



VILLAGE OF WILLIAMS BAY

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NOTICE

BUILDING, ZONING & ORDINANCE (BZO) COMMITTEE MEETING TUESDAY, AUGUST 2, 2022 AT 4:00 PM VILLAGE HALL COUNCIL ROOM

AGENDA

The following agenda items may be considered for Discussion, Consideration, or Action

- I. Call to Order
- II. Roll Call
- III. Review of the Red-Line Draft of the Comprehensive Plan Update
- IV. Aurora University Request for Map Amendment
- V. Adjourn

Adam Jaramillo

Building, Zoning and Ordinances Chair

Requests from persons with disabilities, who need assistance to participate in this meeting or hearing, should be made to the Village Clerk's office in advance so the appropriate accommodations can be made.

Posted: 07/29/2022 5:00 PM

ACKNOWLEDGEMENTS

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Commented [SK1]: Staff – Please double check for current commissioners and staff or anyone that may be missing.

Plan Prepared for:

Village of Williams Bay

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TABLE OF CONTENTS

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Acknowledgements	i
Introduction.....	1
Map 1: Jurisdictional Boundaries.....	53
Chapter One: Issues and Opportunities	65
Population and Demographic Trends	105
Figure 1.1 Population Trends.....	105
Figure 1.2: Age and Gender Distribution, 2000.....	106
Figure 1.3: Permanent Resident Population Forecasts	116
Issues Raised Through Public Participation	116
Chapter Two: Agricultural Resources	144
Agricultural Resources	144
Agricultural Resource Goals, Objectives, and Policies	154
Agricultural Resource Programs and Recommendations.....	164
Map 2: Soil Suitability for Agriculture	184
Chapter Three: Natural Resources	194
Natural Resource Goals, Objectives, and Policies	232
Natural Resource Programs and Recommendations	242
Map 3: Natural Features.....	312
Chapter Four: Cultural Resources	329
Cultural Resource Goals, Objectives, and Policies.....	333
Cultural Resource Programs and Recommendations	343
Figure 4.1: Streetscape Furnishing Examples.....	Error! Bookmark not defined.
Chapter Five: Housing & Neighborhoods.....	373
Figure 5.1: Williams Bay Housing Types, 1990-2000.....	373
Figure 5.2: Age of Housing Stock in Williams Bay.....	373
Figure 5.3: Household Characteristics Comparison	383
Figure 5.4: Housing Occupancy Comparison	393
Figure 5.5: Housing Value Comparison	393
Figure 5.6: Household Projections.....	404
Housing & Neighborhood Goals, Objectives, and Policies	404
Housing & Neighborhood Recommendations.....	414
Chapter Six: Land Use.....	504
Figure 6.1: Williams Bay Existing Land Use Totals	514
Figure 6.2: Williams Bay Building Permits, 2000-2009	524

Figure 6.3: Approved and Platted Single-Family Residential Lots Available for Development.....	5249
Map 4: Existing Land Use	5351
Figure 6.4: Land Demand Projections in Five Year Increments, 2009-2030	5354
Land Use Goals, Objectives, and Policies	5455
Land Use-Specific Policies and Recommendations	5856
Map 5: Future Land Use	7274
Chapter Seven: Transportation	7373
Transportation Network.....	7373
Review of State and Regional Transportation Plans	7474
Transportation Goals, Objectives, and Policies.....	7576
Transportation Programs and Recommendations	7677
Chapter Eight: Utilities & Community Facilities.....	8181
Existing Conditions of Community Facilities	8181
Figure 8.1: School Enrollment, 2005-2009	8384
Existing Conditions of Utilities	8384
Utilities and Community Facilities Goals, Objectives, and Policies	8585
Utilities and Community Facilities Programs and Recommendations	8786
Map 6: Transportation and Community Facilities	8993
Chapter Nine: Economic Development.....	9295
Employment Trends	9295
Figure 9.1: Employment by Industry.....	9295
Figure 9.2: Employment by Occupational Group.....	9396
Figure 9.3: Largest Employers	9396
Figure 9.4: Income Comparison.....	9497
Figure 9.5: Educational Attainment	9497
Figure 9.6: Walworth County Employment Projections	9598
Assessment of Desired Economic Focus.....	9699
Figure 9.7: Strengths and Weaknesses for Economic Development.....	9699
Economic Development Goals, Objectives, and Policies	97400
Economic Development Programs and Recommendations	98401
Figure 9.8: CBD Development Concept.....	Error! Bookmark not defined.405
Figure 9.9: Amenities and Design Guidelines	Error! Bookmark not defined.407
Figure 9.10: Downtown Improvement Perspectives	Error! Bookmark not defined.409
Figure 9.11: Streetscaping Furnishing Examples.....	Error! Bookmark not defined.411
Chapter Ten: Intergovernmental Cooperation.....	105417
State and Regional Planning Framework.....	105417
Intergovernmental Cooperation Goals, Objectives, and Policies.....	108419
Intergovernmental Cooperation Programs and Recommendations	109420

Chapter Eleven: Implementation	112 <u>123</u>
Plan Adoption.....	112 <u>123</u>
Plan Advancement and Awareness.....	112 <u>123</u>
Plan Administration and Addressing “Consistency”	113 <u>124</u>
Plan Amendments	114 <u>125</u>
Plan Update	115 <u>126</u>
Implementation Programs and Initiatives	115 <u>127</u>

EXECUTIVE SUMMARY

Vision Statement

A vision statement is an inspirational, positive view of the Village's long-term future. It is intended to broadly describe how a community will look, feel, and function 20 years into the future. A vision becomes the framework around which strategies are laid out in the comprehensive plan. All goals, objectives, policies, programs, and recommendations of the Plan should reflect and advance this vision. The vision statement below was developed via public input and discussions about the future of the Village over the 20-year planning period.

Commented [BR3]: Staff: The Vision statement below is the same as was included in the 2010 Plan.

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 Recommendations

Commented [BR4]: Village staff: we will add the key recommendations from throughout the plan following your review. This will be a part of the draft provided to the PC for review.

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.

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. Plans adopted in 1999 and 2010 serve as the predecessor to this Comprehensive Plan.~~

Purpose of this Plan

~~This Village of Williams Bay Comprehensive Plan is intended to guide future growth and development and to ensure continued and enhanced community prosperity. Specifically, the Comprehensive Plan will: 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:~~

- ~~1. Identify areas appropriate for development and preservation over the next 20 years.~~
- ~~2. Recommend appropriate types of land use for specific areas in and around the Village.~~
- ~~3. Preserve natural and agricultural resources in and surrounding around the Village.~~
- ~~4. Identify and prioritize needed transportation and community facilities to serve future land uses.~~
- ~~5. Direct housing and economic investments in the Village.~~
- ~~4-6. Provide detailed action items to implement Plan Recommendations.~~
- ~~2-7. 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.

Each chapter presents the Village's goals, objectives, and policies for that element. These documented policies are the basis for the recommendations that are presented in each chapter. The final chapter of the document, Implementation, indicates proposed strategies, projects, and timelines to ensure that the recommendations presented in this Plan become a reality. All data, existing conditions, relevant plans, and background information for each Chapter can be found in Appendix A.

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. After January 1, 2010, -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 procedures will have legal standing for for local government actions related to zoning, subdivision, and official mapping decisions. The Williams Bay comprehensive planning process was guided by the Village of Williams Bay Plan Commission, Village Board, Village staff, and community members.

Comprehensive Plan Adoption Process

Preparation of a comprehensive plan is authorized under §66.1001, Wisconsin Statutes. Before adoption, a plan must go through a formal public hearing and review process. The Plan Commission adopts by resolution a public hearing draft of the plan and recommends that the Village Board enact an ordinance adopting the plan.

Following Plan Commission approval, the Village Board holds a public hearing to discuss the proposed ordinance that would be used to adopt the plan. Copies of the public hearing draft of the plan are forwarded to a list of local and state governments for review. A Class I notice must precede the public hearing by at least 30 days. The notice must include a summary of the plan and information concerning where the entire document may be inspected or obtained. The Village Board may then adopt the ordinance approving the plan as the Village's official comprehensive plan.

This formal, well-publicized process facilitates broad support of plan goals and recommendations. Consideration by both the Plan Commission and Village Board assures that both bodies understand and endorse the plan's recommendations.

In order to provide sound public policy guidance, a comprehensive planning process should incorporate inclusive public participation procedures to ensure that final recommendations reflect a broadly supported vision. Near the outset of this planning process, the Plan Commission and Village Board adopted the Village's Public Participation Plan by resolution. The following Public Participation activities took place during the planning process:

- Plan Commission and Village Board Joint Public Meetings
- Plan Commission Review Meetings
- Public Hearing
- Adoption Meeting

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.

Goals, Objectives, Policies, Programs and Recommendations

Each subsequent chapter of this Comprehensive Plan includes goals, objectives, policies, programs, and recommendations that will provide direction and policy guidance to Plan Commission members, Village Board members, residents, and other interested groups and individuals for the next 20+ years.

Goals, objectives, policies, programs, and recommendations are defined below:

- **Goals** are broad, advisory statements that express public priorities about how the Village should approach development issues. Goals are based on key issues and opportunities that are affecting the Village.
- **Objectives** more specifically identify future direction. By accomplishing an objective, the Village moves closer to achieving its goals.
- **Policies** are rules or courses of action implemented to achieve specific objectives. Village staff and officials should use policies on a day-to-day basis when making decisions.
- **Recommendations** provide detailed information regarding how to implement objectives, policies, and programs.
- **Action Items** are specific projects or services that are intended to move the Village toward achieving its goals, objectives, and policies through implementation.

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. 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.

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.

The planning area for this Plan includes all lands in which the Village has both a short-term and long-term interest in planning and development activities. The planning area includes all lands currently within Williams Bay's municipal limits (approximately 2.8 square miles) and the unincorporated area within the Village's 1.5-mile extraterritorial jurisdiction (ETJ). Within the ETJ, State statutes enable the Village to plan for those areas that bear relation to the Village's development, review subdivisions, enact extraterritorial zoning, and implement an official map.

This Plan covers a planning period of approximately 20 years (through 2040). Within that period, much of the land within the Village's ETJ will remain outside of the municipal limits (i.e., not to be annexed). However, the Village has an interest in assuring that development activity within the entire ETJ does not negatively affect the capacity for logical urban growth within and beyond the planning period. Through the planning process, the Village made a concerted effort coordinate its recommendations with those of local jurisdiction within its ETJ.

(insert) Map 1: Jurisdictional Boundaries

CHAPTER ONE: ISSUES AND OPPORTUNITIES

This chapter is intended to provide context and become the foundation for the remainder of the plan. It details both the issues and opportunities related to all topics covered throughout this document that have occurred over the past 20 years or are expected to take place over the next 20 years. 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.

Key Issues and Opportunities

Based on the public participation results, data analysis and other local trends, the Village of Williams Bay has a variety of key issues to be addressed and opportunities that can be leveraged over the coming decade. Each one topic is overarching and addressed throughout the plan.

Population and Demographic Shifts

- The Village's population has steadily grown since the 1970s. Outside of the 2000–2010 decade, population growth percentages experienced each decade range from 14%–20%. This population growth and change overtime has been factored into the Village's population projections for the next 20 years. It is projected that by 2040, Williams Bay's population could grow between 18%–35%, or by between 500–1,000 new residents.
- National, regional, and local level large-scale demographic shifts and personal preferences are changing. Some of the most impactful demographic shifts being a growing Hispanic and Latino population and increasing population over the age of 65. In addition, some of the most impactful personal preference and societal shifts include more people choosing to live alone and/or wait longer to start a family, people having fewer children than previous generations, increasing student debt making it harder for young homebuyers, largely stagnant wages, rising poverty levels, easier accessibility to working remotely with technology, and a growing demand for increased housing and employment mobility.

Housing Shifts

- Over the past decade, Williams Bay has experienced a housing shift with the increase in short-term rental homes. This has resulted in new tourism opportunities, but a loss of affordable housing stock and an increase of short-term tourists within established residential neighborhoods. The increasing aging population and regional growth of seasonal homes has contributed to declining school enrollment in addition to a dwindling local labor pool to fill jobs in Walworth County.
- Housing affordability and diversity will be needed to accommodate empty nesters, young professionals, and new families, especially two-family and small-scale multi-family options to help fill the missing middle housing gap between the extremes of low-income subsidized housing and large-lot single-family housing options.

Leverage the Village's Assets

- Williams Bay is fortunate to have an accessible and diverse park and open space network, several local festivals, events, and community organizations, established community institutions such as the George Williams College and the Yerkes Observatory, a high-quality life for residents, and access to pristine natural resources along the shores of Geneva Lake. In recognition of these assets and the benefits they provide, it is important to continue to improve and build on them to retain and attract tourists, residents, and local businesses.

Redevelopment, Reinvestment, and New Development

- The Village has multiple redevelopment, infill, and new development opportunities. This includes areas in the central business district, the former elementary school site, and greenfield development opportunities on the periphery. Through creative and innovative techniques and leveraging factors listed above, there are opportunities to foster new development while also redeveloping and investing in core areas, especially in and around the central business district.

Tourism

- Williams Bay, like several other surrounding communities along Geneva Lake, is a destination for travelers and vacation homes. This influx of visitors in the summer provides opportunities for local businesses and resorts, but also presents issues with traffic, degradation of natural resources, sustainability of businesses, and loss of affordable housing stock to vacation homes and rentals.

Cost of Services

- Each year the cost of municipal services increases and perpetuates challenges in maintaining and expanding local services. The Village has played an active role in exploring opportunities for consolidating some services and evaluating its long-term infrastructure and utility needs and constraints. However, there are further opportunities to be explored and considered over the next two decades in continuing to combine services with neighboring jurisdictions rather than the Village taking on the full financial burden.

Williams Bay Community Profile

Examining key demographic, housing, development, and economic indicators provides a baseline understanding of the Village's existing situation and its opportunities for the future. A detailed and complete set of all State of Wisconsin comprehensive planning legislation required data points for the Village of Williams Bay in comparison to neighboring communities, Walworth County, and the state are available in Appendix A: Data Inventory and Analysis. The following is a summary of Appendix A which highlights several key data and development trends.

The Village of Williams Bay experienced varying patterns of growth between 1990-2020. In 2020, the Village's population was 2,953, an approximate increase of 800 new residents since 1990, however growth slowed during the decade of 2000-2010. These trends impacted the population projections calculated in Figure A.4. Due to variability in growth experienced over the past 30 years and the unpredictability of future trends, multiple projections were calculated using trends between 1990-2000, 2000-2020, and 2010-2020. Overall, it is projected that by 2040 the Village will grow by between 500-1,000 new residents.

Based on the population projections in Figure A.4 and the Wisconsin Department of Administration's future household size estimate, the projected number of households in the Village over the next 20 years was also calculated. Between 2020-2040, it is projected that households will increase between 500-700 (Figure A.13). The increase is a result of the Wisconsin Department of Administration's projected decrease in the Village's household size.

Other key trends over the last twenty years as further explored in Appendix A and throughout the Plan include:

- Williams Bay has an aging population, both in percentage of the population over 65 years old and median age (Figure A.5).
- The Village's racial and ethnic makeup has slightly changed since 2000 with a decrease in the percentage of residents who identify as white and an increase in the number of residents who identify as a different racial or ethnic group (Figure A.7).
- The average household size has decreased over the past 20 years and is anticipated to continue to decrease over the next 20 years (Figure A.11 and A.13).
- Housing costs have increased over the past 20 years in terms of gross rent, owner-occupied monthly costs, and value of owner-occupied units (Figure A.12).
- Housing unit makeup in the Village has remained relatively consistent over the past 20 years and remains predominantly consisting of single-family units (Figure A.14).
- For the past 20 years, Village residents continue to be predominantly employed in management, business, science, sales, and office occupations (Figure A.27).
- Williams Bay residents are highly educated and have higher median and per capita incomes in comparison to almost all neighboring communities, Walworth County, and Wisconsin (Figure A.29 and A.30).
- Almost all Village residents commute outside of Williams Bay for work (92%) and nearly all people employed in the Village live somewhere else (88%). Both figures are much higher percentages than Walworth County overall trends (Figure A.32).

Public Participation Feedback

In November 2021, Vandewalle & Associates facilitated a kickoff meeting between the public, Village staff, the Plan Commission, and Village Board. In addition, in January 2022, Vandewalle & Associates facilitated a Community Vision Workshop at the Williams Bay High School. The meetings' goals were to gain perspective on specific ideas and concerns in the community. Several general questions were asked, and attendees provided verbal and written feedback to each. In addition, Vandewalle & Associates facilitated focus group meetings in January 2022. Five groups were organized around a thematic topic including high school students, economic development and housing, central business district, parks and natural resources, education, workforce, and employment.

Vision for the Future

- A thriving community that retains its small-town charm.
- A safe, quiet, clean friendly, and healthy place to live and raise a family where people can work, play, and shop.
- Financially stable local government with lower utility costs and engaged community members.
- A business-friendly community and downtown that fosters retention of existing businesses and attraction of new businesses.

Community Assets

- Parks and recreational opportunities
- Local events, festivals, and organizations

- Location and transportation accessibility to highways, metro areas, and regional destinations
- Community facilities including the Library, Village Hall, and schools
- Quaint downtown with lots of potential

Existing Issues

- Marketing the existing community assets
- Attracting and retaining new businesses and employers
- Not enough diversity in housing units and housing affordability
- Additional intergovernmental agreements needed
- Retention and attraction of young families
- Utility infrastructure planning and investment

Most Exciting Trends

- Single family housing starts
- Park improvements
- Reinvestment in the Yerkes Observatory

Most Disappointing Trends

- Generally, stalled commercial growth over the past decade especially in the downtown
- Global pandemic impacts on local businesses and economy
- Slow housing growth
- Rising housing prices

Opportunities for New Development and Redevelopment

- Revitalize downtown with daily shopping, services, restaurants, destinations, and housing options
- Infill residential subdivisions

Document Review Meetings

Throughout the process, both the Village Plan Commission and Village Board were heavily involved. On Month Date, 2022, Vandewalle & Associates presented and gathered feedback from the Plan Commission on Draft #1. Following the review meeting, a Public Open House was held on Month Date, 2022. This event provided members of the public with an opportunity to review the documents and maps, ask questions, and provide feedback. In total _____ people participated in the Public Open House portion of the process. Subsequently, the Final Draft Comprehensive Plan was produced and posted on the Village website for review and comment prior to the Public Hearing.

Recommendation, Public Hearing, and Adoption

On Month Date, 2022, a public hearing and a Joint Plan Commission and Village Board meeting was held. Following the public hearing, the Plan Commission recommended the Plan for adoption by the Village Board and the Village Board formally adopted the 2022 Village of Williams Bay Comprehensive Plan on Month Date, 2022.

Commented [SK5]: Note: Dates will be filled in as future meetings occur.

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.

Commented [BR6]: Village staff: all of this information has been updated and added into a new appendix document to streamline the main body of the document and increase user-friendliness.

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.

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- ⇒ 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.

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, Kishwaukee 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; Kishwaukee Nature Conservancy; Yerkes Observatory; George Williams College; and the quiet peaceful character of the community.

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 Kishwaukee 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 Kishwaukee 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 H.

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.

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.

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. This chapter is intended to provide the goals, objectives, and policies related to agricultural resources. It also details a set of key recommendations to help advance or achieve them. All local context and existing plans related to the Village's agricultural resources can be found in Appendix A.

Agricultural Resources Recommendations Summary

- Limit and manage development in long-term expansion areas.
- Support long-term farmland preservation efforts outside of the Village's future growth areas.
- Encourage the use of local and healthy foods in Williams Bay.

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.

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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:

1. Preserve and protect agricultural resources in the Village planning area, help to grow and celebrate the agricultural economy, and 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.
- 2.3. Direct new housing development to areas designated for such on the Future Land Use Map and to areas where housing has already occurred or is deemed appropriate for infill development.
- 3.4. 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~~ urban and rural land uses. Consider the location of productive agricultural lands before making decisions on the expansion of Village services or growth areas.
2. Work with surrounding towns, villages, cities, and Walworth County to encourage an orderly, efficient development pattern that directs more intensive development into the Village and approved sanitary sewer service areas, preserves remaining natural resources and productive agricultural lands in rural areas, and minimizes conflicts between urban and rural areas, 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. Exercise extraterritorial jurisdiction land division review authority as established by State statutes.
6. Cooperate with surrounding communities and the County to advance a regional open space preservation initiative (see the Intergovernmental Cooperation chapter). Participate in the updates of the Walworth County Land and Water Resource Management 5-Year Work Plan, Walworth County Farmland Preservation Plan, and any other multi-jurisdictional regional planning efforts to preserve productive agricultural lands and to encourage sustainable agricultural practices that protect ground and surface waters.
- 6.7. Discourage the creation of scattered rural home sites and subdivisions that are not served by public water and sanitary sewer within the Village's extraterritorial jurisdiction.

AGRICULTURAL RESOURCE PROGRAMS AND RECOMMENDATIONS**Limit Development in Agricultural Areas 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. This Plan intends to implement agricultural preservation objectives by guiding future development into areas that are presently served or can be easily and cost effectively connected to municipal utilities. The Village intends to exercise its subdivision review authority within its 1.5-mile extraterritorial jurisdiction to limit development in these areas, instead directly new development (e.g. subdivisions, multi-family residential, commercial, and industrial) to areas in the Village that have been identified for such development.

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.

Manage Development in Long-Term Urban Expansion Areas

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. To achieve this, it is recommended that the Village abide by the following development standards for these areas.

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).~~ Prohibit development at gross densities higher than one home per 35 acres.
- Prior to any intensive development within or beyond the 20-year planning period, the Village should engage in detailed planning processes that addresses land use, transportation, and utility plans for projects proposed in Long-Term Urban Expansion Areas.
- 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.~~
- 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.

Encourage the Use of Local and Healthy Foods

Most of the food consumed in the United States today is transported many miles before it reaches our tables. Various opportunities to promote locally grown foods can help reverse this unsustainable system. Some of the ways in which the Village can contribute to these efforts include the following:

- Farmers Market: Local farmers markets provide a direct means for farmers to sell their products to the consumer, contribute to the local economy, and encourage a sense of community. Williams Bay hosts its own farmers market along the waterfront each summer on Fridays. It is recommended that the Village continue to establish, promote, and expand its local Farmers Market in addition to leveraging the proximity of other markets in adjacent communities to connect local food producers with local customers.
- Community-Support Agriculture (CSA) programs: A CSM program allows farmers to sell shares of their products directly to consumers in advance of the growing season. Such programs encourage healthful food choices, support local farmers, and relive some of the burdens and uncertainties associated with conventional marketing approaches. There are a few CSA programs operating in the region. It is recommended that CSA programs be expanded within the Village to help advance the local economy through direct connections to local markets. A few key strategies to fostering new CSAs is through establishing connections with surrounding farmers or existing CSA operations, connecting with organizations like FairShare CSA Coalition that specializes in connecting farmers with customers, and providing educational materials to residents.
- Restaurants and Food Stores: Numerous restaurants, cafes, and bakeries throughout Wisconsin practice purchasing, serving, and promoting locally grown foods. Increasing restaurants' use of locally sourced foods in Williams Bay can be leveraged to market the community and the region. It is recommended that this be done through encouraging local restaurants and grocery stores to purchase and sell local and organic foods, partnering in marketing or recruitment efforts such as promoting and facilitating the development of a smaller organic / local food cooperative in the Village, or through the creation of a supportive planning and zoning environment for further restaurant and food store development.
- Promote and Incorporate Community Gardens: Overall, establishing community gardens can help to promote consumption of local foods, which helps increase biodiversity, protect wildlife habitat, provide more stormwater infiltration, reduce energy consumption from commercial food production, and help foster local sustainability efforts. Community gardens also provide neighborhood gathering places, promote community interaction, enhance health, and promote environmental education.

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.

(insert) Map 2: Soil Suitability for Agriculture

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. This chapter is intended to provide the goals, objectives, and policies related to natural resources. It also details a set of key recommendations to help advance and achieve them. All local context and existing plans related to the Village's natural resources can be found in Appendix A.

Natural Resources Recommendation Summary:

- Create a compact and efficient development pattern to minimize expansion into natural areas.
- Advance stormwater best management practices to protect surface and groundwater quality.
- Develop approaches to become a more sustainable, energy-conscious, and climate resilient community.
- Advance community wellbeing as a system by considering environmental and public health.
- Preserve and protect the Village's natural resource base, and in particular, the quality and integrity of Geneva Lake.

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:

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 Kishwaukee 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.

Southwick Creek, a local trout stream located within the Kishwaukee 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 septic 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 Kishwaukee 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.

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 Kishwaukee Conservancy Natural Area was established in 1989. “Kishwaukee,” meaning “sparkling water,” is a 231-acre wetland area with more than four miles of trails. Kishwaukee is located in Williams Bay along Highway 67 just north of Geneva Street. Kishwaukee 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:

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

Objectives:

- ~~1. Protect environmental corridors and isolated natural areas from new development.~~
- ~~2. Embrace a collaborative initiative to become a more sustainable, energy-conscious, and climate resilient community.~~
- ~~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 Kishwaukee 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).~~
- ~~13. Coordinate with the DNR and Walworth County on future planning of bicycle routes, trails, and infrastructure to promote connectivity throughout the area.~~
- ~~14. Consider enhancing sustainability or climate resiliency training for in-house Village Staff.~~
- ~~15. Facilitate maximum infiltration of stormwater volume through the use of Best Management Practices such as rain barrels, infiltration swales, pervious pavement, rain gardens and green roofs.~~
- ~~16. Consider the development of a Village-wide Park and Open Space Plan to help identify, protect, and advance protection of natural resources, recreational opportunities, and open spaces.~~
- ~~12. —~~

NATURAL RESOURCE PROGRAMS AND RECOMMENDATIONS

Promote a Compact Development Pattern

The Village will, through this Plan, promote a more compact development pattern, focusing on techniques that minimize the amount of land required for additional growth such as infill development, redevelopment, and smaller lot sizes. A compact development pattern will benefit regional water quality, facilitate the use of alternative forms of transportation (e.g. walking, biking, neighborhood electric vehicles), and will help keep development out of productive agricultural areas, and will be less expensive to serve with public utilities and services.

Utilize the Lake and Kishwaukee 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 Advance Stormwater Management Best Management Practices (BMPs)

The Village will promote progressive stormwater management approaches to mitigate the negative impacts stormwater can have on waterways and downstream properties. Traditional stormwater management practices attempt to carry water away from a developed site as quickly as possible after a storm or hold water on-site in constructed ponds. Alternatively, stormwater BMPs aim to control runoff volume by managing precipitation as "close to where it hits the ground" as possible, thereby facilitating infiltration of precipitation into groundwater and evaporation of water back into the atmosphere. This approach decreases peak stormwater quantities and improves the overall quality of the stormwater that does enter streams and lakes. BMPs for stormwater quality may include any or all of the following strategies: 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~~ reduces the impervious footprint of development sites and ~~breaks up breaking up large paved~~ large, paved areas with permeable surfaces and/or natural ground cover and vegetation. The impacts of stormwater 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 (e.g., front lawns). 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 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~~ Include 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. They can also have a dual function in facilitating solar panels or recreation space on rooftops.~~
 - 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.~~
 - 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

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"

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.~~

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

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)

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.

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Develop an Approach to Community Sustainability and Climate Resiliency

Sustainability and climate resiliency are not stand-alone concepts—they are interconnected not only to the natural environmental, but also to equitable housing and transportation, economic and public health, and a community's identity. It is this interconnected quality that makes sustainability challenging to achieve, but it also makes sustainability beneficial to all. Because sustainability touches many facets of community planning—sustainability concepts, goals, policies, and recommendations are woven throughout each chapter of this Comprehensive Plan.

The most successful approach to achieving community sustainability and climate resiliency generally involves multiple players—from the Village decision-makers and staff, to private and non-profit entities, to the development and building community, to residents. Moving the Village toward sustainability and climate resiliency will require not only a wide-spread community “buy-in” to engage multiple players—but also substantial education and outreach activities to increase community support and establish a common understanding of what that means for Williams Bay.

The following steps outline a comprehensive approach for achieving a more sustainable community.

Commented [SK10]: Village staff – the following sections are new information and recommendations regarding sustainability. Please share feedback as needed.

- Declare sustainability and climate resiliency as community-wide priorities. This may be done through resolution by the Village Board.
- Serve as a model to the community for sustainable and climate resilient practices through municipal operations, infrastructure, and planning.

To effectively serve as a model and guide public and private sustainability and climate resiliency initiatives, the Village may promote any or all of the following municipal-level strategies:

- Enable the development community to incorporate best practices by minimizing hurdles and maximizing incentives.
- Develop modern zoning and subdivision standards to address on-site renewable energy generation such as wind, solar, and geothermal.
- Consider incorporating energy-efficiency and natural, locally sourced building materials in new Village buildings.
- Encourage energy-efficient building and site design for new development and redevelopment projects.
- Identify opportunities for converting waste to energy (e.g., utilizing an anaerobic digester to convert organic waste from agricultural uses, residences, and businesses into methane gas).
- Work with local utility operators and providers to advance alternative energy programs and opportunities such as solar group buys, electric car charging stations, water conservation efforts, and others.
- Advance stormwater infiltration through encouraging the use of Best Management Practices such as rain barrels, infiltration swales, pervious pavement, rain gardens, and green roofs.
- When updating the Village's municipal fleet consider hybrid, electric, or biodiesel vehicles.
- Enhance opportunities for walking and biking for both recreation and transportation—this can be done in part through Traditional Neighborhood Design (TND).
- Seek opportunities to increase access to local and sustainable food options.
- Promote economic development strategies that capitalize on the place-based assets and inherent competitive advantages of the Village.
- Support and encourage local businesses to maximize reinvestment in the community.
- Continue to provide a diversity of family-supporting jobs and housing types within the Village.
- Continue coordination and planning efforts of Walworth County and other jurisdictions on the implementation and eventual update of the Natural Hazard Mitigation Plan.
- Consider developing and implementing Village-level climate resiliency plans and staff training to help solve long-term issues. Several Wisconsin and Midwest communities have established climate resiliency-based plans and programs. These case studies are a great example of the need to be proactive in the face of potential natural disasters.

Promote Private Sector Sustainability Strategies and Initiatives.

The recommendation above outlines specific approaches that the Village may initiate to promote the concept of sustainability in Williams Bay. However, not all sustainability initiatives are intended to be led by the Village. The private sector can play a key role in advancing sustainability by assuming a position as a role model for the community. To develop a more focused approach to achieving sustainability, the Village will encourage private entities to:

- Incorporate sustainable practices and operational policies into the company's business model.
- Develop incentive programs for workers to engage in more sustainable personal practices such as participating in a live-near-your-work program, purchasing a fuel-efficient vehicle, commuting by bicycle, and carpooling.
- Develop a company newsletter featuring articles about the company's sustainable projects and initiatives.

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Encourage Village-wide Sustainable and Climate Resilient Practices Through Education and Outreach. Educational and outreach programs will not only help the Village engage the public and provide information, but also establish a level of community support for specific community-wide initiatives and activities. The following techniques and approaches to educate community members have been successfully utilized in other communities:

- Working with educational institutions and the media to promote education and outreach on the need for and benefits of sustainable approaches.
- Communicating conservation initiatives through various media outlets. The use of websites, internet-based networking (e.g. Facebook, Twitter, blogs), text messages, radio and television public service announcements, newspapers, community newsletters, and other print publications can provide low-cost media coverage and reach varied audiences.
- Hosting educational programs such as workshops, study circles, seminars, and informal community events. Examples could include how-to workshops on rain barrels, composting, gardening, energy efficiency, or bicycle commuting. Community sponsored educational seminars featuring field experts (e.g. experts in energy, stormwater management, farming, natural resources, etc.) could foster greater understanding of complex systems and encourage participation in sustainability programs.

What is Sustainability?

A community can advance sustainability through a variety of strategies such as promoting comprehensive transportation networks and services; ensuring a variety of housing options throughout the community; investing in a strong economy that provides a diversity of local jobs, goods, and services; supporting well designed development that preserves high-quality farmland and complements the natural environment; seeking out opportunities to reduce non-renewable energy consumption and waste; and generally by developing comprehensive solutions to resolving complex issues.

The term sustainability refers to a community's capacity to support the long-term health and welfare of its natural and man-made environment, as well as all forms of life that depend on that environment. A sustainable community is focused not only on protecting natural resources, but also on ensuring a high quality of life for all residents. To move in the direction of sustainability, a community must recognize the interconnectedness of all things, as well as the impact their actions have on the greater region and the world.

What is Climate Resiliency?

