898, was established to provide lodging and meals for female students and business women. The camp was purchased in the late 1940s by the Rock River Conference of the Methodist Church and later became known as Wesley Woods.

Private camping associations also gained popularity in the area surrounding Geneva Lake. The Congress Club, founded in 1876, was established as a social and musical club. The club was formed by residents who resided near Congress Street on Chicago's west side.

Archaeological Sites

The Wisconsin State Historical Society maintains a listing of archeological sites throughout the State in its Archeological Sites Inventory (ASI). These sites include cemeteries/burial sites, effigy mounds, and campsites/villages. At this time there are 29 documented archeological sites within Williams Bay and within 1,000 feet of the municipal boundary.

Under Wisconsin law, Native American burial mounds, unmarked burials, and all marked and unmarked cemeteries are protected from encroachment by any type of development. Many of these sites are located on private land and may not be viewed by the general public. The National Historic Preservation Act of 1966 requires federal agencies to ensure that their actions do not adversely affect archeological sites on, or eligible for listing on, the National Register of Historic Places. Archeological sites can be protected during the course of State agency activities if the sites have been recorded with the Office of the State Archeologist.

Historic Sites

The Wisconsin Historical Society's Architecture and History Inventory (AHI) is a listing of historic buildings, structures, sites, objects, and districts throughout the State. Over 500 listings for Williams Bay are included in the AHI, including the Free Evangelical Lutheran Church, Tyrawley Estate Greenhouse, Alpine Villa, Schwinn Estate, Sherwood Resort, and the Charles T. Yerkes Observatory—the “birthplace of modern astrophysics.”



The Yerkes Observatory is more than 100 years old and contains the world's largest refracting telescope.

Cultural Resource Sites

The Beaux-Arts Yerkes Observatory was constructed in 1895 on a 53-acre site overlooking Geneva Lake. The site, selected for its remoteness and clear skies, was designed by Henry Law Olmstead in 1914. The facility has been devoted to astronomy and astrophysics for over 100 years and contains the world's largest refracting telescope. The Observatory serves as a major visitor attraction and also exudes an extraordinary scientific and research ambiance in the community.

The 133-acre campus of George Williams College of Aurora University one of the area's most well known cultural resource. In addition to its location along the wooded shore of Geneva Lake, the campus also features the Winston Paul Educational Center, the Beasley Campus Center, and the Ferro Pavilion, an intimate lakeside performance facility. The Ferro Pavilion is also the location of Music by the Lake, the Geneva Lake area's summer music festival.

CULTURAL RESOURCE GOALS, OBJECTIVES, AND POLICIES

Goal:

Preserve, enhance, and promote the unique character and culture of Williams Bay.

Objectives:

1. Promote Williams Bay as a friendly, small-scale community of both year-round and seasonal residents.
2. Provide an atmosphere of retreat from the more intense and fast-paced lifestyles of metropolitan and resort areas.

3. Preserve and enhance the Geneva Lake shoreline, the Kishwaukee Nature Conservancy, and other key natural areas for leisure, passive recreation, education, and research.
4. Invest in the central business district as the center of community life for residents and visitors.
5. Maintain and capitalize on the Village's historic legacy of institutions and facilities dedicated to education, research, and spiritual rejuvenation.
6. More directly relate the Village's image and identity to nature and the advancement of science and environmental education and research.

Policies:

1. Promote the restoration and rehabilitation of historic buildings in the Village to enhance the viable economic use of these structures.
2. Establish a desired image and character for the central business district and develop policies and/or ordinances for guiding the appearance and design of new development in this district (also see the Economic Development chapter).
3. Work with local institutions and organizations to promote community events and to market the Village.
4. Celebrate Kishwaukee Nature Conservancy as one of the Village's treasured and unique assets, and help promote the preservation, enhancement, and expansion of the Conservancy where possible and appropriate.
5. Ensure the long-term preservation of the Yerkes Observatory building and property, and work with the University of Chicago to promote this institution as a national education and outreach center for science education.

CULTURAL RESOURCE PROGRAMS AND RECOMMENDATIONS

Advance “Place-making” Projects in the Village to Link the Village’s Identity and Image to the Natural Environment and Education

The term “place-making” generally relates to the idea or process of adding value to both public and private spaces to enhance community identity and better connect people to the local values, history, and culture of a place. In other words, “place-making” helps instill in people a sense that they belong to a unique and identifiable community.

Examples of place-making projects may include constructing community or neighborhood entryway features; placing markers on historic or significant community sites; decorating buildings, structures, walkways, or sidewalks; installing or enhancing public art, small monuments, or statues; displaying unique community features or relics from the community's history; working together to construct play equipment or amenities in a public park; hanging signs or banners; planting median strips or terrace areas; and incorporating any other similar or related projects that build upon the culture, history, or unique features of a place.

Place-making initiatives are generally carried out through locally-based revitalization projects, but need not be expensive or large-scale to be effective. During more difficult economic times, it is important to recognize the impressive achievements communities can make just by drawing upon the energy, creativity, and resources of the people who live and work in a place.

The Village of Williams Bay maintains an important legacy of education and an appreciation for the natural environment. These important aspects of the community's culture are evident in the efforts the Village has taken to preserve 250 acres of sensitive environmental features located at the heart of the

community and the passion with which the Village preserves its historical institutions such as Yerkes Observatory and its various institutional campgrounds. These unique amenities are part of what makes Williams Bay a special place to live and visit and should be celebrated and used to market the community as a desirable place to live and do business.

As such, the Village will continue to act as both an initiator and a facilitator to place-making projects in the community, where practical. The Village will draw upon and support a variety of local resources in these efforts, including George Williams College, the Williams Bay Business Association, the Chamber of Commerce, and the variety of institutions and organizations that are based out of the community. In Williams Bay, place-making efforts will go hand in hand with overall efforts to advance appropriate economic development in the community, particularly in the central business district (see the Economic Development chapter). Following is a list of potential projects the Village may undertake over the planning period:

≈ Design and Install Community-Wide Signage:

Continue to install wayfinding signage to help direct people to key destinations in the Village, such as the central business district, Lakefront Park, the Observatory, the Nature Conservancy, the library, schools, and other important destinations. Some guidelines to keep in mind when designing a community-wide wayfinding signage systems include the following:

- Ensure that once the signage system starts to provide directions to a destination, subsequent signs are also in place to get travelers directly to their destination.
- Make a short list of destinations to include on each sign that are of general public interest. As an alternative to listing individual businesses, entitle and list the names of business and activity clusters (e.g., central business district).
- Make sure the sign fonts are large enough and plain enough for drivers to read at a safe and comfortable distance, so that decisions on where and what direction to turn can be made well in advance.
- Control the temptation to put too much information on one sign.

In addition, as part of broader plans to revitalize the central business district (see the Economic Development chapter), the Village may construct a kiosk in the central business district that displays Village maps and other materials on upcoming Village or regional events, community news, and promotional materials for local businesses. The kiosk should be attractive and frequently maintained so it has a clean and uncluttered appearance. The design of the kiosk could reflect the design and theme of community signage.

- ≈ Design and Install Streetscaping Features: The Village intends to develop a unified streetscaping theme that reflects the community's desired image. Streetscaping features include lighting, benches, trashcans, and landscaping. The Village will prioritize the central business district when determining where to install such features. In particular, Elkhorn Road is a key location to focus streetscaping features, as it represents an important entryway into the community (also see the Transportation chapter). As a starting point, the Village will revisit the streetscaping recommendation included in its 1999 Comprehensive Plan (see Figure 4.1) and consider modifications to these plans as desired.



Example of the type of kiosk that could be installing in the central business district.

- ≈ Utilize Community Symbol to Market the Community: At the time this Plan was written, Williams Bay's community symbol included an image of the Lake with a sailboat. The Village may decide to keep this symbol or to explore other options for creating a new community symbol/logo that can be used on marketing materials, signage, and the Village website, and that reflects the way the Village wants to represent itself. This will be carried out in conjunction with overall efforts to advance economic development in the community (see the Economic Development chapter).

Preserve Historically and Culturally Significant Buildings and Properties

The Village will continue to preserve historically and culturally significant buildings and properties throughout the community, as represented on Map 6 Transportation and Community Facilities. This will include efforts to stabilize and promote the Village's central neighborhoods (see the Housing and Neighborhoods chapter).

The Village will also coordinate with the Wisconsin Historical Society and affected property owners to clearly mark existing buildings and sites that are listed on the State or National Register of Historic Places, and to nominate other buildings sites that may be appropriate for historical designation. The Village will also support these organizations' efforts to educate property owners on resources available to assist with historically-sensitive remodeling projects, which include the following:

- ≈ Property owners can qualify for a 20 percent federal Investment Tax Credit (ITC) to rehabilitate their historic commercial, industrial, and rental residential properties. Preservation tax incentives are available for buildings that the Secretary of Interior has listed on the National Register of Historic Places. In Wisconsin, owners of historic properties can claim an additional five percent ITC from the State against the approved costs of the rehabilitation of their building. All work must comply with federal guidelines established in the Secretary of Interior's Standards for Historic Building Rehabilitation.
- ≈ At the state level, another tax relief program provides a 25 percent Wisconsin ITC for the rehabilitation of owner-occupied structures that either contribute to a National Register-listed historic district or that are individually listed—or eligible for listing—with the National or State Register. To qualify, rehabilitation expenditures must exceed \$10,000 and the State Historical Society must certify that the work is compatible with the historic character of the building. All applications must be made to the State's Division of Historic Preservation, where required forms and additional information can be obtained.
- ≈ Historic property owners can apply for grant funding from the Wisconsin Humanities Council's Historic Preservation grant program. The program provides grants for projects that enhance the appreciation of important historic buildings or decorative art works. Preference is given to significant preservation projects in small towns with populations less than 30,000. All applications must be made to the Wisconsin Humanities Council, where additional information can be obtained.

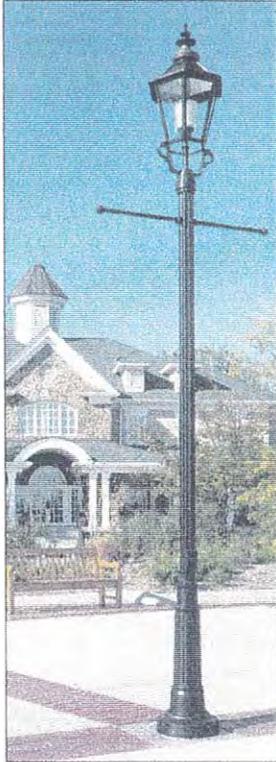
Support a Range of Community Activities and Events and Entertainment Opportunities

A variety of special events, such as Spooky Walk and Pumpkin Races, Day in the Bay, Lakefront Fireworks, and Art in the Park, as well as several events sponsored by the Kishwaukee Nature Conservancy, take place in Williams Bay each year. George Williams College, the School District, the Lions Club, Williams Bay Business Association, and various other organizations also contribute to the local entertainment and cultural scene. The Village will continue to bolster residents' pride and sense of place by supporting and sponsoring existing and new local events and programs that celebrate the history, culture, and values of Village residents, partnering with other organizations and agencies to help organize such events.

Figure 4.1

Comprehensive Plan for Williams Bay Wisconsin

Streetscape Furnishing Examples



Lighting



Seating



Native and Perennial Plantings



Trash Receptacles



Sculpture

CHAPTER FIVE: HOUSING & NEIGHBORHOODS

This chapter of the Plan provides an overview of the existing housing stock within Williams Bay, including current trends and valuation data. This chapter concludes with the Village’s goals, objectives, policies, and recommended programs aimed at providing an adequate housing supply and at preserving and enhancing Williams Bay’s unique neighborhoods.

Existing Housing Framework

Williams Bay’s existing housing stock ranges from small rental cottages in the Village’s history center to estate homes along the shores of Geneva Lake. Figure 5.1 shows the breakdown of housing by units per structure within Williams Bay as counted in the 1990 and 2000 Census periods. According to 2000 Census counts, there was a total of 1,775 housing units in Williams Bay. Single-family homes predominate, consisting of nearly 75 percent of the Village’s housing stock. From 1990 to 2000, the total number of housing units in the Village increased by 8 percent, with the greatest percentage increase seen in duplex and multi-family (20+ unit) structures during that period.



Homes in the Village’s Cedar Point neighborhood offer magnificent views of Geneva Lake.

Figure 5.1: Williams Bay Housing Types, 1990-2000

Units per Structure	1990 Units	1990 Percent	2000 Units	2000 Percent
Single Family—Detached	1,219	74.3	1,301	73.3
Single Family—Attached	19	1.2	20	1.1
Two-Family (Duplex)	44	2.7	68	3.8
Multi-Family (3-4 units)	72	4.4	116	6.5
Multi-Family (5-9 units)	198	12.1	165	9.3
Multi-Family (10-19 units)	37	2.3	0	0.0
Multi-Family (20+ units)	52	3.2	105	5.9
Total	1,641	100.0	1,775	100.0

Source: US Census, 2000

Figure 5.2 shows the age of the Village’s housing stock. In many communities, the age of the housing is one measure of the general condition of the overall housing supply—the rationale being that the newer the home, the better the condition of that home. This isn’t necessarily the case in Williams Bay, as many of the community’s “historic” homes are well maintained and continue to retain a high value.

As depicted in the graph, 26 percent of housing was constructed between 1940 and 1959, and another 20 percent of the housing was built in 1939 or earlier. Housing development rose steadily between 1970 and 2000, with 226 new housing units developed between 1970 and 1979 (12.7 percent), 283 new housing

units between 1980 and 1989 (15.9 percent), and 320 new housing units between 1990 and March of 2000 (18 percent).

Information on the number of building permits issued new housing units between 2000 and 2009 is presented in the Land Use chapter.

Figure 5.2: Age of Housing Stock in Williams Bay

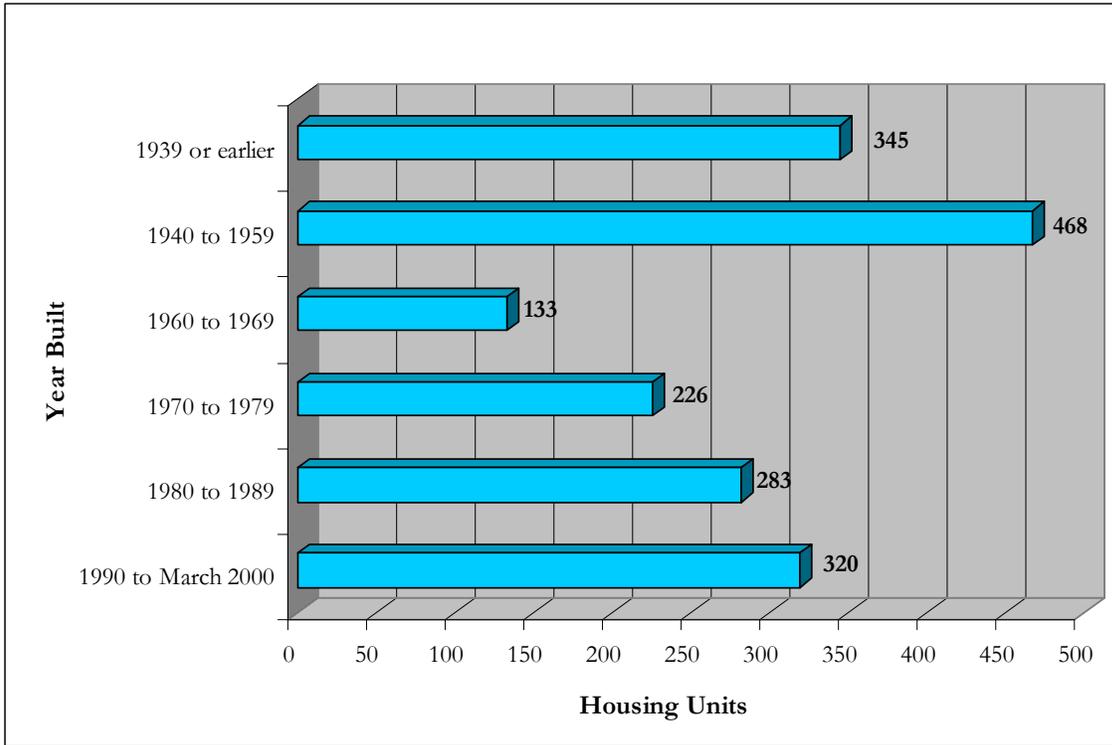


Figure 5.3 lists household characteristics in Williams Bay compared to surrounding communities and the County. According to 2000 U.S. Census data, the average household size in Williams Bay (2.35) was on the low end compared with surrounding towns, but comparable to the neighboring municipalities of Fontana and Lake Geneva. Similarly, the percentage of households with single person occupants was greater in Williams Bay, Lake Geneva, and Fontana than in the surrounding towns and the County.

Figure 5.3: Household Characteristics Comparison

	Total Housing Units	Total Households	Average Household Size	Percentage of Single Person Households
V. Williams Bay	1,775	993	2.35	30.4
V. Fontana	1,974	764	2.30	27.1
T. Delavan	3,054	1,798	2.53	24.5
T. Geneva	2,826	1,660	2.45	25.2
T. Linn	1,901	910	2.41	26.8
T. Walworth	586	529	2.86	14.4
C. Lake Geneva	3,757	3,053	2.33	33.0
Walworth County	43,783	34,522	2.57	24.7

Source: US Census, 2000

Figure 5.4 includes housing occupancy characteristics in Williams Bay as compared with neighboring communities and the County. Nearly three quarters of Williams Bay housing units were owner-occupied, which was fairly comparable to neighboring communities and the County. As shown, the percentage of vacant housing units in Williams Bay was higher when compared to the County, but comparable to the towns of Delavan and Geneva. Similarly, the majority of the comparison communities had substantially larger percentages of seasonal housing than Walworth County as a whole. This is attributable to the Geneva Lake area’s historic reputation as a vacation retreat for Chicago natives.

Figure 5.4: Housing Occupancy Comparison

	Percentage of Owner Occupied Housing Units	Percentage of Vacant Housing Units	Percentage of Seasonal Housing
V. Williams Bay	74.6	44.0	37.9
V. Fontana	85.1	61.3	59.0
T. Delavan	80.6	41.1	35.2
T. Geneva	81.0	41.3	34.8
T. Linn	77.5	52.1	49.8
T. Walworth	80.0	9.7	5.3
C. Lake Geneva	53.0	18.7	11.4
Walworth County	69.1	21.2	17.0

Source: US Census, 2000

Figure 3.5 compares median rent and housing values in Williams Bay to that of most surrounding communities and the County. In 2008, property values in Williams Bay were substantially higher when compared to other nearby communities, with the exception of Fontana and the Town of Linn. In 2000, rents collected in the comparison communities ranged from \$529 to \$722, with Williams Bay falling in mid-range at \$636 a month.

Figure 5.5: Housing Value Comparison

	Average Equalized Value of Residential Property*	Median Rent**
V. Williams Bay	\$394,127	\$636
V. Fontana	\$461,176	\$722
T. Delavan	\$294,496	\$680
T. Geneva	\$265,537	\$529
T. Linn	\$800,900	\$582
T. Walworth	\$313,948	\$550
C. Lake Geneva	\$298,214	\$605
Walworth County	\$291,316	\$588

Sources: *Wisconsin Department of Revenue, 2009, **US Census, 2000

Household Projections

Figure 5.6 shows household projections for the Village through the year 2030. The Wisconsin Department of Administration’s projections suggest that the Village may have a total of 1,513 households in 2030. According to WisDOA, a household includes all persons who live in a housing unit such as homes, apartments, or even single rooms intended to be separate living quarters.

Figure 5.6: Household Projections

	2000	2005	2010	2015	2020	2025	2030
Population	2,415	2,618	2,773	2,951	3,126	3,287	3,426
Household size	2.43	2.40	2.36	2.33	2.31	2.29	2.26
Households	993	1,093	1,175	1,265	1,356	1,438	1,513

Source: Wisconsin Department of Administration, 2010

Housing Programs

The following programs and organizations provide assistance to homeowners and renters in the Village of Williams Bay:

- ≈ Wisconsin Housing and Economic Development Authority (WHEDA): Offers home mortgage and improvement loans. Further information can be obtained by visiting the WHEDA website.
- ≈ Community Development Block Grant (CDBG) Small Cities Housing Program: Local governments and counties can apply for CDBG funds for a variety of projects to principally benefit low and moderate income households. Eligible projects include home rehabilitation assistance, programs to provide homeownership opportunities to renters, payment of relocation costs, small public facilities projects, demolition or removal of buildings, conversion of buildings to low or moderate income dwelling units, acquisition of property for the construction of low to moderate income dwelling units, site improvements for the construction of low to moderate income dwelling units. This program is administered by the Wisconsin Department of Commerce, Division of Housing and Community Development.
- ≈ HOME Investment Partnerships Program: Federal grant that provides money to states and localities that can be used to fund a range of activities that build, buy, and/or rehabilitate affordable housing for rent or homeownership or provide direct rental assistance to low-income people. In Wisconsin, the program is administered by the Wisconsin Department of Commerce, Division of Housing and Community Development.
- ≈ Housing Cost Reduction Initiative (HCRI): Grantees can use funds to help eligible homebuyer purchase homes by providing down payment, closing cost, and/or gap financing assistance and to help low to moderate income homeowners prevent foreclosure. Eligible grantees include governments (local or county), Indian tribes, nonprofit corporations, for-profit corporations, a cooperative, a religious society, and a housing authority, including a redevelopment authority or housing and community development authority.

HOUSING & NEIGHBORHOOD GOALS, OBJECTIVES, AND POLICIES

Goal:

Encourage orderly, managed, and well planned neighborhood development that preserves the character of Williams Bay and provides a variety of safe and attractive housing options for both year-round and seasonal residents.

Housing Objectives:

1. Encourage interconnected, well planned neighborhoods that offer a variety of high quality housing options and convenient access to services, amenities, and community gathering and recreation spaces.
2. Promote the maintenance and rehabilitation of the existing housing stock.

3. Support a mix of high-quality affordable housing options, while maintaining the predominately single-family residential character of the Village.

Housing Policies:

1. Based on the land demand analysis provided in this Plan and shown on the Future Land Use map, plan for a sufficient supply of developable land for housing for a variety of income levels, including low and moderate income residents.
2. Direct new Village housing to areas that have convenient access to commercial and recreational facilities, transportation systems, schools, shopping, jobs, and other necessary facilities and services.
3. Encourage initiatives that strengthen existing neighborhoods through the maintenance of the housing stock, creative reuse of vacant or under-utilized buildings, and infill development.
4. Phase residential development in a manner consistent with public facility and service capacity.
5. Plan for multi-family housing in parts of the Village where streets and sidewalks can handle increased amounts of traffic; there are adequate parks, open spaces, shopping, and civic facilities existing or planned nearby; and the utility system in the area has sufficient capacity.
6. Require high-quality design for multi-family developments.
7. Prioritize development of approved/platted residential lots before additional future residential areas are considered, and pursue residential infill opportunities where feasible.

HOUSING & NEIGHBORHOOD RECOMMENDATIONS

Promote the Stabilization of the Village's Central Neighborhoods

The Village's central neighborhoods represent an important component of the Village's character and provide a range of affordable housing opportunities for both year-round and seasonal residents. In addition, as part of an overall strategy to revitalize and enhance the character of the central business district (see the Economic Development chapter), the Village recognizes the importance of stabilizing and enhancing its central neighborhoods. Strategies to achieve this goal may include the following:

- ☞ Utilize Community Development Block Grants, loans, or other programs described earlier in this chapter for housing rehabilitation and to promote more home ownership in central neighborhoods.
- ☞ Revisit the zoning of central neighborhoods to ensure the zoning designations support the types of residential development that are desired in these neighborhoods, as indicated on Map 5, Future Land Use.



The Village's central neighborhoods represent an important component of the community's character.

- ☞ Revisit zoning standards (e.g., setbacks) for central neighborhoods to ensure they do not discourage appropriate new home construction or additions.
- ☞ Continue ongoing maintenance of older neighborhoods through sidewalk replacement, street resurfacing, park equipment replacement, street tree care and maintenance, and other similar infrastructure initiatives.
- ☞ Adopt strict property maintenance codes to maintain the quality and appearance of housing within central neighborhoods. Defer enforcement of certain maintenance code provisions until the property changes hands or unless the property owner can demonstrate an income below a certain threshold.
- ☞ Encourage the establishment of new neighborhood associations, which can strengthen communication between the Village and the residents of a neighborhood, increasing the likelihood that issues will be raised and addressed in an organized and effective manner. Neighborhood associations can also bring residents together to resolve problems, ensure that a higher level of attention is paid to the individual neighborhood, and generally result in better managed and maintained neighborhoods. Potential resources include the Wisconsin Chapter of the Community Associations Institute and UW-Extension.
- ☞ Allow new multi-family development/redevelopment projects in the Village's central neighborhoods in situations where the proposed project would improve the appearance and condition of the lot(s) and increase or at least maintain the value of the subject property and surrounding properties.
- ☞ Certain portions of the Village's central neighborhoods may provide logical locations for appropriate, smaller-scale, high-quality multi-family housing (see Map 5), which may include both owner and renter occupied housing options. Although the Village wishes to preserve its predominately single-family residential

Recommended Design Standards for Multi-Family Development in Williams Bay

- Require that architectural styles, building sizes, lot coverage, setbacks, buffering, number of housing units, parking, tenure, and landscaping are compatible with the character of the surrounding neighborhood.
- Encourage site and building designs in which buildings appear as a grouping of smaller residences and where housing units provide individual entries to the outside.
- Use brick and other durable natural materials on building facades.
- Avoid monotonous facades and box-like buildings by incorporating balconies, porches, garden walls, varied building and facade setbacks, varied roof designs, and bay windows.
- Maintain a human scale by orienting buildings to the street with modest front yard setbacks (0 to 20 feet), bringing street-oriented entries close to public sidewalks to increase pedestrian activity, and including private sidewalk connections.
- For parking lots: (a) locate parking lots so they are not the dominant visual element on the site; (b) screen parking areas from public view; (c) break up larger parking lots with landscaped islands and similar features; (d) provide direct links to building entrances by pedestrian walkways physically separated from vehicular movement areas.
- Provide generous landscaping of sufficient size at time of planting. Emphasize landscaping (a) along all public and private street frontages; (b) along the perimeter of all paved areas and in islands in larger parking lots; (c) along all building foundations; (d) along yards separating land uses that differ in intensity, density, or character; (e) around all outdoor storage areas such as trash receptacles and recycling bins (also include screening walls in these areas); (f) around all utility structures or mechanical structures visible from public streets or less intensive land uses.
- ◆ When feasible, provide on-site open space and/or outdoor common area (e.g. courtyard, roof-top patio) to serve residents. Integrate building design with existing natural features when possible.

character, it also recognizes the important role alternative housing options play in sustaining Williams Bay's aging population and in accommodating young adults.