Williams Bay is not immune to the extreme weather events and natural disasters that are intensifying worldwide. Because of events like these, it has become a necessity for governments, emergency management operations, and the population at-large to proactively prepare for these situations. Climate resiliency is essentially just that, it's the capacity for a system to maintain functions in the face of these types of situations and to adapt, reorganize, learn, and evolve from them to be better prepared in the future. This can be done through creating inventories, assessing vulnerabilities and risks, evaluating options, prioritizing strategies, long-term planning, and implementation. All over the world, cities have invested in climate resiliency plans, simulations, tools, technical expertise, and infrastructure.

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Advance Community Wellbeing as a System by Considering Environmental and Public Health

Like livability and sustainability, public health is a function of many interrelated topics. It is comprised of a large and complex network of social and physical influences such as land use, the environment, social norms, education, transportation, and health care. Collectively, the physical environment, built environment, and social construct of the community contribute to the overall public health of residents.

There are two common ways of measuring public health: physical health and mental health. Physical health is typically measured in life expectancy, obesity rates, chronic diseases, and other similar attributes. Mental health is harder to quantify, but typically consists of addition/substance abuse, depression, dependency, etc. Further, another component that must be considered in the evaluation of a community's public health is access to services and equitable distribution of services. Health services can be cost prohibitive, inaccessible, and often not widely known by the people who may need them the most. Taking into consideration all of the factors listed above will provide the community with an ability to gain a full understanding of the existing public health situation.

Nearly every component of this Plan either directly or indirectly affects public health. Assessing and addressing existing conditions, needs, and evolving trends of the community's public health are vital components to planning for the future of Williams Bay.

(insert) Map 3: Natural Features

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. Cultural resources are the invaluable cultural and historical assets that offer a tangible connection to the history and cultural heritage of a place. Cultural resources include historic buildings and structures, archaeological sites and landscapes, and the places, events, and activities that make Williams Bay unique. Cultural resources are an important component in planning efforts and are critical parts of how a community views itself, and how the community is perceived to the outside world. All local context and existing plans related to the Village's cultural resources can be found in Appendix A.

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 charter 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."

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 ambience 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 Resources Recommendations Summary

- Emphasize and enhance Williams Bay's small town community character.
- Support and sponsor community events and destination uses to provide year-round cultural attractions.
- Partner with community institutions and foundations to market the community including the Yerkes Futures Foundation and the George Williams University.

CULTURAL RESOURCE GOALS, OBJECTIVES, AND POLICIES

Goal:

1. Preserve, enhance, and promote the Village's unique historic character and cultural offerings. ~~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~~ [Yerkes Futures Foundation](#) 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.~~ ~~Guidelines to keep in mind when developing a community-wide wayfinding signage system 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~~ ~~Include a short list of destinations 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).
- ~~Provide a font large enough and plain enough for drivers to read~~ ~~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~~ ~~Do not include~~ ~~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 and 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.~~

Commented [SK13]: Village staff: is this still relevant?

~~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~~ 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 ~~are certified historic or contribute to a historic district, 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 mini (under \$2,000) and major (under \$10,000) 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 Support and Sponsor Community Events

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.

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CHAPTER FIVE: HOUSING & NEIGHBORHOODS

A community's housing stock is its most significant long-term capital asset. As is typical in most communities, housing represents the largest single land use in terms of area in the Village. Housing not only fulfills the basic need for shelter, but also helps shape the identity of individuals, neighborhoods, and the community's sense of place. The purpose of this Plan is to provide an analysis of local housing trends and existing conditions. This analysis shaped the goals, policies, programs and recommendations of this chapter. All housing analysis, local context, and existing plans related to housing and neighborhood development can be found in Appendix A. 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.

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	1,304	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	405	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

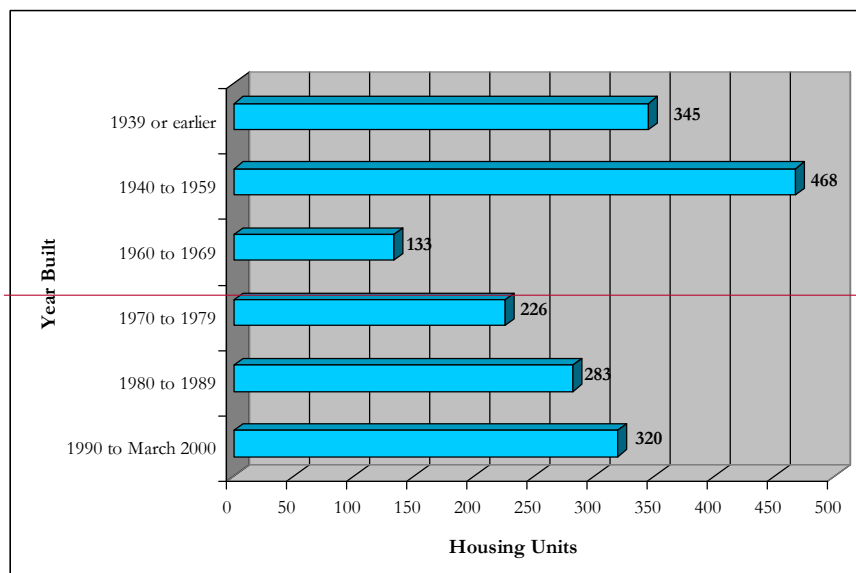


Figure 5.3 lists household characteristics in Williams Bay compared to surrounding communities and the County. According to 2000 U.S. Census data, the average household size in Williams Bay (2.35) was on the low end compared with surrounding towns, but comparable to the neighboring municipalities of 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

Housing and Neighborhoods Recommendations Summary

- Support the provision of diverse housing options for a varying age brackets and income groups.
- Promote the development of “traditional neighborhoods” in new residential areas.
- Require high-quality designs for all multi-family housing development projects.
- Foster new entry-level housing options for young families.

Goal:

1. Encourage orderly, managed, and ~~well-planned~~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~~well-planned neighborhoods that offer a variety of ~~high quality~~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~~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 s~~Strengthen existing neighborhoods through ~~the~~ maintenance of the housing stock, creative reuse of vacant or under-utilized buildings, and infill ~~and~~ redevelopment.
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~~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.

- 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 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.~~

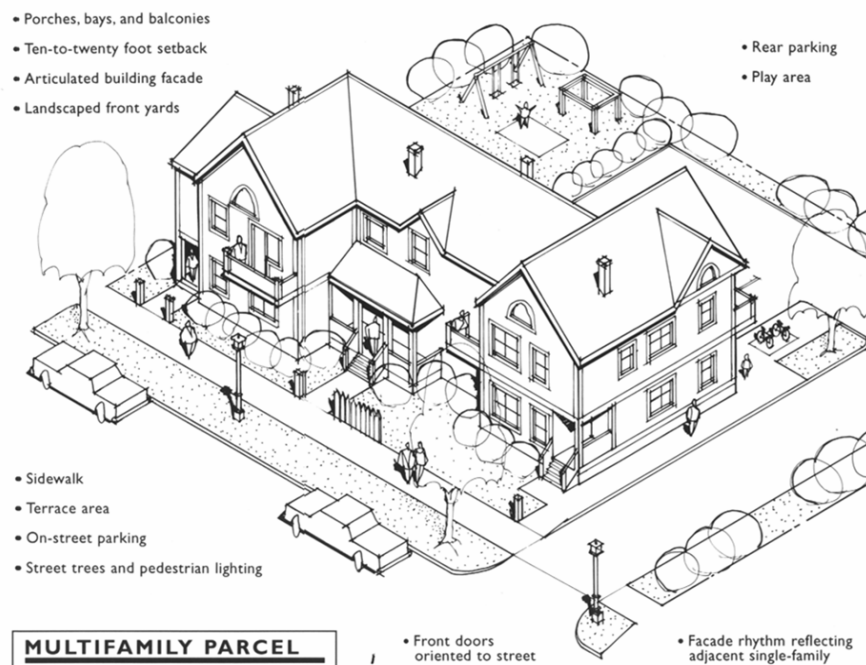
Require High-Quality Designs for Multi-Family Housing

Multiple-family housing, both for affordable apartment development and higher end condominium type development, is an important component of the community to provide housing options for the elderly, younger residents, and employees for area businesses, as well as individuals and families seeking alternatives to single-family homes. New areas where multi-family residential development would be appropriate for the Village are shown within "Multi-Family Residential" and "Planned Neighborhoods" on the Future Land Use Map. The design and scale of these types of residential projects should fit within the historic fabric of the community. The Village intends to review proposals for multi-family residential developments against existing zoning ordinance standards and the guidelines listed below.

- Incorporate architectural designs that fit the context of the surrounding neighborhood and Darien's overall character. Encourage layouts where buildings appear as a grouping of smaller residences. Within and near the downtown, promote building materials, designs, scale, and setbacks that are compatible with the surrounding historic character.
- Avoid monotonous façades and box-like buildings. Incorporate balconies, porches, garden walls, varied building and façade setbacks, varied roof designs, and bay windows.

- Orient buildings to the street with modest front yard setbacks, bringing street-oriented entries close to streets to increase pedestrian activity. Include private sidewalk connections.
- Locate parking, dumpsters, and other unattractive uses behind buildings.
- For parking lots and garages: locate garage doors and parking lots so they are not the dominant visual element; buffer parking areas from public view; fragment large parking lots with landscaped islands and similar features; divide facades of undesirable but necessary large parking garages with landscaping, varied setbacks, and recessed garage doors.
- Provide on-site recreational and open space areas to serve resident needs. Whenever possible, develop contiguous rear yards as a unit to encourage use by residents and guests.

Figure X.X: Sample Design Standards for Multi-Family Residential



Encourage the Orderly Development of Attractive New Neighborhoods Promote Traditional Neighborhood Design (TND) for 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.

For areas designated as "Planned Neighborhoods" on the Future Land Use map the Village intends to promote what is commonly referred to as Traditional Neighborhood Design. Traditional Neighborhood Design principles are intended to be inclusive of other similar terms and concepts that typically include and describe similar outcomes, such as creating well-designed "complete" neighborhoods where there are a diversity of housing types and costs, with a well-connected mobility system that focuses on ease of walking, bicycling, and that integrate public amenities such as schools, parks, employment, and services. Related concepts include "15-Minute City" and "complete city". The implementation of Traditional Neighborhood Design will: To accomplish these goals, the Village will promote the following characteristics when reviewing and approving proposals for new residential development:

- Integrate a diversity of high-quality housing types to accommodate a variety of lifestyles and age groups.
- Ensure the long-term preservation of Williams Bay's village character.
- Provide housing, parks, and schools within walking distance of shops, services, and jobs.
- Blend the convenience of the automobile with the creation of safe, comfortable places to walk and bike.
- Better preserve environmental systems that define, sustain, and connect neighborhoods and communities.
- Reduce demand for resources needed for transportation, public infrastructure, and housing.

In the design and approval of new neighborhoods (subdivisions), the Village and developers should ensure adherence to the following Traditional Neighborhood Design principles.

- Establish Community Gathering Places: Where appropriate, design neighborhoods around community gathering places such as parks, public squares, outdoor dining establishments, schools, churches, and/or other community facilities.
- Encourage-Provide Housing Variety: Ensure that at least 65% of housing is single family detached form, but also that a variety of housing types are included and arranged in a compact and interconnected form. Particular attention should be paid to the scale of the buildings, walking distances, and the design of other neighborhood features such as street lights and signage. Consider anti-monotony standards in the zoning ordinance to ensure an adequate mix of housing colors, architecture, and garage placement.

Commented [BR15]: Village staff: do you have data on the number of platted residential lots available? If so, could you provide that data and we will update the housing demand based on that.

- Promote Walkability: Design the neighborhood to facilitate pedestrian movement and enhance ~~citizen~~ mobility within ~~and between the neighborhoods and between the neighborhood and~~ and other nearby destinations, such as parks, schools, and, ~~where applicable business and jobs districts, 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~~ Minimize the creation of cul-de-sacs to places where environmental features and odd property configurations require them.
- Calm Traffic: ~~Accommodate on-street parking and promote narrower streets to calm traffic and increase pedestrian safety.~~ 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 Create Attractive and Active Streetscapes: ~~Street Activity:~~ Incorporate site and building design strategies such as 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 and incorporate alley-loaded garage options where practical. 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~~ Incorporate 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.

In order to implement these standards, the Village will consider the following amendments to its zoning ordinance:

- Support the development of mixed-use buildings and sites (e.g., first floor commercial, upstairs apartments) by allowing such uses as permitted-by-right in Neighborhood Mixed-Use and a conditional use in multi-family zoning districts.
- Develop a small-scale single-family zoning district that allows homes on a minimum 6,000 square foot lot.
- Incorporate design standards for multiple family housing in the zoning ordinance to ensure high-quality multi-family components of these neighborhoods.
- Consider anti-monotony and other design standards in the zoning ordinance for single family subdivisions, to enhance architectural diversity and avoid alley-like “garage-scapes” facing public streets.

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 **PLANNED NEIGHBORHOODS**

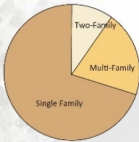
Planned Neighborhoods provide attractive places to live, play and take care of day-to-day service needs.

Planned Neighborhoods support predominately single-family housing mixed with two-family homes, multi-family housing, institutional uses, parks, and neighborhood office and retail uses.

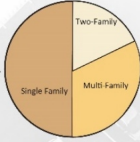
Characteristics of Planned Neighborhoods include:

- Mix of housing types and densities
- Mix of lot sizes: small lot (6,000 sf), mid-size (8,000 sf), and large lot (10,000 sf)
- Diverse ages & incomes
- Homes within a comfortable walk of parks and services
- Opportunity to center around plazas, parks, public spaces
- Streets connected internally and to larger community
- Neighborhood-wide multi-use path system with interconnected sidewalks, bike lanes, and routes
- Natural areas protected and made central to development
- Integration of neighborhood focal points such as schools, churches or shopping

CURRENT COMMUNITY HOUSING MIX



PLANNED NEIGHBORHOOD HOUSING MIX



A Single Family Homes



B Townhomes



C Two-Family



D Multi-Family — Apartments & Condos



E Neighborhood Mixed-Use




VANDEWALLE & ASSOCIATES, INC.



TRADITIONAL NEIGHBORHOOD

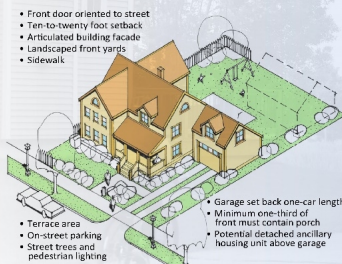
Traditional Neighborhood design aims to enhance quality of life and community character through integrated multi-modal transportation options, diverse housing types, parks, schools, services, and jobs within walking distance of one another, preserving environmental systems, and reducing long-term demand for fiscal resources.

This can be accomplished by implementing the following guiding:

- Establishing community gathering places
- Providing housing variety
- Advancing equity and inclusion
- Blending land uses
- Promoting walkability
- Promoting connectivity
- Calming traffic
- Creating attractive and active streetscapes
- Highlighting natural areas
- Incorporating public health and sustainability

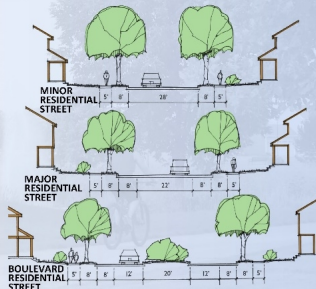


Streetscape



Single Family Parcel

VANDEWALLE & ASSOCIATES, INC.



Street Cross-Sections



Multi-Family Parcel

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:

Commented [SK17]: Village Staff: is this something that we should continue to include in the Comp Plan? What is the status of the quarry?



- 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.
- 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.

Foster New Quality Entry-level Workforce and Affordable Housing in the Village

Many communities have experienced an overall lack of new residential development since the Recession and the majority of what has been built is higher-end single-family homes. In an attempt to counter those trends and restart diverse new residential development, nonprofits and public organizations have started acquiring developable residential land to help foster new housing development. Usually, the land is an unfinished subdivision or platted area where some infrastructure may already be in place. The idea is for the organization to own the land and allow individuals or developers to build homes on it. In turn, the community receives new taxes on the land and homes, the houses are much less expensive because land is not being purchased, and residential development is kick started again. This is an idea for the Village, local organizations, or large employers to consider and would be an effective way to reduce the existing barriers to home ownership in Williams Bay.

Additionally, Williams Bay intends to continue to support policies and programs that provide high-quality, affordable housing options in the community. The following strategies will be explored:

- **Promote the maintenance of older neighborhoods:** Williams Bay's existing housing stock is one of the Village's most important assets. Over the planning period, it will be important to continue to maintain the quality of existing homes in order to sustain home ownership rates, increase property

values, and maintain the community's safe and friendly neighborhoods. The Village will continue to enforce its property maintenance codes to uphold the quality of the Village's housing stock and encourage rehabilitation where necessary. In addition to this approach, the Village should work to increase the community's knowledge and awareness of the various regional, state, and federal programs and grants available. Many of these are aimed at housing rehabilitation, improving workforce housing options, and first-time home buyer assistance.

- **Support upper story housing downtown and in mixed-use areas:** As part of ongoing downtown revitalization efforts, the Village should emphasize the retention and conversion of upper story spaces into housing. This may require financial incentives for necessary building upgrades.
- **Encourage single-family clustering:** The Zoning Ordinance can be amended to allow single-family residential development to be clustered in order to increase densities, allow for smaller lot sizes, and promote more affordable new single-family housing. Smaller lot sizes result in lower "per unit" development costs, (usually) lower lot prices, and a more compact and efficiently served land use pattern. The Village can encourage clustered residential development that allow lots smaller than 8,000 square feet, provided that house plans or design standards are suited for those sized lots and promote high-quality design. Lots as small as 5,000 square feet and as narrow as 50 feet are becoming increasingly common in southern Wisconsin.
- **Support high-quality multiple family housing:** Higher density housing that complements the character of surrounding neighborhoods can be an important component of an affordable and diverse housing stock. Some households with no, few, or grown children find higher density housing appealing regardless of income and households in this category are projected to increase compared to traditional households. An adequate supply and range of multi-family housing types is essential in keeping housing affordable. Multi-family housing includes both renter-occupied and owner-occupied (e.g., condos, townhouses) housing options. 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. The design standards discussed and illustrated in this chapter are intended to address these issues. Ideal locations for this type of development in the future are within Planned Neighborhoods and in conjunction with Planned Unit Developments as part of a mixed-use development.
- **Support programs to provide new affordable housing:** Several state and federal programs exist to help provide affordable housing. Programs such as the federal tax credit program, administered through the WHEDA, can help provide high-quality housing for lower income residents. Additionally, the state TID law now allows for an extension of a TID for one year to allocate money directly to affordable housing. This is another key opportunity provided by the state. The Village should support appropriate use of such programs to increase the supply of affordable housing for people who are often not accommodated through the private market.
- **Leverage available platted lots:** As of _____, the Village had _____ single-family platted lots ready to be built on. This is unique because many communities do not have available lots ready for building at this time. Additionally, the Village has _____ lots that have been platted, but not improved. Overall, this is an opportunity for the Village to leverage the building-ready availability of new residential comparatively to other neighboring communities in the area.
- **Actively recruit developers:** The Village has the opportunity to grow in several different directions beyond its existing municipal boundary on land suited for new residential development. While it is the priority of the community to fill existing platted and developed subdivisions prior to the creation of new subdivisions, there are opportunities to foster new housing opportunities through developer recruitment. This can be done by working with existing landowners to see where opportunities may exist and connecting them with local or regional housing developers. This strategy significantly expedites the process instead of waiting for the market or the private sector to generate new housing in the community.

Commented [SK18]: Village Staff: Are there platted / improved platted lots available? This is similar data to the section above.

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. This chapter contains the goals, objectives, policies, and recommended programs to guide the future preservation and development of public and private lands in and around the Village. All data analysis, local context, and existing plans related to land use can be found in Appendix A.

Land Use Recommendations Summary

- Diversify the Village's housing options while maintaining the small-town, family-friendly feel of the community for both permanent and seasonal residents.
- Enforce high-quality building and site design and performance standards for all new development.
- Promote infill and redevelopment of key sites, particularly in the downtown.

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~~ and Other Open Lands:** Agricultural land uses, farmsteads, vacant parcels, other open lands, and single-family residential homes at or below one dwelling unit per 35 acres, open lands, and other lands that have been platted, but not yet built upon.
- **~~Single-Family Residential—Unsewered~~Rural Residential:** Non-farm residential development, usually single-family homes, not served by public sewer or water, and typically located outside of the Village limits. 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.
- **~~Two-Family/Townhouse Residential:~~** Single-family and two-family residential development and small, neighborhood-scale institutional uses (e.g. church, school).
- **~~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. Multi-family residential housing (three or more units per building), sometimes with a mixture of attached single-family (e.g. townhomes) and duplex units, and small, neighborhood-scale institutional uses (e.g. church, school).
- **Business:** Indoor and outdoor commercial, office, retail, and service uses.
- **~~Governmental and~~ Institutional:** Large and small-scale public buildings such as schools, churches, public safety facility, library, power substations, utilities, etc.
- **Industrial:** Indoor industrial and controlled outdoor storage facilities.
- **Extractive:** Quarries, gravel pits, clay extraction, peat extraction, and related land uses.
- Communication and Utilities

- **Public Parks and Recreation****Recreational:** Publicly owned parks and recreational facilities, including playgrounds, beaches, play courts, etc., and large privately owned recreational facilities such as golf courses. - This category also includes lands associated with the Kishwaukee Conservancy Natural Area.
- **Private Recreation:** Large, privately owned recreation facilities such as golf courses.
- **Conservancy:** Lands associated with the Kishwaukee Conservancy Natural Area.
- **Woodlands:** Public and privately owned forested areas.
- **Surface Water:** Lakes, rivers, and perennial streams per Walworth County data.
- **Wetlands:** Wetlands mapped on the Wisconsin Wetland Inventory.
- **Vacant Subdivided:** Mostly open spaces that have been subdivided or platted and are ready to be developed. Some may be in agricultural or stormwater management use.
- **Road Right-of-Way:** Areas reserved for transportation-oriented uses such as roads and railroads.

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

Existing Development Pattern

The existing land development pattern is characteristic of a small traditional village. The 230-acre Kishwaukee 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

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

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 Administration's 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

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 within 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.

(insert) Map 4: Existing Land Use

LAND USE GOALS, OBJECTIVES, AND POLICIES

Goal:

1. Promote a future land use pattern that ~~is economically and environmentally sustainable, with a mix of high quality, harmonious, and complementary residential, commercial, and industrial land uses, 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. ~~Ensure a desirable balance and distribution of land uses.~~
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.~~
- 3.2. 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.~~
- 5.3. ~~Direct new development to areas within and immediately surrounding existing development.~~ Coordinate land development with transportation and system improvements.
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.~~
4. Promote the revitalization of the central business district and other underused properties of the Village.
- 8.5. ~~Maintain high quality design standards for building materials, landscaping, signage, and parking areas.~~

Land Use Policies:

1. ~~Prioritize residential infill and redevelopment opportunities where feasible.~~
1. Follow the land use recommendations that are mapped and described in this Plan when reviewing new rezoning requests and making detailed land use decisions.
2. ~~Pursue mixed-use infill opportunities where feasible and D~~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.
3. ~~Minimize conflicts between neighboring land uses through the use of logical land use transitions and bufferyards.~~
- 4.3. 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.
- 5.4. 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.).

- 6.5. 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.
- 7.6. 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.
- 8.7. Strive for compatibility of adjacent land uses by requiring site plan review for all mixed and multi-family residential, commercial, and institutional land uses.
- 9.8. 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.
- 10.9. 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.
- 11.10. 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~~ development 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.
11. Potentially undertake a study of existing lakeshore residential development and alternative approaches to limit teardowns and/or large-scale additions.
12. Require all proposed residential developments to dedicate land, or pay a fee in lieu thereof, for public park, recreation, and open space acquisition and development.
13. Complete an update to the Village's Downtown Master Plan aimed at revitalizing the central business district and other underused properties in the area.
14. Update the Zoning Ordinance, Sign Ordinance, and Subdivision Ordinance to become compliant with all state statutory changes.
15. Require stormwater and water quality regulations in the Subdivision Ordinance.
16. Seek appropriate expansion of the current urban service area boundary to accommodate long-term Village growth needs through SEWRPC.
17. Encourage collaboration between the Village, Walworth County, and neighboring jurisdictions with regard to planning initiatives and development policies, including within the Village's extraterritorial jurisdiction.

Commented [BR19]: Village staff: do you have park fees or land dedication now?

~~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.~~

Existing and Potential Land Use Conflicts

As of 2022, there are very few existing land use conflicts in Williams Bay. This is due to the Village's predominantly residential development patterns overtime, ample open space, and well-established downtown core. The most significant conflicts that residents face are the traffic, noise, and other activities that occur during the peak summer tourism season each year, especially in and around Geneva Lake.

Other existing land use conflicts include a few areas where older commercial development directly abuts neighborhood-scale residential development surrounding the central business district and beyond the existing Village boundaries where an existing quarry is located adjacent to both Village and Town residential development. An overarching goal of this Plan is to minimize these existing conflicts and prevent future conflicts from occurring through thoughtful placement of new development, high-quality design, and buffering techniques. 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." These areas are required to be described in comprehensive plans.

In Williams Bay, smart growth areas include sites and areas that present unique opportunities for new development and redevelopment. These include the following: 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:

- 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 will work with local community and business organizations to market the downtown for targeted revitalization and redevelopment including the siting of mixed-use development, restaurants, specialty and daily shopping, personal services and offices, community resources, destination activities, and lodging options. The Economic Development chapter contains additional recommendations for the future of the downtown. 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.
- The Former Elementary School Property (Congress Street): ~~At some point in the future, the~~ Village's ~~former~~ elementary school, located at 139 Congress Street, ~~may be~~ has been relocated to the High School property, ~~potentially~~, leaving the existing site available for reuse or redevelopment. The site is currently surrounded by existing residential neighborhoods, with no direct access or frontage along any major throughfare. This infill or reuse site presents an opportunity for new mixed residential development that could accommodate a variety of lifestyles and price points. This could include well-designed and integrated owner or renter-occupied single-family detached, single-family attached, two-family, or small-scale multi-family land uses, with integrated recreational open space

Commented [BR20]: Staff: there are several policy questions within this section. Please review and let us know what you think. We will plan to discuss this in more detail during the meeting and with the PC.

amenities. It is recommended that a detailed area plan be completed for this property given its surrounding land uses and potential as one of the Village's few infill development opportunities. 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.

- Corner of Geneva Street and Walworth Avenue. 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 and area. The property's location is ideal for reuse or redevelopment into commercial, office, retail, restaurants, lodging, or mixed-use with residential above matching the historic character of the central business district, adjacent to the central business district and Lakefront Park, across the street from the Kishwaukee 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.
- Extraction Sites. The extraction site located just west of Elkhorn Road, south of Bailey Road, is an appropriate location for a future planned neighborhood single-family residential development. See the Housing and Neighborhoods chapter of this Plan for additional recommendations for this site.
- Former Golf Course: Directly adjacent to Yerkes Observatory and George Williams College is a former golf course. A portion of the site is located within the Village and a portion is located in the Town, on both sides of Lakeshore Drive. Combined, the site makes up approximately 60 acres. Like the former Elementary School site, there is development potential for this area over the planning period in terms of a well-designed and integrated mixed residential neighborhood, with integrated recreational open space amenities. It is recommended that a neighborhood plan for this property be completed prior to any future development to ensure the Village can adequately serve the area with utilities and the conceptual development pattern compliments neighboring land uses.
- Camps: Along Geneva Lake, in the southwestern portion of Williams Bay, there are multiple youth camps that have been in operation for many decades. The Village views these camps as community amenities, providing youth recreational opportunities and preserving pristine natural resources along the banks of the lake. However, through the planning process, members of the community identified that the camps may be struggling post-pandemic, leaving their future in doubt. If these camps can no longer function as a traditional institutional land use, it is recommended that area plans be completed prior to any future non-institutional development occurring. This planning process should include public input on future land uses and the development of a complimentary plan for the sites. Following adoption of these plans, a Future Land Use Map amendment would be required, and the area plan should be adopted as part of this Plan, in advance of a potential rezoning.
- Greenfield Development: The northwest portion of the Village's planning area provides the greatest opportunity for future development on existing agricultural lands. This area has been identified for future growth on the Future Land Use Map because it can be served by Village utilities, is either within or directly adjacent to existing Village development, and serves as an opportunity to help address the Village's housing challenges. Any future development in these areas should be a well-designed and integrated mix of housing options to serve existing and future residents of Williams Bay. This could include owner or renter-occupied single-family detached, single-family attached, two-family, or small-scale multi-family land uses, with integrated recreational open space amenities.

LAND USE ~~SPECIFIC POLICIES AND~~ RECOMMENDATIONS

The feature component of the Land Use Chapter is the Future Land Use Map, which shows recommended future land uses within the Village boundaries and planning area, and specific policies guiding development decisions within each of these land use categories.

The Village's Future Land Use Map is intended to guide development within the Village's municipal boundary and in the planning area. The Future Land Use Map is intended to graphically depict locations and specific types of development that may occur over the course of the 20-year planning period. The recommended future land use pattern depicted on the map is based on the Village's own desires for future growth over the 20-year planning horizon, while respecting and reflecting the plans of neighboring communities to the extent they are consistent with Village policies.

This Plan has been designed to accommodate a future population; however, it does not assume that all areas depicted on the Future Land Use Map will develop during the 20-year planning period. Instead, the Future Land Use Map shows those areas in and around the Village that are the most logical for development to occur, regardless of the absolute timing of development. This Plan does not specifically state or recommend when these areas will develop, although development should first be guided to areas that can be most efficiently served with urban services and that do not encroach upon sensitive natural areas.

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 ~~Map~~maps and related policies ~~described below should~~will be used as a basis ~~for all public and private sector development decisions including annexations, rezonings, conditional use permits, subdivision approvals, 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, the Plan does not automatically compel property owners to change the use of their land, 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 municipalities to plan for lands up to the edges of their extraterritorial jurisdictions (E.T.). 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 within the Village's ETJ. This approach recognizes that Village (and regional) growth and economic health can be either facilitated ~~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, a concept more fully described in the Intergovernmental Cooperation Chapter. ~~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~~ the Future Land Use Map ~~are is~~ described below. ~~Each description~~ Each land use category description summarizes where that type of land use should be promoted, the appropriate zoning districts to implement that category, and policies related to future development in areas designated ~~underby~~ that category, and overall approaches for achieving the Village's overall vision for the future.

Urban Service Area

The Village advocates for a development pattern that focuses growth in areas that can most efficiently be served by transportation and infrastructure facilities—specifically the areas within the Village's urban service area that are designated for redevelopment or new development on the Future Land Use Map.

Lands within the urban service area are the most logical for future development based on the locations of environmentally sensitive areas and the Village's ability to provide municipal services. Rural development on septic systems should be limited in the urban service area. Instead, future development in the urban service area should be provided with a range of urban services, which generally include public water supply and distribution; public sanitary sewer; urban storm drainage; urban levels of police and fire protection; garbage and recyclables collection; streets with curbs and gutters, street lights, and sidewalks; and public facilities like parks and schools. The urban service area boundary on Map X, represents the existing SEWRPC/WisDNR approved Urban Service Area for Williams Bay. The Village will seek future approval to expand its current Urban Service Area, when needed.

When reviewing rural development proposals within the urban service area, the policies associated with the Agricultural future land use category (described below) should be applied.

Residential Future Land Use Categories

Single-Family Residential Unsewered Exurban-Residential

Description: This future land use category is intended to accommodate existing single-family detached 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 r~~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 Single-Family Residential Unsewered~~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.

- 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.

Single-Family Residential Estate Large-Lot Residential Preservation

Description: This future land use category is intended for single-family detached residential development at less than one dwelling unit per acre, 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, Single-Family Residential Estate 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 is the ER Estate Residential District 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 (e.g. commercial and industrial uses) in Large-Lot Residential Preservation areas.
- b. To encourage efficient development patterns, generally limit Single-Family Residential Estate 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 Single-Family Residential Estate 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 Single-Family Residential Estate Large-Lot Residential Preservation development in the future, ensure that roadways and open space areas are interconnected with other existing and future neighborhood subdivisions.
- d. To preserve the Village's valuable waterfront estates, generally prohibit the further subdivision of lots designated on Map 5 as Single-Family Residential Estate Large-Lot Residential Preservation.
- ~~e. Continue to enforce the Village's property maintenance requirements to uphold the quality and character of the Village's existing residential neighborhoods.~~

Single-Family Residential Low Low-Density Residential

Description: This future land use category is intended for single-family detached residential development at 1-2 dwelling unit per acre, 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 Single-Family Residential Low 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 SF-1 Low-Density Residential and SF-2 Large Lot Residential districts. 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 ~~and industrial~~ 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.
- ~~e.~~ Require grading and stormwater management plans for all new development.
- ~~f.~~ Continue to enforce the Village's property maintenance requirements to uphold the quality and character of the Village's existing residential neighborhoods.

Single-Family Residential Medium Density Residential

Description: This future land use category is intended for single-family detached residential development ~~at 3.5 dwelling units per acre, 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 Single-Family Residential 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 ~~SF-3 Suburban Residential district~~ ~~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.

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 ~~and industrial~~ 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.

e. ~~Require grading and stormwater management plans for all new development.~~

Single-Family Residential ~~Small Lot~~Village Residential

Description: This future land use category is intended for single-family detached residential development ~~at six dwelling units per acre~~, 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 ~~Single-Family Small Lot 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.

Recommended Zoning: The existing Village zoning districts most appropriate to implement this future land use category ~~are the SF-6 Village Residential and SF-CPP Cedar Point Park districts, 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.

~~d.e.~~ ~~Require grading and stormwater management plans for all new development.~~

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, ~~town-homes~~townhomes/row-homes, and two-flats ~~at 10 dwelling units per acre~~, 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.

Recommended Zoning: The existing Village zoning district most appropriate to implement this future land use category is the ~~TF Two-Family Residential 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. ~~5+ residential units~~apartments) or ~~more~~ intensive non-residential land uses (e.g., commercial ~~and industrial~~ 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.~~
- e.b. ~~For town-hometownhome/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.~~
- c. 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. Discourage the use of garage-dominated front facades.
- d. Continue to enforce the Village's property maintenance requirements to uphold the quality and character of the Village's existing residential neighborhoods.
- d.e. Thoughtfully locate community facilities such as sidewalks, paths/trails, parks, schools, and churches in areas that are close to residential areas.

Multi-Family Residential

Description: This future land use category is intended to accommodate multi-family residential development in a variety of forms up to 12-18 dwelling units per acre, 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. Multi-Family ~~residential~~ 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 MR-12 Small Multi-Family Residential and MF-18 Multi-Family Residential districts. 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.
- 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.

Commented [BR21]: Staff question: is this something you already addressed through the zoning rewrite process?

- 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. Discourage the use of garage-dominated front facades.
- 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.

Planned Neighborhood Mixed Residential

Description: Planned Neighborhoods are indicated by yellow with brown polka dot pattern on Map 5. Within each Planned Neighborhood, the Village encourages a carefully planned mix of development comprised of the following future land use categories described elsewhere in this chapter:

- Single-Family Residential (Low, Medium, Small Lot) (at least 65% of residential units)
- Two-Family and Multi-Family Residential (maximum of 35% of residential units)
- Neighborhood Mixed-Use
- Community Facility
- Parks and Open Space

Planned Neighborhoods are intended to provide diverse housing options within the same neighborhood. Planned Neighborhoods also locate essential community amenities and services within walking distance of neighborhood residents.

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 a combination of SF-2, SF-3, SF-6, TF, MF-12, MF-18, SB, P&I, and P&R districts, 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. Encourage compact growth, provide efficient services, and minimize farmland conversion by preventing Planned Neighborhoods outside the Village limits and establishing a minimum residential density of 5 dwelling units per acre for Planned Neighborhood areas following annexation.
- b. Encourage traditional neighborhood design principles for new neighborhood development. See detailed descriptions of this concept in the Housing Chapter.
- c. Follow the policies listed above for Single-Family Residential (Low, Medium, and Small Lot), Two-Family Residential, and Multi-Family Residential land use categories for single family, duplex, townhouse, and multi-family residential development within Planned Neighborhoods.
- d. For commercial and office development in Planned Neighborhoods, follow the policies for the Neighborhood Mixed-Use land use category below.
- 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.

Commented [BR22]: Policy question in addition to the breakdown percentages of SF vs. TF/MF above.

- e. ~~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.~~
- 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.~~
- e. ~~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.~~
- f. ~~Support the construction of narrow streets in new neighborhoods and require sidewalks on both sides of all streets. This increases the safety of neighborhoods for pedestrians and children, reduces impervious surfaces, and reduces the need for grading and vegetation removal.~~
- i-g. ~~Plan for interconnected road and open space networks in new residential areas and between individual subdivisions. Discourage the use of cul-de-sacs in new neighborhoods whenever possible.~~

Non-Residential Future Land Use Categories

Downtown Mixed Use Village Center

Description: This future land use category is intended for a mix of pedestrian-oriented commercial, office, institutional, and [upper story](#) 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 ~~is the VC Village Center district~~ ~~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 [and parking in the rear of structures away from the street.](#) ~~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, Kishwaukee 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.

Commented [BR23]: Staff: was this done as part of the zoning code rewrite process?

Neighborhood Mixed Use

Description: This future land use category is intended for small-scale neighborhood supporting retail, office, service, and institutional uses, in addition to residential stand-alone and upper story residential uses, which preserves and blends with surrounding neighborhood character through appropriate buildings size, appearance, landscaping, and signage.

Recommended Zoning: The existing Village zoning district most appropriate to implement this future land use category is the SB Small 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:

1. Encourage pedestrian-oriented retail, office, and service businesses in areas that will conveniently serve residential neighborhoods.
2. Design street and driveway access to minimize traffic congestion and improve safety by limiting the number of and ensuring adequate spacing between access points.
3. Require high quality development that is compatible with the character, scale, site arrangement, and architectural style of the adjacent structures and neighborhood.
4. Require that all projects submit and have approved detailed building elevations and site plans showing parking, signage, landscaping, and lighting prior to development approval.

Community BusinessPlanned Mixed Use

Description: This future land use category includes indoor commercial, office, ~~some~~ institutional, and multi-family residential, and mixed use commercial and residential ~~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 ~~that function as community gathering spots, including any industrial uses existing at the time this Plan was written. They are similar to Planned Neighborhoods in terms of a mix of uses allowed, but typically are located in prominent locations along major thoroughfares.~~ Planned Mixed Use Community Business-use areas are depicted on Map 5 mostly in areas where these uses existed at the time this Plan was written and at the intersections of Highway 50 and Highway 67. 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 [CB Community Business, P&I Public and Institutional, MF-12 Small Multi-Family Residential, and MF-18 Multi-Family Residential districts](#). ~~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.~~
- ~~e.b.~~ Avoid extensive, uninterrupted areas of strip commercial development in future commercial areas by interspersing institutional and residential land uses with [in these areas, commercial development](#).
- ~~d.c.~~ 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.d.~~ Ensure that future ~~Community Business~~ development is adequately buffered from residential development areas.
- ~~f.e.~~ Keep unattractive commercial uses out of high-visibility areas, such as major intersections and community entryways.
- ~~g.f.~~ 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.
- g. 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.~~
- h. [Promote mixed use buildings, with more active uses on first floor and multi-family residential uses above the ground floor.](#)
- ~~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.~~

Resort/Private Recreation

Description: This future land use category includes the Village's unique vacation and recreational facilities including Chippewa Resort and the Lake Geneva Santa Cruise.

Recommended Zoning: The existing Village zoning district most appropriate to implement this future land use category is the [LSB Lakeshore 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. [Encourage the continuation of resort and lake-based recreational activities in Williams Bay.](#)
- b. [Work to make connections between the existing and any future resorts to the central business district.](#)

- c. 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/resort development projects are included in the Economic Development chapter.

Industrial

Description: This future land use category includes high-quality indoor industrial development uses that complement the Village's character and identity.

Recommended Zoning: The existing Village zoning district most appropriate to implement this future land use category are the LI Light Industrial and GI General Industrial 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. Require the use of high-quality building materials, attractive lighting, and signage that is compatible with other areas of the Village.
- b. In the case of limited outdoor storage areas, require screening, modest lighting, limited signage, and landscape buffers adjacent to any other commercial or residential land uses.
- c. Separate pedestrian walkways from vehicular traffic and loading areas.

Other Land Use Categories

Community Facility 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. Community Facility 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- P&I Public and Institutional district. I-4 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.a. Require site plan review and high-quality site design, building design, landscaping, lighting, and signage for all community facility institutional developments.
- e.b. Integrate appropriate institutional uses such as school and churches into new residential areas and provide an adequate distribution of community facility institutional uses throughout the Village.
- d.c. Buffer nearby residential uses from community facility institutional uses through the use of decorative fencing, vegetative screening, berms, or similar features.
- e.d. 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.e.~~ Design ~~community facility 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.

Institutional Campus

Description: This future land use category is intended to encompass large-scale campuses for George Williams College and Yerkes Observatory. Institutional Campus uses have been shown on Map 5 in areas of the Village where these uses 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 P&I Public and 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. Preserve key campuses such as Yerkes Observatory and George Williams College to advance the Village's image as place for education, tourism, and outdoor recreation.
- b. Minimize the potential negative effect on existing traffic flows and volumes in the surrounding neighborhood by requiring all parking needs for campus uses to be met on site, except parking for special events, which may be specifically served by remote parking sites.
- c. Design campus uses to be easily served by bicycle routes and pedestrian paths and to connect with existing or planned future bike and pedestrian facilities.
- d. Leverage these uses long-term to promote tourism in Williams Bay. See the Economic Development Chapter for more information.

Camps

Description: This future land use category is intended to encompass the existing camps and associated facilities within Williams Bay. Camp uses have been shown on Map 5 in areas of the Village where these uses 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 P&I Public and 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. Preserve existing camps to advance the Village's image as place for education, tourism, and outdoor recreation.
- b. Encourage connections between camps, Geneva Lake, and other community destinations through bicycle routes and pedestrian paths.

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&R-1 Parks and Recreation district, SWO Shoreland-Wetland Overlay, EC Environmental Conservation Overlay, Floodplain Overlay districts, 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. ~~Maintain an updated Comprehensive Outdoor Recreation Plan and continue implementing the plan by Sstriving~~ 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).

~~f.g. Improve bicycle and pedestrian connections between neighborhoods, parks, schools, and the central business district.~~

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 ~~AH Agricultural Holding district in the Village and regulated by County or Town zoning beyond the existing Village boundaries. 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 ~~54~~ acres and ~~40040~~ 40,000 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 20~~43~~0). 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).

Commented [BR24]: Staff: this is a policy question regarding how the future land use map is developed. Do you want to keep this approach or assign another future land use map category in this location?

Commented [BR25]: Staff: this is a summary table that can be used when applying the future land use categories during any proposed rezoning process. Please review and let us know what you think.

<u>Future Land Use Category</u>	<u>Associated Zoning District</u>
<u>Single-Family Residential Unsewered</u>	<u>Walworth County or Town Zoning</u>
<u>Single-Family Residential Estate</u>	<u>ER</u>
<u>Single-Family Residential Low</u>	<u>SF-1 and SF-2</u>
<u>Single-Family Residential Medium</u>	<u>SF-3</u>
<u>Single-Family Residential Small Lot</u>	<u>SF-6 and SF- CPP</u>
<u>Two-Family Residential*</u>	<u>TF</u>
<u>Multi-Family Residential*</u>	<u>MF-12 and MF-18</u>
<u>Planned Neighborhood*</u>	<u>SF-1, SF-2, SF-3, SF-6, TF, MF-12, MF-18, SB, P&I, and P&R</u>
<u>Downtown Mixed Use*</u>	<u>VC</u>
<u>Neighborhood Mixed Use*</u>	<u>SB</u>
<u>Planned Mixed Use*</u>	<u>CB, P&I, MF-12, and MF-18</u>
<u>Resort/Private Recreation*</u>	<u>LSB</u>
<u>Industrial</u>	<u>LI and GI</u>
<u>Community Facility</u>	<u>P&I</u>
<u>Institutional Campus</u>	<u>P&I</u>

Camps	P&I
Parks and Open Space	P&R
Agriculture/Rural	AH

[*The PDO Planned Development Overlay District may be appropriate for some future development in these land use categories where there are unique circumstances present and there are associated community benefits.](#)

(insert) Map 5: Future Land Use

CHAPTER SEVEN: TRANSPORTATION

The purpose of this chapter is to identify areas of facility expansion and develop strategies that provide the safest, most efficient transportation system possible for the Village's residents. See Appendix A for an overview of the Village's transportation system and a review of local, state, and regional transportation plans and studies which inform the goals, policies, programs, and recommendations of this chapter. 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.

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.

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 Recommendations Summary

- Utilize the Village's annual financial planning process to implement road and other recommendations shown on the Transportation and Community Facilities Map.
- Leverage available funding sources to support transportation infrastructure improvements.
- Develop a Bicycle and Pedestrian Plan for the Village.
- Prepare an Official Map to reserve lands for future transportation facilities.

TRANSPORTATION GOALS, OBJECTIVES, AND POLICIES

Goal:

1. Maintain a comprehensive transportation system that safely accommodates motorists, bikers, and pedestrians, and that supports the Village's economy and quality of life. Provide a safe, convenient, and efficient multi-modal transportation system.

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.~~
- ~~3.2.~~ Continue to improve safety and preserve and enhance the ~~character and overall~~ appearance of arterial and collector road corridors.
- ~~4.3.~~ 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. Coordinate multi-jurisdictional transportation improvements in the planning area.~~
- ~~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 ~~implement the recommendations of this and other facility-related plans through a dedicated funding schedule and planning process. 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 for older adults~~~~elderly, individuals with disabilities~~~~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
- ~~7.8.~~ Complete a Village-wide Bicycle and Pedestrian Plan.

TRANSPORTATION PROGRAMS AND RECOMMENDATIONS**Past Plan for the Establishment of a Future STH 67 Bypass**

~~In SEWRPC's past transportation plan, Regional Transportation System Plan for Southeastern Wisconsin 2035, a potential new arterial highway route that would bypass the Village was proposed. The proposed route was planned west of the Village with a connection Hwy F. In SEWRPC's latest Regional Transportation Plan, Vision 2050, the proposed STH 67 Bypass was removed. The bypass is no longer a priority for the Wisconsin Department of Transportation as of 2022.~~

This Plan recommends the continued collaboration and cooperation between the Village and SEWRPC, WisDOT, Walworth County, and neighboring jurisdictions to implement all future transportation projects.

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 Complete 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). 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

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).

Adopted: ~~September 20, 2010~~ Month Date, 2022

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.

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

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

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.

Consider Preparing an Official Map Prepare an Official Map

~~It is recommended that the~~ 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 ~~populations of older adults and individuals with disabilities~~ ~~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 older adults and individuals with disabilities, ~~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 provides a timetable for the expansion, rehabilitation, and construction of new facilities. This information guides the goals, policies, programs, and recommendations of this chapter. See Appendix A regarding existing utilities and community facilities including location, use, and system capacity. 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.

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.

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.

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.

Community Facilities and Utilities Recommendations Summary

- ☞ Implement the utility and community facility upgrades needed as identified in this Plan.
- ☞ Pursue state and federal grants as an approach to upgrade utilities and community facilities.

- Update the Village's Comprehensive Outdoor Recreation Plan and consider simultaneously conducting a Village-wide Bicycle and Pedestrian Plan to become eligible for state and federal grants.
- Explore future opportunities for shared service agreements with neighboring jurisdictions.

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UTILITIES AND COMMUNITY FACILITIES GOALS, OBJECTIVES, AND POLICIES

Goal:

1. Provide a cost-effective and efficient system of public utilities and community facilities in the Village, designed to serve the current and future land use pattern.
2. Offer park and recreation facilities that are accessible to all Village residents as well as visitors.

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. Maintain adequate and cost-effective public services and community facilities for Village residents, property owners, and visitors.
2. Plan for the orderly extension of municipal services in the Village and encourage a full utilization of the existing system capacities.
3. Provide a safe and accessible system of park and recreation facilities throughout the community.
4. 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. Work with WalCoMet, Walworth County, the School District, neighboring communities, and SEWRPC to ensure wastewater treatment facilities are adequate to meet future and projected needs.
2. 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.

- ~~3. Extend water and sewer services only to lands within the designated Village limits that are contiguous to existing served areas and stage utility service expansions in a manner that is consistent with the recommendations of this Plan.~~
- ~~4.4. Direct urban development in the Village to areas that can be efficiently served with sewer and water by avoiding extension of service to areas of steep slopes or high elevations.~~
- ~~2. Work to maintain high standards of excellence in the provision of public safety services, including police, fire, and EMS.~~
- ~~3.5. Advance efforts to relocate the Village's existing fire station and plan for the thoughtful and appropriate reuse of the existing site.~~
- ~~4.6. Continue to provide quality school and library facilities and services to meet the needs of all age groups the Village.~~
- ~~5.7. Ensure that new residential development projects provide adequate land dedication or in-lieu fees for park facilities created by development, and consider updates to the land division ordinance as necessary to ensure the fee reflects the Village's current need for parkland as well as current land costs. 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.~~
- ~~6.8. Continue to charge impact fees, as appropriate, to help cover the public facility and utility costs of new development.~~
- ~~7.9. Continue to require all new development in the Village to make provisions for handling storm water.~~
- ~~8.10. Continue to cooperate with the private sector, where needed, to ensure that residents have access to exceptional health care and child care facilities.~~
- ~~9.11. Continue to invest in Kishwaukee Nature Conservancy and explore ways to further capitalize on this significant community asset.~~
- ~~10.12. Enhance the relationship between the central business district, Kishwaukee Nature Conservancy, and the lakefront.~~
- ~~11.13. Coordinate park development, use of recreational facilities, and recreation program efforts between the Village, the School District, private institutions, and neighboring municipalities. Support the School District in planning either new or upgraded school facilities, as needed.~~
- ~~12.14. Continue to u~~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.
- ~~13.15. 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.~~
- ~~14.16. 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

The utility and community facilities recommendations are intended to serve as a guide for the location and timing of construction and expansion of municipal facilities and services. The Transportation and Community Facilities Map depicts existing and proposed utilities and community facilities.

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. Park and recreation facilities provide residents with both passive and active recreational opportunities, provide a connection to nature, serve as community focal points, increase surrounding property values, and enhance the overall quality of life. To address this, the Village will consider the following strategies:

- Maintain an Up-to-Date and Implement a Park and Open Space Plan: The Village must continue to plan for adequate numbers, types, and location of future park and recreational facilities to meet the demands of future residents. A Park and Open Space Plan is the cornerstone for park and recreational facilities planning. This document analyzes facilities needs and service demands, proposes recommendations pertaining to upgrades and/or expansion of existing facilities, and evaluates land acquisition for new parks and recreation facilities. In addition, for a local government in Wisconsin to be eligible for Federal and State grant monies, communities are required to prepare a Park and Open Space Plan and update it every five years. 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/Partnerships to Expand Recreational Programming in the Village: 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 Kishwaukee 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

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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 ($\frac{1}{4}$ to $\frac{1}{2}$ 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.

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➤ **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.

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Continue to Include the Partner with 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.

State planning law requires that communities include in their comprehensive plan an approximate timetable that forecasts the need in which to expand or rehabilitate existing utilities and facilities or to create new utilities and facilities. Figure 8.2 outlines the Village's utility and community facilities.

(insert) Map 6: Transportation and Community Facilities

Figure 8.2: Utilities and Community Facilities ~~Timetable~~Inventory

Utility/ or Facility	Timetable for Improvements	CommentsDescription of Improvements
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.

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Figure 8.2: Utilities and Community Facilities ~~Timetable~~Inventory

Utility/ or Facility	Timetable for <u>Improvements</u>	Comments <u>Description of Improvements</u>
	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.
	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 <u>Maintain</u> 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.

Figure 8.2: Utilities and Community Facilities ~~Timetable~~Inventory

Utility/ or Facility	Timetable for Improvements	Comments Description of Improvements
	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.
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.

CHAPTER NINE: ECONOMIC DEVELOPMENT

This chapter includes the goals, policies, and programs to promote the retention, stabilization, and expansion of the economic base in the Village of Williams Bay. See Appendix A for an assessment of the Village's economic base, strengths and weaknesses, and an inventory of environmentally contaminated sites in the Village. 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 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
Source: U.S. Census 2000	

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	Lueke'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	Sodexo 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)	Associate's 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 TH.
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 Recommendations Summary

- Develop and implement a downtown revitalization strategy and plan.
- Collaborate with regional, state, and federal economic development initiatives and leverage grant and stimulus money to foster implementation.
- Continue to enforce high-quality designs for multi-family, mixed-use, and commercial development projects.
- Work with local businesses and institutional uses to promote tourism and economic growth.
- Promote the retirement industry as an economic development strategy.

ECONOMIC DEVELOPMENT GOALS, OBJECTIVES, AND POLICIES

Goal:

1. Strengthen and diversify the job base and tax base by capitalizing on Williams Bay's unique assets and opportunities.
- 4.2. 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).~~
- ~~2.1. Revitalize the downtown as a commercial, civic, and social center for the Village. Promote the central business district as the commercial and cultural center of the Village.~~
- ~~3.2. Plan for an adequate amount of land to accommodate future commercial development that is consistent with the Village's desired character.~~
- ~~4.3. 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/downtown~~ by encouraging ~~mixed use~~ the redevelopment, ~~enhancements of existing buildings, and~~ reuse of vacant and underused buildings and sites, ~~expanded downtown activities, and Village involvement, including by implementing implementation of~~ public improvement and streetscaping plans, and by enhancing connections between the ~~central business district/downtown~~, the lakefront, Kishwaukee Nature Conservancy, and surrounding neighborhoods.
6. Support the ~~clean-up~~ 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 central business district properties, former elementary school site, corner of Geneva and Walworth Ave, extraction sites, former golf course and institutional camps, 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

~~This section of the Comprehensive Plan is intended to serve as a guide to carry out and build upon the goals, objectives, and policies for economic development. The Village intends to pursue the following strategies and initiatives as part of a broader economic positioning strategy for the Village.~~

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.
 - 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.

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.

Adopted: ~~September 20, 2010~~ **Month Date, 2022**

➤ 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 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 Develop a Detailed Downtown Plan

As part of this planning process, the Village has identified revitalization of its central business district as one of its top priorities. Williams Bay's downtown is currently home to a mix of uses, with potential to be a walkable and vibrant downtown area where residents come to gather, shop, and visit. This Plan recommends the preparation of a downtown master plan. A

Adopted: ~~September 20, 2010~~ Month Date, 2022

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

downtown master plan will assure the desired character is maintained, appropriate uses and strategies for redevelopment of key sites are identified, historically and architecturally significant buildings are preserved, and tools to promote redevelopment (e.g. TIF districts, zoning district amendments, brownfield cleanup) are explored and implemented.

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 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. Consider the following rehabilitation and redevelopment principles be considered in the downtown master planning effort:

- Facilitate and support infill and redevelopment within the downtown, particularly of multi-family, mixed use commercial and residential, public spaces, community-serving retail, restaurants, and destinations.
- Renovate and restore historic buildings. Encourage adaptive reuse of historic buildings.
- Enhance public space and encourage walkability through streetscaping features such as benches, attractive lighting, landscaping, public art, and more.
- Encourage landscaping (trees, plants, berms) in private parking lots and other paved areas.
- ⇒ Strategically acquire property to facilitate redevelopment consistent with the plan.

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.

Commented [SK31]: Village Staff: is this still a desirable goal?

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.

Commented [SK32]: Village Staff: Has anything been adopted in the new zoning code that already addresses these design recommendations?

- 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 and Institutional Uses to Promote Tourism and 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. Additionally, the Village could continue to support and pursue partnerships with the community's unique institutions including the Yerkes Future Foundation and George Williams College. Visitors of these institutions can supplement seasonal population loss by supplying more year-round customers to support local businesses.

Promote the Retirement Industry as an Economic Development Strategy

An increasing number of Williams Bay's seasonal and permanent residents are reaching the age of retirement. This fact poses certain challenges and opportunities. As the Village's population ages, it becomes increasingly difficult to attract young families and maintain a healthy enrollment within the school district. Alternatively, the Village is faced with an opportunity to take advantage of its growing retiree demographic by growing the local "retirement industry." The retirement industry is fueled by older Americans with assets and income that is not vulnerable to normal down cycles in the economy. These individuals are attracted to communities with quality health care, numerous cultural activities and amenities, recreational opportunities, multi-modal transportation options, and safe neighborhoods.

Attracting retirees provides benefits for community and the local economy, including:

- Boosting the local economy and increasing the local tax base.
- Amplifying the overall number of volunteers and contributors to local charitable organizations.
- Creating a demand for local goods, services, and recreational activities through retiree spending.
- Spurring general population growth by an influx of retirees, as the amenities that attract retirees also attract non-elderly individuals seeking employment and cultural amenities.

By planning for this demographic and social shift in the region, Williams Bay will be prepared to meet the needs and interests of this diverse generation. Public strategies could be employed to create additional housing in the community, enhance and develop cultural amenities, and advance retirement friendly employment and mentoring opportunities. Additionally, the Village will encourage and promote private sector efforts to rethink traditional workplace policies to ensure open and flexible arrangements. Overall, in order to maintain and enhance the Village's attractiveness to the aging community, it is recommended that the Village work to increase the number of facilities that provide this demographic with recreational, health care, housing, and other related services and opportunities.

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. In a state with over 2,500 units of government and a movement towards greater efficiency, it is becoming increasingly important to coordinate decisions that affect neighboring communities and overlapping jurisdictions. This chapter is intended to promote consistency between this Plan and plans for neighboring jurisdictions. All regional context and existing plans related to neighboring and overlapping jurisdictions can be found in Appendix A. 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 Recommendations Summary

- ~~2. Attempt to harmonize Village plans, town plans, and County plans, while protecting Village interests.~~
- ~~3. Continue to maintain existing shared services agreements and explore new opportunities for additional shared service agreements with neighboring communities.~~

INTERGOVERNMENTAL COOPERATION GOALS, OBJECTIVES, AND POLICIES

Goal:

1. Foster and maintain mutually beneficial relationships with ~~adjacent and overlapping governments to advance Village interests surrounding jurisdictions.~~

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.~~
- ~~2.1.~~ 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.
- ~~3.2.~~ Work to resolve differences between the Village of Williams Bay Comprehensive Plan and the plans, policies, and ordinances of adjacent communities.
- ~~4.3.~~ 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.
- ~~5.4.~~ Pursue boundary agreements with adjacent towns where needed to forward Village interests and to create a more predictable future near the Village's edges and reduce the need for the Village to exercise its extraterritorial powers.
- ~~6.5.~~ 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.
- ~~7.6.~~ 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

Intergovernmental communication, coordination, and cooperation are critical in implementing many of the recommendations in this Plan. This section builds off the policies listed above, setting forth recommendations for enhanced relations with adjacent and overlapping jurisdictions. It focuses in areas relationships that are not described extensively in other chapters of this Plan, and where potential future conflicts may be the greatest without concerted future action.

More Fully Continue 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 includes 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 as 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

Under Wisconsin Law, there are two main formats for intergovernmental agreements under Wisconsin Statutes. The first is available under Section 66.0301, which allows any two or more communities to agree to cooperate for the purpose of furnishing services or the joint exercise of any power or duty authorized under State law. While this is the most commonly used approach, a "66.0301" agreement is limited by the restriction that the municipalities must be able to exercise co-equal powers. So, for example, attorneys sometimes do not recommend this agreement format when future municipal boundary changes are involved, because cities and towns do not have co-equal powers with request to annexation.

Another format for an intergovernmental agreement is a "cooperative (boundary) plan" under Section 66.0307 of the Wisconsin Statutes. This approach is more labor intensive and ultimately requires State approval of the agreement, but the "66.0301" approach does not have some of the limitations of the "66.0301" agreement format.

An increasingly common approach is for communities to first enter into a "66.0301" intergovernmental agreement, which in part directs the communities to then prepare a "66.0307" cooperative plan covering issues such as boundary changes.

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. Specific issues often addressed in intergovernmental agreements include municipal boundaries, exercise of

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extraterritorial rights, rural development, sanitary sewer and water provision, road and public facilities management, development design standards, and even revenue sharing. Agreements may be pursued to address all or more of the following issues:

- Municipal Boundary Changes: Intergovernmental agreements most frequently cover where annexations will be jointly supported by both communities, based on mutually agreed community growth and economic development goals. The agreement will usually 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 sewer) 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.
- Transportation and Road Maintenance: An agreement between the Village and Town could address road jurisdiction, maintenance, and upgrades that are important to the economic future and quality of life in the area.
- 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 amending~~ 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.
- Agreement Terms: 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.

Remain Involved in Regional Initiatives Work with Surrounding Communities and the County to Advance including a Regional Open Space Preservation Initiative

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

Commented [SK34]: Village Staff: Is the KNC now larger, or is this figure still accurate?

CHAPTER ELEVEN: IMPLEMENTATION

The Village will realize its Plan goals through a coordinated, continuous program of Plan implementation, evaluation, and updates. This final chapter and Appendix A are intended to provide a roadmap for these implementation actions by identifying priority programs and actions, as well as describing how this Plan is used, monitored, and updated to maintain its relevance to the Village. It includes a compilation of programs and specific actions to be completed in a stated sequence, as required under Wisconsin Statutes. 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 to 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.
- 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

Specific steps are advised to transition this Plan from concept to reality. Figure 11.1 provides a summary list of the major implementation actions the Village intends to undertake in order to implement this Plan action items, their timeline for completion, and potential partners that could assist the Village in implementing this Plan. Often, such actions will require substantial cooperation with the County, surrounding local governments, local and regional organizations, and local property owners. In addition, the various chapters of this Plan identify non-Village funding opportunities that may be pursued to accomplish many of these recommendations. 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 four columns of information, described as follows: has five columns of information and has been organized into three separate sections described below:

- Topic: The first column identifies the chapter of this Comprehensive Plan, where additional information regarding the recommendation may be found or more generally describes the overarching category in which the Action Item falls under.
- Action Item: The second column lists the actual steps, strategies, and actions recommended to implement key aspects of the Plan.
- Potential Partners: The third column lists Village boards and committees or other groups who would be a great partner in the pursuit of accomplishing that Action Item.
- Implementation Timeframe: The fifth column responds to the comprehensive planning statute, which requires implementation actions to be listed in a “stated sequence”. The suggested timeframe for the completion of each Action Item reflects the priority associated with it. Each timeframe is defined as follows:
 - Ongoing means that the Action Item has been addressed at some point, but it is still a priority. Ongoing status is very likely for Action Items that were previously identified in past Comprehensive Plans or have been long established objectives of the community. These Action Items should be continuously reevaluated to make sure that progress is being made.
 - Short means that the Action Item should be pursued over the next 5 years, following the adoption date of this Plan.
 - Medium means that the Action Item should be pursued over the next 10 years, following the adoption date of this Plan.
 - Long means that the Action Item should be pursued 10 years and beyond, following the adoption date of this Plan.

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.

Topic	Action Item	Potential Partners	Timeframe

Commented [SK35]: See separate attachment which will be inserted into the main document upon completion.