- ≈ Too often, resistance to higher density housing is a result of people's experience with poorly designed multi-family developments that do not reflect the character of the community, or are generally unattractive. To ensure that multi-family housing in the Village enhances, rather than detracts from, the character of the community, the Village will encourage high-quality design standards for multi-family development both in the central neighborhoods, as well as in other areas of the Village where multi-family residential development is determined to be appropriate. The Village may also consider codifying some of these standards. See the text box for recommended multi-family design standards.

Encourage the Orderly Development of Attractive New Neighborhoods

At the time this Plan was written, the Village had roughly 260 platted residential lots that had not yet been developed, representing between 10 and 15 years of projected housing demand. The Village intends to require development of the majority of these lots before approving any additional subdivisions. However, in order to accommodate growth through the planning period and perhaps beyond, Map 5, Future Land Use, indicates areas appropriate for future new single-family neighborhoods. The Village wishes to accommodate new neighborhoods that meet the following goals:

- ≈ Ensure the long-term preservation of Williams Bay's village character;
- ≈ Allow for the efficient provision of infrastructure and services;
- ≈ Preserve agricultural land and open space in the region.
- ≈ Reflect the Village's appreciation for outdoor recreation and the natural environment.

To accomplish these goals, the Village will promote the following characteristics when reviewing and approving proposals for new residential development:

- ≈ Establish Community Gathering Places: Where appropriate, design neighborhoods around community gathering places such as parks, schools, churches, and/or other community facilities.
- ≈ Encourage Variety: Consider anti-monotony standards in the zoning ordinance to ensure an adequate mix of housing colors, architecture, and garage placement.
- ≈ Promote Walkability: Design the neighborhood to facilitate pedestrian movement and enhance citizen mobility within the neighborhood and between the neighborhood and other nearby destinations, such as parks, schools, and, where applicable, businesses and services. Provide sidewalks and/or paths along all streets, and multi-use trails in the environmental corridor and park network. Require street trees to be planted along all new streets.
- ≈ Promote Street Connectivity: Interconnect nearly all streets both within the neighborhood and to existing and future adjoining neighborhoods. Continue to minimize the creation of cul-de-sacs to places where environmental features and odd property configurations require them.
- ≈ Calm Traffic: Consider traffic calming approaches on a case-by-case basis, such as traffic circles and medians. Integrate landscaped medians and boulevards into new neighborhood entryways and collector streets. These new boulevards may also serve storm water management functions.
- ≈ Encourage Street Activity: Focus new homes toward the street, and incorporate site and building design strategies like decreased setbacks, front porches, balconies, and other interesting architectural features that help create a safe, pleasant walking environment. Set back garages from the main body of the house wherever possible.

- ≈ Intertwine Natural Areas: Integrate environmental features into the neighborhood as common open spaces for active or passive recreation, public gathering spots, or flood protection and storm water management. Provide adequate vegetated buffers between development and natural features.

Promote Long-Term Single-Family Residential Development on the Extraction Sites

The extraction sites located just west of Elkhorn Road and just north of the Village limits, offer an attractive and appropriate location for future single-family residential development. The site is surrounded to the south and west by the Village, allowing for the efficient provision of services to this area. The site is located in close proximity to the Kishwaukee Nature Conservancy, and previous environmental assessments of this site revealed that historically it was at least partially comprised of a large fen wetland complex, small fragments of which still remain in degraded condition. Wetland fragments, as well as former wetland areas could be restored, providing the ideal environment for a unique conservation neighborhood that integrates residential development with the natural environment, demonstrates restoration techniques, integrates progressive strategies for mitigating the negative impacts of development and site operations, and emphasizes the value the Village places on its natural assets.



The following ideas will also be considered:

- ≈ Interconnecting the neighborhood with a new road, trail, and sidewalk network, provide ample access to any permanently preserved passive open spaces integrated within the development, and establish a direct connection to the Kishwaukee Nature Conservancy.
- ≈ Providing vegetative buffers between restored wetland areas, drainage swales, and building sites.
- ≈ Integrating progressive approaches to erosion control and storm water runoff that address the quantity, quality, and rate of runoff and ensure that runoff quantity and rate do not exceed those of pre-development conditions.

Similar to the two examples shown above, development of the extraction site should be designed to integrate residential development with the natural environment.

- ≈ Utilizing specific techniques for the conservation and reuse of water, such as watering plants, with water pumped from retention ponds.
- ≈ Use of solar energy, and exploration of wind energy options.
- ≈ Installation of significant new landscaping using native vegetation.
- ≈ Attention to energy efficient building and site design.
- ≈ Attention to preserving scenic views by requiring development to be kept below the tree line.

To implement this concept, the Village will consider the following approach:

- ≈ Exercise extraterritorial land division authority over this area (see the Intergovernmental Cooperation chapter) to ensure this site is reserved for long-term Village growth.
- ≈ Upon Village approval of an annexation request, the site would either be zoned in the A-1 Agricultural District until such time as an appropriate and detailed development proposal is brought forward and a request is made to rezone the land to an appropriate designation (most likely Planned Unit Development). Or, the land would be zoned immediately into the Planned Unit Development district in association with an approved General Development Plan. The Planned Unit Development approach would allow the Village to codify specific standards for the development of this area, such as those listed above, and will also allow for modifications in, building setbacks, or other standards necessary to implement this type of development. The Village also intends to require the developer to prepare and submit a restoration plan as part of their development proposal and before the land is rezoned. In any case, residential lots sizes shall be consistent with the lot sizes specified for the future land use category that applies to these properties (see Map 5) and no lots shall be located on areas of the site characterized by primary or secondary environmental corridors, isolated natural resources features, wetlands, drainageways, or slopes greater than 12 percent.

CHAPTER SIX: LAND USE

This chapter is intended to guide land use decision making in and around the Village of Williams Bay. Implementing land use planning policies allows the Village to guide development and redevelopment in a manner that promotes economic health, maintains community character, and protects sensitive natural features.

Existing Land Use Map Categories

The following land use categories are depicted on the Existing Land Use Map (Map 4). These categories indicate how land was being used at the time this Plan was written.

- ≈ **Agriculture/Undeveloped:** Agricultural lands, open lands, and other lands that have been platted, but not yet built upon.
- ≈ **Single-Family Residential—Unsewered:** Single-family, detached residential development served by individual, on-site wells and wastewater treatment (septic) systems.
- ≈ **Single-Family Residential—Sewered:** Single-family, detached residential development served by public sanitary sewer and water systems.
- ≈ **Multi-Family Residential:** A mixture of residential development, including single-family, two-family, and multi-family residential units up to eight dwelling units per acre and served by public sanitary sewer and water systems.
- ≈ **Business:** Indoor and outdoor commercial, office, retail, and service uses.
- ≈ **Institutional:** Large and small-scale public buildings such as schools, churches, public safety facility, library, power substations, etc.
- ≈ **Industrial:** Indoor industrial and controlled outdoor storage facilities.
- ≈ **Extractive:** Quarries, gravel pits, clay extraction, peat extraction, and related land uses.
- ≈ **Public Parks and Recreation:** Publicly owned parks and recreational facilities, including playgrounds, beaches, play courts, etc.
- ≈ **Private Recreation:** Large, privately owned recreation facilities such as golf courses.
- ≈ **Conservancy:** Lands associated with the Kishwaukee Conservancy Natural Area.

Existing Land Use Pattern and Development Trends

An accurate understanding of the Village’s existing land use pattern is the first step in planning for a desired future land use pattern. Figure 6.1 summarizes the existing acreage allocated to each of the various land use categories within the Village’s 2010 municipal boundaries.

Figure 6.1: Williams Bay Existing Land Use Totals

Land Use Category	Total Acres*	Percentage
Agriculture/Undeveloped	469	27%
Single-Family Residential—Sewered	519	29%
Multi-Family Residential	38	2%
Business	12	1%
Institutional	196	11%
Industrial	14	1%
Public Parks and Recreation	74	4%
Conservancy	220	12%
Private Parks and Recreation	11	1%
Right of Way**	217	12%
Total	1,770	100%

*Notes: *Rounded to nearest whole number; **Includes land for streets, sidewalks, and easements.
Source: GIS Inventory, Vandewalle & Associates, 2010*

Existing Development Pattern

The existing land development pattern is characteristic of a small traditional village. The 230-acre Kishwauketoe Nature Conservancy located in the center of the Village is unique to Williams Bay.

The majority of developed land within Williams Bay is single-family residential at a density of approximately 3 ½ dwelling units per acre. The Village’s central neighborhoods reflect pre-World War II development pattern, with small lots and a rectilinear street system. Newer subdivisions located around the edges of the Village are characterized by larger lots and more curvilinear streets. Areas of multi-family residential development are scattered throughout the Villages, mostly located along north and south Walworth Avenue and north of East Geneva Street on the east side of Williams Bay.

The Village’s modest central business district is located at the intersection of Geneva Street (State Highway 67) and Walworth Avenue. A significant percentage of Village land (11 percent) is dedicated to institutional uses. Such uses are located throughout the community and include Aurora University’s George Williams College on the west end of Williams Bay, several camps (described in the Agricultural, Natural, and Cultural Resources chapter), Yerkes Observatory, schools, churches, and municipal facilities. An additional 13 percent of land is comprised on conservancy and public park lands.

Land Supply

The supply of land available for development includes areas of the Village that have been planned or approved for development, but are not yet developed; vacant areas within the Village that have not been approved or platted for development; developed land within the Village that is appropriate for redevelopment; and land that is not within the municipal limits of the Village, but is potentially available for future Village expansion.

The amount of land available for development is determined by several factors: the location of environmental features such as wetlands, floodplains, and steep slopes; land ownership; location of conservation easements; and other characteristics that may constrain land development. Other potential

building limitations (e.g., infiltration areas, shallow depth to bedrock or depth to water table, hydric soils) will also influence which vacant lands are actually appropriate for development. Drainage basins (and the relative ability to efficiently provide lands with urban services like sanitary sewer) also form opportunities and limitations for development.

Land Development Trends

A review of historical land development trends provides a foundation for projecting future land development for new housing and non-residential development in Williams Bay. On average, the Village issued 18 building permits a year for new single-family homes over the ten year period from 2000 through 2009, with the number of permits tapering off substantially in recent years. This is presumably, at least in part, due to the national economic and housing crisis that took place during those years. Between 2000 and 2009, the Village issued permits for 93 multi-family housing units, or roughly half the number of permits issued for single-family homes. These figures work out to a ratio of 65 percent single-family to 34 percent multi-family. The Village’s historic housing ratios are roughly to 73 percent single-family and 22 percent multi-family. Commercial development occurred intermittently over the ten year period, with the majority of years seeing no new commercial development at all. Over 80 percent of all commercial development occurring over the ten year period occurred in 2004.

Figure 6.2: Williams Bay Building Permits, 2000-2009

Development Type	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	Total	Annual Average
Single-family homes	24	20	22	20	24	30	18	11	4	2	175	18
Two-family units	0	0	0	0	0	0	2	0	0	0	2	0
Multi-family units	28	12	0	4	4	6	0	0	0	39	93	9
Commercial buildings	0	1	1	0	10	0	0	0	0	0	12	1
Industrial buildings	2	0	0	0	0	0	0	0	0	0	2	0
Institutional buildings	2	1	0	1	0	0	6	0	0	0	10	1

Figure 6.3 provides data on the number of residential lots that have been approved for development but, in the spring of 2010, were not yet developed. Among the Village’s four newest subdivisions, an estimated total of 261 lots are available for development. This represents between 10 and 15 years of the Village’s projected housing demand at an average of 18 homes per year.

Figure 6.3: Approved and Platted Single-Family Residential Lots Available for Development

Subdivision	Available Lots
Bailey Estates	176
Baywood Heights	9
Lakewood Trails	9
Prairie View	67
Total	261

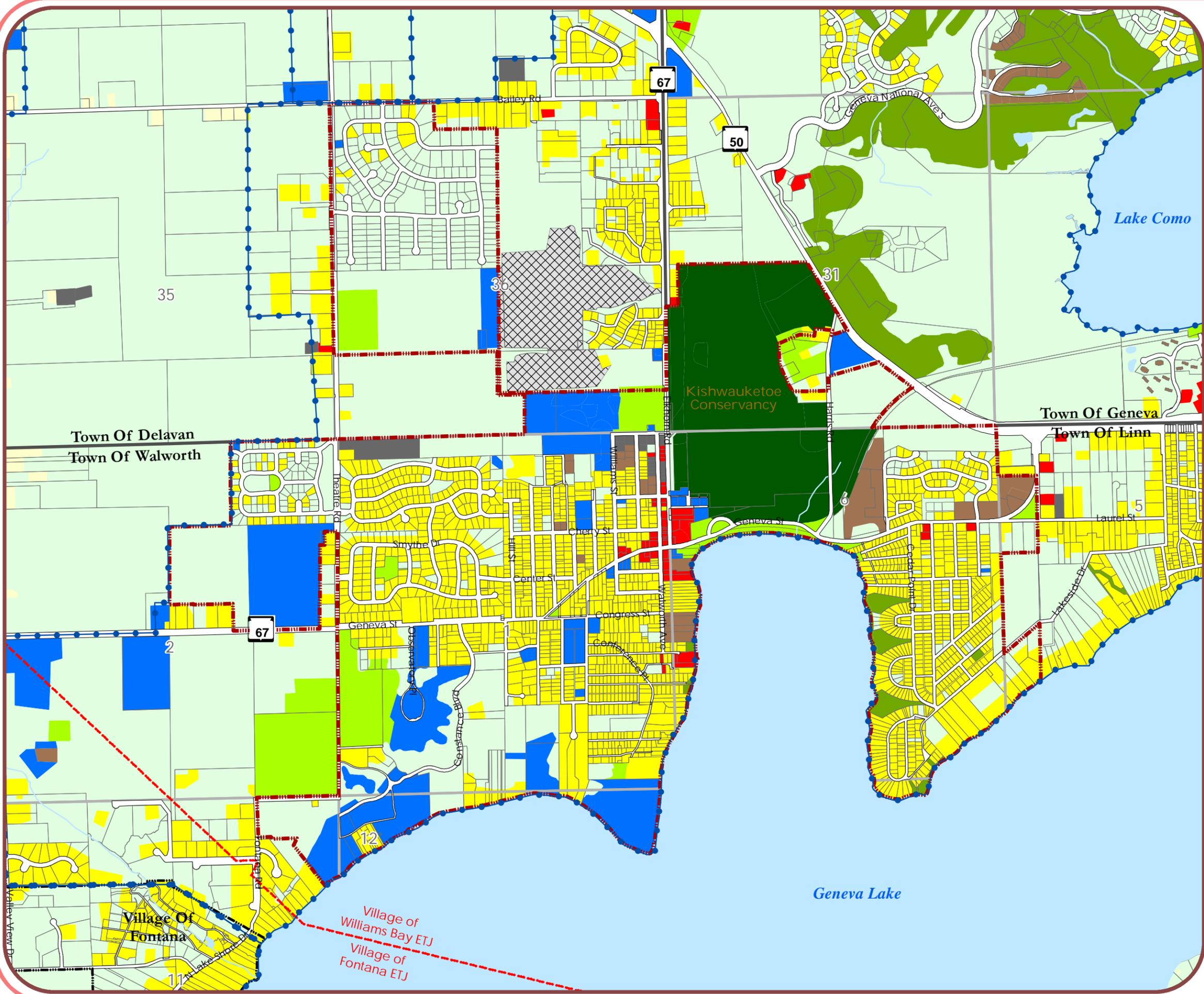
Note: Totals are approximations based on a survey of aerial imagery and data recorded by Walworth County as of January 2010.

Existing Land Use

Village of Williams Bay Comprehensive Plan

-  Village Of Williams Bay (2010)
-  Other City/Village Boundaries
-  Town Boundaries
-  Sections w/Section Numbers
-  Parcels
-  Extraterritorial Jurisdiction Boundaries (2010)
-  Urban Service Area Boundary
-  Right of Way

- ### Land Use Categories
-  Agriculture/Undeveloped
 -  Single-Family Residential - Unsewered
 -  Single-Family Residential - Sewered
 -  Two-Family/Townhouse Residential
 -  Multi-Family Residential
 -  Business
 -  Institutional
 -  Industrial
 -  Extractive
 -  Public Parks & Recreation
 -  Private Recreation
 -  Conservancy
 -  Surface Water



0 500 1,000 2,000 Feet

Adopted: September 20, 2010

Source: Walworth Co. LIO; US DOT; V&A; SEWRPC; USDA-NRCS, WI DNR, WI State Historical Society

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Shaping places, shaping change




Land Use Demand Forecast

A variety of local and regional factors will continue to drive population change, household size, the balance of residential and non-residential uses, and the density of development in Williams Bay. These factors will also determine the demand for land development.

As described in the Issues and Opportunities chapter, the following land use demand projections were calculated using the Department of Administrations population projection as a basis. For the purposes of planning, it is important that the Village identify a sufficient amount of land, and recommended uses for that land, to accommodate future development, even if that forecast is not realized over the 20-year planning period. These projections include land needed for road rights-of-way, utilities, parks, and community facilities.

The analysis for land use demand is based on the following projections:

- ≈ **2009 to 2030 population change:** For planning purposes, the Wisconsin Department of Administration has projected the Village's 2030 population to be 3,426, or an additional 753 people.
- ≈ **Projected number of new housing units:** Population projections for each five year period were divided by the Department of Administration's projected average household sizes to yield the number of projected new housing units for each five year period through 2030. Based on this calculation, there will be a projected 326 additional housing units in the Village by the year 2030.
- ≈ **Residential Land Demand:** Land demand projections were calculated using two steps. First, at the time this Plan was written, the Village already had roughly 261 approved and platted lots that had not yet been developed. It was assumed that these lots would be developed first. So the number of estimated additional housing units was subtracted from the number of already approved lots for each five year period until there were no more approved lots available. Then for the five year increments in which there would be a remaining demand for additional unplatted land to accommodate new housing units (2020 through 2030), the projected number of housing units was divided by 2.5, which is the average density of development that has been approved as part of the Village's most recent subdivisions. For the purposes of this calculation, it was assumed that the number of homes being occupied for seasonal housing would remain stable (neither increase nor decrease) over the planning period.
- ≈ **Non-Residential Land Demand:** It was assumed that over the planning period, the ratio of residential to non-residential development would remain similar to what it was at the time this Plan was written (25% non-residential).

Figure 6.4 shows projected land demand in five-year increments. In addition, given that the market for land is not only driven by demand, but is also dictated by timing and the desires of land owners and developers, it is important to factor in an allowance for uncertainty. In other words, a given parcel of land may not be available for development when the market is ripe for development. Therefore, incorporating a flexibility factor ensures that the supply of areas designated as appropriate for development will be able to accommodate future demand.

Figure 6.4: Land Demand Projections in Five Year Increments, 2009-2030

	2009-2010	2010-2015	2015-2020	2020-2025	2025-2030	Total 2009-2030
Projected number of new residents	100*	178	175	161	139	753
Projected household size	2.36	2.33	2.31	2.29	2.26	--
Projected number of new housing units	42	76	76	70	61	326
Projected housing units after already platted lots are developed	0	0	0	3	61	64
Total residential acreage demand (2.5 du/acre)	0 acres	0 acres	0 acres	2 acres	24 acres	26 acres
Land demand for residential right-of-way (x 20%)	0 acres	0 acres	0 acres	0 acres	5 acres	5 acres
Total residential acreage demand	0 acres	0 acres	0 acres	2 acres	29 acres	31 acres
Non-residential acreage demand	6 acres	10 acres	10 acres	9 acre	8 acres	43 acres
Land demand for non-residential right-of-way (x 15%)	1 acre	2 acres	2 acres	1 acre	1 acre	7 acres
Total acreage demand for non-residential uses	6 acres	12 acres	12 acres	11 acres	9 acres	50 acres
Total acreage demand for all uses	6 acres	12 acres	12 acres	12 acres	39 acres	81 acres
Total acreage demand plus flexibility factor of 100%	12 acres	24 acres	24 acres	24 acres	78 acres	162 acres

* Accounts for differences in the Department of Administration’s 2010 population projections and its 2009 population estimate.

Land Supply

Based on the projected population and including the flexibility factor, land demand for new development over the next 20-25 years will be roughly 162 acres, although it is expected that much of this land will not be needed for many years given the abundant supply of platted residential lots in the Village that have not yet been developed. In addition to these lots, the supply of land available for future development includes other vacant parcels within the Village limits, lands located adjacent to the Village but not yet located in the Village (most of which are located with the sewer service area), and land that is currently developed but may be redeveloped over the planning period. Building limitations for individual sites will need to be assessed by the developer and the Village when a specific development proposal is being considered.

Over the planning period, agricultural lands located in and around the Village are projected to decrease slightly as these areas become developed. Since much of the Village’s long-term development will occur on what is presently agricultural land, it is reasonable to project that the amount of agricultural land within the Village’s planning area will decrease by up to 94 acres by 2030. Future non-residential development will be mostly comprised of commercial and institutional land uses, as the Village is not planning for any additional industrial development areas.

LAND USE GOALS, OBJECTIVES, AND POLICIES**Goal:**

Promote a future land use pattern that enhances the Village's character and complements and preserves its key natural assets, including Geneva Lake and the Kishwaukee Nature Conservancy.

Land Use Objectives:

1. Encourage incremental and orderly development so as to preserve rural character and productive farms around the Village.
2. Ensure a desirable and compatible mix of land uses that are consistent with the Village's character and long-term vision.
3. Promote efficient land use patterns that utilize existing utilities and infrastructure to serve new development whenever possible.
4. Coordinate land development with planned transportation system improvements.
5. Direct new development to areas within and immediately surrounding existing development.
6. Ensure that the Village has adequate room to accommodate future growth.
7. Plan for an adequate amount of land to accommodate a variety of land uses, including residential, commercial, and institutional.
8. Promote the revitalization of the central business district and other underused properties of the Village.

Land Use Policies:

1. Prioritize residential infill and redevelopment opportunities where feasible.
2. Follow the land use recommendations that are mapped and described in this Plan when reviewing new rezoning requests and making detailed land use decisions.
3. Direct new development first to lots that are already zoned, divided, and improved, and then to locations adjacent to existing development with convenient access to commercial and recreational facilities, transportation systems, schools, and other necessary facilities and services.
4. Minimize conflicts between neighboring land uses through the use of logical land use transitions and bufferyards.
5. Use extraterritorial land division review and other techniques to direct intensive new development, such as subdivisions and commercial development to the Village so as to preserve remaining agricultural areas and the Village's future growth options.
6. Require all new development within the sewer service area to be served with the full array of municipal services (e.g. sanitary sewer, storm sewer, municipal water, police, fire, etc.).
7. Coordinate Village planning and development with the school district to help ensure that schools have sufficient capacity to accommodate new students and to ensure a sufficient student population to enhance and maintain high-quality district services.
8. Strengthen existing areas of the Village through maintenance of the existing housing stock, creative reuse of vacant or under-utilized buildings, and infill on vacant parcels.

9. Strive for compatibility of adjacent land uses by requiring site plan review for all mixed and multi-family residential, commercial, and institutional land uses.
10. Require new development and redevelopment projects to include high quality building design, landscaping, and signage. Consider amendments to the Village's zoning ordinance to address design standards in greater detail.
11. Require detailed development plans for all new residential neighborhoods that include: the proposed land use pattern, proposed zoning, proposed lot pattern, location of necessary municipal utilities, location of parks and public amenities, proposed transportation network (included sidewalks and trails), a demonstration of how the neighborhood would be interconnected with existing or future neighborhoods, and a development phasing timetable so the Village can coordinate capital improvements with the development of the area.
12. For all future residential development and redevelopment, including development of the extraction site north of the Village, all lot sizes shall be consistent with the lot sizes specified for the applicable future land use category. In all cases, lots shall only be located on areas of the site not characterized by primary or secondary environmental corridor, isolated natural resources features, wetlands, drainageways, or slopes greater than 12 percent.
13. Potentially undertake a study of existing lakeshore residential development and alternative approaches to limit teardowns and/or large-scale additions.
14. Parcels for which the future land use indicated on Map 5 does not match the existing land use as indicated on Map 4 (e.g., existing use is business and future land use is residential) will be regulated by the provisions associated with the parcel's zoning district. Where applicable, uses that are considered nonconforming under the Village's zoning ordinance will be allowed to continue subject to the standard nonconforming use provisions, including those that relate to property maintenance, restoration, and expansion. In general, regardless of zoning, basic ongoing maintenance and repairs are supported and encouraged for all existing land uses.

LAND USE-SPECIFIC POLICIES AND RECOMMENDATIONS

This section of the *Plan* is intended to guide land use and development in the Village over the next 20 years. Map 5, the Future Land Use map, is the centerpiece of this chapter and illustrates the Village's land use direction. The map is based on an analysis of a variety of factors, including overall development trends, location and availability of vacant land in the Village, location of areas logical for future development and redevelopment based on the locations of existing development, sewer service area boundaries, and environmental constraints. The Future Land Use map and the following detailed recommendations also reflect citizen input during the planning process, and the Village's overall vision for its future, presented in the Issues and Opportunities chapter.

The Future Land Use maps and related policies described below should be used as a basis to update the Village's regulatory land use tools, such as the zoning map. They should also be used as a basis for all public and private sector development decisions. These include annexations, re-zonings, conditional use permits, subdivisions, extension of municipal utilities, and other public or private investments. Changes in land use to implement the recommendations of this Plan will generally be initiated by property owners and private developers. In other words, this Plan does not automatically compel property owners to change the use of their land.

Although the following land use recommendations cover a large geographic area, it is not assumed that all areas depicted on the Future Land Use map will develop during the next 20 years. Also, not all land shown for development on Map 5 will be appropriate for rezoning or other land use approvals immediately following adoption of this Plan. Rather, the Future Land Use map shows those areas in and around the Village that are the most logical development locations for new Village growth, regardless of the absolute timing of development. Given service demands and other factors, careful consideration to

the amount, mix, and timing of development to keep it manageable and sustainable is essential. The Village advocates the phased development of land that focuses growth in areas and types that advance the vision of the community and that can most efficiently be served by transportation, utilities, public services, and other community facilities.

Wisconsin Statutes specifically allow villages to prepare plans for lands both inside and outside their municipal boundaries—up to the edges of their extraterritorial jurisdictions. To effectively manage growth, this Plan identifies desirable land use patterns within the existing Village limits and in unincorporated areas around the Village, with the recognition that the Village’s growth will be facilitated or impeded by the patterns of growth and preservation in the adjacent unincorporated area. As a result, implementing many of the land use recommendations of this Plan will benefit from intergovernmental coordination and cooperation. Specific strategies and opportunities for cooperation are described in the Intergovernmental Cooperation chapter. The Village may also take unilateral action as allowed by law to attempt to carry out its land use vision.