Figure 11.1: Comprehensive Plan Implementation Checklist

Implementation Actions	Chapter Reference	Primary Parties Responsible for Implementation & Potential Partners	Completed
Priority Action Items			
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	☐
➤ 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	☐
➤ 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	☐
➤ 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	☐
➤ 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	☐
➤ Establish specific, high-quality site and building design standards for development occurring in the central business district.	➤ Land Use ➤ Economic Development	➤ Village Staff/consultant	☐
➤ Consider anti-monotony standards to ensure an adequate mix of housing colors and architecture.	➤ Housing and Neighborhoods	➤ Village Staff/consultant	☐
➤ 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	☐
➤ Establish specific, high-quality site and building design standards for multi-family developments.	➤ Land Use	➤ Village Staff/consultant	☐
➤ Revisit zoning standards for central neighborhoods to ensure they do not discourage appropriate new home construction or additions.	➤ Land Use	➤ Village Staff/consultant	☐
➤ Consider establishing a light industrial zoning district that only accommodates clean, high-quality, indoor businesses and industries.	➤ Economic Development	➤ Village Staff/consultant	☐
➤ Revisit off-street parking requirements for the central business district and consider modifications.	➤ Economic Development	➤ Village Staff/consultant	☐
➤ 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	☐
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	☐

Figure 11.1: Comprehensive Plan Implementation Checklist

Implementation Actions	Chapter Reference	Primary Parties Responsible for Implementation & Potential Partners	Completed
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).	Land Use	Village Staff/consultant	
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>):			
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 as Exurban Residential on Map 5, consider establishing a range of lots sizes.	Agricultural Resources Land Use Intergovernmental Cooperation	Village Staff/consultant	
Require sidewalks and street trees on both sides of all new streets.	Transportation	Village Staff	
Update parkland dedication requirements and parkland acquisition/park improvement fee requirements.	Utilities and Community Facilities	Village Staff/consultant	
4. Work with the Town to amend the Extraterritorial Zoning Ordinance to allow permitted-by-right uses in all zoning districts.	Intergovernmental Cooperation	Village Staff/consultant Extraterritorial Zoning Committee Town of Geneva	
5. Revisit property maintenance codes and amend as necessary to establish strict standards.	Housing and Neighborhoods	Village Staff	
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.	Natural Resources	Village Staff	
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>).	Transportation	Village Staff/consultant WisDOT County Highway Department SEWRPC	
8. Prepare a 5-Year Capital Improvement Program to budget for the upgrading of local roads and other capital improvements.	Transportation Utilities and Community Facilities	Village Staff	
Next Steps			
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.	Economic Development	Village Staff/consultant Williams Bay Business Association	
10. Consider establishing a project management team to manage economic development activities.	Economic Development	Village Staff Local business owners Williams Bay Business Association	
11. Consider establishing a Community Development Authority (CDA).	Economic Development	Village Staff Williams Bay Business Association	
12. Consider encouraging the establishment of a business improvement district (BID).	Economic Development	Village Staff Williams Bay Business Association	

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.	☒
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	☒
Longer-Term Actions			
15. Investigate opportunities to work with WisDOT to transform Elkhorn Road into a more attractive entryway corridor.	➤ Transportation	➤ Village staff ➤ WisDOT ➤ SEWRPC	☒
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	☒
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	☒
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	☒
19. Develop a design theme for and install way-finding signage that reflects the community’s desired image.	➤ Cultural Resources	➤ Village Staff	☒
20. Consider establishing tax incremental financing (TIF) districts as part of an overall economic development strategy.	➤ Economic Development	➤ Village Staff ➤ CDA ➤ Plan Commission	☒
21. Seeking out grants/funding opportunities to help pay for economic development initiatives.	➤ Economic Development	➤ Village Staff ➤ CDA	☒

DRAFT Appendix A: Data Inventory and Analysis

TABLE OF CONTENTS

Table of Contents	ii
Chapter One: Introduction	1
Chapter Two: Data Inventory and Analysis	2
Population Trends.....	2
Population Forecasts.....	4
Demographic Trends.....	5
Public Health	7
Housing Trends and Conditions.....	7
Chapter Three: Agricultural Resources.....	12
Agricultural Resources.....	12
Assessment of Farmland Viability.....	12
Farmland Preservation Efforts.....	12
Chapter Four: Cultural Resources	14
Brief History of Williams Bay.....	14
Recreational Heritage of Williams Bay	14
Historic Sites and Resources.....	14
Cultural Resources Sites.....	15
Archeological Sites.....	15
Cultural Organizations and Events.....	15
Chapter Five: Natural Resources	16
Natural Resources Inventory.....	16
Nature-Based Recreational Resources.....	19
Natural Areas of Local Significance	19
Natural Resources Plans	20
Chapter Six: Transportation	23
Existing Transportation Network.....	23
Review of Village, State, and Regional Transportation Plans.....	24
Chapter Seven: Utilities and Community Facilities	26
Existing Utility and Community Facilities	26
Chapter Eight: Housing	29
Existing Housing Inventory.....	29
Housing Programs.....	29
Housing Plans.....	30
Chapter Nine: Land Use	31
Existing Land Use Pattern.....	31
Land Development Trends.....	32
Land Supply.....	34
Projected Land Use Demand.....	35
Chapter Ten: Economic Development	37
Workforce Trends.....	37
Economic Trends	39
Environmentally Contaminated Sites.....	41
Economic Development Programs and Agencies	41
Assessment of Williams Bay's Economic Strengths and Weaknesses.....	43

Chapter Eleven: Intergovernmental Cooperation.....44
Existing Regional Framework44

Chapter Twelve: Implementation.....47
Plan Adoption.....47
Plan Monitoring47
Plan Administration.....47
Plan Amendments.....48
Plan Update49
Consistency Among Plan Elements49

CHAPTER ONE: INTRODUCTION

As Williams Bay plans for its future, the first step in the process is to understand past demographic and economic trends. This chapter begins by providing a data inventory and analysis that describes and measures the Village of Williams Bay's primary characteristics and trends from the past and present, as well as how the community may develop in the future. An analysis of existing demographic, housing, development, education, and economic attributes using the latest data available from the US Census, Wisconsin Department of Administration, and other sources provides the background context necessary to begin understanding the community and framing the planning process. Relevant data from neighboring communities, Walworth County, and the State of Wisconsin are also drawn upon to ground this plan within the Village's regional context. Data projections are used to forecast future conditions that further inform recommendations and community decision-making. This inventory and analysis of the Village's existing conditions is used in conjunction with public input throughout the planning process to identify the current and future issues and opportunities within the Williams Bay.

This appendix also inventories other relevant plans and contains supplemental statutorily-required information that informs and correlates directly with the goals, objectives, policy recommendations, and implementation strategies that are detailed in the main body of this plan. Ultimately, this demographic and economic profile provides an understanding of the trends currently influencing Williams Bay today as well as how they may affect the Village in the future, laying the foundation for the other components of the comprehensive plan.

It is important to note that while this plan was being written, the world was in the midst of the unprecedented global COVID-19 pandemic. The social and economic implications of this event are not yet known. Because of this, the data and trends provided in this Data Inventory and Analysis may be significantly altered in the coming years.

CHAPTER TWO: DATA INVENTORY AND ANALYSIS

Population Trends

The Village of Williams Bay has experienced a consistent pattern of population growth since 1970. In the fifty years between 1970-2020, the community grew rapidly and steadily, only slowing significantly between 2000-2010. Even in that decade, the community retained positive population growth, though at a lower rate than in the decades before or after. Among neighboring communities, levels of population growth only matched or exceeded those of Williams Bay during a period between 1990 and 2000, when the area's incorporated municipalities experienced rapid population growth.

Like many other small-to-mid sized communities in the Midwest, the housing market collapse and the Great Recession of 2008 significantly slowed the growth of Williams Bay and many of the other municipalities in Walworth County. Development, especially of new housing units and subdivisions, was rapidly expanding in Walworth County through much of the 1990s before the onset of the recession. The recession and subsequent stagnant economic recovery felt throughout the Midwest has had a lasting effect on the Village of Williams Bay and the surrounding communities in many ways. In the following decade between 2010-2020, many neighboring municipalities experienced either minimal or negative population growth. Williams Bay however, experienced population growth at a pre-Recession rate otherwise not seen within the surrounding area. This dichotomy of growth has impacted nearly every other aspect of this Plan.

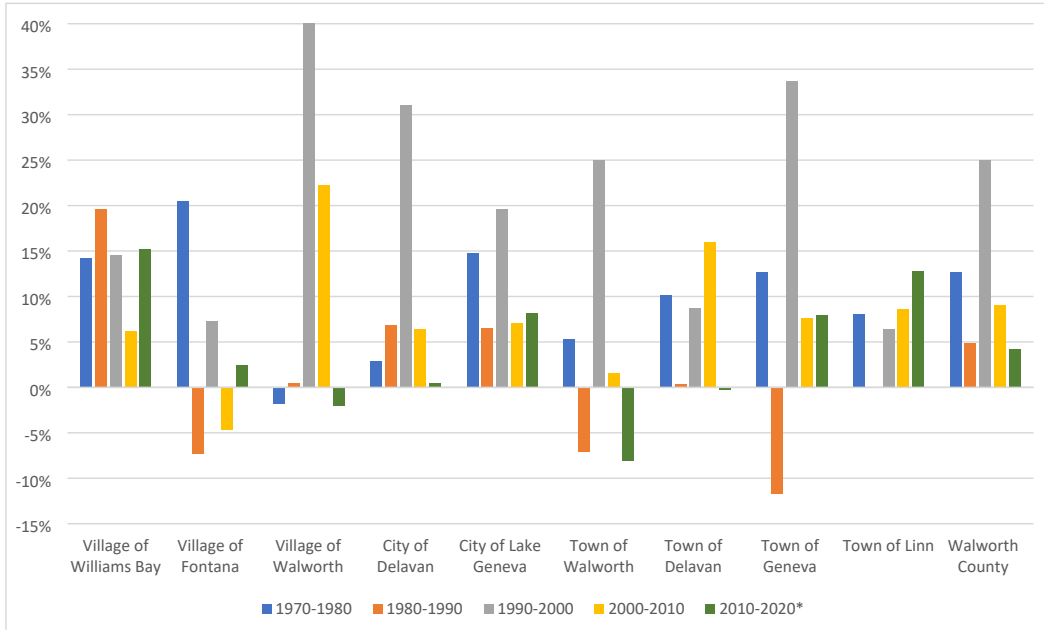
Over the years, Walworth County has also experienced variable migration patterns. During the early 2000s, over 500 people a year were moving into the county. However, starting in 2007, that trend reversed as people started moving away. In recent years, in-flow migration has started to increase again. The abundance of natural resources and proximity to the Chicago Metro Area has traditionally made Walworth County a tourism and vacation home destination. In part, this has contributed to the steady in-migration from different states to the county overtime.

Figure A.1: Population Comparison

	1970	1980	1990	2000	2010	2020
Village of Williams Bay	1,544	1,763	2,108	2,415	2,564	2,953
Village of Fontana	1,464	1,764	1,635	1,754	1,672	1,712
Village of Walworth	1,637	1,607	1,614	2,304	2,816	2,759
City of Delavan	5,526	5,684	6,073	7,956	8,463	8,505
City of Lake Geneva	4,890	5,612	5,979	7,148	7,651	8,277
Town of Walworth	1,370	1,443	1,341	1,676	1,702	1,565
Town of Delavan	3,798	4,182	4,195	4,559	5,285	5,273
Town of Geneva	3,490	3,933	3,472	4,642	4,993	5,390
Town of Linn	1,910	2,064	2,062	2,194	2,383	2,687
Walworth County	63,444	71,507	75,000	93,759	102,228	106,478
Wisconsin	4,417,821	4,705,767	4,891,769	5,363,675	5,686,986	5,893,718

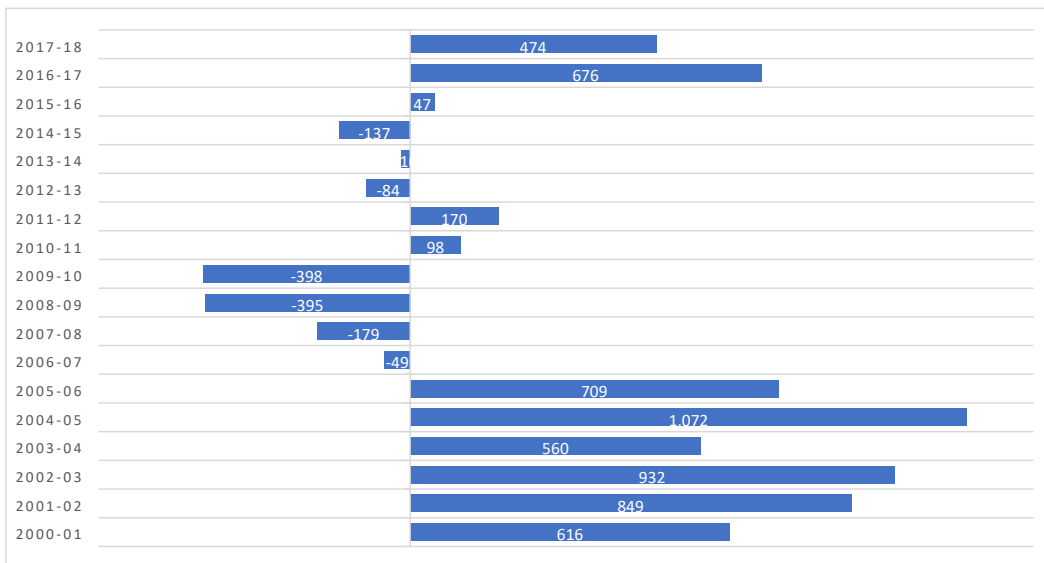
Source: U.S. Census Bureau, 1970-2020 Census.

Figure A.2: Population Growth Comparison



*Source: WisDOA, 2020 Population Estimates.
Source: U.S. Census Bureau, 1970-2010 Census.

Figure A.3: Walworth County In-Flow Migration Patterns



Source: US Internal Revenue Service 2000-2018

Population Forecasts

As Williams Bay prepares for its future, population projections are an important component of the planning process, providing a guide for decision makers that will help the Village plan efficiently for future land use and community services. Since the market has fluctuated significantly over the past 30 years, it is more important to factor in multiple projection scenarios to account for the various outcomes that could occur in the future. Seven different population projection scenarios for the Village through the year 2040 were calculated and compared.

These projections were derived using a variety of methodologies:

- Linear Growth Rate 1990-2020, 2000-2020, 2010-2020. This set of projections were calculated using the average annual population change over the time period and projecting that rate forward to 2040. The average annual population change for the various time periods ranged from 28 to 39 new residents per year.
- Compounded Percentage Rate 1990-2020, 2000-2020, and 2010-2020. These estimations were determined utilizing the annual average percentage change over the time period and extrapolating that rate forward to 2040. The average annual percentage change for the three time periods ranged from 1.1% to 1.5% annual growth.
- Department of Administration (DOA) Projection. In 2013, the State Department of Administration forecasted population change for all communities in Wisconsin based on 2010 U.S. Census data. While the data used is dated, the projections are still relevant, illustrating that the Village's population has consistently outpaced the Department of Administration's projections.

Based upon these scenarios, the Village's population is projected to be between 3,626 and 4,303 people in the year 2045. For the purposes of this Plan, the Village will utilize the Compounded Growth scenario from 2000-2020. This projection model factors in both the steady population growth experienced between the decades of 1990-2000 and 2010-2020 in addition to the modest population growth experienced during the Great Recession between 2000 and 2010, modeling consistent growth over the next twenty years with some variability.

This population projection model will also be used for housing and land use demand projections later in this Plan. While it is certainly possible that the Village will not grow to this population by 2040, a careful approach to land use planning suggests that this Plan shows how that amount of growth could be appropriately accommodated. Market conditions, regional growth, and Village's policies will help determine the actual rate of population growth.

According to the Compounded Growth population projection between 2000-2020, the Village will be expected to grow in population by approximately 732 additional residents by 2040, or a population increase of 25%. Significant anticipated future population growth will be important for the community to consider and will have ramifications on the Village's future land use policies and decisions.

Commented [EV1]: Staff: We recommend the use of the Compounded Growth population projection model displayed in the chart below. It factors in steady growth and the Recession, while also mirroring the kind of growth that the community has seen in previous decades (15% in 1990-2000 and 2010-2020 + 6% in 2000-2010) – combined would be 21% which is close to 25% shown here for the next twenty years.

Figure A.4: Village of Williams Bay Population Projections

	2010	2020*	2025	2030	2035	2040	Percent Change 2020-2040	Total Increase 2020-2040
WisDOA Projections	2,564	2,953	2,850	2,960	2,975	2,960	0%	7
Linear Growth 1990-2020 (1)	2,564	2,953	3,094	3,235	3,376	3,516	19%	563
Linear Growth 2000-2020 (1)	2,564	2,953	3,088	3,222	3,357	3,491	18%	538
Linear Growth 2010-2020 (1)	2,564	2,953	3,148	3,342	3,537	3,731	26%	778
Compounded Growth 1990-2020 (2)	2,564	2,953	3,156	3,372	3,604	3,851	30%	898
Compounded Growth 2000-2020 (2)	2,564	2,953	3,121	3,299	3,487	3,685	25%	732
Compounded Growth 2010-2020 (2)	2,564	2,953	3,184	3,433	3,701	3,991	35%	1,038

*Source: WisDOA, 2020 Population Estimates.

Source: U.S. Census Bureau, 1990-2010 Census.

1. Extrapolated based on the average annual population change over the given years.

2. Extrapolated based on the average annual percent change over the given years.

Demographic Trends

Population age distribution is an important indicator of both future population dynamics and city-wide needs. Demographic data suggests that Williams Bay's population is older than most of the surrounding communities, the County, and the State. The Village's median age rose from 39 to 48 years old over the last two decades. This coincides with the Village's decrease in the percentage of the population under 18 years old and increase in the percentage of the population greater than 65 years old during that same time. This trend matches national trends in the country's population age distribution, as high concentrations of the Baby Boomer generation continue to move into older life stages. Over the next 20 years, an increasingly older population will present both potential opportunities and issues for the Village. Consequently, this topic is addressed throughout the plan.

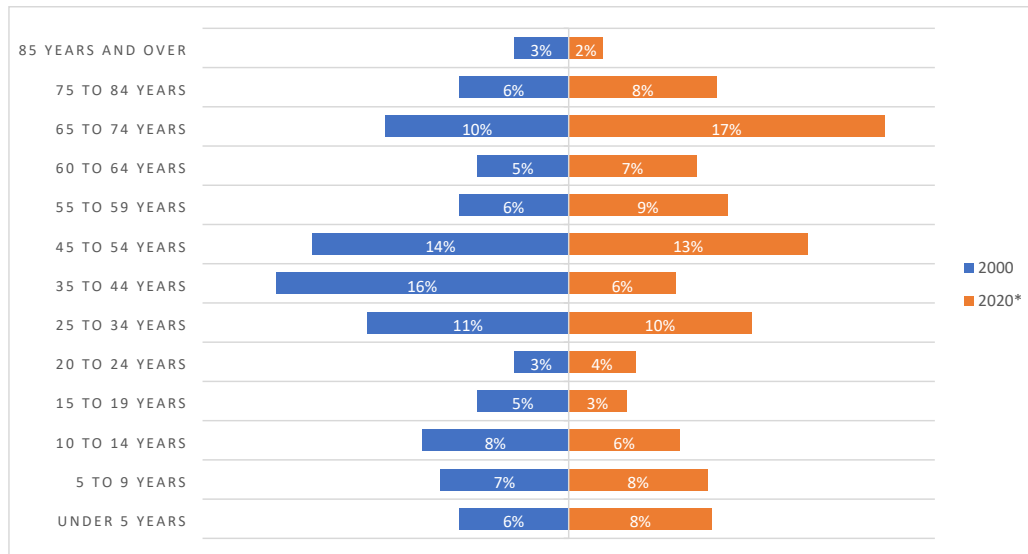
Figure A.5: Age Distribution

	Median Age			Percent Under 18			Percent Over 65		
	2000	2010	2020*	2000	2010	2020*	2000	2010	2020*
Village of Williams Bay	39.1	44.7	48.8	27%	26%	24%	18%	23%	27%
Village of Fontana	45.9	49.8	58.0	19%	17%	13%	20%	30%	35%
Village of Walworth	38.3	29.1	41.8	26%	35%	26%	18%	9%	19%
City of Delavan	33.3	31.8	37.7	29%	30%	23%	13%	12%	17%
City of Lake Geneva	39.1	39.0	44.3	21%	23%	20%	16%	16%	20%
Town of Walworth	40.9	43.2	47.5	25%	26%	23%	16%	12%	21%
Town of Delavan	39.7	40.6	50.7	25%	24%	18%	14%	16%	29%
Town of Geneva	41.9	44.1	44.4	24%	20%	21%	16%	15%	21%
Town of Linn	39.6	44.7	49.5	28%	24%	18%	17%	17%	29%
Walworth County	35.3	37.5	40.4	24%	24%	21%	13%	13%	18%
Wisconsin	36.0	38.5	39.6	26%	24%	22%	13%	14%	17%

*Source: U.S. Census Bureau, 2015-2020 American Community Survey 5-Year Estimates.

Source: U.S. Census Bureau, 2000-2020 Census.

Figure A.6: Williams Bay Population Pyramid



*Source: U.S. Census Bureau, 2000-2020 American Community Survey 5-Year Estimates.

Source: U.S. Census Bureau, 2000-2010 Census.

Many small- to medium-sized municipalities throughout Southern Wisconsin have steadily experienced demographic shifts over the past 30 years, a trend that includes Williams Bay. From 2000 to 2020, the percent of residents in Williams Bay identifying as white decreased by 2.7% while the percent of residents identifying as two or more races increased by 4.5%. A predominant trend in population dynamics at the state level is the increasing growth of Hispanic and Latino populations within Wisconsin. Between 2000 and 2020, Williams Bay's Hispanic or Latino population has fluctuated, coming in at 4.4% of the population in 2000, peaking at 6.5% of the population in 2010, and later comprising 5.5% of the total population in 2020. The Village has long been cognizant of this population sector, but must continue to recognize potential barriers, increase inclusiveness, and strive to provide equitable services and representation in local government to the Hispanic and Latino communities, which make up the Village's largest minority group.

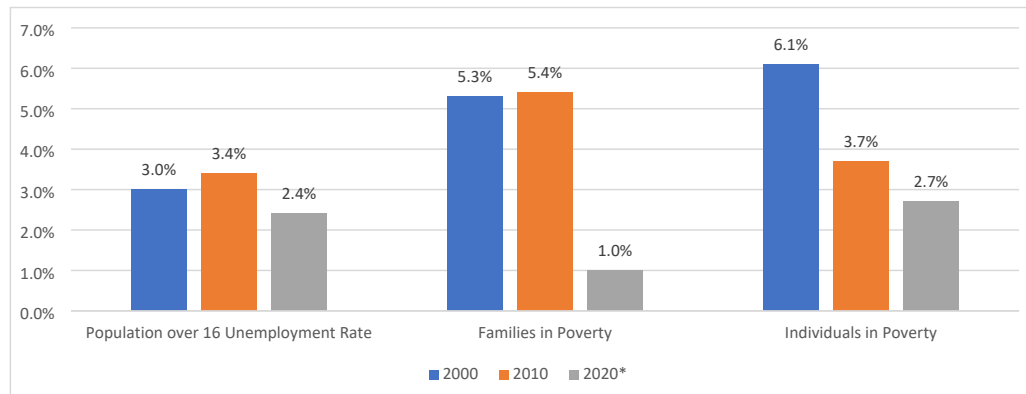
Figure A.7: Williams Bay Population Racial and Ethnic Composition

	2000	2010	2020
Race			
White	94.8%	94.3%	91.6%
African American	0.0%	0.6%	0.5%
American Indian	0.0%	0.3%	0.6%
Asian	0.6%	0.8%	1.0%
Other	0.0%	3.0%	1.6%
Two or More	0.2%	0.9%	4.7%
Ethnicity			
Hispanic or Latino	4.4%	6.5%	5.5%

Source: U.S. Census Bureau, 2000-2020 Census.

Another indicator of Williams Bay's health and quality of living is the number of individuals and families in poverty within the community. While the 2008 Recession dramatically effected the state and national economies, Williams Bay's economy appears to have been insulated from the harshest effects of the economic downturn, as the poverty rate of families remained nearly the same between 2000 and after the 2008 Recession in 2010. During this same time period, the individual poverty rate actually decreased. The slow regional economic recovery experienced by many communities after the Great Recession has not had the same effect on the economic wellbeing of Village residents, as the poverty rates for both families and individuals have decreased to their lowest point this century in 2020 from their peak rates in 2000. Nationally, very different poverty trends are taking place as the income inequality gap continues to get larger, wages remain stagnant in the face of rising inflation, and student debt rises. It should also be noted that the global COVID-19 pandemic has played a role in increasing this divide and perpetuating the income inequality gap. Though Williams Bay has weathered economic recent economic disruptions well, it will be important for the community to consider these overarching trends when adding or revising services in the future.

Figure A.8: Poverty Status



*Source: U.S. Census Bureau, 2014-2020 American Community Survey 5-Year Estimates.

Source: U.S. Census Bureau, 2000-2010 Census.

Public Health

In planning and assessing Williams Bay's existing and future service needs, it is crucial to review and compare the public health of the area's communities compared to neighboring counties. Walworth County ranks 27 out of 72 counties in Wisconsin, much healthier than Rock, Racine, or Kenosha Counties, but not as healthy as Jefferson or Waukesha Counties. Key components of Walworth County's overall public health include citizen life expectancy and the prevalence of obesity and diabetes, among other factors. In these areas, Walworth County falls slightly behind neighboring counties, as it has a larger percentage of adults who are obese (34%) than many neighboring counties, and an average life expectancy that is lower than the state average (79.1 years old). The County does, however, rank amongst the lowest adult populations diagnosed with diabetes amongst those compared.

Figure A.9: Public Health Context

	Overall Health Outcome Ranking*	Percentage of Adult Obesity
Walworth County	27 out of 72	34%
Jefferson County	19 out of 72	33%
Waukesha County	3 out of 72	27%
Rock County	62 out of 72	37%
Racine County	61 out of 72	39%
Kenosha County	58 out of 72	31%
Wisconsin	N/A	31%

*Health outcomes rankings are a combination of factors including length of life, quality of life, health behaviors, clinical care, social and economic factors, and physical environment.

Source: 2020 County Health Rankings, University of Wisconsin Population Health Institute.

Figure A.10: Public Health Context Continued

	Adults Aged 20+ Diagnosed With Diabetes (2019)*	Leading Cause of Death**	Life Expectancy***
Walworth County	7%	Heart Disease (205 per 100,000)	79.1
Rock County	8%	Cancer (208 per 100,000)	78.2
Jefferson County	7%	Cancer (197 per 100,000)	80.5
Kenosha County	7%	Heart Disease (190 per 100,000)	77.7
Racine County	7%	Cancer (201 per 100,000)	78.7
Waukesha County	8%	Cancer (190 per 100,000)	81.5
Wisconsin	9%	Heart Disease (201 per 100,000)	79.6

*Source: CDC, 2019.

**Source: 2017 Wisconsin Public Health Profiles. Wisconsin Department of Health Services.

***Source: Life Expectancy in Wisconsin 2010-2014. Wisconsin Department of Health Services, 2016.

Housing Trends and Conditions

The quality, variety, and occupancy of a community's housing stock are key indicators of economic prosperity. Communities that offer various types of housing options to accommodate the varied socioeconomic statuses of residents, have a well-maintained housing stock, and exhibit high levels of homeownership at various price points will have a stronger economic foundation and overall quality of living.

Average household size is a metric that can be used to evaluate housing needs and preferences, in addition to land use demands in the future. Since the year 2000, Williams Bay's average household size has declined from 2.45 people to 2.23 in 2020. This is consistent with many surrounding communities, the county, and the state, amongst which average household sizes have been steadily decreasing over time. This national trend is in part due to the country's aging population, people waiting longer to start families, and generational lifestyle preferences. The average household size in Williams Bay has been declining at a similar rate to other communities in Walworth County.

Additionally, the total number of housing units has continued to increase since 2010, though by less than half of the number of units developed during the growth period between 2000-2010. This is comparable to many neighboring communities, which generally experienced a larger increase in housing unit development during the first decade of the century but that still experienced modest growth between 2010-2019.

Further, the Village of Williams Bay has a higher percentage of owner-occupied homes than Walworth County as-a-whole and many surrounding jurisdictions. This is partially because Williams Bay has had little increase in non-owner-occupied housing units over the past two decades and is an indicator of the financial health of the community's residents.

Figure A.11: Housing Units and Households Comparison

	Total Housing Units			Total Households		
	2000	2010	2020	2000	2010	2020
Village of Williams Bay	1,775	1,985	2,008	985	1,083	1,140
Village of Fontana	1,988	2,308	3,634	788	736	687
Village of Walworth	876	1,172	1,243	845	893	1,122
City of Delavan	3,130	3,500	3,634	2,918	3,122	3,444
City of Lake Geneva	3,703	4,225	4,626	3,122	3,327	3,645
Town of Walworth	577	734	695	514	614	637
Town of Delavan	3,141	3,838	3,908	1,809	2,077	2,247
Town of Geneva	2,849	3,458	3,240	1,637	2,025	2,010
Town of Linn	1,915	2,157	2,142	851	1,007	1,142
Walworth County	43,789	51,531	52,595	34,515	39,108	41,414
Wisconsin	2,321,144	2,624,358	2,727,726	2,084,544	2,279,532	2,377,935

*Source: U.S. Census Bureau, 2015-2020 American Community Survey 5-Year Estimates.
Source: U.S. Census Bureau, 2000-2010 Census.

Figure A.11: Household Size and Housing Ownership Comparison

	Average Household Size			Percent Owner-Occupied Housing Units		
	2000	2010	2020	2000	2010	2020
Village of Williams Bay	2.45	2.29	2.23	74%	83%	76%
Village of Fontana	2.29	2.24	2.21	86%	88%	87%
Village of Walworth	2.53	3.1	2.50	64%	63%	62%
City of Delavan	2.69	2.67	2.38	55%	53%	56%
City of Lake Geneva	2.27	2.28	2.13	55%	48%	53%
Town of Walworth	2.9	2.9	2.4	80%	81%	76%
Town of Delavan	2.5	2.5	2.4	81%	78%	78%
Town of Geneva	2.4	2.4	2.4	80%	85%	80%
Town of Linn	2.6	2.4	2.3	76%	81%	78%
Walworth County	2.6	2.5	2.4	69%	68%	69%
Wisconsin	2.5	2.4	2.4	68%	69%	67%

*Source: U.S. Census Bureau, 2015-2020 American Community Survey 5-Year Estimates.
Source: U.S. Census Bureau, 2000-2010 Census.

The cost of owning and occupying a home in the Village of Williams Bay has gotten more expensive in the past two decades. The median monthly owner-occupied costs of housing (which includes mortgage payments and other associated costs) have increased more in Williams Bay than in any other neighboring incorporated village or city besides the Village of Fontana. The increase in monthly housing cost in Williams Bay between 2000 and 2020 also surpassed the rising costs of housing in both Walworth County and the State of Wisconsin. Overall, the median home value in the Village is higher than most neighboring towns, villages, and cities. However, this is mainly because larger lots in towns facilitate the construction of larger homes and older, smaller, and lower valued homes are in shorter supply within the community. Additionally, Williams Bay and some neighboring communities feature a significant amount of residential properties with lake frontage and access, driving up property values and home size. The high cost of housing in Williams Bay is a considerable barrier that makes it difficult for new families to locate in the Village.

It is important to note that the Village of Williams Bay and all comparable communities experienced an increase in median home values between 2000-2020. Additionally, median gross rents in Williams Bay have increased significantly since 2000, at a higher rate than the percent increase in median monthly owner-occupied costs. This trend is partially a result of the combination of low vacancy rates and lack of new housing construction over the past decade. Together, these trends have adversely affected rental affordability in the Village. This makes it more difficult for Village to attract and retain a young workforce and young families that would be predisposed to renting within the community given the high costs of homeownership and expensive home values in the community.

Figure A.12: Housing Costs Comparison

	Median Gross Rent			Median Monthly Owner-Occupied Costs (with a mortgage)			Median Value of Owner-Occupied Units		
	2000	2010	2020	2000	2010	2020	2000	2010	2020
Village of Williams Bay	\$636	\$835	\$1,199	\$1,297	\$1,595	\$1,728	\$157,000	\$289,600	\$310,200
Village of Fontana	\$722	\$752	\$847	\$1,321	\$1,978	\$2,196	\$181,900	\$417,100	\$385,800
Village of Walworth	\$562	\$746	\$849	\$1,008	\$1,402	\$1,332	\$113,500	\$174,300	\$177,700
City of Delavan	\$585	\$717	\$851	\$1,082	\$1,414	\$1,226	\$103,500	\$159,400	\$144,300
City of Lake Geneva	\$605	\$869	\$1,002	\$1,129	\$1,613	\$1,511	\$121,200	\$209,700	\$220,700
Town of Walworth	\$550	\$975	\$906	\$1,202	\$1,821	\$1,737	\$155,100	\$283,900	\$298,400
Town of Delavan	\$680	\$873	\$899	\$1,016	\$1,510	\$1,354	\$120,700	\$174,600	\$185,200
Town of Geneva	\$638	\$849	\$827	\$1,118	\$1,482	\$1,614	\$135,000	\$204,200	\$252,500
Town of Linn	\$582	\$718	\$1,018	\$1,279	\$1,851	\$1,915	\$174,500	\$303,800	\$321,400
Walworth County	\$588	\$764	\$864	\$1,125	\$1,540	\$1,454	\$128,400	\$203,600	\$214,400
Wisconsin	\$540	\$715	\$867	\$1,024	\$1,404	\$1,412	\$112,200	\$175,600	\$205,200

*Source: U.S. Census Bureau, 2015-2020 American Community Survey 5-Year Estimates.
Source: U.S. Census Bureau, 2000-2020 Census.