Each of the future land use categories shown on Map 5 is described below. Each land use category description summarizes where that type of land use should be promoted, the appropriate zoning districts to implement that category, policies related to future development in areas designated by that category, and overall approaches for achieving the Village’s overall vision for the future.

Residential Future Land Use Categories

1. Exurban Residential

Description: This future land use category is intended to accommodate residential development served by on-site wastewater treatment (septic) systems and with lot sizes between 1 acre and 35 acres. This type of development is shown on Map 5 in areas outside the Village limits that have already been developed with unsewered subdivisions.

Recommended Zoning: Exurban residential development will be regulated by county or town zoning.

Policies: The following policies and programs are recommended for this future land use category in areas on Map 5 where this category is shown:

- a. Except for the areas indicated for this use on Map 5, the Village should exercise its extraterritorial land division review authority to ensure that additional Exurban Residential development is not permitted within the Village’s extraterritorial jurisdiction (1.5 miles), except at densities that do not exceed 1 lot per 35 acres (see Agriculture/Rural future land use category), or in areas mutually agreed upon by the Village and affected town.



Example of Exurban Residential development

- b. Require sensitivity toward natural resources and water quality with new development projects, including assurances that concentrations of on-site waste treatment systems will not negatively affect groundwater quality and that storm water will be properly managed according to best practices.
- c. Ensure that new development in areas outside the Village does not impede the logical future extension of municipal utilities or Village growth.

2. Large Lot Residential Preservation

Description: This future land use category is intended for single-family detached residential development, served by public sanitary sewer and water and full urban services. Small community facility uses—such as parks, schools, and churches—may also be built on lands within this category. As shown on Map 5, future Large Lot Single-Family development areas are shown mainly in areas in which this land use existed at the time this Plan was written, particularly along the shores of Geneva Lake.

Recommended Zoning: The existing Village zoning districts most appropriate to implement this future land use category include the RS-1 and RS-2 Single Family Residential districts.

Policies and Programs: The following policies and programs are recommended for this future land use category in areas on Map 5 where this category is shown:

- a. Prohibit higher density residential (e.g. two flats, duplexes, apartments) or intensive non-residential land uses in Large Lot Residential Preservation areas.
- b. To encourage efficient development patterns, generally limit Large Lot Residential Preservation development to areas of the Village where this type of development existed at the time this Plan was written. If the Village determines it is desirable to accommodate Large Lot Residential Preservation development in new areas in the future, require annexation and connection to public sanitary sewer and water as a condition of development approval.
- c. If new areas are planned for Large Lot Residential Preservation development in the future, ensure that roadways and open space areas are interconnected with other existing and future subdivisions.
- d. To preserve the Village's valuable waterfront estates, generally prohibit the further subdivision of lots designated on Map 5 as Large Lot Residential Preservation.



Example of Large Lot Residential Preservation development

3. Low Density Residential

Description: This future land use category is intended for single-family detached residential development, served by public sanitary sewer and water and full urban services, with lots sizes between 20,000 square feet and 1 acre. Small community facility uses—such as parks, schools, and churches—may also be built on lands within this category. As shown on Map 5, future Low Density Residential development areas are

shown on the north side of the Village, mainly in and around areas in which this land use existed at the time this Plan was written.

Recommended Zoning: The existing Village zoning district most appropriate to implement this future land use category includes the RS-3 Single Family Residential District. However, as this district is likely to be used for new residential development the Village will consider amending its zoning ordinance to establish more specific site design standards for properties zoned RS-3 Single Family Residential, specifically as they relate to the preservation of open space/natural resource areas and scenic views.

Policies and Programs: The following policies and programs are recommended for this future land use category in areas on Map 5 where this category is shown:

- a. Plan for interconnected road and open space networks in residential areas and between individual subdivisions. Discourage the use of cul-de-sacs in new neighborhoods.
- b. Prohibit higher density residential (e.g. two flats, duplexes, apartments) or more intensive non-residential land uses (e.g., commercial uses) in Low Density Residential areas.
- c. Minimize the potential for incompatible land uses (e.g., high traffic generators, noisy users, etc.) within or next to single-family neighborhoods. Where such uses do occur in close proximity, the Village should encourage the use of landscape buffers to mitigate the impacts that such land uses could have on residential neighborhoods.
- d. Thoughtfully locate community facilities such as sidewalks, paths/trails, parks, schools, and churches in areas that are close to residential areas.

4. Medium Density Residential

Description: This future land use category is intended for single-family detached residential development, served by public sanitary sewer and water and full urban services, with lots sizes between 10,000 square feet and 20,000 square feet. Small community facility uses—such as parks, schools, and churches—may also be built on lands within this category. As shown on Map 5, future Medium Density Residential development areas are shown mainly in and adjacent to areas in which this land use existed at the time this Plan was written.

Recommended Zoning: The existing Village zoning districts most appropriate to implement this future land use category include the RS-3 and RS-4 Single Family Residential districts. However, as these two district are likely to be used for new residential development, the Village will consider amending its zoning ordinance to establish more specific site design standards for properties zoned RS-3 and RS-4 Single Family Residential, specifically as they relate to the preservation of open space/natural resource areas and scenic views.



Example of Low Density Residential development

Policies and Programs: The following policies and programs are recommended for this future land use category in areas on Map 5 where this category is shown:

- a. Plan for interconnected road and open space networks in residential areas and between individual subdivisions. Discourage the use of cul-de-sacs in new neighborhoods whenever possible.
- b. Prohibit higher density residential (e.g. two flats, duplexes, apartments) or more intensive non-residential land uses (e.g., commercial uses) in Medium Density Residential areas.
- c. Minimize the potential for incompatible land uses (e.g. high traffic generators, noisy users, etc.) within or next to single-family neighborhoods. Where such uses do occur in close proximity, the Village should encourage the use of landscape buffers to mitigate the impacts that such land uses could have on residential neighborhoods.
- d. Continue to enforce the Village's property maintenance requirements to uphold the quality and character of the Village's existing residential neighborhoods.
- e. Thoughtfully locate community facilities such as sidewalks, paths/trails, parks, schools, and churches in areas that are close to residential areas.



Example of Medium Density Residential Development

5. Village Residential

Description: This future land use category is intended for single-family detached residential development, served by public sanitary sewer and water and full urban services, with lots sizes between 7,200 square feet and 10,000 square feet. Small community facility uses—such as parks, schools, and churches—may also be built on lands within this category. As shown on Map 5, future Village Residential development areas are shown around the central business district and on the east side of the Bay in areas in which this land use existed at the time this Plan was written.



Example of Village Residential Development

Recommended Zoning: The existing Village zoning districts most appropriate to implement this future land use category include the RS-5 Single Family Residential district and the RS-6 Cedar Point Park Subdivision district.

Policies and Programs: The following policies and programs are recommended for this future land use category in areas on Map 5 where this category is shown:

- a. Prohibit higher density residential (e.g. two flats, duplexes, apartments) or more intensive non-residential land uses (e.g., commercial uses) in Village Residential areas.
- b. Minimize the potential for incompatible land uses (e.g. high traffic generators, noisy users, etc.) within or next to single-family neighborhoods. Where such uses do occur in close proximity, the Village should encourage the use of landscape buffers to mitigate the impacts that such land uses could have on residential neighborhoods.
- c. Continue to enforce the Village's property maintenance requirements to uphold the quality and character of the Village's existing residential neighborhoods.
- d. Thoughtfully locate community facilities such as sidewalks, paths/trails, parks, schools, and churches in areas that are close to residential areas.

6. Two Family/Townhouse Residential

Description: This future land use category is intended to allow for detached single-family, two-family, and attached single-family residential uses (with individual exterior entrances) such as duplexes, townhomes/row-homes, and two-flats, all served by public sanitary sewer and water and full urban services. Small community facility uses—such as parks, schools, and churches—may also be built on lands within this category. Two Family/Townhouse Residential land uses are shown on Map 5 in the area west of the central business district, north of Geneva Street, and generally east of Valley Street.



Example of Two Family/Townhouse Residential

Recommended Zoning: The existing Village zoning district most appropriate to implement this future land use category is the RM-2 Multiple Family Residential district.

Policies and Programs: The following policies and programs are recommended for this future land use category in areas on Map 5 where this category is shown:

- a. Prohibit higher density residential (e.g. apartments) or more intensive non-residential land uses (e.g., commercial uses) in Two-Family/Townhouse Residential areas.
- b. Consider adopting a new residential zoning district that would accommodate single-family, two-family, and perhaps some moderate density townhouse development, but would not allow more intensive multiple-family uses. If and when such a district is adopted, consider down-zoning the area designated on Map 5 as Two-Family/Townhouse Residential to this new zoning district.

- c. For town-home/row-home developments, require a detailed site plan, building elevations, landscape plan, lighting plan, grading/storm water management plan, and signage plan for all residential buildings containing three or more dwelling units prior to development approval.
- d. Promote architectural design of new mixed residential development that is compatible with the surrounding neighborhood including building and facade materials, building height, building bulk, setbacks, window and door styles and placements, roof designs, and colors.

7. Mixed Residential

Description: This future land use category is intended to accommodate a variety of residential units, including multi-family development in a variety of forms with no more than 8 units per building, townhouses, and single and two-family residences, all served by public sanitary sewer and water and full urban services. Small community facility uses—such as parks, schools, and churches—may also be built on lands within this category. Mixed Residential land use is shown on Map 5 in various locations scattered throughout the Village’s central neighborhoods.

Recommended Zoning: The existing Village zoning district most appropriate to implement this future land use category includes the RM-2 Multiple Family Residential district.

Policies and Programs: The following policies and programs are recommended for this future land use category in areas on Map 5 where this category is shown:

- a. Disperse mixed residential development in appropriate locations throughout the Village, rather than creating large concentrations of this type of development in just a few areas.
- b. Consider down-zoning certain areas around the central business district that are currently zoned RM-2, but that are primarily comprised of single-family uses to better manage future land use patterns in these areas.
- c. Require a detailed site plan, building elevations, landscape plan, lighting plan, grading/storm water management plan, and signage plan for all residential buildings containing three or more dwelling units prior to development approval.
- d. Require mixed residential housing developments to provide on-site open space areas that serve the needs of the project’s residents, in addition to public park land requirements applicable to all residential development.
- e. Include facilities for bicyclists (e.g., bike storage racks) as part of all mixed residential development designs.
- f. Link parking lots to building entrances by pedestrian walkways that are physically separated from vehicular movement areas.



Example of Mixed Residential Development

- g. Encourage the use of balconies, porches, stoops, garden walls, varied building and facade setbacks, varied roof designs, bay windows, and similar design features in new mixed residential project designs. In general, multi-family dwelling units in Williams Bay should be designed so they appear to be a grouping of smaller residential units.
- h. Promote architectural design of new mixed residential development that is compatible with the surrounding neighborhood including building and facade materials, building height, building bulk, setbacks, window and door styles and placements, roof designs, and colors.
- i. Update the Village's zoning ordinance to require conditional use permits for multi-family developments with buildings that have more than five dwelling units or that are comprised of more than one principal structure.

8. Multi-Family Residential

Description: This future land use category is intended to accommodate multi-family residential development in a variety of forms, with up to and beyond 8 units in a building, all served by public sanitary sewer and water and full urban services. Small community facility uses—such as parks, schools, and churches—may also be built on lands within this category. Mixed Residential land use is shown on Map 5 in various locations scattered throughout the Village's central neighborhoods.

Recommended Zoning: The existing Village zoning district most appropriate to implement this future land use category includes the RM-1 Multiple Family Residential district.

Policies and Programs: The following policies and programs are recommended for this future land use category in areas on Map 5 where this category is shown:

- a. Disperse Multi-Family Residential development in appropriate locations throughout the Village, rather than creating large concentrations of this type of development in just a few areas.
- b. Consider down-zoning certain areas around the central business district that are currently zoned RM-1, but that are primarily comprised of single-family uses to better manage future land use patterns in these areas.
- c. Require a detailed site plan, building elevations, landscape plan, lighting plan, grading/storm water management plan, and signage plan for all residential buildings prior to development approval.
- d. Require Multi-Family Residential housing developments to provide on-site open space areas that serve the needs of the project's residents, in addition to public park land requirements applicable to all residential development.
- e. Include facilities for bicyclists (e.g., bike storage racks) as part of all Multi-Family Residential development designs.



Example of Multi-Family Residential Development

- f. Link parking lots to building entrances by pedestrian walkways that are physically separated from vehicular movement areas.
- g. Encourage the use of balconies, porches, stoops, garden walls, varied building and facade setbacks, varied roof designs, bay windows, and similar design features in new mixed residential project designs. In general, multi-family dwelling units in Williams Bay should be designed so they appear to be a grouping of smaller residential units.
- h. Promote architectural design of new mixed residential development that is compatible with the surrounding neighborhood including building and facade materials, building height, building bulk, setbacks, window and door styles and placements, roof designs, and colors.
- i. Update the Village's zoning ordinance to require conditional use permits for multi-family developments with buildings that have more than five dwelling units or that are comprised of more than one principal structure.

Non-Residential Future Land Use Categories

1. Village Center

Description: This future land use category is intended for a mix of pedestrian-oriented commercial, office, institutional, and residential uses in a "downtown" setting. This category is shown on Map 5 in the Village's central business district.

Recommended Zoning: The existing Village zoning district most appropriate to implement this future land use category includes the B-2 Central Business District.

Policies and Programs: The following policies and programs are recommended for this future land use category in areas on Map 5 where this category is shown:

- a. Promote the central business district as Williams Bay's commercial, cultural, and social center and gathering place.
- b. Require that all projects submit and have approved detailed building elevations and site plans showing the proposed locations of the building(s), parking, storage, loading, signage, landscaping, and lighting prior to development approval.
- c. Orient development towards the street with reduced front yard setbacks. Update the Village's zoning ordinance to require maximum setback requirements and other building and site design standards for new developments in the central business district.
- d. Support and promote opportunities to enhance functional, safe, and attractive connections between the central business district, Kishwauketoe Nature Conservancy, and Lakefront Park (also see the Economic Development chapter).
- e. Encourage infill development and redevelopment in the central business district to encourage a mixture of commercial, institutional, and appropriate residential development.
- f. Encourage continued revitalization of the central business district through streetscape enhancements and the redevelopment of key properties (also see the Economic Development chapter).
- g. Use marketing, investment, and incentive strategies to promote and retain specialty businesses and services in the central business district (also see the Economic Development chapter).
- h. Require the installation of bike racks and pedestrian amenities (e.g. benches, covered entryways) for new development in the central business district to further emphasize the Village as an ideal place for outdoor recreation.

- i. As part of an overall strategy to advance the revitalization of the central business district (see the Economic Development chapter), the Village may consider adjusting the B-2 zoning district boundaries to accommodate some lands immediately adjacent to, and functionally already within, the central business district, including properties west of Walworth Avenue and east of Elmhurst Street.

2. Community Business

Description: This future land use category includes indoor commercial, office, some institutional, and controlled outdoor display land uses intended to serve the entire community. This category is also intended to accommodate and promote the continuation of existing businesses in the Village, including any industrial uses existing at the time this Plan was written. Community Business use areas are depicted on Map 5 mostly in areas where these uses existed at the time this Plan was written. Some additional commercial development was shown at the intersection of Highway 50 and Highway 67 north of the Village.

Recommended Zoning: The existing Village zoning districts most appropriate to implement this future land use category include the B-1 Neighborhood Business District, the B-3 Waterfront Business district, and the B-4 Gateway Business district. M-1 Industrial zoning is appropriate for those properties that were zoned M-1 Industrial at the time this Plan was adopted (2010): WWUP 00001A, WSS 00001, and WA330400001.

Policies and Programs: The following policies and programs are recommended for this future land use category in areas on Map 5 where this category is shown:

- a. Control access off of collector streets by limiting the number of and ensuring adequate spacing between access points. Promote cross-access between individual developments, as this will help avoid future congestion and traffic safety problems.
- b. Amend the Village's B-3 Waterfront Business District to identify appropriate permitted-by-right uses as well as conditional uses.
- c. Avoid extensive, uninterrupted areas of strip commercial development in future commercial areas by interspersing institutional and residential land uses with commercial development.
- d. Continue to require that all proposed commercial projects submit a detailed site plan, building elevations, lighting plan, grading/storm water management plan, landscaping plan, and signage plan prior to development approval.
- e. Ensure that future Community Business development is adequately buffered from residential development areas.
- f. Keep unattractive commercial uses out of high-visibility areas, such as major intersections and community entryways.



Example of Community Business development

- g. Promote high-quality commercial development north of the Village around the Highway 50/Highway 67 intersection, as this will be an important long-term gateway into the community.
- h. Require the use of high-quality building materials, attractive lighting, and signage that is compatible with other areas of the Village. Recommended design standards for commercial development projects are included in the Economic Development chapter, and should be included in an updated zoning ordinance.
- i. Update the Village's zoning ordinance to require conditional use permits for commercial buildings over 10,000 square feet and multi-building developments. Adopt detailed design requirements for such large-scale buildings and projects as part of the zoning ordinance.

Other Land Use Categories

1. Institutional

Description: This future land use category is intended to encompass larger-scale public buildings, hospitals, power substations, schools, churches, and special-care facilities, and similar public and quasi-public uses. Some types of smaller institutional such as churches and parks may be included under other land use categories. Institutional uses have been shown on Map 5 in areas of the Village where these uses existed at the time this *Plan* was written and includes the observatory property, the various campgrounds in the Village, and George Williams College grounds, among others.

Recommended Zoning: The existing Village zoning district most appropriate to implement this future land use category includes the I-1 Institutional district.

Policies and Programs: The following policies and programs are recommended for this future land use category in areas on Map 5 where this category is shown:

- a. Update the Village's zoning ordinance to require conditional use permits for institutional buildings over 10,000 square feet and multi-building developments. Adopt detailed design requirements for such large-scale buildings and projects as part of the zoning ordinance.
- b. Require site plan review and high-quality site design, building design, landscaping, lighting, and signage for all institutional developments.
- c. Integrate appropriate institutional uses such as school and churches into new residential areas and provide an adequate distribution of institutional uses throughout the Village.
- d. Buffer nearby residential uses from institutional uses through the use of decorative fencing, vegetative screening, berms, or similar features.
- e. Minimize the potential negative effect on existing traffic flows and volumes in the surrounding neighborhood by requiring all parking needs for large-scale institutional uses to be met on site, except parking for special events, which may be specifically served by remote parking sites.
- f. Design institutional uses to be easily served by bicycle routes and pedestrian paths and to connect with existing or planned future bike and pedestrian facilities.
- g. Preserve key institutional uses such as Yerkes Observatory and the Holiday Home Camp to advance the Village's image as place for education, spiritual renewal, and outdoor recreation.

2. Parks and Open Space

Description: This future land use category includes both public and private parks devoted to active and passive recreational activities, as well as generally continuous open space systems comprised of sensitive natural resources and/or characterized by limitations for development such as floodplains and wetlands. This designation also includes conservancy lands that have been preserved for their environmental significance or sensitivity or for flood protection and storm water management. Such natural areas may

also accommodate limited passive recreational activities. Parks and Open Space areas have been shown on Map 5 mostly in areas where such uses existed at the time this Plan was written or where expansions to or new parks and open space areas are planned for the future. This category includes the Kishwaukee Nature Conservancy lands. Some smaller parklands may also be mapped in other residential future land use categories.

Recommended Zoning: The existing Village zoning districts most appropriate to implement this future land use category include the P-1 Park district, C-1 Conservancy district, FWO Floodway Overlay district, and the FFO Floodplain Fringe Overlay district.

Policies and Programs: The following policies and programs are recommended for this future land use category in areas on Map 5 where this category is shown:

- a. Strive to provide neighborhood parks within safe walking distance of all residential neighborhoods, typically between ¼ mile to ½ mile.
- b. Design future planned neighborhoods around and with access to natural features and parklands without negatively affecting the environmental health of these areas.
- c. New development in mapped Environmental Corridor areas should be generally prohibited.
- d. If development is proposed in areas where environmental corridors have been mapped or are adjoining, the landowner or developer is responsible for determining the exact boundaries of the Environmental Corridor based on the wetland, floodplain, steep slope, or other natural feature(s) that comprise the corridor.
- e. Revise the subdivision ordinance as necessary to ensure that new residential development dedicates an adequate amount of land for public parks and recreation (also see the Utilities and Community Facilities chapter).
- f. Ensure that all land use decisions take into consideration the park recommendations included in the Utilities and Community Facilities chapter of this Plan, including the desired locations of future parks (see also Map 6).

3. Agriculture/Rural

Description: This future land use category indicates areas intended for agricultural uses, farmsteads, and rural housing where the cumulative development density will not exceed one new dwelling for each 35 acres of land owned, and lots sizes between 1 acre and 100,000 square feet so as to preserve agricultural lands and natural features. The Agriculture/Rural future land use category has been mapped in areas mostly north and west of the Village in areas where limited exurban residential development existed at the time this Plan was written.

Recommended Zoning: The existing Village zoning district most appropriate to implement this future land use category includes the A-1 Agricultural district. However, agricultural uses outside the Village will be regulated by County or Town zoning.

Policies and Programs: The following policies and programs are recommended for this future land use category in areas on Map 5 where this category is shown:

- a. Fully exercise the Village's authority to review proposed land divisions within the Village's extraterritorial jurisdiction to help ensure the implementation of this desired future land use designation.
- b. Support land developments in areas designated as Agriculture/Rural on Map 5 only when they are clearly consistent with the description above, when proposed housing (or other non-farm use) density is not greater than one dwelling (or other non-farm use) per 35 acres, and when lot sizes are between 1 acre and 100,000 square feet.

- c. Do not extend public sanitary sewer service or public water service into Agriculture/Rural areas unless and until and unless the Village changes the future land use category for such areas through a *Comprehensive Plan* amendment and the land is annexed into the Village.
- d. Work with the surrounding towns and Walworth County to implement these policies and programs in a cooperative manner, where possible.
- e. Lands located on the south side of Highway 67 (across from the school campus), west of the Village, and within the Williams Bay sewer service area have been shown on Map 5 in the agriculture/rural future land use category. The Village anticipates this area will be ripe for sewer, Village development some time within the planning period (before 2030). However, during the comprehensive planning process the Village determined that several land uses may be appropriate for this area, including office/business park development (see the Economic Development chapter), high-quality commercial development, residential development, or a mix of uses. As such, the Village decided to depict this area in the agriculture/rural future land use category to enable the consideration of a variety of opportunities as development concepts arise over time. This future land use designation will also help ensure this land remains undeveloped until it is determined to be appropriate for Village development. Before any development could occur on these lands (beyond that which is allowed by County zoning based on the existing lot sizes), the Village would have to amend this comprehensive plan to reflect the appropriate future land use category (and adjust other policies as necessary), approve an annexation request, and rezone the land to the appropriate Village zoning district(s).

Existing and Potential Land Use Conflicts

Land use conflicts mostly exist in areas of the Village where more intensive non-residential uses abut residential uses, such as in the central business district where industrial uses are adjacent to single-family and multi-family residential and in areas surrounding the quarry. The presence of certain industrial uses in the central business district also conflict with the Village's desired central business district character. The policies and recommendation in this Plan are intended to minimize and/or mitigate these conflicts.

Smart Growth Areas and Opportunities for Redevelopment

"Smart Growth" Areas are defined by the State of Wisconsin as "areas that will enable the development and redevelopment of lands with existing infrastructure and municipal, state, and utility services, where practical, or that will encourage efficient development patterns that are both contiguous to existing development and at densities which will have relatively low municipal, State governmental, and utility costs."

In Williams Bay, smart growth areas include the central business district, potential redevelopment sites such as those listed below, and platted but not-yet-developed lots in the Village's existing subdivisions. Opportunities for neighborhood revitalization and investment exist in the Village's central neighborhoods primarily west and south of the central business district.

The Village currently has several sites and areas that present opportunities for redevelopment. These include the following:

- ≈ The Elementary School Property: At some point in the future, the Village's elementary school located at 139 Congress Street, may be relocated to the High School property, potentially leaving the existing site available for reuse or redevelopment. Given that the property is surrounded by a residential neighborhood, the most appropriate future use for this property is either some sort of institutional use (e.g., another school, community/recreation center) or new single-family residential development.
- ≈ The Fire Station Property. At some point in the future, the Williams Bay fire station, located at 5 E. Geneva Street in the central business district, may be relocated to a more appropriate site, leaving the

existing site available for reuse or redevelopment. The existing building was constructed in 1936 and is a unique relic of the Village's past. Therefore, a reuse of the existing building presents an interesting opportunity to preserve the character of this site. The property's location adjacent to the central business district and Lakefront Park, across the street from the Kishwauketoe Nature Conservancy, and at the intersection of Elkhorn Road and Geneva Street is appropriate for a unique landmark development, subject to the regulations applicable to historic structures.

- ≈ Central Business District Properties. A number of properties along Elkhorn Road and Walworth Avenue in the central business district are appropriate targets for redevelopment and investment. Over the planning period, the Village intends to focus resources on the revitalization of the central business district, as outlined in the Economic Development chapter of this Plan.
- ≈ Extraction Sites. The extraction site located just west of Elkhorn Road, south of Bailey Road, is an appropriate location for future single-family residential development. See the Housing and Neighborhoods chapter of this Plan for additional recommendations for this site.

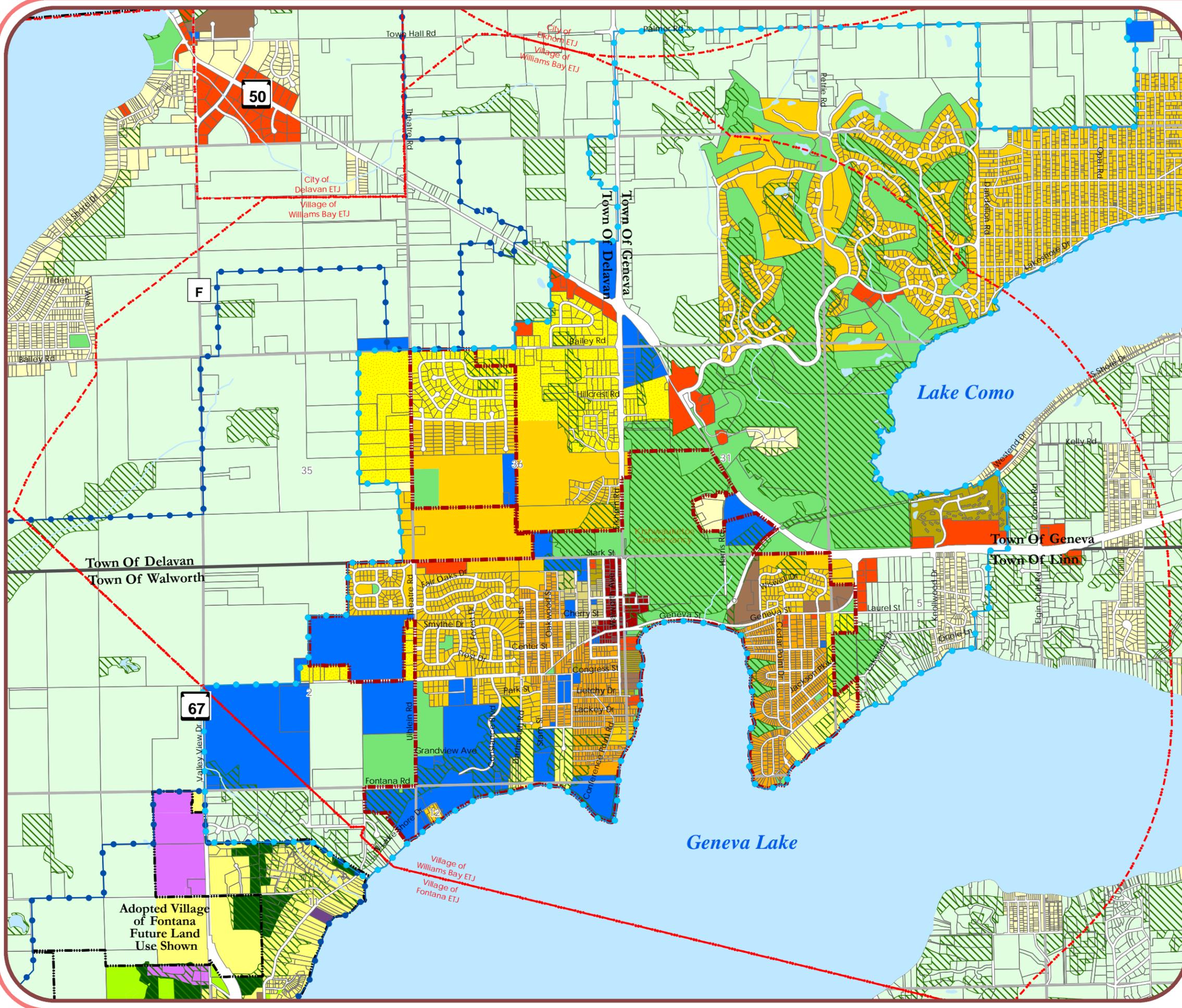
Village of Williams Bay Comprehensive Plan

- Village of Williams Bay (2010)
 - Other City/Village Boundaries
 - Town Boundaries
 - Sections w/Section Numbers
 - Parcels
 - Extraterritorial Jurisdiction Boundaries (2010)
 - Village of Williams Bay Sewer Service Area Boundary
 - Other Sewer Service Area Boundaries
 - Right of Way
- Land Use Categories**
- Agriculture/Rural
 - Exurban Residential (1.0 - 35 ac Lots)
 - Large Lot Residential (1.0 - 1.5 ac Lots)
 - Low Density Residential Preservation (no further subdivision)
 - Medium Density Residential (10,000 - 20,000ft² Lots)
 - Village Residential (7,200 - 10,000ft² Lots)
 - Two-Family/Townhouse
 - Mixed Residential
 - Multi-Family Residential
 - Community Business
 - Village Center
 - Institutional
 - Parks & Open Space
 - Environmental Corridor
 - Surface Water

Shapes on map represent general recommendations for future land use. Actual boundaries between different land use types may vary somewhat from representations on this map. Not all lands shown in a future developed land use category are immediately appropriate for development, rezoning, or subdivision.



Adopted: September 20, 2010
Source: Walworth Co. LIO; US DOT; V&A; SEWRPC; USDA-NRCS, WI DNR, WI State Historical Society



Adopted Village of Fontana Future Land Use Shown

CHAPTER SEVEN: TRANSPORTATION

This chapter includes an inventory of existing transportation facilities, review of regional and state transportation plans, and a list of goals, objectives, policies, and recommended programs to guide the future development and maintenance of transportation facilities in Williams Bay over the 20-year planning period.

TRANSPORTATION NETWORK

Roadways

Williams Bay is approximately 6 miles due south of Interstate 43, which serves as a regional, controlled-access facility within Wisconsin, connecting Milwaukee and Beloit. The Village lies between USH 12, which is located approximately 10 miles to the east, and USH 14, which is approximately 8 miles to the west. State Highway 67 serves as the Village's principal arterial roadway, connecting Williams Bay to Fontana to the southwest and Elkhorn to the northeast. State Highway 67 intersects with State Highway 50 just north of Williams Bay, which provides access to Delavan and Lake Geneva. East Geneva Street serves as the Village's primary arterial street. Cedar Point Drive, Walworth Street, and Smythe Drive are examples of Williams Bay's collector streets. Williams Street and Congress Street are examples of Williams Bay's local streets. Theater Road along on the northwest end of the Village is becoming increasingly important as a collector street due to recently constructed and approved residential subdivisions.

Scenic roads are abundant in the Geneva Lakes area, many of which have been formally designated as "Rustic Roads" by the Wisconsin Department of Transportation (WisDOT). Presently there are no formally designated "Rustic Roads" in Williams Bay, but the Village does have many scenic roads that are worthy of such designation, including Ravina Road, Constance Boulevard, Dartmouth Road, Harris Road, and Cedar Point Drive.

Rail

The Wisconsin and Southern Railroad Company owns a freight rail line that serves Walworth County. This line runs through the Village of Walworth, connects to Janesville, and ends at Fox Lake in McHenry County, Illinois. A spur of this line connects to Elkhorn. The nearest commercial passenger line is located in Racine, which provides service to Mitchell International Airport and downtown Milwaukee and Chicago. Chicago's Metra commuter rail service is available at Harvard and Woodstock, Illinois.

Public Transportation and Para-Transit

Public bus service is not available in Williams Bay; however rideshare programs are available to residents in Walworth County. WisDOT offers a free rideshare for residents in southeastern Wisconsin. The program matches individuals based on origins, destinations, and work hours. The rideshare program is available to those commuting to northern Illinois. Vanpool options are also available to residents who commute to Madison. A park and ride facility is also located in Elkhorn, just 6 miles north of Williams Bay.

On-demand transportation service is provided to disabled persons and persons age 60 and above. This service is provided by Walworth County Health and Human Services.

Truck and Water Transportation

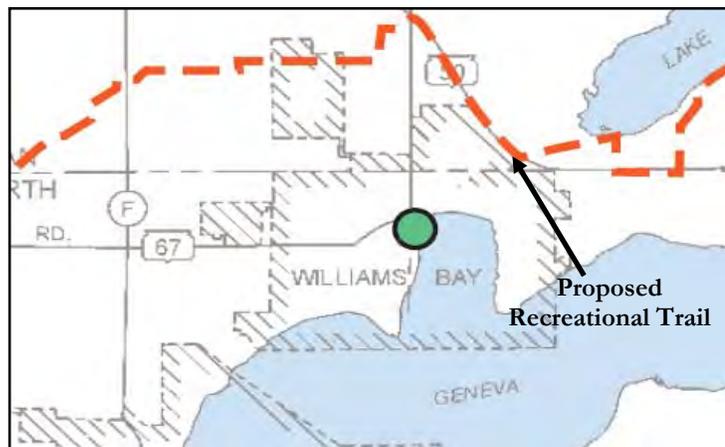
I-43 and USH 12 are the designated truck routes nearest Williams Bay. State Highway 50 and State Highway 67 serve as restricted truck routes, allowing trailers up to 75 feet. There is no waterborne freight transportation in Williams Bay.

Bicycle and Pedestrian Transportation

Presently, the Williams Bay transportation network does not include bicycle facilities aside from roadways. Walking paths include the four miles of passive recreational trails within the Kishwaukee Conservancy and the 22-mile walking path along the shore of Geneva Lake. The Williams Bay portion of the Lakeshore Path encompasses about four miles and traverses through the camp district.

The Walworth County Park and Open Space Plan proposes a recreational trail to the north and east of Williams Bay (See Figure 7.1). Once constructed, this trail would ultimately connect the Turtle Creek County Park to the White River County Park. See the summary below of the Regional Transportation System Plan for Southeastern Wisconsin for other bike and pedestrian facility plans.

Figure 7.1



Source: A Park and Open Space Plan for Walworth County

REVIEW OF STATE AND REGIONAL TRANSPORTATION PLANS

The following is a review of State and regional transportation plans and studies that relate to Williams Bay. The policies and programs described later in this chapter are consistent with these State and regional plans.

Six-Year Highway Improvement Program for Southeast Wisconsin, 2008-2013

WisDOT maintains a six-year improvement program for State and Federal highways within the Southeastern Wisconsin Region. The State of Wisconsin has 114,485 miles of public roads, from Interstate freeways to city and village streets. This highway improvement program covers only the 11,773-mile State highway system that is administered and maintained by WisDOT. The other 102,712 miles are improved and maintained by the cities, towns, counties, and villages in which the roadways are located. The State highway system consists of 743 miles of interstate freeways and 11,773 miles of State and U.S. marked highways. At this time, there are no projects planned for Williams Bay in the State's six-year program.

Transportation Improvement Program for Southeastern Wisconsin, 2009-2012

The Southeastern Wisconsin Regional Plan Commission (SEWRPC) maintains a Transportation Improvement Program (TIP), which provides a comprehensive listing of all arterial highway and public transit improvement projects proposed to be carried out by State and local governments over a four-year period (2009-2012). This TIP covers projects in the seven-county Southeastern Wisconsin Region,

including Walworth County. At this time, there are no projects planned for Williams Bay in the regional TIP program.

Regional Transportation System Plan for Southeastern Wisconsin, 2035

Adopted by SEWRPC in 2006, this plan serves as a component of WisDOT's long range transportation plan and addresses regional road, rail, transit, and bicycle and pedestrian facilities, as well as systems and demand management through the year 2035. Recommendations specific to Williams Bay include a future State Highway 67 bypass route that passes around the northwest side of the Village. This route, ultimately planned to be four lanes, would also bypass the Village of Fontana and eventually connect to State Highway 67 south of Walworth. Over the planning period, SEWRPC also plans for the expansion of State Highway 50 and portions of County Highway F to four lanes, as depicted on the adjacent map. The plan also includes recommended locations for bike and pedestrian facilities, including facilities along a segment of Highway 50 and an off-street trail connection just north of the Village's 2010 boundaries and south of the proposed Highway 67 bypass route.

Connections 2030: Wisconsin's Long-Range Transportation Plan

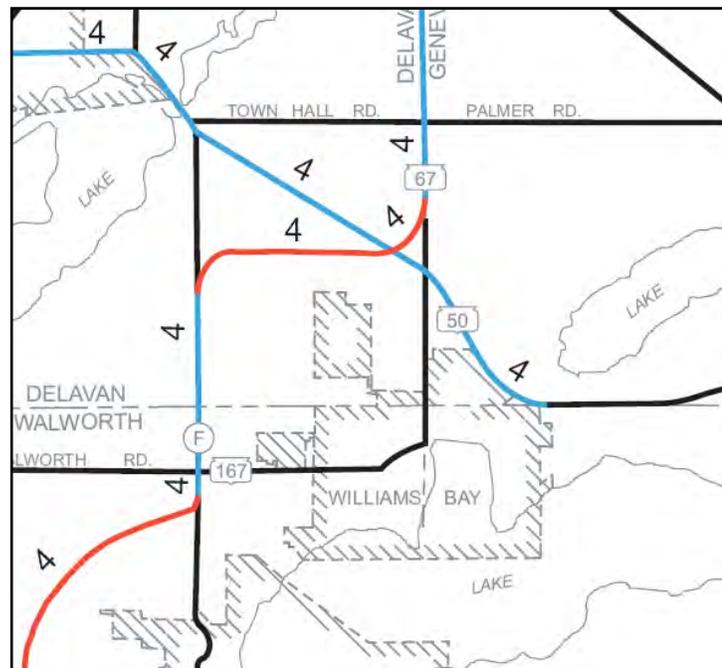
Currently under development, this multimodal transportation plan will help the State meet transportation needs for the 21st century. This plan focuses on strategies to maintain and enhance the State's transportation system to support future mobility and economic growth. Through implementation of this plan, WisDOT aims to:

- ≈ Ensure transportation system safety and security;
- ≈ Preserve the existing and future transportation system;
- ≈ Optimize investment in the system for continued safety, enhance mobility and efficiency;
- ≈ Respond to local, regional, national, and international economic trends to maintain State economic competitiveness;
- ≈ Consider environmental issues to maintain Wisconsin's quality of life; and
- ≈ Provide users with transportation choices.

Connections 2030 includes a series of multimodal corridors for each part of the state to assist the state in prioritizing investments and assist WisDOT transportation districts in identifying future segments for more detailed corridor plans. Relevant to the Village of Williams Bay are the recommendations for the widening of State Highway 50 to 4 lanes and Highway 67 bypass (shown above in Figure 7.2).

Recommendations also include plans for an intercity bus route and bicycle and pedestrian improvements along State Highway 50.

Figure 7.2



Source: Southeastern Wisconsin Regional Planning Commission

County Five-Year Highway Improvement Programs

Walworth County has a five-year highway improvement program to help plan for future construction projects on County roadways. At the time this Plan was written, the County's improvement program did not include projects for the county highways immediately surrounding Williams Bay.

TRANSPORTATION GOALS, OBJECTIVES, AND POLICIES

Goal:

Maintain a comprehensive transportation system that safely accommodates motorists, bikers, and pedestrians, and that supports the Village's economy and quality of life.

Transportation Objectives:

1. Ensure that transportation system improvements are coordinated with land development.
2. Coordinate with nearby communities to provide multi-jurisdictional transportation improvements in the planning area, such as bike and pedestrian connections and highway improvements.
3. Continue to improve safety and preserve and enhance the character and appearance of arterial and collector road corridors.
4. Enhance bicycle and pedestrian connectivity throughout the Village.
5. Provide for adequate road capacities and safe road conditions in cooperation with the county and state.
6. Coordinate with other units of government as necessary to ensure adequate transportation facilities for trucking, transit, and rail, as well as air and water travel and transit.

Transportation Policies:

1. Prepare an Official Map to reserve lands for future transportation facilities within the Village's planning area, including rights-of-way for future arterial and collector streets (e.g., Highway 67 bypass) and pedestrian and bicycle paths.
2. Take advantage of road upgrades and improvements to establish bike paths and routes on local streets throughout the Village to connect neighborhoods with schools, parks, jobs, and shopping.
3. Prepare a 5-Year Capital Improvement Program to budget for the upgrading of local roads. This type of mid-range facility planning program can help avoid fluctuations in budgets on a year-to-year basis and promote responsible borrowing of funds, where necessary.
4. Provide a continuous interconnected network of local streets, sidewalks, bicycle routes, and paths within future neighborhoods that result in safe and convenient access between neighborhoods, schools, commercial areas, and recreational amenities.
5. Work with Walworth County and private providers to continue and expand transportation options to those who require them, such as the elderly, disabled, and children.
6. Treat roadway corridors not only as facilities for movement of vehicles, but in most cases as pedestrian facilities, and in all cases as safe and attractive human environments.
7. Extend existing roads to facilitate traffic flow and planned development

TRANSPORTATION PROGRAMS AND RECOMMENDATIONS

Engage in Efforts to Implement the Proposed Highway 67 Bypass Route

For over a decade, the State has been planning for a potential rerouting of Highway 67 around the northwest side of the Village of Williams Bay (see Map 6 Transportation and Community Facilities). From the Village's perspective, the rerouting of this highway would have many positive benefits, including the following:

- Increase in efficiency and speed of inter-community travel.
- Opportunities to reinvent Elkhorn Road as an attractive, inviting, and pedestrian friendly entryway corridor.
- Improvements in traffic congestion and pedestrian safety issues in the central business district.

At the vision workshop held as part of this planning process (see the Issues and Opportunities chapter), the rerouting of Highway 67 was identified as the second-most important priority for the Village to address over the next decade. To advance these plans, the Village will consider opportunities to build community support for the project and then work with SEWRPC, WisDOT, Walworth County, and neighboring jurisdictions to move the project forward. Once initiated, the Village will participate in the corridor studies, environmental impact statements, and other efforts as necessary to implement the proposed bypass route.

Continue to Make Upgrades to Existing Village Roadways

In the future, the Village will continue to make upgrades, as needed, to local roads and will continue to budget for these projects by annually updating a 5-Year Street Improvements Program. Williams Bay will also continue to work with the county and the state to make necessary repairs and upgrades to county and state highways. When possible, utility upgrades and bike and pedestrian facility upgrades should be performed in conjunction with planned roadwork.

The Village also has an opportunity to upgrade the appearance of important corridors such as Elkhorn Road by continuing to install streetscape improvements along these roadways (also see below).

The Impact of Highway Bypasses on a Community's Development Patterns and Economy

Highway bypasses are intended to divert traffic around, rather than through, communities for the primary purpose of improving regional traffic mobility. Left unregulated, both commercial and residential development is attracted to areas where access has been established along a new bypass route (i.e. interchange locations). This can have the effect of drawing development and additional traffic farther from the community's existing businesses and infrastructure and can encourage sprawling development patterns. However, by implementing strict land division and land use policies and engaging in strategic long-term planning efforts, such development patterns can be precluded and key access points and highway interchanges can be kept rural or reserved instead for well-planned and appropriately timed development that supports the economic growth and positive image of the community.

In addition, by rerouting truck traffic from a community's central business district and alleviating traffic congestion, bypasses can actually create opportunities for communities to establish safer, more pedestrian-friendly, and attractive places for people to spend time. In order to capitalize on such opportunities, communities around which bypasses have been planned benefit from developing long-term economic and aesthetic plans for their central business district areas. These plans should address issues such as pedestrian and bike connections, streetscaping features, development design, public improvements, redevelopment/rehabilitation guidelines, and niche marketing strategies (See the Economic Development chapter).

Streetscaping projects are likely to occur incrementally, over a period of years, usually in coordination with highway or redevelopment projects.

Redesign Elkhorn Road as an Attractive Community Entryway Corridor

As part of an overall plan for central business district revitalization (see the Economic Development chapter), the Village will investigate opportunities to work with WisDOT to transform Elkhorn Road into a more attractive entryway corridor following the completion of the Highway 67 bypass.

Improvements may include the installation of a landscaped median, bike and pedestrian amenities, coordinated signage, substantial additional landscaping and street terrace trees, decorative street lights, and clear connections between the central business district, Kishwaukee Nature Conservancy, and the lakefront. Such enhancements would positively contribute to the community's identity, provide an important entryway into the Village, and would promote economic activity. The Village may take an incremental approach to actually constructing these improvements, particularly since the Highway 67 bypass is still many years in the future.

Promote Biking and Walking for Recreation and Transportation

To enhance the walk-ability and bike-ability of Williams Bay, the Village will explore the following strategies. Existing and proposed bike and pedestrian facilities are shown on Map 6.

- ≈ Design new neighborhoods to be bike-able and walk-able: As new neighborhoods are developed over time, continue to extend the Village's street grid and provide interconnected roads. Continue to discourage the installation of cul-de-sacs wherever possible. Incorporate street design standards that emphasize safety and enhance connectivity such as requiring sidewalks and street trees on both sides of all new streets. Adjust the Village's subdivision ordinance accordingly.
- ≈ Require future development to be designed for pedestrians: As redevelopment and infill development occurs throughout Williams Bay, the Village will promote development designs and densities that facilitate and encourage walking and biking. This may include requiring buildings to be built closer to the street with parking in the rear or to the side, requiring the installation of sidewalks and well-lit sidewalk access to and between buildings, and/or the installation of ground floor windows and other pedestrian oriented architectural features, where appropriate. The Village also intends to require the integration of artful and convenient bicycle parking facilities and pedestrian furniture in the central business district and as components of community gathering places and commercial development projects throughout the Village.
- ≈ Support the development of "Complete Streets": The term "complete streets" refers to streets that are designed and operated to enable safe access for all users, including pedestrians, bicyclists, motorists, and transit riders of all ages and abilities. The Complete Streets Coalition provides resources and information on how to transform existing roadway corridors into "complete streets" (www.completestreets.org). This organization also provides information on how communities can adopt "complete streets" policies.

72% of respondents at the Vision Workshop supported the Village taking an assertive role in constructing bicycle and pedestrian amenities.

One step towards developing complete streets may be to prepare a bike and pedestrian plan. The Village could establish an ad hoc bike and pedestrian committee to help oversee the development of such a plan and to advise the Board on strategies for improving walkability and bikeability in the community. As a starting point, Map 6 illustrates conceptual locations for future trails and bike facilities.

The Village intends to take advantage of opportunities as they arise for installing these facilities, such as installing bike lanes at the time of street upgrades and repairs. At minimum, the Village intends to integrate bike and trail plans into an up-to-date park and recreation plan (see the Utilities and

Community Facilities chapter) to ensure these connections between parks, schools, and neighborhoods and to increase the Village's chances for receiving WisDOT and WisDNR grant monies for such facilities.

- ≈ **Safety Features and Enforcement:** The Village will continue to plan for safety improvements for pedestrians and bicyclists along key corridors such as Geneva Street, Elkhorn Road, and Theatre Road and at major intersections. This may involve the installation of public improvements such as medians, divided bike lanes, alternative pavements types at crossings (e.g. brick), additional or modified traffic signals (e.g. pedestrian countdown signals, automated pedestrian sensors), and red light enforcement cameras. In cooperation with the Police Department, enhancing pedestrian and bicyclist safety may also involve strategies for enforcing safe driving and developing public education programs to teach bicycle safety.
- ≈ **Provide Inter-Community Trail Connections:** The Village intends to work with the County and surrounding towns, villages, and cities to establish inter-community trail connections. This effort may be combined with a regional effort to preserve open space (see the Intergovernmental Cooperation chapter).
- ≈ **Seek Safe Routes to School Funds:** The Village, in collaboration with the School District and other interested organizations, will explore the resources available at the National Center for Safe Routes to School to apply for grant monies for future projects and to generally support and sustain a Safe Routes to School Program (see call-out box), enhancing children's ability to walk and bike to school.
- ≈ **Encourage businesses that promote and support outdoor recreation:** As part of an overall plan for central business district revitalization (see the Economic Development chapter), the Village will consider strategies to recruit businesses that support and promote outdoor recreational activities such as biking. This may include equipment rental shops and retail shops.

What is Safe Routes to School?

Safe Routes to School programs are locally-based initiatives to better enable children to safely walk and bike to school. The National Center for Safe Routes to School is an organization designed to assist communities in developing their own successful Safe Routes programs and strategies. The National Center offers a centralized source of information on how to start and sustain a Safe Routes to School program, case studies of successful programs in other communities, as well as many other resources for training and technical assistance.

Source: National Center for Safe Routes to School

Consider Preparing an Official Map

The Village intends to prepare an Official Map to reserve land for roadways, trails, and other public facilities. An Official Map is a plan implementation tool authorized under Wisconsin Statutes (Section 62.23(7)) for adoption by cities and villages. An Official Map is not the same as a chamber of commerce-type road map. It is a municipal ordinance that may be used to show alignments of future roads, expanded rights-of-way for existing roads, and other planned public facilities like trails and parks. When land development is proposed in an area within which a public facility is shown on the Official Map, the city or village may obtain or reserve land for that future facility through public dedication, public purchase, or reservation for future purchase.

Cities and villages generally use Official Maps to show future highways and bypasses, other future arterial and collector streets, and suggested wider rights-of-way for some existing major streets.

Official Maps generally show desired right-of-way widths for all future new and expanded roads, but do not show detailed road improvement standards like pavement width or sidewalks. Official Maps rarely show planned minor streets, as their locations are usually difficult to determine in advance of development.

Wisconsin Statutes attach some unique authority to Official Maps. For example, a city or village may require that no building permits be issued within land shown for a future public facility on its Official Map. In addition, a community may require that no subdivision or land division may be recorded unless its arrangement conforms to the Official Map. These and related provisions may apply within both the municipal limits and within the Village's extraterritorial jurisdiction.

Support Other Transportation Options

The Village will continue to work with the County and other transportation providers to support alternative transportation options, including para-transit for the growing elderly and disabled populations, transportation services for lower income workers, and regional bus transit service to other communities. Some programs available at the time this Plan was written include:

- ≈ Specialized Transportation Assistance Program for Counties program, which provides funding for transportation services, purchasing services from any public or private organization, subsidizing elderly and disabled passengers for their use of services or use of their own personal vehicles, performing or funding management studies on transportation, training and the purchase of equipment. This program requires a 20% local match in funding.
- ≈ Elderly and Disabled Transportation Capital Assistance program. Eligible applicants include private and non-profit organizations, local public bodies that do not have private or public transportation providers available, and local public bodies that are approved providers of transportation services for the elderly and disabled. The program covers 80% of the cost of eligible equipment.
- ≈ Wisconsin Employment Transportation Assistance Program (WETAP). This program supports transportation services to link low-income workers with jobs, training centers and childcare facilities. Applicants must prepare a Regional Job Access Plan that identifies the needs for assistance. Eligible applicants include local governments and non-profit agencies.

CHAPTER EIGHT: UTILITIES & COMMUNITY FACILITIES

This chapter of the Plan contains an inventory of existing utilities and community facilities within Williams Bay and a summary of future utility and facility needs to serve the community over the 20-year planning period. This chapter concludes with detailed recommendations to implement the Village's goals, objectives, and policies related to utilities and community facilities.

EXISTING CONDITIONS OF COMMUNITY FACILITIES

Administrative Facilities

The Williams Bay Municipal Building, located 250 Williams Street, houses the offices of the Clerk, Treasurer, Administrator, Building Inspector, Municipal Court, Village Board room, Municipal Court Clerk, and the Police Department. Constructed in 1996, this facility remains in good working condition. Consideration may be given in the future to allowing the Police Department to occupy this entire facility. This scenario would require the construction of a new municipal facility to house the other municipal departments, including the Recreation Department.

Cemeteries

There are no cemeteries located within Williams Bay, however, there are active cemeteries located within neighboring townships, including: Spring Grove, St. Andrews, Roselawn Memorial Gardens, East Delavan Union, Mausoleum, and Arboretum in the Town of Delavan; Oak Hill and North Geneva in the Town of Geneva; Linn-Hebron in the Town of Linn; and Brick Church, Cobblestone/Locust Grove, Walworth Center, and Big Foot in the Town of Walworth.



The Williams Bay Municipal Building

Healthcare and Childcare

Williams Bay residents are served by the Mercy Walworth Hospital and Medical Center in Williams Bay, as well as several regional hospitals and medical centers, including the Aurora Lakeland Medical Center in Elkhorn, Memorial Hospital in Burlington, and Harvard Memorial in Harvard Illinois. Local childcare services are available at the Lakeland Preschool in Williams Bay as well as through private in-home childcare providers. It is anticipated that these private facilities will continue to provide adequate healthcare and childcare needs over the 20-year planning period.