Housing Projections

For planning purposes, the number of households within the Village is used to estimate future demand of additional housing or dwelling units. If household size decreases, the number of households (and hence housing units) can be expected to increase for a given population. Changes in household composition will also influence the level of demand for various types of housing units. Trends indicate that there will be a continued need for a range of household types for people of various ages, incomes, and lifestyles in Williams Bay.

The number of projected households for the Village through the year 2040 was calculated using the population projection numbers used above, in addition to the Wisconsin DOA average household size projections to the year 2040. As with the population projections, multiple future household projections were calculated using different methods and timespans to provide a range of potential future household total estimates.

Based on calculated projections, Williams Bay could have a total of between 1,639–1,874 households in 2040, or 499–734 more households than in 2020. For the purposes of consistency, the chosen household projection method was the Compounded Growth projection between 2000-2020, the same method chosen for the Village's population projection totals. This calculation method estimates that there will be approximately 1,730 total households in 2040, or nearly 590 more than in 2020. The average household size projections also tell an important story. According to the Wisconsin Department of Administration, Williams Bay's average household size is projected to decrease from 2.23 in 2020 to 2.13 by 2040, which will result in an increased number of projected households. This is important to consider because the Village's future housing stock will need to continuously evolve to accommodate a growing population of smaller households with various appropriate housing options in the future.

Commented [EV2]: Staff: We recommend a household projection model based on WisDOA's average household size projection modeling. This indicates a slow decline in household size that will likely occur within the community as the Village residential population continues to age. Utilizing these household projections, the Compounded Growth for 2000-2020 projection model, mirroring the population projection model chosen, is an appropriate model for projecting future household demand.

Figure A.13: Projected Number of Households

	Number of Households						Additional Households	
	2010*	2020	2025	2030	2035	2040	2020-2030	2020-2040
Linear Growth 1990-2020 (1)	985	1,140	1,394	1,477	1,570	1,651	337	511
Linear Growth 2000-2020 (1)	985	1,140	1,391	1,471	1,561	1,639	331	499
Linear Growth 2010-2020 (1)	985	1,140	1,418	1,526	1,645	1,752	386	612
Compounded Growth 1990-2020 (2)	985	1,140	1,421	1,540	1,676	1,808	400	668
Compounded Growth 2000-2020 (2)	985	1,140	1,406	1,506	1,622	1,730	366	590
Compounded Growth 2010-2020 (2)	985	1,140	1,434	1,568	1,722	1,874	428	734
WisDOA Household Size	2.35	2.23	2.22	2.19	2.15	2.13	-	-

Source: Wisconsin Department of Administration, 2013 household projections by municipality.

*Source: U.S. Census Bureau, 2010 and 2020 Census.

1. Extrapolated based on the average annual population change over the given years.

2. Extrapolated based on the average annual percent change over the given years.

Housing Characteristics

As of 2020, Williams Bay's housing stock was predominantly made up of single-family units (71%), while the number of two-family units has significantly decreased as a percentage of the overall housing unit makeup over the past three decades. At the same time, the Village has begun to accommodate more multi-family housing types, which now account for 26% of the total housing stock.

Figure A.14: Percentage of Total Housing Units

	2000	2010	2020*
Single Family	74%	77%	71%
Two-Family	4%	0%	3%
Multi-Family	22%	23%	26%

Source: U.S. Census 2000 and 2010

*Source: U.S. Census Bureau, 2015-2020 American Community Survey 5-Year Estimates.

Housing affordability is now one of the most prominent issues of our time. The increasing lack of affordable housing across the country is a result of a combination of factors, including the decades-long impact of the Great Recession and subsequent slow economic recovery, market trends in real estate development, shifting population demographics, tightened lending practices, lack of incentive for developers to construct modest-price housing, inflation and rising costs of living in conjunction with decades-long wage stagnation, and the overall financial feasibility of building new housing in many areas of the country. As a result, the number of households that are cost burdened is on the rise. A cost burdened household is defined as a household that spends over 30% of its total income on housing costs. Households spending greater than 30% of their income on housing costs have a greater chance of facing financial insecurity, as the disproportionately high costs for housing create financial instability that makes it harder to pay for other essentials, transportation, and goods and services. While the number of moderately cost burdened households in Williams Bay (13% of the population) is lower than the average of Walworth County and the State, data shows that 15% of the Village's households are experiencing severe housing cost burdened, with 15% spend over 50% of their income on housing. Housing affordability will remain one of the most pressing issues throughout the country over the next decade and is an important component of planning for the future.

Figure A.15: Cost Burdened Households

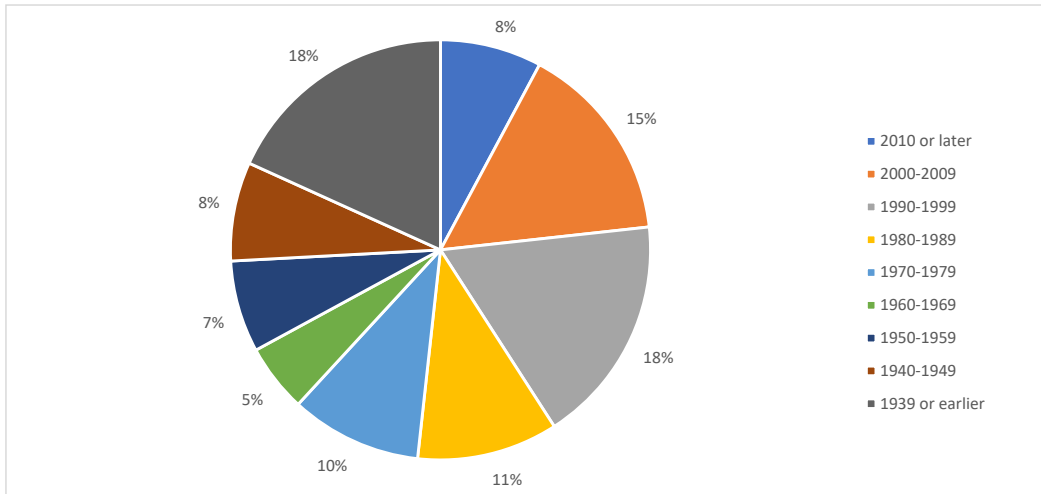
	Village	Walworth County	Wisconsin
Cost Burden Less than or Equal to 30% of Household Income	72%	71%	74%
Cost Burden Between 30% and 50% of Household Income	13%	15%	15%
Cost Burden Greater Than 50% of Household Income	15%	14%	11%

Source: U.S. HUD 2018 CHAS data calculated using ACS 2014-2018

The age of Williams Bay's housing stock is like many other communities throughout the Midwest in that pre-1939 houses comprise a significant percentage of the housing stock of that exists today. In 2020, nearly 20% of the available housing stock was built in 1939 or earlier. The existence of historic housing units that remain in the Village provides an opportunity to embrace William's Bays historic character through rehabilitation and creative adaptation and reuse, however it can also lead to issues of deterioration, neglect, absentee ownership, and owner-occupied conversions to renter-occupied units in the older neighborhoods where these types of units are most prevalent.

Additionally, it is also important to recognize the historic growth patterns of the community and how that effects the age of the existing housing stock. Approximately 40% of the Village's housing stock was constructed during the rapid growth periods of the 1970's and 1990's, while just over half of that amount was constructed over the most recent 20 years (23%). This is a result of the various factors documented throughout this Plan.

Figure A.16: Age of Housing as a Percentage of Total Housing Stock



Source: U.S. Census Bureau, 2015-2020 American Community Survey 5-Year Estimates.

CHAPTER THREE: AGRICULTURAL RESOURCES

Agricultural Resources

The Village of Williams Bay is surrounded by some of the State's best agricultural soil. As such, agriculture in the area is an important component of the local and regional economy. Agricultural production in Williams Bay and Walworth County is diverse, ranging from the cultivation of horticulture crops, making of specialty meats, and running of equine facilities and solar energy production facilities in addition to Wisconsin's staple dairy and grain production industries.

Assessment of Farmland Viability

The Natural Resources Conservation Service 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 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. In Class II soils, 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 each class of soil in the Village's planning area.

Farmland Preservation Efforts

The Village's current subdivision and land division regulations within undeveloped portions of its 1.5-mile radius extraterritorial jurisdiction (ETJ) compliment the county and state efforts to preserve farmland by restricting new residential density to one dwelling per 35 acres for areas not served by sanitary sewer.

Walworth County, owing to its location between Milwaukee, Chicago, Racine-Kenosha, and Janesville, is recognized as part of the second most endangered area of highly productive farmland in the United States. The Village should support policies which protect farmland by focusing new development within established urban centers and mitigating development sprawl through infill.

Federal Farm Bill (2018)

In addition to the State programs listed below, local farmers can participate in numerous other Federal programs and initiatives that are intended to encourage long-term farming activities. The 2018 Farm Bill reauthorized and initiated several Federal programs, including the following:

- The Conservation Stewardship Program (CSP) is a voluntary conservation program designed to encourage producers to address resource concerns in a comprehensive manner by improving, maintaining, and managing existing conservation activities and by undertaking additional conservation activities.
- The Environmental Quality Incentives Program (EQIP) provides a voluntary conservation program for farmers and ranchers that promote agricultural production and environmental quality as compatible national goals. EQIP offers financial help to assist eligible participants install or implement structural and management practices on eligible agricultural land.
- Agricultural Management Assistance Program (AMA) helps agricultural producers manage financial risk through diversification, marketing, or natural resource conservation practices. NRCS administers the conservation provisions while Agricultural Marketing Service and Risk Management Agency implement the production diversification and marketing provisions.
- Agricultural Conservation Easement Program (ACEP) helps landowners, land trusts, and other entities protect, restore, and enhance wetlands, grasslands, and working farms and ranches through conservation easements.

- The Healthy Forests Reserve Program (HFRP) helps landowners restore, enhance, and protect forestland resources on private and tribal lands through easements and financial assistance. Through HFRP, landowners promote the recovery of endangered or threatened species, improve plant and animal biodiversity, and enhance carbon sequestration.
- The Regional Conservation Partnership Program (RCPP) promotes coordination between NRCS and its partners to deliver conservation assistance to producers and landowners. NRCS helps producers through partnership agreements and RCPP conservation program contracts.

Walworth County Farmland Preservation Plan (2012)

Walworth County has a long history of land preservation planning, especially for the County's rich and productive agricultural lands. The first Agricultural Preservation Plan was adopted in 1978 and was most recently updated in 2012. The plan reaffirms the County's longstanding goals for agricultural resource preservation, supports and incorporates state programs, mirrors the Multi-Jurisdictional Comprehensive Plan for Walworth County, and supports the County's Farmland Preservation Ordinance.

Wisconsin Farmland Preservation Program

In the summer of 2009, the Wisconsin legislature signed into law the Wisconsin Working Lands Initiative, also known as the Wisconsin Farmland Preservation Program. Three main components of this program include continuation of the Wisconsin Farmland Preservation Tax Credits program, the establishment of the 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:

- The Wisconsin Farmland Preservation Tax Credits program provides landowners 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 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. 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 landowner to be compensated for limiting the development potential of the farmland. Agricultural Conservation Easements are permanent and are carried over to subsequent landowners as property is sold.

Farmland Tax Relief Credit Program

Based on the Wisconsin Working Lands Initiative detailed above, the Wisconsin Department of Revenue offers another important farmland preservation program, the Farmland Tax Relief Credit Program.

The Farmland Tax Relief Credit Program provides direct benefits to all farmland owners with 35 or more acres who yield a certain profit from the land, use the land consistently for farming, and have an established farmland preservation agreement or are in an exclusive agricultural zone. The credit is computed as a percentage of up to \$10,000 of property taxes, with a maximum credit of \$1,500. The program is actively being used in the towns surrounding the Village.

CHAPTER FOUR: CULTURAL RESOURCES

Brief 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. 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 2010.

Today, 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.

Williams Bay and its surrounding area have a history rooted in agriculture, as well as a number of historic buildings, archeological, and cultural resources that create a sense of pride, contribute to the community’s quality of life, and provide 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, Beau Arts, California Mission, Spanish Colonial, Mediterranean, and Italianate. These structures echo the late 19th Century charter 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 businesswomen. The camp was purchased in the late 1940s by the Rock River Conference of 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.

Historic Sites and Resources

The Wisconsin Historical Society maintains an Architecture and History Inventory (AHI)—a collection of information on historic buildings, structures, sites, objects, and historic districts throughout the State of Wisconsin. There are over 500 AHI documented sites, buildings, and structures in Williams Bay, including the Free Evangelical Lutheran Church, Trawley Estate Greenhouse, Alpine Villa, Schinee Estate, Sherwood Resort, and the Charles T. Yerkes Observatory – the “birthplace of modern astrophysics.” There are no properties in the Village that are listed on the National or State Register of Historic Places.

Cultural Resources 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 as a historic institution of scientific research, it strongly influences the character and culture of the community.

The 133-acre campus of George Williams College of Aurora University is one of the area's most well-known cultural resources. 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.

Archeological Sites

The Wisconsin State Historical Society lists archeological sites throughout the State in its Archeological Sites Inventory (ASI). These sites include cemeteries/burial sites, effigy mounds, and campsites/villages. The inventory identifies multiple historically and archeologically significant sites within the Village of Williams Bay and its planning area. 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.

Cultural Organizations and Events

Williams Bay's modern-day culture is distinguished by its unique events and community service organizations. 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 Williams Bay School District, Lions Club, Williams Bay Business Association, and various other organizations also contribute to the local entertainment and cultural scene.

CHAPTER FIVE: NATURAL RESOURCES

The Village's natural resource base, especially environmentally sensitive areas with respect to soils, environmental corridors, wetlands, and floodplains, are critical factors in local planning decision making. Maintenance of these, and other environmentally sensitive natural features, is important for both the visual attractiveness of the community, the integrity of the natural environment, and sustainability of the Village moving forward.

Scientific data demonstrates that on average, Wisconsin has become warmer and wetter over the past 60 years. This trend is expected to continue and increase in the decades ahead. This change in climate could have an impact on the State and Village's natural resources. Williams Bay will need to weigh these potential impacts when deciding how it will adapt to changes to the natural and built environment.

The purpose of this chapter is to identify strategies to preserve and protect the Village's natural resources. A survey of Williams Bay's natural resources provides an important framework for guiding several elements of the comprehensive planning process. This information can help the Village identify appropriate locations for development and can pinpoint areas that should be preserved and managed for recreational purposes, stormwater management, and groundwater protection. This chapter contains an inventory of the Village's land- and water-based natural resources and an inventory of wildlife habitat and natural areas. Additionally included are strategies to encourage climate change-resilient infrastructure. Map 3 depicts the Village's key environmentally sensitive areas.

Natural Resources Inventory

The following is a summary of natural resources within Williams Bay and its planning area. Many of these features are also illustrated on Map 3.

Ecological Landscapes

An ecological landscape is defined as a region of Wisconsin 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. The Village of Williams Bay falls entirely within the Southeast Glacial Plains ecological landscape, which is largely composed of glacial materials deposited during the Wisconsin Ice Age. Today, vegetation in this ecological landscape consists primarily of cropland. Forests of maple-basswood, lowland hardwoods, and oak are also found within the Village.

Environmental Corridors and Isolated Natural Resource Areas

According to Southeastern Wisconsin Regional Planning Commission (SEWRPC), environmental corridors and isolated natural resource areas consist of the following elements:

- Lakes, rivers, and streams, and their associated shorelands and floodplains
- Wetlands
- Woodlands
- Remnant prairies
- Wildlife habitat areas
- Wet, poorly drained, or organic soils
- Rugged terrain and high-relief topography
- Existing park and open space sites
- Potential park and open space sites
- Sites of historic and archaeological value
- Significant scenic areas and vistas
- 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 resources and resource-related elements but are separated physically from environmental corridors by intensive urban or agricultural land uses and are at least 200 feet in width.

Protection of environmental corridors and isolated natural resource areas 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 land uses. These corridors are shown on Map 3 and are located primarily in the Kishwaukee Nature Conservancy centrally located in the Village, on the

southwest coastline of Geneva Lake, and bordering the municipal boundary on the southeast side of the Village. Small pockets of environmental corridor also exist west of downtown.

It is Village and SEWRPC policy to discourage or limit development within areas that have been identified as an environmental corridor. Under the Shoreland Zoning Ordinance, Walworth County intends to protect and restore environmentally sensitive areas and biological diversity, minimize disturbance to existing vegetation, and maintain environmental corridors as identified by SEWRPC.

Metallic and Non-Metallic Resources

There are 22 non-metallic extraction sites operating in Walworth County, including two quarries within the Williams Bay Planning area which are located north of Lions Field off of Highway 67. There are no mining operations within the Village.

Under §295.20, Wis. Stats., 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 in the county 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 for as long as mining is ongoing. Zoning changes may take effect after the registration has expired.

Soils

As noted in the Agricultural Resources Chapter, soil suitability helps to determine the best locations for agriculture. Soil suitability is also a key factor in determining the best and most cost-effective locations for new development. According to the Walworth County Soil Survey and soils inventories prepared by Southeast Wisconsin Regional Plan Commission (SEWRPC) for the greater Williams Bay area, most of the soils that have a fluctuating or high-water table, or are subject to ponding, overwash, or runoff hazard, are located in the southern and eastern portions of the planning area. Soils that are subject to flooding or overflow are most prevalent in the southern portion of the planning area, particularly along streams. Map 2 illustrates the soil composition in and around Williams Bay.

Steep Slopes and 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. Steep slopes are defined as having a 12% grade or greater. The land in and surrounding Williams Bay consists mainly of flat to gently rolling terrain. Rolling landforms in the planning area in and around the Village are glacial drift features.

Wildlife 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, wood thrushes, great blue herons, wrens, blue jays, cranes, hawks, and killdeer. According to the Wisconsin Department of Natural Resources (WisDNR), there are occurrences of rare or endangered species and aquatic rare and/or endangered species in locations within Williams Bay's municipal boundaries and within its extraterritorial jurisdiction. Detailed information regarding the types and more precise locations of endangered animals, plants, and natural communities is maintained by the WisDNR.

Woodlands

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.

Drainage Basins, Watersheds, and Surface Waters

Williams Bay is located within the Mississippi River Basin and is 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.

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.

Southwick Creek, a local trout stream located within the Kishwaukee 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, and the anticipated future rerouting of the creek.

Floodplains

The Federal Emergency Management Agency (FEMA) designates floodplains, which are areas predicted to be inundated with flood waters in a 100-year storm event (e.g. a major storm capable of causing severe flooding that has a one percent chance of happening in any given year). There are no floodplains within the Village's municipal boundary. Flood hazard areas in the vicinity are located primarily along Turtle Creek in the northernmost part of the planning area, and along Little Turtle Creek in the southwestern portion of the planning area. The Village's Floodplain Ordinance was established to regulate development in floodplain areas.

Flood Storage

Flood storage areas are portions of the floodplain that have the capacity to hold significant amounts of excess floodwater, providing natural flood storage capacity within a watershed. The volume of runoff water expected within a watershed is the basis for how much regional flood discharge the flood storage area is capable of holding. This is included in the FEMA floodplain flood fringe area extent.

The importance of these areas cannot be underestimated because they reduce the amount and duration of flooding that occurs within the floodplain immediately downstream. The most common example of flood storage areas are wetlands, also described below. Protecting these areas and keeping them intact is important for protecting all areas downstream, especially as impervious surface amounts increase and larger stormwater events occur more frequently. Within Williams Bay, land located within the floodplain is primarily concentrated within the boundaries of the Kishwaukee Conservancy.

Groundwater

One hundred percent of the Village of Williams Bay's municipal water originates from 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 the basin comes from three main groundwater aquifers; the sand and gravel, dolomite, and sandstone aquifers. Consumer confidence reports issued by WisDNR demonstrate that Williams Bay's drinking water quality is good, with no violations of disinfectant byproduct or inorganic compound contaminants. In the rural areas located throughout Walworth County, however, 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 a region's 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 rainstorms 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 Kishwaukee 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 of the Village's total land area.

Rain/Flooding Events

Over the past 40 years, the number of storm events and precipitation totals have increased. These events have caused millions of dollars of damage each year all over the world. Southern Wisconsin is not immune to these trends. In fact, between 1980-1989 the average precipitation totals per year were a little over 31 inches, however between 2010-2018, the average increased to nearly 39 inches per year (based on Madison Airport Weather Station Perception Totals from NOAA 1980-2018). Additionally, storm events have occurred nearly four times more often over that same time period (based on Dane County Total Storm Events from NOAA 1980-2018). Together, increased precipitation totals and storm events are important components of the natural resource environment of Williams Bay and the surrounding area. They should be considered in all aspects of this Plan.

Nature-Based Recreational Resources

Southeastern Wisconsin and Walworth County are home to a wealth of outdoor recreational opportunities. The following is a list of state parks, wildlife areas, natural areas, and county parks that are located near and are easily accessible from the Village of Williams Bay.

- The **Kishwaukee Conservancy Natural Area** was established in 1989. “Kishwaukee,” meaning “sparkling water,” is a 231-acre wetland area with more than four miles of trails. Kishwaukee is located in Williams Bay along Highway 67 just north of Geneva Street. Kishwaukee is the most intact, undisturbed wetland area of Geneva Lake.
- The **Kettle Moraine State Forest—Southern Unit** is a 30-mile stretch of unaltered forestland extending from the Village of Dousman nearly to the City of Whitewater. The forest consists of more than 22,000 acres of glacial hills, kettles, lakes, prairie restoration sites, pine woods, and hardwood forests. It offers hiking, walking, and bicycling trails, camping, hunting, horseback riding, fishing, swimming, boating, and winter activities.
- 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 CTH 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 several 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.
- **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.
- **Lyons Wildlife Area**, located 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.
- 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.
- 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.
- **Natureland Park**, located in the Town of Richmond, is a 122-acre Walworth County Park featuring hiking trails and observation areas to view the Kettle Moraine terrain. Facilities include a large cedar log cabin, restrooms, picnic areas, and pavilion. The Kettle Moraine Land Trust plays a key role in volunteering to perform maintenance and host activities at this site.
- **Price Park Conservancy**, located at the intersection of Interstate 43 and Hodunk Road, this Walworth County Park consists of wetland plant communities, open field grasslands, wildflowers, walking trails, a dog park, and other nature-based educational resources. The park was established when approximately 66 acres were donated by Merle and Thomas Price; and a second acquisition of 49 acres includes the Mathilde Schreiner Woods. The Kettle Moraine Land Trust plays a key role in volunteering to perform maintenance, host activities, and other opportunities at this site.
- Other natural areas in Walworth County that are easily accessible from Williams Bay include Beulah Bog, Lulu Lake, Young Prairie, Pickerel Lake Fen, Clover Valley Fen, and Bluff Creek. Additional information on these natural areas can be obtained from the WisDNR website.

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 a 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 disturbance from the construction of an adjacent resort.

Natural Resources Plans

Walworth County Land and Water Resource Management Plan (2021-2030)

This plan is an update to the 2010 Walworth County Land and Water Resource Management Plan. Specifically, it outlines the County's goals, mission, implementation strategy, and programs/partners for managing the region's natural areas. Several of the goals directly relate to preservation, protection, and mitigating negative impacts on natural resources. Each goal has individual related objectives, action items, responsible parties, targets, costs, and funding. The plan's eight goals are:

1. Protect Walworth County lakes, streams and wetlands from agricultural runoff.
2. Protect Walworth County streams, lakes, wetlands and groundwater from the adverse impacts of urban development.
3. Balance natural resource protection with the need for aggregate resources and the high abundance of these resources throughout Walworth County.
4. Prevent the introduction and dispersal of invasive species in Walworth County lakes, streams, wetlands and upland landscapes.
5. Protect Walworth County's productive agricultural land.
6. Preserve and restore Walworth County's environmental corridors, natural areas, critical species habitat sites, wetlands, floodplains, and groundwater.
7. Protect Walworth County's watersheds by seeking collaboration and supporting partnerships.
8. Initiate solutions-based information and education outreach programs for land users, youth, residents, businesses, visitors and elected officials to encourage the support and use of sustainable conservation practices.

Multi-Jurisdictional Comprehensive Plan Update for Walworth County (2019)

In 2019, SEWRPC and Walworth County completed an update of the Walworth County Comprehensive Plan. It is a combination of a county-wide plan and specific land use plans for each Township and municipality. The plan provides county data and projections, an existing conditions report, an inventory of regional plans, county-wide land use plan, and future implementation plan. Specifically, it identifies a proposed off-street trail along Turtle Creek and future County park just north of the Village.

It also shows key sites for acquisition within the Village of Williams Bay's Extraterritorial Jurisdiction that have natural areas of local significance or have critical species habitat:

- Town of Williams Bay:
 - Williams Bay Oak Woods
 - Turtle Creek Sedge Meadow and Fen
 - Creek Road Fen
 - Turtle Creek Bike Trail Wetland
 - Williams Bay Railroad Prairie Remnant
- Town of Sharron
 - Salt Box Road Railroad Prairie
 - Railroad Lowland

Walworth County Park and Open Space Plan (2014)

This plan was also written by SEWRPC and adopted by the County Board of Supervisors in 2014. It documents a full inventory of the parks system, objectives, principals, and establishes future standards and park-specific plans. It mirrors the recommendations of the Walworth County Comprehensive Plan and identifies the same key sites for acquisition.

Walworth County Water Conservation Plan (2016)

This plan outlines the principles of water conservation, the County's role in conservation efforts, specific conservation measures, stormwater management, protection areas, and an implementation plan. There are four overarching principles of the plan:

- The County's rivers, springs, lakes, wetlands, and groundwater are interconnected and support the local economy
- Water conservation is needed to provide future residents and businesses sustainable supply
- Agricultural lands are valuable assets to the County's scenic beauty, cultural heritage, and groundwater recharge
- All environmental corridors, natural areas, wetlands, floodplains, and groundwater recharge areas should be protected

Many of the Conservation Plan's goals, recommendations, and implementation action items are reflected in this Plan.

Walworth County Natural Hazard Mitigation Plan (2014-2018)

To qualify for federal funding for hazard mitigation projection, a community must have an approved hazard mitigation plan. The goal of the plan is to not only be eligible for federal funds, but also minimize damage from natural disasters, save money on post-disaster recovery, and help communities respond and recover more quickly after disasters strike. The first plan for Walworth County was completed in 2009 and an update was completed in 2014. Both were Federal

Emergency Management Agency (FEMA) approved. Some of the key implementation strategies directly related to Williams Bay include:

- Implement hazard mitigation education programs.
- Create educational displays to use at public events.
- Identify and analyze feasible mitigation options for those properties which may be designated as a repetitive flood property.
- Apply for funding to help flood proof repetitive loss sites or remove them through acquisition followed by demolition or relocation.
- Identify those culverts and bridges that are undersized or are otherwise unable to handle expected flood flows.
- Prepare a strategy to prioritize road improvements for public roadways that are susceptible to flooding.
- Identify undeveloped areas of the county, if any, that have flood mitigation value and develop appropriate strategies to protect them.
- Distribute National Flood Insurance Program information.
- Evaluate the support for and the feasibility of becoming part of the Community Rating System (CRS) to lower flood insurance premiums for property owners.
- To continue compliance with state and federal requirements, revise existing floodplain regulations to ensure they comply with the most recent model floodplain regulations developed by the Wisconsin Department of Natural Resources.
- Amend land development regulations to require a storm shelter in mobile home parks when the number of mobile homes exceeds a threshold as established by the jurisdiction.
- Publicize available programs that help low-income residents pay for their utility expenses.
- Develop a set of procedures for water distribution during drought to those in need.
- Provide education to county and municipality personnel about federal cost-share and grant programs, fire protection agreements, and other related federal programs so the full array of assistance available to local agencies is understood.

The County intends to update the Plan when grant monies can be secured. This plan is expected to be updated in the coming years.

Wisconsin's Changing Climate Assessment Report (2022)

The Wisconsin Initiative on Climate Change Impacts (WICCI) partnered with the University of Wisconsin-Madison and Wisconsin Department of Natural Resources to produce the Changing Climate Assessment Report for 2021. By Executive Order of the Governor, the WICCI was tasked with updating its previous report completed in 2011. New data showed that statewide temperatures are rising, rain and snow amounts are increasing, and extreme storms are becoming more frequent. Below are several of the report's key findings:

- Wisconsin's average daily temperature has become three degrees Fahrenheit warmer since the 1950's.
- The previous two decades were the warmest on record and the past decade was the wettest. Average precipitation has increased 17% (about 5 inches) since 1950.
- Very extreme precipitation events will increase in frequency in the future causing immense impacts around the state.

This report documents datasets gathered from around the state by over fifty different scientists and covers impacts to air, land, water, people, and the built environment. Each section outlines solutions for mitigating further impacts and adapting to these changes. Many of the recommended strategies and solutions of the Changing Climate Assessment Report align with those of this Plan as Williams Bay and the greater Walworth County region advance their collective effort toward climate adaptation and resiliency.

Wisconsin Clean Energy Plan (2022)

Authored by the Wisconsin Office of Sustainability & Clean Energy (OSCE) in collaboration with state agencies, local governments, native nations, frontline communities, NGO's, utility companies, and industry representatives, The Wisconsin Clean Energy Plan was developed to move the state towards the achievement of a clean energy economy and sustainable state for future generations.

As the State's first such initiative, the Clean Energy Plan represents a major step in advancing sustainability and climate action goals at the state, regional, and local levels to mitigate the effects of climate change. The plan advocates for transportation (EVs), workforce development, policy, and sustainable climate action strategies that reduce carbon emissions in the short and long-term by supporting and bolstering clean energy opportunities. Informed by the core values of environmental justice, social and economic equity, and collective action, the Clean Energy Plan achieves the objectives of:

- Putting Wisconsin on a path for all electricity consumed within the state to be 100 percent carbon-free by 2050

- Ensuring that the State of Wisconsin is fulfilling the carbon reduction goals of the 2015 Paris Agreement
- Reducing the disproportionate impact of energy generation and use on low-income communities and communities of color
- Maximizing the creation of clean energy jobs, economic development and stimulus, and retention of energy investment dollars in Wisconsin, and providing equitable opportunities to obtain them
- Improving the reliability and affordability of the energy system
- Strengthening the clean energy workforce through training and education while retraining workers affected by the transition from fossil fuels to clean energy sources to adapt to new technologies
- Protecting human and environmental health by reducing ecosystem pollution from fossil fuels

The Wisconsin Clean Energy Plan sorts sustainability strategies into four major pathways to create momentum towards a more sustainable society. The plan calls for increasing clean energy technology use by expanding funding options for projects, investing in sustainable infrastructure, creating new emissions goals, expanding state energy resources for generation, technology innovation, and the equitable expansion of clean energy. This can be accomplished through the implementation of new policies while leveraging and adapting existing policies and programs. The plan also endeavors to maximize energy efficiency by strengthening energy efficiency standards and goals to reduce energy waste and save consumers money on energy costs. This, along with other sustainability initiatives, can also be accomplished by modernizing buildings and industry within the state through the expansion of funding and support to help developers and businesses complete sustainable development. Supporting the innovation of transportation methods to create low to no-emission vehicles, support multimodal transportation, and promote sustainable development patterns will also help the state achieve its sustainability goals.

Many of the recommended strategies and solutions of the Clean Energy Plan align with those of this Plan as Williams Bay and the Lake Geneva Region advance their collective effort toward climate adaption, sustainability, and resiliency.

CHAPTER SIX: TRANSPORTATION

Existing Transportation Network

Transportation access is a key component of community health and growth because it facilitates the flow of goods and people. Williams Bay is well connected to the region through the existing roadway network, in addition to other transportation systems, such as freight rail and airport service that are easily accessible to the Village.

Roadways

Williams Bay is approximately 6 miles due south of Interstate 43 which serves as a regional, controlled-access facility within Wisconsin, connecting Green Bay, 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 local streets. Theater Road along the northwest end of the Village is becoming increasingly important as a collector street due to recently approved and constructed residential subdivisions.

Scenic roads are abundant in the Geneva Lake 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

Freight rail service is provided by Wisconsin and Southern Railroad with a spur line that passes through Williams Bay and connects to Bardwell and Elkhorn.

The nearest commuter rail is operated by the Chicago Transit Authority which extends as far west as Harvard, Illinois—only a 20-minute drive from Williams Bay. Commercial passenger rail service is also provided by the Amtrak Hiawatha service line between Milwaukee and Chicago. The train stations nearest Williams Bay are located near the City of Racine, Mitchell International Airport, and in downtown Milwaukee. Additionally, the East Troy Railroad operates a passenger service that runs 7-miles between East Troy and Mukwonago each year between Memorial Day weekend through September. This service is a restoration of a historic electric rail commuter service and is largely operated as a tourist attraction.