Library

The Barrett Memorial Library, located at 65 West Geneva Street, has a collection of 16,000 books, 800

videos, 250 books on tape and 400 compact discs available for check-out. The library is a member of the Lakeshores Library System, a service that allows members to borrow materials from the collections of 53 libraries in Walworth, Racine, Dodge, Jefferson, and Washington Counties.

Parks and Recreation

Williams Bay has a distinct history of providing parks and open spaces for its residents. Williams Bay owns and operates several public park and open space facilities, including:

- ≈ The Kishwaukee Nature Conservancy, the second largest wetland remaining in the Geneva Lake watershed. Kishwaukee offers an entrance garden with shelter, 2-story viewing tower, a 1,000 foot boardwalk, and arboretum with over 100 native trees. Four miles of trails are used for walking, cross-country skiing, and snowmobiling.
- ≈ Lakefront Park, a 10-acre park featuring park benches, playground equipment, shelter, walking path, swimming beach, boat launch area, and bathhouse. The Lakefront Park area also consists of the 1-acre Edgewater Park, the 4 ½-acre East Park, and three municipal piers offering 90 boat slips and extensive fishing opportunities.
- ≈ Frost Park, a ¾-acre passive recreational facility containing a recently installed flower box and landscaping.
- ≈ Lions Field, located at 310 Elkhorn Road, contains two tennis courts, a basketball court, three baseball fields, three soccer fields, skating area, and tot playground. This 10-acre facility includes the Lions Field House, an indoor facility.
- ≈ Grandview Hill, a 15-acre recreation area just west of Lions Field, contains a rare fen, woods, and a scenic overview of Geneva Lake.
- ≈ Baywood Heights Park, a 2-acre neighborhood park, offers two tennis courts, basketball court, and tot lot.
- ≈ The 13 ¾-acre public school athletic fields are owned by the Village and maintained by the School District. This facility is used for football and softball.



Baywood Heights Park

In addition to the park facilities described above, the Village established a Park District in 1990 to provide recreational programs for residents. The Williams Bay Recreation Department, developed as a partnership between the Village and George Williams College, provides a variety of recreational and educational programs that meet the needs of the community while striving to enrich quality of life for the residents of the Village of Williams Bay.

Fire and Rescue

The Williams Bay Fire/Rescue Department provides fire protection and rescue services to the Village and the Towns of Linn and Geneva. The Department is divided into two divisions: fire and rescue squad (EMS), both reporting to the Fire Chief. The Department is comprised 33 paid-on-call personnel.

The Williams Bay fire station, built in 1936, is located at 5 E. Geneva St. in the central business district of Williams Bay. Since that time, two additions have been added to the station. The current fire station facility is not compliant with the American with Disabilities Act (ADA) of 1990. It would be very difficult and extremely costly to bring the facility to compliance, which is required under the ADA.

An October 2009 study conducted by McGrath Consulting Group identified a need for a new fire station, noting that the current Williams Bay fire/EMS facility is inadequate for modern day protection services. The study recommended the new station be relocated and moved away from the major central business district intersection. The study further recommends that Williams Bay, the Town of Geneva, and the Town of Linn form a partnership to build a joint fire station at Highway 50 and Geneva Street to better serve the area. This study suggests that emergency coverage would be provided to the entire Village of Williams Bay, the southern portion of the Town of Geneva, including the Geneva National Community, and portions of the Towns of Linn and Geneva that lie between Lake Como and Geneva Lake.

Police Protection

The Williams Bay Police Department is located in the Village's municipal building at 250 Williams Street. The Police Department employs seven full-time sworn police officers, including the Police Chief, Lieutenant, Sergeant, and four patrolmen. Additional staff includes one full-time civilian office worker as well as seven part-time sworn officers. The Police Department has historically increased staffing by one full-time officer every ten years. Increases in staff are dependent on community growth and service needs.

The existing facility housing the Police Department is fifteen years old and meets the current needs of the Department. It is anticipated that within the 20-year planning period the Department will need additional facility space for offices, data keeping, and a larger garage to accommodate parking squad vehicles.

Schools

Williams Bay is served by the Williams Bay School District, which is comprised of an elementary school and a joint junior/high school, as well as Faith Christian School, a non-denominational facility offering educational services for grades K through 12. Williams Bay is also located within 40 miles of eight colleges and universities, including George Williams College of Aurora University located within the Village of Williams Bay.

Enrollment figures for the Williams Bay School District from 2005 to 2009 are shown in Figure 8.1. District-wide, enrollment has remained relatively stable over the five year period. Enrollment for Williams Bay Elementary has steadily increased over the five year period, whereas enrollments for Williams Bay Junior High and Faith Christian School have steadily declined over the same time frame.



Williams Bay Junior/Senior High School

Figure 8.1: School Enrollment, 2005-2009

School	2005	2006	2007	2008	2009
Williams Bay Elementary	228	254	244	289	308
Williams Bay Junior High	93	92	77	78	75
Williams Bay High School	184	179	179	175	180
Faith Christian School	223	230	237	204	167
Total	728	755	737	746	730

Source: Wisconsin Department of Public Instruction

Higher education is available locally at Aurora University's George Williams College. The College offers traditional undergraduate programs, including elementary education, parks and recreation, and social work, as well as numerous graduate and doctoral programs.

EXISTING CONDITIONS OF UTILITIES

Disposal Services

The Village contacts with Nieuwenhuis Bros., Inc. of Delavan to provide weekly household refuse and recycling collection service to Village residents. Refuse is dropped off at the Mallard Ridge landfill located along Highway 11 near Delavan. The Village also operates a compost collection center, located at 230 Williams Street, which will accept appliances and tires. Biannual leaf collection service is provided in April and November. The Village also provides brush chipping service by request throughout the year.

Power and Natural Gas

Alliant Energy provides natural gas and electric services to the Village. Natural gas service is also provided by WE Energies. American Transmission Company provides power transmission lines for the Village.

Sanitary Sewer

Williams Bay is located within the Walworth County Metropolitan Area (Walcomet) Sewerage District, which serves the Village and surrounding towns. The Walcomet Waste Water Treatment Plant is located at 975 W. Walworth Avenue in Darien, WI. Williams Bay also maintains its own local sanitary sewer system (consisting of sewer mains and nine lift stations), which pumps effluent to trunk sewers and ultimately to the Walcomet Treatment Plant.

On-site wastewater treatment (septic) systems are only permitted in areas outside the Village where public sanitary sewer service is not available.

Storm Water Management

Responsibility for storm water management in Williams Bay and the Geneva Lake area is extended to several units, including the Village, neighboring Towns, Walworth County, and the Geneva Lake Environmental Agency.

The Village's Storm water Ordinance, found in §15.09 of the Village's Building Code, regulates land disturbing activities and new development within Williams Bay. This ordinance sets forth requirements for storm water management practices that are aimed at reducing the amount of sediment and peak flow of runoff from lands undergoing development. The purpose of this ordinance is to preserve natural resources, protect water quality, and to protect and promote the health, safety, and welfare of the people to the greatest extent possible. Of special concern is the impact of storm water runoff on the Kishwaukee Conservancy, particularly Southwick Creek, and Geneva Lake.

Public Works/Street Department

The Williams Bay Public Works/Streets Department employs five full-time, year-round staff members and four part-time seasonal workers. The Public Works facility is located at 230 Williams Street. The original building was constructed in 1960 with a second building constructed in 2007. Both facilities are in good condition and the Village does not foresee any substantial Public Works facility needs over the 20-year planning period.

Telecommunications

Several Federal Communications Commission (FCC)-registered communications facilities are located within the Williams Bay planning area. These include a cell phone tower located at 250 Olive Street; three antenna towers located at 250 Olive Street, N3392 Highway 67, and W4322 County Road; a broadcast land mobile tower located near Harris Road and Highway 50; a microwave tower located at Highway 67 and Palmer Road; and a paging tower located at N3392 Highway 67.

Water Utility

The Williams Bay Municipal Water Utility provides drinking water to Village residents and businesses, serving 1,969 customers in 2008. The Williams Bay water system is comprised of three deep wells; a central water treatment plant; four elevated storage tanks (one 500,000 gallon, two 100,000 gallon, and one 50,000); and a distribution system consisting of over 22 miles of water mains ranging in size from 4 to 12 inches in diameter. The Village's newest water tower (500,000 storage capacity) was constructed about four years ago. The three deep wells draw from the glacially-deposited sand and gravel aquifer. Well #1, located at 155 Elkhorn Road, is 261 feet deep and yields 1,152,000 gallons per day. Well #2, located at 69 Olive Street, is 293 feet deep and yields 1,152,000 gallons per day. Well #3, located at 240 Harris Road, is 1,560 feet deep and yields 1,656,000 gallons per day.

UTILITIES AND COMMUNITY FACILITIES GOALS, OBJECTIVES, AND POLICIES

Goal:

Continue to provide a coordinated system of quality affordable public and private services to support a high quality of life of residents, visitors, property owners and local businesses.

Utilities and Community Facilities Objectives:

1. Continue to provide a comprehensive array of municipal services in a cost-effective manner.
2. Provide municipal sanitary sewer, storm sewer, and water supply facilities and services to all appropriate areas within the Village.
3. Support and preserve the Village's full spectrum of educational institutions, including pre-school, elementary, secondary, higher education, and research facilities.
4. Maintain a responsive and well equipped system of law enforcement and fire protection to serve the community.
5. Discourage low-density, unsewered urban development in the unincorporated areas surrounding the Village, as guided by the Future Land Use map.
6. Coordinate utilities and community facilities planning with land use, transportation, natural resources, and recreation planning.
7. Encourage logical, cost-efficient expansion of public facilities to serve compact development patterns.

8. Ensure that basic public services such as adequate police and fire protection, street services, solid waste disposal, and sanitary sewer services, are made available to all residents.
9. Provide a variety of active and passive recreation facilities and programs to serve all ages and lifestyles in cooperation with the Recreation Department and School District.

Utilities and Community Facilities Policies:

1. Maximize the use of existing utilities and facilities (such as public water, sanitary sewer, and power lines), and plan for an orderly extension of municipal utilities.
2. Work to maintain high standards of excellence in the provision of public safety services, including police, fire, and EMS.
3. Advance efforts to relocate the Village's existing fire station and plan for the thoughtful and appropriate reuse of the existing site.
4. Continue to provide quality school and library facilities and services to meet the needs of all age groups the Village.
5. Continue to charge fees-in-lieu of parkland dedication, when appropriate, and update the Land Division ordinance as necessary to ensure this fee reflects the Village's current need for parkland, as well as current land costs.
6. Continue to charge impact fees, as appropriate, to help cover the public facility and utility costs of new development.
7. Continue to require all new development in the Village to make provisions for handling storm water.
8. Continue to cooperate with the private sector, where needed, to ensure that residents have access to exceptional health care and child care facilities.
9. Continue to invest in Kishwauketoe Nature Conservancy and explore ways to further capitalize on this significant community asset.
10. Enhance the relationship between the central business district, Kishwauketoe Nature Conservancy, and the lakefront.
11. Support the School District in planning either new or upgraded school facilities, as needed.
12. Continue to update the Village's Park and Open Space Plan every five years to ensure the Village remains eligible to receive state and federal grant money.
13. Ensure the proper ongoing maintenance of existing on-site wastewater treatment systems in the Village, and require all future development in the Village to connect to public sanitary sewer service.
14. Continue to contract with private waste disposal companies to provide reliable solid waste disposal and recycling services.
15. Make revisions to other ordinances and codes as necessary to implement the recommendations in this Plan, including Village building codes, mechanical codes, housing codes, and sanitary codes.

UTILITIES AND COMMUNITY FACILITIES PROGRAMS AND RECOMMENDATIONS

Continue to Provide High-Quality Park and Recreational Facilities and Programs

As the Village of Williams Bay grows and changes, it will be critical to not lose sight of the important role parks, natural areas, and recreational amenities play in sustaining the Village's character and identity. Public input received during the comprehensive planning process revealed a significant interest in preserving the Village's open spaces and in linking the Village's identity to nature. The availability of parks will continue to be an important economic development and marketing advantage for the Village.

Such amenities have been shown to attract residents and businesses, raise property values, and help maintain the viability and overall quality of life in communities across the nation. To address this, the Village will consider the following strategies:

- ≈ Maintain an Up-to-Date Park and Open Space Plan: In order to remain eligible to receive federal and state grant monies, communities are required to prepare an updated Park and Open Space Plan every five years. At the time this Comprehensive Plan was prepared, the Village's most recent Park and Open Space Plan was 4 years old. Ideally, the Village intends to maintain an updated Park and Open Space Plan, and will strive to continually update the plan every five years to ensure that the information in the document is complete, that it reflects the vision of the community, and that the Village can maintain its eligibility for State and Federal grant monies.
- ≈ Consider Intergovernmental Opportunities: The Village will consider opportunities to collaborate with surrounding communities and the County to provide park and recreational facilities and programs. Collaborative efforts may involve the provision of parkland, park maintenance agreements, programming, and the provision of trails.
- ≈ Remain Open to New Partnerships: The Village and the Williams Bay Recreation Department will continue to remain open to and in some cases seek out new partnerships with other agencies and organizations to help accomplish its park and recreation goals. Such partnerships can be developed with non-profit organizations, for-profit organizations, and governmental or quasi-governmental agencies, allowing the Village and its partners to pool resources, accomplish goals that might otherwise be unattainable, and achieve mutual benefit. Partnerships can also have the effect of broadening ownership of and increasing public support for park and recreation projects. Partnerships may involve cash donations, access to alternative funding sources, property investments, labor, donation of materials or equipment, sponsorships, and donations of technical and/or management skills.

Related to this, the Village, in cooperation with the School District, future neighborhood associations, and Kishwauketoe Nature Conservancy, can continue to coordinate community working/volunteer days to help with park maintenance or the construction of new park amenities, where appropriate. The Village could also coordinate an initiative to get residents involved in designing, raising funds for, and building a unique Village playground, or other park space, potentially close to the central business district.

- ≈ Identify Opportunities for New Parks and Public Gathering Places: Map 6 shows areas that represent appropriate areas for future parks. These areas should be integrated into non-residential and redevelopment projects as well as new subdivisions. For example, non-residential projects can incorporate public areas that provide a space for employees or shoppers to eat lunch, read the newspaper, and take a break from working or shopping. These spaces may include paved areas, but can also accommodate some green space. Trees, landscaping, and water features should be incorporated whenever possible. The central business district represents an important target area for these types of amenities. As new development occurs around the periphery of the Village, the Village will continue to ensure the logical siting and development of neighborhood parks, maximizing opportunities for developer land dedications and the strategic collection and expenditure of fees-in-lieu of land dedication, where appropriate. The Village's goal is to provide at least one park within a comfortable walking distance (1/4 to 1/2 mile) of all homes, and to encourage pedestrian access to these parks via sidewalks, trails, or bicycle lanes.
- ≈ Update Land Dedication Requirements, Park Acquisition Fees, and Park Improvement Fees: Communities around the state charge parkland acquisition and park improvement fees to help pay the capital costs associated with new residential development. At the time this Plan was written, the Village charged parkland acquisition fees, but did not charge fees for park improvements. As part of efforts to update the Village's Park and Open Space Plan, the Village will reevaluate its fee amounts, particularly in light of amendments to state law that have been adopted in recent years, and will consider instituting a park improvement fee in addition to a parkland acquisition fee. At the same

time, the Village will also consider changes to its parkland dedication requirements consistent with park fee changes.

- ≈ Maintain Green space Continuity: The Village of Williams Bay's mature neighborhoods boast beautiful tree-lined streets, adding considerably to the character of the community. Natural vegetation in urban areas helps to provide a sense of continuity between the Village's dedicated parkways, parks, and natural areas, bolsters the community's image, preserves environmental health and wildlife habitat, and leads to energy cost savings (also see the Natural Resources chapter).

Consider Establishing a Storm Water Utility District

Establishing a Williams Bay Storm water utility district will enable the Village to better manage storm water at the regional level, in addition to site-specific approaches. Storm water utilities are designed to provide a funding mechanism for municipalities to install regional storm water facilities and implement stormwater best management practices. Generally, stormwater utilities focus on the following activities:

- ≈ Water quality management, including groundwater recharge.
- ≈ Ecological preservation.
- ≈ Flood and pollution control.
- ≈ Regulation and enforcement activities.
- ≈ System-wide planning.

In Williams Bay, a Stormwater Utility District would be focused on addressing the many priority areas in the Village where floods occur and on putting into place management techniques to prevent the development of future stormwater issues.

Continue to Include the School District in Future Planning Decisions

The Village will continue to coordinate land use and development decisions with the Williams Bay School District's long-range planning efforts and will consider adding a School District Representative to the Village Plan Commission to facilitate collaboration on planning issues.

Within the planning period, it is likely that the Williams Bay Elementary School will be relocated to the high school property. The Village will coordinate with the District to consider alternative future uses for the elementary school property located on Congress Street.

Although School District enrollment has remained relatively steady in recent years, it is possible that over the course of this planning period the District will need to start planning for the acquisition of land for a future school. In this event, the Village will work with the District to proactively identify an appropriate site for the school before land costs escalate and or other development occurs in the most desirable areas. Such a site would likely be located on the north side of the Village where future growth is planned to occur.

Coordinate Future Land Development with Public Utilities

The Village will continue to ensure that all new development in the Village is served by public utilities and services. The sewer service area boundaries surrounding the Village represent those areas that can be most efficiently served with sewer and water. The Village's future growth areas (See Map 5) correspond with the sewer service area. As described elsewhere in this Plan, the Village intends to work with surrounding communities as necessary to coordinate and guide future urban development into areas adjacent to existing development in the Village. This approach will maximize investments that have already been made in public utilities and result in more compact, higher value commercial and residential uses.

In addition, the Village anticipates that future development within the planning period will trigger the need for upgrades/capacity expansions to its current sanitary sewer and municipal water facilities. To plan for this likelihood in advance of development, the Village intends to initiate formal analyses of these facilities and document plans for addressing capacity issues based on the land demand calculations and future land use plans included in this Plan. Following preparation of these analyses, the Village will also consider updates to its impact fee ordinance to account for the estimated capital costs of new development in the community.

Figure 8.2: Utilities and Community Facilities Timetable

Utility/Facility	Timetable	Comments
Solid Waste and Recycling Services	Ongoing	Continue to renew contracts for solid waste and recycling collection services, when applicable.
Stormwater Management	Ongoing	Work with developers to establish/maintain adequate stormwater management facilities per Village ordinances.
	2012-2013	Consider amendments to the stormwater management ordinance to better account for smaller-scale redevelopment projects (also see Natural Resources chapter).
Municipal Building (Police Department is listed separately below)	2014-2015	Consider constructing a new building to house Village departments so the police department can expand into the entire municipal building.
Public Works	2010- 2020	As budgets allow, consider the need/opportunities for hiring additional personnel.
	Annual updates	Utilize a 5-year capital improvement program to plan for street maintenance and upgrades over the planning period.
Police Station	2014-2015	Evaluate space needs and consider expanding the police department into the entire municipal building, moving other municipal departments to another building.
Fire Department and EMS services	2011-2014	Advance efforts to relocate the Village’s existing fire station.
Medical Facilities	--	Medical services and facilities are expected to meet demand through the planning period and will be handled through private parties.
Library	2012-2013	Assess the long term need for library expansion and identify opportunities to budget for and accomplish such an expansion. Also consider the library’s roll as a community center and gathering place when evaluating future needs.
Schools	2011-2015	Coordinate with the School District on the potential reuse of the elementary school property.

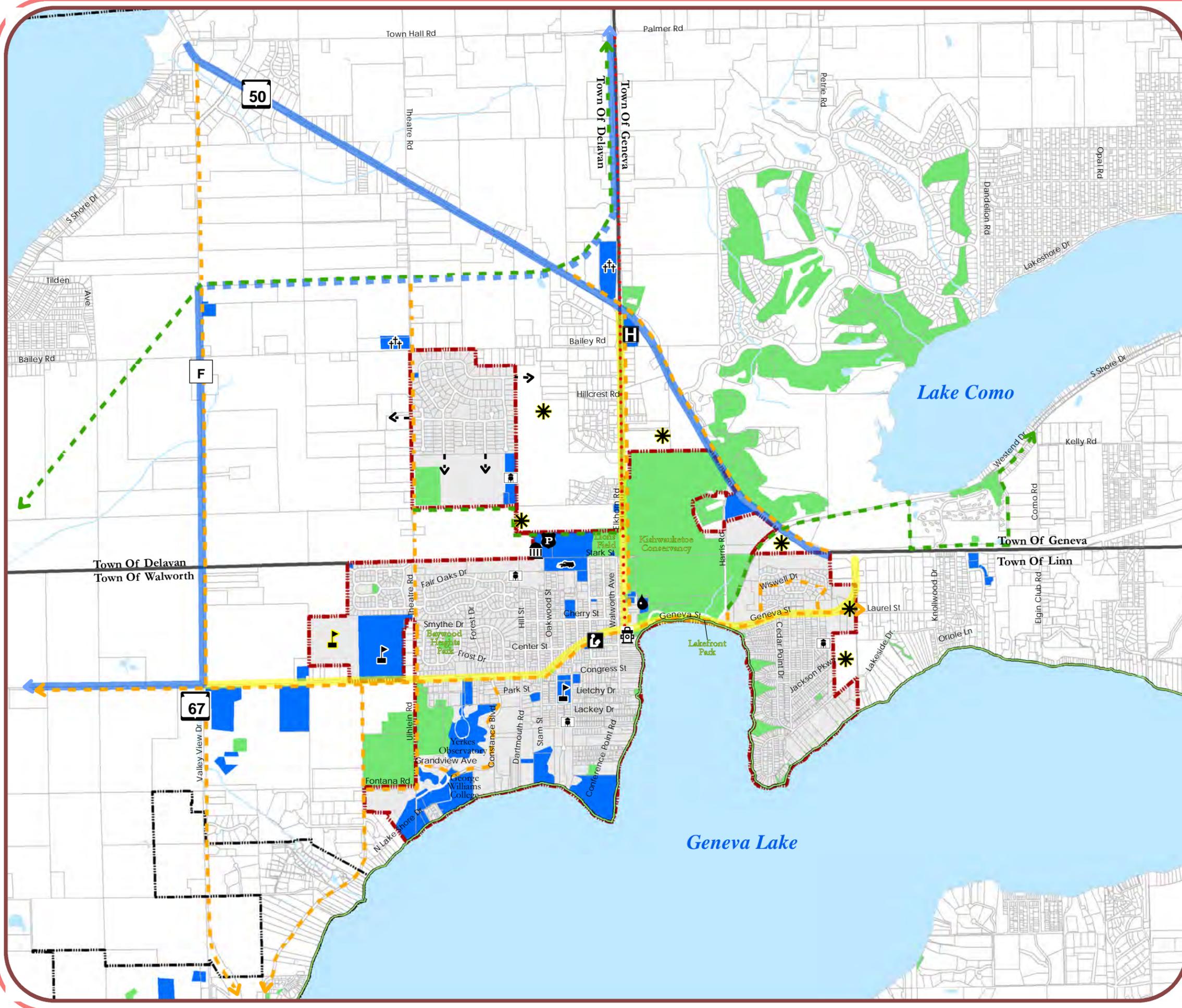
Figure 8.2: Utilities and Community Facilities Timetable

Utility/Facility	Timetable	Comments
	2020+	Work with the School District on identifying appropriate sites for future schools so that land can be proactively purchased in advance of need.
	Ongoing	Continue to work with George Williams College to understand the institutions long-term facility needs and to collaborate and coordinate where appropriate.
Park and Recreation Facilities	2011 and every 5 years after	Continue to maintain an up-to-date Park and Open Space Plan. Integrate plans for trails and bike/pedestrian facilities into the Park and Open Space Plan and/or prepare a separate bike and pedestrian plan.
	2011	Revisit the Village’s parkland acquisition fee and consider updates. Consider adopting a park improvement fee under the subdivision ordinance.
	Ongoing	Continue to site new parks in general accordance with the recommendations shown on Map 6.
	Ongoing	If the University ever decides to sell the golf course, consider purchasing the property and maintaining the golf course as a public amenity.
Sanitary Sewer Service	2015+	Prepare a comprehensive study examining the capacity of and needed upgrades to the wastewater treatment facility/system to serve anticipated future development.
	Following preparation of the sewer service facility study	Consider updates to the Village’s impact fees.
On-Site Wastewater Treatment (Septic) Systems	Ongoing	Do not allow additional systems for new development in the Village. All new development in the Village and its Sewer Service Area should be served by municipal sewer and water.
Water	2015+	Prepare a comprehensive study examining the capacity of and needed upgrades to the municipal water storage and distribution system to serve anticipated future development.
Telecommunications	Ongoing	Consider opportunities to work with private entities to provide efficient and reliable telecommunications services.

Figure 8.2: Utilities and Community Facilities Timetable

Utility/Facility	Timetable	Comments
Power Plants/Transmission Lines	Ongoing	Continue to work with the American Transmission Company on issues related to the location or upgrade of transmission lines or power substations in and near the Village. Where feasible, consider opportunities to bury overhead power lines.
Cemeteries	--	Private parties will provide cemetery capacity in and around the Village as needed.
Child Care Facilities	--	Child care services and facilities are expected to meet demand through the planning period and will be handled through private parties.

Village of Williams Bay Comprehensive Plan



- Village of Williams Bay (2010)
 - Other City/Village Boundaries
 - Town Boundaries
 - Parcels
 - Surface Water
 - Right of Way
- Existing Facilities**
- Community Facilities
 - Parks & Open Space
 - Lakeshore Walking Path
 - Paved Shoulder
 - Cemetery
 - Municipal Building
 - Library
 - Medical Facility
 - Police Station
 - Public Works
 - School
 - Fire Station
 - Water Plant
 - Water Tower

- Planned Facilities**
- Highway Expansion (4-Lane)
 - Proposed Bypass Route
 - Entryway Corridor Improvements
 - Off-Street Multi-Use Path
 - On-Street Bike Route *
 - Park
 - School

* On-Street Bike Routes may include any of the following: paved shoulders, striped bike lanes, bike route signage, and/or pavement markings.



VANDEWALLE & ASSOCIATES INC.
Shaping places. Shaping change.

Adopted: September 20, 2010
Source: Walworth Co. LIO; US DOT; V&A; SEWRPC; USDA-NRCS, WI DNR, WI State Historical Society, V&A

CHAPTER NINE: ECONOMIC DEVELOPMENT

This chapter of the Plan contains an analysis of employment trends and the community’s strengths and weaknesses related to economic development. This chapter concludes with an outline of goals, objectives, policies, and recommended programs to promote growth and retention of the economic base in Williams Bay.

EMPLOYMENT TRENDS

A community’s labor force is the portion of the population employed or available for work and includes people who are in the armed forces, employed, unemployed, or actively seeking employment. According to the 2000 US Census, the population in the labor force was 1,184, 63.3 percent of the Village’s total year 2000 population. Of this total, three percent were unemployed (based on Census 2000 figures).

Figure 9.1 depicts Williams Bay’s labor force by industry in 2000. Nearly a quarter of the Village’s labor force was employed in the educational, health, and social services industry. Another 18 percent were employed in the manufacturing industry. Since there are very few industrial land uses in the Village of Williams Bay, this suggests that in 2000 a significant portion of the population traveled outside of the community for work. Another 13.4 percent of the labor force were employed the in the retail trade industry, and 13.5 percent in the arts, entertainment, recreation, accommodation, and food services industries.

Figure 9.1: Employment by Industry

Employment Industry	Percentage of Labor Force
Educational, health and social services	24.4
Manufacturing	18.0
Arts, entertainment, recreation, accommodation and food services	13.5
Retail trade	13.4
Finance, insurance, real estate, and rental and leasing	6.9
Professional, scientific, management, administrative, and waste management services	6.1
Construction	5.9
Other services (except public administration)	4.8
Wholesale trade	2.0
Transportation and warehousing, and utilities	1.8
Information	1.6
Public administration	1.5
Agriculture, forestry, fishing and hunting, and mining	0.2
<i>Source: US Census 2000</i>	

Figure 9.2 lists employment in Williams Bay by occupational group (in 2000). Nearly half of the Village’s labor force (45.1%) was employed in the management and professional occupations group, and nearly a quarter were employed in sales and office occupations. Service occupations employed another 14 percent of the Village’s population.

Figure 9.2: Employment by Occupational Group

Occupational Group	Percentage of Labor Force
Management, professional, and related occupations	45.1
Sales and office occupations	23.5
Service occupations	14.1
Production, transportation, and material moving occupations	10.5
Construction, extraction, and maintenance occupations	6.4
Farming, fishing, and forestry occupations	0.4

Source: US Census 2000

Figure 9.3 lists Williams Bay’s largest employers in 2000. Consistent with the significant number of institutional uses located in the Village (e.g., Williams Bay Public School, Aurora University), many of the Village’s largest employers were classified in the education, health, and social services industry. Other top employers included Gage Marine Corp and Holiday Home Camp.

Figure 9.3: Largest Employers

Rank	Employer	Rank	Employer
1	Gage Marine Corp	13	The University of Chicago
2	Williams Bay Public School	14	Lucke’s Cantina
3	Williams Bay Care Center LLC	15	Ackman Glass and Mirror Co Inc
4	Aurora University	16	NEI-Turner Media Group Inc
5	Big Bay LLC	17	Gunnar A Olsen Landscaping LLC
6	Williams Bay Public House LLC	18	Taher Inc
7	Village of Williams Bay	19	Tidwell Services Inc
8	Clear Waters Salon and Day Spa LLC	20	Greenfield Rehabilitation Agency Inc
9	Holiday Home Camp	21	West Publishing and Advertising Inc
10	Daddy Maxwell’s Inc	22	Jerri’s Kidz LLC
11	TLC Cleaning Service Inc	23	USPS Williams Bay
12	Sodexho Service	24	Speakers and Events R Us

Source: Wisconsin Department of Workforce Development

Figure 9.4 presents income characteristics for Williams Bay and surrounding communities in the year 2000. According to US Census data, Williams Bay’s median household income was \$50,450, which is just below the median for all surrounding communities, but is higher than the median household income for Walworth County. The per capita income in Williams Bay was higher than the median for all surrounding communities and the County. Per capita income is defined as the total personal income divided by the total population. Per capita income is often used as a measure of the wealth of the population.

Figure 9.4: Income Comparison

	Median Household Income	Per Capita Income	% on Individuals below Poverty Level
V. Williams Bay	\$50,450	\$26,231	7.2%
V. Fontana	\$54,211	\$32,266	3.8%
T. Delavan	\$45,264	\$22,796	4.9%
T. Geneva	\$49,504	\$25,021	4.6%
T. Linn	\$54,213	\$29,751	5.1%
T. Walworth	\$56,250	\$24,817	8.0%
C. Lake Geneva	\$40,924	\$21,536	7.2%
Walworth County	\$46,274	\$21,229	8.4%

Source: US Census 2000

Educational attainment is one variable that is used to assess a community’s labor force potential. According to US Census data, nearly 85 percent of the Village’s population age 25 and older had obtained a high school diploma, which is very close to the County’s statistic, but slightly lower than the average for immediately surrounding communities. Nearly 10 percent of the Village’s population had obtained a Bachelor’s degree, which is the lower than all other comparison communities and the County.

Figure 9.5: Educational Attainment

	High School Graduate (or higher)	Some College (no degree)	Associates Degree	Bachelor’s Degree	Graduate or Professional Degree
V. Williams Bay	84.4	23.0	8.3	9.9	5.7
V. Fontana	92.2	27.3	7.1	27.5	11.9
T. Delavan	81.9	23.2	5.8	12.8	4.1
T. Geneva	85.9	24.3	7.0	25.4	7.1
T. Linn	91.9	25.2	6.2	24.2	10.9
T. Walworth	86.0	26.9	5.2	12.2	7.3
C. Lake Geneva	83.1	20.5	6.3	17.7	7.3
Walworth County	84.2	22.1	6.8	15.0	6.8

Source: US Census 2000

Commuting Patterns

According to 2000 US Census data, Williams Bay residents spent an average of 26 minutes commuting to work, indicating that residents were likely leaving the community for employment. Nearly 86 percent of Williams Bay residents commuted to work alone by car, truck, or van; approximately 7 percent carpooled; and 4 percent walked to work or used public transportation.

County Employment Forecasts

Walworth County employment projections were provided by Woods & Poole Economics, Inc., a regional economic and demographics analysis firm. These data predict the County's total employment to grow approximately 51 percent between the years 2000 and 2030. Over this time period, the most significant increase in jobs is projected to be in the service industry, which is expected to double. By 2030 the percentage of employees working in mining, in federal government, and on farms is projected to decrease.

Figure 9.6: Walworth County Employment Projections

	2000	2005	2010	2015	2020	2025	2030
Farm Employment	1,324	1,266	1,242	1,218	1,195	1,171	1,147
Agricultural Services	893	1,155	1,253	1,352	1,451	1,552	1,654
Mining	32	28	28	28	28	28	28
Construction	3,080	2,988	3,368	3,746	4,121	4,493	4,861
Manufacturing	10,163	9,307	9,645	10,002	10,382	10,790	11,229
Transportation, Communications, Public Utilities	2,010	1,707	1,810	1,916	2,025	2,139	2,258
Wholesale Trade	1,831	1,602	1,696	1,793	1,897	2,008	2,129
Retail Trade	9,347	10,416	10,812	11,223	11,654	12,108	12,590
Finance, Insurance, Real Estate	2,902	3,220	3,500	3,779	4,061	4,351	4,654
Services	13,537	15,638	17,950	20,281	22,639	25,032	27,470
Federal Civilian Government	244	196	194	193	192	191	191
Federal Military Government	314	325	327	329	331	333	335
State and Local Government	6,324	6,934	7,519	8,119	8,735	9,368	10,019
Total Employment	52,001	54,782	59,344	63,979	68,711	73,564	78,565

Source: Woods & Poole, 2006

Environmentally Contaminated Sites

WisDNR's Environmental Remediation and Redevelopment Program maintains a list of environmentally contaminated sites (brownfields) in the State. WisDNR defines brownfields as "abandoned or under-utilized commercial or industrial properties where expansion or redevelopment is hindered by real or perceived contamination." Examples of brownfields might include a large abandoned industrial site or a small corner gas station. Properties listed in the WisDNR database are self-reported, and do not necessarily represent a comprehensive listing of possible brownfields in a community.

According to the Bureau for Remediation and Redevelopment Tracking System (BRRTS), as of December 2009, there were four contaminated sites in Williams Bay. All four sites were classified as leaking underground storage tanks (LUST). The Village encourages remediation and redevelopment of these sites for economic development where appropriate, and intends to require appropriate remediation as a condition of any development approval.

Local Economic Development Organizations

There are numerous county, regional, and state economic development organizations with services available to Williams Bay. These include:

- ≈ Walworth County Economic Development Alliance, Inc. (WCEDA), a private corporation that is dedicated to promoting economic development in Walworth County. WCEDA offices are located in Elkhorn.
- ≈ Geneva Lake West Chamber of Commerce, a non-profit organization dedicated to promoting businesses in the communities along the western shore of Geneva Lake. The organization has sponsored a number of events in the region and has distributed and displayed guide books and member brochures.
- ≈ Williams Bay Business Association, organized in 2003, the Association helps create partnerships with local organizations, residents, the Village, and other business memberships to preserve the viability of Williams Bay.
- ≈ Milwaukee 7, a regional entity created in 2005 to promote cooperative regional economic development in the seven southeastern Wisconsin counties, including Walworth County. Its mission is to attract, retain, and grow diverse businesses and talent and enhance the economic competitiveness of the region. Milwaukee 7 provides information about prospective site locations, demographics, and the region’s cultural and leisure activities. The group’s Strategic Framework (2007) presents the organization’s approach to cooperative, regional economic development.
- ≈ The State’s Community Based Economic Development program (CBED) provides funding assistance to local governments and community-based organizations that undertake planning, development, and technical assistance projects that support business development. Using CBED program funds, local governments can finance economic development plans, small business and technology-based incubator grants, revolving loan programs, and entrepreneur training programs for at-risk youth. Any Wisconsin city, village, town, county, tribe or community-based organization is eligible to apply for grant funding. Funds are available on an annual basis through a competitive application process. Some grants must be matched by local funds. Application materials are available from the Wisconsin Department of Commerce.

ASSESSMENT OF DESIRED ECONOMIC FOCUS

In order to adequately assess categories or particular types of new businesses and industries that would be desirable in Williams Bay, it is important to first understand the Village’s assets, and how to capitalize on those assets by identifying strengths and weaknesses for economic development.

Figure 9.7 lists the Village’s strengths and weaknesses for economic development.

Figure 9.7: Strengths and Weaknesses for Economic Development

Strengths	Weaknesses
The Village is characterized by a good quality of life in the Village. It is a desirable place to live	The Village is in close proximity to other communities that already offer a full range of services and commercial uses.
Businesses in the Village would have substantial access to an educated workforce.	The Village does not have an organized economic development strategy, resources, or leadership and has no former experience using economic development tools such as TIF.
The Village already has an existing central business district located at the heart of the community.	The Village does not have a well defined community image.

Strengths	Weaknesses
The Village has many unique and/or attractive amenities such as the Kishwaukee Nature Conservancy, the Lake, and golf courses.	There is no unified theme or certain future for the central business district, making investments risky.
The Village has access to Highway 67.	The Village does not have direct access to an interstate or other multi-lane highway.
The Village has a good regional location, with access to Chicago, Milwaukee, Madison, and Rockford.	The Village does not have an existing or established business/industrial community.
The Village has opportunities and available locations to site a business/office park.	Parking availability in the central business district has been identified as a problem.
	The Village does not have specific design and community character regulations that help ensure a high-quality appearance for new development and maintains property values.
	Highway 67 travels through the Village, making it more challenging to truck traffic. A bypass is not likely to be constructed for many years.
	There is a potential need for upgrades to the sanitary sewer system to be able to handle significant increases in development.
	The Village has significant fluctuations in its population over the course of each year, making it more challenging to support businesses year-round.

ECONOMIC DEVELOPMENT GOALS, OBJECTIVES, AND POLICIES

Goal:

Promote appropriate economic development that complements and helps support the Village’s predominately residential character, relates to the Village’s focus on outdoor recreation and education, helps serve the daily needs of residents, and enhances the Village as a desirable place to live and visit.

Objectives:

1. Promote the development of appropriate new retail and service businesses in the community, consistent with the Village’s desired image and character and in locations identified on the Future Land Use map (Map 5).
2. Promote the central business district as the commercial and cultural center of the Village.
3. Plan for an adequate amount of land to accommodate future commercial development.
4. Develop a comprehensive strategy for economic development in Williams Bay.

Policies:

1. Discourage unplanned, strip commercial development. Instead, encourage new retail and commercial service opportunities in concentrated, planned areas serving the community.

2. Support proposals that provide a range of commercial opportunities while still considering the importance of preserving the Village's predominately residential character, existing locally owned businesses, and the central business district.
3. Incorporate standards for commercial buildings and site design into the zoning ordinance. Amend exterior lighting, signage, and landscaping ordinances as necessary to preserve the character of the Village.
4. Consider establishing appropriate mechanisms for actively advancing and managing economic development, such as the formation of a community development authority and the use of tax increment financing and other economic development tools.
5. Promote a vital and healthy central business district by encouraging the redevelopment and reuse of vacant and underused buildings and sites, by implementing public improvement and streetscaping plans, and by enhancing connections between the central business district, the lakefront, Kishwauketoe Nature Conservancy, and surrounding neighborhoods.
6. Support the clean up of brownfield sites for economic reuse.
7. As part of a comprehensive economic development strategy, identify a specific image or brand for the community that can be used to market Williams Bay as a good place to do business.
8. Carefully consider and plan for the desired future use of redevelopment/reuse sites in the Village, such as the current fire station property (if and when relocated), the current elementary school site (if and when relocated), and the quarry.
9. Work with existing businesses to support their ability to thrive and grow.

ECONOMIC DEVELOPMENT PROGRAMS AND RECOMMENDATIONS

Consider Pursuing a Comprehensive Economic Development Strategy

To advance economic development in Williams Bay, the Village understands the importance of investing time and resources into a more proactive and assertive economic development strategy. This may involve passing ordinances and establishing guidelines to better guide the appearance of development, utilizing tools such as TIF to help advance significant development projects, developing a marketing branding strategy for the community, developing business recruitment and retention programs; writing requests for proposals for development of sites; answering inquiries; executing developer agreements; administering, staffing, and funding incentive programs; and, in some cases, helping to assemble properties. Approaches the Village will explore as part of this effort include:

- ☞ Enlisting the help of an outside consultant to assist in developing a comprehensive economic development strategy/plan and to assist in advancing key economic development initiatives, as appropriate.
- ☞ Establishing a project management team to manage economic development activities. The team could include representation from Village administration, public works, and building inspection, and may also include a financial consultant, planning consultant, and/or an economic development consultant. Responsibilities of the project management team may include the following, as needed:
 - Initiating amendments to the municipal code, conducting technical reviews of development projects.
 - Developing and distributing marketing materials, directing developer recruitment, preparing requests for proposals, and fielding inquiries from potential developers.

76% of respondents at the Vision Workshop supported the Village taking an assertive role in advancing infill and redevelopment.

- Preparing development agreements and documents for the sale or acquisition of property.
 - Managing the design, bidding, and construction of public improvements such as street, utility, and storm water upgrades.
 - Monitor construction of private developments to ensure compliance with approved site plans, building plans, and development agreements.
 - Provide TIF management, including advising on long-term debt financing, execution of borrowings, evaluation of financial soundness, evaluation of business plans, and evaluation of the tax increment impacts of projects seeking development assistance or requiring public improvements.
 - Provide reports to the Village Board regarding meeting held with potential developers.
- ≈ Establishing a Community Development Authority (CDA), which can, at the discretion of the Village Board, have a unique ability to actively market the community, recruit developers and businesses, and be involved in land transactions and incentive programs to facilitate economic development and redevelopment. The CDA could also be charged with defining a set of standards, which the Village can use to measure economic development success.
- ≈ Establishing tax incremental financing (TIF) districts to put the Village in a stronger position when working with developers and business owners, and will allow the Village to compete for types of development projects that might not otherwise be possible without the use of TIF. When considering the use of TIF, the Village should emphasize projects that generally meet the following criteria:
- Construction exceeds a pre-established minimum value per square foot.
 - Development complements other Williams Bay businesses and developments and makes the area more attractive for future business investment or redevelopment.
 - The project clearly advances or jump-starts the Village’s economic development direction.
 - The project would be financially infeasible without TIF.
 - For redevelopment projects, TIF is necessary to make project costs comparable to those associated with doing a similar project on a clear or clean site under similar market conditions.
 - The project is guaranteed to support itself by generating enough new tax increments to service any incurred debt.
 - For redevelopment projects, the project has the

What is a Community Development Authority (CDA)?

Definition:

- Created for the purpose of carrying out community renewal programs and projects and blight elimination;
- Established to promote and participate in redevelopment activities;
- Alternatively named a Redevelopment Authority (RDA).

Powers:

- Own, lease, sell, acquire, and rent real property;
- Bond, borrow, invest, and raise funds;
- Acquire, assemble, relocate, demolish, and prepare sites for redevelopment;
- Recruit developers;
- Administer redevelopment projects.

Purpose:

- Initiate and oversee redevelopment/revitalization projects and programs;
- Eliminate blight.

Organizational Structure:

- Seven commissioners appointed by the mayor;
- Required Village residency;
- Two Village Board members;
- Adopted by-laws.

- ability to remove or prevent blight.
- Site planning and building design works with the topography, includes innovative storm water management practices, features enhanced landscaping and on-site open space, is designed to promote pedestrian access, and meets or exceeds any applicable community architectural and site planning standards.
- The project will help retain existing businesses or attract new businesses from outside of the community.
- ≈ Seeking out grants/funding opportunities to help pay for economic development initiatives. Such opportunities are available through a variety of state and federal agencies and programs and can help fund public improvements, streetscape enhancements, and various redevelopment implementation projects

Invest in the Revitalization of the Central Business District

As part of this planning process, the Village has identified revitalization of its central business district as one of its top priorities. Promoting investment in established central business districts typically requires a concerted and proactive effort on the part of the community, as it is characterized by unique challenges and issues that are not as apparent when dealing with fringe development on previously undeveloped lands. For the purposes of this discussion, the Village intends not to overlook the importance of areas that immediately surround the core of the central business district, including the abutting residential neighborhoods (central neighborhoods), the Kishwaukee Nature Conservancy, and the lakefront. In addition to the general economic development strategies outlined above, the Village will consider the following strategies for promoting the revitalization of Williams Bay's central business district.

- ≈ Encourage the establishment of a business improvement district (BID). Typically, businesses included in a BID contribute to programs designed to promote, manage, maintain, develop, and beautify the district. Special assessments on businesses within the BID raise the funds to implement a variety of activities, services, and improvements to improve the business climate, including street lighting, parking, business recruitment programs, marketing materials, events promotion, and snow removal. The BID could

What is the Wisconsin Main Street Program?

The Main Street Program is a comprehensive revitalization program designed to promote the historic and economic redevelopment of downtowns in Wisconsin. The program was established in 1987, and each year the Department of Commerce selects communities to join the program. Main Street communities receive technical support and training needed to restore their main streets to centers of community activity and commerce. The program focuses on the historic character of downtowns while pursuing traditional development strategies such as marketing, business recruitment and retention, real estate development, market analysis, and public improvements. More specifically, the program is based around four elements:

- ≈ Organization: involves building a main street framework in which everyone in the community works together to renew its downtown.
- ≈ Design: involves enhancing the attractiveness of the downtown, including historic building rehabilitation, street and alley clean-ups, colorful banners, landscaping, and lighting.
- ≈ Economic Restructuring: involves analyzing current market forces to develop long-term solutions (e.g., recruiting new businesses, creatively converting unused space for new uses, and sharpening the competitiveness of the downtown's traditional merchants.
- ≈ Promotion: creates excitement surround the downtown. Promotion involves marketing an enticing image to shoppers, investors, and visitors.

Source: Wisconsin Department of Commerce

also seek assistance from the Wisconsin Main Street Program (see text box).

- Consider developing a more detailed plan for central business district revitalization as part of an overall economic development strategy for the Village (see above), the Village will prepare a more detailed plan for the central business district. Such a plan should include recommendations regarding streetscape design, parking, building and site design, a central business district branding and marketing strategy, desirable and appropriate types of businesses, and concepts for key redevelopment/reuse sites. As a starting point, the Village will utilize the recommendations and graphics that were developed as part of the Village's 1999 Comprehensive Plan, which are illustrated in Figures 9.8 through 9.11.
- Consider opportunities to establish more discernable physical and psychological connections between the central business district, the Kishwaukee Nature Conservancy, and the lakefront. The lakefront and the Kishwaukee Nature Conservancy are two significant assets that make the Village of Williams Bay unique. They are, in a very real sense, vital components of the central business district, representing the heart of the community and the values of the people who live and spend time in the Village. Although Lakefront Park and the Kishwaukee Nature Conservancy are located directly adjacent to the Village's central business district, the Village has yet to truly capitalize on what these assets can contribute to the revitalization of the central business district. As part of an overall effort to revitalize the central business district, the Village will seek out opportunities to enhance interconnections between the central business district, central neighborhoods, Lakefront Park, and the Kishwaukee Nature Conservancy. Such an effort may include the establishment of safe bike and pedestrian connections, streetscape/public improvements and architectural standards that help to visually connect and unify these areas, use of directional signage, and efforts to attract businesses that emphasize and support the character of the central business district (e.g., outdoor clothes/gear stores, bird/wildlife watching shops, ice cream shops, coffee shops, cafes, specialty clothing stores, small inns or bed and breakfasts). See the Housing and Neighborhood Chapter for recommendations related to the revitalization of central neighborhoods.
- Encourage appropriate residential uses in the central business district. The Housing and Neighborhoods chapter includes a discussion on the importance of stabilizing and maintaining the Village's central neighborhoods, which are located around the central business district. In addition, in order to encourage around the clock activity in the central business district, the Village will consider opportunities to continue to integrate residential units into the fabric of the central business district.

Figure 9.8

Comprehensive Plan for Williams Bay Wisconsin

CBD Development Concept

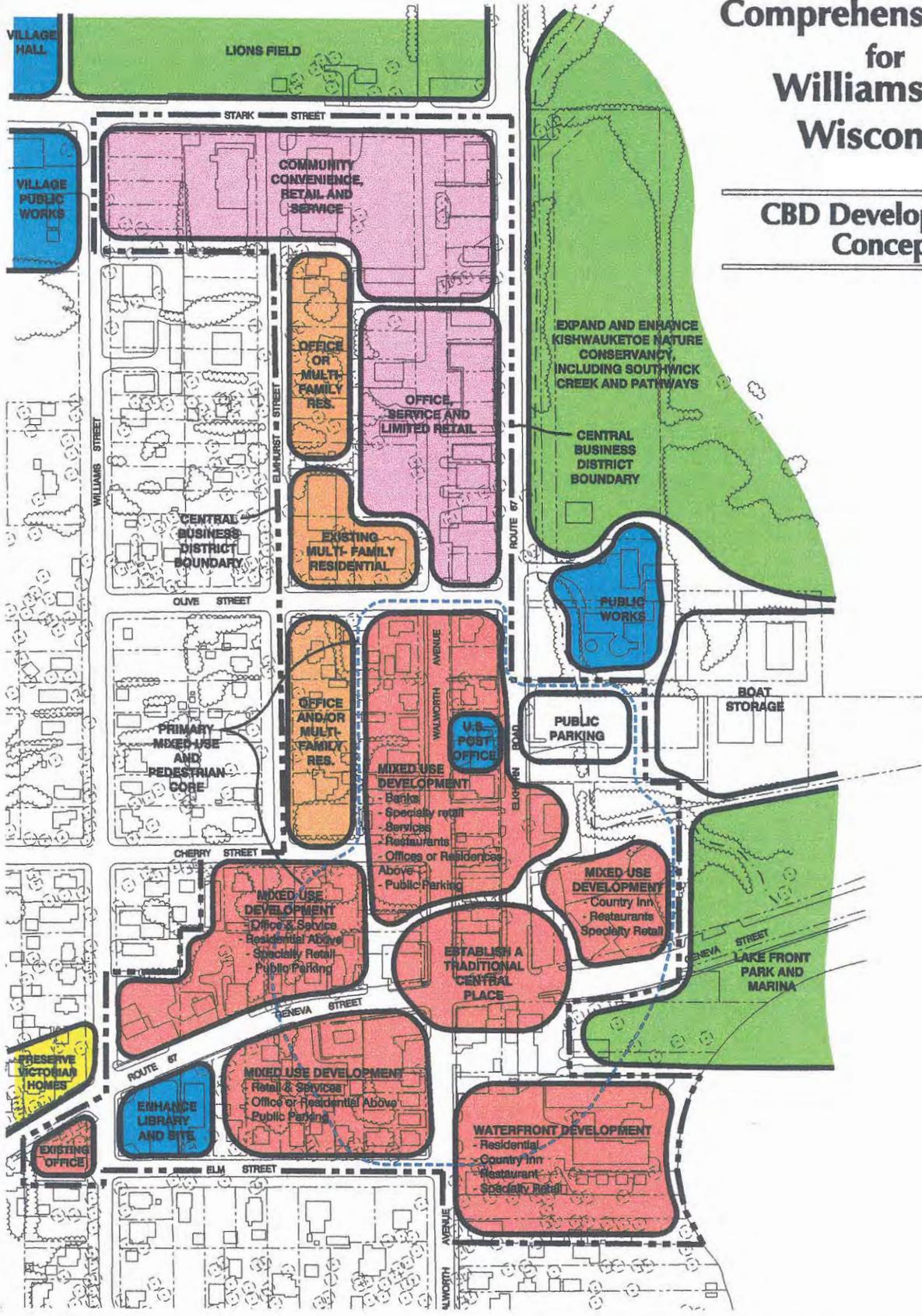


Figure 9.9

Comprehensive Plan for Williams Bay Wisconsin

Amenities & Design Guidelines

-  Primary Vehicle Corridor
-  Secondary Vehicle Corridor
-  Primary Pedestrian Corridor
-  Secondary Pedestrian Corridor
-  Sidewalk, Paving, Hardscape Improvements
-  Gateway Improvements
-  Landscape Improvements
-  Landscape Screening
-  Street Tree Plantings
-  Pedestrian Lighting