Airports

Airports certified for carrier operations nearest to the Village include the Rock County Airport 35 miles to the west, the Greater Rockford Airport 60 miles to the southwest in Illinois, and the Kenosha Regional Airport about 35 miles to the east. There are several airports with hard-surface runways in Walworth County, including the privately-owned Grand Geneva Resort Airport, Lake Lawn Airport, the East Troy Municipal Airport in the Village of East Troy, and the Big Foot Airfield in the Village of Walworth.

The Dane County Regional Airport is located 70 miles northwest of Williams Bay and provides regular passenger service to various regional and national locations. The General Mitchell International Airport in Milwaukee is located about 50 miles from the Village. Mitchell’s 10 airlines serve approximately 6.6 million passengers per year. It is the largest airport in Wisconsin. The airport terminal is open 24 hours a day. The airport has five hard-surfaced runways and encompasses over 2,100 acres. Additionally, Chicago O’Hare Airport, approximately 75 miles away, offers 51 passenger carriers that serve approximately 83 million passengers per year.

ROADWAY FUNCTION CLASSIFICATION SYSTEM

Wisconsin’s functional classification system groups roads and highways according to the character of service they offer, ranging from rapid through access to local land access. The purpose of functional classification is to enhance overall travel efficiency and accommodate traffic patterns and land uses by designing streets to the standards suggested by their functional class. The four main functional classes include:

- Principal Arterials. Serve longer inter-urban type trips and traffic traveling through urban areas, including interstate highways and other freeways.
- Minor Arterials. Provide intra-community continuity and service trips of moderate length, with more emphasis on land access than principal arterials.
- Collectors. Provide both land access and traffic circulation within residential neighborhoods, commercial areas, and industrial areas. These roadways collect traffic from local streets in residential neighborhoods and channel it onto the arterial system.
- Local Streets. Provide direct access to abutting land and access to collectors. Local roads offer the lowest level of mobility. Through traffic movement on this system is usually discouraged.

Source: WisDOT, Facilities Development Manual, Procedure 4-1-15

Public Transportation and Para-Transit

Public bus service is not currently provided in the Village of Williams Bay; however, Walworth County operates Wal-to-Wal DIAL-a-RIDE, which is a public transportation service available to any resident of the County for any trip within the its boundaries. Rates and fares are dependent on the type of rider and length of trip. Prices are reduced for people over 60, children under 18, and people with a disability. VIP Services, Inc. (a non-profit company located in Elkhorn) operates the program, and it is funded by Walworth County.

Three park and ride facilities are available in Walworth County. The closest is the Elkhorn Park and Ride Lot 64-20, located near the USH 12 and STH 67 interchange. Another option for Williams Bay residents is Wisconsin Department of Transportation's (WisDOT) free rideshare program. The program matches individuals residing in Southeastern Wisconsin based on origins, destinations, and work hours, and is available for those commuting to northern Illinois. Vanpool options are also available to residents who commute to Madison.

Other transportation options include rideshare service provided by Uber and Lyft.

Truck and Water Transportation

Interstate 43 and USH 12 have been designated by WisDOT as Oversize/Overweight (OSOW) heavy truck routes and carry steady truck traffic to and through the community. State Highway 50 and State Highway 67 serve as restricted truck routes, allowing trailers up to 75 feet. There is no waterborne freight or passenger transit in the Village.

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 shores of Geneva Lake. The Williams Bay portion of the Lakeshore Path encompasses about four miles, running along the lakefront and traversing the Village's camp district.

The Walworth County Park and Open Space Plan proposes a recreational trail to the north and east of Williams Bay. Once constructed, this trail would ultimately connect the Turtle Creek County Park to the White River County Park.

Review of Village, State, and Regional Transportation Plans

The following is a review of local, State, and regional transportation plans and studies related to Williams Bay. The transportation recommendations of this Plan are consistent with each of the other local, State, and regional plans.

Multi-Jurisdictional Comprehensive Plan Update for Walworth County (2019)

In 2019, SEWRPC and Walworth County completed an update of the Walworth County Comprehensive Plan. It is a combination of an overarching county-wide plan and specific land use plans for each Township and municipality within its boundaries. The plan provides county data and projections, an existing conditions report, inventory of regional plans, a county-wide land use plan, and future implementation plan.

Many of the goals, objectives, and policies of the Walworth County Comprehensive Plan are reflected in this Plan for roadways, public transit, bicycle facilities, and pedestrian facilities. Recommendations specific to the area around Williams Bay include reserving right-of-way to accommodate future improvements (2 to 4 lanes) on USH 14 and resurfacing or reconstructing CTH C and X. Walworth County does not have a dedicated Bicycle and Pedestrian Plan at this time.

Six-Year Highway Improvement Program for Southeast Wisconsin: 2021-2026

WisDOT maintains a six-year improvement program for State and Federal highways within the Southeastern Region. The State of Wisconsin has over 115,000-miles of public roads, from Interstate freeways to city and village streets. The highway improvement program covers only the 11,745-mile State highway system that is administered and maintained by WisDOT. The other nearly 104,000 miles are improved and maintained by the cities, towns, counties, and villages in which the roadways are located. The State highway system consists of over 800 miles of interstate freeways and nearly 11,000 miles of State and U.S. marked highways. At this time, there is one project planned through Williams Bay: the construction and pavement replacement of USH 14 (2024).

Regional Transportation Improvement Plan for Southeastern Wisconsin, 2019-2022

SEWRPC maintains a Regional 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 (2019-2022). The TIP covers projects in the seven-county Southeastern Wisconsin Region, which includes Walworth County. Among the projects planned within Walworth County, below is a list of projects from the TIP that directly impact the Village of Williams Bay:

- Resurfacing of I-43 from the Rock County line to USH 12 (2020-2021)
- Reconditioning of USH 14 from I-43 to CTH K (2020-2021)
- Purchase of replacement vans for the Walworth County Dial-a-Ride taxi (2019-2022)

- Provision of demand-responsive transportation services meeting the needs of seniors, individuals with disabilities as well as all other citizens of Walworth County (2019-2022)
- Operating assistance for the Walworth County Dial-a-Ride taxi (2019-2022)

Vision 2050: A Regional Land Use and Transportation Plan

Adopted by the Southeastern Wisconsin Regional Plan Commission (SEWRPC) in 2016, this plan recommends a long-range vision for land use and transportation in the seven-county Southeastern Wisconsin Region. It makes recommendations to local and State government to shape and guide land use development and transportation improvement, including public transit, arterial streets and highways, freight, and bicycle and pedestrian facilities, to the year 2050. Recommendations specific to Walworth County mirror those listed above in the Multi-Jurisdictional Comprehensive Plan and for Walworth County and TIP.

Connections 2030: Wisconsin's Long-Range Transportation Plan

Connections 2030 is the state's long-range transportation plan adopted in 2009. This plan focuses on strategies to maintain and enhance the State's transportation system to support future mobility and economic growth. The policies in this plan will aid transportation decision-makers when evaluating transportation programs and projects. 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
- Provide users with transportation choices

Wisconsin Bicycle Transportation Plan: 2020 (1998)

This plan presents a blueprint for improving conditions for bicycling, clarifies the WisDOT's role in bicycle transportation, and establishes policies for further integrating bicycling into the current transportation system. While there are no Williams Bay-specific recommendations, the plan map shows existing State trails and future "priority corridors and key linkages" for bicycling along the State Trunk Highway system in Wisconsin.

Wisconsin Pedestrian Plan Policy (2001)

Adopted in 2001, this plan highlights the importance of maintaining and expanding walking and pedestrian facilities throughout the State. Additionally, the plan outlines measures to increase walking and promote pedestrian comfort and safety. It also provides a policy framework addressing pedestrian issues and clarifies WisDOT's role in meeting pedestrian needs.

CHAPTER SEVEN: UTILITIES AND COMMUNITY FACILITIES

Existing Utility and Community Facilities

Village Administrative and Public Works Facilities

The Williams Bay Municipal Building, located at 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 allow 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.

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.

Police Department

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 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, record keeping and data storage, and a larger garage to accommodate parking and squad vehicles.

Fire Department and Emergency Medical Services (EMS)

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), each of which reports to the Fire Chief. The Department is comprised of 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 Americans 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 the 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.

Solid Waste Disposal and Recycling

The Village of Williams Bay provides weekly curbside refuse removal through a contract with Nieuwenhuis Bros. Inc. and recycling services for local residents are provided through a contract with John's Disposal.

Telecommunications and Power Distribution

Sharon Telephone Company provides telecommunication and internet service to the Village of Williams Bay. Electric power is provided by Alliant Energy, and natural gas is provided by WE Energies. Infrastructure capacity will continue to be monitored by private service providers. As needed, the Village will collaborate with telecommunications, electric, and natural gas service providers to identify the appropriate locations for new infrastructure.

Water Supply

The Williams Bay Water Utility provides municipal water service to residents. The Village 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 No. 1, located at 155 Elkhorn Road, is 261 feet deep and yields 1,152,000 gallons per day. Well No. 2, located at 69 Olive Street, is 293 feet deep and yields 1,152,000 gallons per day. Well No. 3, located at 240 Harris Road, is 1,560 feet deep and yields 1,656,000 gallons per day.

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Water is treated at the Village well sites. Treatment at these facilities consists of filtration, gaseous chlorination, iron filtration, and slat tray aeration.

The Village's water distribution system consists of 8- to 12-inch PVC water mains; 6- to 8-inch cast iron water mains; 134 fire hydrants; a 100,000-gallon elevated storage tower located at 339 East Oak Street, and a 400,000-gallon storage tower located at 699 Gerry Way. The Village's water system pumping capacity is 1.18 million gallons per day. The average daily consumption is well under the system's capacity. The Village of Williams Bay imposes impact fees on new land development to cover the cost of water system extensions to serve new residents.

According to SEWRPC's Regional Water Supply Study, the most recent system upgrades to the Williams Bay Water Works and Sewer System were completed in 2006. At that point, the Village placed into operation a new well, a new water tower, and upgrades to the treatment facility.

Wastewater Treatment

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.

Residential development outside of the Village's municipal boundaries is served by individual, on-site wastewater treatment (septic) systems. Property owners will monitor and maintain privately owned septic systems.

Village Capital Improvements Plan (2020-2025)

The Village utilizes an annual Capital Improvements Plan (CIP) to identify and prioritize future infrastructure projects. The 2020 CIP identifies the following infrastructure projects.

Figure A.17: 2020-2025 Village of Williams Bay CIP

Type	Project	Year
Roads	Olive Street Reconstruction	2022
	STH 67 – Stark Street to Geneva Street WDOT	2022
	Geneva Street Reconstruction – Elkhorn Road to Walworth Ave.	2022
	Spring Street Water Main Installation	2022
	Walworth Avenue – South to Olive Street	2023
	Lakewood Trails Subdivision Resurfacing	2025
Public Facilities	Tower Repainting and Well 2 Pump	2023
	Spring Street Water Main Installation	2022
Storm Sewer	Pressure Reducing Stations Installation	2024
Parks	Observatory Place	2025
	Lift Station Replacement	2025
	Southwick Creek Realignment	2024

Source: Village of Williams Bay, 2022

Stormwater Management

The Village's subdivision ordinance establishes regulations for stormwater management. The ordinance requires the installation of storm sewers and other stormwater management facilities for all new developments. The Village will continue to enforce the requirements of the subdivision ordinance to guarantee provision of stormwater management facilities. Of special concern is the impact of stormwater runoff on the Kishwaukee Conservancy, particularly Southwick Creek and Geneva Lake.

Health Care Services and Child Care Facilities

Williams Bay residents may receive medical care at the Williams Bay Clinic (a branch of Beloit Memorial Hospital) or the multiple health clinics and doctor's offices in neighboring municipalities. Mercy Walworth Hospital and Medical Center in Lake Geneva offers inpatient, outpatient, and emergency care to residents of the southern lake area of Walworth County.

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 thousands of books, and hundreds of videos, books on tape, and compact discs available for check-out. The library is a member of the Lakeshores Library

Commented [EV4]: Staff: Please review and update this table of the Village's current CIP project inventory and corresponding time horizons.

System, comprised of 15 core libraries, and is also a part of the SHARE Consortium: a network of public libraries spanning Kenosha, Racine, and Walworth counties. Through membership in the SHARE Consortium, library members have access to the materials of participating libraries in each of these counties. The Lakeshores Library System also provides delivery service to the Racine Correctional Institution.

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.

Other Community Services and Organizations

The Village is fortunate to have numerous organizations that serve area residents including the following: The American Legion Ingalls-Koeppen Post 102, the Rotary Club of Walworth-Fontana, Williams Bay Lions Club, Community Gardens run by the Village's Recreation Department, and the Williams Bay Women's Civic League, among others.

Parks and Open Space

The Village of Williams Bay's park and open space system provides area residents with playground equipment at neighborhood parks and numerous opportunities to participate in recreational activities such as passive nature viewing. Figure A.18 lists and describes Williams Bay's existing park and recreational facilities. Over the past two years, the Village's park and recreational facilities have seen an increase in users due to the global COVID-19 pandemic, which severely limited indoor gathering options for recreation and entertainment. Given the way that the global pandemic has altered societal behaviors and the projected population growth in Williams Bay in the coming decades, it will be important for the Village to continue to monitor this trend over the coming years to see if additional park and recreational facilities are needed as the community continues to grow.

Figure A.18 Public Park and Recreational Sites in the Village of Williams Bay

Park	Description	Acres	Ownership
Kishwaukee Nature Conservancy	Recreational area and nature conservancy including 4 miles of trails, boardwalks, observation tower, and pavilion. The preserve contains wetlands, prairie, oak woods, kettle, meadows, deciduous forest, an arboretum, and two creeks.	231	Village
Lakefront Park	Features 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.	10.0	Village
Frost Park	Passive recreational facility containing a recently installed flower box and landscaping.	0.75	Village
Lions Field	Home to the Village's Recreation Department, featuring a fieldhouse, planned programming, two tennis courts, a basketball court, two baseball fields, a batting cage, soccer field, two beach volleyball courts, a tot lot playground, and 48 community garden plots.	10.0	Village
Grandview Hill	Recreation area west of Lions Field, contains a rare fen, woods, and a scenic overview of Geneva Lake.	15	Village
Baywood Heights Park	Neighborhood park offering two tennis courts, basketball court, and a tot lot	2	Village
Total		268.75	

Source: Village of Williams Bay, 2022

School System

The Village of Williams Bay is served by the Williams Bay School District, which is comprised of an elementary school and a joint junior/high school. The community is also served by Faith Christian School, a non-denominational facility offering educational services for grades K through 12.

Other higher education opportunities in the area consist of the University of Wisconsin–Whitewater; Blackhawk Technical College in Janesville, Madison Area Technical College in Fort Atkinson, Beloit College in Beloit, George Williams College of Aurora University in Williams Bay, Rock Valley College in Rockford, IL; McHenry County College in Crystal Lake, IL; Carroll College in Waukesha; College of Lake County in Grayslake, IL; and Elgin Community College in Elgin, IL. Additionally, the University of Wisconsin–Madison, University of Wisconsin–Milwaukee, and Marquette University are all within 60 miles of Williams Bay.

CHAPTER EIGHT: HOUSING

Existing Housing Inventory

Below is a summary of the Village's housing trends over the past 20 years:

- Williams Bay experienced more significant growth in total housing units between 2000-2010 than between 2010-2020.
- Average household size in the Village has declined over the past 20 years (2.45 in 2000, 2.23 in 2020), while many of the neighboring communities experienced a decrease over that same time period. It is projected that the average household size will incrementally decrease for Williams Bay and surrounding communities over the next 20 years, mirroring national trends.
- Owner-occupied housing units make up approximately 76% of all housing units in Williams Bay, which is a larger proportion compared to most incorporated neighboring communities, but higher to the Walworth County and state proportions as a whole.
- Median owner-occupied home values in Williams Bay increased significantly between 2000-2010 and have since continued to increase, though at slower rate over the past decade.
- Median gross monthly rents have increased at a greater rate (\$636 in 2000 to \$1,199 in 2020) than median monthly owner-occupied costs for homeowners with a mortgage (\$1,297 in 2000 to \$1,728 in 2020).
- It is projected that Village could experience an increase in the total number of households (776-959 new households) over the next 20 years, creating additional housing demand.
- The percentage of existing housing stock made up of single-family units has decreased over the past 20 years to 71% in 2020, while the percentage of multi-family units has increased to 26%. Additionally, approximately 40% of the total housing stock was built between 1970-1999, when the Village experienced its greatest population increase, but only 23% has been constructed since 2000.
- In comparison to the state and county, Williams Bay's percentage of cost burdened households is lower. However, there were 18% of households in 2017 that were considered housing cost burdened (spending greater than 30% of income on housing).

Housing Programs

The following programs and organizations provide assistance to rent, purchase, or renovate housing. These programs are generally available to low- and moderate-income individuals and those with disabilities. In addition to the programs listed below, information regarding numerous other housing programs is available through the U.S. Department of Housing and Urban Development (HUD).

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, and site improvements for the construction of low- to moderate-income dwelling units. This program is administered by the Wisconsin Department of Administration, Division of Energy, Housing, and Community Resources (DEHCR).

Southern Housing Region Program

Through the CDBG funds for housing rehabilitation, households in Columbia, Dodge, Jefferson, Kenosha, Ozaukee, Racine, Rock, Sauk, Walworth, and Washington Counties are eligible for 0% interest deferred payment loans for home repairs or down payment or closing costs. Landlords are also eligible for 0% interest installment loans if they rent to low- to moderate-income tenants. As of 2020, there were three tiers of income status that qualify: low (80% of County median family income), very low (50% of County median family income), and extremely low (30% of County median family income).

HOME Investment Partnership Program

This program utilizes federal grants to provide 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. Wisconsin has prioritized homeownership and the conservation of quality owner-occupied housing for these federal funds. Homebuyer assistance and owner-occupied rehabilitation are some of the eligible activities Wisconsin DEHCR offers.

Housing Cost Reduction Initiative (HCRI)

This is another Wisconsin DEHCR program using state funds to award grant money to homebuyers for the purchase of affordable homes or to prevent foreclosure. Eligible grant applicants include counties, cities, village, or towns, as well as non-profit and other organizations.

Walworth County Housing Authority

The Walworth County Housing Authority, established in 1979, is a Public Housing Agency located in Elkhorn. It participates in the Federal Section 8 Housing Choice Voucher program that provides renter assistance for qualified low-income residents (making less than 50% of the County median income) throughout Walworth County. As of 2019, over 330 households are assisted under this program.

Down Payment Plus (DPP) and Down Payment Plus Advantage

Down Payment Plus and Down Payment Plus Advantage are down payment and closing cost assistance programs available to low- and moderate-income homebuyers. Both programs are funded by the Federal Home Loan Bank of Chicago's (FHLBC) Affordable Housing Program (AHP). Funding through these programs is available to FHLBC member financial institutions. A grant is paid on behalf of the borrower at the time of closing. To qualify for DPP, borrowers must earn at or below 80 percent of the area median income, sign a five-year retention agreement, participate in homebuyer counseling, and use the home as their primary residence.

Community Action, Inc. (Walworth and Rock Counties)

Community Action, Inc. is a non-for-profit organization offering programs to fight poverty in Rock and Walworth Counties. They offer housing programs including: permanent supportive housing for those facing chronic homelessness and people with physical or mental disabilities, Twin Oaks Shelter for the homeless (located in Walworth County), rapid rehousing assistance and services to stabilize people who become homeless, and the Weatherization Program that helps install energy-saving improvements to help reduce energy bills (only open to homeowners, renters, and landlords who rent to income-eligible tenants).

Wisconsin Housing and Economic Development Authority (WHEDA)

The state offers home buyer education, home loan lenders, and a variety of programs for purchasing or refinancing. They also work with municipalities and developers to promote new affordable housing units throughout the state using low-income housing tax credits (LIHTC). There are two types of LIHTC's that WHEDA administers, the 9% Federal Housing Tax Credit and the 4% State Housing Tax Credit.

Tax Incremental Districts (TIDs)

In 2009, the state amended the TID law to allow municipalities to keep a district open for an additional year and allocate that increment to affordable housing. In the future, the Village could utilize this strategy in successful and expiring TID's to provide additional funds for affordable housing units in the Village. Over the planning period, it is recommended that the Village extend successful TIDs for one additional year to generate additional funding to assist in addressing the need for affordable housing within the community.

Housing Plans

2035 Regional Housing Plan (SEWRPC, 2013)

In 2013, the Southeast Wisconsin Regional Planning Commission completed the 5-County Regional Housing Plan. The plan is organized into 6 overarching topics:

- Affordable housing for households of all income levels
- Fair housing to help overcome housing discrimination and the concentration of minority and low-income populations in portions of the Region
- The balance between job wages and housing costs in communities with sanitary sewer service, which accommodate most of the jobs in the Region
- Housing that is accessible to persons with disabilities
- The need for additional subsidized and tax credit housing; and housing development practices

While this plan is large-scale and covers many large cities, there are some recommendations that relate to those within this Plan:

- Allow small lot single-family housing options
- Include housing diversity in local Comprehensive Plans and Zoning Ordinances
- Advocate for fair housing practices
- Increase housing accessibility
- Local governments should consider preparing detailed neighborhood plans for each existing and proposed new residential neighborhood

CHAPTER NINE: LAND USE

Existing Land Use Pattern

Developing an accurate depiction of the Village's existing land use pattern is the first step in creating the community's desired future land use plan. The Village of Williams Bay encompasses approximately 2.8 square miles and features a variety of different land uses. The existing development pattern is characteristic of a small traditional village. The Village's central neighborhoods reflect pre-World War II development patterns characterized by smaller lots and houses. Newer subdivisions located around the edges of the Village are characterized by larger lots and housing development. Figure A.19 summarizes the existing acreage allocated to each of the various land use categories within the municipality's boundaries. The Existing Land Use pattern is depicted on Map 4.

Agriculture

An important land use within the Village of Williams Bay and its planning area is agriculture. A total of 127.5 acres of agricultural land uses are located within the Village. Extensive agricultural land also exists outside of the Village to the north and west. Most of the existing agriculture areas in the Village identified on the Existing Land Use Map are properties currently platted and ready for future development (vacant).

Residential Development

Approximately 36% of the developed land within the Village of Williams Bay is designated as Single-Family Residential (Sewered). A small area of multi-family residential condos is located on the southwest side of the Village on South Walworth Avenue and a series of multi-family townhome units is concentrated along Wildwood Court on the east side of the Village. Pockets of Multi-Family Residential are scattered throughout the Village. In total, Two-Family and Multi-Family Residential and uses account for only 2.3% of the Village's total land area.

Industrial Development

A pockets of light industrial development exists on the west side of the Village at the intersection of Woodlawn Drive and Theatre Road. Industrial uses make up about 0.6% of the Village's total land area.

Commercial Development

The Village's modest central business district is located at the intersection of Geneva Street (State HWY 67) and Walworth Avenue, accommodating a portion of Williams Bay's commercial development and office space. Commercial development in this area is at a higher density here than anywhere else in the community. In total, commercial development makes up about 2.3% of the Village's total land area.

Other Land Uses

About 45 acres of land within Williams Bay are categorized as parks or open space, surface water, wetlands, or woodlands. Unique to Williams Bay, the 230-acre Kishwaukee Nature Conservancy is located in a predominant part of the Village. Community facilities such as government buildings, schools, and other institutional buildings account for an additional 55 acres of land. Roadways and utility easements account for another 203 acres.

Key community facilities include the Williams Bay Elementary School on South Walworth Street, Aurora University's George Williams College on the west side of the Village, Yerkes Observatory, the Village of Williams Bay Public Library and Senior Center on Park Street, Village Hall located along Wisconsin Street, Williams Bay West Park off North Walworth Street, and Wildwood Park on the far east side of the community. The Williams Bay Cemetery is located adjacent to the existing municipal boundaries within the Town of Williams Bay along North Walworth Street.

Figure A.19: Existing Land Use Totals

Existing Land Use	Acres	Percent
Agricultural and Other Open Lands	127.5	7.2%
Commercial	41.3	2.3%
Governmental and Institutional	284.9	16.1%
Industrial	11.3	0.6%
Multi - Family Residential	39.2	2.2%
Recreational	276.7	15.6%
Road ROW	203.4	11.5%
Rural Residential	2.9	0.2%
Single - Family Residential	635.4	35.9%
Surface Water	1.5	0.1%
Transportation, Communication, and Utilities	8.5	0.5%
Two-Family Residential	1.0	0.1%
Vacant Subdivided	90.7	5.1%
Wetlands	1.7	0.1%
Woodlands	42.1	2.4%
Total	1,767.9	100%

Source: Village of Williams Bay, V&A, 2022

Land Development Trends

A review of historical land development trends provides a foundation for projecting future land demand for new housing, commercial, and industrial development. As demonstrated in Figure A.20, residential land development has come to a standstill in the Village since 2007—a trend that is consistent with a national slowdown in housing development following the Great Recession. However, recently, some new single-family homes have been constructed. Additionally, there are several existing platted and/or improved residential subdivisions ready for new development. These neighborhood developments have adequate capacity to accommodate near-term housing demand in the Village, but it is anticipated that new subdivisions may be needed in the long-term to accommodate anticipated long-term growth in the Village.

New commercial and industrial development in the Village is generally occurring within _____.

Commented [EV5]: Staff: The language you see here still needs to be modified so as to reflect the existing context of land development trends within Williams Bay. Can you please review and provide details related to any areas within the community primed to accommodate future residential development? Additionally, based on recent development trends, where has commercial development taken place within the community?

Figure A.20: New Housing Units

	Development Type		
	New Single-Family Unit	New Two-Family Units	New 3+ Multi-Family Units
2000	24	0	28
2001	20	0	12
2002	22	0	0
2003	20	0	4
2004	24	0	4
2005	30	0	6
2006	18	2	0
2007	11	0	0
2008	4	0	0
2009	2	0	39
2010			
2011			
2012			
2013			
2014			
2015			
2016			
2017			
2018			
2019			
2020			
2021			
Total Between 2000-2011			
Total Between 2012-2021			

Source: Village of Williams Bay, 2022

Another important data point to consider in planning for future growth and development is the Village's municipal tax rate in comparison to other surrounding communities. Between 2015-2020, most surrounding communities increased their tax rates. Among compared communities, Williams Bay had the 5th lowest tax rate at \$3.60. Each of the incorporated communities maintained significantly higher tax rates than neighboring towns. This is very common throughout Wisconsin because of the number of services provided within an incorporated municipality versus an unincorporated municipality. It will be important for the Village to be conscious of this rate when competing with other surrounding communities for economic development opportunities in the future.

Figure A.21: Municipal Tax Rate Per \$1,000 in Value

	Total Municipal Tax Rate Per \$1,000 in Value						
	2015	2016	2017	2018	2019	2020	2021
Village of Williams Bay	\$3.24	\$3.29	\$3.46	\$3.60	\$3.60	\$3.57	\$3.60
Village of Fontana	\$3.19	\$3.27	\$3.47	\$3.46	\$3.35	\$3.45	\$3.08
Village of Walworth	\$6.67	\$6.86	\$6.81	\$6.97	\$7.06	\$7.88	\$8.02
City of Delavan	\$10.55	\$10.55	\$10.69	\$9.40	\$9.95	\$9.89	\$10.10
City of Lake Geneva	\$6.04	\$5.96	\$5.84	\$5.56	\$5.42	\$5.12	\$5.19
Town of Walworth	\$3.23	\$3.34	\$3.56	\$3.57	\$3.81	\$4.15	\$4.46
Town of Delavan	\$2.90	\$3.05	\$3.21	\$3.16	\$3.65	\$3.72	\$3.58
Town of Geneva	\$2.38	\$2.20	\$2.18	\$2.09	\$2.39	\$2.37	\$2.66
Town of Linn	\$1.42	\$1.42	\$1.41	\$1.42	\$1.89	\$1.89	\$1.90

Commented [EV6]: Staff: Can you provide additional data regarding residential development over the past decade?

Source: Walworth County, 2021

Trends in the Village's land market show a very similar situation as the housing development trends above, with much more significant growth pre-2010 than post-2010. Overall, land values in Williams Bay have more than doubled since 2000. This is similar to many of the neighboring communities and Walworth County, outside of the Village of Walworth, Town of Walworth, City of Delavan, and the Town of Delavan. As the economy begins to pick up in the area again, land values will most likely begin to increase at a steady rate. It has been a slow recovery for many communities since the Great Recession, but there are some positive trends emerging in recent years that suggest more economic growth possibilities over the next decade within the area.

Figure A.22: Total Equalized Value Comparison

	2000	2005	2010	2015	2020	2000-2010 Change	2010-2020 Change
Village of Williams Bay	\$333,682,300	\$558,789,900	\$761,502,600	\$701,191,900	\$877,475,100	56%	13%
Village of Fontana	\$547,775,600	\$855,038,200	\$1,251,245,100	\$1,134,293,800	\$1,351,169,900	56%	7%
Village of Walworth	\$129,264,200	\$188,279,200	\$211,970,700	\$197,741,300	\$249,646,200	39%	15%
City of Delavan	\$393,362,400	\$554,043,800	\$717,626,200	\$548,772,100	\$720,720,900	45%	0%
City of Lake Geneva	\$626,868,800	\$974,801,100	\$1,287,968,100	\$1,177,142,500	\$1,511,702,700	51%	14.8%
Town of Walworth	\$142,715,000	\$179,319,500	\$239,219,400	\$220,794,000	\$267,465,800	40%	11%
Town of Delavan	\$510,860,300	\$883,400,800	\$1,088,724,000	\$884,660,400	\$1,093,408,300	53%	0.4%
Town of Geneva	\$417,953,800	\$674,551,100	\$987,944,400	\$828,633,500	\$1,005,873,100	58%	2%
Town of Linn	\$717,885,800	\$1,240,283,000	\$1,923,603,800	\$1,539,339,400	\$2,109,195,900	63%	8.8%
Walworth County	\$7,293,679,000	\$11,565,232,700	\$15,004,870,300	\$13,374,832,500	\$16,734,914,200	51%	10%

Source: Wisconsin Department of Revenue

Land Supply

The supply of land available for development includes areas of the Village that have been planned or approved for development but that have not yet been built out; 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 corporate limits of the Village, but is potentially available for future Village expansion. As a stand-alone Village surrounded by relatively low levels of rural development, the theoretical land supply for new development in and around Williams Bay is relatively high.

The land available for development is determined by several factors:

- Wetlands, floodplains, public ownership, farmland preservation, conservation easements, or other characteristics that make land undevelopable
- Other potential building limitations (e.g., infiltration area, steep slopes, shallow depth to bedrock or depth to water table, and hydric soils) will also influence which vacant areas 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

Taking these factors into account, the optimal areas for future growth are the areas extending _____, development in platted subdivisions on the _____ side of the Village, and redevelopment downtown.

Commented [EV7]: This section will be fleshed out further once the Future Land Use Map has been finalized.

Projected Land Use Demand

The ever-changing national, regional, and local market trends, policies, and future priorities will continue to drive population change, household size, the balance of residential and non-residential uses, and the density of development in the Williams Bay area. Together, these factors determine the demand for land development.

Wisconsin statutes require comprehensive plans to include projections, in five-year increments, for future residential and non-residential land uses in a community over the timeframe specified in the planning document. As described in the Issues and Opportunities Chapter, for the purposes of this Plan, population change over the next twenty years will be based on the Compounded Growth Projection based on 2000-2020 population change.