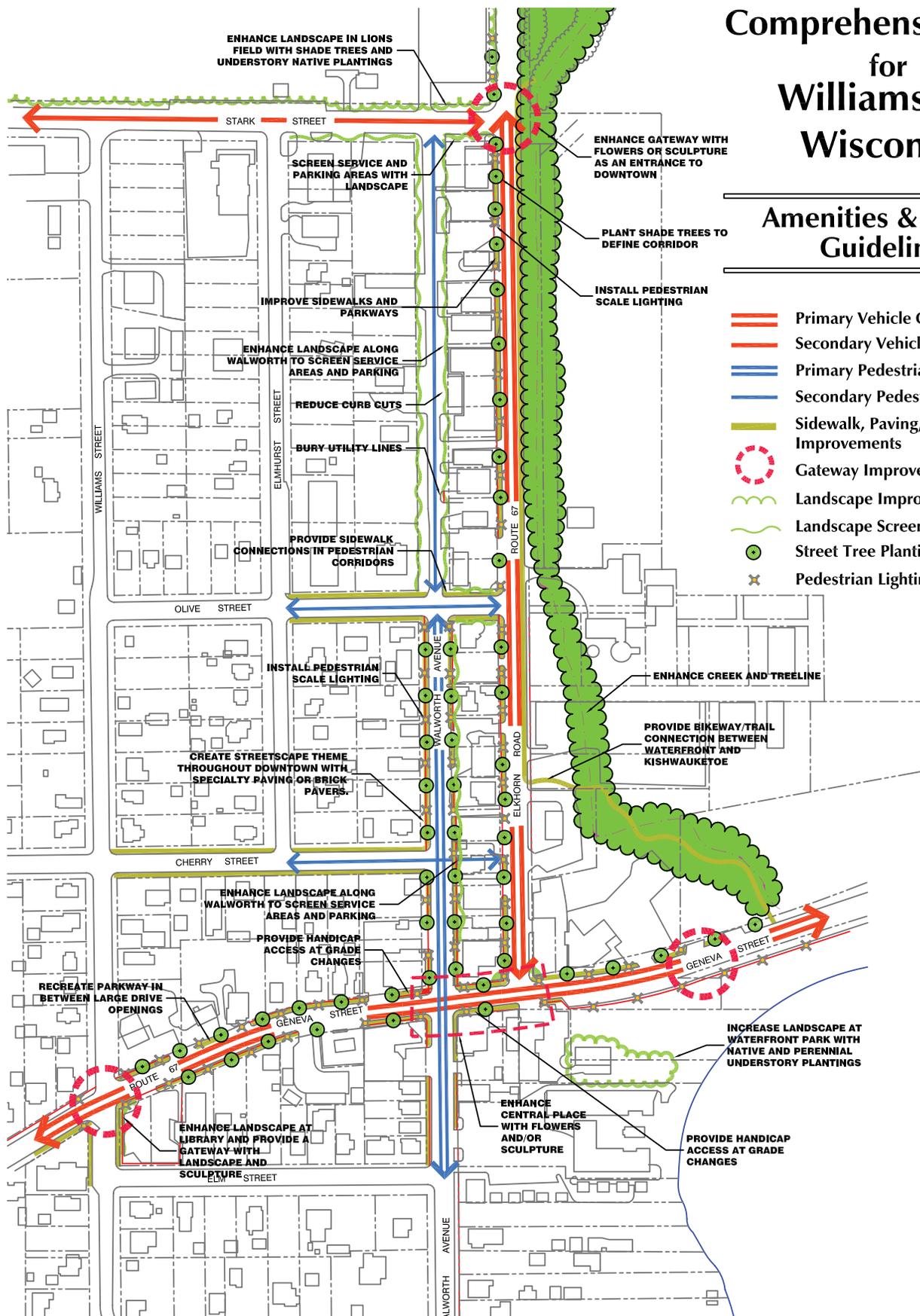
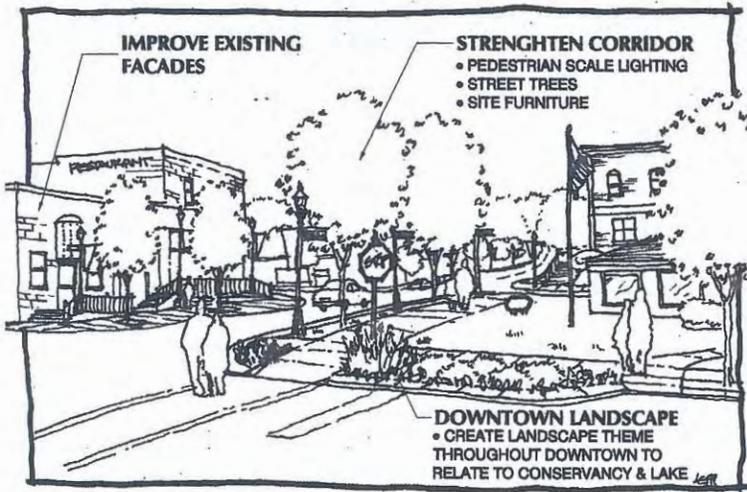


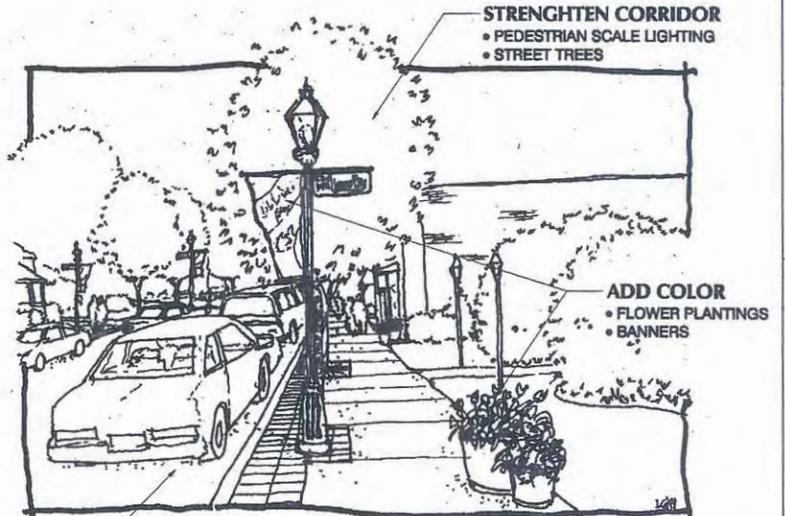
Figure 9.10

Comprehensive Plan for Williams Bay Wisconsin

Downtown Improvement Perspectives

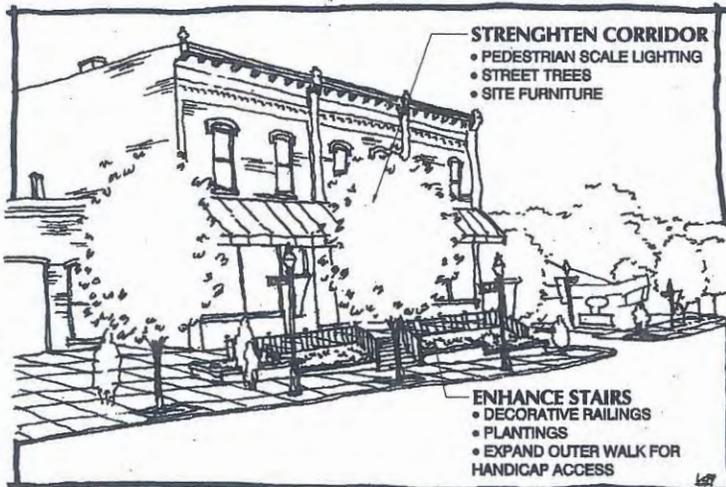


Elkhorn Road and Geneva Street Looking West



STUDY PARKING/TRANSPORTATION
• REASSESS ONE WAY STREETS AND PARKING

Walworth Avenue Looking North



Geneva Street Looking East



TESKA ASSOCIATES INC.

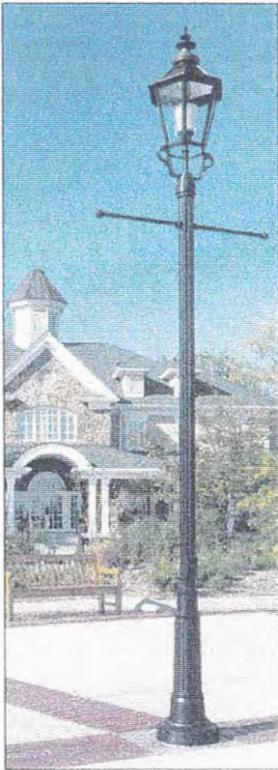
Community Planning, Resource Management
Site Design - Technical Administration
827 One Street
London, Ohio 43041
(614) 683-2015

June 15, 1999

Figure 9.11

Comprehensive Plan for Williams Bay Wisconsin

Streetscape Furnishing Examples



Lighting



Seating



Native and Perennial Plantings



Trash Receptacles



Sculpture

Encourage Entrepreneurial Efforts

One way to advance a vital economy is by taking steps to encourage local entrepreneurship and fostering new businesses started by area residents or the growth of existing local businesses. Entrepreneurs are defined by their ability to create new products, services, or methods of production to meet local needs. Entrepreneurship can take many forms, ranging from the part-time home occupation to the start-up businesses that grow into firms that require their own facilities and employees. The following approaches are advised to foster greater entrepreneurial activity in Williams Bay.

- ≈ Promoting a “buy local” campaign among Williams Bay residents to enhance markets for locally-owned businesses. This could be carried out through the media or through tasteful signage marking locally-owned businesses and may be combined with overall efforts to support economic development in the community as described earlier in the chapter. The Village could also work with the Geneva Lake West Chamber of Commerce and the Williams Bay Business Association to assist in promoting such a program.
- ≈ Ensuring reasonable standards for home occupations that allow home-based businesses to start and flourish, without negatively affecting the neighborhood environment. Once a business grows beyond a home-based business status, it should move on to a space in a district zoned for business use.
- ≈ Bringing together networks of individuals and agencies that can provide training and funding assistance. The Village can be a key player in connecting prospective business owners with training and funding. Numerous County, Regional, State and Federal programs, agencies, and private organizations exist to provide would-be entrepreneurs with information and financial assistance on an array of issues including training, grants, and on research on specific products and services. The Village could also consider partnering with George Williams College in this effort to take advantage of the school’s business leadership program.
- ≈ The Village’s existing local businesses represent significant economic assets that should not be overlooked. It is far easier to retain established businesses and industries than to recruit new ones. The Village intends to work in collaboration with local business owners and the Williams Bay Business Association to research, identify, and address obstacles to local business development and to do more to facilitate and encourage the growth of such businesses, either at existing or larger sites in Williams Bay. This will be a particularly important strategy for advancing the revitalization of the central business district.

Investigate Opportunities to Site a High-Quality Office/Business Park in the Village

As part of the development of its overall economic development strategy, described earlier in this chapter, the Village may consider opportunities for the future development of a high-quality business/office park. Although this future land use has not been explicitly indicated on Map 5, the Village discussed potential locations for such a development as part of its comprehensive planning process. One such location is the largely undeveloped area located just west of the Village on the south side of Highway 67 across from the school campus (also see the Land Use chapter, Land Use Specific Policies and Recommendations, Agriculture/Rural Policies and Programs). Development within an office/business park would include high-quality, attractive, indoor office and business uses, with no outdoor storage. Development would be regulated by strict covenants and/or zoning district standards. To accommodate this potential type of land use, the Village may also consider establishing a light industrial zoning district that would only allow clean, high-quality indoor industries.

Establish and Enforce High-Quality Design Standards

To ensure the development of non-residential and mixed-use projects that complement the character and enhance the image of Williams Bay, the Village will consider adopting high-quality design standards for all new development and redevelopment projects in the Village. The Village will review its ordinance and

consider including the following design standards. The Village may consider a unique set of design standards for development within the central business district.

- ☞ Establish common driveways serving more than one commercial use, wherever possible;
- ☞ Require high quality landscaping treatment of bufferyards, street frontages, paved areas, and building foundations;
- ☞ Require street trees along all public street frontages;
- ☞ Orient intensive activity areas such as building entrances, service and loading areas, parking lots, and trash receptacle storage areas away from less intensive land uses;
- ☞ Heavily landscape parking lots with perimeter landscaping and/or landscaped islands, along with screening to block views from streets and residential uses;
- ☞ Orient parking to the sides and rear of buildings, where appropriate, rather than having all parking in the front;
- ☞ Require high-quality signage that is not excessive in height or total square footage;
- ☞ Orient loading docks, dumpsters, mechanical equipment, and outdoor storage areas behind buildings and away from less intensive land uses;
- ☞ Require the complete screening of loading docks, dumpsters, mechanical equipment, and outdoor storage areas through use of landscaping, walls, and architectural features;
- ☞ Require safe, convenient, and separated pedestrian and bicycle access to the site, from the parking areas to the buildings, and to adjacent commercial developments;
- ☞ Require site design features that allow pedestrians to walk parallel to moving cars;
- ☞ Require the use of cut-off fixtures that keep illumination from lighting on site;
- ☞ Require use of high-quality building materials, such as brick, wood, stone, and tinted masonry;
- ☞ Require features such as canopies, awnings, trellises, bays, and windows to add visual interest to facades;
- ☞ Require variations in building height and roof lines, including parapets, multi-planed and pitched roofs, and staggered building facades (variations in wall-depth or direction);
- ☞ Require all building facades to contain architectural details of similar quality to the front building façade;
- ☞ Require central features that add to community character, such as patios and benches;
- ☞ Avoid linear, “strip commercial” development patterns within multi-occupant development projects. Buildings should instead be arranged and grouped so that their orientation complements adjacent, existing development; frames adjacent street intersections and parking lots; features pedestrian and/or vehicle access ways and spaces; and properly considers the arrangement of parking lots, gathering spaces, and other site amenities;
- ☞ Design parking and circulation areas so that vehicles are able to move from one area of the site to another (and from one site to the adjacent site) without re-entering a street.
- ☞ Discourage the use of franchise architecture and the use of bold colors and materials that do not reflect the character of Williams Bay.

Work with Existing Local Businesses to Promote Economic Growth

Some of the Village’s most important economic assets are its existing local businesses. It is generally easier to retain established businesses and industries than to recruit new ones, and most employment

growth in any community occurs through existing business expansion. The Village will continue to actively facilitate and encourage the appropriate growth of existing Williams Bay businesses, either at existing or larger sites in the community. In the context of a broader economic development initiative, described elsewhere in this chapter, the Village may also work in collaboration with local business owners to research, identify, and address obstacles to local business development and to develop future economic development strategies and the marketing of the Village for new business.

CHAPTER TEN: INTERGOVERNMENTAL COOPERATION

This chapter is focused on “intergovernmental cooperation,” defined as any formal or informal arrangement by which officials of two or more jurisdictions communicate visions and coordinate plans, policies, and programs to address and resolve issues related to land use, transportation, natural resources, services, or other issues of mutual interest. This chapter contains a compilation of background information, goals, objectives, policies, and recommended programs for joint planning and decision making with other jurisdictions.

STATE AND REGIONAL PLANNING FRAMEWORK

Located in Walworth County, in southeastern Wisconsin, Williams Bay is bordered by the towns of Delavan, Linn, Geneva, and Walworth, and is neighbored by the Village of Fontana and the City of Lake Geneva. Map 1 depicts Williams Bay’s municipal boundaries and those of neighboring and/or overlapping jurisdictions. Relationships with these local, regional, and State jurisdictions were analyzed during the Village’s comprehensive planning process to identify mutual planning issues and potential conflicts.

Town of Delavan

The Town of Delavan surrounds the northwestern boundary of Williams Bay. The Town of Delavan was a participant in a Walworth County multi-jurisdictional comprehensive planning effort discussed in greater detail under the Walworth County heading below, and adopted its plan in 2009.

The Town of Delavan’s Comprehensive Plan designates lands adjacent to Williams Bay as “Development Holding Area,” which are largely undeveloped lands suitable for eventual development. At the time the Plan was written, Development Holding Areas were included in a sewer service area boundary, but were not in the Delavan Lake Sanitary District and generally were not zoned for development. The intent of Development Holding Areas was to identify long term development lands within the Town which can eventually be approved for building as part of a future development phase

The Town’s plan designates the majority of undeveloped land in the Village’s extraterritorial jurisdiction as “Agricultural.” Development is not anticipated to occur in these areas over the course of the planning period. Other recommendations in the Town of Delavan’s plan that relate to Williams Bay include:

- ≈ “Maintain “greenbelts” consisting of productive farmlands and environmental corridors as separations between developments clustered in the Delavan Lake and the Inlet areas and the nearby incorporated communities of City of Delavan, Village of Williams Bay, and City of Elkhorn.”
- ≈ “Encourage joint planning arrangements with the cities of Elkhorn and Delavan; Village of Williams Bay; the towns of Walworth, Geneva, Sugar Creek, and Darien; and Walworth County.”

The Plan also notes that the Town would like to enter into a boundary agreement with the Village of Williams Bay that is mutually beneficial to both the Town and the Village.

Town of Geneva

The Town of Geneva surrounds the eastern border of Williams Bay. Like the Town of Delavan, the Town of Geneva participated in the Walworth County multi-jurisdictional comprehensive planning process, and adopted its plan in 2009.

Only about a quarter section of Williams Bay occupies land that was once in the Town of Geneva, but the Village’s extraterritorial jurisdiction extends 1.5 miles beyond its municipal boundary into the Town. Within this area, the Town of Geneva’s land use plan designates “Commercial/Recreational” land uses

along the northeastern side of State Highway 50, and “Primary Environmental Corridor” for much of the land between Lake Como and Williams Bay. Land along the western Town boundary, about a half mile north of Williams Bay is designated as “Development Reserve.” This designation indicates areas where specific uses have not yet been identified; however, the types of uses that may be considered appropriate in the future are resorts, golf courses, residential development in a recreational setting, hotels, spas, water parks, and professional offices.

In addition, the Town of Geneva’s plan suggests that the Town would like to enter into a boundary agreement with Williams Bay that is mutually beneficial to both the Town and the Village.

Town of Linn

The Town of Linn is located due east and southeast, across Geneva Lake from Williams Bay, and adopted its plan in June of 2004. The Town of Linn’s comprehensive plan and land use map describes a Joint Planning Area District that is intended to provide guidance on how to address future development adjacent to neighboring jurisdictions and promote intergovernmental cooperation with neighboring incorporated municipalities. Generally, the Joint Planning Area District corresponds to future urban service areas as identified in the comprehensive plans of neighboring municipalities.

The Town of Linn’s comprehensive plan also establishes a framework for boundary agreement negotiations. The plan outlines the following goals and objectives related to land use and intergovernmental cooperation:

- ≈ Promote land use consistency and cooperation with neighboring communities, particularly in regard to growth and development that may have an impact on the water quality of the lake and the quality of life in the area.
- ≈ Protect the water quality of Geneva Lake, by: (1) requiring conservation subdivisions, (2) utilizing low impact development (LID) strategies, (3) preserving environmental corridors, (4) encouraging shoreline restoration, and (5) more actively enforcing erosion control ordinances.
- ≈ Promote consistency of land use along municipal borders by cooperating with the villages of Fontana and Williams Bay and the City of Lake Geneva to jointly plan for the transition of land within the Joint Planning Area to urban uses in a manner where services can be provided without annexation.

The Town of Linn considered the recommendations contained in the previous Village of Williams Bay Comprehensive Plan adopted in 1999 when preparing its Plan.

Town of Walworth

The Town of Walworth surrounds the southwestern side of Williams Bay. The Town of Walworth was also a participant in the multi-jurisdictional comprehensive planning effort discussed in greater detail under the Walworth County heading, and adopted its plan in 2009.

The Town land use plan identifies “urban reserve areas” around Williams Bay. While specific future uses have not been identified, it is envisioned that the areas would primarily accommodate residential use, possibly with supporting neighborhood commercial. In addition, the Town is interested in the potential for sewer and water supply service to these areas, if and when they develop, via an extension of village utility systems. This would potentially include arrangements by which the areas so served would remain in the Town. Specifics in this regard would be set forth in village-town boundary/utility service agreements.

Walworth County

Walworth County initiated a multi-jurisdictional comprehensive planning effort to comply with the State comprehensive planning requirements by January 1, 2010. SEWRPC provided planning assistance in this initiative. Participating communities include the towns of Darien, Delavan, East Troy, Geneva, LaFayette, LaGrange, Richmond, Sharon, Spring Prairie, Sugar Creek, Troy, Walworth, and Whitewater. None of

the villages or cities in the County participated in this effort. The outcome of this planning effort is a long-range comprehensive plan for the year 2035. The County's land use policies related to cities and villages include the following:

- ≈ Cities and villages are encouraged to develop and implement their comprehensive plans in a manner that promotes the development of compact urban areas that allow for the efficient provision of public utilities and services.
- ≈ Cities and villages are encouraged to promote infill development, along with the revitalization and renewal of older urban areas, as part of their overall approach to meeting future development needs.
- ≈ Cities and villages are encouraged to include towns in planning future development in areas that border on, or potentially extend into, town areas. Coordination of planning can probably best be achieved through boundary agreement efforts. Cities and villages are also encouraged to consult with towns when making decisions on annexations and the exercise of extraterritorial powers.

The County's comprehensive plan also recognizes conservation developments as an alternative to conventional development and a means to limiting development in natural resource areas. The County recommends a flexible approach to the design of conservation developments, with decisions made on a case-by-case basis, taking into account the topography, existing natural resource features, and other characteristics of a potential site.

Southeastern Wisconsin Regional Planning Commission (SEWRPC)

SEWRPC was established in 1960 to serve as the regional planning agency for Southeastern Wisconsin. The commission consists of 21 members (three from each county) who provide information and planning services to the counties of Kenosha, Milwaukee, Ozaukee, Racine, Walworth, Washington, and Waukesha. SEWRPC addresses planning issues that transcend political and natural boundaries such as transportation, water supply, parks and open space, air and water quality, flooding, natural resource base deterioration, and changing land uses.

SEWRPC recently updated the Regional Land Use Plan and the Regional Transportation System Plan for Southeastern Wisconsin. The new Land Use and Transportation System Plans replace the existing plans, and will serve as guides to land use development and redevelopment and transportation system planning at the regional level through the year 2035.

INTERGOVERNMENTAL COOPERATION GOALS, OBJECTIVES, AND POLICIES

Goal:

Foster and maintain mutually beneficial relationships with adjacent and overlapping governments to advance Village interests.

Intergovernmental Cooperation Objectives:

1. Work with surrounding towns, and the County to encourage an orderly, efficient land use pattern in and around the Village to advance Village interests.
2. Engage in and nurture intergovernmental communication and delivery of services to best satisfy community needs.
3. Work with surrounding communities and the County to preserve regional natural and agricultural resources.
4. Recognize the potential benefits of the each of the four types of extraterritorial powers provided to villages by state statutes: extraterritorial planning, extraterritorial land division, extraterritorial official

mapping, and extraterritorial zoning. Consider the application of each of these powers as appropriate to forward Village interests within a multi-jurisdictional context.

Intergovernmental Cooperation Policies:

1. Consider new opportunities to share costs for essential services with other units of government.
2. Provide a copy of this Plan to all surrounding local governments and districts, and continue to involve and update them on future changes to the Plan.
3. Work to resolve differences between the Village of Williams Bay Comprehensive Plan and the plans, policies, and ordinances of adjacent communities.
4. Continue to cooperate with other units of government on issues related to land use, natural resources, recreation, transportation facilities, economic development, and other systems that are under shared authority or that cross governmental boundaries.
5. Pursue boundary agreements with adjacent towns where needed to forward Village interests and to create a more predicable future near the Village's edges and reduce the need for the Village to exercise its extraterritorial powers.
6. Share capital improvement plans with nearby communities and the Williams Bay School District to identify the potential for coordinating projects (e.g., parks), then coordinate bidding and construction of major infrastructure projects for improved efficiency.
7. Partner with the Williams Bay School District where appropriate to improve educational achievement, promote Williams Bay schools, and plan for long term future facility needs.
8. Work with WisDOT to advance important Village transportation projects, such as construction of the Highway 67 Bypass.

INTERGOVERNMENTAL COOPERATION PROGRAMS AND RECOMMENDATIONS

More Fully Exercise Extraterritorial Land Division Review Authority

Under Wisconsin Statutes, villages are granted the authority to plan for and influence development in unincorporated areas that are beyond their municipal limits but are reasonably related to the village's future growth. These areas are referred to as the village's "extraterritorial jurisdiction" (ETJ). Under State statutes, William's Bay's ETJ extends 1½ miles from the Village limits, except where it adjoins the ETJ of other nearby villages and cities (see the ETJ boundaries depicted on Map 1).

For lands within its ETJ, the Village has the authority to prepare land use plans. To help enforce these plans, the Village has the ability to review, approve, or deny land division proposals for such areas. The Village's Land Division Ordinance currently requires review of extraterritorial land divisions; however, it does not have provisions regulating density in the Village's ETJ.

In an effort to promote farmland and natural resource preservation and ensure that long-range Village plans are not compromised, the Village intends to amend its Land Division Ordinance to include clear density standards for land divisions (CSMs) and subdivisions (plats) within its 1½ mile extraterritorial jurisdiction. For areas on Map 5 that are located outside the Village's 2010 boundaries, within the ETJ, and designated as Agriculture/Rural the Village intends to establish a maximum density standard of 1 dwelling per 35 acres, with required lots sizes between 1 acre and 100,000 square feet, so as to preserve agricultural lands and natural features. The Village also intends to enforce the same requirements in areas designated on Map 5 for future Village growth, until such time as utilities can be extended to the area and the land is annexed to the Village. This will ensure that these areas remain available for Village growth in the future. For areas designated at Exurban Residential on the Future Land Use Map, the Village will consider establishing a permitted range of lot sizes.

Consider Intergovernmental Agreements with Adjacent Towns

Intergovernmental agreements are typically executed after a year or more of meetings, research, negotiations, writing, and legal review, and typically address the following issues. The Village will remain open to establishing such agreements on mutually beneficial terms with all surrounding towns.

Agreements may be pursued to address all or more of the following issues:

- ≈ Municipal Boundary Changes: Intergovernmental agreements between villages and towns frequently suggest limits to long-term annexation, generally in exchange for some compromises from the town. Such compromises may include the town's agreement to limit town development in the possible future annexation area and to undergo boundary adjustments to bring town islands and peninsulas into the corporate limits.
- ≈ Utility Service Area Boundaries: Some intergovernmental agreements include provisions that define where public sewer and/or water services may be extended and where they may not. These areas define where fairly intensive urban (publicly sewered) growth may occur in the future, but may also include existing rural development areas that might require sewer. Some agreements include provisions that do not allow further intensive development with on-site waste treatment systems in such designated utility service areas.
- ≈ Future Land Use Recommendations: Frequently, intergovernmental agreements establish mutually agreeable future land uses or development densities in areas that concern both communities. Some agreements also include provisions that the communities must amend their comprehensive plans to be consistent with the future land use recommendations negotiated in the agreement, or that they not amend their comprehensive plans in a manner that would be inconsistent with the agreement. Such provisions are particularly effective for limiting the division and development of lands mutually identified for farmland or open space preservation.

Intergovernmental agreements specify the length of time that it is applicable to the agreement. Twenty years is a typical timeframe, as this corresponds with comprehensive plan time horizons. Occasionally, agreements have provisions for automatic extensions if neither party decides to withdraw. Most agreements also include provisions for periodic review and possible amendments if both parties agree. This keeps the agreement fresh in people's minds and allows adaptability as conditions change.

Prepare Amendments to the Village's Extraterritorial Zoning Ordinance

Pursuant to section 62.23(7)(a), Wisconsin Statutes, the Village of Williams Bay adopted an Extraterritorial Zoning Ordinance with the Town of Geneva. The Village intends to continue to exercise extraterritorial zoning authority within the Village extraterritorial zoning jurisdiction (ETZ), in cooperation with the Town. However, recent Wisconsin court cases have established that a zoning ordinance that does not permit any land uses by right (i.e., all uses require a conditional use permit or PUD zoning) can legally be found to be unconstitutional. As it is currently written, 13 of the 25 districts in the Village's Extraterritorial Zoning Ordinance do not have any permitted-by-right uses. These include the following:

- ≈ A-4, ETZ Agricultural-Related Manufacturing, Warehousing, and Marketing District
- ≈ A-5, ETZ Agricultural-Rural Residential District
- ≈ C-1, ETZ Conservation District
- ≈ C-2, ETZ Upland Resource Conservation District
- ≈ P-1, ETZ Recreational Park District
- ≈ P-2, ETZ Institutional Park District
- ≈ R-4, ETZ Multiple Family Residence District
- ≈ B-1, ETZ Local Business District
- ≈ B-2, ETZ General Business District
- ≈ B-3, ETZ Waterfront Business District

- ≈ B-4, ETZ Highway Business District
- ≈ B-5, ETZ Planned Commercial Recreation Business District
- ≈ M-1, ETZ Industrial District

To address this issue, the Village intends to work with the Town to amend its Extraterritorial Zoning Ordinance to ensure a reasonable list of uses permitted by right are available in each of the ETZ zoning districts. This will protect both land owner interests and uphold the constitutionality of the Village’s Extraterritorial Zoning Ordinance.

Work with Surrounding Communities and the County to Advance a Regional Open Space Preservation Initiative

The Village of Williams Bay places great emphasis on the value of its natural resources and scenic beauty.

57% of vision workshop respondents felt the Village should be assertively involved in advancing a regional open space preservation initiative.

With exceptional foresight, the Village has already preserved the 230-acre Kishwaukee Nature Conservancy, located at the heart of the Village. Now, in cooperation with nearby municipalities, the County, and other regional partners, the Village has an opportunity to help advance a regional open space preservation initiative to ensure that the beauty of the area surrounding Geneva Lake is sustained in perpetuity. Such an effort should focus on preserving natural areas, productive farmlands, and open space corridors that link these areas.

CHAPTER ELEVEN: IMPLEMENTATION

The Village will realize its Plan goals through a coordinated, continuous program of Plan implementation, evaluation, and updates. The purpose of this chapter is to identify high-priority implementation steps, timeframes for completing implementation activities, and the parties responsible for implementing various aspects of the Plan. This chapter will also outline a process and criteria for subsequent amendments to the Comprehensive Plan. The detailed implementation table identifies and prioritizes activities the Village intends to complete to implement this Plan.

PLAN ADOPTION

A first step in implementing the Village of Williams Bay 2030 Comprehensive Plan is making sure that it is adopted in a manner that supports its intended future use as a tool for consistent and well-thought-out decision-making. Pursuant to Section 66.1001, Wisconsin Statutes, the Village has included all necessary elements for this Plan to be adopted and has followed the procedures for adopting this Plan under the State's comprehensive planning legislation.

The state comprehensive planning statute requires that the implementation element "describe how each of the elements of the comprehensive plan shall be integrated and made consistent with the other elements of the comprehensive plan." There are no known internal inconsistencies between the different elements or chapters of this Plan because the various chapters were prepared simultaneously.

PLAN ADVANCEMENT AND AWARENESS

This Plan is intended to be used by government officials, developers, residents, and others interested in the future of the Village to guide growth, development, redevelopment, and preservation. The Village intends to constantly evaluate its decisions on public and private development proposals, public investments, regulations, incentives, and other actions against the recommendations of this Plan. In fact, as of January 1, 2010, zoning, subdivision, and official map "actions" have to be consistent with the adopted Comprehensive Plan, under State law.

This Plan will only have value if it is understood, supported, and used by the community. It is critical that the Village make concerted efforts to increase community awareness and education on this Plan. To this end, efforts may include:

- ≈ Prominently displaying the Village's vision statement, Future Land Use Map, Future Transportation and Community Facilities Map, and other Plan materials at the Municipal Building, the Library, or other community gathering places, along with the Zoning Map and Official Map.
- ≈ Ensuring that up-to-date materials are easily accessible on the Village's website.
- ≈ Speaking to community organizations and school and College groups about the Plan.
- ≈ Regularly presenting implementation progress reports to the Village Board, Plan Commission, and other municipal bodies.
- ≈ Incorporating Plan implementation steps in the annual budget process, and strategic planning efforts.
- ≈ Encouraging all Village commissions and staff to become familiar with and use the Plan in their decision making.
- ≈ Reviewing and assessing the Plan by reviewing performance against the implementation priorities and suggested timeframes described later in this chapter.

PLAN ADMINISTRATION AND ADDRESSING “CONSISTENCY”

In the spring of 2010, 66.1001 Wisconsin Statutes was amended to more specifically define what actions must be consistent with a comprehensive plan and also to more clearly define the term consistency (see text box). Still, it is expected that the concept of consistency will continue evolve over time, potentially following further legislation or court action. Subsequent amendments to this Comprehensive Plan may further address the “consistency” requirement as this evolution occurs.

In addition the guidance provided by the new statute amendments, the Village will also use the following general approach for purposes of determining whether or not any action is “consistent” with its Comprehensive Plan. First, the Village designates itself as the entity charged with determining whether its implementation actions are consistent with its Comprehensive Plan. Second, the Village intends to use a system for making and documenting consistency findings for Village Board and Plan Commission zoning and subdivision decisions, with assistance from the Village Attorney.

Many of the individual decisions made under this Plan will revolve around zoning, land divisions, public investments, and intergovernmental relations. The Village’s approach for addressing each of these types of decisions—and evaluating consistency of subsequent decisions with this Comprehensive Plan—is as listed below:

- ≈ **Zoning:** Zoning ordinances enacted or amended, proposed zoning map amendments (rezoning ordinances) should be consistent with the recommendations in this Plan. Specifically, the Future Land Use map, in combination with the policies behind it, should be used to guide the application of the general pattern of permanent zoning. However, the precise location of zoning district boundaries may vary, as judged appropriate by the Plan Commission and Village Board. Departures from the exact land use boundaries depicted on the Future Land Use map may be particularly appropriate for Planned Community Development district projects, properties split by zoning districts, and/or properties located at the edges of future land use areas. In their consideration of zoning map changes, the Plan Commission and Village Board will also evaluate the specific timing of the zoning map amendment request, its relationship to the nature of both existing and future land uses, and the details of the proposed development. Therefore, this Plan allows for the phased timing of zoning actions and the refinement of the precise recommended land use boundaries through the zoning, conditional use, Planned Community Development, and land division processes.

Amendments to the Comprehensive Planning Law: Spring 2010

Section 66.1001(3) was amended to read as follows:

Ordinances that must be consistent with comprehensive plans. Except as provided in sub. (3m), beginning on January 1, 2010, if a local governmental unit enacts or amends any of the following ordinances, the ordinance shall be consistent with that local governmental unit’s comprehensive plan:

- (g) Official mapping ordinances enacted or amended under s. 62.23(6).
- (h) Local subdivision ordinances enacted or amended under s. 236.45 or 236.46.
- (j) County zoning ordinances enacted or amended under s. 59.69.
- (k) City or village zoning ordinances enacted or amended under s. 62.23 (7).
- (L) Town zoning ordinances enacted or amended under s. 60.61 or 60.62.
- (q) Shorelands or wetlands in shorelands zoning ordinances enacted or amended under s. 59.692, 61.351 or 62.231.

Section 66.1001(1)(am) was created to read as follows:

“Consistent with” means furthers or does not contradict the objectives, goals, and policies contained in the comprehensive plan.

- ≈ Land Division Ordinance Enacted or Amended: Proposed land divisions should be generally consistent, but not necessarily precisely consistent, with the recommendations in this Plan. In their consideration of land divisions, the Plan Commission and Village Board will also evaluate the specific timing of the land division request, its relationship to the nature of both existing and future land uses, and the details of the proposed development. Departures from the exact locations depicted on these maps will be resolved through the land division process for certified survey maps, preliminary plats and final plats. This Plan allows for the phased timing and the refinement of the precise recommended development pattern through the land division process, as deemed appropriate by the Plan Commission and Village Board.
- ≈ Official Map Ordinance Enacted or Amended: The Transportation and Community Facilities map will be used to guide the general location and design of both existing and new public streets, public parks, and utilities, and will also be used to guide revisions to the Village's Official Map. In their consideration of official mapping issues, the Plan Commission and Village Board will also evaluate the specific timing of the development request, its relationship to both existing and future land uses, and the details of the proposed development. Departures from the exact locations depicted on the Transportation and Community Facilities map will be resolved through the official mapping and platting processes both within the Village limits and Village's extraterritorial jurisdiction.
- ≈ Public Investments: Proposed public investment decisions will be guided by the recommendations in this Plan. In many cases, the Plan indicates that the Village will "consider" or "explore" the possibility of certain identified public investments. Further, the timing and precise location of public investments may vary, as judged appropriate by the Plan Commission and Village Board. This Plan allows for the phased timing and the refinement of the precise recommended public facilities and other public investments as deemed appropriate by the Plan Commission and Village Board.
- ≈ Intergovernmental Relations: Proposed intergovernmental relation decisions will be guided by the recommendations in this Plan, as deemed appropriate by the Plan Commission and Village Board. However, in their consideration of intergovernmental decisions and agreements, the Plan Commission and Village Board will also evaluate a wide variety of other factors, including specific provisions of the recommended agreements. Departures from the recommendations in this Plan shall be resolved by the Village Board through the intergovernmental process.

PLAN AMENDMENTS

This Plan can be amended. Amendments may be appropriate in the years following initial adoption, particularly in instances where the Plan has become irrelevant or contradictory to emerging policy or trends, or does not provide specific advice or guidance on an emerging issue. "Amendments" are generally defined as minor changes to the Plan maps or text—as opposed to an "update," which is described later in the chapter.

Over the planning period, the Village is likely to receive and wish to entertain requests for Plan amendments. The Plan should be evaluated for potential amendments regularly. To provide a more manageable, predictable and cost effective process, the Village intends to establish a single Plan amendment consideration cycle every year. Several Wisconsin communities use an annual Plan review and amendment process cycle to ensure these evaluations and adjustments are handled in a predictable and efficient manner. This approach would require that all proposed Plan amendment requests be officially submitted to Village by a designated date of each year. A full draft of the amendments would then be presented to the Plan Commission for its evaluation and recommendation to the Village Board. The Board could then act to approve the amendment(s), following a public hearing.

The Village may choose to bypass the annual amendment process described above if an amendment to this Comprehensive Plan is determined necessary to capture a unique economic opportunity that is both related to achieving the vision of this Comprehensive Plan and may be lost if required to wait for the regular Plan amendment cycle. However, the Village is still required to use the amendment procedures outlined below.

The state comprehensive planning law requires that the Village use the same basic process to amend this Comprehensive Plan as is used to initially adopt the Plan. This does not mean that new vision workshops need to be held or a several-month process needs to occur. It does mean that the following procedures defined under Section 66.1001(4), Wisconsin Statutes, need to be followed.

1. Either the Village Board or the Plan Commission initiates the proposed Comprehensive Plan amendment(s). This may occur as a result of a regular review of the Plan, or may be initiated at the request of a property owner or developer or the Village in the case of implementing a component of the Plan or portion thereof.
2. The Village Board adopts a resolution outlining the procedures that will be undertaken to ensure public participation during the Plan amendment process (see Section 66.1001(4)a of Statutes). If the resolution is appropriately drafted, the Village will only need take this step for the first of potentially several amendment cycles before the Plan is fully updated.
3. The Plan Commission holds one or more public meetings on the proposed Comprehensive Plan amendments. Following the public meeting(s), the Plan Commission makes a recommendation by resolution to the Village Board by majority vote of the entire Commission (see Section 66.1001(4)b of Statutes).
4. The Village Clerk sends a copy of the recommended Plan amendment (not the entire Comprehensive Plan) to all adjacent and overlapping government jurisdictions and the County as required under Section 66.1001(4)b, Wisconsin Statutes. These governments should ideally have at least 30 days to review and comment on the recommended Plan amendment(s). Nonmetallic mine operators, any person who has registered a marketable nonmetallic mineral deposit with the local government, and any other property owner or leaseholder who has requested notification in writing must be informed through this notice procedure.
5. The Village Clerk directs the publishing of a Class 1 notice, with such notice published at least 30 days before a Village Board public hearing and containing information required under Section 66.1001(4)d.
6. The Village Board holds the formal public hearing on an ordinance that would incorporate the proposed amendment(s) into the Comprehensive Plan.
7. Following the public hearing, the Village Board approves or denies the ordinance adopting the proposed Plan amendment(s). Adoption must be by a majority vote of all members. The Village Board may require changes from the Plan Commission recommended version of the proposed amendment(s).
8. The Village Clerk sends a copy of the adopted ordinance and the amendment(s) (not the entire Comprehensive Plan) to all adjacent and overlapping government jurisdictions, mine operators, any person who has registered a marketable nonmetallic mineral deposit with the Village, and any other property owner or leaseholder who has requested notification in writing as required under Section 66.1001(4)b and c, Wisconsin Statutes.

PLAN UPDATE

The state comprehensive planning law requires that a community's comprehensive plan be updated at least once every ten years. As opposed to an amendment, an update is often a substantial re-write of the plan document and maps. Based on this deadline, the Village intends to update this Comprehensive Plan by the year 2020 (i.e., ten years after 2010) at the latest.

IMPLEMENTATION PROGRAMS AND INITIATIVES

Figure 11.1 provides a summary list of the major implementation actions the Village intends to undertake in order to implement this Plan. The table is intended to summarize and prioritize discrete and specific actions the Village will pursue to advance its goals and objectives. There are many policies and recommendations described in this Plan that will be carried out over time and will require on-going, recurring, and in some cases daily efforts on the part of Village staff, elected and appointed officials, and other agencies, districts, and organizations. These “ongoing” policies and recommendations have not been included in this table. Their exclusion is not intended to diminish their importance. In fact, the vast majority of this Plan will be implemented over time through incremental actions and decisions. But because such activities have no specific timeline associated with them, it was determined unnecessary to include them in the following table.

Implementation actions related to utilities and community facilities have been summarized and prioritized in Table 8.2 in the Utilities and Community Facilities chapter.

The table has five columns of information and has been organized into three separate sections described below:

Checklist Sections:

- ≈ **Priority Action Items:** Absent subsequent Village Board redirection, the Village intends to initiate Priority Action Items over the course of the two to three years following adoption of this Plan. Priority action items were selected because they meet one or more of the following criteria:
 - The action relates to a “high impact” project that is likely to drive growth and change in the community for the next several decades;
 - The action is critical to the effective on-going, day-to-day implementation of this Plan;
 - The action has already been started, is making progress, has established some momentum, and/or has partners who have identified a willingness to participate; or
 - The action is necessary in order to allow for future implementation actions to occur or represents an early step towards meeting a broader goal.
- ≈ **Next Steps:** Next Steps represent actions that are anticipated to occur roughly three to seven years after the adoption of this Plan. A fairly broad timeline has been assigned to these items because, generally, they will occur when the timing is right, and/or after prerequisite actions take place. The Village will review the list of “Next Step” items on an annual or biannual basis as part of its Comprehensive Plan adoption cycle (see Plan Amendments section above) to determine whether these items should be moved or down on the list of priority actions.
- ≈ **Longer-Term Action Items:** Longer-Term Action Items are not likely to occur sooner than five years after the adoption of this Plan. Similar to the “Next Steps” category described above, these action items will occur when capacity and funding become available, when the timing is right, and/or after certain prerequisite actions take place. Of all implementation activities, those classified as Longer-Term Action Items are considered to be of a lower priority than those classified as Priority Action Items or Next Steps.

Checklist Columns:

- ≈ **Implementation Action:** The first column lists steps, strategies, and actions that will help advance the goals and objectives identified in this Plan. Items in this list have been described in additional detail in other areas of the Plan.
- ≈ **Chapter Reference:** The second column includes a cross-reference to the chapter of this Plan where the recommended implementation action is described in greater detail.
- ≈ **Primary Parties Responsible for Implementation and Potential Partners:** The third column lists the parties or groups that may be primarily responsible for leading or carrying out the particular action, and other

groups that may be partners in implementation. The Village Board would also be responsible for initial authorization and/or final approval of many of these actions.

- ≈ “Completed”: The final column simply includes check boxes for Village staff and officials to use when a particular implementation step has been completed. During the annual Plan evaluation process, this table should be reviewed for items that should be pursued in the upcoming year.

Figure 11.1: Comprehensive Plan Implementation Checklist

Implementation Actions	Chapter Reference	Primary Parties Responsible for Implementation & Potential Partners	Completed
<i>Priority Action Items</i>			
1. Make Amendments to the Village’s Zoning Ordinance, including, but potentially not limited to the following (Reminder: all require a finding of consistency with the Comprehensive Plan):			
≈ Establish specific, high-quality site and building design standards for all new non-residential developments and redevelopments.	≈ Economic Development ≈ Land Use	≈ Village Staff/consultant	<input type="checkbox"/>
≈ Revisit standards for home occupations to allow home-based businesses to start and flourish, without negatively affecting the neighborhood environment.	≈ Economic Development	≈ Village Staff/consultant	<input type="checkbox"/>
≈ Consider requiring conditional use permits for all commercial and institutional buildings over 10,000 square feet and require specific design requirements for developments of that size.	≈ Land Use	≈ Village Staff/consultant	<input type="checkbox"/>
≈ Consider requiring conditional use permits for all multi-family developments with buildings that have more than five dwelling units or that are comprised of more than one principal structure	≈ Land Use	≈ Village Staff/consultant	<input type="checkbox"/>
≈ Amend the Village’s B-3 Waterfront Business District to identify appropriate permitted-by-right uses as well as conditional uses.	≈ Land Use	≈ Village Staff/consultant	<input type="checkbox"/>
≈ Establish specific, high-quality site and building design standards for development occurring in the central business district.	≈ Land Use ≈ Economic Development	≈ Village Staff/consultant	<input type="checkbox"/>
≈ Consider anti-monotony standards to ensure an adequate mix of housing colors and architecture.	≈ Housing and Neighborhoods	≈ Village Staff/consultant	<input type="checkbox"/>
≈ Consider adopting a new residential zoning district that would accommodate single-family, two-family, and perhaps some moderate density townhouse development, but would not allow more intensive multiple-family uses.	≈ Land Use	≈ Village Staff/consultant	<input type="checkbox"/>
≈ Establish specific, high-quality site and building design standards for multi-family developments.	≈ Land Use	≈ Village Staff/consultant	<input type="checkbox"/>
≈ Revisit zoning standards for central neighborhoods to ensure they do not discourage appropriate new home construction of additions.	≈ Land Use	≈ Village Staff/consultant	<input type="checkbox"/>
≈ Consider establishing a light industrial zoning district that only accommodates clean, high-quality, indoor businesses and industries.	≈ Economic Development	≈ Village Staff/consultant	<input type="checkbox"/>
≈ Revisit off-street parking requirements for the central business district and consider modifications.	≈ Economic Development	≈ Village Staff/consultant	<input type="checkbox"/>
≈ Make updates to landscaping requirements for non-residential development and multi-family developments. Consider standards for rain gardens and other forms of natural vegetation.	≈ Natural Resources ≈ Land Use ≈ Economic Development	≈ Village Staff/consultant	<input type="checkbox"/>
2. Make Amendments to the Village’s Official Zoning Map, including, but potentially not limited to the following (Reminder: all require a finding of consistency with the Comprehensive Plan):			
≈ Consider adjusting the B-2 zoning district boundaries to accommodate some lands immediately adjacent to, and functionally already within, the central business district, including properties west of Walworth Avenue and east of Elmhurst Street.	≈ Land Use	≈ Village Staff	<input type="checkbox"/>

Figure 11.1: Comprehensive Plan Implementation Checklist

Implementation Actions	Chapter Reference	Primary Parties Responsible for Implementation & Potential Partners	Completed
<ul style="list-style-type: none"> ≈ Consider down-zoning certain areas around the central business district that are currently zoned RM-1 and RM-2, but that are primarily comprised of single-family uses to better manage future land use patterns in these areas (see the Future Land Use map). 	<ul style="list-style-type: none"> ≈ Land Use 	<ul style="list-style-type: none"> ≈ Village Staff/consultant 	<input type="checkbox"/>
<p>3. Make Amendments to the Village’s Land Division Ordinance, including, but potentially not limited to the following (<i>Reminder: all require a finding of consistency with the Comprehensive Plan</i>):</p>			
<ul style="list-style-type: none"> ≈ Establish clear density standards for land divisions within the ETJ and in areas designated on Map 5 for Agriculture/Rural and/or for future Village growth (maximum density of 1 dwelling per 35 acres, with required lots sizes between 1 acre and 100,000 square feet). For areas designated at Exurban Residential on Map 5, consider establishing a range of lots sizes. 	<ul style="list-style-type: none"> ≈ Agricultural Resources ≈ Land Use ≈ Intergovernmental Cooperation 	<ul style="list-style-type: none"> ≈ Village Staff/consultant 	<input type="checkbox"/>
<ul style="list-style-type: none"> ≈ Require sidewalks and street trees on both sides of all new streets. 	<ul style="list-style-type: none"> ≈ Transportation 	<ul style="list-style-type: none"> ≈ Village Staff 	<input type="checkbox"/>
<ul style="list-style-type: none"> ≈ Update parkland dedication requirements and parkland acquisition/park improvement fee requirements. 	<ul style="list-style-type: none"> ≈ Utilities and Community Facilities 	<ul style="list-style-type: none"> ≈ Village Staff/consultant 	<input type="checkbox"/>
<p>4. Work with the Town to amend the Extraterritorial Zoning Ordinance to allow permitted-by-right uses in all zoning districts.</p>	<ul style="list-style-type: none"> ≈ Intergovernmental Cooperation 	<ul style="list-style-type: none"> ≈ Village Staff/consultant ≈ Extraterritorial Zoning Committee ≈ Town of Geneva 	<input type="checkbox"/>
<p>5. Revisit property maintenance codes and amend as necessary to establish strict standards.</p>	<ul style="list-style-type: none"> ≈ Housing and Neighborhoods 	<ul style="list-style-type: none"> ≈ Village Staff 	<input type="checkbox"/>
<p>6. Consider developing specific, quantifiable storm water management standards for redevelopment projects and/or revise criteria to be more inclusive of a variety of redevelopment/infill projects.</p>	<ul style="list-style-type: none"> ≈ Natural Resources 	<ul style="list-style-type: none"> ≈ Village Staff 	<input type="checkbox"/>
<p>7. Prepare an Official Map to reserve lands for future transportation and community facilities within the Village’s planning area (<i>Reminder: requires a finding of consistency with the Comprehensive Plan</i>).</p>	<ul style="list-style-type: none"> ≈ Transportation 	<ul style="list-style-type: none"> ≈ Village Staff/consultant ≈ WisDOT ≈ County Highway Department ≈ SEWRPC 	<input type="checkbox"/>
<p>8. Prepare a 5-Year Capital Improvement Program to budget for the upgrading of local roads and other capital improvements.</p>	<ul style="list-style-type: none"> ≈ Transportation ≈ Utilities and Community Facilities 	<ul style="list-style-type: none"> ≈ Village Staff 	<input type="checkbox"/>
<p><i>Next Steps</i></p>			
<p>9. Consider enlisting an outside consultant to assist in developing a comprehensive economic development strategy/plan and to assist in advancing key economic development initiatives and potentially a more detailed plan for the central business district.</p>	<ul style="list-style-type: none"> ≈ Economic Development 	<ul style="list-style-type: none"> ≈ Village Staff/consultant ≈ Williams Bay Business Association 	<input type="checkbox"/>
<p>10. Consider establishing a project management team to manage economic development activities.</p>	<ul style="list-style-type: none"> ≈ Economic Development 	<ul style="list-style-type: none"> ≈ Village Staff ≈ Local business owners ≈ Williams Bay Business Association 	<input type="checkbox"/>
<p>11. Consider establishing a Community Development Authority (CDA).</p>	<ul style="list-style-type: none"> ≈ Economic Development 	<ul style="list-style-type: none"> ≈ Village Staff ≈ Williams Bay Business Association 	<input type="checkbox"/>
<p>12. Consider encouraging the establishment of a business improvement district (BID).</p>	<ul style="list-style-type: none"> ≈ Economic Development 	<ul style="list-style-type: none"> ≈ Village Staff ≈ Williams Bay Business Association 	<input type="checkbox"/>

Figure 11.1: Comprehensive Plan Implementation Checklist

Implementation Actions	Chapter Reference	Primary Parties Responsible for Implementation & Potential Partners	Completed
13. Encourage the establishment of new neighborhood associations.	≈ Housing and Neighborhoods	≈ Village staff ≈ UW Extension ≈ Wisconsin Chapter of the Community Associations Institute.	<input type="checkbox"/>
14. Identify opportunities to build community support for the Highway 67 bypass, establish connections with state representatives, and maintain communication with WisDOT and the County to advance this project.	≈ Transportation	≈ Village staff ≈ WisDOT ≈ Walworth County ≈ State Representatives and Senators ≈ Village elected officials	<input type="checkbox"/>
<i>Longer-Term Actions</i>			
15. Investigate opportunities to work with WisDOT to transform Elkhorn Road into a more attractive entryway corridor.	≈ Transportation	≈ Village staff ≈ WisDOT ≈ SEWRPC	<input type="checkbox"/>
16. Explore the resources available at the National Center for Safe Routes to School to apply for grant monies for future bike and pedestrian facility projects.	≈ Transportation	≈ Village staff ≈ School District	<input type="checkbox"/>
17. Promote a “buy local” campaign among Williams Bay residents to enhance markets for locally-owned businesses.	≈ Economic Development	≈ Village Staff ≈ Geneva Lake West Chamber of Commerce ≈ Williams Bay Business Association	<input type="checkbox"/>
18. Research, identify, and address obstacles to local business development and identify ways to facilitate and encourage the growth of local businesses.	≈ Economic Development	≈ Village Staff ≈ Local business owners ≈ Williams Bay Business Association	<input type="checkbox"/>
19. Develop a design theme for and install way-finding signage that reflects the community’s desired image.	≈ Cultural Resources	≈ Village Staff	<input type="checkbox"/>
20. Consider establishing tax incremental financing (TIF) districts as part of an overall economic development strategy.	≈ Economic Development	≈ Village Staff ≈ CDA ≈ Plan Commission	<input type="checkbox"/>
21. Seeking out grants/funding opportunities to help pay for economic development initiatives.	≈ Economic Development	≈ Village Staff ≈ CDA	<input type="checkbox"/>