Figure A.23 presents the projected land use demand for the Village through the year 2040. The following analysis for land use demand considers several factors:

- **2020 to 2040 Population Change:** For the purposes of this Plan, population change over the next twenty years will be based on the Compound Growth Projection based on 2000-2020 population change (3,685 total population or 732 new residents). Since the market demand has fluctuated significantly over the past 30 years, seven total population growth projection were calculated for comparison purposes. The highest projection model was the Compounded Growth Projection based on 1990-2020 population change, which yielded a population projection of 3,851 or 898 new residents.
- **Projected Number of New Households in 2040:** The projected number of new households is based on the projected population growth divided by the projected average household size for the given 5-year increment. The WisDOA projects that household size will decrease in the Village by 2040. U.S. Census American Community Survey data has also shown a continued decrease in average household size over the past 20 years. Due to the large margin of error associated with the U.S. Census American Community Survey data and national, regional, and county trends, this Plan assumes that the household size in Williams Bay will decrease over the planning period from 2.23 in 2020 to 2.13 in 2040 (Source: WisDOA).
- **Projected Residential Acreage Demand:** Newer development within the Village, such as Prairie View, Lake Wood Trial, and Bailey Estates consist of residential densities of 2-3 dwelling units per acre. Including the other residential areas within Williams Bay, the Village's current average residential density is approximately 3-4 dwelling units per net acre. For the purpose of this plan, 4 dwelling units per acre was used to calculate the projected number of residential acres needed to maintain that density over the next 20 years. It is likely that density will increase modestly in order to accommodate future growth and infill development, so projections utilizing 4 dwelling units per acre will provide the best value for future land use demand projections.
- **Non-Residential Acreage Demand:** The Village's existing ratio of residential to non-residential land was 48:52, excluding the 230-acre Kishwaukee Nature Conservancy, agricultural land, surface waters, rural residential development, and wetlands. Based on the assumption that this ratio represents a healthy mixture of future residential to non-residential development, this ratio was used to project land demand to the year 2040.
- **Preliminary Acreage Demand:** The land use projections assume that within any new development an additional 33% will be needed for roads and utilities, sidewalks, parks, etc.
- **Flexibility Factor:** Because Williams Bay cannot guarantee the timing and location of new development, it is prudent to incorporate a flexibility factor into projections of land use demand to ensure that the actual supply of land appropriate for development will be available to meet expected demand. Providing a flexibility factor can also serve to keep land prices in check. In addition, providing alternative areas for growth is critical to preventing drastically uneven patterns and rates of growth that can make providing utilities and services inefficient or costly. Finally, the rationale for some flexibility in the land supply could provide a reasonable basis for negotiating adjustments to the approved Urban Service Area (the SEWRPC- and State-approved boundary for public water and sanitary sewer service provision, beyond which the Village and sewer district is not allowed to extend municipal sanitary sewer service). The assumed flexibility factor was two times the preliminary acreage demand.

Figure A.23: Projected Land Use Demand

	Projection Used	2020-2025	2025-2030	2030-2035	2035-2040	Total
Projected Population Increase Compounded 2000-2020 ⁽¹⁾	Compounded Growth 2000-2020	168	178	188	199	732
New Household Projection ⁽²⁾	Compounded Growth 2000-2020	75	80	86	92	334
Residential Acreage Demand ⁽³⁾	Compounded Growth 2000-2020	19	20	21	23	83
Non-Residential Demand ⁽⁴⁾	Compounded Growth 2000-2020	10	10	11	12	43
Preliminary Acreage Demand ⁽⁵⁾	Compounded Growth 2000-2020	38	40	43	47	169
Flexibility Factor ⁽⁶⁾	Compounded Growth 2000-2020	76	81	87	93	337

1. Projection based on a Compound growth equation using population changes between 2000-2020.

2. Source: WisDOA, 2013 average household size projections by municipality 2020-2040.

3. Assumed 4 dwelling units per acre.

4. Assumed every new development would include a minimum of 52% additional acreage for non-residential development. Based on the existing ratio of residential to non-residential development on Map 4.

5. Assumed an additional 33% land area needed in every new development for roads, sidewalks, parks, etc.

6. Assumed 2x the preliminary acreage demand total as a margin of error.

CHAPTER TEN: ECONOMIC DEVELOPMENT

Workforce Trends

The Village's labor force has shifted overtime with management, business, science, and arts seeing the most significant increase since 2000 and production, transportation, and material moving seeing the largest decrease. Additionally, all other occupation types have increased over that same time period outside of service occupations. As the global and national economy continues to evolve and shift, it's important to help prepare the community's workforce for these new types of jobs, retain skilled workers in those fields, and leverage available jobs in attracting new residents.

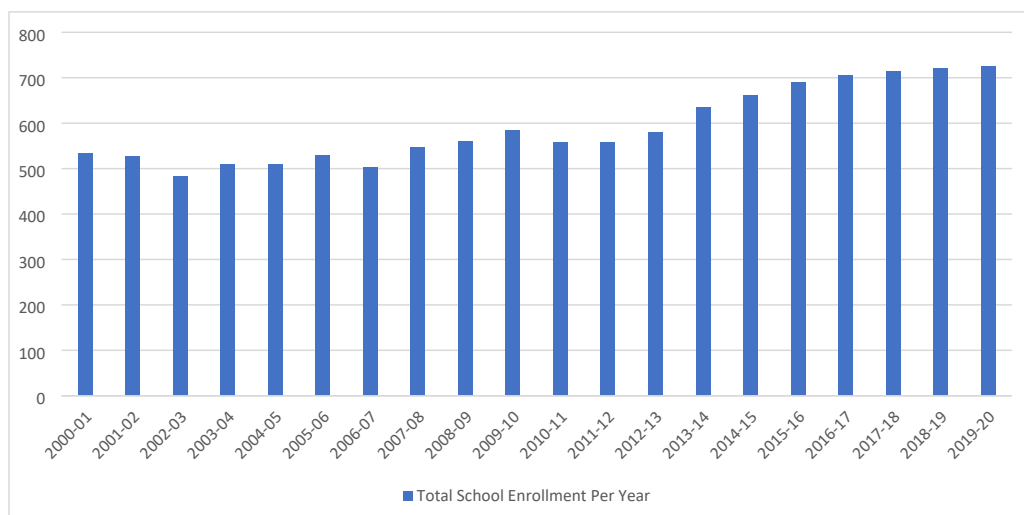
The Wisconsin Department of Workforce Development calculated employment projections between 2018- 2028 by industry group for Walworth, Kenosha, and Racine Counties combined. These projections provide a look into where the region is headed in the future. To note, some of the projected fastest growing occupations include manufacturing, construction, natural resources and mining, trade, transportation, and utilities, all areas that fit within the traditional occupations of Village residents. However, it is worth noting that these projections include areas in Kenosha and Racine Counties expected to increase in manufacturing jobs as a result of the proposed Foxconn development. Over the next 20 years, continuing to grow these occupations within the Village and Walworth County will help the local economy adapt to changing demands and drive economic growth in the future.

Educational attainment is one variable that is used to assess a community's workforce. Compared to all surrounding communities, the state, and Walworth County, Williams Bay has the highest percentage of its population that are high school graduates (99%) in 2020. The Village's percentage of the population with a bachelor's degree or higher is also well above that of the state, the county, and nearly all neighboring communities (47%) besides the Village of Fontana. As the economy continues to evolve over the next 20 years, it is critically important that the village continue to have a prepared and educated workforce ready to adapt to new technologies and innovations.

Enrollment in the Williams Bay District has continued to steadily increase since the early 2000s. The 2019-2020 school year saw the district's enrollment at its historic peak with a student body population over 725 students. Between the years 2000 and 2020, the school district has increased in enrollment by just over 25%.

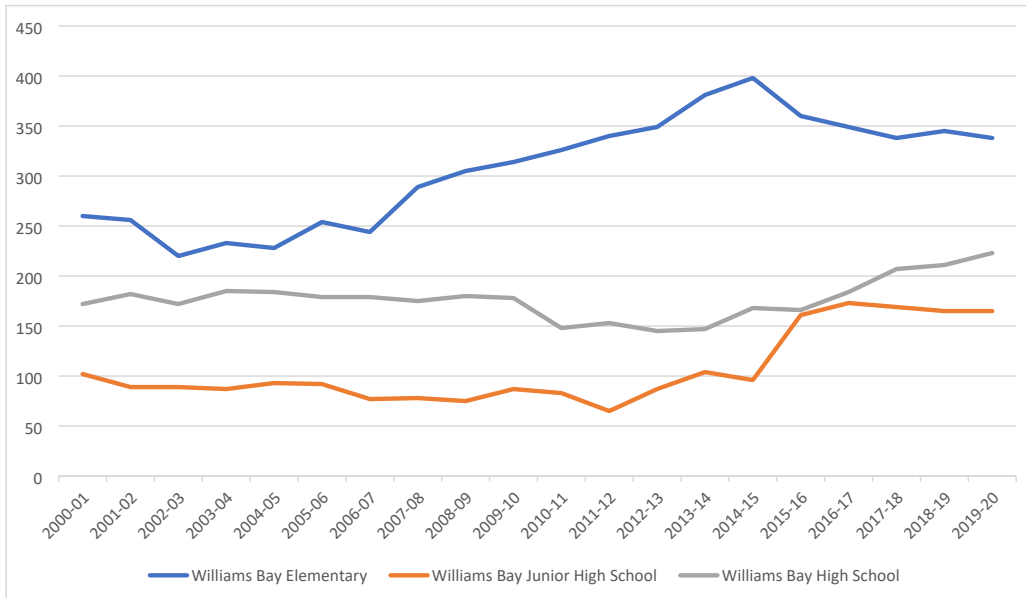
The Wisconsin Department of Instruction ranks schools every year on if they are meeting expectations or not. Any Accountability Rating above an 83 significantly exceeds expectations, between 82-73 exceeds expectations, 72-63 meeting expectations, and 62-53 meets few expectations. Williams Bay Elementary School and Williams Bay Junior High School, both exceed expectations, while Williams Bay High School significantly exceeds expectations. Continuing to maintain and improve these scores will make for a stronger overall school district which can be leveraged in the attraction and retention of young families in the community.

Figure A.24: Williams Bay School District Total Enrollment



Source: Wisconsin Department of Public Instruction, 2021

Figure A.25: Williams Bay School District Enrollment By School



Source: Wisconsin Department of Public Instruction, 2021

Figure A.26: School Accountability Ratings

School/District	2011-12	2012-13	2013-14	2014-15*	2015-16	2016-17	2017-18	2018-19	2019-20*	2020-2021
Williams Bay Elementary	74.8	69.1	74.4	-	66.8	70.9	78	84.2	-	74.5
Williams Bay Junior High School	76.2	78.6	76.8	-	78.1	74.3	70.3	70.1	-	73.4
Williams Bay High School	78.4	82.6	84.1	-	83.1	85.2	80.5	85.4	-	83.6

Source: Wisconsin Department of Public Instruction, 2021

*No reports were produced during these years

Figure A.27: Occupational Groups

	2000	2010	2020	Percent Change from 2000 - 2020
Management, business, science, and arts	45.1%	57%	47%	2.0%
Service	14.1%	14%	13%	-1.6%
Sales and Office	23.5%	17%	25%	1.2%
Natural resources, construction, and maintenance	6.8%	4.5%	7%	0.4%
Production, transportation, and material moving	10.5%	7.2%	8%	-2.1%

*Source: U.S. Census Bureau, 2015-2020 American Community Survey 5-Year Estimates.

*Source: U.S. Census Bureau, 2000-2020 Census.

Figure A.28: Walworth, Kenosha, and Racine County Employment Projections

	Total Employment 2018	Total Projected Employment 2028	Total Change	Percent Change
All Industries	204,657	217,780	13,123	6.4%
Natural Resources and Mining	1,147	1,305	158	13.8%
Construction	6,245	7,282	1,037	16.6%
Manufacturing	34,925	36,507	1,582	4.5%
Trade, Transportation, and Utilities	42,270	44,859	2,589	6.1%
Information	963	957	(6)	-0.6%
Financial Activities	4,816	4,987	171	3.6%
Professional and Business Services	17,581	18,387	806	4.6%
Education and Health Services	43,631	47,019	3,388	7.8%
Leisure and Hospitality	22,808	24,278	1,470	6.5%
Other Services (except Government)	7,233	7,492	259	3.6%
Public Administration	10,049	10,022	(27)	-0.3%
Self-Employed and Unpaid Family Workers	12,989	14,685	1,696	13.1%

Source: Department of Workforce Development State of Wisconsin Southeast Workforce Development Area Industry Projections, 2021

Figure A.29: Educational Attainment – Population 25 and Older

	High School Graduate (or higher)			Bachelor's Degree (or higher)		
	2000	2010	2020	2000	2010	2020
Village of Williams Bay	94%	87%	99%	40%	31%	47%
Village of Fontana	92%	91%	97%	39%	48%	59%
Village of Walworth	84%	87%	88%	16%	12%	25%
City of Delavan	76%	86%	85%	19%	14%	20%
City of Lake Geneva	83%	84%	93%	25%	31%	39%
Town of Walworth	86%	86%	84%	19%	20%	21%
Town of Delavan	82%	90%	90%	17%	19%	23%
Town of Geneva	86%	80%	94%	25%	24%	38%
Town of Linn	92%	91%	92%	35%	38%	36%
Walworth County	84%	87%	92%	22%	23%	30%
State of Wisconsin	85%	82%	93%	22%	19%	31%

*Source: U.S. Census Bureau, 2015-2020 American Community Survey 5-Year Estimates.

Source: U.S. Census Bureau, 2000-2020 Census.

Economic Trends

Between 2000-2020, the Village's median household income has continued to increase steadily and is slightly lower than the median incomes of many neighboring incorporated communities and Walworth County as-a-whole. Similarly, the Village's per capita incomes have increased steadily over the past twenty years, but remain lower than Walworth County. The per capita income is defined as the total personal income, divided by the total population. This is used as a measure of the wealth of the population and provides insight on how much disposable income Village residents have.

Another component of income and community wealth is the cost of living. One of the most effective ways of analyzing the cost of living is through the comparison of different area's living wage. A living wage is defined as the hourly rate that an individual must earn to support their family if they worked full time. In general, Williams Bay and the surrounding Counties are relatively affordable compared to Waukesha and Dane Counties. Additionally, both the living wage for one working adult with one child and two working adults with two children in Walworth County is on par with those of the state as-a-whole. However, since 2018, living wage has increased dramatically in Walworth County, neighboring counties, and the state. This could be a result of impacts associated with the COVID-19 global pandemic and drastic economic fluctuations that occurred in 2020.

Over the past 19 years, the number of minutes spent commuting to work for Village residents has increased from 20 minutes in 2000 to 24 minutes in 2019. This is not uncommon, nearly all communities across the U.S. have experienced similar increases as people continue to live farther from their place of work. The number of people who work in Williams Bay and live in Williams Bay is very low. Only around 4% of the people employed in Village actually live in it, while over 800 Village residents work outside of the Village. These trends reflect the location of Williams Bay in relation to several of the lake and recreation-oriented communities, large metropolitan areas that are within commuting distance, and access to the interstate. Nearly all Village residents are currently commuting to work in those areas outside of Williams Bay. For comparison, in Walworth County, 52% of people who work in the County also live in it.

Williams Bay's private sector economic base consists primarily of accommodations and food service and retail trade sector employers. However, based on commuting data, almost all residents of Williams Bay travel outside of the Village to work in other neighboring communities.

Figure A.30: Income Comparison

	Median Household Income			Per Capita Income		
	2000	2010	2020	2000	2010	2020
Village of Williams Bay	\$50,450	\$57,539	\$59,306	\$26,231	\$31,910	\$41,217
Village of Fontana	\$54,211	\$74,750	\$88,036	\$32,266	\$56,356	\$58,486
Village of Walworth	\$43,672	\$50,505	\$54,625	\$19,311	\$19,119	\$30,401
City of Delavan	\$42,551	\$45,218	\$58,424	\$17,624	\$20,024	\$26,748
City of Lake Geneva	\$40,924	\$47,873	\$61,028	\$21,536	\$25,652	\$37,560
Town of Walworth	\$56,250	\$60,500	\$70,250	\$24,817	\$33,725	\$33,041
Town of Delavan	\$45,264	\$53,378	\$61,715	\$22,796	\$24,609	\$34,219
Town of Geneva	\$49,504	\$64,688	\$81,339	\$25,021	\$33,063	\$39,332
Town of Linn	\$54,213	\$61,438	\$78,971	\$29,751	\$42,009	\$57,181
Walworth County	\$46,274	\$54,487	\$66,034	\$21,229	\$26,769	\$34,027

*Source: U.S. Census Bureau, 2015-2020 American Community Survey 5-Year Estimates.
Source: U.S. Census Bureau, 2000-2010 Census.

Figure A.31: Living Wage

	1 Working Adult With 1 Child	2 Working Adults With 2 Children
Walworth County	\$30.35	\$21.27
Jefferson County	\$30.14	\$21.06
Rock County	\$29.66	\$20.82
Racine County	\$30.52	\$21.56
Dane County	\$34.40	\$24.28
Waukesha County	\$31.68	\$22.52
Wisconsin	\$30.17	\$21.24

Source: MIT Living Wage Calculator, 2020

Figure A.32: Commuting Patterns

	2019 Total	2019 Percentage
Employed in Williams Bay and Live in Williams Bay	100	8%
Employed in Williams Bay, but live elsewhere	700	88%
Live in Williams Bay and work elsewhere	1,175	92%
Employed in Walworth Co. and Live in Walworth Co.	21,294	52%
Employed in Walworth Co., but live elsewhere	19,954	48%
Live in Walworth Co. and work elsewhere	29,727	58%

**Source: U.S. Census Bureau OnTheMap, 2019

Figure A.33: Commuting Patterns 2

	2000	2010	2019*
Mean Travel Time to Work	20	26.1	24.8

*Source: U.S. Census Bureau, 2015-2019 American Community Survey 5-Year Estimates.

Source: U.S. Census Bureau, 2000-2010 Census.

Figure A.34: Largest Private Sector Employers

Employer	Industry	Number of Employees
Williams Bay Care Ctr LLC	Health Care & Social Assistance	100-249
George Williams College-Aurora University	Educational Services	50-99
Harpoon Willies	Accommodation and Food Service	20-49
Wesley Woods Retreat	Accommodation and Food Service	20-49
C & C Technologies Corp	Information	20-49
Yerkes Observatory	Professional, Scientific, and Technical Services	20-49
Ackman Glass & Mirror Co Inc	Retail Trade	20-49
Gage Marine Corps	Retail Trade	20-49

Source: Wisconsin Department of Workforce Development, 2020

Environmentally Contaminated Sites

The WisDNR's Environmental Remediation and Redevelopment Program maintains a list of contaminated sites, or 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.

As of 2021, there were 32 sites identified in the Village by the Bureau for Remediation and Redevelopment Tracking System (BRRTS). However, there is only one open case (156 Elkhorn Road). This open case is classified as an NAR, or No Action Required case, and it was deemed that after assessment, the underground storage tanks do not require remediation action. No open sites in the Village are classified as environmental repair, or open ERP's. These sites are oftentimes older, and have been releasing contaminants to the soil, groundwater, or air over a long period of time. Specific locations, property ownership information, and status of remediation efforts for all BRRTS sites are available from the DNR. These properties may need special attention for successful redevelopment to occur.

The locations of these environmentally contaminated sites were considered when making the land use recommendations in this Plan. The Village encourages remediation and redevelopment of contaminated sites for future economic development, where appropriate.

Economic Development Programs and Agencies

Capital Improvement Plan/Budget

A capital improvement plan is a community's near-term financial plan of future capital improvements to be carried out during a specific timeframe—capital improvement costs are intended to be matched with anticipated revenues. The Village's Capital Improvement (CIP) Budget allocates funding for general administrative expenses, machinery and equipment expenditures, police operating costs, solid waste collection costs, streets maintenance expenditures, and parks and recreation expenditures. Commercial and residential property tax revenue, utility revenue, and impact fees fund the Village's Capital Improvement Budget, which is updated annually. The 2020-2025 Village CIP can be found in Chapter 7.

Tax Incremental Financing (TIF)

The Village of Williams Bay does not currently have any Tax Increment Districts (TIDs) or utilize TIF for redevelopment projects. The Village should consider utilizing tax incremental financing to fund public improvements and/or economic development projects that would not be feasible without the use of this powerful financing tool. Costs associated with TIF projects are funded from the issuance of debt, with the principal and interest paid back with tax increments from properties within the TIF over multiple decades.

Walworth County Economic Development Alliance (WCEDA)

In 2004, Walworth County formed the Economic Development Advisory Committee with representatives from all cities, villages, and towns in the County, as well as higher education, public utility, and business representatives. Following the completion of the WCEDA Strategic Plan in 2005, the Walworth County Economic Development Alliance (WCEDA) opened. The organization provides the County with four overarching services: businesses retention, businesses expansion, businesses attraction, and business startup.

Wisconsin Economic Development Corporation (WEDC)

Through WEDC, the state operates several economic development related grant programs. WEDC initiatives such as the Blueprint for Prosperity Initiative include Wisconsin Technical College Wait List Reduction grants, High School Pupil Worker Training Grants, and Workforce Training Grants for Persons with Disabilities. The organization's Wisconsin Fast Forward program includes worker training grants by sector among other grant funding opportunities. Additionally, the Community Development Investment Grant Program focuses on downtown community development and supports urban, small city, and rural communities in their redevelopment efforts. There are also brownfield grants available through the WEDC that include both a general program and site assessment program. The Wisconsin Economic Development Corporation also hosts a wide variety of other grant programs that could be applied for by the Village, non-profits, or local businesses. For more information related to these various programs, eligibility, and requirements, see the WEDC website.

U.S. Small Business Administration

The U.S. Small Business Administration's Certified Development Company (504) Loan Program provides growing businesses with long-term, fixed-rate financing for major fixed assets, such as land and buildings. 504 Loans can be used to fund land purchases and improvements; grading; street improvements; utilities; parking lots; landscaping; construction of new facilities; or modernizing, renovating, or converting existing facilities. A Certified Development Company (CDC) is a nonprofit corporation set up to contribute to the economic development of its community. There are many additional Federal-level programs administered through the EDA and USDA.

The American Rescue Plan Act of 2021

The federal government passed the American Rescue Plan Act in the spring of 2021, which allocates money to individual local governments (Coronavirus State and Local Fiscal Recovery Fund). Funds can be utilized for response to negative economic impacts of COVID-19, to support government services to the extent that the pandemic caused a reduction in revenue, and investments in infrastructure. The Act also provided stimulus money to County, Regional, and State organizations that will be allocated through grants. Utilizing these resources in the coming years will be key to advancing various initiatives throughout this Plan. This funding will also serve as an important resource in helping the community's local businesses bounce back from the economic impacts of the pandemic.

Assessment of Williams Bay's Economic Strengths and Weaknesses

Figure A.34: Strengths and Weaknesses for Economic Development

Strengths	Weaknesses
Location and Access	
Local transportation accessibility via STH 50 and 67, 10 minutes to I-43	Competition from other nearby communities for commercial uses, tourists, and workforce
Proximity to the metro areas of Milwaukee, Madison, Racine, and Chicago, in addition to employment and shopping concentrations in Lake Geneva, Delavan, Beloit, and Janesville.	Lack of business growth within the Village, particularly small businesses, retail stores, and daily needs stores/services (i.e. grocery, hardware store, etc.)
Adjacent to abundant natural resources in Delavan Lake, Geneva Lake, Lake Como, the Kettle Moraine, and Ice Age Trail that attracts tourists from multiple states to the area	Downtown does not benefit from streetscape design elements that make it accessible and inviting for pedestrian activity
Infrastructure	
Excellent community services and facilities— parks, schools, library, Village Hall	Lack of additional utility capacity to serve new residents, businesses, and industries
Available developable land adjacent to Village boundaries	Lack of interconnected bicycle and pedestrian network, dedicated sidewalks through the community
Education/Workforce	
High-quality school system, steady school enrollment	Difficulty attracting/retaining young families
Local college and institutional uses in the Village, proximity to several universities and technical colleges	Lack of industry and major employment opportunities in local economy
Local Opportunities	
Strong sense of community and volunteer base	Large number of seasonal/part-time residents
Small-town character	Lack of diversity in local employers
Kishwaukee Nature Conservancy location and assets	Need for revitalization of downtown
Low municipal tax rates	Limited local implementation resources
Strong recreational programming through Williams Bay Recreation Department	Lack of sustained new housing development in the past decade, diversity in housing with regard to type and affordability
Multiple redevelopment opportunities	Need for increased marketing of community facilities, events, and destinations

CHAPTER ELEVEN: INTERGOVERNMENTAL COOPERATION

Existing Regional Framework

The Village of Williams Bay lies within Walworth County. Neighboring municipalities near Williams Bay include the Village of Fontana and the City of Lake Geneva, and the Village is in close proximity to multiple towns, including the towns of Delavan, Linn, Geneva, and Walworth. Map 1 depicts the boundaries of Williams Bay's neighboring and/or overlapping jurisdictions. Relationships with these local, regional, and State jurisdictions were analyzed during the Village's planning process to identify mutual planning opportunities, possibilities for partnerships, and potential areas of conflicting interest.

Important State Agency Jurisdictions

The Wisconsin Department of Transportation (WisDOT) is responsible for transportation planning throughout the State and is the primary agency responsible for planning and managing federal and state highways, including I-43, State Hwy 67 and State Hwy 50. WisDOT also provides ongoing review and input in County and Village transportation plans and projects to ensure compatibility with their goals and objectives.

The Wisconsin Department of Natural Resources (WisDNR) provides service to Walworth County residents out of four southeast Wisconsin offices in Milwaukee, Plymouth, Waukesha, and Sturtevant. There are no known conflicts between the Village's plans and the plans and long-term goals of these State agencies.

Southeastern Wisconsin Regional Planning Commission (SEWRPC)

SEWRPC was established in 1960 to serve as the regional planning agency for the highly urbanized area of 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 Transportation Plan (Vision 2050). The new plan serves as a guide to land use development and redevelopment and transportation system planning at the regional level through the year 2050. The Transportation System Plan is a multi-modal plan of recommended transportation actions designed to address existing and anticipated future transportation problems and needs. Many of the key land use and transportation recommendations in Vision 2050 are reflected in this Plan.

SEWRPC also exercises considerable influence over local community planning through the establishment and adjustments of sanitary sewer service boundaries. SEWRPC has been granted this authority by the State of Wisconsin Department of Administration. Each Metropolitan Sewer District boundary is determined in part by the projected needs for the area served based on SEWRPC population and land use assumptions. City, Village, and unincorporated Sanitary Sewer Districts must demonstrate that land use decisions and sanitary sewer projects are consistent with these assumptions and planning goals in order to obtain approvals for adjustments to their sanitary sewer service boundaries, and they may not extend services outside of these boundaries without specific authorization from the State of Wisconsin via SEWRPC.

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 Williams Bay, Delavan, East Troy, Geneva, Lafayette, LaGrange, Richmond, Spring Prairie, Sugar Creek, Troy, Walworth, and Whitewater. The outcome of the planning effort was to provide a long-range comprehensive plan for the year 2035. In 2019, SEWRPC worked with the 13 communities from the previous planning process to update the Multi-Jurisdictional Comprehensive Plan. Many of the previous plan's land use policies regarding cities and village reflect those from the previous plan:

- Cities and villages are encouraged to develop and implement their comprehensive plans in a manner that promotes the development of compact urban areas that allows 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 their 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 as a means to limit development in natural resource areas. The County recommends a flexible approach to the choice of design options within conservation developments, with decisions on the use of such designs made on a case-by-

case basis, taking into account the topography, existing natural resource features, and other characteristics of potential sites.

Walworth County also has a county-wide Natural Hazard Mitigation Plan, Land and Water Resource Management Plan, Farmland Preservation Plan, and Park and Open Space Plan. Each will be updated over the next twenty years and it is recommended that Williams Bay continues to participate in those planning processes.

Walworth County Metropolitan Sewage District (WalCoMet)

The WalCoMet District provides services to numerous areas including the Cities of Delavan and Elkhorn, the Villages of Williams Bay and Fontana, the Delavan Lake Sanitary District, the Geneva National Sanitary District, the Lake Como Sanitary District, and the Mallard Ridge Landfill. WalCoMet's sewage treatment plant, located in Delavan, treats sewage from the Village of Williams Bay and several neighboring jurisdictions as part of the larger sewer district network.

Town of Delavan

The Town of Delavan surrounds the northwestern boundary of Williams Bay and participated in the County's Multi-Jurisdictional Comprehensive Plan update. The Town's Future Land Use Map designates lands adjacent to Williams Bay as "Development Holding Areas," which are largely undeveloped lands suitable for future development. At the time the Plan was written, Development Holding Areas were included in a sewer serve 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.

Town of Geneva

The Town of Geneva's future land use map within the Walworth County Multi-Jurisdictional Comprehensive Plan designates the majority of land in the Village's ETJ as prime agricultural land. Other lands within the Village's ETJ are designated as environmental corridor and other agricultural, residential, or open space land use areas at densities between 20 and 34 acres per dwelling unit. There are no conflicts between this Village Comprehensive Plan and the Town's Future Land Use Map.

About a quarter section of the Village of Williams Bay occupies land that was once in the Town of Geneva because the Village's extraterritorial jurisdiction extends 1.5 miles beyond its municipal boundary into the Town. The Town of Geneva's land use plan designates this area for "Commercial/Recreational" land uses along the northeastern side of State Highway 50, as well as a "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 a "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 community 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 October of 2019. 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 regarding 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.

Town of Walworth

The Town of Walworth is adjacent to the southwestern side of Williams Bay and participated in the County's Multi-Jurisdictional Comprehensive Plan update. 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 uses, possibly with supporting neighborhood commercial development. 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 the village-town boundary/utility service agreements.

School Districts

The Williams Bay School District serves the entire Village of Williams Bay, portions of the Towns of Delavan, Geneva, Linn, and Walworth. The District's most recent Strategic Plan was adopted in 2018 to guide the district through the year 2023. District trends are outlined in the Utilities and Community Facilities chapter.

CHAPTER TWELVE: IMPLEMENTATION

Plan Adoption

A first step in implementing the Village of Williams Bay Comprehensive Plan is making sure that it is adopted in a manner which supports its future use for more detailed decision making. The Village has included all necessary elements for this plan to be adopted under the State's comprehensive planning legislation. The Village has also followed procedures for adopting this Plan under Section 1001(4) of the Wisconsin State Statutes.

Plan Monitoring

This Plan is intended to be used by government officials, developers, residents, and others interested in the future of the Village to guide its growth, development, redevelopment, and preservation. Williams Bay intends to constantly evaluate its decisions on private development proposals, public investments, regulations, incentives, and other actions against the recommendations of this Plan. As of the adoption of this Plan, all zoning, subdivision, and Official Map ordinances and decisions must be consistent with the Comprehensive Plan.

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

- Prominently displaying plan maps and other materials in Village offices, public gathering places, and online.
- Ensuring that user-friendly, attractive, and up to date materials are continuously updated and are easily accessible on the Village's website.
- Speaking to current and future elected officials, community organizations, and school 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 other planning initiatives the Village is involved in.
- Encouraging all Village Staff, commissions, committees, groups, task forces, and other related bodies to become familiar with and use the Plan in their decision making.
- Annually reviewing and assessing the Plan by evaluating performance against the implementation steps and timeframe described in the Implementation Chapter. This review will appear on the agenda of a regular Village Board meeting in late summer or early fall, in advance of the budget process. The Village Board will hold a public hearing at the meeting in which the review is held. This meeting should also include the Planning Commission, department heads, and interested members of the public. Resident participation in this review should be actively solicited by public notice, and public input allowed at the meeting at which the review is held. Any need for specific changes to the Plan in response to changes in the factors on which it was based could be addressed at this review. Amendments to the Plan will be made in accordance with the procedures described in the Plan Amendments section below.

Plan Administration

This Plan will largely be implemented through an ongoing series of individual decisions about annexation, zoning, land division and development, official mapping, public investments, and intergovernmental relations. The Village of Williams Bay intends to use this Plan to inform such decisions under the following guidelines:

Annexations

Proposed annexations will be guided by the recommendations of this Plan. Specifically, the Future Land Use Map and the Transportation and Community Facilities Map of this Plan will be among the factors considered when evaluating a request for annexation. Annexation proposals on lands that are designated for urban development, as locations for future transportation facilities, and/or as locations for future community facilities will be more strongly considered for annexation approval. However, in their consideration of annexation proposals, the Plan Commission and Village Board will also evaluate the specific timing of the annexation request, its relationship to the overall regularity of the corporate boundary, the ability to provide utilities and public services to the site, and the costs associated with the proposed annexation.

Zoning

Proposed zoning map amendments (rezonings) should be consistent with the recommendations of this Plan. Specifically, the Future Land Use Map will 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 projects involving a mix of land uses and/or residential development types, properties split by zoning districts, and/or properties located at the edges of future land use areas. However, in their consideration of zoning map issues, 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 planned land uses, and the details of the proposed development. Therefore, this Plan

allows for the timing of zoning actions and the refinement of the precise recommended land use boundaries through the zoning, conditional use, and land division processes.

Land Division

Proposed land divisions should be generally consistent with the recommendations of this Plan. Specifically, the Future Land Use Map and the Transportation and Community Facilities Map (in addition to the policies behind these maps) will be used to guide the general pattern of development and the general location and design of public streets, parks, and utilities. However, 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 both within the Village limits and the extraterritorial jurisdiction. This Plan allows for the timing and the refinement of the precise recommended development pattern and public facilities through the land division process as deemed appropriate by the Plan Commission and Village Board.

Official Mapping

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. The Village may adopt an Official Map to capture some of these recommendations. 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 the nature of both existing and future land uses, and the details of the proposed development. Departures from the exact locations depicted on Plan maps will be resolved through the official mapping and platting processes both within the Village limits and the extraterritorial jurisdiction.

Public Investments

Proposed public investment decisions will be guided by the recommendations of this Plan. However, 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 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 relations decisions, including intergovernmental agreements, will be guided by the recommendations of 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. Departures from the recommendations of this Plan will be resolved by the Village Board through the intergovernmental process.

Interpretation

The interpretation of this Plan shall be the responsibility of the Village Board, as guided by recommendations of the Plan Commission.

Plan Amendments

This Plan can be amended and changed. Amendments may be appropriate in the years following initial plan adoption, particularly in instances where the Plan is becoming 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. The Plan should be specifically evaluated for potential amendments every three years. Frequent amendments to accommodate specific development proposals should be avoided, or else the plan will become meaningless.

The State comprehensive planning law requires that the Village use the same basic process to amend a comprehensive plan as is used to initially adopt the plan. This means that the procedures defined under Section 66.1001(4), Wisconsin Statutes, need to be followed:

1. Either the Village Board or Plan Commission initiates the proposed Comprehensive Plan amendment. This may occur as a result of a regular Plan Commission review of the Plan, or may be initiated at the request of a property owner or developer.
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 and model resolution included in this Comprehensive Plan).
3. The Village Plan Commission prepares or directs the preparation of the specific text or map amendment to the Comprehensive Plan.
4. The Village Plan Commission holds one or more public meetings on the proposed Comprehensive Plan amendment. 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).

5. The Village Clerk sends a copy of the recommended Plan amendment (not the entire comprehensive plan) to all adjacent and surrounding government jurisdictions and the County as required under Section 66.1001(4)b, Wisconsin Statutes. These governments should have at least 30 days to review and comment on the recommended Plan amendment. 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. These governments and individuals should have at least 30 days to review and comment on the recommended Plan amendment.
6. The Village Clerk directs the publishing of a Class 1 notice, published at least 30 days before a Village Board public hearing and containing information required under Section 66.1001(4)d, Wisconsin Statutes.
7. The Village Board holds the formal public hearing on an ordinance that would incorporate the proposed Plan amendment into the Comprehensive Plan.
8. Following the public hearing, the Village Board approves (or denies) the ordinance adopting the proposed Plan amendment. 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 Plan amendment.
9. The Village Clerk sends a copy of the adopted ordinance and Plan amendment (not the entire Comprehensive Plan) to all adjacent and surrounding government jurisdictions, 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 as required under Sections 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 rewrite of the Plan document and maps. Based on this deadline, the Village should update this Comprehensive Plan by the year 2032 at the latest. The Village should continue to monitor any changes to the language or interpretations of the State law over the next several years.

Consistency Among Plan Elements

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." Because the various elements of this Plan were prepared simultaneously, there are no known internal inconsistencies between the different elements or chapters of this Plan.

Comprehensive Plan Implementation Checklist

Topic	Action Item	Partners / Agencies	Timeframe
Cultural Resources	Sponsor community events and festivals to increase tourism and provide additional recreational offerings to residents.	Local organizations	Ongoing
Cultural Resources	Nominate structures for placement on State and National Registers of Historic Places.	Village Board	Ongoing
Utilities and Community Facilities	Utilize a Village Capital Improvements Program (CIP).	Village Board	Ongoing
Utilities and Community Facilities	Upgrade community facilities and utilities as listed in the respective chapter.	Village Board	Ongoing
Housing	Actively recruit new home builders and residential developers to the Village.	Village Board	Ongoing
Land Use	Exercise Extraterritorial Jurisdictional review with proposed development or CSMs within the Village's ETJ.	Plan Commission and Village Board	Ongoing
Land Use	Conduct annual training on planning and zoning issues with the Plan Commission, Village Board, and Board of Zoning Appeals members.	Village staff	Ongoing
Implementation	Create an annual review process for the Comprehensive Plan and Implementation Action Items.	Plan Commission and Village Board	Ongoing
Utilities and Community Facilities	Leverage potential state and federal COVID-19 response stimulus money to advance all implementation programs.	Village Board	Short
Land Use and Natural Resources	Amend the Village's zoning and subdivision code as necessary to implement the recommendations of this Comprehensive Plan.	Plan Commission and Village Board	Short
Utilities and Community Facilities	Update the Village Park and Open Space Plan.	Plan Commission and Village Board	Short
Transportation	Develop and implement a Bicycle and Pedestrian Plan.	Plan Commission and Village Board	Short
Economic Development	Develop a marketing and community image building strategy	Local organizations, Walworth County,	Short

	that builds on area assets to attract new residents and tourists.	other neighboring communities	
Natural Resources	Develop an awareness and education campaign to provide Village residents with increased knowledge and understanding of water saving technology, renewable energy opportunities, and stormwater management best practices.	Walworth county, neighboring communities, School District	Short
Intergovernmental Cooperation	Participate in updates of the Walworth County Land and Water Resource Management Plan, Walworth County Farmland Preservation Plan, Walworth County Natural Hazard Mitigation Plan, Walworth County Park and Open Space Plan, and Walworth County Multi-Jurisdictional Comprehensive Plan	Village Staff	Short
Natural Resources	Implement stormwater best practices into development regulations, the Zoning Ordinance, and the Land Division Ordinance. Keep up with evolving stormwater and erosion control requirements.	Village Staff	Short
Utilities and Community Facilities	Establish a Village-wide Stormwater Utility	Village Staff and Village Board	Short
Economic Development	Develop a Downtown Master Plan to strengthen the area long-term through the integration of land use, transportation, aesthetics, parking, and infrastructure.	Village Staff, Residents, Local Businesses	Medium
Utilities and Community Facilities	Develop and adopt an Official Map.	Plan Commission and Village Board	Medium
Economic Development	Establish high quality site and building design standards for new development	Village Staff, Plan Commission, and Village Board	Medium
Economic Development	Design and install community-wide wayfinding signage.	Plan Commission and Village Board	Medium
Intergovernmental Cooperation	Attempt to establish Intergovernmental Boundary Agreements	Village Staff and Village Board	Medium
Enhance Recreational Assets	Complete a Village-wide Bicycle and Pedestrian Plan	Village Staff and Plan Commission	Medium

Transportation Improvements	Install and increase wayfinding and gateway signage at key entryways, near the lakefront, and downtown.	Village Staff and Local Businesses	Long
Plan Monitoring and Advancement	Update the Comprehensive Plan before 2032	Village Staff	Long

Jurisdictional Boundaries

1

Village of Williams Bay Comprehensive Plan

-  Village Of Williams Bay
-  Other City/Village Boundaries
-  Town Boundaries
-  Sections w/Section Numbers
-  School District Boundaries
-  Extraterritorial Jurisdiction Boundaries
-  Village of Williams Bay/Town of Geneva Extraterritorial Zoning Area
-  Williams Bay/Geneva National/Lake Como Urban Service Area
-  Surface Water
-  Interstate
-  Major Road
-  Local Road

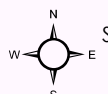


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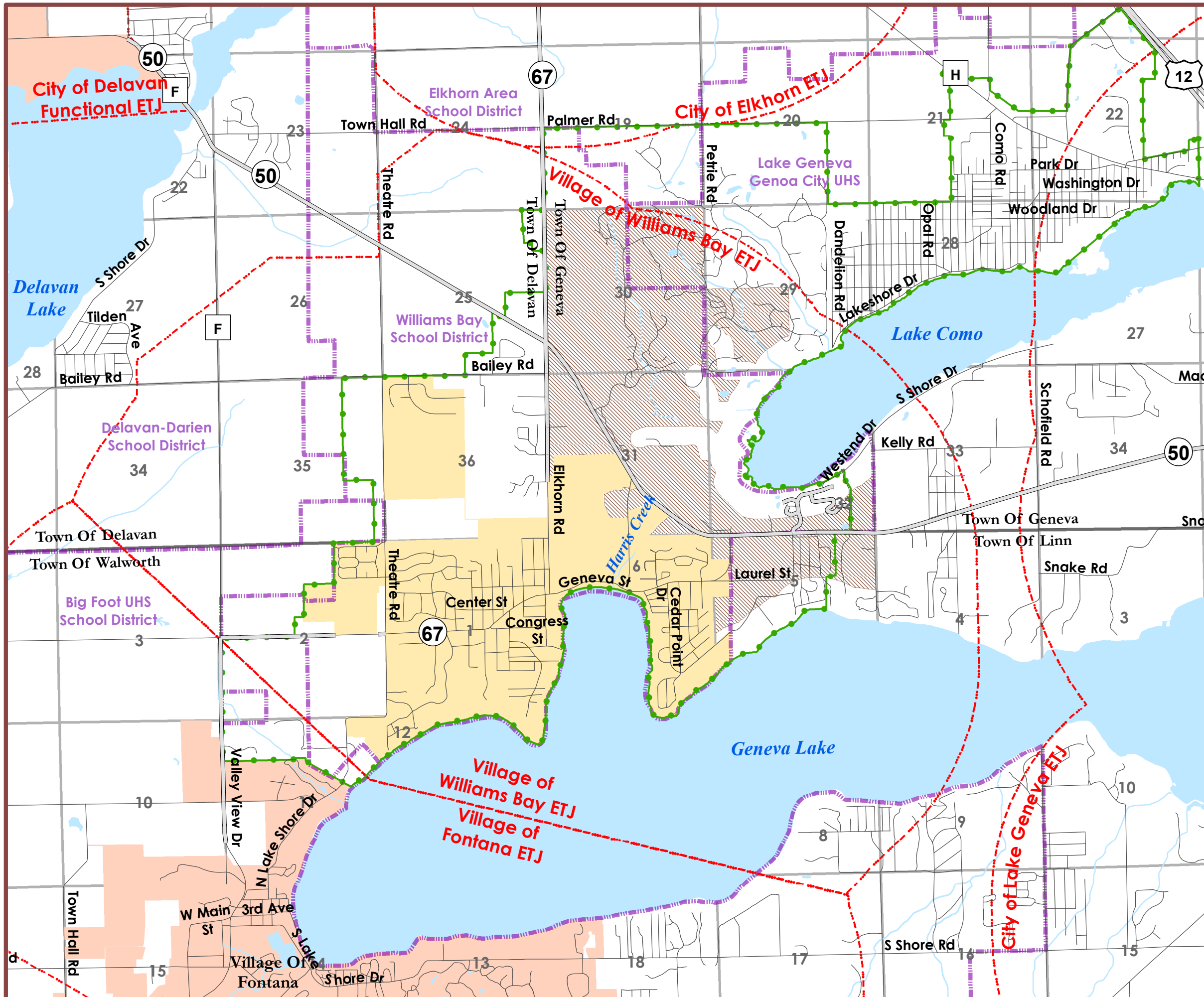
Date: March 3, 2022

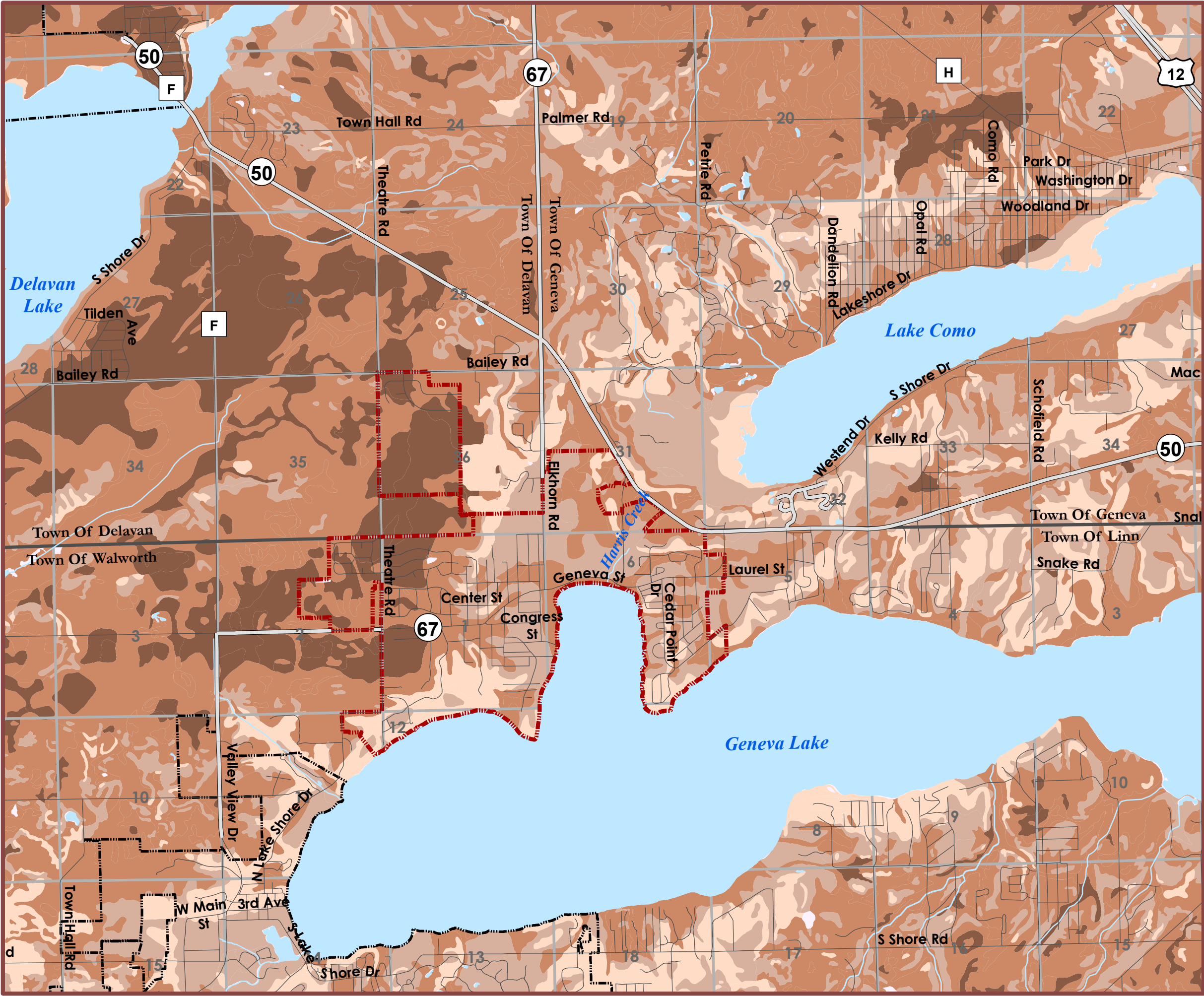
1 Miles

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Shaping places. shaping change



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





Soil Suitability
for Agriculture

2

Village of Williams Bay
Comprehensive Plan

- Village of Williams Bay
- Other City/Village Boundaries
- Town Boundaries
- Sections w/Section Numbers

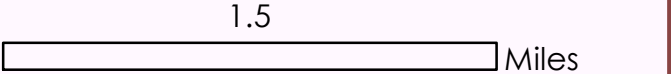
- Surface Water
- Interstate
- Major Road
- Local Road

- 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



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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.



Village of Williams Bay
Comprehensive Plan

- Village of Williams Bay
- Other City/Village Boundaries
- Town Boundaries
- Sections w/Section Numbers

- Interstate
- Major Road
- Local Road

- Public Park & Recreation
- SEWRPC Environmental Corridors
- Woodlands
- Surface Water
- Watershed Boundaries
- DNR Wetlands
- FEMA 100 Year Floodplain

- Steep Slopes**
- 12% to 19%
 - 20% and Greater



1.5

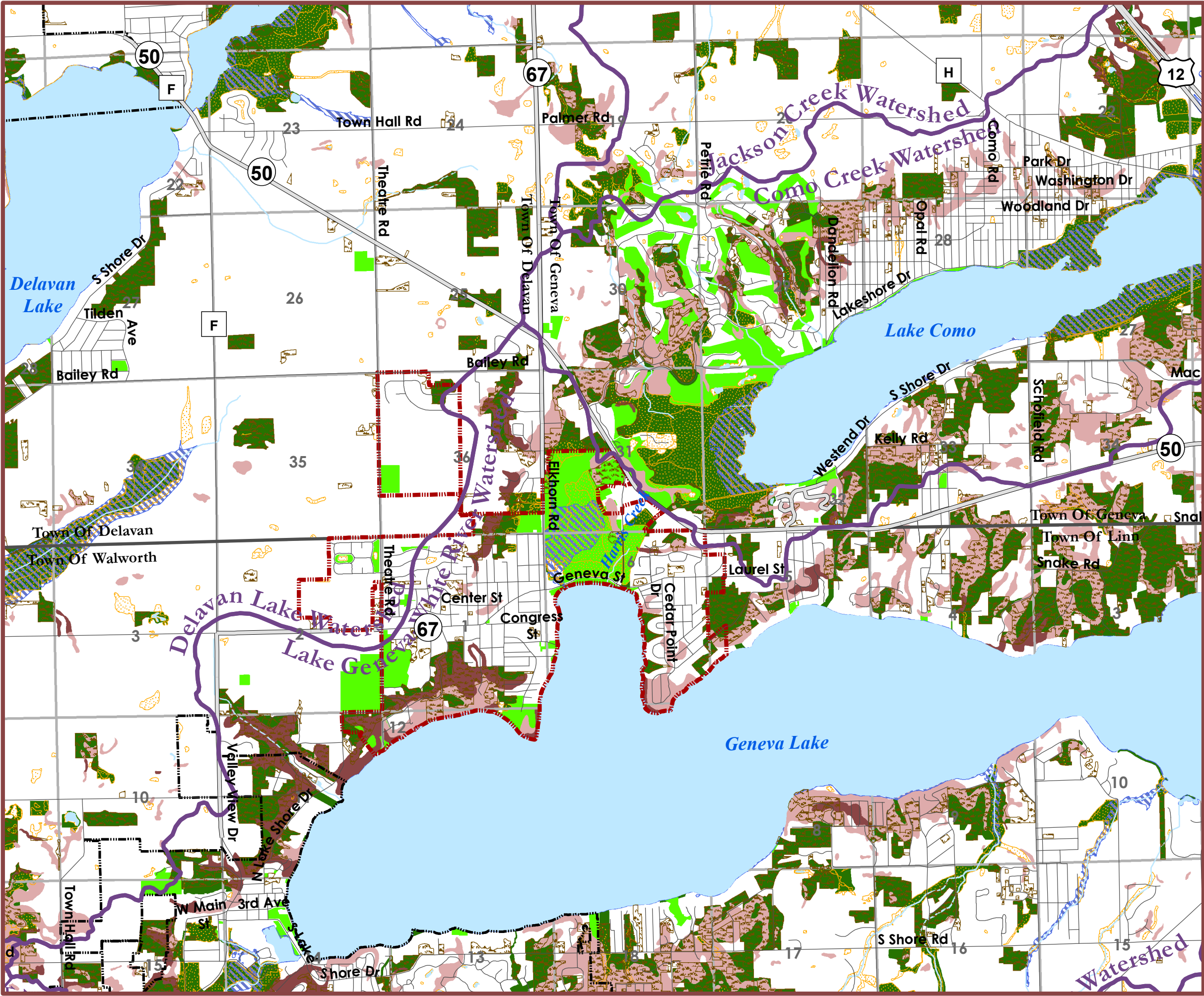
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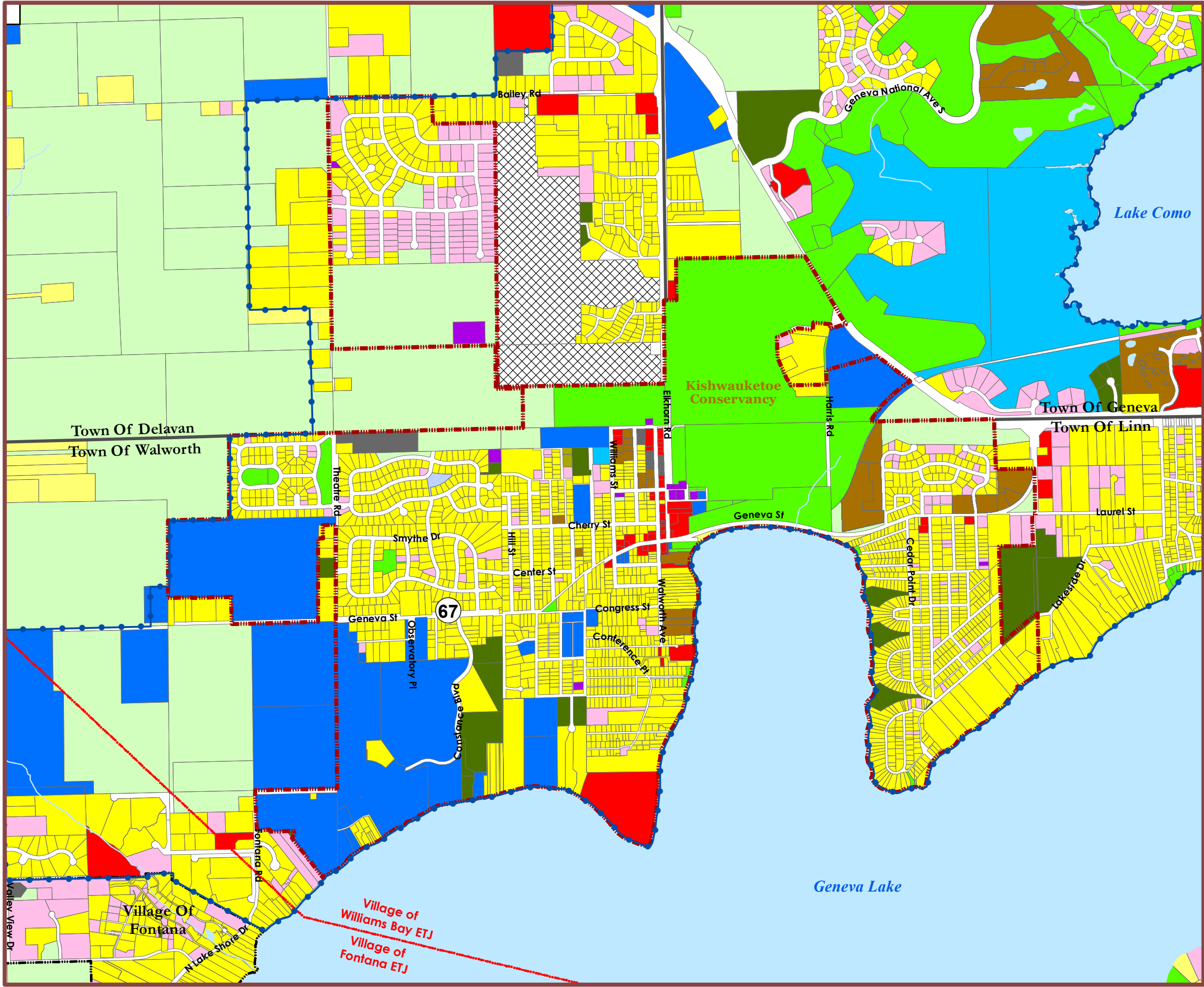
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ASSOCIATES INC.
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Date: March 3, 2022
Source: Walworth Co. LIO;
US DOT; V&A; SEWRPC;
USDA-NRCS, WI DNR,
FEMA





Existing Land Use

4

Village of Williams Bay
Comprehensive Plan

- Village Of Williams Bay
- Other City/Village Boundaries
- Town Boundaries
- Parcels
- Extraterritorial Jurisdiction Boundaries
- Urban Service Area Boundary

Land Use Categories

- Agricultural and Other Open Lands
- Rural Residential
- Single-Family Residential - Sewered
- Two-Family/Townhouse Residential
- Multi - Family Residential
- Business
- Governmental and Institutional
- Industrial
- Extractive
- Communication and Utilities
- Recreational
- Woodlands
- Surface Water
- Wetlands
- Vacant Subdivided
- Road Right-of-Way



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0.5 Miles

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Shaping places, shaping change

Date: March 3, 2022
Source: Walworth Co. LIO;
US DOT; V&A; SEWRPC;
USDA-NRCS, WI DNR,
WI State Historical Society

Village of Williams Bay

Redline Draft Comprehensive Plan Review Meeting

August 2, 2022

Project Schedule

Task #	Event	Date
1	Kickoff Meeting with Staff and V&A	November 9
2	Joint Plan Commission and Village Board Kickoff Meeting Adopt Public Participation Plan	November 15
3	Focus Group Interviews (4)	January 19
4	Public Visioning and Identity Workshop (1)	January 19
5	V&A Produces Redline Draft Staff Review of Redline Draft	Feb. – July
6	BZO Committee Meeting to Review Redline Draft	TODAY
7	V&A Prepares Draft #1 Based on Staff and BZO feedback	August
8	Plan Commission Meeting to Review Draft #1	September
9	V&A Produces Draft #2 Staff Review of Draft #2	October
10	Joint Plan Commission and Village Board Meeting to Review Draft #2	November
11	V&A Produces Final Draft	November
12	Public Open House to Review Final Draft	December
13	30-Day Public Hearing Notice	January
14	Joint Plan Commission and Village Board Public Hearing Recommend and Adopt Final Draft Plan	February
15	Post Adopted Plan on Village Website and Mail Notices	February

Proposed Changes From Last Comprehensive Plan

- Updated all data, maps, references, plans, and programs throughout the document.
- Moved most of the data sets, analysis, existing conditions, and other reference plans to the Appendix and added an executive summary to make the plan more user-friendly.
- Rewrote the Issues and Opportunities Chapter to identify new data, trends, priorities, etc.:
 - Population and demographic shifts
 - Housing shifts
 - Leveraging the Village's assets
 - Redevelopment, reinvestment, and new development
 - Tourism
 - Cost of services
- Added strategies and recommendations to reflect public input received, data analysis and trends, and key issues and opportunities identified:
 - Continue to participate in more County and Regional planning efforts.
 - Support the use of local food and food production.
 - Limit development in agricultural areas outside of Village growth areas.
 - Pursue sustainability and climate resiliency mitigation strategies.
 - Require/implement stormwater management best practices.
 - Partner with community institutions, foundations, and local businesses to promote tourism and economic development in the Village.
 - Market the Village to new residents and tourists by leveraging local assets.
 - Require high-quality design for multi-family housing.
 - Promote traditional neighborhood design principals.
 - Promote infill and redevelopment of key sites, particularly downtown.
 - Diversify housing stock and foster new entry-level workforce and affordable housing.
 - Prepare an Official Map and Bicycle and Pedestrian Plan.
 - Develop a Downtown Plan.
 - Leverage alternative funding sources to assist with utility, community facility, and economic development projects.
 - Explore opportunities for shared service agreements with neighboring jurisdictions.
 - Promote the retirement industry as an economic development strategy.
 - Explore opportunities for intergovernmental agreements.
 - Continue to work with the School District, technical colleges, and regional economic development partners on preparing the local workforce.
- Completely revamped the Implementation Action Items to provide pointed actions, projects, and initiatives that reflect the other changes to the plan.

Key Policy Decisions

Existing Comp Plan Categories	Proposed New Categories
<u>Exurban Residential</u> Unsewered residential development under 35 acres	<u>Single-Family Residential Unsewered</u> Unsewered residential development under 35 acres
<u>Large Lot Residential Preservation</u> Single-family development (1-1.5 acre lots)	<u>Single-Family Residential Estate</u> Single-family development (less than 1 du/ acre)
<u>Low Density Residential</u> Single-family development (20,000 sf & 1 acre lots)	<u>Single-Family Residential Low</u> Single-family development (1-2 du/acre)
<u>Medium Density Residential</u> Single-family development (10,000 sf and 20,000 sf lots)	<u>Single-Family Residential Medium</u> Single-family development (3.5 du/acre)
<u>Village Residential</u> Single-family development (7,200 sf and 10,000 sf lots)	<u>Single-Family Residential Small Lot</u> Single-family development (6 du/acre)
<u>Two Family Residential</u> Two-family development	<u>Two Family Residential</u> Two-family development up to 10 du/acre
<u>Multi-Family Residential</u> Residential development up to 8 du/acre	<u>Multi-Family Residential</u> Residential development up to 12-18 du/acre
<u>Mixed Residential</u> Residential development up to 8 du/acre	<u>Planned Neighborhood</u> - Well-planned future neighborhood - SF (65% of units), TF/MF (35% of units) - Community facilities, parks, neighborhood mixed use
<u>Village Center</u> Pedestrian-oriented mix of commercial, office, institutional, and residential	<u>Downtown Mixed Use</u> Pedestrian-oriented mix of commercial, office, institutional, and residential (above the first floor)
	<u>Neighborhood Mixed Use</u> Small-scale commercial with residential above at matching scale to adjacent residential
<u>Community Business</u> Highway commercial and existing industrial	<u>Planned Mixed Use</u> Well-planned mix of commercial, office, institutional, and multi-family
	<u>Resort/Private Recreation</u> Private vacation and recreational resorts, marinas, etc.
	<u>Industrial</u> Light and medium industrial development (mostly indoors)
<u>Institutional</u> Churches, parks, schools	<u>Community Facility</u> Churches, parks, schools
	<u>Institutional Campus</u> George Williams College and Observatory
	<u>Camps</u> Existing youth camps
<u>Agriculture/Rural</u> Farming uses limited to 1 home per 35 acres	<u>Agriculture/Rural</u> Farming uses limited to 1 home per 35 acres
<u>Park and Open Space</u> Parks and enviro areas	<u>Park and Open Space</u> Parks and enviro areas

- Proposed Smart Growth Areas (opportunities for redevelopment or new development)
 - Central Business District
 - Former Elementary School site
 - Geneva Street and Walworth Avenue intersection
 - Extraction site (northside)
 - Former golf course (adjacent to George Williams College)
 - Camps
 - Northwest (future Village growth area – greenfield)
 - Any others?
- Does the Village still want to pursue investigating sites for high-quality office and business park type uses? It was recommended in the past plan and discussed on the west side of the Village on the south side of Highway 67 across from the school campus.
- Implementation Action Items:
 - As previously discussed, there are many new or revised implementation action items. Key implementation action items are reflective of the strategies and recommendations listed on the previous page. Any questions, comments, or changes needed?
- Based on the new/revised strategies and recommendations stated above, are there any questions, comments, or changes needed?

Next Steps

- Make changes to create “clean version” of Draft #1 for review by the Plan Commission
- Create Draft #2 based on Plan Commission feedback
- Joint Plan Commission and Village Board meeting to review Draft #2



Village of Williams Bay Comprehensive Plan Redline Draft

BZO COMMITTEE MEETING – AUGUST 2, 2022

SONJA KRUESEL FROM VANDEWALLE & ASSOCIATES

Project Schedule



Proposed Changes From Last Plan

- Updated all data, plans, references, programs, etc.
- Increased user-friendliness
- Rewrote issues and opportunities
- Added/reworked strategies and recommendations
- Revamped the implementation action items

Key Policy Questions (see meeting materials)

- Proposed new Future Land Use categories
- Proposed new Smart Growth Areas
 - Opportunities for redevelopment and new development
- Pursue high-quality office and business park uses west of Village by school campus?
- Implementation action items
- New strategies and recommendations

Next Steps

September: Draft #1 Plan
Commission Review

November: Draft #2 PC/VB
Review

December: Public Open
House Review of Plan

Jan./Feb.: Adoption



June 6, 2022

Ms. Becky Tobin
Village Administrator
Village of Williams Bay
250 Williams Street
Williams Bay, WI 53191

Dear Ms. Tobin:

Aurora University is submitting this letter to respectfully request the Village of Williams Bay change or amend the future land use of its campus property for the following parcels with property north of Constance Boulevard:

WA119800002; WA222400001; WA499800002; WGT00009; WGT00010; WWUP00011

The expansive George Williams College campus property is a financial burden to the college as a whole. The university is seeking a change in zoning to afford it the opportunity to sell property in support of its ongoing college operations. Accordingly, the university asks that its zoning for the above parcels be changed to Medium Density Residential so that the university may explore the sale of some or all of its holdings.

Further, the university also requests the Village consider annexing the following properties into the Village boundaries also zoned for Medium Density Residential for the same reasons stated above:

EW200019 and EW200020

Your consideration of this appeal is most appreciated. The successful outcome of this request is critical to the continuing viability of Aurora University in Williams Bay. Please feel free to contact either Jeff King, Chief Operating Officer, or myself with regard to this request.

Sincerely,

Sharon W. Maxwell
Sr. Vice President for Business and Finance

cc: Dr. Jeff King, Chief Operating Officer



Walworth County, WI - OneView

Search for a Parcel or Address

